

El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



Año 15, Numero 21

August 20, 1965

San Jose 10, California



Nora Elia Terrazas TO WED SUNDAY, SEPT. 5, 1965

CORONATION BALL - AMERICAN GI FORUM STATE CONVENTION



MR. and MRS.
Naro Moran



MR. and MRS.
Mario Vazquez



MR. and MRS.
Joe Flores

Lampara Hecha en Forma de
CARRETA COLONIAL

Hechas a Mano
Excelentes para Regalos
Decorativas

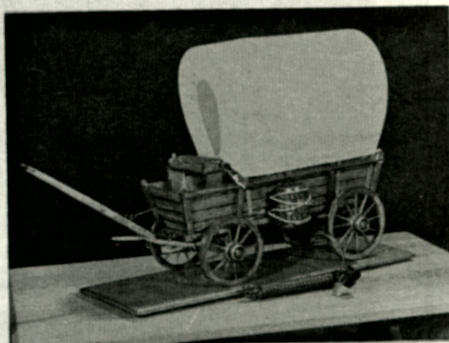
\$15.00

Llene el CUPON y Envíelo HOY MISMO
Para Mayor Informacion.
V.C. WOODEN ARTICLES
1519 Bahama Way San Jose, California 95122

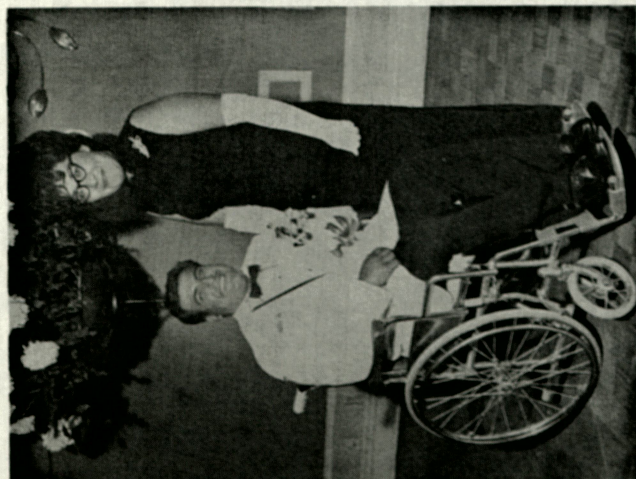
Nombre _____

Direccion _____

Ciudad _____



Hecha en Mexico
Todas las Ordenes pagadas anticipadas recibirán
Una Cubierta EXTRA **GRATIS !**



CORONATION BALL
American GI Forum
STATE CONVENTION
Cabaña Motel

MR. and MRS.
Pedro and Beatrice Arballo



THE POLITICAL ● SCENE

William T. Ellis

THE PROJECT: We are all proud of the job done by Lino Lopez in bettering the understanding between the Mexican American and the Anglo community. The Mexican American Community Services Project can, during its first year and a half, be hailed as a successful endeavor. But where does it go from here? Under the terms of the grant from the Rosenberg Foundation the community must keep the project going. During the past several months every effort has been made to secure funding for the project upon the termination in December of the grant from the Rosenberg Foundation. All possibilities have been thoroughly explored, but to the same end - the end of the project.

It will be the end unless a new source of funds is made available. The proper sponsor of the Project, however, should be the one organization widely acclaimed to this type of activity: **THE UNITED FUND.**

The United Fund has been contacted with regard to the problem, but their administrators apparently do not know who the Mexican American is or that he may have a problem. It seems now that the Mexican American, each individual and organization, should help the "Fund" to understand the needs of the community by writing, calling or visiting their office in support of their sponsorship. For further information contact Lino Lopez, c/o Mexican American Community Services Project, 1668 East Santa Clara St., San Jose (259-3940).

CONFERENCE RE: EMPLOYMENT

Members of the Mexican American community met with the California State Employment Service, Department of Employment this past week to seek ways to better serve the needs of the community. This may or may not have been the intent of the Department, however, after the conclusion of the program they seemed to show a bit more heart for the Valley of Delight.

The moderator, Mr. Robert Rodriguez, had a little difficulty in sparking participation of the audience. The need for local personnel in the various employment and retraining programs became increasingly apparent with the departments cross comparisons of Santa Clara County problems with those of the Negro communities of Los Angeles and Hunters Point.

The floor took charge during the report from the Department of Employment to give back a grass-roots evaluation of their operation. Of primary concern was the attitude in policy and by personnel toward the Mexican American. A frank discussion by those in attendance brought forth an almost predictable answer from the department: that they were unaware and would check into it all when they get back.

There were several promises of progress. Interpreters will be made more accessible, the Mexican American will be met in a more respectful manner and their affairs conducted with greater cooperation. To insure a furtherance of communication between the Department and those who they are supposed to service a committee was formed under the leadership of Al Piñon. This will obviously succeed only if we keep up the initiative at this and support the committee in all ways possible.

