

El Excentrica

Humberto Garcia

January 5, 1970

Feliz y Prospero
Año Nuevo !

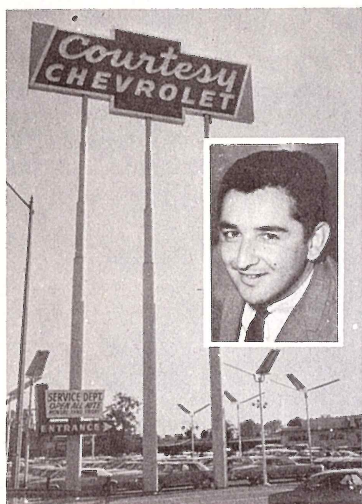


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Pregunte por *Joe Sarzoza*



EN EL DEPARTAMENTO
DE CARROS NUEVOS !

Pregunte por

Al Zamora



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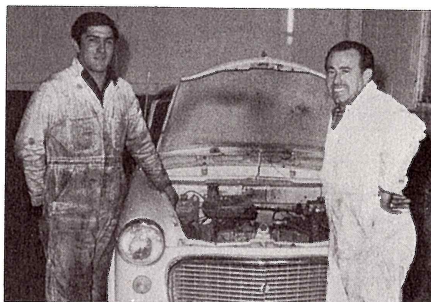
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En la grafica los atentos y
competentes mecanicos Jesus
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Mr. and Mrs. Anastasio Cordova
Mr. and Mrs. Manuel Martinez
request the pleasure of your company at the
marriage of their daughter and son

Maria Isabel

and

Claudio Jose

On Saturday, January 17th at 12:00 o'clock noon
Nuestra Señora de Guadalupe Church
2020 E. San Antonio St.

San Jose, California 1970



MARIA originates from Fresno, Calif.
with residence in San Jose for the past
10 months. Attended Edison High in
Fresno, California.

CLAUDIO is a native of Handford,
California, moving to San Jose 10 mo.
ago. Attended Edison High in Fresno
California.



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ANDY FLORES & Orchestra
HOTEL ST. CLAIRE
Semi - Formal
\$5.00 per Couple



In photo part of the Welcoming committee
l to r: Silvia & Sally Peña, Lupita Suarez,
Lindy Reyes and Debbie Baca.

Ultimos Estilos en Ropa

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En la grafica BERNIE BERG y parte del atento personal de HABLA HISPANA.



LOS OJOS DE MI CHICANA

I see your eyes before me, crowding my
every dream

Reflections of past Glories, Brown and
Pagan Themes

In your eyes I see the Aztec Indian Crest
They tell a story of tears, fire and naked
Conquest

Deep, Brown, Beautiful eyes, the darkness
of nights by the Sea

The sparkle of diamonds like stars, and
reminders of dreams that were never
to be

The White of your eyes is the snow that
lies as a cover for "The Sleeping Lady"
Sleep on my Queen, Sleep on, Sleep on
Threads of Bronze and beads of ashes com-
plete the length of your eye lashes.
Do I see in them expressions of uncertain
fears?

Perhaps this world is not for us, Pray for us,
Pray for us

Again I search the eyes of my Chicana, Tu
Vida es mi Vida, Mejicana

Try all I dare, to cut the stars of her hypno-
tic gaze

It's hopeless: I've been mesmerized
into a dreamy haze

I traveled far in search of others while I
was all alone

But only "My Chicana's" eyes will guide
the road to home

So please, dear God, don't close my eyes
on this. My last "mañana"

Till I have blessed and softly kissed,
LOS OJOS DE MI CHICANA.

RUDY CALLES

San Jose City College
San Jose, California



Angelique's BEAUTY SALON SALON DE BELLEZA



En la grafica: Connie, Tammie, Donna
Leticia, Kathy y Mary para atenderle.

ABIERTO 7 Dias 9:00 a.m. a 9:00 p.m.
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MONTIGO

COMPRE SU CARRO !

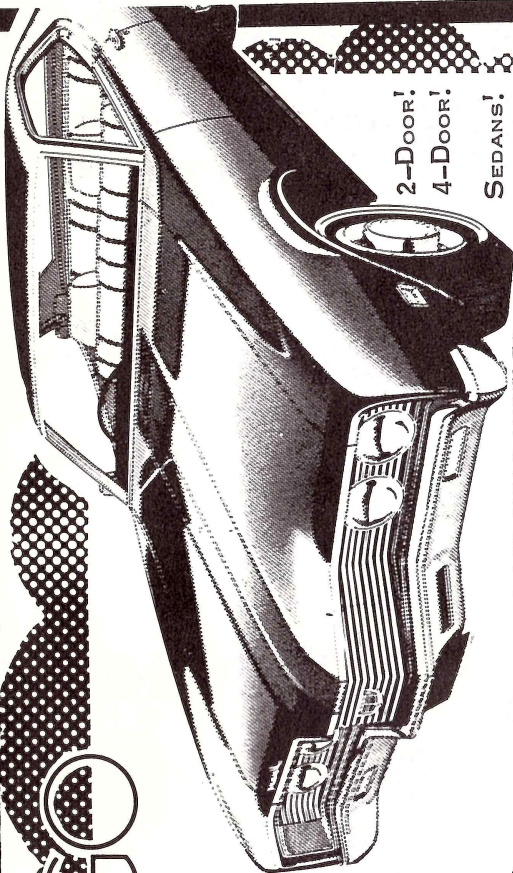
EN PAPS LINCOLN MERCURY

1124 W. EL CAMINO EN SUNNYVALE

PREGUNTE POR CHILO MIRELES
11 AÑOS DE EXPERIENCIA VENDIENDO
CARROS, DIGALE QUE VIO SU ANUNCIO
EN EL EXCENTRICO.

