

El Excentrico

Humberto García

October 5, 1970

**The former Marina Flores now Mrs. Manuel J. Fernandez
September 12, 1970**





Semana mexicana

CHARREADA - MARIACHIS - CANTANTES

OCT. 16-17-18

SAN MATEO

FAIRGROUNDS

CO-SPONSORED BY THE SAN MATEO COUNTY RESTAURANT AND
HOTEL OWNERS ASSOCIATION AND THE MEXICAN - AMERICAN COMMUNITIES

DIRECTAMENTE de MEXICO

EN PERSONA: Revista Musical MEXICO, IRMA SERRANO, Antonio De Marco
Nelson Velasquez - Revelacion 1970, Joe Flores (El Avileño) Lupita Moran
Ballet FOLKLORICO de Mexico, CANTINFLITAS Segundo, Mariachi AZTECA
Dueto AZTECA y MUCHOS ARTISTAS MAS!

Co- Productor y Maestro de Ceremonias JORGE GODINEZ

Boletos por Adelantado \$2. 00 de venta en MUSICA LATINA 85 S. 2nd St.
San Jose, Calif. Tel. 289 - 9920 (en Taquilla \$3. 00 Niños . 75

1970 CURTIS MATHES

COLOR COMBINATION

Your choice of Walnut, Maple or Oak (shown below)



- Instant Entertainment
- 25,000 Volt Picture Tube
- Automatic Degaussing
- Lift Lid Design with Balance Spring Hinges
- AM-FM Radio
- Stereo HI-FI
- Full 63" Cabinet
- 4 Big Speakers
- 295 Square Inch Picture (Largest Screen in Color TV)
- 8 Year Warranty on Picture Tube
- 6 Years Prorated, 2 Years 100%
- 11" turntable Diamond Needle

CURTIS **CM** MATHES

IF NO TRADE ADD \$60.00

8 year Prorated Color Picture Tube Warranty \$38.00 additional

Furniture Discount House
82 E. SANTA CLARA SAN JOSE CORNER OF
THIRD STREET

Social Drinker or Alcoholic?

Is it possible to determine whether a person's drinking behaviors are within the limits of social drinking or whether they are in a pattern of an alcoholic? If it is possible, perhaps measures could be more effective in preventing chronic alcoholism than to change a person's behavior once he has acquired a detrimental drinking pattern.

With this thought in mind, researchers have attempted to determine what behavioral variables are basic to, and immediately related with, the act of becoming drunk.

In a well-simulated, community-type bar, social drinkers from the community who consider themselves rather heavy drinkers, but have never experienced any disruption of normal activities due to alcoholic beverages, were compared with patients who had voluntarily committed themselves as alcoholics. All had a history of chronic alcoholism and previous commitments.

There was no statistically significant difference in age between the alcoholics and social drinkers but the educational level of the social drinkers averaged five years greater than that of the alcoholics.

Another development occurred in the grouping patterns during the experiment. The alcoholic patients who were under the direction and control of the hospital, were usually drinking in groups of three at a time, whereas social drinkers, who also were to be drinking in groups of three, either failed to appear or quite often would bring friends along to participate in the experiment. Consequently, the size of their groups ranged from three to six.

In the first experiment, all drinkers were limited to six ounces of 86 proof liquor, or its equivalent, with a three-hour maximum time limit. During the second experiment, 16 ounces were permitted, with each session lasting a maximum of four hours. Thus there seemed to be less need for the patients "to make drinks last" to delay their return to the hospital wards as in the case of the first experiment. Conversely, this also tended to eliminate "rushing to get finished" which could skew the test data.

During the second experiment, instructions specifically avoided implying that the participants were being "dared to drink" as a few of them seemed to feel the first time around. A cut off of 16 ounces was determined since unlimited drinking could prove to be a serious medical risk during a four-hour period. One other variant was built into the second experiment: for mixed drinks, two ounces mixture served with one ounce of liquor since some of the social drinkers had felt that the "one-to-one" ratio used for the first experiment was "a little stronger than they had been used to."

Differences between alcoholics and social drinkers were found to be much more apparent using the 16-ounce consumption limit than with the six-ounce limit. Alcoholics rarely refuse any of the possible 16 drinks whereas social drinkers rarely ordered more than 12 drinks and, in fact, averaged only $6\frac{1}{2}$ drinks per man.

Both experiments showed that alcoholic patients preferred straight drinks, no matter what type of intoxicating beverage was ordered; that they take larger sized sips no matter what they drink. In fact, they usually consumed a drink in two or three sips which would take the social drinker approximately nine sips to finish. Social drinkers typically ordered mixed drinks; taking from two to three times as long to consume a drink than did the alcoholic patient. This difference in time to consume a drink is a clear and highly significant difference between alcoholics and heavy social drinkers in the act of becoming drunk.

A peculiar point of interest developed when the researchers examined the patterns of the social drinkers. The social drinkers who slowed their consumption as time went on actually drank nearly one drink more than the social drinkers who gradually increased the speed of their consumption.

One other interesting aspect developed out of comparing those who ordered mixed drinks: the longer alcoholics drank, the longer the interval between sips; whereas, social drinkers tended to accelerate their sipping until they simply stopped drinking.

The researchers stated that many important applications of the results of these studies can be pursued. For one thing, an operational definition of alcoholism based on observable drinking behaviors is possible. Some other specific behaviors not covered in these experiments should be explored, such as: time spent talking; time spent looking at other people; touching the glass; motor coordination; and so on. It may very well be that a variety of separate drinking patterns will be found. Such drinking patterns will likely correlate such variables as whether the person is a steady or a binge drinker, personality tests results, and whether the person drinks in bars or is a solitary drinker.

Behavior therapists must know which behaviors need changing before attempting to change behavior patterns. For example, based on these experiments, training alcoholics to wait progressively longer between sips of a drink probably would be ineffective, since the experiments show that they already sip more slowly than social drinkers. Efforts to decrease the amount consumed per each sip are likely to prove fruitful.

The paper concludes that there is an opportunity to train alcoholic persons to become social drinkers via various operant conditioning principles such as shifting his drinking habits to those of a social drinker.

A behavior approach to alcoholism may have suffered from neglect, yet holds considerable promise if pursued by researchers and therapists. Large statistical samplings of alcoholic and social drinking patterns are needed to provide baselines against which a person's drinking patterns can be compared. Then it could be determined if a person's drinking patterns fall within an acceptable norm, whether the patterns are those of an alcoholic, or tending towards alcoholism.

Baseline Drinking Behaviors in Alcoholics and Social Drinkers: Drink Preferences, Sip Magnitude, and Temporal Variables;
Mark B. Sobell, Halmuth H. Schaefer, Kenneth C. Mille, Patton SHL.

CARPET REMNANT OUTLET

**Bedroom, Family Room, Office Sizes
Commercial & Residential Types**

BAYSHORE FREEWAY

CENTRAL EXPRESSWAY

CIVIC CENTER DR.

EL CAMINO REAL



CALL US

246-3535

Also Over 100 Large Rolls of

**QUALITY CARPET
AT WAREHOUSE PRICES**

On Our Floor at All Times

Over 30 brands - to name a few:

* Mohawk * Alexander Smith
* Armstrong * Alden * Hollytex
* Walters * Firth * Magee * Barwick
* Monarch * Trend

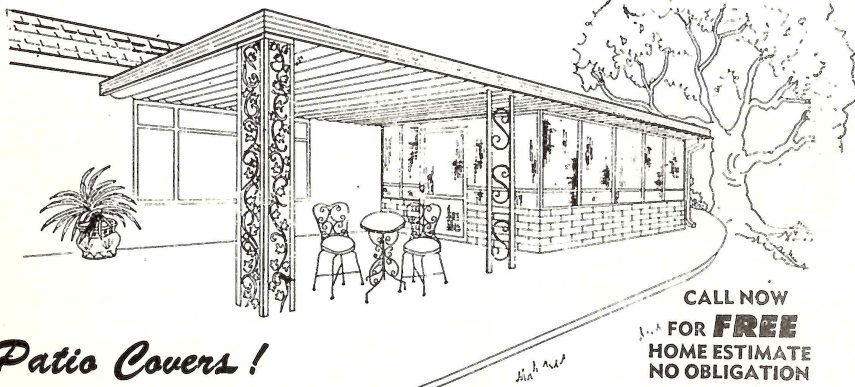
SANTA CLARA CARPET, INC.

East End of Civic Center Dr., Santa Clara

1 Blk. East of Lafayette • Open Daily 8 a.m. to 9 p.m.
Open Saturdays & Sundays 10 a.m. to 5 p.m. • PH. 246-3535

INTRODUCTORY SALE

(MENTION THIS AD)



Patio Covers!

Screen Doors!

DISPLAY ROOM OPEN

Daily & Sunday 11 - 5

FRANK CAVALLERO
Contractor

CAVCO

HOME IMPROVEMENTS

1295 THE ALAMEDA, S.J.

298-0756

CALL NOW
FOR **FREE**
HOME ESTIMATE
NO OBLIGATION

REFLEJOS DE CINE RADIO Y TELEVISION

Jorge
Godínez



Amigos lectores, esta vez hay muchas noticias de mucha importancia dentro de nuestra comunidad y en esta ocasión para recomendar a todos ustedes que ya se avecinan dar a todos ustedes que ya se avecinan los días en que todo mundo tiene que votar para el gobierno del estado, nosotros los mexicanos contamos con un candidato apoyado por la mayoría de las Organizaciones mexicanas, ya es tiempo que haya unidad entre nosotros y por lo tanto no se olviden de votar por RICHARD ROMO nuestro candidato, aunque no ganemos, sin embargo tenemos que dar por obligación moral nuestro incondicional apoyo a RICHARD ROMO.

PANORAMA LOCAL

La Comisión Honorífica Mexicana, Inc. tiene nueva directiva, la Sra. Aurora D. Martínez, es Presidente temporal, Carlos Gómez por votación popular fue cambiado de su cargo de Presidente de Festejos, en mi opinión personal, y no importan las desavenencias que se hayan tenido, el Sr. Efraín Hiram Gutiérrez, y Carlos Gómez, con todos los errores que hayan tenido les felicito por su labor que hicieron dentro de la Comisión Honorífica, creemos que ahora la Sra. Martínez, sabrá reorganizar y poner nuevamente en marcha a la histórica Organización más antigua de San José, éxito Sra. Martínez.

RAY GONZALEZ

Ha recibido por primera vez el apoyo de los Mexicanos allende el Bravo, este servidor fue nombrado durante la vigilia de Ray, jefe de relaciones públicas para el exterior, y con la colaboración de diferentes diarios de la Cd. de México, envíe algunos boletines para pedir el apoyo moral de los cincuenta millones de mexicanos y Ray ha recibido correspondencia incluso de los universitarios, de la clase obrero

campesina, y de otros grupos y Organizaciones de México, no cabe duda que estas relaciones serán de mucho apoyo moral para la causa que el México-americano está llevando a cabo en este país, para el mejoramiento económico y cultural de los nuestros.

TELEVISION

Eduardo Grigg Patoni (El Guero) se voló la barda al presentar hace dos semanas, documentales históricos de los hombres ilustres de México, esta es labor callada pero efectiva para nuestra comunidad, adelante Guero, estás bien.

