

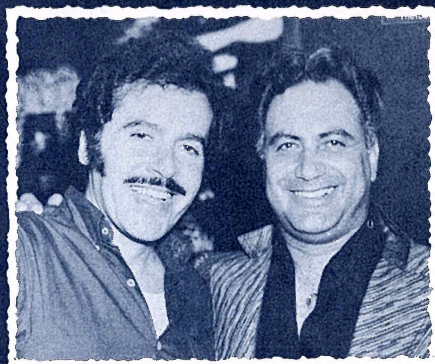
El Excentrica

Humberto Garcia

October 5, 1972



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MARLA

•Es nativa de Monclova, Coahuila, Mexico, con residencia en San Jose por los pasados 15 años. Asistio a la escuela Fremont High en Sunnyvale, Calif.

Sr. Ambrosio y Sra. Dora Elia S. Villasana
participan a Ud. el enlace
de su hija

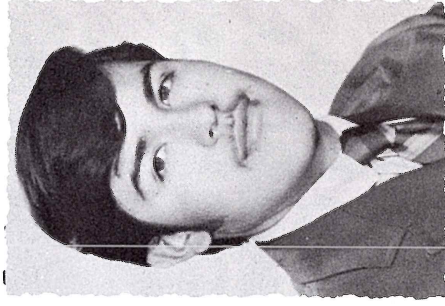
Marla

Con el caballero
Cesar Garcia

Sr. Cenobio y Sra. Maria Del Jesus Garcia
participan a Ud. el enlace
de su hijo

Cesar

Con la Señorita
Marla Villasana



Y tienen el honor de invitar a Ud. y a su apreciable familia
a la ceremonia religiosa, que se verificara el Domingo
8 de Octubre de 1972, a las 3:30 p.m.

Iglesia Saint Martin — 500 Central Avenue
Oficiara el Rev. P. Nicolas Guiba
Sunnyvale, California

CESAR

Es originario de Manuel Doblado
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Sunnyvale, asistiendo a la escuela
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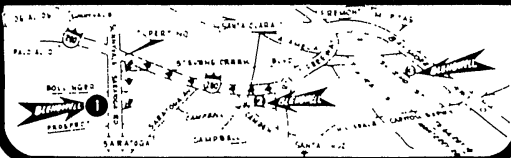
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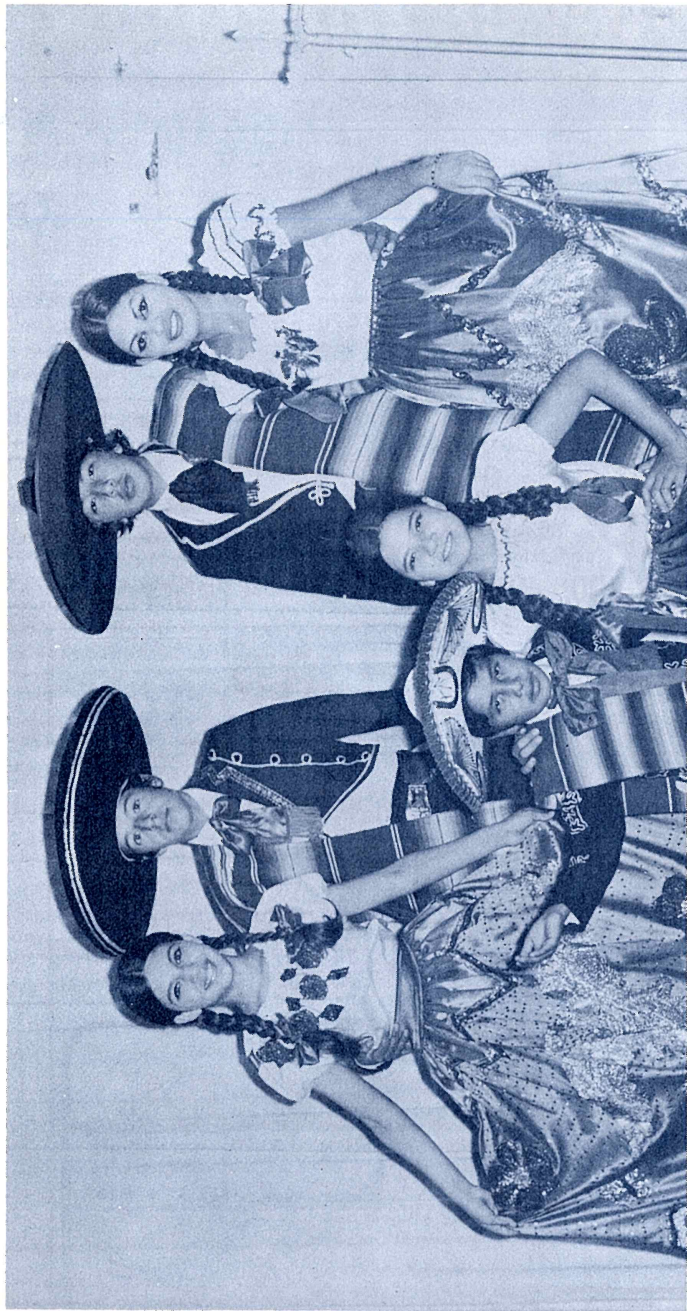
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FREE VACATION RACKET

If someone offers you a "free vacation" take a careful look at it and don't hand out any cash until you are sure it is bonafide, warns Robert Horger, the County Director of Weights, Measures and Consumer Affairs.

He reports that the County seems to be flooded with supposedly free offers, which seem to be rackets.

The usual procedure is for the unwary consumer to receive a phone call announcing the "Free" trip. A runner arrives at the house a few minutes later with coupons and a request for \$12 to \$15 to "Validate" the reservations, Horger explained.

Trouble is, many county residents complain, reservations for desired dates are not obtainable and refunds are hard to come by.

In one case, a couple read the fine print on the back of the coupon after paying the runner. One provision was that they had to send an additional \$15 to an outfit in, Los Angeles.

The couple sent the money, but later received a refund with a letter stating the chosen dates were not available. Problem was—the first \$15 paid to the runner was not refundable.

Horger said that in another case, a woman opened the coupon packet after paying the runner and nowhere in the contents did it tell where to write or call for reservations.

Several of these firms are presently under investigation in other counties and by the Attorney General's Office, he explained.

It is a wise buyer who recognizes that something for nothing usually ends in nothing for something, Horger reminded potential buyers.

