

El Excentrico

Humberto Garcia

May 5, 1967

**Reina
del 5
de Mayo**

Su Graciosa Majestad Patricia I ra.

Patrocinada por la Joyeria CRESCENT

GARCIA'S PRINTING

PUBLISHERS OF
EL EXCENTRICO MAGAZINE

UNMATCHED FOR QUALITY AND VALUE



be a
WINNER!

WE
SPECIALIZE IN
Commercial Printing
Social Printing
Wedding Invitations

Posters

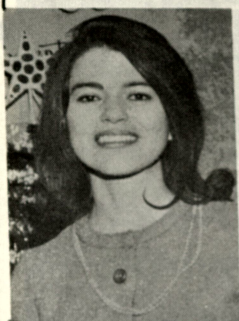
Phone 292 - 4273



Our Man
HUMBERTO GARCIA

SENSIBLE
PRICES

274 TERRAINE ST. SAN JOSE, CALIFORNIA



Margaret

Aldama

SMALL BUSINESS DEVELOPMENT CENTER

As a reader of El Excentrico you are aware of the Small Business Development Center (SBDC) and the services it offers to small businessmen and persons who are starting a small business.

In order to let you know of what the SBDC has accomplished we are publishing the following report.

The SBDC has assisted persons by the services it offers as of April 14, 1967.

Total number of persons assisted in all categories - 6,145

Interviews - 1,688

Counseling - 3,264 staff and volunteer hours to assist 1,029 business operations.

Training - 442 persons have taken advantage of the SBDC, Adult Education, and University extension courses.

-632 persons have attended three-hour SBDC orientation courses titled, "So You Want To Go into Business" to learn what is required in order to start a business.

Business Loans Total - 112 - \$1,123,470

Economic Loans Total 96

Local Private Sources 16

Of the 96 Economic opportunity loans which receive approval by the Small Business Administration in San Francisco, Americans of Mexican descent have received 25% of the total to date.

As a result of these services, welfare aid has been decreased by \$156,000 by removing 52 families from the rolls.

Jobs were created and preserved for 249 persons. Santa Clara County has gained through the \$1,123,470 placed into the economy through loans, and \$1,416,000 paid out in wages. Additionally, business managerial skills have been improved to strengthen small businesses.

The SBDC encourages persons who are interested in taking advantage of any one of our services to telephone 298-3977 and make an appointment, or if you are in the area stop by our offices at 40 North Fourth in San Jose.

GETTING MARRIED?

call 292-4273 for

WEDDING INVITATIONS

Dr. JUAN de HERAS, D.C.

Especializando en la espina dorsal y coyunturas

Horas: Lunes, Miercoles, Viernes 9:30 a 6:30

Martes y Jueves 9:30 a 12:00 del dia

Sabados 10:00 a.m. a 12:00 del dia

Casos de Welfare, Trabajo o Automovilistico

Facilidades de Rayos X y Laboratorio

Examen Fisico

(Esquina con la Alameda)

TELEFONO DIA O NOCHE

CY 5 - 5390

11 CLEAVES ST.

AL'S Barber Shop

ESPECIALIDAD en RAZOR CUTS

BARBERIA LATINA

ABIERTO DIARIAMENTE

De Martes a Sabado de

9:00 a.m. a 6:30 p.m.

Dos Barberos para Atenderle

Emie Grijalba



293 - 9894 884 E. Santa Clara St.



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.

Corte de Honor



PRINCESA *Cristina Cadena*

Patrocinada por el cine
ESQUIRE
Calles 25 y E. Santa Clara
Películas en Español



DAMA

Genoveva Garza

Patrocinada por Hank Coca's
FURNITURE DISCOUNT
HOUSE
82 E. Santa Clara Street



CONDESA *Francisca Marroquin*



DAMA

Yolanda Gomez



Grandes Especiales en todos sus Departamentos



Crown **SUPERMARKETS**

**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 SIENDE 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 FRJOL PINTO (Nuevo) TODA CLASE DE CHILES

OPEN DAILY 9 TO 10

SUNDAY 10 TO 9



Crown **SUPERMARKETS**

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



Aqui... MEXICO

*Catalina
Barragan*

Among the primitive settlers of Mexico it was customary to worship gods, kings, and heroes with songs and dances. The ancient Spanish chroniclers mention the Mexican love for dancing and singing whatever the occasion. There were gay dances and sad dances that generally were performed in the squares in front of the temples. In the more important cities like Texcoco México and others there were special schools to teach singing and the correct performance of the dance.

The Spaniards, especially the missionaries, did not put a stop to the native habit of dancing; on the contrary, they encouraged it, changing only the ancient religious motives for those of the new faith.

Several prehispanic dances still exist, although they have been altered by European influence, like, for example, the Dance of the Comanches, the Azteca the Feather Dance, and others.

Each region of México has its own dances; Jalisco has its Jarabe; Oaxaca, the Zandunga; Yucatán the Jarana; Veracruz and Huastecas its Sones. Each dance preserves the traditional steps, the original rhythm and special customs.

There are dances of Moors and Christians that represent episodes of the Arab wars; there are dances of archers that evoke the fights of the Chichimecas against the Spanish conquerors; and there are dances like that of the Old Men "Los Viejitos" of Michoacan, that make fun of the Spaniards and remind them that they too grow old. There are touching and simple dances like the Fishermen, "Los Pescadores" and others, like the "Machetes" of Jalisco, which are symbolic and fierce.

Mexicans are people who dance and sing for any reason and who are proud of their rich musical folklore.

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

CY 4-5030

56 W. Santa Clara 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 Mexicano en todo el NORTE de CALIFORNIA.

297 - 2067

735 The Alameda

Tel. 297-6370

30 S. SECOND ST.

Coronado's BEAUTY SALON

Especialistas en ESTILO y PINTURA de PELO

Permanent Wave

\$ **5** .00

COMPLETE PRICE
Tuesday and Wednesday
(ONLY)

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.

292 - 0055

17 SOUTH 4th ST.



En la grafica la atenta propietaria
ANGIE CORONADO.

Personalities that attended the A. GI Forum
Santa Clara Chapter Ball at La Cabaña.



