

El Excentrico

Humberto Garcia

August ⁰⁵ 20, 1966



Rene De Luna
Economic Opportunity

Commissioner,
Program Director

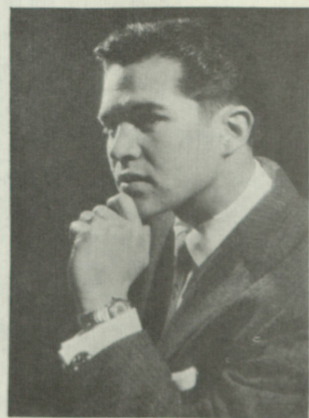
. . .and you say even your future mother-in-law will be there? . . .then we suggest you get things done right, call us . . .even if our prices are so cheap!

WEDDINGS

Photographed in Natural Color



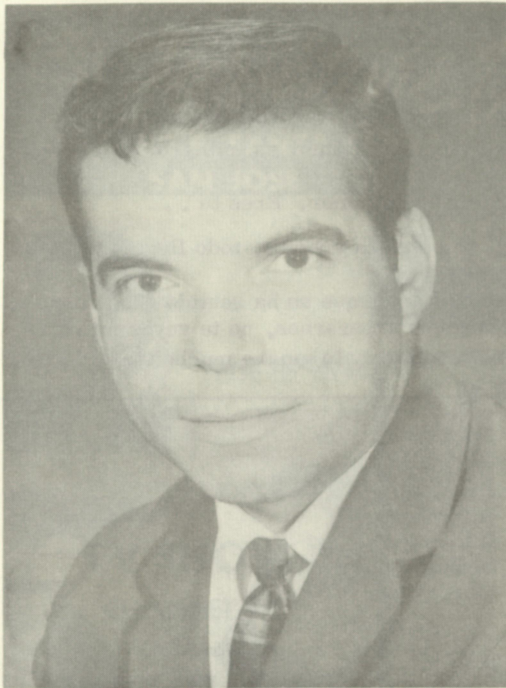
Photographer



call CY 2-4273

BERT GARCIA

EL EXCENTRICO PHOTOGRAPHY
274 TERRAINE ST. SAN JOSE, CALIFORNIA



EL SEÑOR RENE DE LUNA NOMBRADO PARA IMPORTANTE PUESTO

El conocido y muy activo en nuestra comunidad, Sr. Rene de Luna quien es actualmente Comisionado en la Mesa Directiva del Programa de la Guerra contra la Pobreza (E.O.C.) en el Condado de Santa Clara, fue oficialmente nombrado Director de Programas en el area de Hayward que cubre las poblaciones de Hayward, San Leandro, Castro Valley y San Lorenzo, nombramiento que le fue conferido por la mesa de Directores de la "Economic Opportunity Organization" y que entro en vigor con fecha 19 de Julio, aun cuando ya estaba desempanando ese puesto con anterioridad desde el 7 de Julio de los corrientes.

Como Comisionado por el E.O.C. del Condado de Santa Clara Inc., es representante oficial del Club Mexico-Americano de Leones en San Jose, el 21 del pasado se verifico una junta en la cual el Sr. Rene de Luna fue nombrado miembro por un termino de dos años.

El Sr. de Luna ha insistido en discutir minuciosamente los programas derogados para que en verdad se habran oportunidades economicas a la gente para quien en realidad fueron destinados estos fondos.

El Sr. Rene de Luna ha formulado un programa completo de trabajo para las posi-

siones disponibles en el programa de este condado en el cual todos los que en el participan, disfruten de las mismas oportunidades de acuerdo con la experiencia que vallan obteniendo en sus propias actividades y asimismo todos tendran la ventaja de mejorar en sus trabajos cuando demuestren la experiencia que ban adquiriendo en el mismo.

El programa de la guerra contra la pobreza, cuenta con nueve centros administrativos en el condado de Santa Clara y su oficina central que se localiza en el 40 North 4th, en San Jose. En los ultimos años el Sr. Rene de Luna a encaminado por los debidos conductos a muchas personas que han tenido serios problemas en diferentes dependencias tales como asuntos de inmigracion, casos de Welfare, descriminacion en general y corrigiendo el abuso de muchos comerciantes que en algunos casos fue necesario llevarlos a la atencion de la justicia y todo lo anterior sin ninguna recompensa despues de lo antes mencionado, Rene de Luna fue seleccionado para Director de programas en Hayward puesto que actualmente desempeña con toda efectividad, se graduo en la administracion de Comercio del San Jose State College y anteriormente fue manejador general de una corporacion de comidas, actualmente desempeña la Vicepresidencia del club de Leones Mexico-Americano y es Presidente de la Union de inversionistas Mexicanos y miembro de la Mexican American Civil Council asi como en otras importantes organizaciones.



GETTING MARRIED?
Call EXCENTRICO For
Natural Color Photography

Jess Izquierdo GARAGE

Taller de Mecanica Mexicano

Reparaciones en General

ENGINE REBUILDERS

Valve Jobs Rebars Overhaul

Tune Up Brakes Generators

TODO TRABAJO GARANTIZADO

Bank AMERICARD

Tel. 258 - 1781 10 N. SUNSET AVENUE



by R. Martinez
ADIOS

Adios? No. Volveras.
Y volveras muy pronto, cuando caiga la tarde cuando todo el romance de tu amor se haya ido.
Yo estaré en la penumbra de mis sueños de antaño con los ojos muy tristes proque mucho han sufrido.
Pero siempre, esperando con los brazos abiertos de un amor, casi muerto.
Que ha quedado en el alma de dos ramas distintas a formar una sola cuando se hace el injerto.

Volveras, porque tu has sido mia.
Volveras, proque yo he sido tuyo.
No podras arrancarme un instante jamas si otros brazos ajenos abrazaran tu cuerpo sentirias en el alma mis caricias, nada mas.

Aunque quieras negarme, tu seras siempre mis. Por la ley del destino, por la ley del amor.
A la luz de la luna vibraran mis recuerdos viviras los momentos que viviste feliz.

Recordaras entonces esas noches eternas y tambien en la iglesia bajo aquel crusifigo que en silencio juramos en formar nuestro hogar.

Pero tu has mentido, tus palabras son falsas y de aquel crusifigo, hoy escupes su rostro y lo quieres pisar.

Pasaran otros tiempos, y vendran otras gentes a finjirte lealdad, pero todo es mentira aunque quieras negarlo.
Porque amor como el nuestro no se puede olvidar.

Fue una luz del destino que pudimos formar.
Un camino sin sombras, un futuro de paz.
Un eden en el mundo, un jardin en tu altar.
Una vida sin penas, una gloria nada mas.

La palabra divina ha formado mil tronos ha formado mil glorias bajo un cielo azul.
El amor es sagrado, que ha formado los mundos que va siempre escondido en un rayo de luz el amor es milagro, el amor es la vida.

El amor, el amor. Eres tu . . .

Todo empieza y acaba, todo llega y todo se va.
Solo el amor que se ha sentido nunca muere.
Para que separarnos, no te vayas mi vida.
Yo te quiero y te amare ADIOS mas



MARY D. ROGERS

The only beautiful, intelligent and lovely item in EXCENTRICO'S PRINTING - PUBLISHING PLANT is a top typist and secretary.

Mary goes on a rampage once in a while, in the photo she is getting her beautifully manicured fingernails full of ink, while showing one of the pressman how things should be done. Perhaps a bit awkwardly, but none the less with good sense.

The young beauty originates from Lampasas, Texas, a booming oil town of 5,000 population.

Mary graduated from Lampasas High School and completed her education in business college. She has resided in San Jose for four years.

All flattery aside, Mary is one of the better things that has happened to EXCENTRICO.



Furniture Discount House

82 E. SANTA CLARA
SAN JOSE CORNER OF
THIRD STREET

607 E. MARKET
SALINAS



HANK COCA

FRENCH PROVINCIAL BED ROOM!