El Excentrico

24TH YEAR No13 OCTOBER 5, 1972

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Pacto con la vida por un penique, y la vida no pago mas.

Sin embargo, mendigue por la noche cuando conte mi parco acepto.

Pues la Vida no es mas que patron que da lo que se le pide, pero una vez se fija el salario, Oh! es preciso seguir con la Fe en las leyes que nos rodean pues jamas fallan.

Trabajo por el jornal de un locayo, solo para aprender acongojado, que cualquier jornal que hubiese pedido a la Vida ella me lo hubiese dado.

ONCE SECRETOS de la JEFATURA

1. Valor inquebrantable: Se basa en el conocimiento de si mismo y de la ocupacion que uno desempeña. No hay ningun seguidor que desee ser dominado por un lider al que le falta valor y confianza en si mismo.

Ningun seguidor inteligente sera dominado, durante mucho tiempo, por tal lider.

2. Autodominio: El hombre que no puede dominarse a si mismo jamas podra dominar a los demas. El autodominio es un ejemplo para los demas, un ejemplo que emularan los mas inteligentes.

3. Profundo sentido de Justicia: Sin un sentido de nobleza y justicia ningun lider puede influir en sus seguidores ni ser respetado por ellos.

4. Decision: El hombre que duda en sus decisiones demuestra que no esta muy seguro de si mismo y por ende, no puede dirigir a los demas con exito.

5. El dirigente con exito debe planear su trabajo y trabajar su plan. Un lider que actua solamente por intuicion, sin contar con planes definidos y practicos, es comparable a un buque sin timon. Mas pronto o mas tarde ira a destrozarse contra las rocas.

6. Trabajar mas que los demas: Una de las dificultades de la jefatura es la necesidad de tener buena voluntad y estar siempre dispuesto a hacer mas que lo exige a sus seguidores.

7. Personalidad agradable: Ninguna persona descuidada, que hable de los demas sin saber porque, que guste del chisme barato, puede llegar a ser un lider de exito.

La jefatura exige respeto para todos los humanos. Los seguidores no respetaran a un lider que no se valore alto en cuanto se refieren a los factores de una agradable personalidad.

8. Simpatia y comprension: El dirigente de exito ha de procurar ser simpatico a sus seguidores. Ademas debe ser capaz de comprenderles, tanto a ellos como a sus problemas.

Maestria en el detalle: Una jefatura de exito precisa maestria en los detalles inherentes al cargo que ocupa.

10. Voluntad y Deseo de asumir plena responsabilidad: El lider de exito debe desear asumir la responsabilidad por lo que respecta a las equivocaciones o negligencias de sus seguidores. Si trata de eludir tal responsabilidad no se mantendra en el cargo durante mucho tiempo. Sin uno de sus seguidores comete un error y se muestra incompetente, el dirigente ha de considerar que es el quien cometio el error.

11. Cooperacion: El dirigente de exito debe comprender y aplicar el principio del esfuerzo de cooperacion y ser capaz de inducir a sus seguidores a que hagan lo mismo. La jefatura necesita fuerza precisa y cooperacion.

12. La palabra: El lider tiene que saber usar la palabra con mucho tacto, saber motivar a las personas comprenderlas, todo aquel dirigente que no tenga estas cualidades puede permanecer en su puesto por un tiempo pero mas pronto o mas tarde se caera de su pedestal, a esta clase de lider la gente los olvida muy pronto pues del monton llegaron y al monton iran a parar.

TRADICION MEXICANA

Por lo regular cuando tengo deseos de conversar con alguna persona con gusto y sa-

(continua en la siguiente plana ...)



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Pete Reyes, Jr.
Gte. del Dept. de
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Sr. Francisco Terrazas M.
A la edad de 65 años

Fallecio el 28 de Julio 1972, en esta cd.
de San Jose

Los servicios religiosos se verificaron en la
Mortuoria Dowdle - Emmerson el Domingo
30 de Julio, oficiando el Rev. P.
Francisco Atazua Peña de la Iglesia
Holy Family

Sus restos fueron sepultados en San Jose
De Aura, Coahuila, Mexico.

Deja a su esposa Sra. Margarita Vda.
de Terrazas, tres hijos: Fernando F. Terrazas
Sra. Elsa T. Beattie y Sra. Nora Elia T.
Flores quienes hacen publico su agradeci-
miento a sus innumerables amistades por su
pesame y ofrendas florales.



Tony Dominguez, Prop. y sus meseritas
Raquel y Jerry para atenderle con esmero.

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REFLEJOS (CONT.)

tisfaccion, me doy la vueltecita por HECTOR'S TAILORING. La Sastreria de Hector Hernandez que esta localizada en el 205 de la calle segunda en el centro de San Jose, esta sastreria esta a cargo del FRATER Raul Hernandez que es hermano de Hector, pues bien, con Raul se puede conversar de cosas muy interesantes, es un lugar que inspira un calorcito agradable, por su agradable personalidad y ese don de gentes que lo caracteriza.

Hace unos dias teniamos una charla muy interesante, por cierto que los muy profesionales Sastres que se encuentran laborando con Raul, son muchachos muy nobles y con amplia preparacion me refiero a Victor Velasquez oriundo de Tijuana, B.C. y proximo a graduarse en sus estudios de Filosofia y Letras, el buen amigo Jose Luis Ramirez Ex Teniente del glorioso Ejercito Mexicano originario de Cd. Juarez, con todos estos buenos amigos sacamos a relucir nuestros pocos conocimientos de nuestra cultura mexicana hasta ese dia me entere que el FRATER Raul tiene amplia preparacion en la cultura Maya, Azteca, Etc. y me entere que es tanta la devocion y orgullo que siente por su mexicanidad que a sus tres niñas las bautizo con nombres muy bonitos nombres Aztecas, por ejemplo conosi a TONATIUH una hermosa niña de 7 años, a Xochilt de 4, a Ixel de 2, ojala que todos los CHICANOS que estan haciendo todo lo posible por revivir toda la cultura nuestra tomen ejemplo de este ARMONIOSO y ORGULLOSO MATRIMONIO formado por Raul (EL FRATER) y la Sra. Guadalupe Flores de Hernandez, tomen nota todos aquiellos que verdaderamente sientan y esten orgullosos de nuestra cultura bautizando a sus hijos con nombres de la cultura MAYA, AZTECA, TABASCA, Etc. Asi que a escoger nuevos nombres para todos los Chicanos