JOE
and
LOTTY FLORES



JIMMY BAEZA
CELIA REYES



JOE
and
LYDIA GARCIA



Reyes Realty

EAST SIDE, 3 BR, 2 BATH, \$300 DN. \$120 a Mo.	\$14,500
Willow Glen, 3 BR, 2 BATH, \$700 DN. \$144 a mo.	\$18,500
Willow Glen, 3 BR, 1 1/2 Bath, \$1000 dn. \$162 a mo.	\$20,200
RANCHO con casa Grande, 2 Acres de Chavacanes	\$40,000
6 Apts. San Jose, Beautiful Conditions \$8,000 DN.	\$49,500
8 Apts. Santa Clara, (a bargain) Sell or trade	\$57,500

I NEED SALESPeOPLE -- PHONE ME NOW I

Oficina: 295 - 7781

Res. 266 - 2411

1437 W. San Carlos St.

San Jose



RALPH L. REYES
REALTOR - APPRAISER



*Club
Riviera*



SYMPATHIES EXPRESSED

Club Riviera would like to express its sympathies to the family of Jane Robles on the loss of a very lovely person and also to our very good friend Candy Veliz on the loss of his beloved fiancée.

FRONTIER DAYS ARE HERE AGAIN

Well it's that time of the year again everybody in Milpitas is ready for a riproaring time at their Frontier Days Celebration which will take place again during the Memorial Day Weekend. Many of you know that Riviera takes part every year. We handle a game booth every celebration. This is quite evident in the club because many of the members are sporting beards again. We all look like Fidel Castro rejects. Speaking of beards, you don't really know how many girls would like to kiss you until you grow one. OH, and speaking of girls I'm looking forward to seeing Denise and Gloria at the Celebration. Anyway, we're looking forward to seeing all of you out there again.

SPORTS

Riviera's softball team has been trying to practice for the coming season. It seems that every time our manager calls practice, it rains. I guess we'll have to wear our raincoats and umbrellas to the ballpark so the sun will shine. Anyway, our manager has vowed to win the championship this year or else he'll retire (or else we'll retire him).

Yours truly helped the Portal Plaza Bowling Team to the championship in the Friday Nite Oaks at the Futurama Bowl. The three game roll off for the championship was decided in the last game by a mere 26 pins which were all gotten in the last frame.

Professional Basketball finally came of age in this area with the great showing of the Warriors. I'm a fan for life now, or as

long as they're winners anyway. The Giants, on the other hand, seem to be destined for the bottom with the loss of 2/3 of their games to date. Sorry bout that fellows, but you just ain't got it.

ELECTIONS

Did you notice that the candidates of minority descent fared poorly in the recent council election in San Jose. All I can say is because of the poor showing of our candidates' supporters at the polls, you all deserve what you got and what you're going to get, so no more complaints, huh!!

COMING EVENTS

Milpitas Frontier's Days during the Memorial Day weekend, see you there pardner. Cinco De Mayo this weekend, including a parade and Queen Coronation sponsored by the new Comision Honorifica Mexicana.

Congratulations to Patricia Navarro for being selected the new Queen. She was sponsored by Cresecent Jewelers of S. J.

Club Riviera's Annual Dance, July 1, at the I.E.S. Hall. More details later. Door prices will probably include as usual, free bids to Club San Felipe's Annual Formal, on July 28.

The Y.C.M. of San Jose will present a dance at the Azteca Hall, Friday May 12, from 9:00 p.m. to 1:00 a.m. with Andy Flores providing the entertainment.

BIRTHDAYS

Margaret Roybal and Linda Martinez (my sisters) will celebrate theirs on May 3 and 13 respectively.

SAYONARA

As Jimmy Durante would say, Good-night Kathy McNally where ever you are. See next time.

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, Automovilisticos, etc.

TELEFONO DIA Y NOCHE

CY 5-8870 443 W. San Carlos



Furniture Discount House

82 E. SANTA CLARA

SAN JOSE

CORNER OF
THIRD STREET

Spanish

TV SHOW

CHANNEL 11

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

SEE OUR WONDERFUL
WEEK END SPECIALS !



HANK COXA



GIL COXA



JOE SANCHEZ



PHIL RODRIGUEZ



HENRY NAVARRO



CANDY VELIZ



HECTOR ESPARZA



PETE ROJAS

NOW 7 LOCATIONS

TO SERVE YOU !

1975 Mission St.
7134 E. 14th Street
2130 El Camino
836 E. Sonoma Blvd.
607 E. Market St.
82 E. Santa Clara St.
1501 Broadway St.

SAN FRANCISCO
OAKLAND
SAN MATEO
VALLEJO
SALINAS
SAN JOSE
FRESNO

USE OUR LAYAWAY PLAN
Easy Credit Terms

CUPON

10%

Descuento

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

RECORTE ESTE ANUNCIO y AHORRE

82 E. Santa Clara St. 297 - 9486

San Jose



Club Zanzaree

MARCE
MORA

I would like to express our deepest sympathy on behalf of all the girls of Club Zanzaree and their families to the Robles family on the loss of their beloved daughter Miss Juanita Robles who passed away on April 17. It was a terrible shock to all of us. TO MR. & MRS. ROBLES AND FAMILY: MAY GOD HELP YOU AND GUIDE YOU IN YOUR MOMENTS OF GRIEF.

And to Lupe Robles sister of Juanita, may you soon recover from your injuries. We hope that you will be able to go home to your family soon. Also, our sympathy goes to Bobby and Johnny Zamora and Mr. Zamora on the loss of their beloved and dear mother and wife. Mrs. Zamora passed away after an illness. May she rest in peace.

CONGRATULATIONS

Lovely Patricia Navarro was selected the New Cinco De Mayo Queen, CRESCENT JEWELERS of San Jose was her sponsor.

A surprise came to all of us when Emma Medallin became the wife of Ruben Tome. May they both be happy together forever and ever. Could the next bride be Connie Garza? Could be it's written all over her face. Well, lots of luck, girls.

