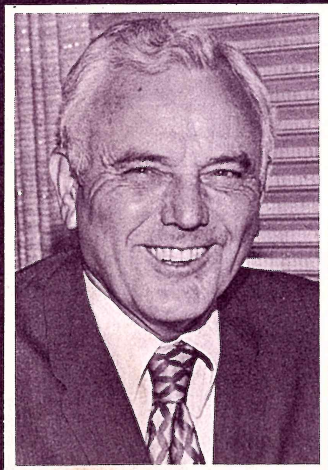


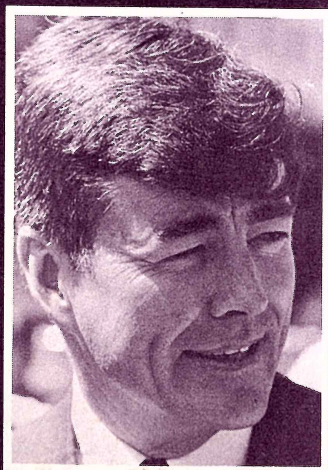
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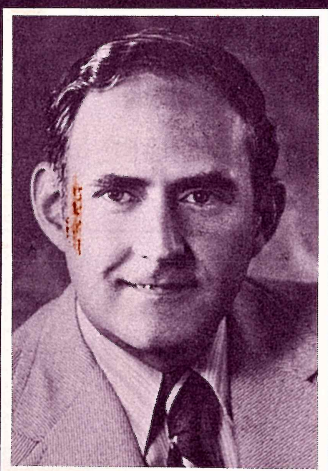
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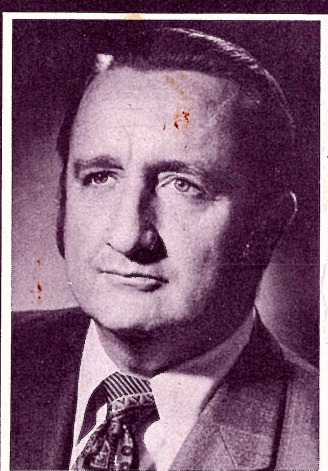
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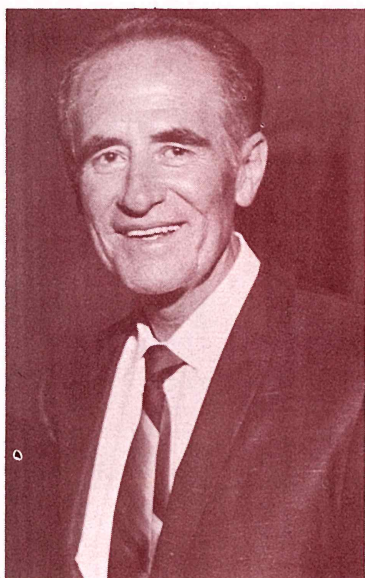


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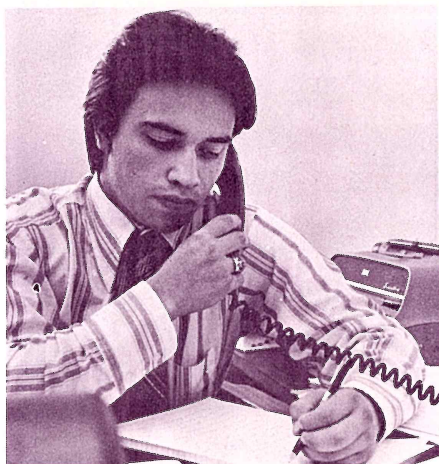
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ADVOCATE OF CHICANO BLUE COLLAR WORKER — David G. Chavez, a University graduate, works on a project for the Labor Department's Labor-Management Services Administration (LMSA). The Miami, Ariz., native is working with the Division of Industrial Relations this summer under a Labor Department-Stanford University summer internship program. The young Chicano, who will begin his law study this fall at the University of Santa Clara, Calif., is intent on helping his people and especially seeks to assure the Chicano blue collar worker of a "fair shake."



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STATE MEASURES SUBMITTED TO VOTE OF VOTERS

1	FOR Bonds To Provide Public Community College Facilities. (This act provides for a bond issue of one hundred sixty million dollars. (\$160,000,000).)	32
	AGAINST Bonds To Provide Public Community College Facilities. (This act provides for a bond issue of one hundred sixty million dollars. (\$160,000,000).)	33
2	FOR Bonds To Provide Health Science Facilities. (This act provides for a bond issue of one hundred fifty-five million nine hundred thousand dollars. (\$155,900,000).)	34
	AGAINST Bonds To Provide Health Science Facilities. (This act provides for a bond issue of one hundred fifty-five million nine hundred thousand dollars. (\$155,900,000).)	35
3	ENVIRONMENTAL POLLUTION BOND AUTHORIZATION. Authorizes Legislature to provide for issuance of revenue bonds, not secured by taxing power of state, to construct pollution control facilities. Financial impact: No direct cost.	YES 36
		NO 37
4	LEGISLATIVE REORGANIZATION. Provides for two-year legislative sessions, automatic adjournment, changes in bill procedures, sets procedures, effective date of statutes and other legislative changes. Financial impact: Cost decrease to state of between \$16,500 and \$60,000 per year.	YES 38
		NO 39
5	SCHOOL DISTRICTS. Permits Legislature to authorize school district governing boards to carry on activities not in conflict with laws establishing such districts. Financial impact: None in absence of implementing legislation.	YES 41
		NO 42
6	MISCELLANEOUS CONSTITUTIONAL REVISIONS. Repeals various constitutional provisions. Deletes maximum four year term for appointed officers. Makes provisions concerning salaries, tax matters, and consular labor. Financial impact: None.	YES 43
		NO 44
7	ELECTIONS AND PRESIDENTIAL PRIMARY. Provides for primary elections for partisan offices including open presidential primary, grants vote to 18 year olds and provides other election modifications. Financial impact: None.	YES 45
		NO 46
8	TAX EXEMPTION FOR ANTI-POLLUTION FACILITIES. Authorizes Legislature to exempt anti-pollution facilities from ad valorem taxation and to reimburse local public agencies for resulting revenue losses. Financial impact: None in absence of implementing legislation.	YES 47
		NO 48
9	BOND VOTE FOR STRUCTURALLY UNSAFE SCHOOL BUILDINGS. Permits majority, instead of two-thirds, vote for passage of school bond issue for structurally unsafe school buildings. Financial impact: No direct cost but increased bonded debt anticipated.	YES 49
		NO 50
10	BLIND VETERANS TAX EXEMPTION. Permits Legislature to increase property tax exemption from \$3000 to \$10,000 for veterans who are blind due to service-connected disabilities. Financial impact: Nominal decrease in local government revenues.	YES 51
		NO 52
11	RIGHT OF PRIVACY. Adds right of privacy to constitution rights of people. Financial impact: None.	YES 53
		NO 54
12	DISABLED VETERANS TAX EXEMPTION. Extends tax exemption to disabled veterans with certain service-connected multiple losses of limbs and blindness. Extends exemption to either surviving spouse. Financial impact: Nominal decrease in local government revenues.	YES 55
		NO 56
13	WORKMEN'S COMPENSATION. Permits workmen's compensation award to be payable to state on death of employee without dependents. Allows use for additional subsequent survivors' compensation. Financial impact: If implemented, would decrease state costs approximately \$1,000,000 per year.	YES 57
		NO 58
14	TAXATION. Establishes property tax limitations. Requires state funding of welfare and education costs. Prescribes various state tax rates and vote requirements for increases and exemptions. Financial impact: A net ascertainable decrease in revenues to state and local government in excess of \$1,233,000,000 per year.	YES 59
		NO 60
15	STATE EMPLOYEE SALARIES. Governor must provide in budget for salary adjustments to equal prevailing rates as recommended by salary setting boards. Two-thirds legislative vote needed to reduce or eliminate. Financial impact: Indeterminable but potential major cost increase.	YES 61
		NO 62
16	HIGHWAY PATROL SALARIES. Governor must provide in budget for salary adjustments for Highway Patrolmen to equal maximum rates as recommended by Personnel Board. Two-thirds legislative vote needed to modify or strike. Financial impact: Indeterminable but potential major cost increase.	YES 63
		NO 64
17	DEATH PENALTY. Amends California Constitution to reinstitute state death penalty statutes, subject to amendment or repeal. Provides death penalty not cruel or unusual punishment under California Constitution. Financial impact: None.	YES 65
		NO 66