NUEVOS Y USADOS

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COMPRE CON CONFIANZA. CUANDO



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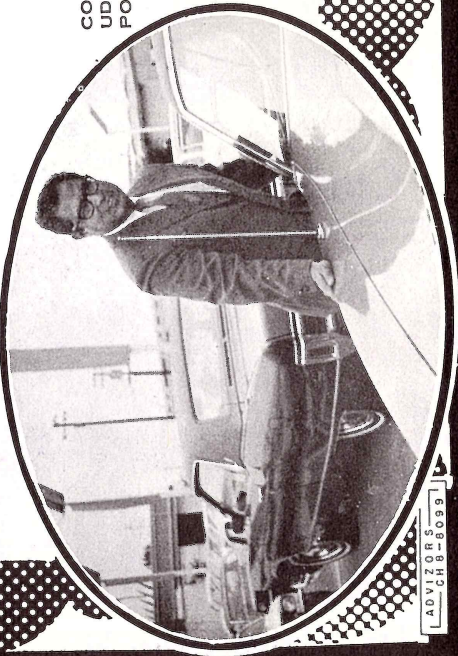
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UD. SABE EXACTAMENTE LO QUE PAGA
POR SU CARRO.

302

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250

6-CYL.



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PAPS 1

NO. 1

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130 HOMES TO BE BUILT at PASEO HOMES

On Bernal St. San Jose

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and Carl Clinton - Field Superintendent.

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Introducing the most popular personality of Station KOFY, Mr. Jesus Reyes Valenzuela and a few members of his family. He has a daily Spanish-speaking radio program, "LA HORA ARTISTICA" from 6 to 8 a.m. and 2 to 4 p.m. and on Sundays from 6 to 9 a.m. & 1 to 3 p.m.

Radio KOFY recently received a letter from a Prof. Richard Wood of European Languages in the University of Hawaii in Honolulu, 2500 miles away, acknowledging their fine programming. He listens to Valenzuela's program in the wee hours on a frequency of 1050 KC.



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JOHN ELIAS

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L to R: Irene, Carmen y Marie
para asistirle

MARIA LA ROSA PROP.

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Sr. Santiago y Sra. Eloisa Maciel
Sr. Francisco y Sra. Olivia Montañez
participan a Ud. el enlace de
de su hija e hijo

Maria Elena y Heriberto

Y tienen el honor de participar a Ud. y a su apreciable familia de la Ceremonia Religiosa que se verifico el Sabado 27 de Diciembre a las 3:00 p.m. en la Iglesia Nuestra Señora de Guadalupe
2020 E. San Antonio St.
San Jose, California 1969



por 
Daniel Saldaña

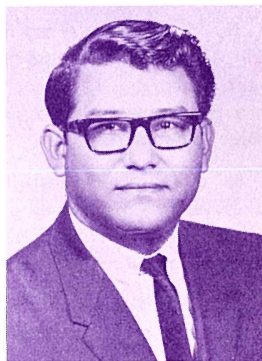
FELIZ AÑO NUEVO 1970

Hemos empezado un año nuevo, una página mas en el libro de nuestra existencia que vendrá a sumarse a las páginas de los años anteriores. Algunas personas tienen la curiosidad de hacer notas en papel y conservarlas, pero la mayoría solamente hacen anotaciones mentales y las guardan en el arcon de los recuerdos de la mente. De cualquier manera, ya sea en papel o en la memoria hacemos anotaciones de los sucesos de nuestra vida diaria, en ellos hay de todo, alegrías y tristezas, triunfos y fracasos, pérdidas y ganancias, salud y enfermedades; todo esto hace interesantes nuestras vidas, algunas personas se quejan y hasta reniegan porque en tal año les fué mal, por otra parte elogian el año en que les fué bien, algunas otras dicen "Año de nones, año de dones", dejando para los años pares todo lo que ellos juzgan como sinsabores o desdichas; esto no pasa de ser una de esas creencias sin base, el que un año sea par o impar y que por ello nos traiga buena o mala suerte no tiene sentido.

Este año 1970 como todos los anteriores de que tenemos memoria nos traerá de todo, bueno y malo, lo único podemos hacer es disfrutar lo bueno y tratar de evitar o mejorar si nos es posible lo malo. Tenemos que pensar que si todo el tiempo disfrutamos de algo, no sabemos que se siente cuando no disfrutamos de ese algo; digamos por ejemplo: El que siempre ha tenido un techo, no sabe lo que es carecer de él; el que siempre ha tenido una mesa servida a su disposición, no sabe lo que es tener hambre; el que siempre ha sido saludable,

no sabe lo que es estar postrado en el lecho del dolor. Por esa razón debemos disfrutar las cosas buenas que nos da la vida y aceptar los sinsabores que no podemos evadir. El año que empieza traerá de todo, nos presentará problemas y debemos de estar en guardia para resolverlos; si los superamos, que mejor recompensa podemos pedir que la satisfacción de haberlos encarado y eso nos dará la satisfacción del deber cumplido, este año nos brinda trecientos sesenta y cinco días de lucha, al final del año cuando hagamos el balance veremos que en una forma o en otra hemos presentado 365 días de combate y el llegar al final quiere decir que estamos en pie de lucha, listos a enfrentarnos con los otros 365 días del próximo año y lo esperamos con la frente en alto, como verdaderos campeones, porque en la lucha hemos adquirido mas fortaleza y energía para afrontar los escollos que nos salgan en el camino. Con esa confianza gritamos con toda la fuerza de nuestros pulmones. FELIZ AÑO NUEVO.!'

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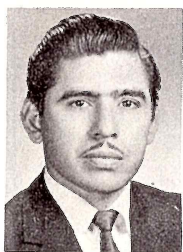
CON UN PEQUEÑISIMO ENTRE UD.
Obtiene un CHEVIE Nuevo !

El lugar Mas nuevo de San Jose y con
las MEJORES FACILIDADES de PAGO!

266 - 4000

905 W. Capitol Express Way

San Jose



M.A.C.O.
por Antonio
S. Gomez

Amigos de esta columna de MACO, espero que hayan pasado una muy fe^liz Navidad y que el Año Nuevo, haya sido de regocijo para todos ustedes.

Bueno se ha ido otro año, un año mas que viviremos, y así paulatinamente día tras días nos alejamos de este mundo, de esta vida que nos ha sido sedida por el Rey del universo, Dios nuestro Señor, pero no hay otra manera de remediarlo, ya que todos pobres y ricos tenemos que marchar por ese mismo camino de la eternidad, en fin deseo que por el resto del año a todos les vaya bien en sus trabajos, negocios y por todas partes donde estén, y esperando servirles y tenerles informados siempre de esta organización que es MACO, por el resto de lo que va del año.