CUPON

10%

Descuento

Al presentar este ANUNCIO con la compra de
\$69.00 o mas.

RECORTE ESTE ANUNCIO y AHORRE

Spanish TV SHOW

CHANNEL 11

Direct from Mexico City
Every Sunday 10 to 10:30 a.m.

SEE OUR WONDERFUL
WEEK END SPECIALS !



GIL COCA



JOE SANCHEZ



PHIL RODRIGUEZ



CANDY VELIZ



HECTOR ESPARZA



PETE ROJAS

WE GUARANTEE LOEST PRICES
WE GUARANTEE SERVICE and What we SELL
WE GUARANTEE STYLE and QUALITY
No Carrying Chgs. just low Bank Interest terms

6 LOCATIONS to SERVE YOU !

- 1975 MISSION ST. San Francisco
- 7134 E. 14th STREET OAKLAND
- 2130 EL CAMINO SAN MATEO
- 836 E. Sonoma Blvd. Vallejo, Calif.
- 607 E. MARKET ST. SALINAS
- 82 E. SANTA CLARA ST. San Jose

USE OUR LAYAWAY PLAN

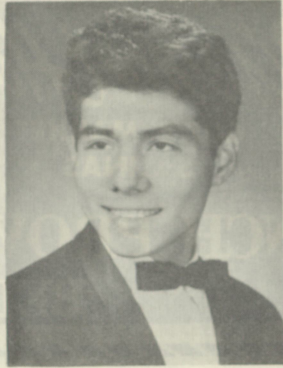
Easy Credit

Terms

CY 7 - 9486

82 E. Santa Clara St.

CINEMA NEWS



Rigo Ordaz

SHORT FILMS AT FESTIVAL

Twenty short films will be shown on a non-competitive basis during the San Francisco International Film Festival which opens on October 20 at the Masonic Auditorium. John Korty whose "Crazy Quilt" was shown at last years festival heads the committee on short films.



THE BETTER OF BETTERS AT NERO'S NOOK

The Harold Better's Quartet which opened recently at Nero's Nook - P.A. Cabana is certainly one of the Better groups which I have seen in a long while. Harold Better's' music is filled with soft punches, not too soft punches, not too soft that they lose definition. At moments it is as if you are hearing music which you are not sure is there, soft, but yet, the beat ascertains you as to the existence of such qualitative creation. The reason for the

soft elusiveness of such music is complete harmony between Harold Better's trombone and the rest of the instruments in the quartet.

At moments, a burst of trombone music, not harsh like a trumpet would be, speeds up the quartet's beat. Now that music which you weren't sure of, is plainly audible and very pleasing to the ear.

The Harold Better's quartet will close the seventh of August, at Nero's Nook after which they will appear at the Encore in Pittsburgh.

JASS FESTIVAL TICKETS

The Ninth Annual Monterey Jass Festival will be held Sept. 16, 17 and 18. Season tickets for the event will not be offered for sale after July 31. Single admissions to individual concerts in the five concert series will go on sale at local agencies Aug. 1, according to Festival general manager Jimmy Lyons.

The Jefferson Airplane rock group currently billed at the LOSERS NORTH (Formerly "Hawaiian Gardens") will be featured at this year's Monterey Jass Festival.

THE BEATLES IN SIGHT - OUT SIDE

If you've listened to the Beatles new album "REVOLVER" a lot of their songs are beginning to sound like Napoleon the 14 "THEY'RE COMING TO TAKE ME AWAY". Does this mean that they're slipping. If they are it is because they "ALL LIVE IN A YELLOW SUBMARINE". I hope they don't sink to the bottom of the chart.

JON HENDRICKS DUE IN PALO ALTO

JON HENDRICKS will appear at the Palo Alto Cabana, Aug. 9th.

Dr. NOE ARRAZATE, D.C. **PRACTICA GENERAL**

HORARIO: 3 p.m. a 7 p.m. (Cita Anticipada)

Consultas en ESPAÑOL e INGLES

ENFERMEDADES de SEÑORAS y NIÑOS

Accidentes de Trabajo, Automovilísticos, etc.

.....

TELEFONO DIA Y NOCHE:

CY 5 - 8870 565 Almaden Ave.

Adair INSURANCE REAL ESTATE

"Casa de Buen Servicio"

Si por algun motivo Ud. ha perdido su LICENCIA de MANEJAR, el Sr. GILBERTO ADAIR le ayudara a RECUPERARLA, Proporcionandole ASEGURANZA IRRESPECTIVO de su EDAD.

Gilbert Adair

ASEGURANZA NOTARIO PUBLICO

REAL ESTATE

**CL 1 - 5540 o CL 1 - 5541
1508 E. SANTA CLARA ST.**



El atento caballero Gilberto Adair dispuesto a ayudarle en problemas de Aseguranzas y Real Estate.

Maria Reyes quien antes fuera una columnista del Excentrico cantigó nuptias con el caballero Tonio Oropeza el dia 2 de julio del presente año en el Chapel of the Bells, marcando el reloj a las 12:15 del dia en la fabulosa ciudad de Reno, Nevada. La mamá de la novia es la Señora Lucia S. Reyes. La madre del novio es la Señora Pauline Mata. Maria es originaria de Chihuahua, Mexico. Tonio es de Wichita, Kansas. En el presente esta en las fuerzas armadas estacionado en Fort Ord, California.



Vickies HAIRSTYLING

\$5

PRECIO COMPLETO

Permanent **WAVE**

SE LE ATIENDE EN ESPAÑOL

Mon., Tues., Wed. - 9:00-5:30

OPEN: Thurs., Friday - 9:00-9:00

Saturday - 9:00-5:30

- NO APPOINTMENT NEEDED -

Left to right: Virginia Espinoza, Helen Varao, and Irma Falcon

297 - 8552

253 S. 2nd ST.



CLUB San Felipe



Candy Veliz

A million thanks to all the fine people that made our 7th Anniversary Dance a Huge success. A million thanks also to all the persons that couldn't attend our dance but helped in various ways. To everyone of you our sincere appreciation. Muchas, pero muchas gracias.

This "N" That

Don Peña leaves town Don Peña comes back. These days however he is in good company. Who! Who! Who! Kilo Rabago and Jose (my partner) Carvajal. Muchachos dan miedo.

Jess Sanchez wants his favorite cuñado to know that he is a cook's helper from Mexico because he didn't send him a bottle of tequila. Jess, I want you to know that Tony is just a cook's helper from Mexico period. P.S. find out what a cook's helper or a waiter is called in Mexico.

Thanks to Al and Rose Pelayo from Rose Flower Shop, 421 Hobson. Phone 295-0536, for donating the corsages for the wives of our Honor Guest. Rose, it was a fine gesture.

Congratulations to Club Riviera, they had a very successful Dance on July 23rd. That was a real good showing boys.

Savoy's Club belongs to Kilo Rabago no mo. Jake Villalba is now the owner. Good luck Jake and may Don Ricardo sell a lot of tatemias.

Don't you think that it would be a good idea if people would compose songs, verses, or what have you, to singers or other persons when they are alive. It is my opinion that they would appreciate the gesture more. That is why I am starting the corrido for Greg Gloria and Joe Carvajal and the title will be "Muertos a Manos De Las Señoritas", come to think of it maybe they won't enjoy it either.

Lalo Caballero had his grand opening of Caballero's Patio on Friday July 29th. All his friends as well as his enemies were there to congratulate hime but by and large it was a

big success. Caballero's Patio is located on W. San Carlos. Congratulations Mr. Caballero and good luck.

Remember that for dancing Saturdays and Sundays there is no place like Mr. Frank Davillas Rainbow Ballroom. Bailamos!!!

Jess Medina bid chairman for our Anniversary Dance with out a doubt, did an excellent job.

Much more about our dance in the coming issue of this magazine.

Congratulations to Sylvia Ybarra (Mike and Mary Ybarra's daughter) and Dan Ponce. They recently became Mr. & Mrs.