En el proximo numero articulo especial de MI CACHITO de TERRE. de INOCENTE DIAZ orgullo de la Comunidad, y de mi proximo libro gracias a la Editorial Moderna, saldara en ingles y español se tratara de mis observaciones personales y experiencias durante mi permanencia de 17 años

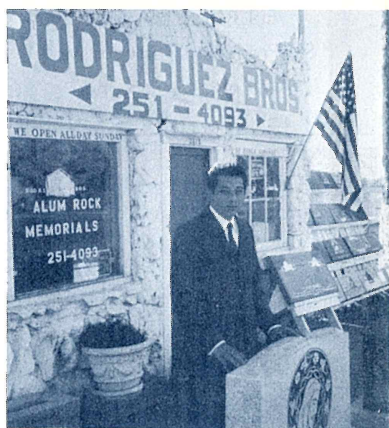
en Estados Unidos, tratare de la Unidad de la nueva generacion Chicana, en ingles sera mi buen amigo Joe Gonzalez quien me brindara su ayuda incondicional, por todas las experiencias que yo mismo he fabricado exponiendome muchas de las veces a recibir toda clase de humillaciones, es la unica forma de poder saber a ciencia cierta quien es quien en una Cd. y en el circulo en el cual nos desenvolvemos, hasta la proxima y FELICIDADES.

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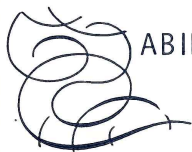
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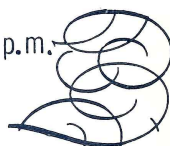
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BLACK AND MEXICAN AMERICAN ALCOHOLISM COUNCIL

If the white man has two strikes against him coming out of alcoholism the black man has three, says Hewitt Joyner Sr., executive director of the Black Council on Alcoholism.

To give the minority a place to go and someone who really cares Joiner and Rudolph Lechuga have formed two separate programs in East San Jose to deal with the problems of the minority alcoholic.

Lechuga directs the Merican American Council on Alcoholism which he formed last year. It is located at 1577 E. Santa Clara St. The Black Council is located at 2164 Sullivan Ave.

These two minority alcoholism councils are unique in the state. Lechuga and Joyner speculate they may be unique in the United States.

Not designed as separatist institutions, the centers will take care of any alcoholic who needs help according to the pair.

The centers are federally funded through a sub-contract with the National Institute of Mental Health for their services with the county.

The two centers offer the wide range of services available through the county's alcoholism program from referrals to the county's Social Service Department to schooling through the Model Cities program.

Besides Joyner, the Black Council is staffed with a white and Chicano counselor.

"We're ready to help any alcoholic," says Joyner. "But we've called it the Black Council so Blacks would have a place to go. None of these programs are segregated, we deal with everyone the same.

"The ultimate goal is to bring these people back into the mainstream of society," says Jerome Becker, coordinator of the County's Alcoholism program. "Hopefully this can be accomplished with dispatch.

Lechuga and Joyner both emphasize that their two organizations work as close together as possible. Joyner refers Chicanos who only speak Spanish to the Mexican American Clinic.

The two programs, both located on the Eastside are neighborhood oriented.

The Black Council is forming a group of 35 people who live in the neighborhood to determine the direction of the clinic.

"This is a neighborhood program," emphasizes Joyner. "If I get people in the

neighborhood involved in the program they will know it's theirs."

Both men believe the white man often cannot relate to the problems of the minority alcoholic.

Lechuga indicates that the council is currently studying whether alcoholism is intermingled with the Chicano culture.

Both clinics seek out their patients.

"We are out in the neighborhood. We look for them, drag them out of the park, take them from the police and try to help them," says Joyner.

Lechuga cites the lack of care for alcoholism on the Eastside.

"There's no form of rehabilitation here," he said. "There's no de-tox tanks or centers. There's nothing like this on the Eastside."

The Eastside also lacks a facility for Alcoholics Anonymous meetings.

Joyner has requested donations to remodel a two-car garage to suffice as a room for AA meetings.

**Obtenga su Revista
EXCENTRICO en las tiendas
que aqui se anuncian**

*Mr. and Mrs. Basilio Badillo
Mr. and Mrs. Everardo Martinez
request the honour of your presence
at the marriage of their
daughter and son*

Sylvia and Basilio

*On Saturday, the twenty-third of September
nineteen hundred and seventy-two
at two o'clock in the afternoon
Our Lady of Guadalupe Church
2020 E. San Antonio St., San Jose, California*

**SYLVIA is a native San Josean, attended
attended Silver Creek High**

**BASILIO originates from San Antonio, Texas
has been a resident of San Jose for the
past 15 years. Attended San Jose High.**



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ATENCIÓN TRABAJADORES DE CANERIAS

Vote por Personas con Experiencia

Vote por los Agentes de Negocios que estan en los puestos (incumbents) de experiencia, LAVERNE COSTELLO, con 32 años de experiencia como Representante de Negocios (Business Representative).

Ochenta y nueve años de experiencia dedicados a negociar en favor de los trabajadores (Canerías). 89 años de experiencia en lugar de la inexperiencia. La oportunidad de escoger es de usted.

VOTE el VIERNES 13 de OCTUBRE 1972

Estas personas Dick Benevento, Laverne Costello y Bill Lewis estan capacitadas para arbitrar y negociar en los problemas de las Plantas Empacadoras y en las Plantas de Alimentos Congelados, Clasificaciones de Trabajo y Audiencias de los seguros de desempleo e incapacidad del Estado.

La Union de Trabajadores de Canerías, Local 679, tiene contratos con operaciones de especialidades como plantas empacadoras, conservas y jaleas, nueces y alimentos para perros.

Benevento, Costello y Lewis han sido respaldados por la Mesa de Consejeros y por el Presidente Frank Joseph, el Secretario Tesorero Joseph Labarbera y la Secretaria de Actas (Recording Secretary) Pat Diani.

Vote por los candidatos que han demostrado su capacidad. El Día de la eleccion es el **VIERNES 13 de OCTUBRE de 1972** en la oficina de la Union de Trabajadores de Canerías Local 679. 124 Race St. San Jose, y en todas las canerías del Valle de Santa Clara. Los miembros que han pagado sus cuotas en cualquiera de los meses comprendidos entre Octubre de 1971 y Septiembre de 1972 tienen derecho a votar.