18	OBSCENITY. Changes Penal Code tests and definitions. Permits local regulation. Creates misdemeanors, felony penalties. Creates defenses. Permits injunctions and seizures. Financial impact: None.	YES 67
		NO 68
19	MARIJUANA. Removes state penalties for personal use, cultivation, transportation, or possession of marijuana by persons 18 years and older. Financial impact: None.	YES 69
		NO 70
20	COASTAL ZONE CONSERVATION. Requires preparation of ecology plan. Prohibits development within established permit area without permission. Appropriates \$5,000,000 for 4-year period. Financial impact: \$1,250,000 cost per year to state, plus local administrative costs.	YES 71
		NO 72
21	ASSIGNMENT OF STUDENTS TO SCHOOLS. Prohibits assignment to particular school because of race, creed, or color. Repeals policy preventing racial and ethnic imbalance in schools. Financial impact: None.	YES 73
		NO 74
22	AGRICULTURAL LABOR RELATIONS. Regulates activities of agricultural employers, employees, and labor organizations. Creates Agricultural Labor Relations Board. Financial impact: Cost increase to state of \$600,000 per year.	YES 75
		NO 76

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El Excentrico

24TH YEAR No. 15 NOVEMBER 5, 1972

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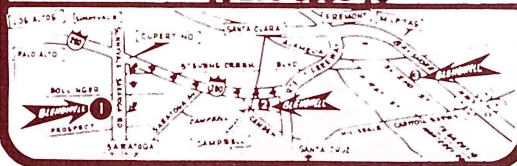
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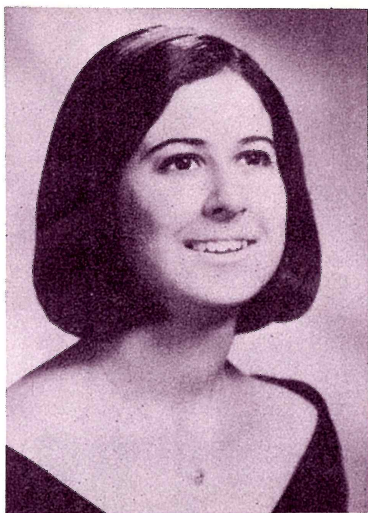
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CRISTINA CADENA

La Señorita Cristina Cadena ha dedicado diez y seis años de su vida al estudio del arte, se graduó en música con distin-

ción y honores. Además la señorita Cadena ha estudiado baile, en esta otra rama del arte se ha distinguido en forma sobresaliente. Otro tanto ha hecho en el arte dramático.

A pesar de su juventud ya es una figura de relieve en los círculos artísticos en los que es muy estimada.

Cristina es hija de Don Alonzo Cadena y Doña Julia Dreager de Cadena, ellos se sienten muy satisfechos de la dedicación que pone su hija en sus estudios. Cristina es frecuentemente llamada por grupos y organizaciones para tomar parte en conciertos o recitales, toma parte también en cuadros de baile y en obras teatrales. Al piano, bailando o actuando ha logrado arrancar delirantes aplausos de los públicos que la han admirado tanto en Europa como en América.

Esta joven artista es un ejemplo para la juventud, sus triunfos los ha ganado por dedicación al estudio.

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MEDITATIONS From PRISON

◆
**Mary Bartle
Saunders**

Part 4

The long hazy days of summer are gone. Here and there the prisoner spies an accent of scarlet amid the green leaves on the trees he views from his window. Beyond, on the hills, the busy fingers of Autumn have left their mark. The annual miracle is almost here. Soon, the golden brown Summer will yield, first to the flaming red, and then to the lush green of Autumn. For a long time now, Autumn has been the prisoner's favorite season. What a joy it would be to ride a favored horse full gallop up and down those inviting hills! For a brief moment a rare smile lights up his face and then is gone, as the shocking reality of his surroundings intrudes upon his reverie.

Desperation manifests itself in many different ways in the perpetual agony of the inmate. He has gone through various phases since his arrival. He has resurrected his past, he has joined it to his present, and with hope, and with agonizing expectations, he has envisioned his future.

Inevitably he thinks of the many people he has met throughout his life whom he had called his friend, and he remembers how he had hoped they would have expressed some concern for him. Yet, it was just the first curiosity of his friends that brought them in to see him, and that was only in the beginning. Now they have faded away. It is at this point that the prisoner begins to believe that his future is one of darkness and loneliness. For his friends and relatives, including the immediate family, have now begun to gradually disappear from the scene.

He has many needs. All of them urgent and critical to him. He has now passed the Parole Board. He knows the length of time that he has left to be in prison—eighteen months. In the meantime, the needs of his family, his wife's problems, his children's lack of basic things such as shoes for school, must be met. But, how can he do this when he is here in prison shut away from them.

These torments drive him to begin to

question his own Faith. The Faith he was given as a child. Thus, he begins to doubt, and in desperation, he tries to reach back, deep into his last human resources for something to cling to. "I will not let my Faith go."

Then, as if a miracle, a friend—a visit—a letter comes bringing renewed hope. Although intangible, hope has sprung into existence once more. But, its existence is transitory, and the prisoner finds that he needs to help this hope to grow and to endure. If he does not have it, he manufactures it. And at times this is terribly cruel, particularly when friends mislead him with their promises to do this or that for him to help him out of his predicament or to help his family, only to break them once they have turned their backs to him and walked out of the prison.

Dawn of every visiting day finds the prisoner on his knees praying that he might get a visit this day. Three hours before visiting time begins, he is pacing nervously. He combs his hair a hundred times. He pulls his shirt, looks at his trousers, and at the shine on his shoes. He listens intently for his name to be called. With every name that is called that is not his, he makes himself believe that the next time they call, it will be for him. This process lasts throughout the visiting hours and, at the end, when he was not called, he has already manufactured the excuses to rationalize why he did not have a visitor. He frequently explains that he knows why they didn't visit: "It is because they anticipated that they were not able to leave work, or that they didn't have transportation, but, tomorrow, they will come!" This horror goes on seemingly without end.

The sense of desperation begins to sink in. The apparent cruelty of his friends and his family has no limits. "They are not able to understand the critical importance that it has for a visit. They grant it to everything a higher priority than coming over to see me."

There is a form of doubt that grows in the mind of the individual as cancer grows in the human organism. His desperation has begun to make him abandon himself. This is the crucial point. The prisoner unconsciously reaches in for the last possible strength. The worst is to give up. The condemnation is to allow this feeling to take over his mind.

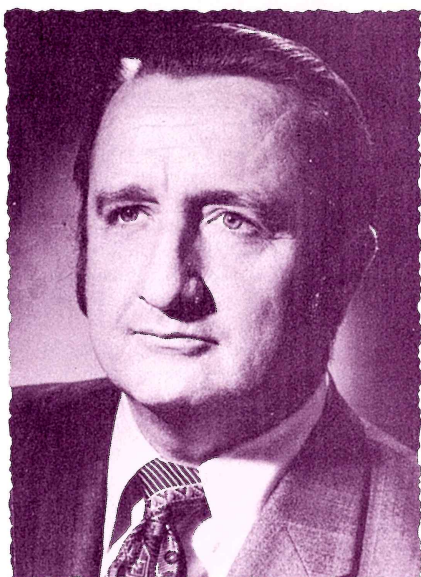
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MEDITATIONS (CONT.)