I wonder who said:

Man comes into this world without his consent, and leaves it against his will. When he is little, the big girls kiss him. If he is active in politics, it is for graft; if he is not interested in politics, he is no good to his country. If he makes a lot of money, he is dishonest; if he is poor, he is a bad manager. If he is religious, he is a hypocrite; if he doesn't go to temple, he is a hardened sinner. If he gives to charity, it is for show; if he doesn't, he is a stingy cuss. If he is affectionate, he is a soft specimen; if he doesn't care for anyone, he is coldhearted. If he dies young, there was a great future before him; if he lives to a ripe old age, he missed his calling. If he saves money, he is a tightwad; if he spends it, he is a spendthrift. If he has money, he is a grafter; if he hasn't got it, he's a bum. So whats the use? I say let's live our lives to the best of our ability, because we just can't please everyone.

Finis
Candy

MADAM Zora

ADIVINADORA



Posee Gran sabiduria para ayudarle en todos sus Problemas

SALUD - AMOR
NEGOCIOS
ENFERMEDAD
TRABAJO

CY 5-6210 144 S. 2nd. St.

Mr. and Mrs. Encarnacion de la Rosa
request the honour of your presence at the
marriage of their daughter

ESTEFANA

to

MR. HIRAM A. CORTINAS

son of Mr. and Mrs. Fidelio Cortinas

In the Sacrament of Holy Matrimony and the
celebration of the Nuptial Mass asking the
blessing of God upon this union on Saturday,
the eleventh of June, at twelve noon.

Our Lady of Guadalupe Church
2121 Kammerer Avenue
San Jose, California 1966

RECEPCION

Immediately following ceremony Beverly
Burbank Lion's Club
99 N. Bascom Avenue
Dance 3:00 to 7:00 p.m.



Coronado's BEAUTY SALON



Angie Coronado

292 - 0055 17 SOUTH 4th ST.

ESPECIALISTAS en

ESTILO y PINTURA

de **PELO**

Permanent Wave

\$ 5.00

PRECIO COMPLETO

Los Martes y Miercoles unicamente

ABIERTO de Lunes a Viernes
de 9:00 a.m. a 6:00 p.m.

SABADOS de 9:00 a.m. a 9:00 p.m.

Monico Amador, Executive Director, at right observes the signing of the contracts between the Mexican-American opportunity center and employer for placement of on the job training O.J.T. The business firms represent a cross section of trades such as TV, Automotive, Iron Worker and Metal Polishing. Their program is financed through the department of labor.



The Foundation for Research and Community Development, Inc., a non-profit corporation, has negotiated a contract with the United States Department of Labor for a \$157,000 On-the-Job training project.

The project functioning under the name of the Mexican-American Opportunities Center of Santa Clara County is now open with offices at 1666 McKee Road #2 in San Jose.

The Foundation For Research and Community Development, Inc. was incorporated in November 1965. Officers of the foundation are Dr. Y. A. Cabrera, President; Robert V. Rodriguez, Vice-President; Rose Hernandez, Secretary; and Louis Juarez, Treasurer. Other trustees are Mario Vazquez, Albert Cano, Mark Guerra, Manuel Martinez, Lena Manriquez.

A study conducted by the Mexican American Services Project headed by Lino Lopez reveals the the Spanish-surname community comprises 12 percent of the County's population. This is far the largest single ethnic minority in Santa Clara County. Mexican-Americans in the County are faced with disproportionate problems in unemployment, low income and low education levels. This group represents the largest number of disadvantaged and underprivileged by reason of lack of education and skills, low income and high unemployment.

Unemployment rates for Mexican-Americans 14 years of age and over were 11.3% higher than the total white male population and 19.9% higher than the total white female population rates. Median annual income for this group is 23.3% below the median level for the total male white population. Median

years of schooling completed for Mexican-American persons 25 years of age and over was 8.3 years as compared to 12.2 years completed for the total white population.

These disparities in unemployment, income and education and a desire to improve the employment, income and educational level of the Mexican-American in the County was the prime reason for the chartering of the Foundation for Research and Community Development, Inc. The trustees of the foundation are businessmen, educators and professionals well familiar with the problems of the Mexican-American in our County.

The Mexican-American Opportunities Center of Santa Clara County (MAOC) will increase the employability of participants in the program by providing training and work experience where there is reasonable expectation of employment for (a) those who have never had stable employment, (b) those who are working at low-skill jobs and (c) those who are displaced by automation and other changes in the labor market in the County.

MAOC will explore the labor market for job developments and to provide avenues for hard-core unemployed and underemployed to obtain On-the-Job training experience. It will demonstrate that a program designed to permit social and cultural consideration can be more effective in communicating with those persons that this program is designed to assist.

Occupation fields in which training opportunities will be promoted and developed include Manufacturing, Banking, Custodial, Medical, Hotel, Restaurant, Retail Sales, Recreation, Domestic, Insurance, Transport-

(continued next page)

tation, and Food Processing Industries.

Training will be for a period of not less than four (4) or more than twenty-six (26) weeks duration. The goal of the project is to provide On-the-Job training for 300 persons in a period of eighteen (18) months.

The federal government, thru the project, will reimburse employers approximately 20% of the trainee's wages during the period of training.

The Bureau of Apprenticeship and Training of the Department of Labor will coordinate the implementation of the project with the Mexican-American Opportunities Center. While the project will place its main emphasis on employment of hard-pressed Mexican-Americans opportunities are open for all citizens.

The Mexican-American Opportunities Center is headed by Monico Amador as Director assisted by Candelario Veliz as Job Developer-Coordinator and Angelica Valdez as Secretary.

An advisory committee from labor, management and the general community to the project is now being formed to aid the project in the implementation of its services.

Employers and trainees may call 251-2833 for project information. Prospective trainees can register with the project in person at 1666 McKee Road, Unit #2 in San Jose.

For your COLOR WEDDING PHOTOGRAPHY
Or WEDDING INVITATIONS

El Excentrico

CY 2 - 4273 274 TERRAINE ST.

Dr. JUAN de HERAS, D.C.

Especializando en la espina dorsal y coyunturas

Horas: Lunes y Jueves 9:30 a.m. a 7:00 p.m.
Martes, Miercoles, Viernes 9:30 a 5:00 p.m.

Casos de Welfare, Trabajo o Automobilitico

Facilidades de Rayos X y Laboratorio
Examen Fisico

(Esquina con la Alameda)

TELEFONO DIA o NOCHE

CY 5 - 5390 11 CLEAVES ST.

Bookkeeping Service

Reportes Mensuales
de Perdidas y
Ganancias.

Reportes de
Impuestos al estado
y Federal

Abierto 9 a 6:00
Sabados 9 a 1:00



NICK H. GUERRERO

Notary Public - Income Tax

Experto en documentacion relacionada con
INMIGRACION y NATURALIZACION

Frente de la Escuela Roosevelt
Estacionamiento Gratuito atras del Edificio

297 - 2079 910 E. Santa Clara St.

Compra y Venta DE CASAS



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

INCOME TAX SERVICE

NUEVA OFICINA DE

Jose J. Alvarado

297 - 1339 1190 E. Santa Clara St.



JESS SANCHEZ
El Charro Negro, SI EÑOR....

Jess Sanchez propietario de la Barbería Moonlight en Santa Clara, es miembro de la Asociación

CHARROS LOS AMIGOS
de San Jose, California

Ha participado en todas las Charreadas auspiciadas por esta organizacion, gano 1er premio en el desfile de las pasadas Fiestas Patrias.

Go - Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Cold Wave

Permanent

\$7.50



JOSEPHINE MONTECINO

MONDAY SPECIAL
FREE HAIRCUT

With Shampoo & Set
Med. Length hair

Open Mon. Tues. & Wed. 9:30 to 6:00 p.m.
Thurs. Friday, Saturday 9:00 to 7:00 p.m.

Josephine Montecino - Maria Gonzales

Corner Delmas and Auzerais

CY 2 - 2550 385 Delmas Ave.