NOTE: A "Pat on the Head" is like a flat cerveza (or is it cabeza) ?

COMMERCIAL PRINTING
PUBLISHING
PHOTOGRAPHY

Spanish - English Magazine
Reaching 30,000 Readers

*Humberto
Garcia*
DIRECTOR



CY 2 - 4273

195 DEVINE ST.

SAN JOSE, CALIFORNIA

Sandoval Rest Home



CASA de RETIRO
para ANCIANOS
que reciben Old Age
Pension o Ayuda del Welfare
Excelente Ambiente !
Dietas Adecuadas !
El Mejor Trato y Cuidado
Sra. Isabel Sandoval Prop.

Tel. 297 - 1721

300 S. 22 St.



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

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Silk & Wool 1 Button CONTINENTAL SUITS

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

Pendelton Shirts

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



INTERNATIONAL
and
Bank of America
Chg. Plans

Art Martinez

CY 3-3236 290 S. FIRST ST.

Please Remit: **\$2.99**

Check () or Money Order ()

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

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

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SUBSCRIPTION BLANK

No. Calif's Oldest Mexican-American Publication



In Subteen Style
Shampoo, Cut & Set \$4.75

SPECIAL Shampoo & Set \$2.50

(MONDAY THRU THURSDAY) Reg. \$3.50
Long Hair Slightly Higher (With This Ad Only)

Budget Permanent COMPLETE NOW ONLY \$4.85

RAYETTE PROTEINIZED Permanent

\$7.95 COMPLETE

REGULAR \$12.40

(Includes Styling, Haircut (regular or medium length hair), shampoo and set.

LA ROSA BEAUTY SALONS

186 S. Second St. 1504 E. Santa Clara St.
CY 4-9254 251-1845
Open 'til 9 p.m. Monday thru Saturday
Eastside Location open Sunday 9 to 3



Club Zanzaree

MARCE MORA

Congratulations to Club San Felipe on their sixth anniversary dance held at the St. Claire Hotel, July 31st. There was quite a large crowd and everyone seemed to be enjoying themselves. The music was terrific and all the queens who represented different clubs were well presented. Los felicito!

A message to a certain someone who is quite concerned about our girls from San Jose who are dating musicians or movie stars from out of town or local. I have talked to various of these girls and they have this to commend: Well, it's time to change faces and we seem to be enjoying their fine company, too bad there isn't any women movie stars or women musicians who would take the time like these men, or should we say maybe they don't think it's worth their time. I don't blame you girls, for what I have seen their worth dating.

What's this I hear Connie & Angie receiving long distance calls from the famous and popular Sunglows.

Se aventa, muchachas.

* * * * *

Seems there is a certain radio announcer from out of town that tries his best to announce on Sunday afternoons who claims he's the greatest. All I have to say is a lot of people think he's all talk and no action.

Mr. Ben Gutierrez, KPER manager, and his family are taking a trip to Sequoia Valley. They couldn't have picked a better time with this hot weather.

On the following picture Club Zanzaree feels honored to introduce Miss Mary Gutierrez who is a contestant in the Burgie contest. She is competing for the KPER radio station in Gilroy, California. She is a very lovely girl, she was born in Mexico but now resides in San Jose. The best of luck to her. We hope to give you more details about her in the next column, also in the following picture is Minnie Molina, who is also competing in the same contest but she is with

Radio KLOK - San Jose. We also wish her the best of luck. The musicians are Kiko Morales and his Satellites, and yours truly, who I feel honored that I was chosen two years ago as one of the semi-finalists in this contest. I represented KPER radio station in Gilroy, California. The best of luck to these two lovely girls. The contest closes in one more week.

-- Marce Mora

MARY
GUTIERREZ
Burgermeister
Contestant



In picture is Kiko Morales and his Satellites yours truly and lovely Minnie Molina also a contestant in the Burgie contest in San Jose.



Aquí... MEXICO

*Catalina
Barragan*

EN LA MONTAÑA

Aquí estoy, cara al cielo, frente al paisaje mudo

llamandote en la ausencia como nadie te llama

Recuerdas? Una noche..... reclinada en tu pecho

soñolientos los ojos, la mirada perdida..... entre abrazos y besos yo soñaba, soñaba

Quería una casita perdida en la montaña, un perro, y yo a tu lado.

Tu y yo solos lejos, frente al paisaje inmenso con nuestro amor tan solo y sin decirnos nada

Ahora yo estoy lejos hay un perro y una casa, como soñe, amor mio..... perdida en la montañapero tu estas distante y el paisaje se nubla al nublarse mis ojos empañados de lagrimas

Hay un perro y una casita como a mi me gustaba

Aquí estoy cara al cielo, mirando las estrellas como en aquella noche cuando tu me enseñabas que ellas siempre titilan.....

que no estan nunca quietas que no tuviera miedo Recuerdas?