At night he becomes pensive. His mind flies away to his loved ones and with his soul he yells: "I am here! I am not gone! I am not dead, yet! Do not bury me! Give me life! Give me hope! I need you! You are the sole reason for my being alive! Help me that I can survive this horrendous experience! Without you, there is nothing left! Please believe that I have the kind of a need for you that I never even dreamed it is possible to have! Please come to see me! Please hear me! Please do not abandon me!" ... and he falls asleep with a final prayer, "My God, My Lady of Guadalupe, help me!"

The next day, he wakes to the same excruciating experience. "Each day repeats itself, with the bleeding of the heart, with the difficult to contain tears in your eyes. You walk the same tightrope every day, watching yourself at every step. The tension, the fears, the yearnings, the hopes, the anxieties repeat themselves, but they never make a pattern. It is always new suffering. New tears. New tribulations. New hopes." If there only was some way that he could reach his friends and his loved ones to ensure that they really understood what he is going through. Maybe then, there would be a little more human compassion shown him.

He thinks of the many voluntary groups that are in the community. The 'Good Samaritans', the countless people that had always claimed or who had become proud of how much good they were doing in the community. Is there none who would think about what a prisoner is going through? Is there any given group that would think about humanizing the dehumanizing situation that all prisoners must live in?

He thinks of the do-gooders, the humanist groups, the anti-war organizations, the animal protection leagues, and he wonders if he has fallen lower than an animal. There are no persons who will come to rescue the tragedy that he any many of his kind ore living under. He thinks about the anti-poverty groups, and about the minority concern organizations. He thinks about the many state and county funds diverted to help the underprivileged and the needy, and he wonders why he and his fellow prisoners are not included in the social rescue forces of the socially structured entities in this community. Through his mind he reviews the names of the many friends and acquaintances who are engaged in these activities, reportedly to help the minorities, the underprivileged, and the

needy. The names come easily to his mind, and he hears them speak. They were always so quick to verbalize, with social and political thought, when explaining how much they are doing for the Mexican, or how much they are doing through their marvelous programs to help the Chicano. And, he wonders—he wonders, "Is the Mexican not here? Is the Chicano not here? Am I not a Mexican? Where are they now, all of those helping hands?"

"I remember the books I read when I was young. Books in which the authors treated so well the desperation of the underdog, of the forgotten, and of the social outcast: los novelas de Chucho Azecela, *Los de Abajos*, y la de Alejandro Dumas, *Los Miserables*, y el libro de Cuelo Sanchez, en espana, *El Vaye de Los Caidos*.

"My God, there are so many of us in here!"

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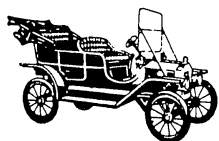
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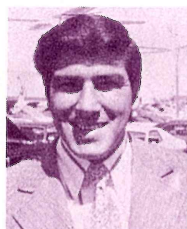
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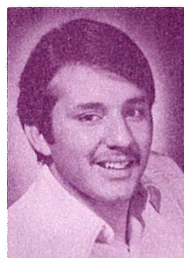
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s la diversión de muchos. Se puede jugar por grupos, pero generalmente cada persona prefiere hacerlo por su cuenta contra todo el resto del mundo. Para algunos jugadores, es nada más que la solución necesaria una o dos veces por día, mientras otros no dejan pasar ni una hora sin utilizar las técnicas de este supuesto pasatiempo. Dicen que les ayuda a cumplir con los deberes y salir de muchos apuros.

El objeto del juego es manejar un objeto que representa a uno mismo y guardarlo en cada momento de toda clase de problemas y dolores. Las jugadas son trucos y engaños contra los demás jugadores, y uno cree haber ganado cuando su "peón" sale ileso del apuro.

Por supuesto, no hablamos de una inocente diversión que se juega sobre un tablero en la mesa, sino de una costumbre de la vida real practicada por muchas personas. Consiste en el hábito infantil de evitar la responsabilidad, de huir de problemas en vez de hacer frente a ellos.

Por ejemplo, el joven Clemente deja los estudios cuando se ponen difíciles. Ofrece excusas lógicas, como enfermedades, una dificultad económica, o la injusticia de la institución. Para muchos jóvenes, éstos son motivos reales y tristes, pero en el caso de Clemente, la razón verdadera es que no confía en sí mismo y teme no poder aprobar las materias. Cuando ya sea un hombre, a lo mejor sigue haciendo lo mismo en el trabajo, siempre quejándose de las herramientas, del patrón, del sueldo o de los

¿Ud. sabe jugar?

compañeros, nunca estudiando para adiestrarse en su oficio.

En cuestiones de opiniones e ideales, el jugador de *escape* nunca se define claramente. Siempre deja una salida por si acaso después le conviene cambiar de posición. Habla con medias verdades para después poder negar haberlo dicho. Apoya al candidato Fulano de tal porque parece que va a ganar, pero si gana Zutano, el *escapista*, de golpe recuerda todo lo bueno acerca de Zutano, en la esperanza de sacar ventaja de una amistad con el ganador.

Este jugador, con el tiempo, se hace muy ágil. Cuando tiene que admitir sus defectos conocidos, tiene a mano la manera de echarles la culpa a sus padres o a otras situaciones que todo el mundo debe reconocer como fuera de su responsabilidad.

El *escape* es un juego que no se puede ganar. Aunque uno evita por un tiempo el dolor de ciertas cosas, huir de la realidad significa perder al final. El escapar no soluciona nada, y el jugador se hace cada vez más cobarde y se engaña únicamente a sí mismo. Nunca llega a conocerse, y por lo tanto pierde el significado de la vida.

Juegan hombres y mujeres, ricos y pobres, obreros, estudiantes, empleados, profesionales, políticos y religiosos. Aunque a veces se creen inteligentes debido a su ingenio, son pobres infelices que se han metido en un mundo de fantasía. Se jactan de haber ganado, pero viven perseguidos por el temor de ser descubiertos por la verdad.

El juego de *escape* explica por qué muchas personas no pueden llegar a una fe verdadera en Cristo. Siguen inventando ingeniosas salidas en lugar de admitir que su problema es de la voluntad y del espíritu, y no del intelecto. Sólo cuando descubran los motivos reales de su cobardía e infantilismo, estarán en condiciones para enfrentar a los mismos.

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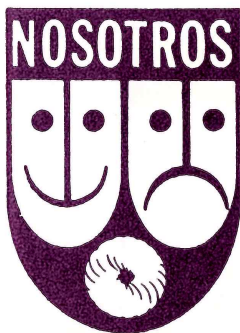
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By RICARDO MONTALBAN

The United States is considered to be the land of opportunity. The Constitution guarantees that every man has the opportunity to enter the profession of his choice and to seek his own level of success.

While theoretically that's true, in practice it doesn't always work out that way. All one has to do is take a look at the minorities in this country — the Blacks, the Indians, and the Mexican-Americans — to see that until very recently, that freedom of opportunity was denied to them.

NOSOTROS, meaning "We" in Spanish, was formed earlier this year to help promote the freedom of opportunity for all people of Spanish-speaking origin in the entertainment industry. We realized that while not being overtly discriminated against, there were definite inequities as to the part Spanish-speaking people played in the industry — both in terms of the roles we did and did not get, and the screen image that we had.