Frank's Radio & TV



FRANK ZAMORA, Prop.

TV & HI - FI SERVICE - Phonographs
Car and Home Radios - Custom Work
ANTENNA INSTALLATION

Used TVs from \$9.95 up

1st NATIONAL - BANK AMERICARD

Servicio de Reparacion y Venta

CY 2 - 9205 349 WILLOW ST.

(continued next page)



RED ROOSTER MARKET

'El Gallo Colorado'

Open 7 days a week



THE MOST BEAUTIFUL
FRUITS & VEGETABLES,
AT THE LOWEST PRICES
IN TOWN.

Las Frutas y Vegetales
MAS LINDAS a los
PRECIOS MAS BAJOS
a PLAZA.



FRUITS & VEGETABLES, AT LOW LOW FARM PRICES.



COMPLETE LINE OF
MEXICAN FOODS,
SPICES, LARD, AND LA
PIÑA FLOUR AT LOW,
LOW, PRICES.

LINEA COMPLETA
de Productos Mexicanos
Especies, Manteca y
HARINA LA PIÑA
a Precios BAJISIMOS !



BEAUTIFUL, MODERN SUPERMARKET.



BEAUTIFUL MEAT DEPT.
Very Wide Selection
Meat Cut the Way
YOU LIKE IT !

Precioso Departamento
de CARNES
Contando con amplia se-
leccion a los precios mas
BAJOS !



MANY, MANY SPECIALS EVERY DAY.

26671 Mission Blvd. Hayward
(Between Wiseman's & Payless)



★ ★ ★
 EL FOTOGRAFO
 de las
 ESTRELLAS ...

CY 2-3294
Richard Diaz



OSVALDO SANDOVAL

Comico e imitador de artistas con un fantastico repertorio, quien recientemente se presento en el Salon de Baile RAINBOW de esta ciudad.

En la foto de abajo, presentamos con inmenso placer al popular conjunto

LOS ALEGRES DE TERAN

Quienes acompañaron a la sensacion del momento y reina de la cancion ranchera

LUCHA VILLA

Quien se presentara en el Santa Clara County Fairgrounds el pasado 4 de Julio.



ACCREDITED! County Sheriff's training school receives accreditation plaque from County Executive Howard W. Campen (right) who is Chairman, State Commission of Peace Officers Standards and Training. Holding plaque is Training Officer Thomas Rose as Sheriff Charles J. Preisnik stands by proudly.





DON la encantadora GAY y ART MARTINEZ lo atenderan con toda cortesia y esmero.

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Silk & Wool 1 Button CONTINENTAL SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS
ROUGH RIDER - Slacks and Sport Coats

Pendelton Shirts

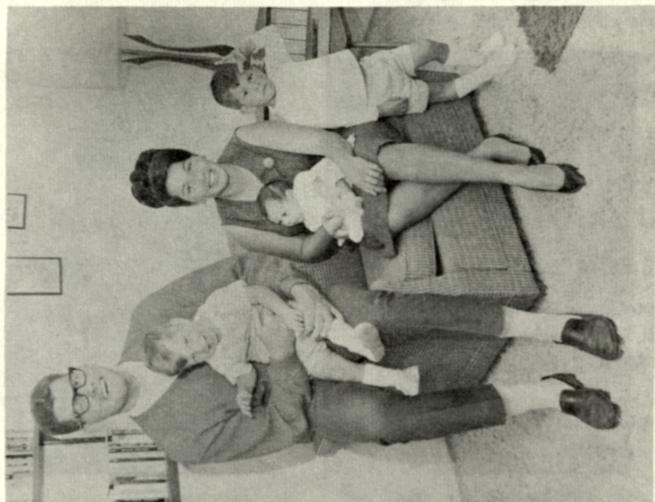
Abierto los Lunes, Juev. -Vier.
hasta las 9:00 p.m.



INTERNATIONAL
and
Bank of America
Chg. Plans

Art Martinez

CY 3 - 3236 290 S. FIRST ST.



Mrs. Glen Gaviglio, formerly Dolores Garcia, was a scholarship recipient by the American G. I. Forum - San Jose in 1960. She is a senior at San Jose State College and will graduate in Education this fall. Mr. Gaviglio will receive his M. A. this fall in Sociology. Left to right are: Glen Gaviglio, son Todd 16 months, Dolores, daughter Ana-lisa 6 weeks, and son Gregg age 2 1/2 years. Dolores is the daughter of Mr. and Mrs. Bernard and Ynez Garcia.

Please Remit: \$ **2.99**

Check () or Money Order ()

for one year's subscription to EL EXCENTRICO Magazine (24 ISSUES).

292-4273 • 195 Devine St. • San Jose 10, Calif.

NAME _____

ADDRESS _____

CITY _____ ZIP _____ STATE _____

El Excentrico
Magazine Social, Temporal, Littera Americana

SUBSCRIPTION BLANK

Calif's Oldest Mexican-American Publication

Comision Honorifica Mexicana, Inc. Union City, California

Candidatos a REINA de las **FIESTAS PATRIAS**



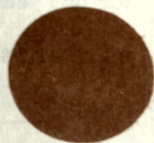
ANGIE RODARTE
San Jose, California



GUADALUPE S. GRANADO
Newark, California



MARIA ELENA LEDESMA
Union City, California



10 y 11 de SEP

1810

La Comision Honorifica Mexicana
de UNION CITY, CALIFORNIA

Se complace en invitar al publico en
general y muy especialmente a todos los
Mexicanos y a nuestros hermanos de habla
hispana a participar en la celebracion de

NUESTRA INDEPENDENCIA
y de las FIESTAS PATRIAS MEXICANAS

Ud. sera un participante contribuyendo en
cualquiera de las siguientes formas:

Asistiendo a Bailes y eventos que se orga-
nizen para el mejor lucimiento de

Nuestras FIESTAS PATRIAS !
Brindando su Voto a las Señoritas

CANDIDATOS

para que alguna de ellas sea coronada
nuestra REINA de las FIESTAS
PATRIAS MEXICANAS !

Muestre su gran sentido de cooperacion
y Patriotismo.

Por todas las atenciones que se sirvan
brindarnos, reinteramos nuestras
mas efusivas gracias.

atentamente,

Comision Honorifica Mexicana, Inc.
Union City, California

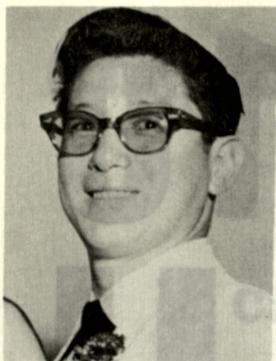
" Union, Proteccion y Patria "



GRACIELA BARRERA
Hayward, California

1966

PTIEMBRE



*Club
Riviera*



Frank Espinoza

Good going gang,

Club Rivieras' dance on July 23rd was quite a success, thanks to the dear public and the wholehearted effort of the members. Our boys did a great job and had a wonderful time doing so. We're looking forward to better times. After the dance the gang and their wives and some guests, whose names I don't recall at the moment, really let their hair down. A party was held at Hillard and Delores Payers' house till the wee hours. The boys still had enough to show up for a softball game at noon Sunday. Although we won by a foreiture we had a practice game and didn't do so badly but we showed the strain of the night before.

Club Riviera would like to extend many thanks to the following merchants for their donations for the dance

Ruben DeLaCerde, Cuatro Milpas, Milpitas, Speedy Gonzales, Cuatro Milpas Restaurant, Milpitas, Womens World Beauty Salon, Milpitas, Paul Shoe Repair, Milpitas, Club San Felipe, Bariteause Ldry, & Clners, San Jose, Western Jeans Wear, San Jose, Val Barber-shop, San Jose, Fountain Lane Hair Fashions, San Jose, Pete Agata's A & R Barbershop, San Jose, Pink Elephant Stores, San Jose, and Nite Owl Tavern, Santa Clara. Again many thanks to these fine merchants for their donations.