SEMANA MEXICANA

Los días Viernes 16, Sábado 17, Domingo 18 de Octubre será la gran Semana Mexicana en San Mateo, California, con la presencia de 200 Charros en la arena del Fairgrounds, habrá orquestas para bailar, y una gran caravana artística directamente de México, que daremos a conocer por medio de la Radio y Televisión, allá le esperamos en los días arriba mencionados, este servidor tiene la responsabilidad de presentar lo mejor para estos días, y como Co-Productor del evento de la Semana Mexicana tengo muchas sorpresas para Ud apoyemos estos tres días ya que la mitad de las utilidades, serán destinadas a un fondo para becas de nuestros jóvenes estudiantes mexicanos.

FIESTA LATINA HALL

Calles 7 y East Santa Clara
Hacemos un llamado a todas las Organizaciones y a toda la comunidad para poner a su disposición, LA FIESTA LATINA HALL para Bodas, Banquetes y toda clase de Festividades, así como también organización de bailes, La Fiesta Latina Hall fue adquirida precisamente para que los nuestros tuvieran un salón donde hacer sus fiestas y se sintieran en casa, apoyemos a este grupo de Mexicanos que han dedicado este salón para nuestra raza, el Sr. Ralph Reyes es el Gerente General y si ustedes alguna vez necesitan de haber algún banquete, baile, o boda se pueden comunicar con el Sr. Reyes al Teléfono: 266-2411.

(continúa en la siguiente plana)...

Maria's

El Centro Nocturno Mas Elegante

COCKTAIL LOUNGE

DANCING

EVERY WEEK END

A GAY AND LIVELY ATMOSPHERE

COME TO WHERE THE ACTION IS

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.

295 - 9872

728 N. 13th St.



PLANES NUEVOS

A la izquierda el Amo Del
Microfono

JESUS REYES VALENZUELA
discute nuevos proyectos
con el dinamico gerente de
Radio KOFY
JESS CARLOS

La entrevista tuvo lugar en
los estudios del Sr. Valenzuela

(foto Richard Diaz)



ALL YOU CAN EAT

LUNCH \$1.39 DINNER \$1.89

Child's Plate (5 yrs. and under)
Only25¢

OPEN DAILY INCLUDING SUNDAYS

Banquet Facilities for Large Groups

FJORDS SMORGETTE



Un ambiente cordial y alegre donde Ud.
puede llevar a toda su familia.

Phone 251 - 0200 Mt. Pleasant Shopping Center on STORY ROAD

REFLEJOS.... (CONT.)

Antes de terminar felicito muy sinceramente al Organismo Civico Cultural de San Jose, por la labor de las festividades de nuestras fiestas patrias, en forma muy especial al Sr. Jose Armendariz, y Sra. Suarez y a todos los miembros.

Hasta aqui mis amigos lectores, les deseo como siempre FELICIDADES.

GRATIS! GRATIS!

No Cobramos Renta !

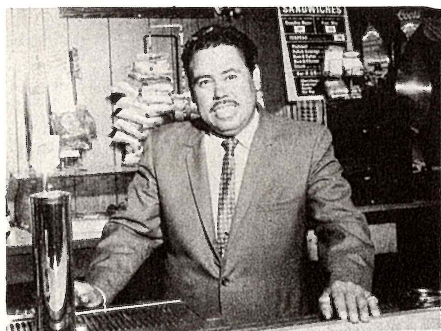
WEDDINGS - PARTIES ETC.

JUST CALL - 286 - 6040

Harry Evans

Starlight Ballroom

47 NOTRE DAME AVE. SAN JOSE



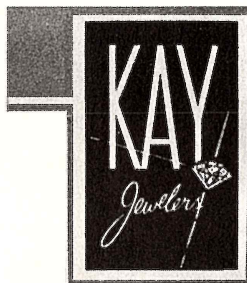
CLUB METRO

presenta... todos los Jueves
Viernes, Sabados y Domingos

al Gran MARIACHI
Los Abajeños de Isidro Rivera
Toda clase de Cerveza y Vinos

Tommy Torres, Prop.

251 - 9977 · 1902 Alum Rock Ave.



It's O.K. to Owe Kay

Grandísima Selección de
· ANILLOS MATRIMONIALES
Anillos de COMPROMISO
Regalos para ANIVERSARIOS
REGALOS para NOVIAS

Fantastística Selección de
RADIO y TELEVISORES
PRECIOS BAJISIMOS



Completo personal para servirle en Ventas
y Credito de izquierda a der:
RON, ANITA, RAY y OLAW
RAY TREVIÑO, Gerente

Nada de Anticipo ! Pagos Faciles ! Anos para Pagar !
292 - 4910 65 S. First St. San Jose

Arturo's Quiet Village 293 - 1010 950 S. FIRST ST.



MARIACHI Los Abajeños de ISIDRO RIVERA

MARTES Y MIERCOLES

9:00 a 2:00 a.m.

LOS DOMINGOS

5:00 a 9:30 p.m.



MIEMBRO de la CAMARA DE COMERCIO MEXICANA

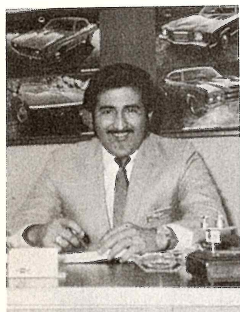
La foto capta al dinámico

**LALO RODRIGUEZ
y a su gentil esposa**

**Momentos despues de haber resibido
su placa como miembro activo de la
camara de comercio mexicana.**

**Lalo es el propietario de
LALO'S SHOE REPAIR al este de la
calle Santa Clara.**

(foto Richard Diaz)



RAUL CHAPA

CARL CHEVROLET

GRAN SUPER MERCADO DE AUTOS

**Las MEJORES COMPRAS EN
CARROS NUEVOS y USADOS**

CON UN PEQUEÑISIMO ENTRE UD.

Obtiene un CHEVIE Nuevo !

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

266 - 4000

905 W. Capitol Express Way

San Jose

RUDY CALLES

San Jose City
College
San Jose
California



GOLDEN WEDDING ANNIVERSARY

On July 11, 1970 in the city of Kingsville, Texas Mr. and Mrs. Pedro Naranjo celebrated their 50th wedding anniversary by reciting the marriage vows in the San Martin Church.

Their five daughters and sons acted as bridesmaids and ushers.

The brides dress was made of pearl white satin, trimmed with gold and lace. Her crown was of crystal floral petals adorned with white and gold pearls covered by the traditional veil. The bouquet was of white rose buds trimmed with sat in bows and white pearls. The golden slippers worn by Inez, gave a, "Cinderella touch" to her beautiful ensemble.

The handsome groom wore black tuxedo trousers and a golden hued dinner jacket. Attached to the lapel was a yellow carnation boutonniere.

Olegorio Naranjo, who is the couples eldest son, gave the bride away in marriage to complete the romance which had its beginnings in Edinburg, Texas July 1920.

Mrs. Odelfo Gonzales and Mrs. Angelita Flores, from San Jose, Calif. gave renditions of two lovely songs. The poem that was recited was composed by Mrs. Esther N. Lopes, also from San Jose.

Mr. David Naranjo, one of the couples son gave the congratulatory speech.

The dresses of the bridesmaids were designed and made by daughter Mrs. Luvina Baldivia from Raymondsville, Texas and the brides dress was designed and made in San Jose, by daughter Mrs., Esther N. Lopez.

Then came the reception, and what a reception!

500 or more guests. Friends and relatives, some who attended Inez and Pedro Naranjo's first wedding in 1920.

The dance music was provided by the couple's son-in-law, Mr. Joe Villarreal and his Texas conjunto. The youngest son, Oralio Naranjo was in charge of the "Refreshment Bar," and he wished that he had been one of those legendary guys with eight pairs of arms, "porque el probe el bartender no daba abasto." Champagne, beer, (NOT COORS) Agua eld arroyo, fire water, ta-kill-ya, you

(continued next page) ...



CALLES... (CONT.)

name it and Oralio served it. All day long the bar looked like it was going to be the last day on Earth for everyone.

Then came el "Pipirin," Cabrito Bar beque, as only those Mex-Tex can cook it, "Mexican Strawberries," (beans) chili a la Tejana, and everyone ate and ate and drank and danced, and dranked and boozed and buzzed and what a BLAST!

Love and kisses to Mr. Pedro & Mrs. Inz Narnio. I'll be seeing you at your diamond wedding anniversary in 1995 and that's a promise.

SPARTAN PLATING

BUMPER REPAIR & REPLATE



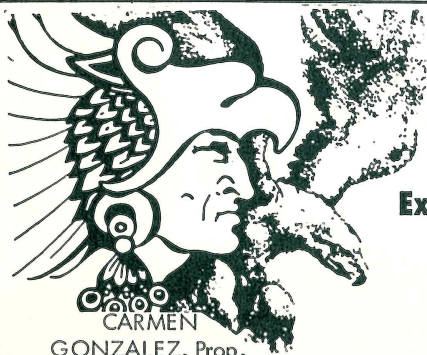
COPPER - NICKLE
CHROME
ALUMINUM

Open Saturdays

TONY MONTES
BILL ARREDONDO

294 - 0155

210 San Jose Ave.



LAS CAZUELAS

Ya ABRIÓ Sus PUERTAS

Aquí encontrara el MENU mas
Extenso y Variado de toda la Bahia

LO MAS SELECTO Y DELICIOSO
EN COMIDAS MEXICANAS!

297-6370 30 S. SECOND ST.



Ernie Abeytia

Buen Servicio para Todos

Prompt Courteous Service

Puentes Bros. Mexican Products

"The Store"

5-J MARKETS

200 S. KING ROAD
Corner of San Antonio
251 - 1315

1452 E. Whitton Ave.
Corner of 30th St.
295 - 6080

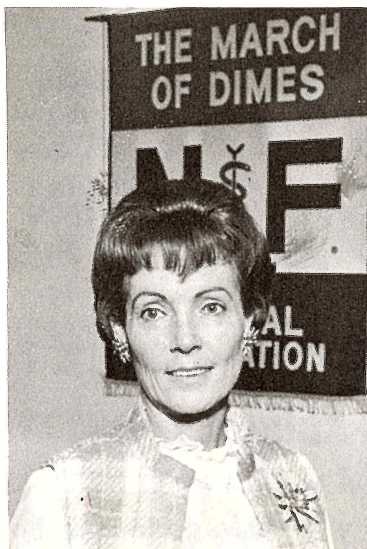
~COMPLETE FOOD STORES~

TAMALES

FRESH DAILY

279
DOZEN

(4 for 99c, 29c each)



MRS. ALBERT SILVA
Chairman

Appointment of Dorothy (Mrs. Albert) Silva as chairman for the 1971 Santa Clara County Mothers' March against birth defects was announced today by Doug Duckham, chairman of the March of Dimes, of which the Mothers' March is a part.

Mrs Silva, who lives at 5958 Dunn Ave., has been active in San Jose homeowners' groups and 4-H Club, and she is a member of the San Jose Civil Service Commission. She is a former president of the Hampton Foothills Homeowners Association, and is now the group's city hall representative and parliamentarian. She helped organize the San Jose Alliance of Homeowners.

It will be Mrs. Silva's job to organize the approximately 10,000 women who will conduct the Mothers' March on January 26. This is the residential solicitation which supports the National Foundation March of Dimes program in the field of birth defects.

Persons who would like to help with this volunteer effort should telephone 292-3122.