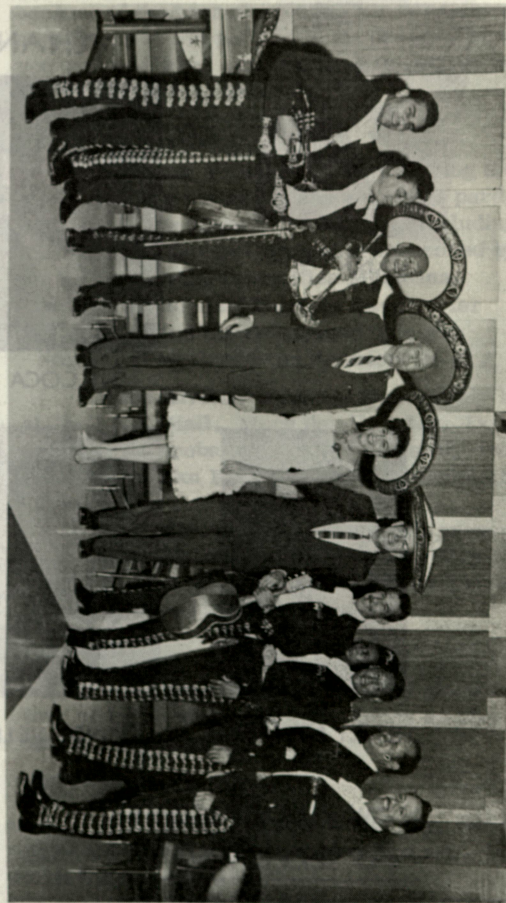
HAPPY BIRTHDAY to my three brothers, who celebrated their birthdays in April --- Manuel, Joe Jr. and Jess Mora.

To Rudy Belloumini: "We are very sorry to hear about your accident", from the bottom of our hearts may you recover soon. We miss you here in San Jose, a good chap like you always make us forget our troubles. Hurry, and get well.

As I sign off I'd like to congratulate Mr. Innocente Diaz and all his Comité Civico Mexicano Patriotico Pro Becas, on the fine job they are doing. May, you succeed in all your plans, only remember that those who do not do wrong to others, will always have the blessing of our dear God. I'm sure with patience and faith everything will work out okay.

In the following picture is yours truly with Mr. Allan Crandall and on the right is Mr. Bruce Allan, The Mariachis is none other than the Tequileros. This photo is one of many taken at the banquet which was held by El Comité Pro Becas. It was truly a banquet to remember. Many many celebrities attended.

The End



Jess Izquierdo **GARAGE** Taller de Mecanica Mexicano



ENGINE REBUILDERS

Valve Jobs - Reborning
Overhaul - Tune up - Brakes
Generators

Todo Trabajo Garantizado
Bank AMERICARD

258-1781

17 SUNSET AVE.

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.



Mr. & Mrs. Daniel
and
Carmen Saldaña



MARY CHAVEZ
and
ARMANDO CHAVEZ



Mr. & Mrs. Carlos
and
Isabel Gomez

Please Remit: \$ **2.99**

Check () or Money Order ()

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

292-4273

274 Terraine St.

San Jose, California 95110

NAME _____

ADDRESS _____

CITY _____ ZIP _____ STATE _____



SUBSCRIPTION BLANK

Calif's Oldest Mexican-American Publication

Disfrute de un Ford Nuevo y Ahorre Dinero



WILFORD R. IRIZARRY



LITO SANCHEZ

Obtenga el mejor Precio Comprando directamente de Wilford o Lito, quienes le ofrecen las mejores facilidades de CREDITO !
Con Anticipo o SIN ANTICIPO

000000

SAN JOSE FORD SALES

295 - 0151 375 S. Market St.

Jo - Mar BEAUTY SALON

Salon de Belleza Mexicano

Special
Cold Wave
Permanent

\$6.95

SUNDAYS OPEN
by appointment
Only 10 to 4:00 p.m.



JOSEPHINE MONTECINO

Open Mon. Tues. & Wed. 9:00 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.

Mexican - American Golfing Association Tournament



Left to right: Nick Lombardo of the Monterey Golf Course, Frank Gomez President of the Mexican-American Golfers Association and lovely Gloria Porras admire the trophy to be presented to the winner.
photo by richard diaz.

For those of you who love golf, we have one of the greatest tournaments coming up on Sunday, May 7. Mexican American Golf Association (M.A.G.A.) will have the 3rd Annual Playa Cup Tournament, at the famous Del Monte Golf Course, 1300 Fremont, Monterey, California.

Entry fee will be \$10.00, and includes: green fees and monographed golf ball, beer, and sandwiches, also trophies and prizes. Those of you that are interested in going please contact Frank Gomez - 264-8905, or Lupe Rodriguez - 264-8394.

258-1781

17 SUNSET AVE.



TESTIMONIOS DE CLIENTES SATISFECHOS

Estoy muy contento y conforme con los servicios que Rudy me proporciono en ventas y contratos y dudo que haya otra persona que pueda prestar mejores servicios. **ANTONIO ALVARADO.**

62 FALCON
Radio - Heater
Automatic Transm.
Bucket Seats
White Walls
\$588
\$23.00 per Mo.



La troca que le compre a Rudy me esta dando excelente servicio se esta pagando con mis utilidades.

ERNESTO CHIQUETE

65-F100 PICKUP
V8 - Custom Cab
Radio, Heater
\$1,188
\$46.00 per mo.

65 MUSTANG
2 Door, Hardtop
Radio, Heater
White Walls
Stick Shift
\$1,288
\$49.00 per mo.



I am really enjoying my T BIRD and sincerely beleive Rudy got me the best price.

RUDY GRIJALVA

CADILLAC '49
4 Door, Automatic, 3950-A
FULL PRICE
\$8.88

MERCURY '61
Convertible, V8, Auto.,
Radio, Heater, P606A
\$288.

CHRYSLER '64
New Yorker, Full Power
Air Cond. 4123-A
\$2188.

PLYMOUTH '54
Wagon, Automatic, DQB 821
FULL PRICE
\$8.88

OLDSMOBILE '56
4 Door, 88, Automatic
3924-A
FULL PRICE
\$28.88

PONTIAC '62
atalina Coupe, V8, Automatic
Radio, Heater, T-435A
\$688.

CHEV '64
Wagon, V8, Std. Trans.,
Radio, Heater, 4297-A
\$1288.

T BIRD '61
Convertible, Full Factory
Equipment, 1718A
\$988.

RAMBLER '61
Wagon, Stick, T-4359
\$188.

IMPALA '65
Hardtop, S.S. V8, Console
Shift, 2616A
\$1888.

MUSTANG '65
Stick, Radio, Heater, 4195-A
\$1588.

L.T.D. '66
Full Factory equipment
Warranty, 1718-B
\$2488.

Rudy Esquibel

Holiday Ford

738 - 1800

El Camino Real y Fairoaks

Sunnyvale, California





Daniel Saldaña



LA CELEBRACION DE EL CINCO DE MAYO DE 1862.