In forming NOSOTROS, we were not demanding jobs as actors and technicians in the industry merely because we are of Spanish origin, but we are insisting that we not be

The Freedom Of Opportunity

excluded from consideration because our surname is Gonzalez, Gomez, or Lopez. Actors should be chosen for their qualifications, not their heritage. It isn't uncommon to find an entire cast of non-Spanish speaking actors appearing in roles depicting Spanish, Mexican or Latin American characters. The actors will be given Spanish names, and yet none is of Spanish origin, which is ironic since there are many competent actors to fill the parts. But we aren't saying that a Mexican must be hired to play a Mexican role. Rather, we are simply asking for the right to compete—to prove ourselves as actors. We welcome the competition as long as our competition is also welcome.

Of course, this extends into other areas, too. NOSOTROS is not only interested in producing Latin-type roles for Spanish surname actors. It goes much deeper than that. We are seeking to be considered for any role where the actor's physical characteristics match the script's requirements. That's why we are actors.

While there have been inequities in casting Spanish-speaking actors, our screen image has also suffered by stereotypes attached to our heritage. We are depicted as being Latin Lovers and Frito Banditos as well as the Mexican in the big sombrero sleeping beside a cactus. While there have undoubtedly been Latin Lovers and Mexican bandits, they certainly don't typify

Mexico and Latin America, just as cowboys and Horatio Alger don't typify the United States. Mexico today leads the world in architecture, in painting, in many aspects of culture—Mexico had a culture long before there was a U.S.A.—but you wouldn't know it from the Hollywood version of the Mexican people. In this sense, Hollywood is still old-fashioned, because it believes that people can only relate to stereotypes. But people are more sophisticated today. They travel now. They visit Mexico and South America and they see the poverty and the stereotypes, but not to the exclusion of seeing an entire people at work in all walks of life. What we need now is a more realistic view of the people of Spanish-speaking origin and that is what we in NOSOTROS are trying to promote.

We are by no means militant. Instead, we believe that in organizing NOSOTROS, we have brought about an awareness in the industry that there are injustices that need correcting and stereotypes that need dispelling. We have already received 100 per cent backing from the Association of Motion Picture and Television Producers which is a positive step in the right direction. In the very near future, we hope to have succeeded in securing the freedom of opportunity for our people that is one of the basic precepts of the American system.



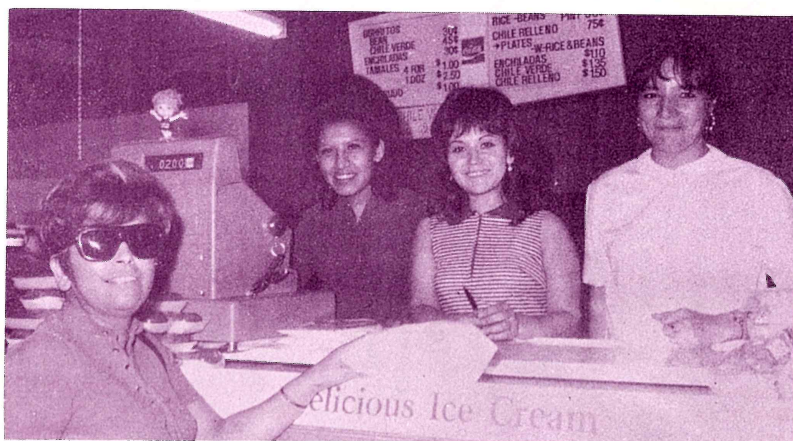
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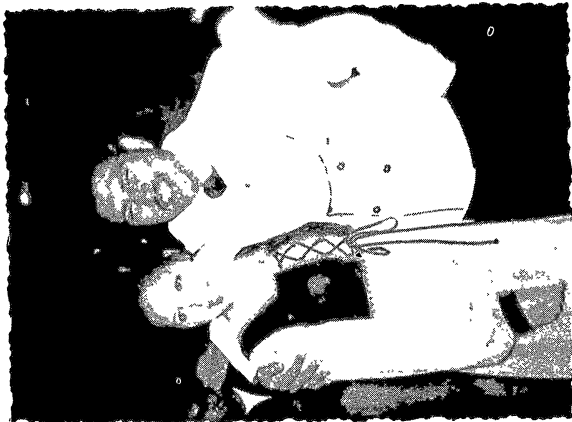
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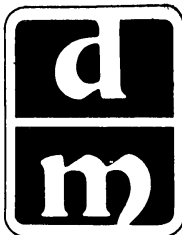
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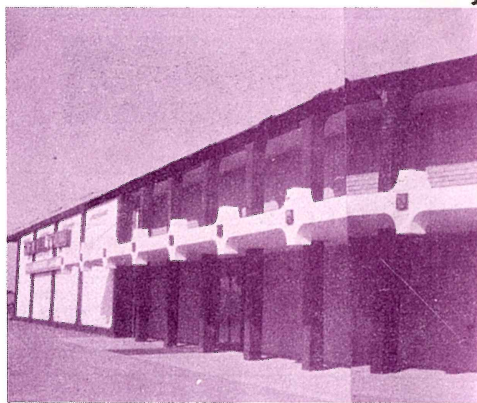
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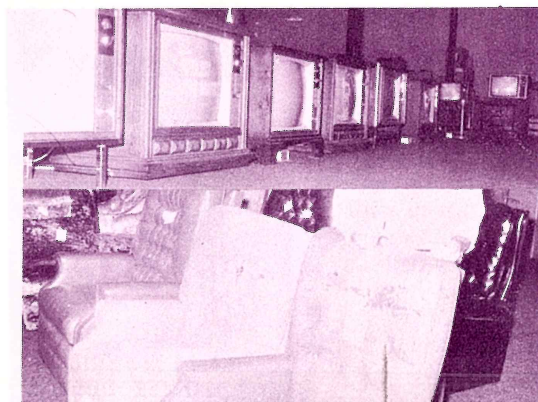
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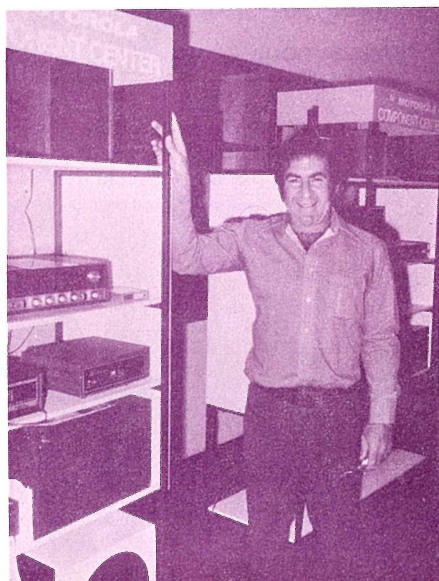
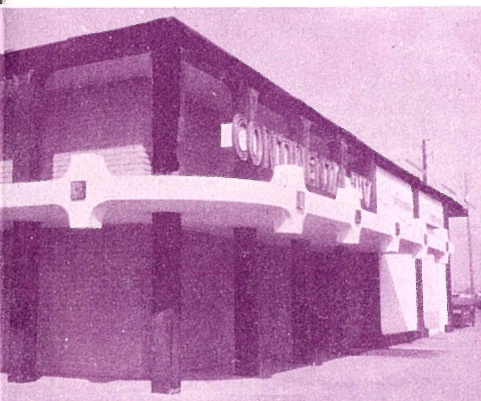
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Queridos lectores en esta ocasion, deseo hablarles a ustedes un poco de la Super 1430, y como es logico de sus colaboradores.



Ruben Valentin, infatigable luchador en el campo de la radio y de la publicidad, anteriormente no podia o no queria identificarme con Ruben, hasta que me di cuenta a ciencia que Ruben es el autentico luchador e idealista en este medio tan dificil y aveces tan mal correspondido como lo es la radio —ahora he comprendido a este colega porque sus ideales son nobles asi como los propios de un servidor, pues no es tan facil abrir otra fuente mas de trabajo para los amigos que estan luchando en este medio, KEGL la estacion de los Good Guys a pesar del poco tiempo que empezaron a transmitir en español ya se han ganado la simpatia de toda la comunidad.