MACO ha elegido su nuevo presidente y es el Sr. Adalberto Jimenez, por medio de esta columna deseo que tenga mucho éxito en su nuevo nombramiento, y así como a todos los nuevos elementos que forman la nueva mesa directiva, muchas felicidades.

La confederación de la Raza unida, así como algunas organizaciones de los alrededores de San José y locales, han hecho demostraciones en contra de el proyecto que se está erigiendo en la calle San Carlos y Vine, y que será el teatro de la comunidad de San José, han sido arrestadas 35 personas entre ellos cinco clérigos eclesiásticos, y cinco mujeres, mujeres como la Adelita, la Juana Gallo, la Valentina que pelearon en la revolución mexicana, así estas mujeres que dejando el que hacer de sus casas se unen a reclamar nuestros derechos civiles, y así como estos titanes de causa César Chávez, Corky Gonzáles de Colorado, Reyes Tijerina de Nuevo México,

están, y con sumo placer hago renombre de estos grandes que pelean por una causa justa, Aldabero Jiménez, Joe Vásquez, el chino Vásquez, Heriberto Gutiérrez, y desde el Sr. Jack Ibarra, y muchos mas que no alcanzo a recordar, pero que en

la próxima edición tendré todos los nombres de todos estos titanes de la causa que luchan por una noble causa.

Mucho éxito el día que MACO se partió los juguetes a los niños que se registraron para obtenerlos, y aun así todos sin faltar ninguno se les obsequió su respectivo juguete y su bolsita de dulces, todos con risas y algarabías, y casi todos se les veía que estaban contentos, esperando ese rato en que recibirían sus aguinaldos de navidad, miembros de MACO y algunas otras personas trabajaron muy arduamente ya que mas de dos mil juguetes así como docenas de cajas de dulces, cajas de manzanas y naranjas, se empaquetaron en bolsitas para su distribución, el Sr. Jiménez fue el que hizo posible esta linda noche para todos esos chiquitines del barrio de Garden, felicidades Sr. Jiménez por esa labor tan ardua en que trabajó, y a todas las demas personas que ayudaron en este proyecto felicidades.

Amables lectores, ahora como se los prometí, paso a problemas humanos y aquí en esta edición, con el número uno y que se firma como la amargada. SR. GOMEZ, leí su artículo en El Excéntrico y me parece muy buena la idea de que tenga en su sección problemas humanos, ya que muchas de nosotras, tenemos problemas que no atinamos a resolver, así sean lo mas insignificante, lo felizito y ojalá siga adelante y tenga mucho éxito en su sección de problemas humanos.

Una Admiradora

SR. GOMEZ, leí su columna de MACO, y viendo que va a tener su sección de problemas humanos, quisiera ser la primera que le de publicación a mi problema que es así.

(continua en la siguiente plana)

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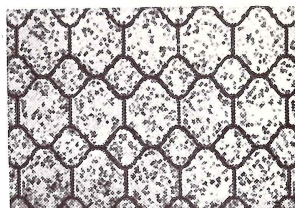
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SAN JOSE

(MACO (M.A.C.O.) continuacion..

Soy señora de 34 años y tengo cinco hijos, mi esposo es muy bueno conmigo y con mis hijos, pero aquí el problema, él tiene como decimos en México ("otro frente") y a veces se pasa hasta dos días sin venir a casa, el no niega que tenga otra mujer, y pues yo vivo amargada, quisiera recogerme con mis padres ya que les conté a ellos mi situación, y me mandan a decir que en cualquier momento me reciben en su casa, pero que va a ser de mis hijos sin padre, y yo sola para mantenerlos, ya que aquí no conozco a nadie que me guíe o al menos me dé un sano consejo de mi problema, por eso leyendo su muy atinada sección de problemas humanos quisiera que usted me aconseje o al menos algún lector de esta tan acreditada revista El Excéntrico me ayude a resolver mi problema.

Esperando con ansias el otro número de esta revista y algún lector quisiera ayudarme, se lo suplicaría que lo diera a saber en el otro número, y no le mando mi nombre para no agrandar este mi problema con mi esposo.

"LA AMARGADA"

SR. GOMEZ, yo quisiera que me aconseje o que puedo hacer, mi señora tiene una semana que salió a la tienda a comprar tortillas y no ha regresado, que hago la espero a que regrese o como con pan.

"EL DESESPERADO"

Y así queridos lectores, la amargada espera su respuesta, manden su correspondencia a El Excéntrico, y la contestación mas atinada se publicará en la siguiente edición.

Y hasta la próxima D.M.

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Sab. 17 de Enero 9 a 2:00 a.m.

GRAN BAILE

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GRAN TARDEADA Domingo 11 de Enero 3:00 a 11:00 p.m.

ANSELMO MARTINEZ y Conjunto

ANDY FLORES y su SONORA

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GRAN TARDEADA ! DOMINGO 18 de ENERO - Orquestas de TEXAS !

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TONY MARTINEZ, Prop.

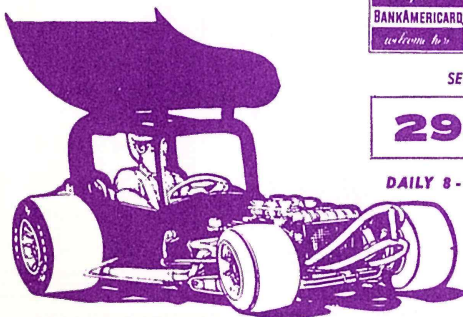
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CHRIS HENRY

HI AGAIN:

It looks like I'm to assist Hillard again this year in writing the column. Jean Kawakami will be our new assistance columnist this year. We are sure going to miss your happy face Gloria. But if we are in need of help, she is willing to fill in for us.

First of all I'd like to congratulate a couple of proud parents. Mr. and Mrs. Robert Paramo who had a 6 lb. baby girl. Rita Marie on December 25th. What a Christmas present, right Hillard and Dolores? This is their first grandchild, How does it feel to be grandparents?

Congratulations to Mr. and Mrs. Joe Muñoz who had a baby boy, Dec. 24th.
oooooooo

I'd like to welcome home my brother Bill Hines who just came home from Viet Nam. He'll be home for the holidays. It's great to have you home brother, we really missed you.