La Comision Honorifica Mexicana de San Jose California Inc, celebra año tras año el aniversario de la gloriosa batalla del 5 de Mayo de 1862 librada en la Ciudad de Puebla.

Por aquella epoca el Sr. Licenciado Don Benito Juarez era el Presidente de la Republica Mexicana cuando tres potencias europeas presentaron sus demandas al gobierno del Presidente Juarez, para que les fueran cubiertos algunos adeudos que la nacion tenia a favor de Inglaterra, Espana y Francia.

Se presentaron en Veracruz las escuadras de estos tres paises, se les permitio que las comisiones de reclamaciones llegaran hasta un punto llamado La Soledad, en donde se convino que Mexico reconocia y pagaria sus deudas tan pronto como la hacienda del pais lo permitiera.

Inglaterra y España aceptaron esperar por su pago y se retiraron con sus escuadras a sus correspondientes paises; pero Francia no obedeció el tratado de La Soledad y desembarco sus tropas con la intencion de llegar a la Capital de la Republica, invadir el pais y establecer un gobierno francés.

El entonces Ministro de la Secretaria de Guerra, General Don Ignacio Zaragoza, se encargo de detener a los invasores secundado por los generales Porfirio Diaz, Berriozabal, Negrete y Lamadrid; las fuerzas que comandaban se parapetaron en los fuertes de Loreto y Guadalupe donde se libro la batalla del 5 de Mayo de 1862, derrotando el Ejercito Nacional a las fuerzas invasoras de los famosos zuavos de Francia, que no pudieron tomar los fuertes a pesar de haberlo intentado tres veces.

El triunfo de esta batalla, tiene la significacion de haber demostrado a las testas coronadas de Europa, que en America ya habia hombres libres que peleaban por la independencia de sus propios paises y que defendarian con su vida cada pulgada de el terreno de su patria.

Esa fue la ultima intentona de las potencias europeas para conquistar tierras americanas.

Con el fusilamiento del Archiduque Maximiliano de Austria, en compania de dos generales mexicanos, que eran afectos al imperio, Miguel Miramon y Tomas Mejia, pagaron con su vida en el Cerro de las Campanas de la Ciudad de Queretaro sus ambiciones imperiales. El Sr. Presidente Don Benito

Juarez, hizo saber al mundo que "EL RESPETO AL DERECHO AJENO ES LA PAZ".

Cerrando en esta forma el capitulo que ponía al Continente Americano, como una facil presa para expansiones territoriales o conquistas por la fuerza de las bayonetas.

Esta es la significacion que tiene la celebracion de este aniversario en que la Colonia Mexicana y los Mexico Americanos festejan esta fecha.

Todos los años se reunen en el Auditorium Civico Municipal, presentan diferentes numeros de variedades, en la programa literario musical y por la noche se le da un gran baile a la reina de las fiestas que organiza la Comision Honorifica Mexicana de San Jose Inc.

La entrada al Auditorio Civico es gratis y se hace invitacion a todas las organizaciones y personas Mexicanas o Mexico Americanas, para que asistan a esta festividad.

**Let it be known you
have something to sell,
Advertise-dial 292-4273**

Ideal BARBER SHOP

Anuncia su Cambio
de DIRECCION

38 N. Market St.

Tel. 295-2688

Corte de Pelo \$2.00



Sebastian Hernandez - Al Grijalva

La Rosa / La Mareks Beauty Salons



Shampoo & Set \$2.90 (With this Ad)

CASUAL STYLE, BUBBLE FLIP, BRUSH UP etc. (regular hair)
Cascade Curls, Long Hair extra.

WITH THIS COUPON GOOD UNTIL MAY 31st.

LA ROSA No. 1
CY 4-9254 186 S. 2nd St.
Closed Sundays

HAIR STRAIGHTENING
\$5.00
With Cut and Set, Complete
\$10.00

LA MAREK'S No. 1
296-8177 Stevens Creek Blvd.
Closed Sundays

LA ROSA No. 2
251-1845 1504 E. Santa Clara
Daily 9:00 to 9:00 Sunday 9 to 3

LA MAREK'S No. 2
225-0497 455 Downer Ave.
Sunday 9:00 to 3:00 p.m.



GEORGE BURGUEÑO
and
RITA BURGUEÑO

KARL & VICKIE
JOLLIFFE



ANGIE MEDINA
and
HECTOR ESPARZA



Pete Reyes, Jr.

Proctor's Jewellers

Anuncia a todas sus amistades y publico en general
que ahora se encuentra en esta acreditada joyeria
para servirles con productos de las mejores marcas
tales como Zenith, Samsonite, Parker, R.C.A. etc.

Especialistas en Anillos para Matrimonio

Pase a Recoger su Regalito

Pete tiene un regalito para Ud. con tal solo pasar
y recogerlo, no tiene ninguna obligacion.

FACILIDADES de PAGO

CY 5 - 4060

91 S. FIRST ST.



MAESTRO
de CEREMONIAS

Carlos Gomez

C. H. Mexicana, Inc. de

Programa Literario

DOMINGO

SAN JOSE CIVIC AUDITORIUM

Grandioso Baile!