DICK BENEVENTO incumbent Business Agent employed by Union for 31 years.



LAWRENCE COSTELLO incumbent Business Agent 32 years employed by the Union.



WILLIAM (Bill) LEWIS Business Representative employed by Cannery Union for 26 years.

MUEBLERIA OZUNA BROS.



PRIMOROSO SOFA por Solamente \$139.00

Se Han ABIERTO las PUERTAS de la MUEBLERIA del Pueblo

MUEBLERIA OZUNA BROTHERS

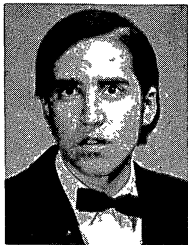
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marc
garcia

Social Editor

UNEMPLOYMENT

In the past four years the number of unemployed increase 86%, while the number of people out of work for more than 15 weeks increased 122%. The Nixon administration's only answer to this problem is more tax breaks for big business (paid with higher taxes for the average working man). Meanwhile, Nixon vetoed:

Hospital Construction Bill . . 15, 000
Manpower Training Act . . 360, 000 jobs
Public Works Program . . 420, 000

George McGovern believes that the Federal government has a duty to provide a job for every American. He would increase spending on job oriented domestic programs and provide 1, 000, 000 jobs in the public sector.

"I pledge to guarantee a job to every man and woman who wants to work."

Senator George S. McGovern

HEALTH INSURANCE

Every member of this society - rich and poor, old and young - has the right to the best medical attention this country can provide.



George S. McGovern is committed to the idea of a National Health Insurance program that would provide a way for all Americans to receive the medicare they need - when they need it.

America cannot be strong unless its citizens are healthy!

"The most urgent moral priority in America today is to end the curse of racism in all its ugly forms." - George S. McGovern.

George S. McGovern is determined that these rights shall be enjoyed by all, regardless of race, religion, or national origin.

WASTE in GOVERNMENT

George McGovern received the highest rating from the United Taxpayer Association for "frugality in spending the taxpayer's dollar."

P. O. W. s

As Mrs. Everett Alvarez (the mother of the longest-held American P.O.W.) put it: "The Nixon Administration is not going to get those boys home." She goes on to point out that the P.O.W.'s will be released only when the war is ended, & that George McGovern will be the one to end the war.

VIETNAM

Richard Nixon promised us he had a "SECRET PLAN" to end the war. His secret plan has taken longer than the entire U.S. participation in World War II. George McGovern's plan to end the war is not a "SECRET PLAN". He would totally halt American military activities in Indo-China IMMEDIATELY.

POLLUTION

George McGovern's record is clear. He has co-sponsored ALL major environmental protection laws. He has also vigorously fought Richard Nixon's attempts to weaken or defeat strong environmental legislation.

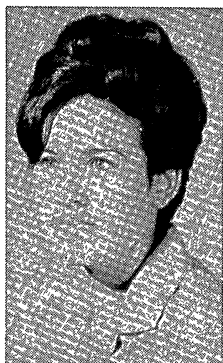
Richard Nixon's record is also clear:

Opposed the right of citizens to sue to protect the environment.

Opposed setting national water quality standards.

Opposed national deadline for abating air pollution.

Vetoed \$350 million for water and sewer facilities (H.R. 17548).



AR
GD

Sr. Eloy y Sra. Deyanira Guerra
Sr. Rafael y Sra. Teresa Delgadillo
participan a Ud. el enlace
de sus hijos

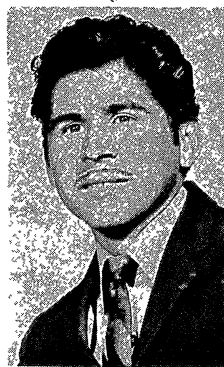
Soledad y Alfredo

Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Domingo 10 de Septiembre de 1972,
a las 4:00 p.m.

Iglesia San Martin - Calles Central y San Francisco
Sunnyvale, California

Recepcion

Parque Murphy - Sunnyvale y California
6:00 a 9:00 Baile 9:00 a 12:00 p.m.



ALFREDO
Nacio en
Guadalajara
Jalisco, Mexico
Hizo sus estudios
en Mexico

SOLEDAD
Es nativa de Nuevo
Laredo, Mexico
Curso sus estudios
en Mexico.

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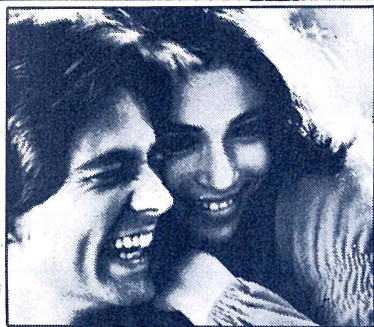
400 S. King Road 272-2446

No. 2 Hyde Park-Pink Elephant

1098 N. First St. 998-9967

No. 3 El Rancho Pink Elephant

3840 Monterey Rd. 227-7400



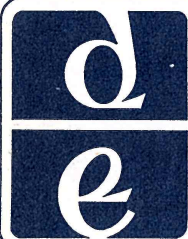
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CRITICA SOCIAL

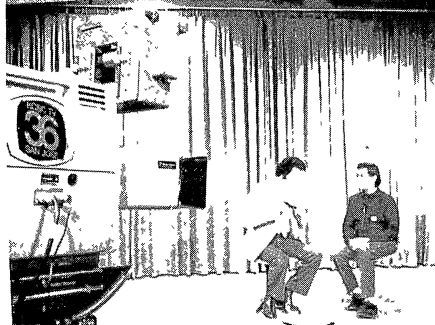


por
Rudy
Belloumini

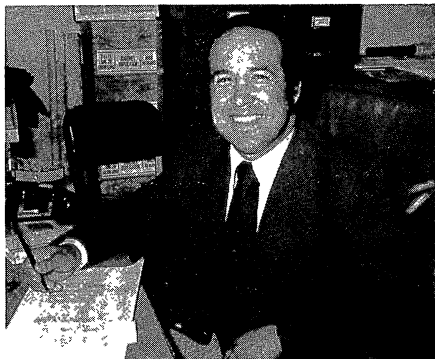


"Un hombre discreto no se deja dirigir ni pretende gobernar a los demás; sólo quiere que la razón impere exclusivamente y siempre" . . . La Bruyère A discreet man doesn't let himself be led or pretends to control others; he simply wants reasoning to prevail exclusively & always.