Agencia **GUERRERO**

ASUNTOS DE INMIGRACION

Visas

Micas Perdidas

Traducciones

Registros

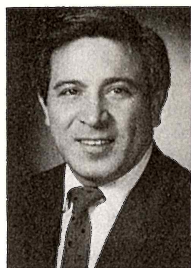
Certificados

Cartas de Poder

Documentos

Notarizados

Licencias Suspendidas

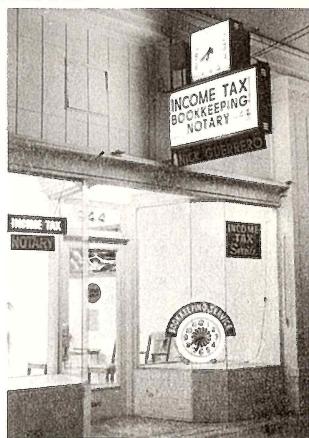


Sr. Nick Guerrero

**IMMIGRATION
CONSULTANT**

**SERVICIO
de INCOME TAX**

**CONTABILIDAD
de Profesionistas
y Negocios.**



HORAS DE OFICINA

De Lunes a Viernes 10:00 a 7:00 p. m.

SABADOS 10:00 a 3:00 p. m.

297 - 2079

944 E. Santa Clara St.

the beautiful bride...



will want to select the
gown and veil that is
perfect for her ...
from one of the largest
selections of Bridal
Gowns in San Jose.
Zukors also has an
outstanding collection
of Bridesmaids gowns
and veils.

STYLE SHOWN

\$69.99

others from 49.99 to 99.99

Zukors

132 S. First Street

park conveniently at our rear
entrance on Second street

Open Mon., Thurs., and Friday evenings 'til 9



por 
Daniel Saldaña

RECORDANDO AL AMIGO

El 11 de octubre de 1969 dejó de existir el Sr. Don Ernesto E. Cota. Durante nueve años, el Consulado Honorario de México en San José estuvo a su cargo, se retiró después de haber estado en el Servicio Consular Mexicano durante cincuenta años, habiendo desempeñado diferentes e importantes cargos durante su carrera consular.

Conocí al Sr. Cota aquí en San José, lo visité para diferentes asuntos en la oficina del consulado y en esa forma empezó nuestra amistad. Fuera ya de el servicio esa amistad se hizo mas firme ya no se trataba del funcionario y sus resoluciones a los asuntos que me llevaban a su oficina; se trataba entonces de la visita al amigo, su carácter sin reservas de funcionario se manifestaba con toda claridad, con la franqueza que solo se encuentra en la verdadera amistad, sin las barreras y los prejuicios de los asuntos oficiales.

En su casa, al cálido sabor de algunas tazas de café y deliciosos bocadillos, preparados por las señoras de la casa, charlabamos y comentabamos la situación de San José, de los Estados Unidos, de México y del mundo entero. Don Ernesto era un platicador ágil pero profundo a la vez, sus palabras calmadas, sin tonos altisonantes, denotaban ante todo la firmeza de su carácter amable, tranquilo y sereno. El tiempo que ocupabamos en nuestras charlas nos parecía corto y casi siempre dejábamos temas pendientes, con la promesa de seguir el mismo tópico la próxima visita, en su casa o en la mía.

Para conocer a una persona, na-

da hay mejor que la intimidad del hogar y la familia, el Sr. Cota me hizo el honor de facilitarme esa oportunidad, eso me autoriza para decir con seguridad que era un hombre puro corazón, todo bondad, con un fondo de tranquilidad en un marco de franqueza. A un año de distancia de su fallecimiento, lo recuerdo como se recuerdan a los buenos amigos. Podrán no estar entre nosotros, pero es tán siempre en nuestra memoria.



EN MEMORIA de Don ERNESTO E. COTA

El viernes 9 de octubre de 1970 a las 9 A.M. en "Holy Spirit Church" La Iglesia del Espíritu Santo. 1200 Redmond Ave. San José. Se ofrecerá una misa por el eterno descanso del alma de Don Ernesto E. Cota.

En vida, durante nueve años tuvo a su cargo el Consulado Honorario de México en San José.

Su esposa, hijos y demas familiares esperan su asistencia a la misa que oficiará el Rev. Thomas F. Muñoz, en el primer aniversario de su fallecimiento.

Don Ernest E. Cota.
DESCANSE EN PAZ.

Para llegar a Holy Spirit Church, tome el Almaden Freeway, la iglesia está entre las calles Bloosom Hill y Crown.

100%

GARANTIA

House of Values

FINE CARS



JOE GARCIA, PROP.

Donde se origino La Garantia completa de cien por ciento en favor de nuestros clientes.

100% garantia en todas partes mayores del auto.

"DONDE HASTA LOS CARROS HABLAN ESPANOL"

PH. 286-0705 • 1160 E. SANTA CLARA ST. (Esquina con la calle 24)

JAIL BONDS

IMMIGRATION BONDS

BOB MERCADO

GARCIA & GARCIA

BAIL BONDS

297-5454

24 HOUR SERVICE
SAN JOSE, CALIFORNIA

FIANZAS DE CARCEL Y CORTE

SUSPENDED DRIVER'S LICENSE BONDS

BOB



1201 E. Santa Clara Cor. 25th & Santa Clara

**EL FOTOGRAFO de
LAS ESTRELLAS**



RICHARD DIAZ
292 - 3294



Introducing lovely
MAGDALENA DAVALOS
She hails from Harlinger, Texas
currently attending Mt. Pleasant High
Her parents are
Arnulfo and Maria Davalos
Magdalena is going to be a beautician



SOUVENIR PHOTO
of the fabulous
Comedian - Movie Star
RESORTES

During his recent appearance
at the San Jose Civic Aud.
presented by La Empresa
De Los Grandes Espectaculos



FREE DRINK
(of their choice)
for these curvaceous
young maidens, at the
Purple Pussy Cat
Compliments of
Roberto Ramirez

No Olvide Ud. que la FAMA que tenemos nos la ha dado la CALIDAD de
Los Productos Que Vendemos.



Ventas al Mayoreo y Menudeo-Surtido completo
de mercancía importada de México

Pan Mexicano **Toda Clase de Verduras**

MASA Para TAMALES

HOJAS - ESPECIES

Todos Los Domingos

Especialidades: Tortillas, Tamales,
Pan Dulce Mexicano y Tostadas

Deliciosa Barbacoa de Res
MENUDITO
Acabadito de Hacer

ORDENE SU MASA CON ANTICIPACION
para los Proximos DIAS FESTIVOS !

ABIERTO DIARIAMENTE de 8:00 a.m. a 9:00 p.m.
INCLUSIVE LOS DOMINGOS

Esquina Prevost y Auzerais Ave.

Tel. 293 - 1715

San Jose, Calif.

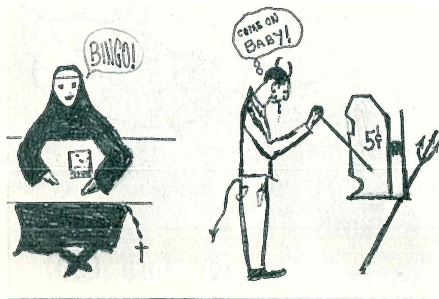


CANDY VELIZ

Here is our entree on the 16th of SEPT. PARADE, Our lovely Queen Inita Arrafiga Club president Al Garcia and J.J. Placencia. In charge of decorating the car



was Chito Arredondo and we happen to think he did a nice job. Thanks also to J.J. Placencia for the use of his convertible. I fail to see how the Catholic Churches can possible justify saying that without Bingo some Catholic Schools would be closed. In the first place to maintain the Finance of the Catholic Schools from Bingo money is a hell of a basis to educate our children and the top of hipocracy. We tell our children don't gamble, but we are going to educate you with gambling money.



BINGO GAME OF CHANCE YOU DECIDE!

The clergymen who support Bingo are contributing to the distortion of Law and order no matter how noble their purpose may be. In San Jose from Fresno to celebrate her Birthday was Olga Caldera, she is Dan Aguirre's cousing and as Louis Granado would say "That's her SET BACK", Ha! Ha! Leaving all kidding aside, Happy Birthday Olga.

C.H. MEX. HAS a NEW PRESIDENT! La Comision Honorifica Mexicana, Inc. has a new President. She is Mrs. Aurora D. Martinez. Mr. Hiram Gutierrez served honorably, but after a hard year and due to business he had to step down.

While I am on the subject of La Comision I might as well tell you that it has been brought to my attention that I have been biased in my support of La Comision and El Organismo Civico y Cultural, because I know very little about El O.C.C. However: they have invited me to a meeting and then I can report without being bias, that's fair enough.

Some of you have wondered what the members of LA EMPRESA DE LOS GRANDES ESPECTACULOS look like, so here they are:



My buddy Calindres might be small but, you know what they say, dynamite comes in small packages.

NIGHT CLUBS

The Nite Club scene is Groovy - You have Maria's Nite Club where something new continuation next page

CRESCENT

CREDIT
Jewelers
JEWELERS TO CALIFORNIA
SINCE 1945



LOU MALDONADO

GRAN SELECCION EN ANILLOS
PARA

MATRIMONIO y COMPROMISO

Establezca su CREDITO Inmediatamente
para que se lleve a casa sin dar un centavo
de entre, lo que Ud. necesite.

NADA DE ENTRE AÑOS PARA PAGAR
PRECIOS ALTAMENTE REDUCIDOS

LOU MALDONADO gerente de esta
Joyería le atendera en correcto español

Tenemos un REGALITO para Ud. pase a Recojerlo !

287 - 1515

69 S. FIRST ST.



Santo - Mineta Insurance Agency

SERVING SINCE 1920

SEGUROS de TODAS CLASES

James Y. Santo Norman Y. Mineta

292 - 4586



605 N. 5th ST.



El Tropical Club

PRESENTA

CONJUNTOS NORTEÑOS

Lunes, Viernes, Sabado y Domingo

PARTIES & BANQUETS

Owner: DANNY G. RAMOS

293 - 9731 1620 ALMADEN ROAD

AMADEO FLORES y sus tremendos 4

San Felipe continuation

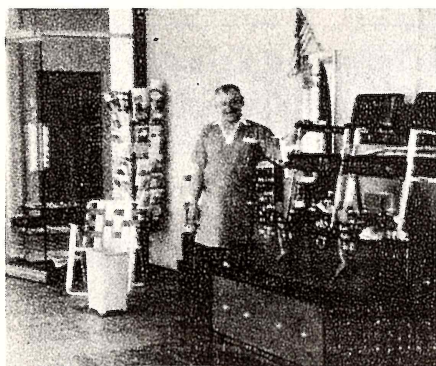
has been added on Friday & Saturday, Tommy Juarez and his Orchestra play for your dancing pleasure. And Louis Garnado could always teach you the latest dance steps. VIVA LOU !

The Quiet Village newly remodeled and Ted Rivera and his Sonora play outstanding music.

The Purple Pussy Cat - 640 Coleman, a luxurious nite club full of surprises and the complete orchestra of Andy Flores.

BAILAMOS ... !

This my friends is Francisco Delgado Number ONE SHOE SHINE MAN in San Jose. He is at the Civic Center even though you can't quite see him in this photo, it is **PANCHO - Hi Frankie !** Where are your **MATADORES ?**



BOB MERCADO

Do you know that Bob Mercado is now nice and trim, that just goes to show you what a little will power will do !

Congratulations Bob !



**DIRECTORS COATS CUT AWAY
BRIDAL HOOPSKIRTS**

ALL NEW - - -

**DINNER JACKETS, PANTS
SHIRTS, CUMMERBUNDS
SUSPENDERS
AND ACCESSORIES**

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

Ida's TUXEDO RENTAL
292 - 9102 380 S. First St.

CLASES de INGLES

Gratis !

LARK

Enseña a Adultos y (Extranjeros nacidos en otros paises)
a Hablar, Leer y Escribir Ingles
Clases de DIA y de NOCHE
Estas clases son en San Jose, Santa Clara, Los Gatos y Sunnyvale
Inscribase a cualquier hora
para mayor informacion llame a

Mrs. DOLORES O'HANLON

269 - 3036

(Ella Habla Español)

Mike's Barber Shop

PETE DIAZ

Announces to his many Friends and Customers his change of address.