Es logico suponer que al principio existen muchas dificultades debido a la falta de comunicacion, eso le paso a Ruben, pero ahora que ya sabemos que sus ideales son los mismos por los que esta luchando el Chicano, no tenemos duda alguna de la gran labor realizada por este gran luchador de la radio en español, no hace mucho tiempo que fue

con la cooperacion de los otros colegas, quienes realizaron un grán Marathon para recaudar fondos para la Organizacion de La Raza Unida, lo que ninguna estacion se atrevio a llevar a su realizacion, y sin embargo Ruben Valentin nos demostro que está ciento por ciento con toda la comunidad de habla hispana.

En proxima fecha, este servidor con la cooperacion de diferentes personas y Organizaciones daremos un homenaje a Ruben Valentin y sus Good Guys por la labor realizada en nuestra comunidad.

WILFORD IRRIZARY. Por muchos anos fue de los vendedores estrellas en diferentes casas de Automoviles, conoci a Wilford hace cinco anos, nos identificamos de inmediato, hicimos algunas producciones juntos en Radio Kaza, nos presentamos los dos en muchos lugares de San Jose, y siempre con el mismo entusiasmo por la radio, cientos y cientos de clientes preguntando por Wilford en el lote de carros, y el Sr. Irrizari en la estacion grabando y grabando, le gustaba mas estar en la estacion que vendiendo carros, y es que las personas no se imaginan hasta donde es posible que la radio la TV el periodismo lo controlen a uno, la radio es como una mujer, se enamora uno de ella profundamente, por supuesto que me refiero a los que verdaderamente sienten la radio con todo el corazon.

Ahora, Wilford pertenece al cuerpo de locutores de la Super 1430, su horario es de Lunes a Sabado de las 8:00 a 12:00 de la media noche, con un formato moderno que gusta a todos los publicos, le deseamos a Wilford mucho exito y como siempre P'-alante mi hermano.

ALFREDO RODRIGUEZ. Un nuevo elemento en nuestra comunidad, llego para hacerse cargo de los microfonos de radio KAZA, al escuchar a Ruben Valentin, se dijo, mi lugar está con Valentin, y asi fue como de inmediato hizo cita con Ruben para solicitar trabajar en la Super 1430, como Ruben es todo un profesional de inmediato se dio cuenta de la calidad de elemento que es Alfredo, fue asi como Alfredo Rodriguez, paso a formar parte del cuerpo de locutores de KEGL la Super 1430.

HOMENAJE. Esten pendientes el gran homenaje que este servidor en cooperacion con algunas personas y Organizaciones daran a estos luchadores infatigables en el medio radiofonico de nuestra comunidad de habla hispana, esperamos contar con el apoyo de todos, y sigan sintonizando a LA SUPER

(continued next page)



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Hours of the show will be noon until
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There will be 48 exhibits at the show and
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(GODINEZ CONT.)

MODERNA KEGL LA SUPER 1430-1430
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Infinidad de personas se han confundido con Rudy Sánchez el de los Continentales, con Rudy Sanchez el de los KLEAN KARZ de las calles 24 y Santa Clara en San Jose, no amigos lectores, no es el mismo Rudy, el primero es uno de los mejores músicos, el segundo es un joven mexicanoamericano, que no hace mucho, termino sus estudios en la Universidad Nacional de Mexico, obteniendo su titulo en mercado tecnia, o sea el metodo mas moderno en el comercio, ahora en sociedad con su hermano Rudy Sanchez establecio su lote de carros en las calles 24 y Santa Clara, donde todos estan invitados a ver la gran seleccion de carros usados en las mejores condiciones, y a precios populares (PRECIOS DE MAYOREO Si Ud. amigo lector anda en busca de un buen carro de transportacion, personalmente les recomiendo al amigo de todos los amigos. RUDY SANCHEZ EL DE LOS KLEAN KARS Calles 24 y Santa Clara con el Numero de Telefono 287-9500.

MINI-NOTAS — Arturo (Alaska) de Arturo's Quiet Village Ahora de romance con GUAPA MILLONARIA DE BEVERLY HILLS, esta preciosa rubia vale nada mas que (25 MILLONES DE DOLARES) Cantidad que sera usada para terminar el lugar mas grande y elegante de todos los Estados Unidos. Lo unico que le pedimos de fávör al buen Arturito es que nos pase el contrato para la Super 1430 y punto... El heredero principal de esta cantidad de los (25 MILLONES DE DOLARES) sera nada menos que el Sr. Ingeniero Victor Leamon, por si lo saben o no, Victor termino sus estudios de Electronico con una Beca especial que fue donada por Arturo (Alaska) en proxima fecha habrá un fondo especial para enviar a todos los cantineros y músicos a diferentes Universidades, por mayoria de votos será PANCHITO el de LOS TIJUANEROS a quien se le otorgará la siguiente beca de estudios al conservatorio Nacional de Musica de la Cd. de Mexico. Baja el programa (ARTURO ALAZKA FOUNDATION) para este fondo Arturito dedicara (5 MILLONES DE DOLARES)...

RUDY BELLOUMINI. Está muy contento por la promesa que recibio en dias pasados, si gana Nixon Rudy será el encargado de Organizar todos los programas de Ciudades

Modelo en Estados Unidos, si todos los que ahora trabajan y ganan su pan de cada día por medio de Ciudades Modelo, vale mas que vean a Rudy.

MI CACHITO DE TERRE. Mi Cachito de Terre, es un lugarcito muy original, mas que un restaurante es un ambiente familiar, donde se sirven los mejores platillos mexicanos, su propietario el buen (MEME) es una persona muy amable, así que en forma muy especial les recomiendo MI CACHITO DE TERRE que esta localizado en las calles entre la 12 y Santa Clara en San Jose, muy pronto se organizara en este lugar la noche de los locutores esten pendientes.

ROBERTO VALVERDE. El panadero mas elegante de San Jose, muy pronto hara su primera grabación para Discos Falcon, ya hemos hablado con el Sr. Ramirez Gerente de esta compañía y ya se esta preparando Roberto para esta futura grabación, pues Roberto tiene bastante talento para salir airoso en hora buena Roberto y como siempre FELICIDADES.

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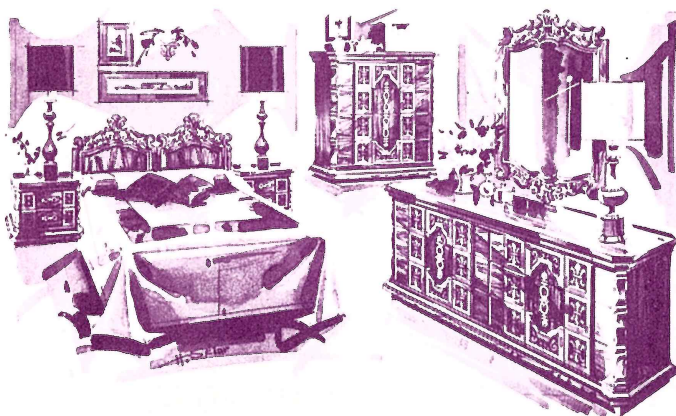
297-1339 1190 E. Santa Clara St.