Channel 36 Studios had the honor and pleasure of the visit by the worldly-known leader, Cesar Chavez, head of the United Farm Workers Union. Chavez was here earnestly advocating the defeat of PROP. 22 and urging its expulsion from the November ballot. Chavez charge Prop. 22 petitioners with fraud in gathering signatures to get the farm labor initiative on the November ballot. In the picture honoring his presence, from L-R: Eddie Bojorquez, television newscaster;



tor; Cesar Chavez and Luis Juarez, Director of City Housing & Community Development Dept. In the bottom picture, Eddie is interviewing Chavez for a tape showing on his regular news -reporting every Saturday and Sunday from 12:30 p.m. on Channel 36. "Watch it, you'll like it"



Introducing Joshua Jimenez, director of the Home Truck Service Repair Program, a Model Cities Project run by the Housing & Community Development Dept., City of San Jose. If you live in the Model Cities area and your home needs some emergency repairs, call Joshua, better known as 'J.C.' Jimenez at 277-4000, Ext. 4508. Who knows, you might qualify for 8 hours of free labor & up to \$180. worth of free materials for your home. "Damos consejos, pero no inspiramos conductas". . La Rochefoucauld



Introducing: another advocate in the field of housing, Ruben Avalos, ex-community representative of Model Cities Housing Task Force. He is now with the

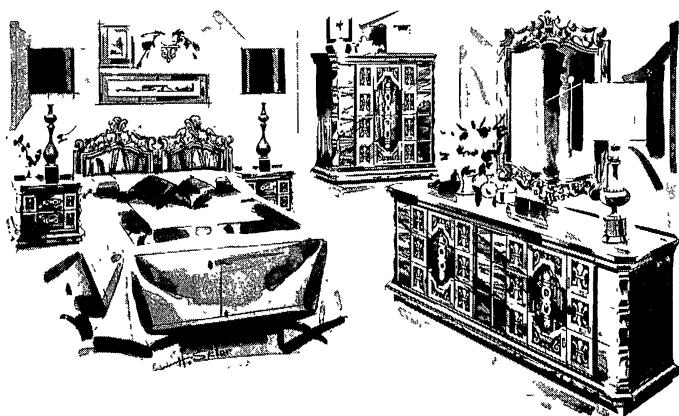
Critica Social continued next page

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Presidente

The rich, good taste of this Spanish styled suite will add a note of quiet refinement, warmth and dignity to your bedroom. There's an abundance of storage space in the large double dresser and chest; their dust-proof drawers measure 18" from front to back — nearly 4" more in depth than most. Plastic tops are mar, scratch and stain resistant... rich natural grained Spanish Oak finish on select hardwoods and hardboard. Intricate carvings on the drawer fronts accent the ornate antique finish hardware. Truly magnificent furniture that will give you pride owning... and budget priced too.

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CANDY VELIZ
Vice - Pres.

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293 - 0392

960 E. SANTA CLARA ST. San Jose, Ca.

Critica Social continuation ...

San Jose Redevelopment Agency as a Property Management Agent. Ruben would like to let it be known that as a Democrat, he is supporting President Nixon for re-election. Mi buen amigo, Ruben Avalos is a sincere individual who has done a lot of good to people seeking a decent house to live in. In the very near future, you shall know more about Ruben Avalos. "En los trabajos se conocen los amigos"

BLACK BERETS de San Jose have recovered most of the musical instruments, valued about \$6,500, which had been stolen from Lee Mathson School sometime ago. Since the authorities were unable to retrieve the stolen goods, school officials requested the assistance of the Black Berets and en dos por tres, they took care of the situation. . . Attn: Cannery Workers Election will take place on October 13th; any member who paid dues for one month between October 1971 and September 1972 is eligible to vote even if you are not an American citizen. Vote for the best and the best is "experience" (providing they have proven to really go all out to follow the contract voted by its members and have been fair to nuestra gente) For Business Agents vote (3): Dick Benevento, Laverne Costello and William "Bill" Lewis . . . for Trustees (3): Stephen Benanti, George Cintas and John Peña . . . For Sgt. -at-Arms (1): Lincoln Trejo . . . For Advisory Board Members: Marcelino Saucido, Jose Garcia and Ramon Aguilera (estos tres hablan Español). This is an opportunity to express your feeling about the kind of union representation you want by making your vote count . . . Very important to homeowners, 62 years of age or older: Monday, Oct. 16 is the last day to file claims for special property tax relief at the Franchise Tax Board according to Controller Houston I. Flournoy in Sacramento. In order to qualify, you must be at least 62 years old, must own and occupy your own home & the entire household income must be less than \$10,000 . . . In closing, Señora Gonzales de Gomez, due to lack of space, I'll try to answer your remarks in the future ???

Jess Garage

Taller Mexicano de Mecanica



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Gte.
Dept.
Latino*



JOSE VALENTIN



RAY SANDOVAL



FRANK DE ARUJO



LARRY SOZA

ARMIDA
AROS



UN INVENTOR MEXICANO

El Sr. INOCENTE DIAZ persona ampliamente conocido en San Jose, tanto por su acrisolada honradez como su fino trato, logro por sus esfuerzos y grandes conocimientos mecanicos, proyectar y construir un aparato que ha revolucionado la industria Molinera.

El artefacto incluye una tina o paila

de metal dentro de la cual se pone la cantidad de granos que deben cocinarse. Un dibujo de este Artefacto aparece aqui.

Productos alimenticios como granos, son dificiles de cocinar porque cuando son colocados en un utensilio en la presencia de un fluido, se empapan con el mismo fluido, se expanden y forman una masa que es dificil de batir o agitar.