MIKE DIAZ

PETE DIAZ

**WATCH FOR FREE TV.
DRAWING !**

**MIKE and PETE DIAZ
to attend you.**

**Open Daily: 9:00 a. m. to 7:00 p. m.
Saturday and Sunday
8:00 a. m. to 5:00 p. m.**

295 - 9739 79 S. Market St.

EN SAN JOSE

EN REDWOOD CITY

Northside - Food Villa

901 N.13th Street
286 - 9090

Mkts.

201 - ARCH ST.
365 - 9988



Linea Completa de Productos Mexicanos

Economia y Calidad !

CAMBIAMOS CHEQUES de TRABAJO
y del WELFARE

ABIERTO DIARIAMENTE
de 8:30 a.m. a 10:00 p.m.



Complete LIQUOR department



M.A.C.O.
por
Armando
Chapa

~ TILE ONE ~

Tal vez algunos de ustedes sepan lo que significa "Tile One", pero tengo la seguridad de que la mayoría no lo saben.

Tile One, es el nombre que se le dió a un fondo de dinero Federal que fue asignado al UNIFIED DISTRICT para que se usara en ayudar a los niños de las familias pobres a que pagaran por su comida, ya fuera parcialmente o en total, de acuerdo con las posibilidades de cada familia. Pues bien, de esto no se le dijo nada a nadie, y en una reciente investigación llevada a cabo por algunos miembros de M.A.C.O., salió a luz que estos millones de dólares que el gobierno asigna para la ayuda de los pobres, se estaban gastando para decorar las oficinas del UNIFIED DISTRICT con elegantes alfombras, sillones de lujo, radios, etc. etc. La comunidad se levantó en armas y la Sra. Teresa F. Ramos y Linda Sánchez, a través de la Confederación de la Raza Unida, pusieron una demanda en la Corte, en contra del UNIFIED DISTRICT por malversación de fondos. (Aproximadamente como tres millones de dólares)

Debido a esto, se han tenido varias reuniones entre los representantes de la Raza Unida y el UNIFIED DISTRICT y los segundos han manifestado que están dispuestos a hacer cualquier cosa con tal de que la demanda sea retirada. No quieren que nada de esto llegue a la Corte, lo que quiere decir que a lo mejor hay otras cosas más de las que no nos hemos dado cuenta y que al ir a Corte tendrán que salir a luz.

Esto demuestra una vez más los

abusos a que toda la comunidad ha sido expuesta, y que si no hubiera sido por la Sra. Teresa F. Ramos y Linda Sánchez, tal vez nadie se hubiera dado cuenta. Yo creo que la Comunidad debe de estar orgullosa de que dos mujeres le sacaron los trapitos al sol a una organización tan respetada como era el UNIFIED DISTRICT. Todos los miembros de M.A.C.O. nos sentimos orgullosos de tener como presidenta una persona del calibre de la Sra. Ramos.

Nuestro buen amigo el Sr. Ray González está recuperándose después de haber pasado doce días en un ayuno voluntario, para recordar a todos los mexicanos que hace un año que el Juez Chargin al conducir una diligencia en contra de un joven de extracción mexicana, insultó a toda la Colonia, diciendo entre otras muchas cosas que nuestra raza no merecía existir. Dichos insultos tuvieron repercusión internacional, y se pidió la resignación de dicho Juez. Sin embargo, hasta la fecha no se ha conseguido. Pero seguimos luchando, y con nuestras manifestaciones pacíficas de descontento, con sacrificios como el de Ray González, que se pasó doce días sin probar bocado, y otras cosas más que tenemos pendientes, esperamos conseguir que dicho Juez sea retirado de la Corte. Otra cosa que vale mencionar fue que el día que Ray González decidió dar por terminado su ayuno, bajo la recomendación médica, se presentó en la Corte, acompañado por algunos miembros de M.A.C.O., con la intención de hacer una visita silenciosa de cinco minutos al Juez, pero los guardianes lo reconocieron y no lo dejaron entrar. Después los periódicos locales dijeron que todo había sido una equivocación, pero la verdad es que no lo dejaron entrar para dar tiempo al Juez de que se saliera por la puerta trasera.

En días pasados tuve la oportunidad de asistir a una de las Juntas de la Confederación de la Raza Unida. En uno de los puntos que se discutían se dijo que solo los miembros de la mesa di-

(continúa en la siguiente plana) ...

Coronado's BEAUTY SALON



**Specializing in Hair Coloring
& Styling**

Latest styles in Wigs, Wiglets
and Cascades

OPEN

Monday thru Saturday 9 to 6:00 p.m.

Sunday 10 a.m. to 2 p.m.

CALL FOR APPOINTMENTS

ANIGE CORONADO y Personal le ofrecen
lo mejor en estilos y peinados.

292-0055

17 S. 4th St.



CARMEN LUCERO

1 yr. Born in San Jose

Parents

Horacio & Julieta Lucero

**MAC HERNANDEZ
STUDIO**

JULIAN HARO

3 mo. Born in Freemont

Parents

Juan and Francis Haro



Art Martinez MENS WEAR

LOS ULTIMOS ESTILOS EN ROPA
PARA CABALLERO

DOUBLE BREAST
EDWARDIAN SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS



En la grafica ART MARTINEZ y parte
del atento personal que le atendera..

293-3236 290 S. First St.

ABIERTO

LOS JUEVES Y VIERNES

HASTA LAS 9 P. M.

ART MARTINEZ

FIRST NATIONAL

MASTER

BANK OF AMERICA

CHARGE PLANS

rectiva tenían voto. Entre ellos se encontraba el Sr. Gutierrez, miembro de M.A.C.O. y representante general de muchas Organizaciones de la Bahía, incluyendo varias de Foot-Ball. Cuando el Sr. Gutierrez reclamó su derecho de votar, este le fué negado por el presidente Sr. José Vázquez. Entonces el Sr. Gutiérrez hizo la aclaración de que de acuerdo con las By-Laws él tenía todo el derecho de registrar su voto, y lo había venido haciendo desde que se formó la Confederación; pidió al Presidente que leyera en presencia de todos el artículo donde se le autoriza a tener voz y voto; sin embargo el Sr. Vázquez se reusó a leer el artículo de las By-Laws de la Confederación bajo el cual el Sr. Gutiérrez reclamaba su derecho, y bajo su mando de presidente, y de una manera completamente arbitraria, hizo a un lado al Sr. Gutiérrez y lo abstuvo de votar. Esto me tomó a mí por sorpresa. Yo creía que en un conjunto de organizaciones que lleva el nombre de Raza Unida, en verdad había unidad, y sobre todo democracia. Nos hemos estado uniendo todos porque queremos proteger nuestros derechos; proclamamos a los cuatro vientos que queremos en todo el sistema democrático, que la voz de la mayoría es la que manda, y sin embargo el Presidente Sr. José Vázquez esa noche demostró que no practica nada de lo que predica. Su actitud arbitraria fue mas bien la de un dictador que dice: "Esto se hace porque yo lo digo", que la de un presidente de un conjunto de organizaciones que se hace llamar "La Raza Unida".

A consecuencia de esto, el Sr. Gutiérrez retiró de la Confederación de La Raza Unida a todas las organizaciones que él representa.

Como ustedes verán, así, lejos de avanzar retrocedemos; y si entre nosotros mismos nos hacemos pedazos los unos a los otros, ya sea por un capricho por envidias, o PORQUE SOY EL PRESIDENTE, que esperamos de las demas razas con las cuales tenemos que convivir.

Hasta otra ocasión, su columnista de M.A.C.O. Armando Chapa, se despide de ustedes.



Versos dedicados a nuestro querido Presidente Mr. RICHARD NIXON, por un miembro anónimo de M.A.C.O.

Hoy comienzo estos versos, recordando esta ocasión, de tanto joven caído en una guerra sin razón.

Yo le pregunto al gobierno, usando mi libertad, porqué sacrificas tus hijos, en una guerra comercial.

Si lo haces por un derecho, por que este es tu camino, da ese derecho a tu pueblo, y luego mira al vecino.

Dices que vas a Vietnam, la Libertad la redimes, porqué defiendes a otros, y a los tuyos los oprimes.

Ya debes de detenerte, ya no mates a tu gente, ya tienes lo que querías, Casa Blanca en San Clemente.

Jess Garage

Taller Mexicano de Mecanica



SERVICE

JESS
IZQUIERDO

Prop.



ELECTRONIC SCOPE TUNE-UP
COMPLETE OVERHAUL

Brakes - Generators - Starters

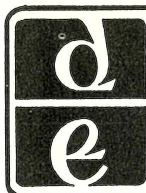
Lunes a Sabado 8:00 a 6:00 p.m.

Master Charge Plan Bank Americard
First National Card

FREE TOWING SERVICE
Home Tel. 293-5487

295-3334

115 S. 28 St.



DOWDLE- EMMERSON MORTUARY

"THE FINEST TRIBUTE TO OUR LOVED ONES."

Ahora contamos con la unica casa mortuoria para servir a nuestra colonia de habla hispana.
Lena Manriquez Gomez es la nueva dueña de DOWDLE-EMMERSON MORTUARY. Ella le atendera personalmente con todo respeto dignidad y cortesia

NUESTROS SERVICIOS INCLUYEN
Selección completa a Precios Moderados
Arreglo religioso en cualquier Iglesia que Ud. desee.



LENA MANRIQUEZ GOMEZ
PROPRIETOR

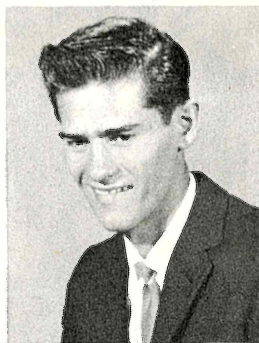
293-3747 - 1066 South Second St. San Jose, Calif.

OUR 33RD YEAR -- A Friendly Personal Service

Casa de la Semana !



4 BEDROOM - 2 BATH
NO DOWN FHA or VA
Closing Cost Only
To Qualified Buyers
FOR MORE INFORMATION



AL COOK
EAST RIDGE ASSOC.

Call: 272-2400 or 264-1840

Ask for Al Cook

CLUB SOCIAL PUERTORRIQUEÑO DE SAN JOSE

September 20, 1970



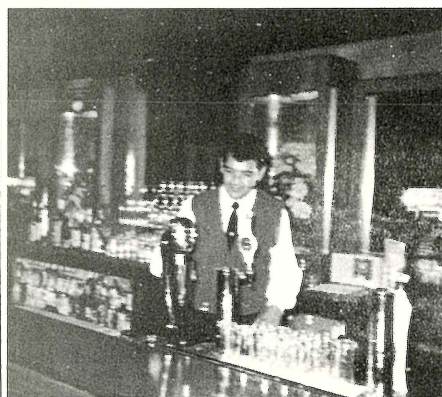
Sr. Humberto García, Publisher
El Excéntrico
274 Terraine Street
San José, California 95110

Apreciado Sr. Humberto García:

En nombre del Club Social Puertorriqueño de San José y la colonia Puertorriqueña deseamos expresarles las mas infinitas gracias por haber dado a conocer en su portada a nuestra reina Miss Universo, hija y orgullo de nuestro querido Puerto Rico.

Estamos profundamente agradecidos de la labor y esfuerzo de parte de el Sr. Antonio A. Gómez por sus notas sociales en su columna sobre nuestra organización.