ANDY FLORES y SU ORQUESTA

- I Marcha de Honor a cuyos acordes haran su entrada triunfal la Reina a su Corte de Honor.
- II Himnos Nacionales de Mexico y de los Estados Unidos.
- III Honores a las Banderas de Mexico y los Estados Unidos.
- IV Coronacion de su Majestad la reina de las fiestas patrias, por el distinguido Consul General de Mexico en San Francisco, Don Adolfo G. Dominguez.
- V Presentacion de Autoridades y Huespedes de Honor por el maestro de ceremonias Carlos Gomez.
- VI Saludo de bienvenida a las Autoridades, Colonia Mexicana y Huespedes de Honor de San Jose, por el Presidente de la Comision Honorifica Mexicana Inc. Daniel G. Saldaña.
- VII Lectura del parte Oficial de la Historica Batalla del 5 de Mayo de 1862 por el distinguido Consul Honorario de Mexico en San Jose, Don Ernesto E. Cota.
- VIII Presentacion y actuacion del Trovador Romantico Ricardo Anderson.
- IX Actuacion especial de Hugo Karman Ventrilocuo e Ilusionista. Cortesia del teatro Esquire
- X Declamacion por el Sr. Juan V. Velazquez.
- XI Actuacion "Club Cuerdas Musicales". Cancion Bolero por la Sra. Violeta Herrera.
- XIII Conjunto "Alma Latina" (Ninos de 10 a 13 años de edad).
- XIV Canciones Rancheras por la Sra. Carmen Puebla "La Nayarita".
- XV Numero de Piano por la Sra. Ana Celia Rogers.
- XVI El popular tenor Peruano. Sr. Miguel Donoso.
- XVII Son de la Negra por Salvador y Rebeca Martines (Asociacion de Charros del Condado de Santa Clara).
- XVIII Allocucion de la Batalla del 5 de Mayo por el Sr. Jesus Lopez.
- XIX Presentacion y actuacion de las Asociaciones de Charros. "Los Amigos" y "Charros del Condado de Santa Clara."
- XX Gran desfile de Trajes Regionales, por todas las personas que asistan con trajes tipicos.
- XXI Jarabe tapatio por miembros de la Asociacion de Charros "Los Amigos".
- XXII Floreo de Reata por Jose N. Moreno de la Asociacion de Charros del Condado de Santa Clara.
- XXIII Numero de Piano por la Sra. Sonia Perea.
- XXIV Numero de baile espanol por la Sra. Perea.
- XXV Presentacion y actuacion del cantante Santos Lopez de la Asociacion de Charros de Santa Clara.
- XXVI Conjunto de Cuerda "Chapultepec."

San Jose, California

Musical 2.30p.m.

de MAYO

ADMISION GRATUITA

Starlite Ballroom

8:00 a 11:00 p.m.

XXVII Actuacion del Mariachi en gran final de Fiesta, con Chavita Aceves.

UNION PROTECCION Y PATRIA

1862 1967



Su Graciosa Majestad Patricia I ra. Reina del 5 de Mayo



DANIEL SALDAÑA
Presidente de la Comision
Honorifica Mexicana, Inc.



Don ADOLFO G. DOMINGUEZ
Consul General de Mexico



Su Graciosa Majestad Sta. PATRICIA NAVARRO
recibe una calurosa felicitacion de su patrocinador
Dean Hoag gerente de la gran Joyeria de los
latinos CRESCENT.



FOTOGRAFO
de las
ESTRELLAS...



292-3294

RICHARD DIAZ

'HAIR SPRAY, ANYONE ?

Mrs. Esther Perez lovely wife of Mr. Robert Perez is currently attending Valley Beauty College, is very serious about a carrer in Beauty work.



Mexican - American GOLFERS ASSOCIATION
Golf Tournament - Sunday, May 7th
Monterey Golf Course

L to r: Robert Perez publicity director for MA
GA, Eduardo Grigg of Channel 11, Frank Gomez
President during a recent Television interview.
For further information call 379-5138

7th ANNIVERSARY PARTY

Mr. Tony Cisneros and his lovely wife Rose Cisneros celebrated their 7th WEDDING ANNIVERSARY on April 29th of this year, at their home at 903 Fox Lane.

In photo is an aspect of some of the guests that attended.





EL PUEBLO

DE

SAN JOSE

Doctor
JUAN de HERAS, D.C.
Presidente
Mexican-American
CIVIC COUNCIL

MEXICAN-AMERICAN LIONS CLUB CELEBRATES 4TH ANNUAL FASHION FIESTA DINNER-DANCE, MAY 13, 1967

The Mexican-American Lions Club of San Jose is once again presenting its famous and entertaining chairty affair, the 4th annual Mexican-American Lions Club Fashion Fiesta dinner dance to be held on May 13, 1967, at the Beverly - Burbank Lions Club House on Bascom Avenue just east of San Carlos. No-host cocktails starting at 7 p.m. to be followed by a full course Mexican dinner and the fashion show and dancing. Many prizes will be awarded during the evening. Lion President Manny Miranda stated that thousands of dollars have been donated in form of eye glasses to needy children who had no means of obtaining them as well as to the blind and youth projects, the majority being of the Spanish speaking community. "The largest project we now have is for the Mobile Training Unit for the Blind and for which we are committed for \$1,500.00", stated President Miranda "This trains blind students to be able to walk out on the streets, when they are outside of their home, the most difficult period for a blind person." The Mexican-American Lions Club is a pioneer service in programs that assist the youth and the blind as well as sight conservation insofar as the Mexican-American community is concerned. It has also donated to many scholarship programs but the Blind project is most outstanding.

Tickets are \$5.00 per person including dinner and dancing. They may be obtained at the door or from the following Lions:

Lion Pompeyo Garcia
Navelt's Nursery, 494 Prevost Street,
San Jose, California

Lion Dr. John de Heras
11 Cleaves Avenue,
San Jose, California

Ozuna Products
363 Auzerais
San Jose, California
.....

Lion Dave Villalba
Daves Automobiles, 1828 W. San Carlos St.
San Jose, California
.....

Lion Mars Villalobos
Griffel Furniture Shop, 165 Stockton Ave.
San Jose, California
.....

It is important that tickets be purchased as soon as possible since the hall is limited to 350 persons.

For Your COLOR WEDDING PHOTOGRAPHY
Or WEDDING INVITATIONS

El Excentrico

CY 2-4273

274 TERRAINE ST.

Guerrero's Bookkeeping Service

Pago Semanal de
Empleados

Reportes de
Impuestos al Estado
y Federal

●●●



Arreglamos Asuntos de Inmigracion

NICK H. GUERRERO

Notary Public

Micas Perdidas - Traducciones - Registros
Certificados - Cartas de Poder - Documentos
Notarizados y Income Tax

(Frente a la Escuela ROOSEVELT)

TEL. 297 - 2079

944 E. Santa Clara St.



Dr. LAWRENCE STERN OPTOMETRIST

EXAMEN CIENTIFICO

El Dr. LAWRENCE STERN le forece
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

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

CY 5 - 4805

67 S. FIRST ST.

Staff Sgt. Alfred Torres

Alfred Torres, Staff Sargeant in the Army, has made the Army his career with 12 years service. The past 7 months, Alfred has been working at a Supply Depot in Viet Nam.

In November, 1958, he was married to Barbara Andrade Torres. They now have a 3 year old daughter, Corinna Esther, who was born in Giessen, Germany.

Barbara is sister to Vivian Ramirez who pertains to Club Riviera.

The Torres' have made their home at 1461 Ashland Drive, Milpitas.