En terminos de amplia inclusion, el aparato de cocinar de esta invencion, comprende una tina de forma oblonga, preferiblemente debiendo tener una semi-cilindrico seccion, bajo la cual es eliminado un caliente apropiado elemento, en la formade un quemador de gas, dentro de la

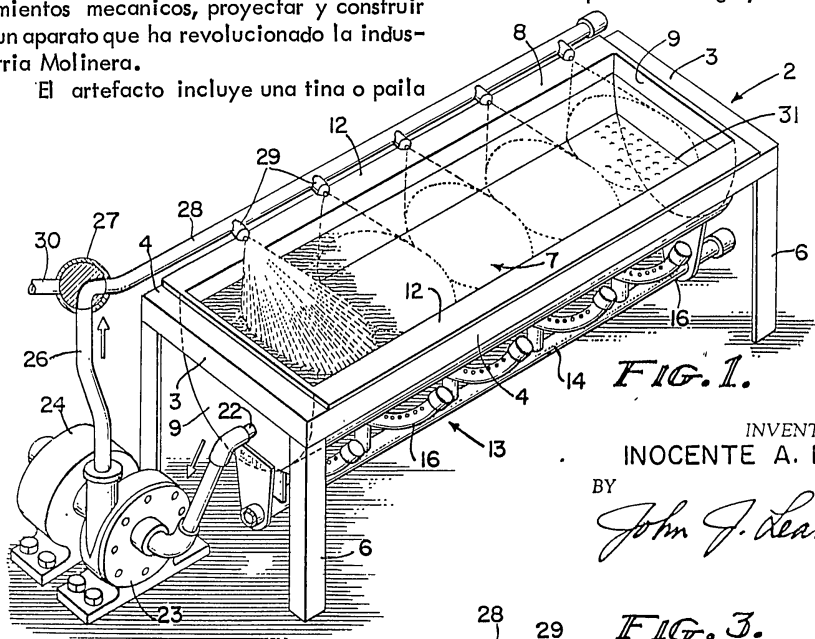


FIG. 1.

INVENTOR
INOCENTE A. DIAZ

BY

John J. Leant

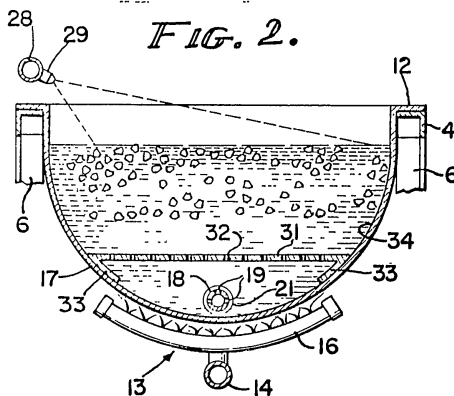


FIG. 2.

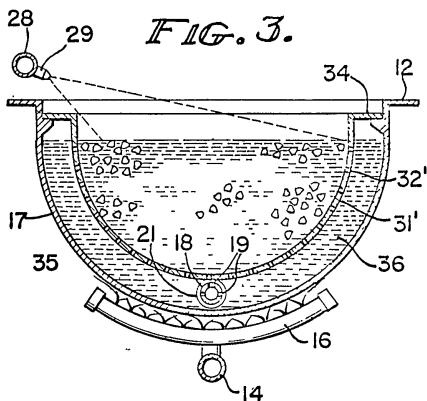


FIG. 3.

(continua en la siguiente plana)...

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En la grafica Oliver Dunbar, Tony Camara
Tony Venti, Ray Vierra, Bill Cunningham
y al centro el Prop. Bernie Berg.

ARMIDA (CONT.)

tina extendido longitudinalmente a lo largo del fondo. Es un conducto alargado con aberturas espaciadas a traves de medios apropiados bombeados a un segundo conducto exterior que se extiende longitudinalmente sobre la superficie del producto alimenticio dentro del cual es cocinado. El Sr. Diaz ha obtenido la patente federal de su invento que ya esta siendo solicitado por los fabricantes de TORTILLAS y otros productos alimenticios procesados. Lo felicitamos muy sinceramente Señor Diaz.

ARMIDA AROS

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IRIS MIRANDA

Es nativa de Manati, Puerto Rico
con residencia en San Jose por 23 años
Atendio a la escuela San Jose High

GILBERTO MALDONADO

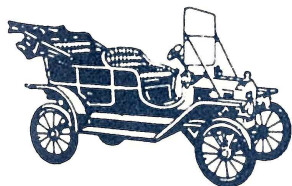
Es originario de Areciba, Puerto Rico
3 años de residencia en San Jose
Atendio a la escuela en Puerto Rico

GJM

Sr. Ramon y Sra. Irene Miranda
Sr. Francisco y Sra. Blanca Maldonado
participan a Ud. el enlace de
su hija e hijo

Iris Maria y Gilberto

Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 14 de Octubre de 1972, a las 3:00 p.m.
Iglesia Juan 3:16 — Calles 9 y Empire
San Jose, California



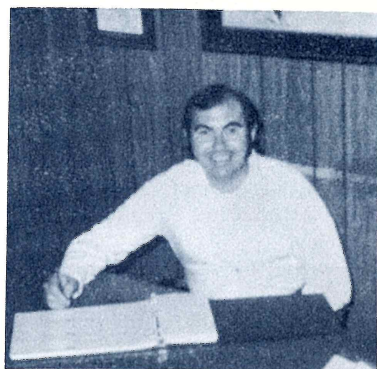
**"LOS CARROS MAS
LIMPOS En TODO
SAN JOSE!"**

Klean Karz

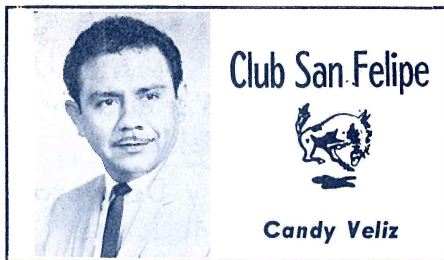


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Rodolfo Sanchez, Prop.



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Club San Felipe

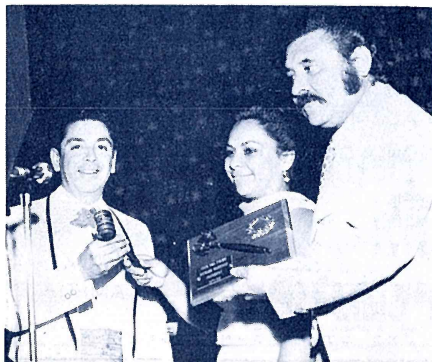


Candy Veliz

Life is short so we might as well enjoy it. I suggest that you attend the Club San Felipe Autumn dance which will take place on Saturday October 14th. The place is the Starlight Ballroom in San Jose. Los Bandereros from Hollister will play. The time is from 9:00 to 1:30 A.M. We will have door prizes and the grand prize is a patio built in your home. Donation is just \$2.00 per person-- so come one, come all to Club San Felipe's Autumn dance. Bailamos?