Cordialmente, Mesa Directiva,
Club Social Puertorriqueño de San José.



Ralph Herrera, Owner
Latin Music at it's BEST

The Best Combo in the
Bay Area !

Come to Where the Action Is !

293-9492 448 W. Santa Clara St.

Ralph's Amber Room

COCKTAIL LOUNGE
DANCING

Friday, Saturday & Sunday



Pink Elephant Markets

Complete Line of Mexican Foods



Come and Shop

in the Happiest

Stores in San Jose



Fruits & Vegetables

at Farm

Prices



**400 S. KING ROAD
251-3921**

**1098 N. FIRST ST.
293-5830**

SAN JOSE, CALIFORNIA



The former Marina Flores no September



WEDDING PARTY

L to r: Stella and Jimmie Romero - Ushers
Maria Shabbing - matron of honor, the
Bride and Groom, John Shabbing - best man.



JERRY ERIC owner of
ERIC'S PRINTING COMPANY
where Mr. Manuel Fernandez
is employed, wishes the couple
a world of happiness.



ST. VICTO

San

TED

Mo

dar

ow Mrs. Manuel J. Fernandez
r 12, 1970



PARENTS of BRIDE and GROOM
Mr. and Mrs. Jose Flores (bride & Groom)
Mr. and Mrs. J. Cruz Fernandez



r. and Mrs. Jose Flores
nd Mrs. J. Cruz Fernandez
nounce the marriage of
their daughter and son
MARINA and MANUEL
aturday, September 12th,
at 12 o' clock noon
R'S CHURCH - 3115 Sierra Rd.
Jose, California 1970



MARINA
Is a native of Ciudad Juarez, Mexico
with residence in San José for the
past 27 years
Attended Samuel Ayer High School
MANUEL
Was born in Caleras Zacatecas, Mexico
residence in San Jose for the past
16 years
Attended Pal Institute for Business

RIVERA on left and His Sonora
riano provided the music for
ncing at the U.A.W. Hall

Humberto Garcia EXCENTRICO
publisher makes a toast to the
happiness of the newlyweds
(ZACATECAS STYLE).....



CRITICA SOCIAL



FOR
RUDY
BELLOUMINI



Christians by the Grace of God.
Gentleman thanks to our Spanish Descent;
Noble Lords from our Indian Ancestry;
Mexicans by Pride and Tradition;
And Americans by Destiny.
Thus we are the CHICANOS
Y no le pedimos nada a nadie! . . . (sign
hanging on wall in the Model Cities meet-
ing hall.)

Winners of the Fiestas Patrias Parade
are; Marching Unit Division - 1st Prize,
Twirlers Kadetts and 2nd Prize, New
Mexico Club . . . Decorated Cars - 1st Pl.
Semana Mexicana of San Mateo.
Charro Groups - 1st Prize, Espuelas de
Plata and 2nd Prize, Soul Riders of Ba-

kersfield . . . Float Division - 1st Prize,
Opportunity Industrialization Center and
2nd Prize, Bazar Stores of Eastside S. J.

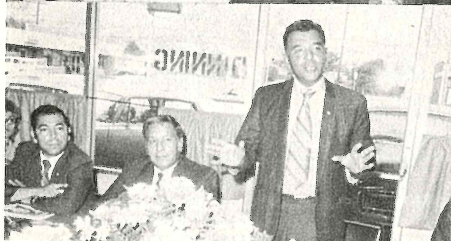
New president of the Comision Honori-
fica Mexicana is Mrs. Aurora Martinez,
until elections are held in the upcoming
months.

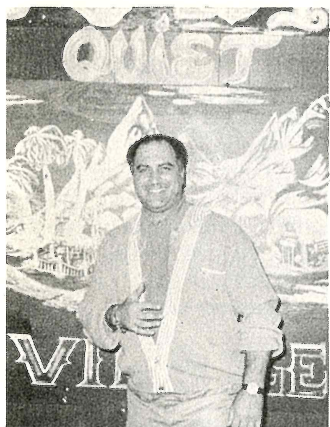


'Hurricane Celia', a violent typhoon
which left many people homeless in Cor-
pus Christi, Texas did not pass unnoticed
in San Jose; the American G. I. Forum

(continued next page) . . .

L.U.L.A.C. Chapter Formed





Arturo's Quiet Village

Baile los Juev, Vier. Sab. y Domingos

TED RIVERA y Su SONORA MARIANAO

Precios Especiales para todas las Damitas
en sus bebidas compuestas
(todos LOS JUEVES y VIERNES)

CONTROL REMOTO en Radio KOFY
Domingos de 5 a 6:00 p.m.
Con MARIACHIS Y ARTISTAS !

AIRE ACONDICIONADO

293 - 1010

950 S. FIRST ST.

ARNULFO ZEPEDA

Departed for VIET NAM

Arnulfo Zepeda entered the Army on July 30, 1969. He had been stationed in Washington, Fort Ord, Calif, Oklahoma and Germany since his enlistment. On July 5, 1970 he returned home on leave from Germany and departed for Vietnam on September 5, 1970.



Ultimos Estilos en Ropa

Vista Elegantemente !

Facilidades de Pago

BERNIE BERG amigo de los de Habla Hispana le invita a que pase a ABRIR su cuenta de CREDITO y obtenga toda la ropa que necesite inmediatamente, se le ofrece un excelente Plan de CREDITO.

Berg's

295-0868
52 S. FIRST ST.



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

CRITICA.... (CONT.)

together with the San Jose City Council and many others have gathered clothing, money and food to be airlifted with the aid of Congressman Don Edwards Office In picture, L-R are Carlos Magdalena State Chairman Ways and Means Comm. and S.C. Chapter member; Gil Jasso, Co-Chairman of OPERATION HURRAICINE CELIA and Chairman of the A.G.I Forum Model Cities Chapter; Councilman Walt Hays; Mrs. Molly Jasso and daughter, Jackie and Mrs. Magdalena.

A L.U.L.A.C. Chapter has been formed in San Jose and their first Dinner - Meeting was held at El Charrito Restaurant on Eastside San Jose, Guest of Honor for the occasion was Assemblyman John Vasconcellos of the 24th Assembly District; others were; Jim Atencio of the Chicano-Teachers Association, S.J. Unified School District; Humberto Garza, Director of the Educational Opportunities Program (E. O. P.), San Jose State College; Mr. & Mrs. Jose and La La Martinez, Operation S.E.R.; Acting Director of Model Cities, Inc. Bob Martinez and his wife, Zulema; Miss Geraldine Hollwell, Joe Vasquez of La Confereracion De La Raza Unida; Atty. Jim Ono, Legal Aid Society; L.U.L.A.C State Director, Frank C. and Past Director, Jess Vela; Charlie Molina, Community Rep. of Santa Clara Unified School District; Jose Palacio and L.U.L.A.C. officials of the San Francisco Chapter. (The food was delicious.) In my next column I will give the names of officers in the new San Jose Chapter.

CHRISTINE
REGINE
VASQUEZ



It is with great regret to inform you that, CHRISTINE REGINE VASQUEZ, age 6yrs. died on Sept. 17th; she was killed by an automobile while riding a bicycle. Christine, was a very likeable and popular child in school and in her neighborhood always doing little favors for all her friends. "Most of all, she was a very special daughter of mine," says her father. Christine, beloved daughter of Mr. & Mrs. Felix Vasquez, uncles; Frank Johnny, Raul, Ramon and Aunt Maria.

Jennie's Hair FASHIONS

OPEN THURSDAY

Evenings by

Appointment

Maria Gonzales

WIGS &

WIG STYLES

Master Charge & First

Natl. Bank Plans

Tel. 293-1897 680 Willow St.



EL RANCHO CLUB Dine-Dance



Is. a der: Gilbert, Virginia, Dale y John
BAILE LOS VIERNES y SABADOS
Bebidas Compuestas - Cerveza bien Helada
AIRE ACONDICIONADO
Amplio Estacionamiento para Autos
DALE & JOHN, Props.
263-0410 1984 Old Oakland Rd.
(Between Milpitas and San Jose)

SANDY'S

Tres TIENDAS para Servirles !

Edenvale

**5284 Monterey Rd.
San Jose, Calif.**

El Rancho

**3840 Monterey Rd.
San Jose, Calif.**

Sunnyside

**705 N. 13th St.
San Jose, Calif.**

Meet your Neighbors at Sandy's Markets



WE ENJOY SERVING YOU !

**Patas de Puerco - Chicharrones - Piñatas - Menudo
Homade Chorizo-Tortillas daily from La Superior**

City of San Jose

OFFERS

CAREER OPPORTUNITIES



- * ADMINISTRATION
- * CLERICAL
- * TRADES - CRAFTS
- * POLICE - FIRE
- * MAINTENANCE
- * ENGINEERING
- * RECREATION

Applications and information on
test dates may be obtained at

PERSONNEL OFFICE

ROOM 215 CITY HALL
San Jose, California
Phone 292 - 3141 Ext. 205



GLORIA THERESA
is a native
San Josean
attended
Andrew Hill High

JFC

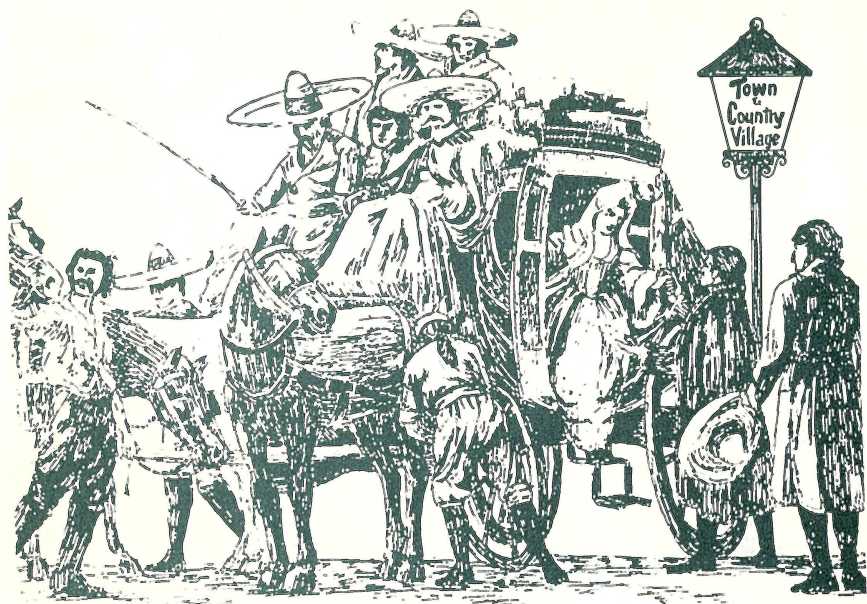
*Mr. and Mrs. Justino Cappas
Mr. and Mrs. Jesus Carrillo
request the honour of your presence at the
marriage of their daughter 1st son*

Gloria Theresa and Jose Manuel

*On Saturday, October 10th, at 3:00 in the afternoon
St. Patrick's Church - 389 E. Santa Clara St.
1970 San Jose, California*



JOSE MANUEL
was born in
San Jose, Calif.
attended
Andrew Hill High



NOW APPEARING



TRIO
LOS INNOCENTES
(De Guatemala)

LA FONDA

Mexican Restaurants

AUTHENTIC
MEXICAN CUISINE

AND
THE WORLD RENOWNED
MARGARITA

TOWN & COUNTRY VILLAGE
San Jose, California
296 - 3931

2000 S. BASCOM AVE.
Campbell, California
371 - 3424



El Presidente de la Comision Honorifica Mexicana, Inc. de San Jose

DON HIRAM EFRAIN GUTIERREZ

Corona a la encantadora Dama de Honor

SRITA. DORA ELIA GUTIERREZ

Durante el Festival de Independencia Mexicana, en el Auditorio Civico

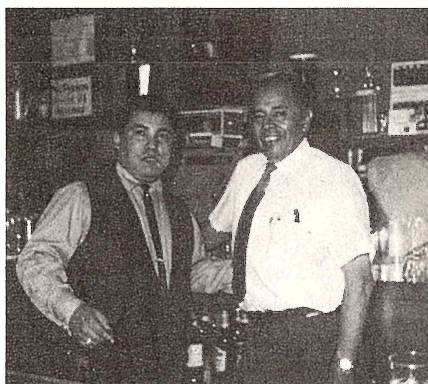
(foto Richard Diaz)

La Villa Roma

MIXED DRINKS !