Mr Ray's Wig and Beauty Salon

TWO WEEK SPECIAL

WIGLETS

Styled and Blocked

\$14.50

WIGS

Custom Styling
Custom Fitting
Wig Block

\$49.50



Use your BankAmericard & First National card

298 - 0357

40 E. San Antonio St.

DEE
Receptionist

DIANE
Stylist

JULIA
Stylist

Pink Elephant Mkts

Mercados Para Los Latinos
Complete Line Of Mexican Food

Pink Elephant

HOME OF THE
**WORLD'S GREATEST
PRODUCE MEN**



TODOS TRATAN de IMITARNOS pero SOLAMENTE HAY
UN ELEFANTE COLOR DE ROSA PARA UD.

Compre toda su Provision en los Mercados que verdaderamente
le ECONOMIZAN DINERO Ud. AHORRA, Ud. GANA !

CARNE FRESCA - MENUDO - TRIPITAS de LECHE Etc.

ELEFANTE COLOR DE ROSA

Open Until 10:00 p.m.

Fruits & Vegetables at Farm Prices



400 S. KING ROAD
251-8890
SAN JOSE, CALIF.

1098 N. FIRST ST.
286-8161
SAN JOSE, CALIF.

3379 EL CAMINO REAL
Tel. 296-9545
Santa Clara, California

LETTERS
TO THE
EDITOR



Amigo Humberto Garcia,

April 27, 1967

Thank you for announcing my recent auto accident in the Excentrico Magazine. Ever since then, letters and phone calls wishing me a speedy recovery, have been coming in. Also, I would like to thank Jesus Valenzuela, of Radio KOFY, for announcing it in his program.

It is a time like this when a person realizes what friendship really means.

Enclosed in this letter is a check covering the amount for two subscriptions. In this way I'll keep up with the latest happenings in San Jose.

Once again, thank you and may the readers of this fine publication continue to patronize the advertisers in it, so that we may continue to enjoy reading California's oldest Mexican-American Publication.

Con Cariño,
Rudy Belloumini

Agencia de CASAS



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

Tenemos toda clase de propiedades de Venta en diferentes distritos al alcance de todo bolsillo. Visite nuestras oficinas.

NUEVA OFICINA DE

Jose J. Alvarado

297 - 1339 1190 E. Santa Clara St.

El Excentrico

VOLUME 18, No. 14

MAY 5, 1967

Humberto Garcia

Publisher - Director

Bert Garcia

Associate Director

Mary Rogers

Stenographer

Manuel Fernandez

Production Manager

American GI Forum

Club San Felipe

Club Riviera

Club Zanzaree

Student Initiative

Catalina Barragan

Robert Rodriguez

Richard Diaz

Maria de la Luz Sanchez

Daniel Saldaña

Club Epoca de Oro

Victor H. Campana

R. Martinez

Mario Vasquez

El Excentrico is published semi-monthly on the 5th and 20th of every month. Signed opinions and ideas expressed in this publication are not necessarily those of it's management or sponsors.

EXCENTRICO PUBLISHING CO.

292-4273 274 TERRAINE ST.

SAN JOSE, CALIFORNIA 95110

The Thrift Shop

Clothing for the whole Family

NEXT TO NEW

All Clothes CLEAN and READY to WEAR

Jewelry, Shoes, Boots and Household Articles !

GRAND OPENING - MAY 1, 1967

THE THRIFT SHOP

10 A.M. - 4 P.M. Mon. - Fri. 10 to 1 P.M. Sat.

294 - 4490

30 S. MARKET ST.

MANUEL MORALES presenta ...

TARDEADAS - Domingos

GRANDIOSAS

ATRACCIONES

MARIACHIS - ARTISTAS

ooooo

Programa de Radio a control

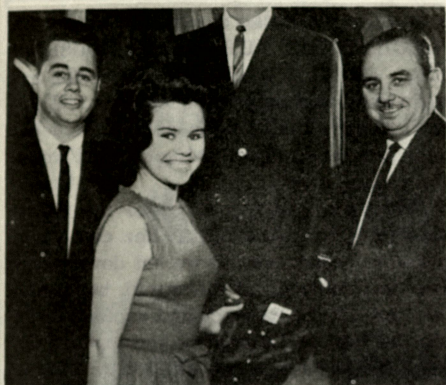
remoto por Radio KOFY

con Jesus Reyes Valenzuela

Calles 12 y Keys

Parque Paseo de las Flores





DON la Encantadora GAY y ART le atenderan con toda cortesía.

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.



First National

and

Bank of America

Chg. Plans

Art Martinez

CY 3-3236 290 S. FIRST ST.

Irene Navarro



Introducing Irene Navarro, cousin of Kiko Morales. We are hoping she will run for queen of the Sixteenth of September. Irene now attends Overfelt High School and is in her junior year. Besides Kiko's band her favorite is the Enriques Gerzan Band. Her favorite dance hall is the Rainbow Ballroom.

HOME WORK



ROOM ADDITIONS • REMODELING • KITCHENS • BATHS

FREE ESTIMATES • 100% FINANCING

SAN JOSE

293 - 3406

24 Hr. Answering Service
Incl. Sat. & Sun.

FREE DESIGN SERVICE



System Office
1595 Moorpark Avenue

Se Habla Español

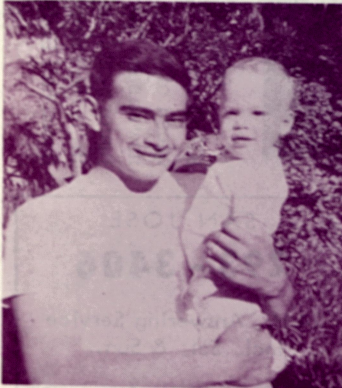
Felipe Ramirez



PAT VASQUEZ

While I was working on the S.E.R. project, I worked with two men from Albuquerque, New Mexico, one the Skill Bank Director, Edward Lucero and Nicandro F. Juarez. I got to know both of these two men very well. The last three days of the Skills Bank Registration drive, Nick and I worked together and we got to know each other better.

Nick was doing research work for Dr. Ralph Gusman of the Mexican-American Project at U.C.L.A. before he went to work for S.E.R. as Research and Evaluation Co-ordinator. I also found out that he taught school at Belvedere Jr. High. Nick told me that Dr. Ralph Gusman and I were in Belvedere Jr. High School about the same time, but I don't recall the name of Ralph Gusman, after all I left Belvedere in 1939 and that is a long time ago.