Photo shows our concilman Al Garza who was an honored guest at our formal dance. Second photo shows Club San Felipe's honored guest, Mr. & Mrs. Jake Villalba with Club President, Richard Martinez.



Speaking of Richard Martinez, congratulations are in order for him & his wife Since they just became parents of their 11th hier who they named Jose Luis. Again congratulations. Richard si es padre de mas de cuatro.

Our sincere thanks to Diana Payne who substituted for our queen for the 16 of September Parade. Thanks Diane. We appreciate it.

If you are looking for furniture, T.V. stereos or appliances, visit Hacienda's Discount Furniture, 1763 South 1st and on 20th & East Santa Clara Street in San Jose. We'll do our best to please you & remember everything we sell is guaranteed. Hacienda a sus ordenes.

PROPOSITION 22....

Proposition 22 is opposed by Cesar Chavez, the United Farm Workers Union and all conscientious Mexican - Americans. The large farm owners appear to be continuously striving for ways and means to screw the poor farm laborers. Proposition 22 is just another rich man's gimmicks. If the fireman, police or nurses etc., can go on strike at any time why shouldn't the farm workers. If you take away the right to strike during the harvest time then you are taking all their power. LETS DEFEAT PROP. 22!!!



Photo depicts your truly, Cornelio Reyna, Danny Lopez and Dan Alonzo and it prompts me to say, "Dios Los pone en el mundo y ellos solo se juntan". One thing for sure Conelio is a very talented young man and we offer our congratulations and wish him the best of luck.

When you are out for an evening of night clubing don't forget our good friend Art Alaska Lopez and his Quite Village. There is always excitement there & a good time for all. Bailamos?

continued next page



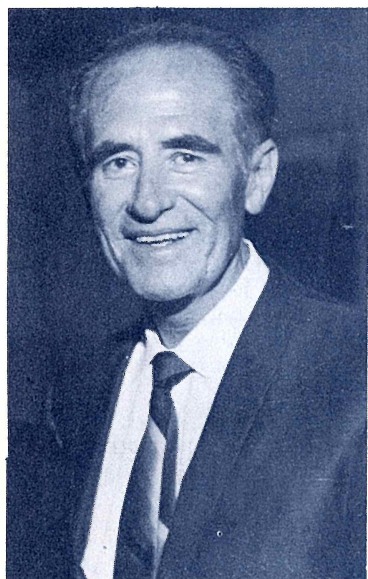
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San Felipe continuation

We wish a speedy recovery to Sandy Sanchez since she has been under the wheather for a few days. We hope that by the time she reads this she is back to work with sweet pea. OK Sandy?

MRS. LUZ CORRAL Vda. de VILLA was a guest of Mr. and Mrs. Alberto and Maria Aguirre of this city.



Photo shows Mrs. Enriqueta Rubalcava, Mrs. Maria Aguirre, Mrs. Luz Villa and Alberto Aguirre as they greeted her at the San Jose Airport. Mrs. Villa has known Mr. Aguirre and visa versa since 1909, and have always kept contact with each other.



One of the highlights of her stay here was a big B.B.Q. given in her honor by Mr. and Mrs. Corny and Enriqueta Rubalcava shown in the 2nd photo with Lucita Corral Vda. de Villa. Mrs. Villa escort and in charge of her activities including her appearance in the 16th of September parade was Mr. Ed Carranza shown in 3rd photo with Mr. Aguirre and Mrs. Villa.

Mr. Carranza and Mr. Aguirre saw to it that her stay here was a pleasant one, Mrs. Villa said that she had had a delightful time and was very appreciative of all the kindness shown to her. Mrs. Villa remembers many episodes of the Mexican Revolution with the veterans and other persons she



spoke to, such as Mr. Amado Garcia, Ed Bojorquez, Rigo Chacon, Raulito Garcia, Mr. Severo Ozuna and many others. Our best wishes to this fine lady, and may God grant her many more years on this earth.

FINIS ... CANDY.

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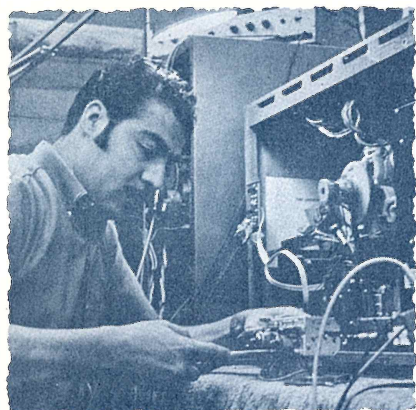
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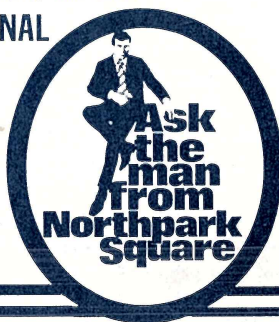
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**Por
MARIA
ANTONIETA
HERNANDEZ**

MARIACHI SAN MIGUEL

SALVADOR PADILLA, es un joven musico, nacido en Tlajomulco, Jalisco y radicado actualmente, en la ciudad de San Francisco, California.

Director del formidable MARIACHI SAN MIGUEL el cual fue fundado en el año de 1963. Y lo integran, ademas del director, que es trompetista, Fausto Padilla trompeta, Antonio Velasquez guitarron, Gabriel Rodriguez viguela, Juan Zaragoza guitarra, Refugio Martinez violin, Manuel Hernandez violin y Adolfo Herrera violin.

Su iniciacion artistica, tubo origen en la bella Perla Tapatia, alla por el año de 1954, con un pequeño grupo, que tocaba por las calles. A los 6 meses estaba ya con el mariachi Los Tecolotes, pasando a

formar parte mas adelante del famoso mariachi Vargas de Tecalitlan; en el cual permanecio por 3 años consecutivos. Hasta que en compañía de su compadre Alfredo Serna, formo el Mariachi America.

Por el año de 1961, que emigro a tierras californianas, habiendo empezado a tocar con unos compañeros, para posteriormente formar, lo que hoy es su famoso mariachi.

Ha trabajado por mas de 5 años, para los Gigantes de San Francisco (Liga Nacional de Baseball) como tambien a acompañado, a la mayoría de los artistas que vienen de Mexico, como Vicente Fernandez, Cornelio Reyna, Gerardo Reyes, Lucha Villa, Hnas. Huerta, Hnas. Hernandez, Alvaro Zermeno, Jose Alfredo Jimenez y muchos mas.