The first half of the UCC league is over. The first half champs were Club Eldorado who did a fine job. Club Riviera was tied for Second and we are hoping to fare better during the second half, even if we're not the best dressed team in the league. The new players on the club are starting to jell and should be a definite in future games. Look out Eldorado we're heading for the top.

Riviera wishes a speedy recovery to Alice Flores, wife of Rivieras V.P. Bert Flores. Alice had an operation and we hope she will recuperate as rapidly as possible.

Club Riviera extends their deepest sympathies to the entire Trillo family on the demise of their beloved brother Lawrence Trillo. Lawrence Trillo, at age 65, died on July 27th. R I P.



In the picture you see Mary Martinez who won the Queen for a Day Contest. Mary is the sister of Delores Payer. Mary also won medical facilities for a sister of hers Eleanor Castillo. Eleanor and her fami were enroute to Omaha from Texas when they were involved in an auto accident. Her family sustained various injuries but Eleanor received a broken neck. Eleanor remained paralyzed for a couple years but now due to therapy and special equipment there is mobility in her arms. She can now remain at home with her family. We hope someday she can return to her normal state of health.

Congratulations to Mr. and Mrs. Joe Munoz on the birth of their first son, Renaldo Munoz. After two girls you finally made it Joe. Joe, Corey Ann, & Juanita Padilla all have their birthdays in August. Many happy returns to the whole family. Also celebrating in August are Vicky Esparza, George Ramirez, Bob Gutierrez, and Terry Moreno.

This coming weekend finds Club Riviera playing softball in Tracy. This will be the thrid meeting of the two teams. Because Tracy is an unorganized ball club we were lenient with them. Consequently we lost the first two games. We are out for revenge. The

(continued next page)

games we've lost have cost us two kegs of beer. We plan to drink for free this time. Juegan muchachos???

Good luck to Pete and Marcy Campo in their new home. They now reside at 2715 McLaughlin Ave., San Jose.

Goodbye for now till the next time around I'll be keeping an eye out for you.

Frank Espinoza



Directors Coats Cuta Away
Bridal Hoopskirts
Fur Stoles



ALL NEW ---
Dinner Jackets, Pants,
Shirts, Cumberbunds
Suspenders
and Accessories

\$8.50

Daily 8 to 6:00 p.m. Mon. Thurs. Friday 'til 9
Sunday by Appointment.

Ida's TUXEDO RENTAL

CY 2 - 9102

380 S. First St.

LAS CAZUELAS



CARMEN
GONZALEZ, Prop.

Lo Mejor en Comida Mexicana

ABIERTO SIETE DIAS de LA SEMANA
7:30 a.m. a 12:00 p.m. Los Viernes y Sabados
de 7:30 a.m. a 3:00 de la madrugada.

El MENU mas Variado y Autenticamente Mexi-
cano en todo el NORTE de CALIFORNIA.

297 - 2067

735 The Alameda

Tel. 297-6370

30 S. SECOND ST.



FOUR GENERATIONS

L. to R.

Great Grand Mother - Mrs. Lydia Salazar

Mother - Terry Muñoz

Grand Mother - Mrs. Alice Yñiguez

Daughter - Madelynn Muñoz - 6 months old.

All from San Jose.

NEW ARRIVAL

1966



NATURAL COLOR

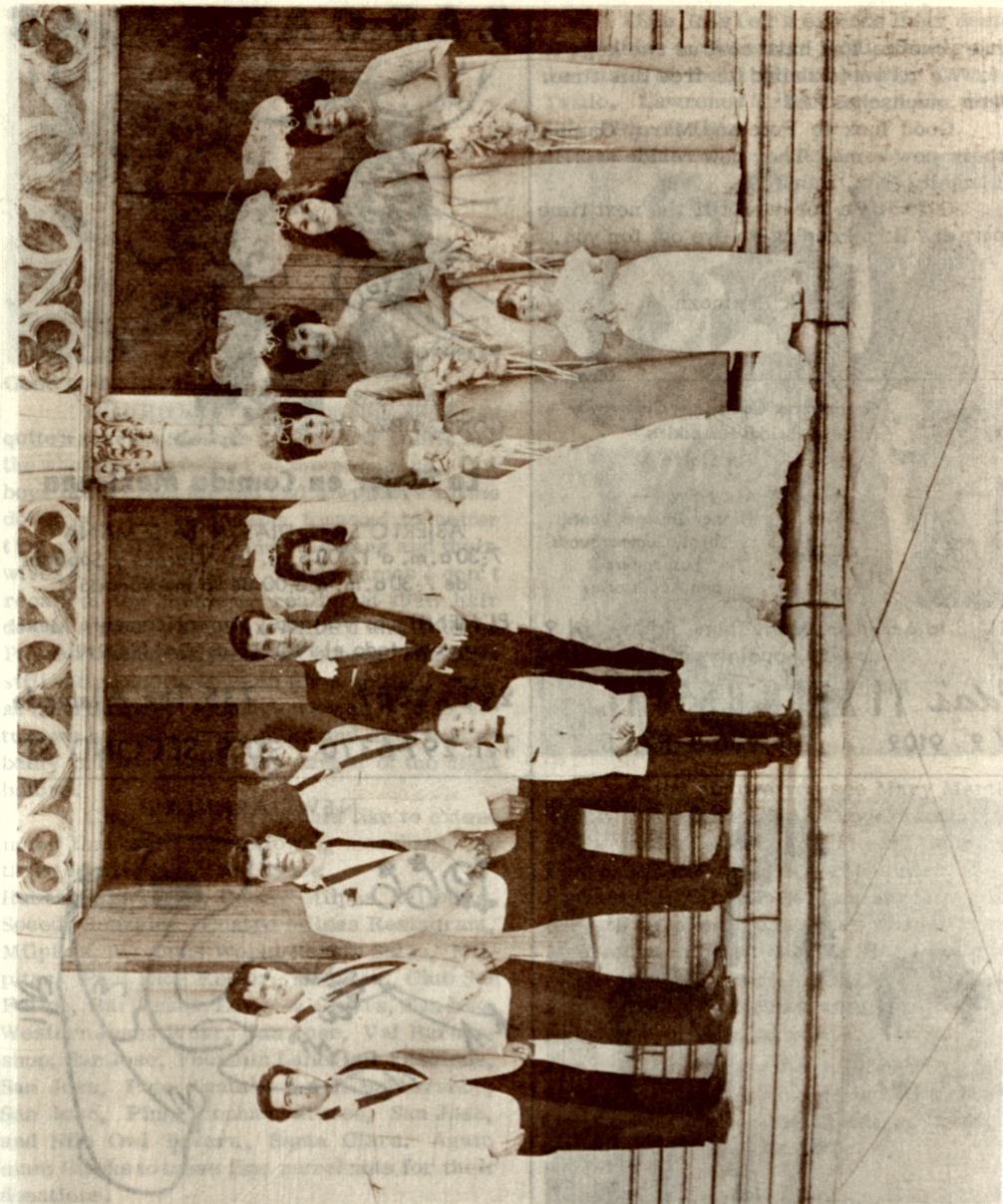
Weddings

call CY 2-4273

BERT GARCIA
Photographer

Nobody, but Nobody, will give you a Better Deal.

EL EXCENTRICO PHOTOGRAPHY
274 TERRAINE ST. SAN JOSE, CALIFORNIA



IRENE CORTEZ

daughter of Mr. and Mrs. Jessie Cortez, exchanged vows with Mr. Jose Manuel Garcia, son of Mr. and Mrs. Mateo Garcia Villagrán. The couple exchanged vows at the Saint Patrick Church at 1:30 p.m. in San Jose.

On February 19, 1966

Photo by RICHARD DIAZ.

Reception was held at the Azteca Hall.

Irene was born in San Jose and will make residence in San Jose. The groom was born in Mexico and has lived in San Jose the past 6 years. The couple honeymooned in Mexico.