I like to wish a swell friend Joe Zu-lueta a Happy Birthday, Dec. 31st, what a birthday party we had, Right Marcy Quiroz? And may you have the best of luck in the coming new year. And more birthdays are John Payer - Dec. 18th, Ray Muñoz Dec. 19th, and Frances Muñoz January 21st.

HAPPY ANNIVERSARY

To Mr. and Mrs. Frank Kawakami, January 7th, How many years were you married Frank? Yes, it's 9 years. Best wishes to you both, Frank and Jean now have a son, Randy Kawakami. Real happy for you both, so when is the BAPTISM party?

THE GREAT (DEAR HUNTERS)

Well the great deer hunters Ron Henry and Frank Kawakami came back from the State of Idaho with some deer. I guess

they had a good time since they are very anxious to go back next year, especially to a certain hill that is shaped like a woman.

On CHRISTMAS EVE at Mr. and Mrs. Frank Espinoza's residence a Santa Claus dropped in with a Ho-Ho. To our surprise Santa was Tony Trillo. Tony we still say you would look better if you had a pillow.

NEW YEAR'S PARTY was held at the Espinoza's place again, we all had a very good time.

THE TAHOE TRIP was a great success Hillard and Dee we sure missed you, especially on the bus trip, for some reason Al kept getting lost. And who said never have a woman at their side when they gamble?

What ever your New Year's resolution is this year, let's hope you make it good.

I promise to get my column written in time. How about you Hillard?

NEW BABY GIRL: I just got news that Mr. and Mrs. Joe Martinez have a new baby girl. Born Dec. 26th. Better luck next time Joe. This makes their third girl.

UNITED FOOD DRIVE

Don't forget to help with the United Food Drive, there are needy families that need our help. So please attend the meetings.

Well until next time, take care and godbless you all for the coming new year.

CHRIS HENRY

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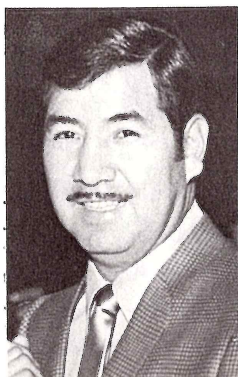
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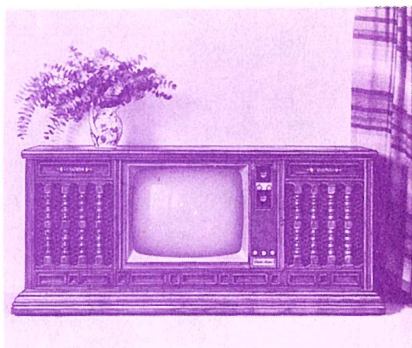
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Christmas is gone and a New Year has begun for all of us. Many of us had a good year and many did not. For many people Xmas was a very good one, many had their loved in the service, many people were unemployed and unable to enjoy the comforts of Xmas. It was good to hear that in Modesto Calif. many unemployed people got at the last minute some canned meat and a few other canned goods. This food was supplied by the U.S. Government. The blessings went to Attorney Phillip Newark who successfully petitioned a federal court to open a food surplus warehouse long enough to load three trucks with food. It was also nice to see the people volunteer for this mission. People had been waiting in line for almost six hours, and even though they couldn't have a turkey, they were very happy to get this canned foods.

Things like this really make us feel good to know that we have people who still care, their purpose in life is good and yet we still have some people who riot, and sometimes it's only to make others look bad. So peace on earth and if you have a little left over, remember those who need a little. May the New Year bring all of you blessings.

UNITED FOOD DRIVE

The United Food Drive meeting took place for the second time on Monday, Dec. 22 at 67 San Antonio St. It was disappointing that we had a bad turnout, many were busy with Xmas, but many of us took some time off, because we know that this is a good cause, and we are not wasting time. Many good points were discussed, one was that the activities and cooperations of Clubs, is getting less. It seems that many leaders are only interested in themselves and don't give importance to their follow-

ers. So, leaders let's get your members together and get more things going. Let's not only think of getting publicity, but help and unite with other organizations.

The next meeting will be at 67 W. San Antonio St. on January 12. Let's all attend, don't let this worthy cause die.

NEW YEAR'S WISH

For the following people:

GLORIA PARRA: Keep on being as happy as you are, and don't take certain things so serious.

NORATREVIÑO: That you get your dream car (A Road-Runner) also less citations.

NICK PAZ: Happiness, success, love, sincerity that you want so much, in this year.

LORRAINE HODGES: A Dayshift job and Happiness with Elias.

CANDY VELIZ: Stop fighting so much with Dan Alonzo, Roberto Ramirez, you know you can't live without them.

HUMBERTO GARCIA: Enjoy life a little more, also to take that trip you planned.

OFELIA ROMERO MOTOLA: To be able to make that trip to your hometown, so to stay as understanding as you always are.

MR. GEORGE CARLSON: To regain your full strength in 1970, also a blessing for all the help you've given to organizations in the past.

JESS & RAY MORA: That both of you come back to us safely from the service.

GENE AGUILAR: To keep that promise not to believe everything people tell you To please people and not to be pleased.

ANGIE MEDINA: Keep smiling and don't have any more car accidents.

JESS SORIA: Don't rush into things, stay as understanding as you always are, but don't let certain people take advantage

JOE PERRAZA: Not to say certain things and fall into them again, also to stop making bets, if you are not going to pay. But, also keep enjoying life.

RICHARD DIAZ: Stop comparing Las Coronelas with other groups, we are very happy and very neutral. Para todas hay

LINDA MURRAIRA: Keep on being jolly and sweet as you are. Happiness always.

(continued next page)

Las Coronelas continuation

JOE MORA, JR. That you may buy that Karate Studio, this year like you plan
 FELIZALONZO: That you may get a bigger diamond next Xmas, also that you and your hubby Dan, stay as successful as you are.

DANNY and NENA LOPEZ: Keep on being as happy as you have made each other.

MOM and DAD: That god may still give you life in the coming years, so we can be together. Also, all blessings for being such good parents.