Por los 2 ultimos años, han tenido la gran satisfaccion de acompañar, en su espectáculo charro, por todo el continente, a esas grandes figuras, orgullo de Mexico, ANTONIO AGUILAR y FLOR SILVESTRE. Terminando esta gira en la Capital Mexicana, con una actuacion de 4 semanas, en la Arena Mexico.

(continua en la siguiente plana) ...





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MARIA ANTONIETA... (CONT.)

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Entre sus planes futuros, esta una gira a Miami Florida, por un periodo de 8 semanas, retornando luego a la ciudad de San Francisco, a prepararse may y mas y mas, dentro de la linea de superacion que se han trazado. Para asi estar en condiciones de volver a acompañar a la familia AGUILAR, en el proximo año. Ellos se ponen a sus muy respetables ordenes, para amenizar cualquier evento.

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Atentamente

Maria Antonieta Hernandez

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Esteban y Ricarda Rangel

*participan a Ud. el enlace
de su hija e hijo*

Julia Lucia y Francisco Javier

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 2 de Septiembre de 1972
a las tres de la tarde, en la Iglesia
Santa Maria Goretti — 2890 Senter Road
San Jose, California*

Recepcion

*Mary Ann Gardens — 901 Lincoln Ave.
6:00 a 8:00 p.m. Baile 8:00 a 12:00 p.m.*



JULIA

Origina de Pensacola, Florida
Cuenta con 10 años de residencia
en esta bella ciudad.
Atendio a la escuela
Andrew Hill High

FRANCISCO

Es nativo de Reynosa, Tamaulipas
Mexico, con cinco años de
residencia en esta, atendio a la
escuela J. C. COLLEGE

MP
JC

Para celebrar el 15avo ANIVERSARIO
del Natalicio de su hija

Maria Del Rosario Camareno

Sus padres los esposos Jose y Olga Camareno
Tienen el honor de invitar a Ud. y a su apreciable
familia a la

MISA de PRESENTACION

El Sabado 14 de Octubre de 1972, a las 4:00p.m.
en la Iglesia Saint Joseph's
Calles Market y San Fernando — San Jose, Calif.



MARIA

Es nativa de San Jose, California
Atiende a la escuela
Lincoln High

Mr. and Mrs. Gonzalo Trueba
request the honour of your presence
at the marriage of their daughter

Martha
to

Mr. Antonio Orreola
on Saturday, the thirtieth of September
Nineteen hundred and seventy-two
at one o'clock in the afternoon
Saint Victor Church
3108 Sierra Road
San Jose, California

AY
JS

The most joyous of occasions is the
union of man and woman
in the celebration of life.....

Mr. and Mrs. Epifanio G. Tavaréz
Mr. and Mrs. Nemoreo B. Sanchez
invite you to share in the Nuptial Mass
uniting their daughter and son

Yolanda and Armando

on Sunday, October the eighth, nineteen hundred
and seventy-two, at two o'clock in the afternoon
Saint Victor's Church — 3108 Sierra Road
San Jose, California

YOLANDA es nativa de esta ciudad
Atendio a la escuela Mt. Pleasant High
ARMANDO es originario de Zacatecas,
con residencia en esta por 12 años
Atendio a la escuela Mt. Pleasant High

CARLOS CASTILLO y Su TROPICANA

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LOS BABIES de Mexico durante su reciente presentacion en esta ciudad de San Jose
Le acompaña la encantadora ELVITA cantante de los TIJUANEROS



SRA. LUZ C. de VILLA
Fue agasajada con un lujoso
BANQUETE
en el elegante restaurant
EL CHARRO

Que se localiza al sur de la
calle primera
el dia 18 de Septiembre 1972
La Sra. Luz Villa es la esposa del
General Francisco Villa
La Sra. Villa visito esta ciudad
durante las Fiestas Patrias.
La gráfica capta algunos de los
invitados.

BIRTHDAY PARTY

A Birthday Party was held in
the honor of

YOLANDITA GUTIERREZ

On August 27, 1972

She is 6 years old, her father is
Mr. Luis Gutierrez

Left to right: Estela Avelar,
Leonor Guillen, Yolandita,
Jeanifer Herrera, Olivia Avelar

Eredita Zamora - Waitress

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Election, Friday, Oct. 13

BUSINESS AGENTS (vote for 3)

DICK BENEVENTO (Incumbent) **X**
LAVERNE COSTELLO (Incumbent) **X**
WILLIAM 'Bill' LEWIS (Bus. Rep.) **X**

TRUSTEES (vote for 3)

STEPHEN BENANTI (S-G) (Incumbent) **X**
GEORGE CINTAS (D-M) (Incumbent) **X**
JOHN PENA (D-M) (Incumbent) **X**

SERGEANT-AT-ARMS (vote for 1)

LINCOLN TREJO (N. C. C. #3) (Incum.) **X**

ADVISORY BOARD MEMBERS (vote 1) CALIF. CANNERS & GROWERS #4

MARCELINO SAUCIDO (Incumbent) **X**

DEL MONTE #39 (vote for 1)

ANTHONY DE PRIMO (Incumbent) **X**

DEL MONTE # 3 (vote for 1)

BUD ROSE (Incumbent) **X**

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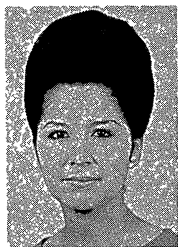
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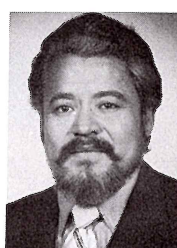
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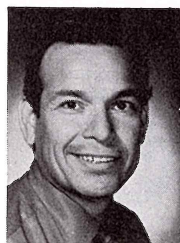
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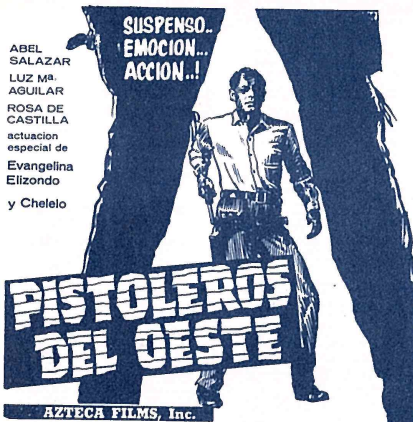
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5-10 de OCT



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