NICK F. JUAREZ
and one of his heirs !

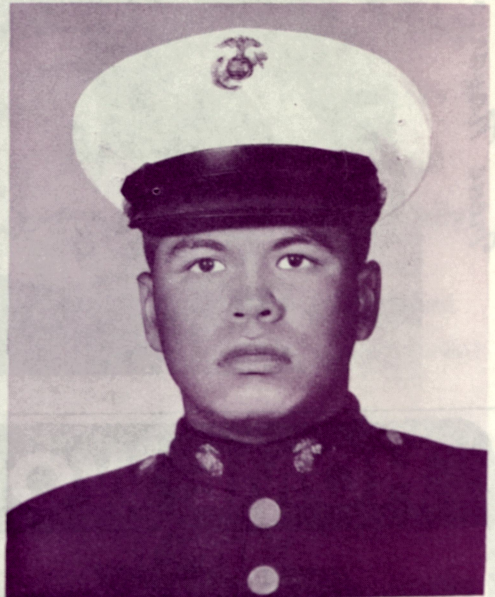
Nick, like everybody I know, was born in Texas, but came to California looking for gold, but found out that the people from Del Rio beat him to the punch. After he couldn't find gold or a job, he went back to school and received his Master Degree. On Friday, April 21, I took Nick to the EXCENTRICO PUBLISHING HOUSE, he made the mistake of asking how one of the presses worked and that was all that Bert needed, he laid out the Red Carpet and if the Mercury News can have

tours of their plants so can he, so we toured the EXCENTRICO PUBLISHING HOUSE or PLANT. After the tour came a question and answer time, and between questions and answers and sips and dinner at Las Cazuelas time ran out on us, good thing or Bert would still be yaking away.

Saturday, after we close the registration office, Nick and Dan Tellez came over to my house, after we ate we sat down to try to solve the problems of the world, but somehow we got off the subject and decided to let LBJ do the job, and since we had to work the next day, at 10:00 p.m. we called it a day.

NUMBER 1

The action Chapter (to those who don't know who the action chapter is, well the action chapter is San Jose) again has it's members doing the job at home and at the war front. Forumeer Pat John Vasquez, jr. doing the job in Vietnam.



NEW CHAIRMAN AT S.J. FORUM

By the time you read this column, the the San Jose Chapter of the American GI Forum #1 will have a new Chapter Chairman. I wish the new chairman all the luck in the world.

At this time I want to thank Bert Garcia for the cooperation and the good public relation we had for the last two years, I hope

(continued next page)

4th ANNUAL

SEMI - FORMAL

Youth Welfare & Sight Conservation Fund

MEXICAN-AMERICAN *Lions Club*



Fashion Fiesta

DINNER - DANCE

SATURDAY, MAY 13, 1967

Beverly - Burbank Lions Club House

99 BASCOM AVENUE SAN JOSE, CALIFORNIA

NO HOST COCKTAILS 7 P.M. to 8 P.M.

\$5.00 per person

Full Course Mexican Dinner

8:00 PM to 9:00 PM

Fashion Show

9:00 PM to 10:00 PM

Dancing to Lee Hermans' Orchestra

10:00 PM to 1:00 AM

!!DOOR PRIZES GALORE!!

.....

Tickets including show, dinner and dance \$5.00 per person. May be bought at Clubhouse Door or from any of the following Lions:

Lion Pomeyo Garcia
454 Prevost Street
.....

Lion Hank Coca
c/o Furniture Discount Store
3rd and East Santa Clara
.....

Lion Pepe Ozuna
Ozuna Products
363 Auzerals Avenue
.....

Lion Dr. John de Heras
11 - Cleaves Avenue
.....

Lion Dave Villalba
1628 West San Carlos
.....

Lion Mar Villalobos
c/o 6 Riffel Furniture
165 Stockton Avenue
.....

the next chairman will have the same good public relation with the Excentrico.

This is going to be my last column, maybe sometime in the future I may write one or two, but for the time being I'm going to take a long long rest. I'm going to stay home more often, after all, 25 meetings a month is very very exhausting.

That's all..... Pat

For your WEDDING INVITATIONS
in SPANISH or ENGLISH call
EXCENTRICO 292-4273

Rochell's Flowers

Artificial Tropical Plants
and Flower Arrangements

SPECIALIZING in

Weddings

FRESH FLOWERS
or Life Like Artificials

Res. Phone: 293-7990
ROCHELLE GRAHAM



1098 ALMADEN AVE. 293 - 7517

In the Heart of Downtown San Jose
Beautiful Accomodations for

WEDDINGS

Receptions - Dances - Luncheons - Dinners
3 BANQUET ROOMS - PRIVATE BAR
KITCHEN FACILITIES - 10 to 250 People

FREE VALET for VALIDATED PARKING

VIP's 30 S. FIRST ST.

San Jose 292 - 2596

MADAM Zora

ADIVINADORA

Posee Gran sabiduria
para ayudarle en
todos sus Problemas

SALUD - AMOR
NEGOCIOS
ENFERMEDAD
TRABAJO



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



Album Infantil



Engalana nuestro ALBUM INFANTIL la efigie
de los hermanitos Aguilera, son ellos de iz. a
der: ROSE MARY, LINDA MAE y ANGEL
Las dos hermanas atienden a la escuela catolica
St. Mary's de esta ciudad.

Sus padres son Tony y Lupe Aguilera
LEITER STUDIO

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.



FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

SATURDAY, General Admission **\$1.00**

Arrive Before 9:00 P.M.

Beat the Clock!

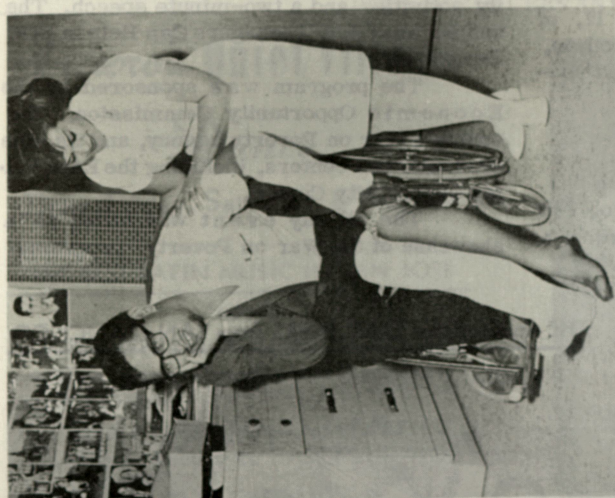


SUNDAY

LADIES **.50c**

GENTS **\$1.50**

Arrive Before 3:00 P.M.