L. to R. Marcie Cortez, Terry Cortez, Mary Cortez, Jenny Cortez, Frank McSherry, Ruben Cortez, Natty Cortez and Tommy Cortez, Ring bearer, Erik Cortez and Darlene Montez, flower bearer.

Pink Elephant MARKETS

★ Complete line of Mexican Foods



En la grafica parte del atento personal, de izquierda a derecha:
TIM GUTIERREZ, PETE GARCIA, JOHN ZAMORA, e ISAAC VASQUEZ





LINEA COMPLETA de CHILE, ESPECIES y MANTECA
LOS PRECIOS MAS BAJOS DE PLAZA en la FAMOSA HARINA LA PIÑA

CENTRAL VALLEY NAT' L. BANK - MONEY ORDERS
SE REGALAN THRIFTY GREEN STAMPS



Fruits & Vegetables at Farm Prices

Daily
'til
12:00
p.m.

HYDE PARK
PINK ELEPHANT market   **PINK ELEPHANT market**

OPEN
DAILY
TILL
12
MIDNITE

286 - 8161 1098 N. First St. 251 - 8890 400 S. King Road San Jose
583 - 0891 645 El Camino Real, Southwood Shopping Center, S. San Francisco



CONGRATULATIONS

To Miss Rosalinda Flores and William Herrera on their forthcoming wedding. They will be wed on Saturday the sixth of August. We do want to wish them happiness in life and much success together.

Miss Estefana Escarnacion de la Rosa, became the bride of Mr. Hiram A. Cortinas on Saturday, the eleventh of June. Estefana, was surprised when her boss Vincent Fulginiti, presented her with a papel blessing from the Pope in Rome. It is one of the most beautiful memory one can cherish. Congratulations to this fine couple, and much much happiness.

Seems, that Lalo Caballero did it again. A gay evening with lots of food and music was offered to his public at the grand opening of his Cocktail Loung EL PATIO. All kinds of personalities were present. Mucha Suerte. Drop by and say hi. Mr. Caballero was one of many personalities of Excentrico's 1965, he was named Promoter of the Year.

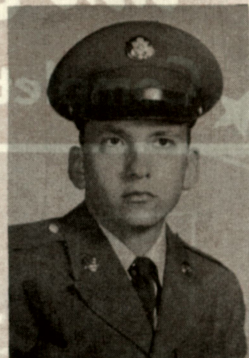
Welcome Home - Seems that Manuel (El Rapido) Fernandez, wasn't seen around for awhile, no wonder, he was on vacation. And, he couldn't have picked a better place than Mexico. We, all missed him and were glad to see him again. Humberto Garcia, kept telling us "Oh, everything is fine", but we knew better. Now, that he is back, you can see that relief look on Humberto's face.

Another person we'd like to welcome home, is the dear mother of Miss Margarita Meza, known by everyone for their beautiful personalities. Mrs. Meza, suffered a stroke about a year ago, which left her paralyzed. Thanks to the Lord and good doctors from Texas, she is able to walk again. We want to wish her a complete recovery. And, to Margarita and family, lots of happiness, now that all of you are together again. Miss Meza, is known for her personality, and her fine

Club Zanzaree
MARCE MORA

Mexican dances. She is an expert in the Jarabe Tapatio. Felizidades.

In the following picture is Benito Carrasco, Jr., who is listed in the Army. He has just returned back from Vietnam. We want to wish him a happy stay, and lots of luck in his remaining time in Oklahoma. Mr. Paul Garcia known by many of you, is one of many of his uncles. Yes, girls Ben is single and very good looking and a well educated man.



BENITO CARRASCO, JR.

Club EPOCA de ORO presenta "GRANDIOSO BAILE" Sabado 6 de AGOSTO 1966 - 9:00 P.M. a 1:00 A.M. - Con la Orquesta Los Aventureros ----- Where? at the I.E.S. HALL, admission - \$1.00, with door prizes. Club members of Epoca de Oro always cooperate at the food drive, etc, lets all get together and show them our support. Let's all get together and have fun -- Don't forget the date August 6. Lots of luck, See you soon.

FOR YOUR WEDDING INVITATIONS

Best Price and Service SEE



Humberto Garcia
DIRECTOR
CY 2 - 4273

195 DEVINE ST. SAN JOSE, CALIFORNIA



La Joya

REPAIR SHOP

Original Hand made JEWELRY Alterations & Diamond Setting

Amplia seleccion de anillos para hombre y mujer Anillos de MATRIMONIO

80 W. SAN CARLOS STREET Located in the Sainte Claire Hotel Tel. 298 - 2423 80 W. SAN CARLOS ST.



Attending the A. G. I Black & White at the Cabañón



David Sierra and Mr. and Mrs. Dick and Lila Martin
Cooowner of D. & J Typogra-
phy of Santa Clara



Mr. and Mrs. Jess and Ruth Sanchez
Owner of Moonlight Barber
Shop in Santa Clara

Mr. and Mrs. DAN HERNANDEZ
Attorney at Law



En la foto el Dr. Lawrence Stern y las atentas recepcionistas Annette Obeso y Susana Lopez.

Dr. HAROLD ZLOT
Dr. LAWRENCE STERN
OPTOMETRISTS
EXAMEN CIENTIFICO

Los Doctores ZLOT y STERN le ofrecen una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS

Se Aceptan Casos de Old Age Pension

ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.

Se Localiza en el edificio de Kay's Jewelers.

PAGOS FACILES

CY 5 - 4805 67 S. FIRST ST.

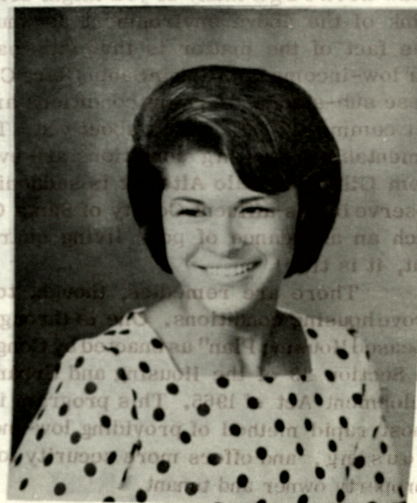
Para celebrar el 15 Aniversario del natalicio de su hija
Marta Araceli

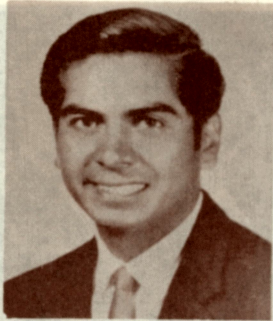
Sus padres Adauto H. Flores y Maria A. Flores
Tienen el honor de invitar a Ud. y a su apreciable
familia a la

Misa de Accion de Gracias

Que se celebrara el dia 7 de Agosto a la 1:15 de la
tarde, en la Iglesia de la Sagrada Familia.

Oficiara el Rev. Jose A. Peña





SEBASTIAN
ADAME

The other day I happened to glance up from my work which is surveying. As I looked across the road, I saw several children playing in front of their home and for a great while I could not tear myself away from the scene in front of me. What caught my attention was that these children were barefoot and poorly dressed. Worse, the house behind them once an imposing structure 50 years or so ago was now in disrepair. The front steps were rickety and presented a grave danger. Most of the windows were broken and had been boarded up. The porch sagged and the roof badly needed repair. Moreover, the exterior of the house lacked a coat of paint.

I was utterly appalled at what I saw and shaken when I began to envision the horrors these children from a low-income family must suffer each night in that bleak dwelling from the nocturnal visits of infectious rats. Horrors such as hearing the rats scurrying across the length of their bedroom, or feeling them walk across the top of their covers, or awakening to the feel of a rats cold, damp nose against one of their ears.

But, I was not really surprised at what I saw although many of you might erringly think of the above environment as unusual. The fact of the matter is that with many of our low-income families in Santa Clara County, these sub-standard housing conditions are all too common. Take a look about you. These lamentable housing conditions are evident from Gilroy to Palo Alto. It is saddening to observe in this affluent County of Santa Clara such an abundance of poor living quarters. But, it is true!