HACIENDA

DISCOUNT FURNITURE

Old World Classic

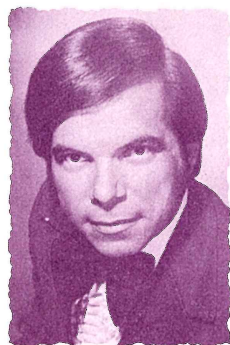
Spanish Styling



5 Pieces Complete

- Bed
- Double Dresser
- Mirror
- 4-Drawer Chest
- Nightstand

\$377.00



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Presidente

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

BUDGET MINDED PRICES WITH EASY TERMS



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MARIA REYNA

Es nativa de Mexico, D.F.
Ha radicado en San Jose por
Los pasados 5 años
Atiende a la escuela
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CHAMBELAN

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PADRINOS

Sonia Morales Tony Herrera
Frances Tajoya Joe Tajoya

Para celebrar el 15avo Aniversario
del Natalicio de su hija

Maria Reyna Cabral

Sus padres Felipe y Lucrecia Cabral
tienen el honor de invitar a Ud. y a su
apreciable familia a la

MISA de ACCION de GRACIAS

Que se verificara el Sabado 18 de Noviembre
de 1972, a las 3:00 p.m. en la Iglesia

Nuestra Señora de Guadalupe
2020 E. San Antonio St. San Jose, California

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SAN JOSE, CA.

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INCLUDES COMPLETE HAIRCUT AND SHAMPOO SET

THURSDAYS — TWO FOR ONE

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Introducing
ROSIE VALDEZ
Attends San Jose High
also works at the concession
stand in the Esquire Theatre
is the daughter of singer **ALICIA**
La PALOMA del NORTE



JOHN MESA ROOFING CO.

El Sr. John Mesa y su
distinguida esposa
atendieron al Banquete
en honor de la

SRA. BANUELOS

Tesorera de Estados Unidos
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Severo Ozuna y familia
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LOS BABIES de MEXICO
se presentaron en el
Hotel St. Claire de esta cd.
bajo los auspicios de la
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Alfredo Rodriguez
locutor de Radio **KGEL**
fue el
Maestro de Ceremonias

OZUNA



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PAN CALIENTITO

LOS 7 DIAS de LA SEMANA

MUCHOS TRATAN DE IMITARNOS
PERO NO PUEDEN
..... IGUALARNOS !

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HAN DADO LOS PRODUCTOS
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No Olvide Ud. que la FAMA que tenemos nos la ha dado la CALIDAD de
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Toda Clase de Verduras

MASA Para TAMALES

HOJAS - ESPECIES

Todos Los Domingos

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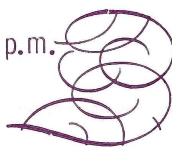
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Especialidades: Tortillas, Tamales,
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ORDENE SU MASA CON ANTICIPACION
para los Proximos DIAS FESTIVOS !

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

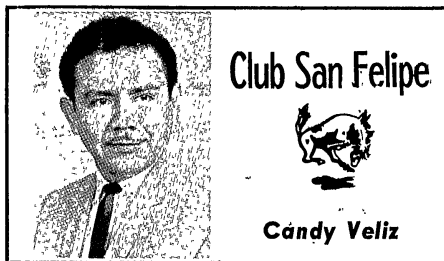


Departamento Completo De LICORES!

Esquina Prevost y Auzerais Ave.

Tel. 293 - 1773

San Jose, Calif.



Club San Felipe greatly appreciates your attendance at our dance at the Starlight Ballroom on October 14, 1972. It was a big success thanks to you and all the merchants that co-operated. Photos and details on the next issue of this magazine. Thanks.



Photo: Rene De Luna strikes it big.

There are lots of night clubs around but there is only one Quiet Village. The Quiet Village is the night club that very often has singers, or movie stars direct from Mexico City which means that the Quiet Village presents the best. The music that the Quiet Village presents is second to none. If it is an enjoyable evening you want, visit the Quiet Village. Art "Alaska" Lopez thanks you and I thank you.

Hacienda Discount Furniture has what you are looking for. If not, we will get it for you when it comes to furniture.

It is that time again, from now until the seventh of November you can be sure that TV will be saturated with political ads. They

all say so much and promise so much that it is hard to distinguish the truth from the BULL. I have room for just two short examples. President Nixon keeps promising the same things he promised four years ago. Senator McGovern promises things he will never be able to keep. That leaves us with only one solution, pick the best of the two evils and while you are doing it, keep in mind that we will always be in the same predicament; but such is life.

I played an old joke on Ricardo, El Tijuano, and it worked. I told him Timbrito and he said, un trago and I said no—Timbrito por no decirte Timbon. He had a hearty laugh which proves he can take a joke and that he is a nice guy. That he is and so are all his colleagues. Baile Usted pero que sea con musica de Los Tijuano.

Sundays are the days that Dan Alonzo and La Empresa De Los Grandes Espectaculos present the dances at the Starlight Ballroom in San Jose. The dances are the best; so if you want to dance, go to the Starlight Dance Hall, everybody has a ball. Bailamos?

Did you know that a man went to J. C. Penney and told Jose Aguariste that he wanted a pair of trousers color mierdis. Joe said that they didn't have any. "The man said "Come with me and I'll show you." He pointed to a pair of trousers and he said, "See," Jose said, "those are kakies." The man said "Kakies or mierdis, same thing. I pass."

Hacienda Discount Furniture, 1763 South First Street, San Jose, has all your needs when it comes to home furnishings.

Everybody goes to the Tropicana Lounge and Restaurant. It is located on the corner of Story and King Rd., in San Jose. Andy Flores and his great combo are there.

Sanchos Restaurant on Stevens Creek in San Jose, next to the Nite Cap is elegant, the food is great and it will soon be the place to eat in San Jose. Make it to Sanchos. Angel and Esther Gonzales will appreciate it. Tell them I sent you. They are nice people. Esther used to be a columnist in this magazine and she always made it interesting.

Congratulations to Benny Garza and Dorothy Lopez, they just became Mr. and Mrs. Benny and Dorothy are planning a trip to Del Rio, Texas, for their honeymoon. Again, congratulations to this nice couple.

A 23" color console TV for \$397.00 at Hacienda Furniture, 1763 South First Street in San Jose, and also at our economy store,

(continued next page)

SAN FELIPE.....(CONT.)

corner of 20th Street and Santa Clara Street in San Jose.

Greg and Lucy Gloria are to be congratulated. They just became the parents of a baby boy whom they named Andy. I guess you can say I was disappointed because they didn't name him Candelario, but like Greg says "NO WAY!!"

I guess that is was a great relief for Robert to know that he wasn't going to be a father. After all, we sincerely hope that the lady in question comes out just fine from her illness.

Congratulations are in order for Ray and Connie Paredes. They will celebrate their 25th wedding anniversary on November 11 in Del Rio, Texas, and making the trip to Del Rio for the occasion are Mr. and Mrs. Bob Rodriguez, Mr. and Mrs. Ted Cervantez, Mr. and Mrs. A. Gayetan, Mr. and Mrs. Benny Garza and many more couples whose names at the moment evade my mind. Congratulations compadre, comadre; you have my best wishes for many more years of happiness.

JESS' PLACE



**Comida Mexicana
Cerveza Bien Helada
MARIACHIS los Fines de SEMANA
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Jess Garage

Taller Mexicano de Mecanica



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115 S. 28 St.



70th ANNIVERSARY

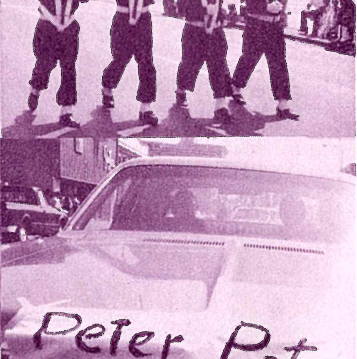
The sons and daughter of
LUIS AND MARY GRIJALVA
request the honour of your presence
at the

70th WEDDING ANNIVERSARY
of their parents

On Saturday, November 18, 1972, at 1:00 p.m.
Iglesia Apostolica — 480 S. McCreery Ave.
San Jose, California



Desfile del 16 de Sept. Fotos por RUDY BELLOUMINI



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



— EN PERSONA —
LOS TIJUANEROS

Con SU CANTANTE ESTRELLA

" ELVA "

Los LUNES y JUEVES desde las 9:00 p.m.
LOS DOMINGOS desde las 6:00 p.m.
DOS ORQUESTAS !