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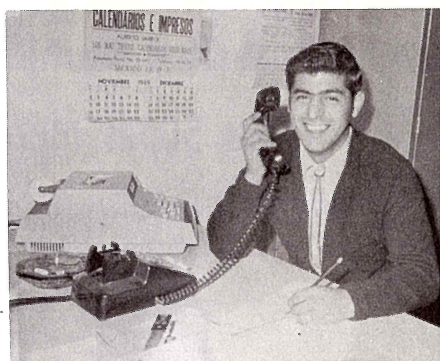
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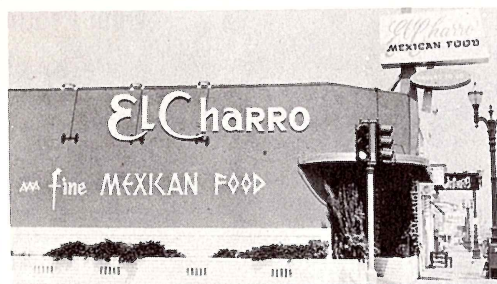
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REFLEJOS DE CINE RADIO Y TELEVISION

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Estimados lectores, antes de dar principio a nuestra columna, aprovecho esta oportunidad para desearles de todo corazón un venturoso Año 1970 que la Paz y la Felicidad reinen en vuestros hogares.

RADIO.—Vamos en esta ocasión ha hacer un resumen de lo que pasó en 1969 en la radio, les he comunicado anteriormente de los diferentes programas de radio en las diferentes difusoras que transmiten en nuestro idioma, he podido darme cuenta a ciencia cierta de los cambios que hemos tenido en estos ultimos años, yo personalmente pronostico un cambio completo en los programas en español en muy poco tiempo, el mismo gusto de la gente tiene que cambiar, se tienen que dar cuenta de lo que verdaderamente es la radio. Este medio de difusión es como cualquier otro negocio con la única diferencia que tiene que servir como un medio cultural, la persona que esta frente a los micrófonos tiene que proyectar,

es el intermediario de difundir cosas de interés para nuestra comunidad, y no únicamente para hacer negocio, el locutor tiene la obligación de estar con el público de servir a la comunidad y no el público servirles a ellos, cualquier persona que trabaje para nuestra comunidad en diferentes aspectos y se identifique con ella puede tener la seguridad que se gana el respeto y la simpatía de todos.

TELEVISION.— Hay una gran seguridad que para este año del 70, tendremos lo que hemos publicado anteriormente, televisión todos los días, con programas producidos en la ciudad de México, telenovelas, programas musicales, etc. etc.

En la ciudad de Fresno ya principiaron con esta clase de programaciones vamos a esperar los resultados.

CINE-MEXICANO.— El Sr. Luis Echeverría, el próximo presidente de México dará un gran impulso a nuestro cine produciendo buen material, actualmente nuestro país tiene un gran prestigio en el extranjero y ya es tiempo que nuestro cine se proyecte internacionalmente, aunque ya podemos ver buenas películas mexicanas, pero de todas formas el próximo presidente dará un gran apoyo a este medio.

MINI-NOTAS.— El Trío Los Inocentes, es un trío originario de Guatemala, su director Mario Anderson, tiene un gran

(continua en la siguiente plana)



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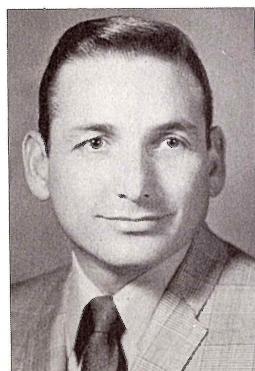
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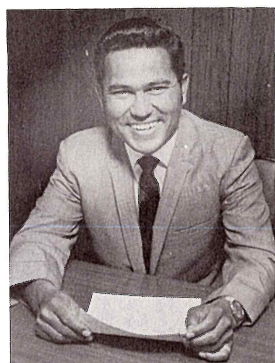
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REFLEJOS (continuacion)

entusiasmo de que su trío se pueda dar a conocer en Centro, Sudamérica y México incluyendo Estados Unidos, ya grabaron para Discos Fama, cuatro números que seguramente serán del agrado del público, de estos números dos se pronostican como números fuertes, María Isabel y Carita al Mundo, esta última es composición de Mario, nosotros les deseamos el mayor de los éxitos.

RADIO INTERNACIONAL 105 FM, tiene programación en español 15 horas diarias de las doce de la media noche hasta las dos de la tarde del siguiente día, con sonido estereofónico, y con una de las mejores programaciones en español, el programa de un servidor es a la una de la tarde de lunes a viernes, los martes a las doce y media de la tarde, con la hora de AFICIONADOS, espero me puedan escuchar. Hasta la próxima y muchas felicidades para 1970.

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LOUIS COCA: To collect all the drinks that Candy Veliz owes me.

ROSE: Do her best to go to work everyday so that she won't be called Four Days Rose.

DAN AGUILAR and LOUIS GRANADOS: A Season ticket for the Giants games.

BOB MERCADO: 1,000 Clients to bail out.

BOBBY CLUB: A Winner, a Big Winner.

ART CUELLAR: A truckfull of diet Food.

AMADOR URRABASO: More good people for his schetches.

SONGA ISAI: No more Hazzels.

WILFORD IRIZARRY: To give his customers " Un Poquito Mas ".

MARIA AGUIRRE: A steady Bartender.

PHIL PEREZ: A bigger circulation of the Mercury.

RUBEN RODRIGUEZ: To teach dancing as well as Spanish.

HANK COCA: A million satisfied customers.

RUBEN GUERRERO: For Club San Felipe to change homes for their parties.

ART "Alaska" LOPEZ: Armored truck to carry his money.

FELIZ ALONZO: The patience to put up with her enemies, her friends are something else.

LENA GOMEZ: Income Tax Reports and more Income Tax Reports, even if she has to be open 24 hours a day.

(PAUSE) !

" This cat has got to go and find a sandbox."

RAUL CHAPA: To improve his dancing he leaving Lupe toeless.

HARRY EVANS: Hopes to enlarge and beautify the Starlight Ballroom.

NICK GUERRERO: To work longer hours to accommodate his growing number of friends that go to him for Income Tax Service.

DAVE AVILA: To all his customers he is not Mr. Avila, just Dave anytime.

FIDEL CASTAÑEDA: To become a top Salesman at Furniture Discount House.

DELMA ROSS: To make the Bachelorettes the number one girls club in San Jose.