Yo no se si de miedo o de amor en tus brazos temblaba

Desde entonces, amor mio pienso en las estrellas que como yo tienen alma

Como tu me querías, aquí estoy ... solitaria recordando tus besos perdida en la montaña mirando las estrellas distantes, pero ahora, aunque todas titilan.....

Nadie me enseña nada!

Nadie me dice ahora: Mi Negra, mi vida.... no tiembles..... ¡Si no va a pasar nada!.....

Nadie cñe mi cuerpo como en aquella noche!

Nadie besa mis ojos nadie seca mis lagrimas

Nadie besa mis labios como tu me besabas

Y estoy sola distante con tu recuerdo solo

Llamandote en la ausencia como nadie te llama

Los establecimientos que anunciamos
son de responsabilidad

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

Toda Clase de Productos
Mexicanos.

PIÑATAS - Bolsas de Cuero etc.

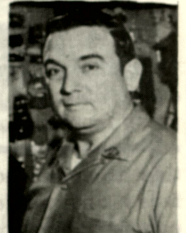
MASA para TAMALES - HOJAS

A la hora que Ud. las Ordene

MENUDO

Todos los Domingos

CL 8 - 4702 1884 Alum Rock Ave.



Angelique's Beauty Salon

Salon de Belleza Mexicano

Rayette Proteinized
Regular \$15.00 complete
Permanent \$7.95



EVERY MONDAY

Shampoo & Set \$2.50

Open Monday thru Friday 9 to 9:00 p.m.
Saturdays 9 to 7:00 Sundays 10 to 3:00 p.m.

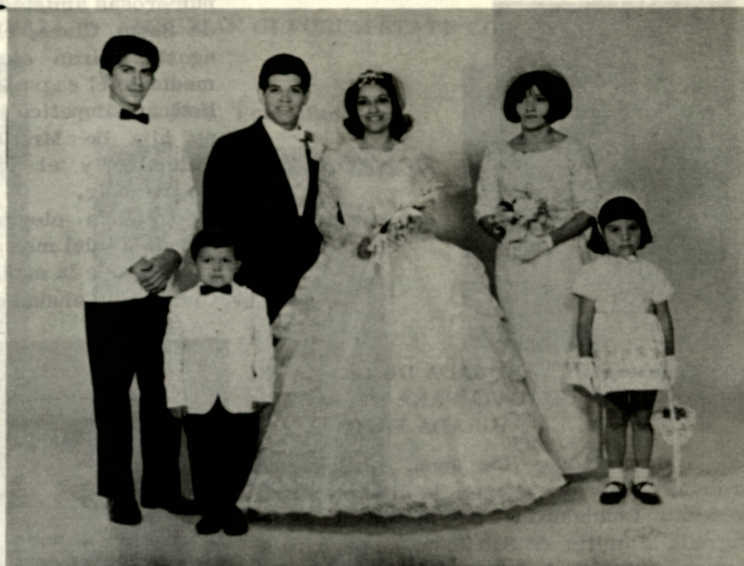
LOLA GONZALES, Mgr.

Across from NEWBERRY'S

Phone 259 - 2100 1128 KING RD.

Salcido - Silva

LEITER STUDIO.

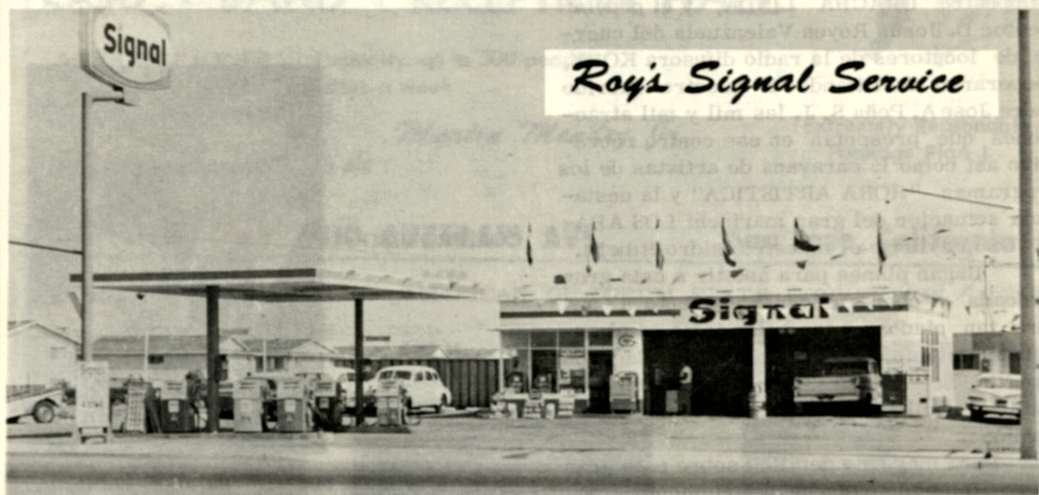


IT WAS A MAY WEDDING for Jessica Silva when she became the bride of Mr. Oscar Salcido. Both are natives of Texas but resided in San Jose prior to their wedding.