Concurso de Aficionados

TODOS LOS JUEVES

TESTING SKILLS — Diego Riveria (left) a bilingual evaluation counselor and psychologist, helps set up a hand-lettering test for Reinaldo Cintron at the Philadelphia Jewish Employment and Vocational Service Center. The Center is conducting a work skills testing program, funded by the U. S. Department of Labor, which utilizes a battery of 28 "work sample" tests rather than conventional written tests to gauge the working ability of disadvantaged, functionally illiterate workers. The tests, given in an industrial setting, are coupled with psychological and guidance counseling aimed at preparing enrollees for permanent employment.



**Gloria's Bridal
Salon...**

....A VERY SPECIAL PLACE TO
FIND THAT SPECIAL GOWN THAT
BECOMES A SPECIAL MEMORY ...

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SINCE 1947

- wedding gowns
- bridesmaids gowns
- mother of the bride
 - formals
 - street wear
 - lodge

**PRICES to SUIT
ALL BUDGETS**

**Bridemaids from
\$36.00**

**WEDDING
GOWNS
from \$69.95**



Most Major Credit Cards Accepted
OPEN MON. & THURS. TIL 9 P.M.
ALL PARKING TICKETS VALIDATED



Quince Años

MARIA DEL ROSARIO CAMARENO

El Sabado 14 de Octubre de 1972, a las 4:00 p.m. en la Iglesia St. Joseph's de esta ciudad se verifico la

MISA DE PRESENTACION

Fungieron como padrinos Braulio y Carolina Fuentes

La RECEPCION se celebro en el

Hawaiian Gardens (Terrace Room)
Amenizaron esta lucida recepcion el Mariachi de Isidro Rivera Los Abajeños

Orquesta Los Perfiles
y el Conjunto de Alex Gonzalez

En la grafica: Roberto Gonzalez, Jr.
Chambelan, Maria Del Rosario y sus padres
Jose y Olga Camareno

MADRINA de COJIN
Diana Angeles

MADRINA de MEDALLA
Maria Del Rosario G. Vda. de Cantu
PADRINOS de CHAMPAGNE
Sr. y Sra. Frank Camacho

PADRINOS de SALON y RELOJ
Sr. y Sra. Felipe Angeles
PADRINOS de ESCLAVA
Sr. y Sra. Carlos Castañeda

DAMAS

Priscilla Garcia
Virginia Narvaez
Margaret Hernandez
Rosemary Treviño
Rosie Baca
Janie Baca
Rosalinda Gonzalez
Rhonda Devito
Lulu Gomez
Barbara Fuentes
Anita Villalobos
Rosie Bejarano
Tommie Rios
Patty Palombo

CHAMBELANES

Eddie Garcia
Albert Marquez
Richard Platt
Randý Mendoza
Joey Alvarado
Robert Vargas
Conrad Romayor
Mike Devito
Jessie Ornelas
Rich Marcusen
Richard Chavira
Roy Espino
Richard Reveles
Marty Shonfaucó

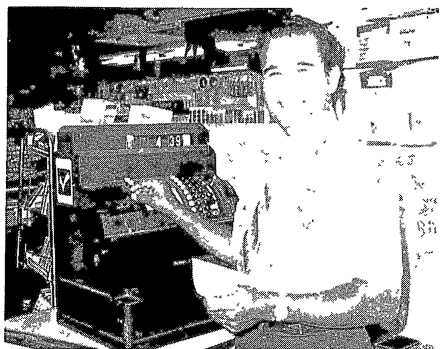
Pink Elephant Mkt

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DANIEL SALAZAR

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Food Stamps Accepted
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BEER & WINE

No. 1 PINK ELEPHANT MKT.

400 S. King Road 272-2446

No. 2 Hyde Park-Pink Elephant

1098 N. First St. 998-9967





On September 30th of this year, at two o'clock in the afternoon

MISS CARMEN MURO

Exchanged wedding vows with

CESAREO SANCHEZ

At Saint Patrick's Church in this city

The Reception was held at the Lion's Club on Bascom Ave. with all their friends and relatives attending.

ENLACE SANCHEZ — MURO

In photo: Socorro Meza, Adela Delgadillo Salome Ortiz, Amy Flores, Miriam Maldonado, Sharron McGill, Linda Sanchez, Rosa Vizcarra, Socorro Delgadillo, Margarita Vizcarra, Mary Ruth Muro, (Carmen Muro) (Cesareo Sanchez) Jose Luis Sanchez, Efran Vizcarra, Gabe Chittenden, Jose

Ortiz, Jose Vizcarra, Rafael Torres, Marcos Ortiz, Ramon Espinoza, Russell Ringler, and Mike Ortiz.

Pajecitos: Dianne Ibarra, Christine Balekian and Mark and Anthony Sisemore.

(RICHARD DIAZ photo)

How much rent do you pay for your apartment?

You can own your own home — 2, 3 or 4 bedrooms • electric kitchens • swimming pool
• recreation center • no exterior maintenance — and payments like rent!

FROM \$21,495 VA/FHA/CONVENTIONAL

Northpark Square

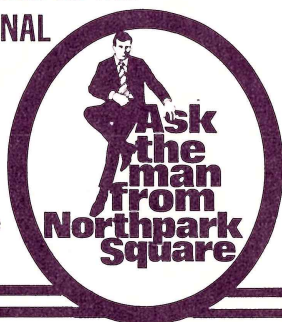
patio town homes

2201 Amberwood Lane, San Jose, Calif. 95132. Telephone
(408) 263-6050. Sales office open daily 10 a.m. to dusk.

MARK OF BUILDER EXCELLENCE

ROBERT M.

GRANT CORPORATION



CARLOS CASTILLO y Su TROPICANA

TODOS LOS VIERNES



Algo Unico ! NO FALTE UD.

ARTURO'S QUIET VILLAGE

293 - 1010 950 S. First St.
San Jose, California



SELLING YOUR HOUSE?
Call Today or Tonight for a
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MANUEL MARTINEZ
OWNER



AL MENDEZ



HERMAN
ALVAREZ



STEVE AUSTIN

OUR NAME IS YOUR GUARANTEE
OF A GOOD DEAL

TOWN & COUNTRY REALTY

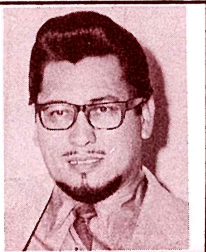


AMBROSE
BALCAZAR

251-3626 1666 E. SANTA CLARA ST.

CRITICA SOCIAL

por
Rudy
Belloumini

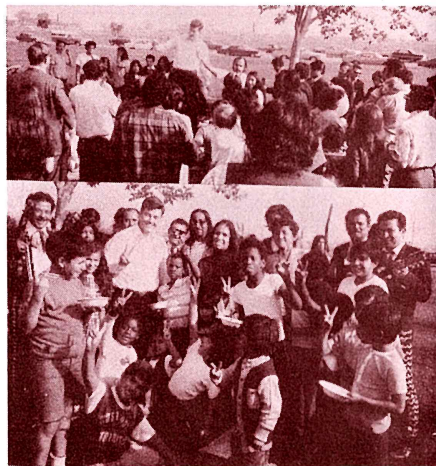


"This is not my party, not this year. These people do not represent me" ... John H. Bunzel, San Jose State University President (in reference to the McGovern People) Este no es mi partido, no este año. Esta jente no me representa. (En referencia a la jente del candidato McGovern).



State Senator Al Alquist (un verdadero amigo de nuestra gente, voten por el) is seen talking with Carolyn Kaitz and Joe Hernandez about problems of young people and minorities. Senator Alquist was the author of SB 164, which opened educational opportunity to thousands of disadvantaged students in California's community colleges. Senator Alquist has been endorsed by LA RAZA and MAPA for re-election on November 7th. VOTE for his re-election for he has "the willingness to listen ... the courage to act!"