JERRY MORAN: To style Armando Palacios hair, that is a job.

JENNIE ACOSTA: To be more discrimina-tive in picking her dancing partners.

JOE GUILLEN: To go back to La Sonora of Ted Rivera.

CONNIE CAUDILLO: To record new songs his last recordings were oldies but real goodies.

ANDY FLORES: I hope his Chula Chula becomes a hit, (I like it, I like it.)

PAUL GARY: Leave the juice alone or you had it.

VICTOR VASQUEZ LAMON: To go back to Reno this town is too quiet for him.

JOANNRICHMAN: To knock them down with her lovely smile.

JOE SANCHEZ the patience to get along with Al Pelayo.

YOURSTRULY: Hope to enjoy my favorite pastime, give Everybody Hell. !!!!!

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"The family is the basic cell of the organization and the strenght of our native country."



"El Tormentoso" Manuel Morales, vice-president of the Mexican Chamber of Commerce of San Jose felicitates Lic. Luis Echevarria, Mexico's next president this coming July. Mr. Morales has a very close relationship with the future presidente (y no se las recarga). NO doubt when Mr. Echeverria steps into office, he might appoint Morales Mexico's Consul General de San Jose; at least he gets along with everybody.



Making the scene at the Starlight Ball-

room recently was Mr. Ronnie Rodriguez, prominent auto salesman of STAR MOTORS, escorting la famosa, Linda Vera and her boy friend, "Cuco".



Introducing two representatives of the NUTRILITE Food Supplements, Natural Household Products and Natural Cosmetic Line, Mr. Felix Vasquez, Sponsor Distributor and Mr. Archie Richardson, Key Distributor of NUTRILITE Vitamins & Minerals Attend the Beauty Clinics meetings for information regarding these products and how you can make money; call Mr. Richardson at 243-9085 or Mr. Vasquez at 298-1606.



Señor Arturo Walker, Prop. of DISCORAMA RECORD SHOP and president of Discos FAMA Recordings, introduces his latest discovery, Trio "Los Inocentes" over Radio KOFY in the recording studio of Jesus Reyes Valenzuela and "La Hora Artistica" program. With him in the foto left to right: Carlos Perez, Mario Emerson and Angel Garcia. Their latest records are: "Que dicen tus Ojos", "Triste Navidad", "Maria Isabel", and "Carita al Mundo", ask for this 45 rpm records at DISCORAMA RECORD SHOP.

continued on next page



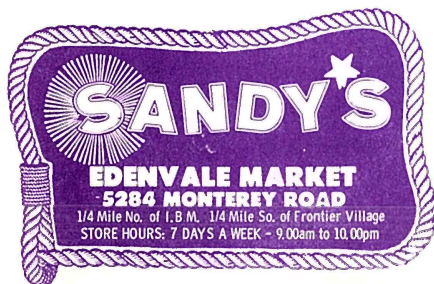
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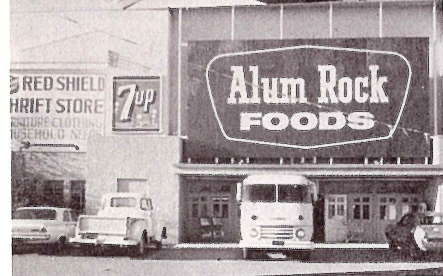
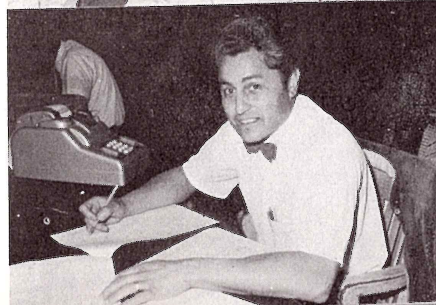
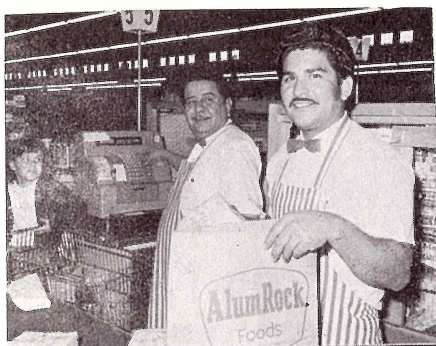


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Introducing three Spanish-speaking employees of ALUM ROCK FOODS MKT. 1905 Alum Rock Ave. left to right: Louie "EL BOOGIE" Ortiz, Joaquin Herrera and "Mingo" Gallardo, Mgr. of the Meat Dept. Visit this store for the best service, reasonable prices and plenty of parking: Visite esta tienda de los Nuestros.

DISSOLUTION of MARRIAGES

Divorces filed: ESPARZA - Ora G. vs. Angel P. VARGAS - Rebecca vs. Samuel T. GOMEZ - Jessie M. vs. Joel. GONZALES - Asencion M. vs. Norma. QUINTANAR - Lucy vs. Joaquin R. SANTOS - Terry M. vs. Richard C. PADILLA - Virginia vs. Carlos. VELASQUEZ - Aurora vs. Celso.

Interlocutory Decree: GONZALES - Vera from Carlos. MADERAS - Frances from Daniel. OCHOA - Barbara N. from Robert. MONTES - Carol from Raymond. ULLOA - Maria from Felipe. ORTIZ - Teresa from Frank. ESCOBAR - June from Jose. Final Decree: QUIJADA - Donna from Richard. AYALA - Elisa R. from Louis DE LUNA - Eleanor from Arturo J. ES-PARZA - Audry L. from Andrew G.

Dr. Juan De Heras, D.C.

Anuncia su cambio de oficina
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CASCADES Reg. \$25.00 Now \$16.95

MINI FALLS Reg. \$42.95 Now \$35.00

WIGLET Reg. \$16.95 Now \$10.00

Becky Gallegos is Now with us.

ELADIA RODRIGUEZ, Prop.

262 - 7272



Left to right: (sitting) Alice, Nancy
Tina, (standing) Kathy, Barbara,
Becky and Eladia Rodriguez, Prop.

De Martes a Jueves por las Noches
Con Cita Unicamente.