**Baile los Viernes, Sabados
y Domingos**

Featuring
**LOS DOMINOS
ORCHESTRA**



*Larry Salcido, Prop.
Vince Contreras, Mgr.*

297-2209 393 Lincoln Ave.



ERNESTO SALAZAR
8 mo. Born in San Jose
Parents
Zaragoza & Carmen Salazar

**MAC HERNANDEZ
STUDIO**

JESUS F. FERNANDEZ
3 yrs. Born in San Jose
Parents
Filemon & America Fernandez



286 S. FIRST ST.

**DOWNTOWN
SAN JOSE**

Roberta's has a delightful selection of Bridal
and Bridal Party Gowns at traditionally
LOWER PRICES plus...

Extra FRIENDLY CARE and SERVICE

\$69.99 to \$149.99

Open Daily till 5:45 Mon. & Thurs. till 9:00 p.m.

**Bank Charges Welcome - Lay Away Plan
Validated Parking**

CLUB "LAS CORONELAS"

MARCE MORA



Congradulations!

Saturday September 19th, 1970 was the big day for Miss. Linda Garcia, as she walked down the aisle to be united in matrimony to Frank Andrade. I would like to wish them lots of happiness together.

A big suprise fell upon us when our good friend Wilford Irizarre, made a long distance phone call to let everyone know that he was get ting married in Mexico City. I wish this couple eternal happiness.

Gina Yolanda became the bride of Pete Posanda on September 26. Everything was beautiful. El Excentrico would like to extend every wish for happiness and rapport to his lovely couple.

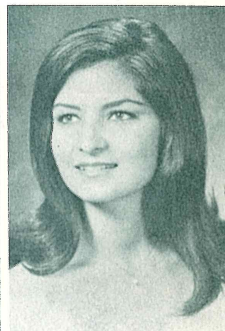
Fiesta Days In Santa Clara: will be celebrated Saturday October 3rd in the city of Santa Clara. We would like to invite everyone to attend. There will be street dancing at 7:00 p. m.

Semana Mexicana, (a week of Mexico) will be held at the San Mateo Fairgrounds. October 16, 17, and 18, 1970 and will include a week of Mexican-American civic activities. Highlight will be an authentic Charreada (mexican-rodeo). Manuel Ramirez from Charros Espuelas de Plata

ta is in charge of the Charreada, a special feature will be the famous "Escaramuza-Fronterisa", a female Charra group from Mexico. Now is the time for all groups of Charros to compete against each other. San Mateo Fairgrounds will be the place that all events will take place. Don't miss this great event, for you might not see something like it for a long time.

Las Coronelas will be on hand to welcome everyone. Jerry Booker, Aurora Martinez, Ralph Oswald, Manuel Ramirez are all working very hard for it. Funds will be for scholarships for qualified Mexican-American Students.

The following photo is of two lovely sisters who are ontour in Europe. They are the daughters of Mr. & Mrs. Frank and Pola Santa Cruz of Santa Clara.



ELIA and ROSALINDA Santa Cruz

(continued next page)....

Following photo of Coronation of Queen Michie Piñon & Club Las Coronelas accompanied by Charros Espuelos de Plata.



The Starlight Ballroom

HOME OF BIG BANDS EVERY SATURDAY & SUNDAY

The Ultimate in Latin Dances!



Saturday, October 10, 8:30 - 1:30

Saturday, October 17, 8:30 - 1:30

KIKO MORALES

Y SUS SATELITES

Frank Camacho

Y SU ORQUESTA

ADMISION ... \$1.00

KIKO MORALES

Y SUS SATELITES

Frank Camacho

Y SU ORQUESTA

ADMISION ... \$1.00

Listen to Radio KOFY
for Big Name Shows &
Bands every
SUNDAY AFTERNOON

STARLIGHT BALLROOM

Notre Dame & Carlyle Sts. San Jose, California



A. ALAN
ALAMEDA

AGENCIA DE INHUMACIONES

Mission Chapel

RANCADORE & ALAMEDA

SIRVIENDO A LA COLONIA DESDE 1933

EN QUIEN PUEDE UD,
DEPENDER
EMBALSAMADORES
REGISTRADOS



ABIERTO 24 HORAS
SE
HABLA ESPAÑOL



ALAN A.
ALAMEDA

TELEFONO 293-0073 600 S. 2ND ST. SAN JOSE, CA.



292-3710 799 S. First St. San Jose



AMADO y CARMEN GARCIA
PROPS.

LAS CORONELAS... (CONT.)

Miss. Elia Lilly Santa Cruz is a graduate of Santa Clara High of 1964. In 1965 she graduated from San Jose Beauty College, she was winner of the Max McConnell Award. In 1967 she became an airline stewardess for Western Airlines, where she is still employed.

Miss. Rosalinda Santa Cruz is a 1969 graduate of Santa Clara High. She is now a student of West Valley College. She was a beauty Queen for San Jose G.-I. Forum. These two girls will tour Europe and England for all the month of September. Lots of success to these two good friends of mine.

Thought for the day: You may feel that you are fooling someone, but don't feel sorry for yourself when YOU get fooled. It's bad when two people have to play the same game. Many people have suffered the consequences. Think First NEWS FLASH: Mrs. Aurora D. Martinez is now acting temporary president of La Comision Honorifica, due to last minute commitments by former president Hiram Efrain Gutierrez.

For Your

WEDDING INVITATIONS COLOR WEDDING PICTURES

Call 292-4273

Humberto or Bert Garcia

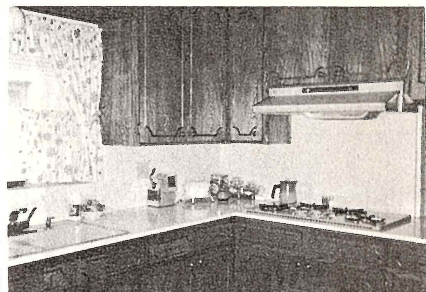
PACIFIC TELEPHONE CAREER

Start an interesting telephone career. Earn a good salary while you learn valuable skills. Regular raises, good chance to advance based on merit.

Our Employment Offices are open
8:30 to 4:30 p.m. Weekdays.
817 THE ALAMEDA or
2350 ALUM ROCK SAN JOSE

It pays to work for
PACIFIC TELEPHONE
An Equal Opportunity Employer

ROBERTO'S CUSTOM CABINETS



ROBERTO GARCIA, Prop.
COMPLETE

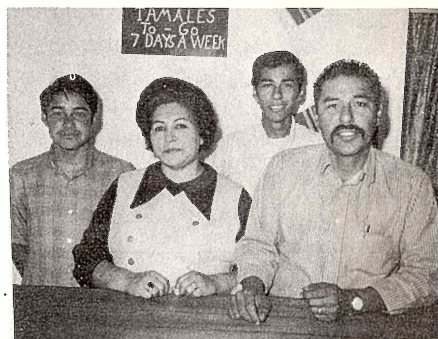
KITCHEN REMODELING

STEIN & LACQUER FINISH
FORMICA COUNTERS
BATHROOM VANITIES
PROSUEPUESTOS GRATIS !

251-8804

2257 Alum Rock Ave.

BARRIENTES TAMALE SHOP



La Familia: Rudy Jr. Mrs. Helen Barrientes,
Mario y Rudy Barrientes, Sr.

Homemade Tamales to Go

ABIERTO 7 DIAS de la SEMANA
8:00 a.m. a 9:00 p.m.

286-3027 278 Willow St.
San Jose, Calif.

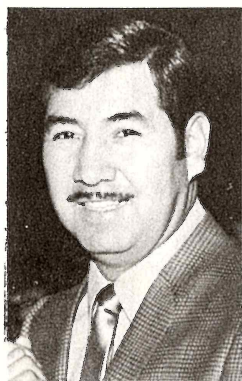
Gilberto Ramos el que nunca dice

N O!

N O!

N O!

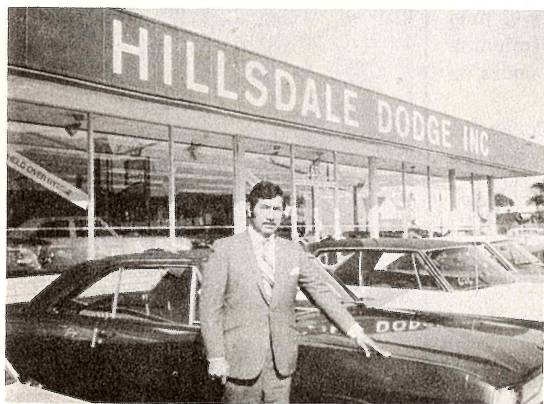
Gilberto Ramos
El REY de
los Automobiles



Gilberto Ramos
El REY de
los Automobiles

Gilberto Ramos

Financiamiento Inmediato



GILBERTO RAMOS
Gerente General
de **HILLSDALE DODGE**
tiene mas de 300
Carros de donde Ud.
puede seleccionar.

Ofreciendole el Mejor
Trato en Carros
NUEVOS y USADOS

HILLSDALE DODGE

2695 EL CAMINO REAL

Call Collect 349 - 5191

CUARTEL GENERAL

Para La GENTE LATINA

SAN MATEO, CALIF.



por
**ARMIDA
AROS**

EL VALOR DE LA AMISTAD

La amistad es una joya de valor inestimable. Traicionar a un amigo es un acto tan despreciable cuanto que es la negación de la sabiduría que nos fue otorgada por la naturaleza. El que vive tras las bambalinas de la hipocrecía no merece ni el don de hombre ni la aceptación de la sociedad.

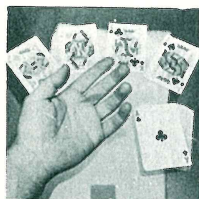
Es esclavo de su conciencia quien a sabiendas obra con dolo y premeditada mala fe. Seamos sinceros, seamos nobles y francos y así se logrará que la paz reine en nuestro corazón y nuestra vida será limpia de preocupación y saludable.

Seamos amigos francos y el mundo cambiará. Todos los acontecimientos que ensangran al mundo son producto de la mala fe y de la hipocrecía.

Cuando el Emperador César fue traicionado por su mejor amigo, solo pudo exclamar "TU TAMBIEN BRUTO".

MADAM Zora

ADIVINADORA



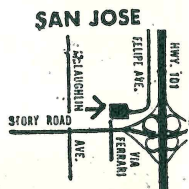
Posee Gran sabiduría
para ayudarle en
todos sus Problemas
**SALUD - AMOR
NEGOCIOS
ENFERMEDAD
TRABAJO**

295-6210 144 S. Second St.

HOLLAND LUMBER CO.