Have you met U. S. Congressman Paul N. (Pete) McCloskey? Although he is registered as REPUBLICAN, the majority of good DEMOCRATS and REPUBLICANS, Catholics and Protestants, are voting for him. You see, what 'political fanatics' fail to un-



derstand is that now-a-days most people support a candidate as a man and not as to what political party he belongs to — "loyalty to any political party is a thing of the past." Vote for the man, not his political affiliation ... Would you vote for Judge Gerald CHARGIN? After all, he is a DEMOCRAT and is still in office. How come the loyal DEMOCRATS didn't lift a finger to stop him from being re-elected as judge of the Superior Court? *Think about that when you are all alone in the voting booth.* In the picture, 'Pedro' McCloskey is being hosted by nuestra RAZA at a recent RICHARD VALDEZ FOR McCLOSKEY Picnic. "Richard Valdez refused to serve on jury duty because Judge Chargin is still on the judiciary bench." How does that grab you?



Another candidate with a CHICANO heart is Assemblyman Alister McAlister of the 25th Assembly District. He is a quiet man who believes that "action speaks louder than words." Vote for Assemblyman Alister McAlister to continue representing us in the 25th Assembly District. In the picture, Assemblyman McAlister is presenting the State Flag to President George Lydon of the
(continued next page)



El Tropical Club

Baile Los Fines de Semana

Juev. Vier. Sab. Domingos y Lunes
Los Mejores **CONJUNTOS** Norteños!

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\$2.08 for a 4'x8' Sheet

Weekdays 9:00 to 9:00 p.m.

Weekends 9:00 to 5:00 p.m.

A huge selection of supplies for homes, trailers campers, boats, etc.



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Manager Mr. LUNDBERG**

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56 W. SANTA CLARA



CRITICA SOCIAL (CON'T)

United Nations Festival of Santa Clara County. Looking on is Mrs. Sue Hughes,

Vice-President and THE CONIFF DANCERS, director is Patricio Calderon of Escuela Coniff. "Don't be a MEANY... vote for somebody."



OPPORTUNITIES INDUSTRIALIZATION CENTER of Santa Clara County is staging a GO-GO Milk of Human Kindness (benefit) Dance at their O.I.C. dormitory, 425 South Market en San Jo, Calif. man... el sabado, November 11th from 8:00 por la noche to the wee hours of 2 a.m. el otro dia. **BACHELORS Y DIVORCIADOS** and 'don't you dare' group... mucho ojo, once inside the place, you will be treated to 10c a dance and 25c a kiss, \$1 meals and 50c drinks & cervezitas heladitas. Traigan muchos dimes, at 10c a dance you can afford to dance with diez diferentes lasses. In the romantic setting, las secretarias of O.I.C. are discussing what to wear for this memorable clear field. "If you have a weak heart, you can't afford to attend this function; the excitement will kill you," dice Dan Alfaro del O.I.C.

Mini Notas: A \$2.8 million damage suit charging a San Jose based Mexican restaurant chain with refusing to hire black persons has been filed in U. S. District Court in S. F. TACO LA PAZ's owners on many occasions have been heard to state that they would "never hire a nigger," the plaintiffs allege... (besides their gringo tacos are not too hot)... Model Cities Comité de Donaciones is conducting a **FOOD DRIVE** para el dia de dar gracias; if you can afford it,

bring some groceries next time you're at their offices at 489 Almaden Ave.... On Nov. 7th, vote NO on Prop. 22; YES on City of San Jose Measure I for more housing runned by the Housing Authority and above all don't forget to re-elect **VICTOR F. CORSIGLIA, SR.** as Director, District No. 2 Santa Clara County Flood Control and Water District for continued responsive attention to the business of the people and Richard Nixon for presidente de los Estados Unidos. "Action speaks louder than words or promises, promises and promises." Ask yourself... (What have the other candidates including the one who is running for the Communist Party done for **LOS NUESTROS?**) **NADA!!!**

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or

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Asistio a la escuela Irvington High
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*JJ
FM*

*Sr. y Sra. Martin Vasquez
Sr. y Sra. Oscar Moraida
participan a Ud. el enlace de
su hija e hijo*

Linda y Joseph Henry

*Y tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 4 de Noviembre de 1972, a las
4:00 de la tarde, en la Iglesia Catolica
Santa Paula — 41933 Blacow Road
Fremont, California*

JOSE

Tambien nacio bajo la estrella
Solitaria Kingsville, Texas
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Asistio a la escuela
Irvington High

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Mon. thru Fri. 9 to 6
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CORNER OF
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" THE UNTOUCHABLES "

On CHANNEL 36



JOE SANCHEZ



LOIS FISHER



GIL COXA



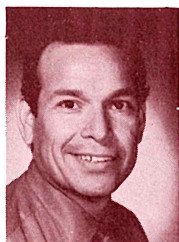
PILLIE
VILLALOBOS



JESS
CORDERO



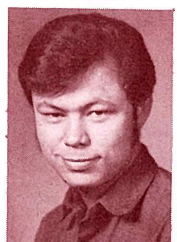
LOUIE COXA



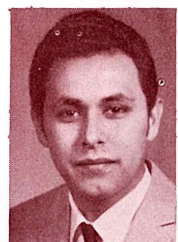
MARTIN
MENDEZ



CAREY
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FRED
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DANNY VIGIL

BUNK BEDS

WITH LADDER AND GUARD RAIL

\$19.95

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San Jose

Furniture Discount House

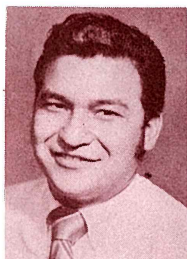
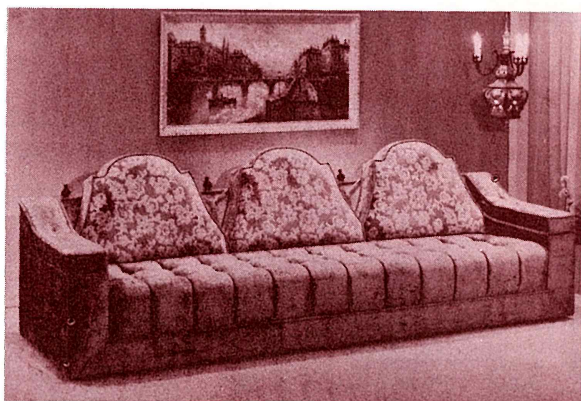
82 E. SANTA CLARA

SAN JOSE CORNER OF
THIRD STREET

SPANISH

SOFA

\$199.00



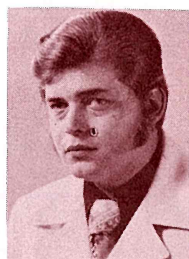
LUPE ALONZO



RAY
SALDAÑA



STELLA LOPEZ



GARY JOHNSON

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607 E. Market St.
Salinas, Calif.



1501 BROADWAY
FRESNO, CALIF.



PHIL
RODRIGUEZ



CARMEN
RODRIGUEZ



PETE
KONON



RAUL
GUILLEN

Teatro LIBERTY

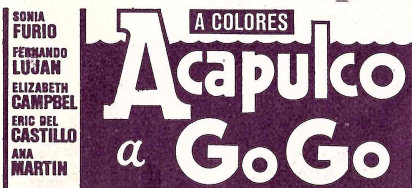
TONY D. MARIA Gte.

297-1456 67 S. MARKET ST. SAN JOSE, CALIF.

MIÉRCOLES SOLAMENTE

1 de NOV. DOMINGO-LUNES-MARTES 5-6-7 de NOV.

PREMIERE



UEVES-VIERNES-SABADO

2-3-4 de NOV.

— ADEMAS —