There are remedies, though, to improve housing conditions. One is through the "Leased Housing Plan" as enacted by Congress in Section 23 of the Housing and Urban Development Act of 1965. This program is the most rapid method of providing low-income housing, and offers more security to both property owner and tenant.

Briefly, the "LHP" works in this way. The Housing Authority, set up by the county or city, leases existing privately-owned dwellings freely offered to it for the use of low-income families. These homes must meet certain standards. The new tenant pays what he can afford (usually 20% of his income) and Federal subsidies, paid to the Housing Authority make up the difference in the agreed rent. In addition to utilizing standard housing, many property owners will be induced to bring their dwellings up to standard because of the many advantages to them if they participate in the program.

Our enlightened San Jose Councilmen established a local Housing Authority when they realized the pressing need for one. However, its powers extend only to the fringes of San Jose. Currently, efforts are being exerted to bring into being a county-wide Housing Authority. The resolution is before the ever-reluctant Santa Clara Board of Supervisors. Your support is needed in this fight for better housing for the underprivileged. Watch your newspaper for the next public discussion of the meetings held at the Supervisors' Chambers, 70 W. Hedding St., San Jose. Your presence is the best way to let your elected officials know your sentiments.

For your COLOR WEDDING PHOTOGRAPHY
Or WEDDING INVITATIONS

El Excentrico

Cy 2-4273

274 TERRAINE ST.

La Internacional
Tienda de Abarrotes

MASA PARA TAMALES
HOJAS - CHILES
Toda Clase de
ESPECIES - Todo lo
necesario para los dias
FESTIVOS!
Ordene Con Tiempo!



CL 8 - 4702 1884 Alum Rock Ave.



Galeria Infantil

SERGIO MANSO
7 mo. - Born in San Jose

OOOOO

ROSE ALARCON
Born in S. J.
Parents:
Joe and Rose Alarcon



LEITER STUDIO

CHARLES LOPEZ
6 mo. - Born in S. J.

Parents:
Mr. and Mrs. Gildardo Lopez



ALICIA MIJARES
3 mo. - Born in S. J.
Parents:
Raul and Maria Mijares



CASA REALTY

Se le Atiende en Español

CASAS de VENTA

\$100.00

De ENTRE

TENEMOS PROPIEDADES

De TODOS ESTILOS

De TODOS PRECIOS

En toda el Area de San Jose
y sus Alrededores !



En la grafica el personal de habla hispana que
le atendera con toda cortesía e integridad.
HERMAN R. ALVAREZ, LUIS GONZALES y
DANIEL BOONE BOLIVAR

Tel. 259 - 1930

1508 E. SANTA CLARA ST.

Simon's Beauty Salon

Dos Salones de Belleza Mexicanos

Permanent Wave
PRECIO COMPLETO.

\$ **5.00**

Las MEJORES ESTILISTAS en
El Norte de California
Corte de Pelo - Estilo - Pintura - Plateado
NO NECESITA CITA.

Abierto: Lunes a Sabado de 9:00 a.m. a 9:00 p.m.
Domingos de 9:00 a.m. a 5:00 p.m.
SERVICIO COMPLETO de BELLEZA



Teddy Castillo

SIMON'S BEAUTY SALON
(cercas de la Farmacia La Rosa)
295-5391 32 South MARKET ST.

SAINTE CLAIRE BEAUTY SALON
En los bajos del Hotel
286-5437 84 W. San Carlos St.



Left to right: Nick Guerrero, popular owner of Guerreros' Bookkeeping Service at 910 E. Santa Clara St., San Jose, mother Jesusita Mejia, stepfather Lupe Mejia and Lola Hinojo, aunt, a former school teacher. Lola Hinojo was visiting here from New Mexico. Nicks' mother resides in San Jose is originally from El Paso, Texas. She has lived in San Jose for the past 11 years.

Maria's

COCKTAIL LOUNGE



El Centro Nocturno Mas Elegante

Better than Ever !

DANCING

FRIDAY & SATURDAY

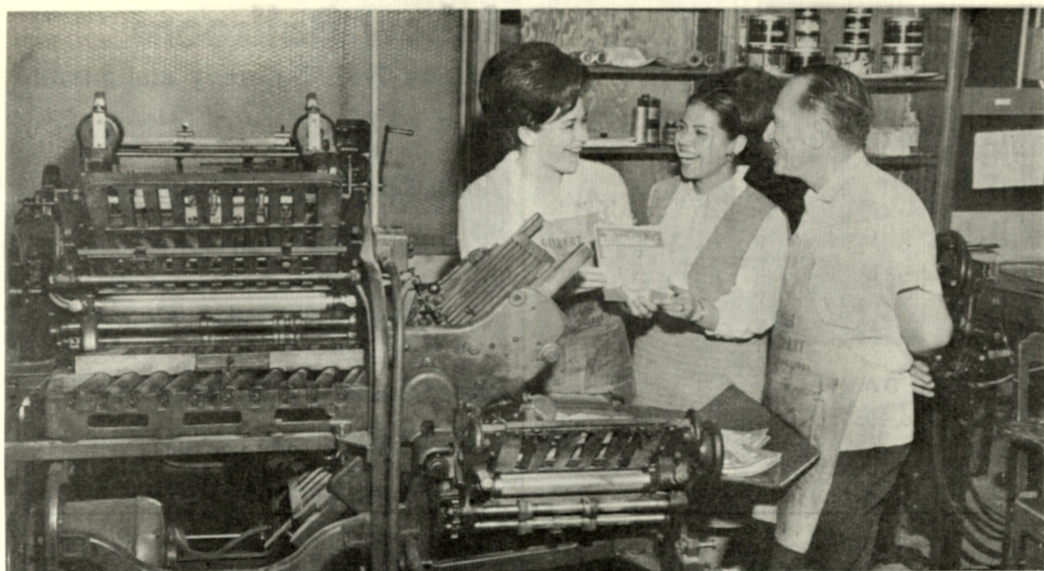
The Best Combo in the Bay Area

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.

DAN y MARIA AGUIRRE, Props.

CY 5 - 9872

728 N. 13th St.



Excentrico's charming typist-secretary Mary D. Rogers, explains to visitor Jessie Cienega some of the complexities of the 8,000 an hour Cleveland folding machine, publisher Hum-

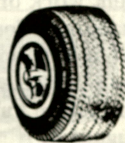
berto Garcia amusedly listens to the rapid fire girls chatter. The fantastic speed of this folding machine is a must in publication work.

WHOLESALE



RETAIL

Carnegie
CUSTOM PREMIUM



Payless TIRE COMPANY

Alineamiento de las Ruedas de enfrente de su Auto

Solamente \$.5⁹⁵

Balanzamiento de ruedas Aero Dinamic .99c

Llantas Nuevas desde \$.6⁸⁸

FLATS REPAIRED .49c

FACILIDADES DE PAGO

Se Aceptan todas las tarjetas de Credito

Llantas Usadas desde \$1.79

ABIERTO DE 9:00 a 7:00 p.m. diariamente
DOMINGOS de 9:00 a 1:00 de la tarde

Tel. 251 - 8360

1815 ALUM ROCK AVE.



FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions



Andy Flores y Su Orquesta

Ademas **Los Marcianos**

Baile de las 8:00 a las 2:00 de la mañana

DOMINGO 7 de AGOSTO

Pedro Bugarin y Su Orquesta

La Orquesta de Todos Los Ritmos

DOMINGO 21 de AGOSTO

Frank Perez, (right) of the food service department at The Good Samaritan Hospital of Santa Clara Valley is watching Mrs. Dixie Lee Porter, personnel officer (seated) and Miss Pat Feasby of the dietary department work on a sign publicizing the first annual picnic for the hospital's employes. More than 400 employes and their families have been invited to attend the picnic, scheduled for 9 a.m. until 9 p.m. at Uvas Meadows on August 6.



all
you
can
eat!