**LUMBER SALES
SCREEN DOORS
PAINTS
HARDWARE**
Se Habla Español
Tel. 293-7996



1355 FELIPE AVE.

F. & J. Used APPLIANCES



Buy & Sell - Credit Terms

WASHING MACHINES

REFRIGERATORS - DRYERS

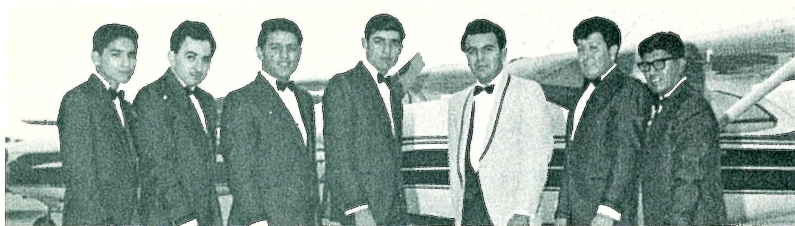
STOVES etc.

REFRIGERATORS from \$39.00 up

FRANK & JESS NAJERA, Props.

275-9316 501 VINE ST.

Arturo's Quiet Village 293-1010 950 S. First St.



RUDY SANCHEZ y Sus Continentales

TODOS LOS LUNES y JUEVES
TAMALES GRATIS todos los Jueves
de 9:00 p.m. a 2:00 a.m.

Precios ESPECIALES en Bebidas
Compuestas para las DAMAS
Sin Caballero.



EXCENTRICO **presenta Trofeo**

Rudy (El Bello) Belloumini
presenta un primoroso
TROFEO
a la Reina de las Fiestas del
16 de SEPTIEMBRE
Auspicios Comision H. Mex.

SEÑORITA
BLANCA RAMIREZ
En el Auditorio Civico de esta
ciudad durante el
PROGRAMA LITERARIO
(foto richard diaz)



Ski's Royal Appliances

Televisores - Stereos
Aparatos Electricos

(Nuevos y Usados) Freight Damaged
Available

Su Amigo SKI antes estaba en Alum Rock
ahora les invita a que lo visiten en su
NUEVO LUGAR

Con los Mismos Precios BAJOS !

Frank (Pancho) Villareal y Ski Prop. le
atenderan con todo esmero.

"El Gringito con el corazon muy Mexicano"

378 - 2075 287 E. Campbell Ave.

CAMPBELL, CALIFORNIA

La Rosa PHARMACY



L to R: Irene, Carmen y Marie
para asistirle

MARIA LA ROSA PROP.

NOS
EXPECIALIZAMOS EN **Recetas**

Preparadas EXACTAMENTE segun su
MEDICO INDIQUE

FREE DELIVERY BLUE CHIP STAMPS

Laboratorios D'FRANCIA

CERRADO LOS DOMINGOS

294-5030 56 W. Santa Clara St.

R
P
G

Jose Maria y Rafaela Perez
Rosendo y Evangelina Chavez
participan a Ad. el enlace
de su hija e hijo

Salud y Ruben

U tienen el honor de invitar a Ad. y a su apreciable
familia a la Ceremonia Religiosa que se verificará
el Domingo 27 de Septiembre 1970, a las 5:00p.m.
en la Iglesia de San Antonio
Middlefield Road Menlo Park, Calif.

R
P
V

Mr. and Mrs. Andres Gonzalez

Mrs. Rita Villarreal

request the honour of your presence at the
marriage of their daughter and son

Pina and Ralph

On Saturday, September 5th, at 3:00 in the afternoon

Our Lady of Guadalupe Church

2020 E. San Antonio St.

San Jose, California 1970

Reception

Germania Hall - 261 N. 2nd St.

5:00 to 7:00 Dance 8:00 to 12:00

Agencia De Casas



Asuntos de INMIGRACION

Traducciones - Notario Publico

Tenemos MUCHAS CASITAS de VENTA
de Todos PRECIOS y TAMAÑOS, en donde
Ud. lo desee. LLAME HOY MISMO!

Jose J. Alvarado

297-1339 1190 E. Santa Clara St.



Dave and Sandy are now your personal guides, now serving you in all your Jewelry needs.

BAZAR

Best Wishes on the 160th Anniversary
of MEXICO'S INDEPENDENCE

From little things as CLOCKS & CUSTOM
JEWELRY to that all important selection
of PRECIOUS STONES and Beautiful
DIAMONDS remember Quality, Guarantee
and Lowest Prices are yours at all times in
YOUR new BAZAR JEWELRY DEPARTMENT

259-4273 1776 Story Road

25avo ANIVERSARIO

J
A
B

Amalia y Jose Luis son procedentes de
Saltillo, Coahuila, Mexico
Lugar donde contrajeron nupcias
Han radicado en San Jose por
los pasados 10 años.

*Los esposos Jose Luis y Amalia Barbosa
Tienen el honor de invitar a Ud. y a su
apreciable familia a la*

Misa de Accion de Gracias

*Que se celebrara con motivo del 25avo Aniversario
de su vida matrimonial, el Sabado 26 de
Septiembre a las 5:30p.m.
Iglesia Nuestra Señora de Guadalupe
2020 E. San Antonio St.*

San Jose, California 1970



CALL TODAY
OR TONIGHT
FOR A
BETTER DEAL

MANUEL MARTINEZ
OWNER



HERMAN
ALVAREZ



JOHN BRECKER



OUR NAME IS YOUR GUARANTEE
OF A GOOD DEAL

TOWN & COUNTRY REALTY

STEVE AUSTIN 251-3626 1666 E. SANTA CLARA ST.



AMBROSE
BALCAZAR

AD
JP

Rachel Dominguez

Abraham Porras

Dr. Refugio Dominguez

Sra. Pilar Pantoja

participan a Ud. el enlace

de su hija e hijo

Rachel y Abraham Porras

Y tienen el honor de invitar a Ud. y a su apreciable familia a la Ceremonia Religiosa que se verificará el Sabado 25 de Julio, a las 12:00 del día, en la Iglesia Nstra. Señora de Guadalupe.

2020 E. San Antonio St.

San Jose, California 1970

Suzy's Sala de Belleza

\$10.00 PERMANENT

NO WAITING !

6 Operators to Serve You

OPEN DAILY including SUNDAY

**COMPLETE
BEAUTY SERVICE !**

**SUQY y MAPY
le atenderan personalmente**

272 - 1151

1709 TULLY RD.



*Para celebrar el 15avo Aniversario del natalicio
de su hija*

1955

Luz Del Carmen Mendez

Sus padres Samuel y Carmen Mendez

Tienen el honor de invitar a Ud. y a su apreciable familia a la

Misa de Accion de Gracias

*Que se verificara el Domingo 20 de Septiembre 1970
a la 1:30 p.m. en la Iglesia Saint Patrick's*

Calles E. Santa Clara y Ocho San Jose, Calif.

1970

Recepcion en el 1525 Whitton Avenue

A las 3:00p.m.

Baile a las 7:30p.m.

LCM

ALUM ROCK FOODS

Your Friendly Super Market

Ajua! Hemos bajado los Precios de la Carne!



258 - 6078 Su Super Mercado Amigable! **258 - 6078**

Complete Line of Gallon Sizes at Fantastic Savings!

1905 ALUM ROCK AVENUE

by
**RALPH
REYES**



HOW ABOUT A REAL ESTATE CAREER ?

Looking for a career? Please consider mine. If you like people, enjoy business, and wish to provide one of the three essentials in life - then I'd like to recommend Real Estate!

Our San Jose Real Estate Board now has a Realtor membership of 750 Brokers, plus 1575 Salesmen. As far as I know there are only 6 Mexican-American Brokers. They are Manuel Martinez (Town and Country Realty), Paul Garcia (Paul Garcia and Associates), Emilio Mendoza (Mendoza Realty), Albert Piñon (Al Piñon Real Estate & Insurance), Oscar Martinez (Century Realty) and myself (Reyes Realty). We Mexican-American Realtors don't even represent 1% of the membership! There is plenty of room in real estate for anyone that is interested. Speak to any of the above mentioned Realtors, I'm sure they will be glad to help you get started. Incidentally Congratulation to Realtor Paul Garcia who has been elected as director of the San Jose Real Estate Board.

Basically, to enter our business, you must qualify (like almost everything else now days). To qualify, you must pass a test, given by the State of California, Division of Real Estate. To pass the test you must go to school. That's where you begin. It takes time and study, very little money. A couple months of night school plus a test can qualify you as a salesman. With a couple years experience, a little night college, plus a test can qualify you for a Real Estate Brokers license. Then you can go into business for yourself. Getting into the real estate business is not easy, but it's not too hard either. If you are truly interested, you'll make it!

The younger you are the better. I was 24 when I opened my first office. However, many persons go into the real estate business after retirement. Bill Nickersons' best seller, 'How I turned \$1,000 into \$3,000,000 in my spare time' should be read by anyone interested in real estate. Mr. Nickerson was a 25 year railroad man before he entered the estate business. Men as well as women are welcome in the real estate business. Some of the most successful salespeople I know are women.

After acquiring the fundamentals in real estate you may want to specialize in ranches, apartments, land, commercial or industrial properties. Some brokers devote a major part of their time managing, appraising, making loans, renovating homes, building, etc.

Knowing real estate can also be helpful in obtaining work with another closely related industry, such as; banking, Title Insurance, Assessors office, Construction, Lending, Termite inspection, Appraising.

It's all up to you. If you would like to join our business - Welcome. The opportunity exists. If you want your fair share of the tremendous real estate business, then get into it. Every year millions of dollars of profits are made in the real estate profits is our inherent right, if we qualify. Let's qualify. Let's more of us get into America's biggest business.

Real estate is Interesting, challenging, rewarding, and a noble profession. Give it a whirl. You have nothing to lose and everything to gain. You can tell any one I said so.

AL'S Barber Shop

ESPECIALISTA en RAZOR CUTS

BARBERIA LATINA

ABIERTO los
Martes, Miercoles
Viernes y Sabados

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

AIRE Acondicionada !

AL MENDEZ, Prop.



293-9894 884 E. Santa Clara St.

El Excentrico

22ND YEAR No. 13 OCTOBER 5, 1970

HUMBERTO GARCIA BERT GARCIA
PUBLISHER MANAGER

MARC GARCIA M. FERNANDEZ
EDITOR-IN-CHIEF PRODUCTION

RUDY BELLOUMINI MARY ROGERS
SALES MANAGER STENOGRAPHER

R. DIAZ C. VELIZ D. SALDAÑA

J. GODINEZ M. MORA P. DILLON

R. REYES C. HENRY H. PAYER

S. GOMEZ R. CALLES P. VASQUEZ

EXCENTRICO IS PUBLISHED SEMI-MONTHLY
ON THE 5TH & 20TH. SIGNED OPINIONS &
IDEAS EXPRESSED IN THIS PUBLICATION ARE
NOT NECESSARILY THOSE OF IT'S
MANAGEMENT NOR SPONSORS.

CIRCULATION 6,000 PER ISSUE

PRINTED BY
GARCIA'S PRINTING

292-4273 274 TERRAINE ST
SAN JOSE, CA. 95110

Angel y Judith Alvarez
tienen el honor de invitar a Ud. al

Bautismo

de su hija

Damaris Carmen

Domingo 13 de Septiembre 1970, a las 2:00p.m.