Cuidado, mi hijito

Rudy Belloumini (el solterón empedernido) recibe cuidado y atención especial de la encantadora muñequita a su lado. Todo el yeso fue a consecuencia de un accidente automovilístico que sufrió recientemente en la ciudad de Los Angeles, California. La pierna de mujer en seguida de su pierna enyesada simboliza lo que indudablemente existe en su mente. La expresión de (borrego desmayado) es un truco para recibir mayor atención y simpatía de la encantadora muñeca a su lado.

foto ricardo diaz.

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 Rochin

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

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



Miss EOC Contest at EOC In Action

Left to right are: Evelyn Yzaguirre, 17, first runner-up, County Supervisor, Ralph Mehrkens, Corinne Cecilia Misquez, 17, of Gilroy, "Miss EOC," and Victoria Apodaca, 19, secretary in Project Head Start, and second runner-up.

One of the highlites of this event were this lovely dancing girls posing with them from left to right are Steuw Bark and Don Hayward from KNTV Channel 11 and Edgar Banner KOFY radio disc jockey.

photos by richard diaz.

Despite thunder and scattered rain 1,500 trooped to the County Fairgrounds on April 22 to see "EOC In Action" and applaud the winners of the Miss EOC Contest.

The title went to 17-year-old Corinne Cecilia Misquez of Gilroy. The first "Runner-up" or Lady-in Waiting was Evelyn Yzaguirre, also 17, from the EOC's Area Five, the Gardner Neighborhood Service Center.

The second runner-up was Victoria Apedaca, 19, a secretary for the EOC's Project Head Start.

The three were picked from six semi-finalists. The judges considered personal appearance, poise and grooming, but gave primary attention to the girls volunteer community activities and a two-minute speech. The subject was "How Teenagers Can Help in EOC Programs."

The program was sponsored by the Economic Opportunity Commission, the county's War on Poverty agency, and its nine area services centers, including the East Valley Opportunity Center.

The all day event was billed as "a showcase of the War on Poverty" programs.

THE Spectacular STARLINERS from SAN FRANCISCO



Mr. & Mrs. Ray
and
Pauline Solarez



RITA
and
MARIO



BRIGIDO CERVANTES
and
ROSA MARIA CERVANTES



Arturo's Quiet Village Dance

Thurs. Friday, Saturday & Sunday

THE BEST LATIN MUSIC IN SAN JOSE

ooooo

COME WHERE THE ACTION IS: GO - GO
GIRLS Monday, Tuesday and Wednesday

En la grafica ART (ALASKA) LOPEZ y dis-
tinguido padrastro HARRY LUDWIG.

286 - 5010

950 S. First St.



PREPARING FOR EMERGENCY --
14 area men today (4/21) completed a week
long course which qualifies them to serve as
Radiological Defense Officers in case of a
Nuclear attack. The University of Southern
California extension service course was co-
ordinated by Philip I. Gill. The students' pic-

tures represent the County, area Cities and
City Departments. Seated from left to right
are: Francis T. Eagan, county occupational
health specialist; Capt. Joel Beck, Milpitas
Fire Department; Robert W. Horger, County
Sealer; Will H. Ryan, Supervisor of Measure-
ment Division, Department of Weights and
Measures; and Joseph T. Silva, Supervisor,
Police Department, Foothill and DeAnza Col-
leges. Standing are: Gill; Capt. John T. Fo-
ley, Palo Alto Fire Department; Lt. Harry
E. Burns, Santa Clara Police Department;
Major Max Mayer, Vandenburg Air Force
Base; Jerry P. Gomes, Campbell Fire De-
partment; and Lt. Robert W. Beveridge, Sun-
nyvale Department of Public Safety.

RON JAMES
Mayor of San Jose

Newly elected mayor of our fair city extends
A WARM GREETING
to the Mexican - American population for the
orderly and well organized form of celebrating
the 5 DE MAYO FIESTA
He also takes this opportunity to thank all his
friends for the wonderful support he
received at the polls.



Palm GARDENS



Sam Lopez, Virginia Simonini, Bob Ulloa and Rocky Lopez will prepare your favorite Hi-Ball.

LATIN *Dancing*
MUSIC Friday, Saturday, & Sunday

WE CASH PAYROLL CHECKS

NO COVER CHARGE

Open 7 days a week - 9:00 a.m. to 2:00 a.m.

CY 7 - 6936 Cor. 6th & Jackson



*Country &
Western Music*

The Cellar NITE CLUB

**DANCING Thursday,
Fri. Sat. & Sunday**

MIXED DRINKS

FUN and GAIETY

Sammy & Rocky, your hosts-

251 - 9774

2689 STORY RD.

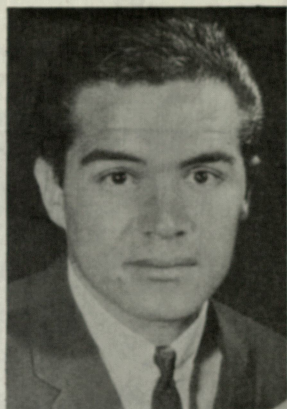
WEDDING PHOTOGRAPHY

SPECIALIZING IN
LIVING COLOR



Phone 292 - 4273

Home of EL EXCENTRICO MAGAZINE
& GARCIA'S PRINTING



Our Man
BERT GARCIA

YOU RECEIVE WITH THE
INITIAL ORDER



Eighteen Beautiful 8 x 10
COLOR PHOTOS



A VINYL SATIN ALBUM
Choice of Color and Style



One 3 1/2" x 5" Natural
color print of every pose
Taken.

A Guaranteed Minimum
of Forty.

274 TERRAINE ST. SAN JOSE, CALIFORNIA

TEATRO LIBERTY

CY 7 - 1456

67 S. MARKET ST.

Tony De Maria
Gerente

San Jose, California

EL TEATRO DE LOS (*Premiere*) ESTRENOS



" DOS DIABLITOS EN APUROS "

Titina y Pepito Romay

MIÉRCOLES 10 de MAYO



" LA MANO DE DIOS "

Irma Dorantes - Alvaro Zermefio