2070 N. CAPITOL AVE.

by
PAT
VASQUEZ



The impossible dream may have finally arrived in Santa Clara County, in the past few years four job training centers for disadvantage Mexican - American are now in operation doing what should have been done 50 years ago. These centers have reached the hardcore unemployable people, they are training and referring people to jobs. There is no unemployable people, believe me all they ask is a chance to train for a job, but we need more money to train our people, if only we can tap some of that money that is being wasted in Vietnam, we could train people and we could find that our welfare roll would demise, but getting that money is also an impossible dream.

The four centers are the Santa Clara Skill Center, I.O.C. Mexican - American Opportunity Center and Operation SER (Service Employment Redevelopment).

Operation SER has it's offices at 249 S. Second St. San Jose SER director is Jose Martinez, who we know that he is doing a wonderful job. SER is sponsored by the American GI Forum and the League of United Latin American Citizens. On Jan. 9, 10 & 11 the San Jose SER board is hosting the National SER Board of Directors at the Hotel St. Claire. The National SER board members are and will be present in San Jose, Chairman, Alfonso G. Sanchez, District Attorney Santa Fe, New Mexico. Vice - Chairman, Eduardo Peña, Office of Federal Contracts Compliance U.S. Dept. of Labor, Washington, D.C. Secretary - Treasurer, Mrs. Margaret Pacheco Cultural Enrichment & Tutorial Program, Paramount, Ca. Duven Lujan, Counselor, AFL - CIO Pre-Apprenciceship Program, Albuquerque, New Mexico. Mrs. Mona Verdugo Secre-

tary Migrant Opportunity Program Phoenix, Arizona, Robert Abril, Contractor, Tucson, Ariz. Dan Campos Director, Community Relations Div. San Jose Police Dept. Dan Galvan, Contract Compliance Office U.S. Dept. of Defense, Dallas, Texas. Joe Ontiveros, Community Action Agency, Pueblo, Colorado. We hope that you can join us at St. Claire, and you can see chicanos on the move trying to solve the problems that confront our people.

HOTEL SAINT CLAIRE - Friday, January 9
(No Host Cocktail 7:00 to 10:00 p.m.

Saturday, Jan. 10th, 10 to 12 Noon
Orientation with Government Official
Official Luncheon \$5.00 per Person

On the same Saturday the American GI
Forum will have a

SCHOLARSHIP BENEFIT DANCE
at the ST. CLAIRE HOTEL
From *:00

Semi-Formal Donation \$5.00 per couple
All monies from this dance will go to the
SCHOLARSHIP FUND

My congratulations go to two lovely young girls Hope and Bertha, who have made all the arrangements for this dance, what we need is more people like Bertha and Hope. Bertha is Mrs. Paul Chairez, Hope is Mrs. Abel Martinez. Come out and support these two girls and at the same time have fun and send a Mexican - American to higher education.

Mr. Abel Martinez heading the GI Forum Scholarship Committee is picking up momentum, and why not, look at the lovely girls working for him (the lucky dog.)

GRATIS! GRATIS!

No Cobramos Renta !

WEDDINGS - PARTIES ETC.

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by DR.
JUAN DE
HERAS, D.C.

THE LATIN-AMERICAN AFFAIRS COMMITTEE OF THE ASSOCIATION OF METROPOLITAN SAN JOSE

Dr. John De Heras, Chairman

The Latin - American Affairs Committee of the large Chamber of Commerce, The Association of Metropolitan San Jose, today was advised that their recommendation to the Metro's Board of Directors for a directive to President Richard Nixon for use of the resources of his office to help in the release of Lt. Everett Alvarez from the North Vietnam, was approved and sent to President Nixon, Senators Murphy and Cranston, and Representatives Gubser and Edwards. The letter states:

PRESIDENT RICHARD M. NIXON
THE WHITE HOUSE
WASHINGTON, D.C. 20510

Mr. President:

The Association of Metropolitan San Jose is adding it's resources to the action taken by other organizations and citizens of Santa Clara County to expedite the release of Lt. Everett Alvarez, Jr., USN. Lt. Alvarez has been a prisoner of war longer than any other American.

Please inaugurate the appropriate action steps to accelerate his release. His family would be grateful to know this matter has received your personal attention.

Respectively,

Fred W. Burtner

Executive Vice - President

The Association of Metropolitan San Jose

ooooo

The Latin - American Affairs Committee has added four new members to it's total membership and they include: The Ozuna Products, Rene de Sierra District and East-side Director, Luna and Pepe Ozuna, Edward Perez, Santa Clara County Council of Boy Scouts, Benny Ramirez, Architect,

Norman Lariviere, Attorney and Mike Atonacci, former Planning Director of the City of San Jose, Housing Consultant.

The activities of the Latin - American Affairs Committee has three projects under subcommittees and are, The Education Committee, headed by Joe Sarzosa and aided by consultant Frank Cascino, from the District Attorney's office, to find eligible students of Latin descent to fill openings for scholarships in Harvard, Yale and other Colleges and Universities that are available Attorney Al Romero, chairman of the subcommittee to increase bilingual personnel in both the Municipal Court Clerk's office and the Sheriffs Dept.

The subcommittee of developing greater use of Mexican - American Contractors in construction as sub-contractors, headed by Frank Zamora and assisted by Manpower and Employment consultant, Monico Amador, (Editors Note:) There has already been a request by a large Contractor to find members of the Mexican - American Contractors Association so that he can be given contract work.)

The effectiveness of Latin - American Affairs Committee in bringing the Spanish surname businessmen, contractors and others into closer cooperation with the rest of the industry and professions in Santa Clara County has been very effective.

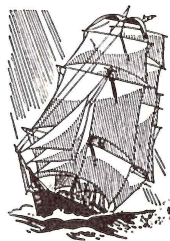
Meetings of the Committee are held once a month in the Board of Directors meeting room at the headquarters of the Association. The average attendance is generally 20 members and consultants present.

Membership in the Latin - American Committee is dependent upon first becoming a member in the Association of Metropolitan San Jose. The Committee is run under the by-laws and procedures of the Association of Metropolitan San Jose and all of The Committee's actions taken on any committee approved motions, must be approved by the majority of the members of the Association Board of directors of Metropolitan San Jose before they are backed & endorsed by the Association Membership is open and businessman or or professional that wishes to join can ob-

(continued next page) ...