Banquetes
Recepciones

Your Host JOSE SANCHEZ
Tel. 258-5343

Traiga a su Familia

A Comer o a Cenar en un ambiente elegante
Economico y Verdaderamente Familiar.

Comida		\$1.65
Lunch		\$1.15
Comida	Niños de 3 a	.99c
Lunch	10 años	.75c

OPEN EVERY DAY

LUNCH - 11:30 a.m. - 2:30 p.m. Mon. - Thurs.

Saturday 11:30 a.m. - 4:30 p.m.

DINNER 4:30 p.m. - 8:30 p.m. Mon. - Thurs.

Weekends Fri. Sat. & Sun. Till 9:00 p.m.

TROPICANA SHOPPING CENTER STORY AT KING ROAD



PRINCESS of THE PROFESSIONAL PHOTOGRAPHERS ASSOCIATION of Santa Clara Valley

Mac Hernandez owner of Leiter Studio on West San Antonio St. presents trophy to

CLAUDINE WIMS

after having won the beauty title of PRINCESS

of the Professional Photographers Association of Santa Clara Valley.

Mac is the present president of the Association

Janitzio Restaurant



CLARA MORENO, Prop.

Todos los Domingos, Especialidad de la Casa

BARBACOA de RES \$1.40

Con Arroz, Frijoles y Ensalada

ABIERTO LOS SIETE DIAS DE LA SEMANA

5:00 a.m. a 10:00 p.m.

LONCHES para TRABAJADORES

295 - 9680

77 MARKET ST.

Aztec Shower Door

Tub Enclosure \$42.50

Puertas de Vidrio para Bano

Este precio incluye puertas de vidrio, instalacion este es el precio completo.



ADEMAS

Servicio Completo de

PATIO DOORS

Bathroom Accessories

MIRRORS

Broken Glass Replacements

SHOWER DOORS

Frank Quinones, Prop.

227 - 7076

298 - 6263

919 W. San Carlos St.

El Escentrico

Revista Social, Fotografica Latino-Americana

AÑO 17 Num, 20 AGOSTO 5, 1966
SAN JOSE, CALIFORNIA

CY 2 - 4273 195 DEVINE ST.

Publicado los dias 5 y 20 de cada mes en San Jose, California, Condado de Santa Clara.

HUMBERTO GARCIA MARY ROGERS
Director TYPIST

- COLABORADORES -

American GI Forum	Richard Diaz
Club San Felipe	Daniel Saldaña
Catalina Barragan	Club Riviera
Maria de la Luz Sanchez	Rigo Ordaz
Roberto Rodriguez	Club Zanzaree
Club Epoca De Oro	

* * * * *

Esta revista no se hace responsable de ideas u opiniones en articulos firmados.



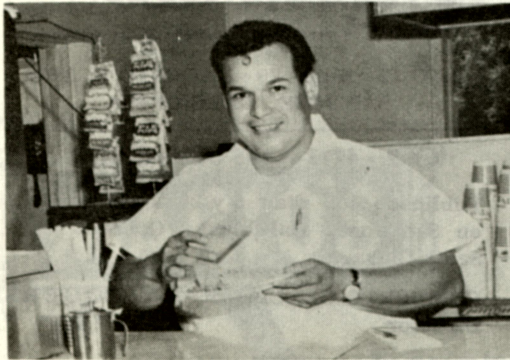
BEATRIZ LORENZANA

17 años
de Mexico, D. F.

is a candidate for queen for the 16 of
September Fiesta.

The Fiesta will be held on Sunday,
September 18, 1966 at the Civic
Auditorium.

Martin's LA POBLANA Restaurant



Martin Mendez, Jr.

The **ULTIMATE** IN MEXICAN CUISINE

Abierto 7 dias de la SEMANA

Lunes a Jueves 9:00 a.m. a 10:00 p.m.

Viernes, Sabado y Domingo desde las 9:00 a.m.
hasta las 2:00 de la madrugada.

298-5722 76 W. San Antonio St. CY 4-5030 56 W. Santa Clara St.

CARS TRUCKS



New and Used



TINO MENDOZA

AL HERNANDEZ

COURTESY Quiere Decir " CORTESIA "
COURTESY Quiere Decir " A Great Deal "
COURTESY Quiere Decir " Mas por su
Carro "
COURTESY Quiere Decir " Se habla en
Español "
COURTESY Quiere Decir " Su Credito es
Bueno Aqui "
COURTESY Quiere Decir " Que pregunte
por "

TINO MENDOZA

AL HERNANDEZ

248-5000 3030 Stevens Creek Blvd.

La Rosa PHARMACY



Maria La Rosa, Prop.

Nos Especializamos en Recetas

Preparadas Exactamente como su medico indique

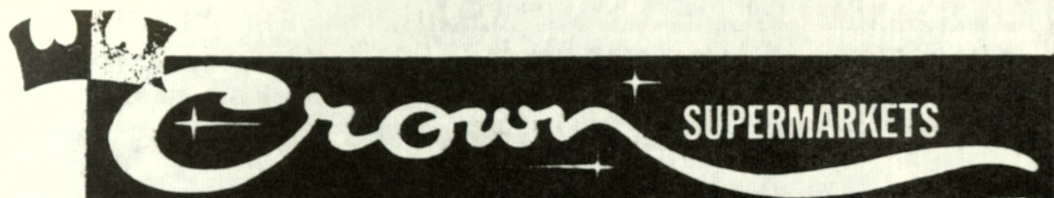
FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc.

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

Grandes Especiales en todos sus Departamentos



**Productos MEXICANOS de PRIMERA Calidad
A Los Precios Mas Bajos de Plaza !**

- SE HABLA ESPAÑOL
- Se Cambian Cheques del trabajo y Welfare con identificacion propia
- TRATO CORTES
- Aire Acondicionadas
- Estacionamiento GRATUITO.

CROWN da la Bienvenida a todas las personas de habla Hispana

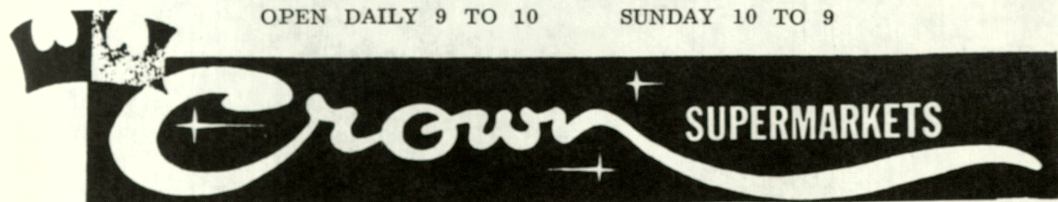
PORQUE SIENTE QUE LA COMUNIDAD MEXICANA MERECE COMPRAR EN LAS MEJORES TIENDAS.

CROWN DA ESTAMPILLAS EASY Y REDIME CADA LIBRO Por \$2.00 (dos dolares)

MUCHAS PERO MUCHAS OTRAS ESPECIALES

MASA PARA TAMALES QUESITOS PATITAS de PUERCO y RES
CABEZITAS de PUERCO y BORREGO MENUDO (Fresquestto)
HARINA LA PIÑA FRIJOL PINTO (Nuevo) TODA CLASE DE CHILES

OPEN DAILY 9 TO 10 SUNDAY 10 TO 9



1580 ALMADEN ROAD	1371 KOOSER ROAD	2858 ALMADEN ROAD
2889 SENTER ROAD	3475 McKEE ROAD	COMING SOON Winchester & William Road

TEATRO LIBERTY

Tony De Maria
Gerente

CY 7 - 1456

67 S. MARKET ST.

San Jose, California

EL TEATRO DE LOS (Premiere) ESTRENOS



**JULIO
ALEMAN**
**ANA
BERTHA
LEPE**

GUILLERMO MURRAY
RAFAEL DEL RIO



No.
C-130

Preciosa

A COLORES

MIERCOLES 10 de AGOSTO



" MUSICA ESPUELAS Y AMOR "

Tony Aguilar - Evangelina Elizondo