Iglesia del Sagrado Corazon

Padrinos: Evelia Llamas y Nidia Gil

San Jose, California

Charm

Incense Candle

Religious Articles & Books

CANDLES - CANDLE OIL - BOOKS

INCENSE - HERBS - OILS

Open 10 to 6:00 p.m. daily

10 to 9:00 p.m. Friday

Closed SUNDAY and MONDAY

RELIGIOUS STAMPS



Religious Articles

Tel. 292-9292

1192 E. Santa Clara St.

REYES REALTY

MORE
LISTINGS
WANTED



266 - 2411

Ralph Reyes

El Excentrico

PLEASE REMIT **\$3.75**
CHECK _____ MONEY ORDER _____

FOR ONE YEAR'S SUBSCRIPTION
274 TERRAINE ST. SAN JOSE, CA.
95110

NAME _____

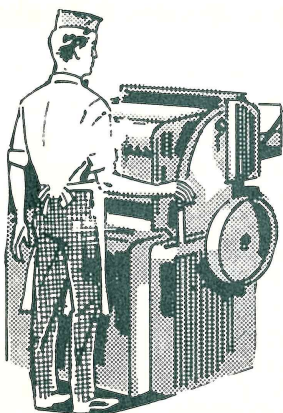
ADDRESS _____

CITY _____ STATE _____ ZIP _____

- **Subscription Blank** -

GARCIA'S PRINTING

PUBLISHERS OF EL EXCENTRICO MAGAZINE



OFFSET - LETTERPRESS

Commercial Printing

Social Printing

Wedding Invitations

Posters

HUMBERTO GARCIA

274 terraine street

292 - 4273

LS
JC

Dr. Murray K. Walker
Sra. Kathleen Yelf de Walker
Sra. Aurora Perez Reyes

Tienen el honor de participar a Ud.
el enlace de sus hijos

Cristina y Luis Sánchez

El Viernes 2 de Octubre de mil novecientos setenta
a las 7:00p.m. en la residencia de la familia Walker
Calle Robb numero 877
Palo Alto, California

El brindis nupcial sera en el mismo domicilio.

DA
H

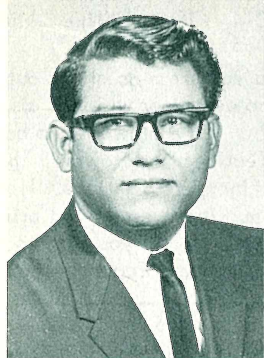
Mr. and Mrs. Lucio Vasquez
Mr. and Mrs. Jesse Hernandez
request the honour of your presence at
the marriage of their daughter and son

Angie and Jose Daniel

On Saturday, October 3rd, at 2:30 in the
afternoon
MOST HOLY TRINITY CHURCH
2040 Nassau Drive
San Jose, California 1970

Reception: Azteca Hall
24th & East San Antonio St.
3:00 to 8:00 Dance 8:00 to 12:00 p.m.

Frank's Radio & TV



FRANK ZAMORA, PROP.
SERVICIO DE REPARACION Y VENTA

TV HI-FI SERVICE Radios Custom Work
Phonographs All Work Guaranteed
ANTENNA INSTALLATION for U.H.F.
:- For Channel 36 :-

FIRST NATIONAL - BANK AMERICARD
292-9205 349 WILLOW ST.

Se Solicita una Cantante Para la ORQUESTA

Para Una Entrevista comuniquese
con el director **KIKO MORALES**
llamando al Telefono:

295 - 0956

PARA LO MEJOR en MUSICA
LLAME A:

**KIKO
MORALES**

Y Sus Satelites
Bailes - Recepciones
Fiestas etc.
Tel. 295 - 0956



Para sus Invitaciones de MATRIMONIO

vea a Humberto Garcia
Director de EXCENTRICO

292-4273 274 Terraine St.

WILSON TAX SERVICE

Corner of Alum Rock & White Road

We are now looking for
SPANISH SPEAKING
individuals to train as
TAX CONSULTANTS

FINANCIAL PLANNING OFFERED

Call 259 - 0373 for Info

Bobbi Spoerri

AMERICAN LEGION
CLIFFORD RODRIGUEZ POST 809

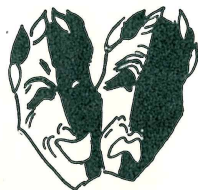
HALLOWEEN DANCE

Saturday, October 31, 1970

9:00 p.m. to 1:00 a.m.

Los Latinos Orchestra

DONATION
\$1.50 per person
Best Costume
& Door Prizes!



FIESTA
LATINA HALL
7th & East
Santa Clara St.



YOU WON'T BELIEVE THIS!

You won't believe it - in this time of high prices - that there is a store in Los Gatos where you can buy "High Quality" name brand clothes for 1/4 of the original cost!

There are Manins, Catalinas, Bobbie Brooks, Pendletons, Lilli Anns, imported Italian knits, etc. etc. That's correct, all these lovely name brand clothes selling for approx. 1/4 of the original cost. It's exciting to watch a new customer. They literally go wild; running from rack to rack with comments like these -- "Look at this. Here's a \$45.00 Magnin dress for \$8.00." and "Look here, this is a \$150.00 Lilli Ann dress and coat ensemble for \$20.00!" and "can you believe this? Here's an \$18.00 Pendleton skirt for \$3.50 and so it goes on and on --



This shop is run by Eleanor Nilsson and her daughter, Jeannie. So just about the time that you feel you have seen everything Jeannie will inform you there are 5 rooms of clothing in the back part of the store.

And so your enthusiasm starts all over as you discover slacks, coats, formals, childrens clothes, sweaters, skirts, blouses and shoes. The comment at this point is - "It will take us all day to see everything."

The name of this unique shop is
**ELEANOR'S DISCOUNT FASHIONS
of LOS GATOS.**

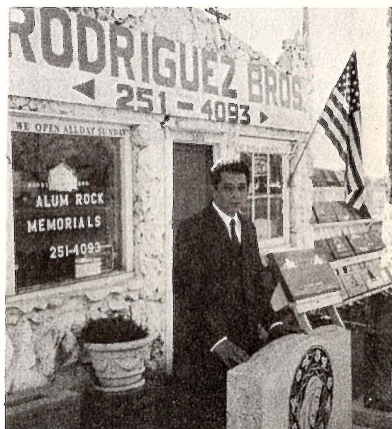
The address is 720 University Avenue Los Gatos. You will find it located between blossom Hill Rd. and Lark Ave. (overlooking Vasons Park) Watch for the yellow and white "tent like" awning on flower shop next door. It will help you locate us. If you get lost - be sure to phone.

Our store hours are set up to accomodate working people also. Monday thru Saturday 10 A.M. to 8 P.M. Phone 356-4839 or 356-6314. If you'd like additional information.

While you're here - do check out the cut flower shop next door which is also run by Eleanor. The Flower Shop boasts the largest selection of cut flowers in the valley at the most inexpensive prices. Here again it's high quality at the lowest prices.

It will be worth you time to make a trip out to Eleanors Discount Fashions soon!

RODRIGUEZ BROTHERS MONUMENT & MOUSOLEUM CO.



"Our Business is ART in STONE"
MADE TO ORDER EASY CREDIT
Open Daily including SUNDAYS
ALBERT F. RODRIGUEZ Sculptor
251-4093 2616 ALUM ROCK AVENUE
(Opposite Cavalry Cemetery) San Jose

For Your

**WEDDING INVITATIONS
COLOR WEDDING PICTURES**

Call 292-4273

Humberto or Bert Garcia

DESFILE del 16 de SEPTIEMBRE - Auspicios C.H. Mexicana
Fotos por RUDY BELLOUMINI



Furniture Discount House

82 E. SANTA CLARA

SAN JOSE CORNER OF
THIRD STREET



HANK COCA
Bring This AD in
For FREE GIFT!

No Purchase
Necessary!

SPANISH TV SHOW Channel 11 & 36

Direct from MEXICO CITY
Every Saturday and Sunday 10 A.M.

SEE OUR WONDERFUL
WEEK END SPECIALS!



JOE SANCHEZ



ROSE STYLES



GIL COCA



CANDY VELIZ



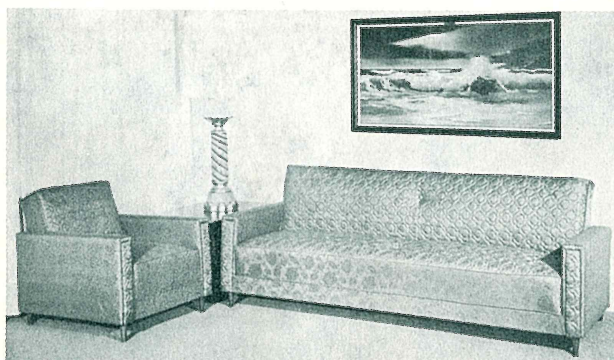
FIDEL
CASTAÑEDA



JESS
CORDERO



LOUIE COCA



Sofa & Chair

Regular Price \$189.

F.D.H.
Price Only **\$99.**

Your Choice of Fabric
Nagahide covers and
also choice of colors

82 E. Santa Clara St.

297 - 9486

San Jose

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE

CORNER OF
THIRD STREET

BEDROOM SET \$99.

1 TRIPLE DRESSER with MIRROR
1 CHEST OF DRAWERS

2 NIGHT STANDS
1 PANEL HEAD BOARD



7 Pc. set

Beautiful Sturdy White Onyx
self edge table for easy cleaning
also 6 sturdy reinforced chairs

Reg. \$139.00

F.D.H.

Price only

\$69.

All merchandise here for immediate
delivery. Everything guaranteed.



422 - 9669
607 E. Market St.
Salinas, Calif.



1501 BROADWAY
FRESNO, CALIF.



PHIL
RODRIGUEZ



CARMEN
RODRIGUEZ



EL ACOSTA



RAUL
GUILLEN

Teatro LIBERTY

67 S. MARKET ST.

San Jose, California

Tony D. Maria Gte.

297 - 1456

DOMINGO-LUNES-MARTES

11-12-13 de OCT.

EL CREPUSCULO de un DIOS

GUILLERMO MURRAY
SONIA AMELIO
ANA LUISA PELUFFO

CARLOS - MOCTEZUMA
WOLF - RUFINAS
MILITON - REINA DE TONGOLELE

A COLORES

CLASAS-MONMUE, Inc.

CRUDO DE AGUIA

JOSE ELIAS MORENO
JORGE MARTINEZ de HOYOS
DACIA GONZALEZ

A COLORES!!

con MARTHA ELENA CERVANTES
NOE MURAYAMA - JAIME FERNANDEZ

y la presentacion estelar de
FERNANDO ALMADA

CLASAS-MONMUE, Inc.

JUEVES-VIERNES-SABADO

15-16-17 de OCT.

UNA COMEDIA CON
SABOR A POLVORA
MUSICA ROMANCE
PELEAS...COLOR
Y FIESTA!

LUCHA VILLA
MAURA MONTI
RENATA SEYDEL

ELEAZAR GARCIA
ANDRES GARCIA
JUAN MIRANDA

LAS TRES MAGNIFICAS

A COLORES

THE CLASAS-MONMUE, Inc. PRESENTA: "LAS TRES MAGNIFICAS" EN COLORES. EL MUNDO DE LA MUSICA, EL MUNDO DE LA COMEDIA.

PRESTAME A TU MUJER, comedia
en tres actos de JOSE DIAZ MORALES

JULIO ALEMAN
ROSA MARIA VAZQUEZ
ARMANDO SILVESTRE
ZULMA FAIAD.

PRESTAME A TU MUJER

A COLORES

JOSE DIAZ MORALES

MIERCOLES SOLAMENTE

Premiere

14 de OCT.

HA ENTRADO UNA MUJER

con JOSE DIAZ MORALES

- ADEMÁS -



UNA COMEDIA EN COLORES
con FANNY CANO, MAURICIO GARCES,
HECTOR LECHUGA, LEON MICHEL

**UN NUEVO
MODO DE AMAR**