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El Club Mas Elegante
en toda la Bahia !



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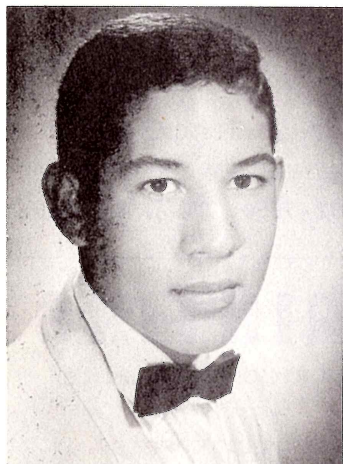
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JOSE DURAN, Gerente

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Spec. 4 JOSEPH L. MENDOZA KILLED IN VIETNAM

Spec. 4 Joseph Louis Mendoza, age 22 of
981 Prevost Ave. Was killed in action in
Vietnam on December 12, 1969.

He served with the 25th Army Infantry Div.
A graduate of Willow Glen High

He was the son of Mr. and Mrs.

JOSE MENDOZA

A native of Mexico, he came with his
family to California when he was five yrs.
old. Attended San Jose City College
prior to entering the army where he served
for 21 months.

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DE HERAS (Cont.)

tain information as to the dues, etc. by calling the Chairman, Dr. John De Heras at 295 - 5390.

MEMBERSHIP in this Committee will accomplish more for the Latin - American Community that any other group because it will deal directly with all the industrial, technical, professional and employers groups in the greater San Jose area. It will bring the needs and services of the Spanish surname people closer to home by being part of this 3,000 member organization. It is an investment in the future of San Jose by members of Latin descent who are constructive, responsible and who have invested their money in their places of business or professional offices, have become employers and tax payers and independent by believing and using the free enterprise system.



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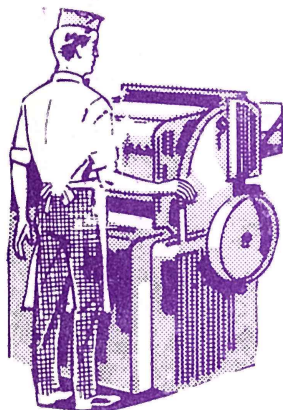
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De las 9:00 de la mañana a las 10:00 de la Noche!

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San Jose

by
**RALPH
REYES**



NEW LAW TRUTH IN LENDING

The Federal Reserve Regulation 'Z', called truth in lending, is designed to help the average citizen.

The new law requires that the lender tell the truth. For instance the actual financing costs and the annual interest rate. If you buy a car, TV, jewelry or any item on terms; every bank, finance company and dealer is obligated to submit the actual interest rate to you, for your approval and acceptance.

Discounted method of interest is where the borrower receives less than he asks for. The interest is discounted from the loan made.

Add on method of interest is where the interest is added to the amount borrowed. The amount is divided by the repayment months.

Don't be fooled by terms like 7/8 of one percent. Because 7/8 of one percent is actually 10 1/2 percent per year. In California we have a usury law which prohibits real estate loans to exceed 10% interest.

Today's tight money situation has gone to the heads of some lenders. Recently a lender told me "tell your client, we have the money, we dictate the terms", I told that particular lender "money may be scarce-but lenders aren't."

Let me recommend that you do likewise. If you feel you're not getting a fair deal from your lender- change, even if you end up paying the same rate, at least you'll retain your dignity and respect.

I'm sure the new truth in lending laws are especially designed for lenders like the one I just mentioned. Apparently they are the ones who enjoy taking advantage of the un-informed borrower.

It is consoling to know that the government is finally doing something to protect the borrowing public.

I welcome this new truth in lending law, Regulation 'Z'.

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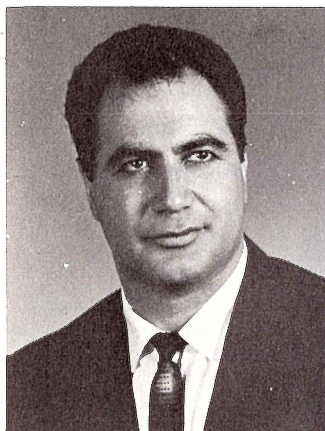
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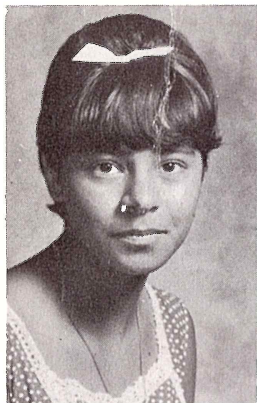
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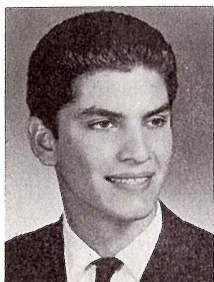
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request the honour of your presence
at the marriage of their
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Eloise and Lloyd

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Attended San Fernando
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ELOISE is a native of
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with residence in S.J.
for the past 5 yrs.

Attended Carlsbad
Senior High School.



CECILIA HERNANDEZ

A lovely young miss from El Salvador, who
attends San Jose State and looks forward
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Anthropology.

(Mac Hernandez Studio)



GRACIELA SOTO

Lovely 19 years old Graciela Soto is cur-
rently a sophomore at San Jose State and
aspires to be a lawyer in order to help the
Chicano Community.

(Mac Hernandez Studio)

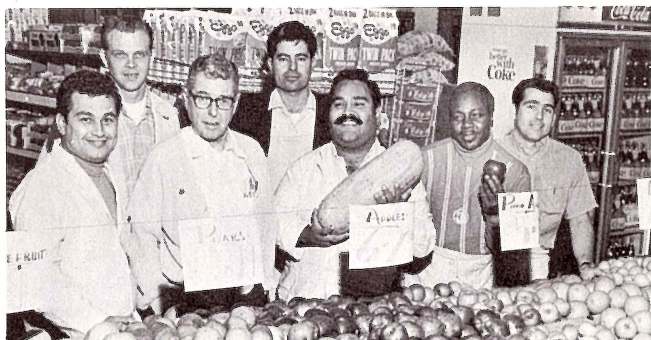
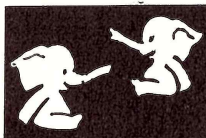
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