Mrs. Salcido is the daughter of Mrs. Silvestra Silva and Mr. Salcido is the son of Mrs. Connie Muñoz.

The wedding took place at Holy Family Church in San Jose with Father McKee officiating at the 4:30 P.M. ceremonies.

The couple honeymooned in Santa Barbara and have established residence in Hollister, California.



Roy's Signal Service

Servicio Completo de Mecanica

Roy Talavera, Owner

OPEN DAILY 7:00 a.m. - 9:00 p.m.

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

We Give BLUE CHIP STAMPS

General Tires - Signal Batteries

Accessories

(near Lawrence Station Road, in Sunnyvale)

296 - 9709

1073 E. El Camino Real

Sunnyvale, California



*Maria de la
Luz Sánchez*

LA GRAN TARDEADA DE LA SOCIEDAD GUADALUPANA DE LA IGLESIA DE LA SAGRADA FAMILIA

Como todos los años, al llegar el ardiente mes de agosto, la numerosísima Sociedad Guadalupeña de la Iglesia de la Sagrada Familia de San Jose, se prepara a llevar a efecto su famosa y gran Tardeada en el consabido Alpine Park y con todos los atractivos que caracterizan este magnifico evento.

Por este año la tardeada se llevara a efecto el domingo 22 de agosto con la nota novedosa, de que los Sres. Francisco Molina, empresario del nuevo Centro Social Campestre CHACHA LINDA, y el popular locutor D. Jesus Reyes Valenzuela del cuerpo de locutores de la radio difusora KOFY, cooperaran facilitando a nuestro querido padre Jose A. Peña S. J. las mil y mil atracciones que presentan en ese centro recreativo asi como la caravana de artistas de los programas "HORA ARTISTICA" y la destacada actuacion del gran mariachi LOS ABAJENOS que dirige el maestro Isidro Ribera.

Hagan planes para asistir a esta gran tardeada y cooperar generosamente a una obra tan piadosa y tan bella como es el engrandecimiento de la Iglesia de la Sagrada Familia, de la que tanto bien espiritual y material recibe la gran Colonia Mexicana de San Jose.

Para mayores detalles sobre este gran acontecimiento, escuche diariamente los programas radiales del Padre Peña. ALABEMOS AL SEÑOR transmitidos por Radio KOFY a las ocho de la mañana y a las seis cuarenta y cinco de la tarde. No se los pierda. Son interesantísimos.

BODA GOODMAN-PALOMINO

De acuerdo con las elegantes esquelas que profusamente han circulado entre las

numerosas amistades la familia Palomino de Santa Clara, el día 14 del actual mes de agosto, uniran eternamente sus destinos, mediante el sagrado vinculo matrimonial, la linda y simpatica jovencita Annette Palomino, hija de Mr. and Mrs. Joseph Thomas Palomino y el joven Mr. John Frederick Goodman Jr.

Esta elegante boda tendra lugar el sabado 14 del mes que transcurre a las diez y media de la mañana en la iglesia de Santa Clara en la ciudad del mismo nombre.



Deseamos a tan simpatica pareja mil y mil felicidades en su nueva vida.

Para la recepcion los invitados deb- eran concurrir a las seis de la tarde a la residencia de los padres de la novia, 1770 Liberty Street en Santa Clara.

COMPROMISO



Engalana nuestra galeria social la fotografia de la guapisima jovencita Billie Ann Kleinsmith y su prometido, el joven Douglas Toombs, quienes acaban de comprometerse con el beneplacito de sus respectivos padres. Billie Ann es nietecita muy querida del Sr. Richard Y. Sanchez y de acuerdo con los presagios que se perfilan, en un no lejano porvenir esta gentil pareja se unira en matrimonio colmando asi su grande y sincero cariño.

CORONATION BALL - AMERICAN GI FORUM STATE CONVENTION



Fernando Ayala
Marce Mora

Mr. & Mrs. Tony Marquez



Eloisa and
Manuel Ramirez

CONTINENTAL *Cuisine*

AVAILABLE For

Banquets & Wedding Receptions

FOOD - BAND - RECEPTION HALL



AIR CONDITIONED Capacity up to 500 people

Available 7 days a week

For Further information Call:

Martin Mendez, Jr.

Extremely Reasonable
Package Plan I

LAS PALMAS TACO BAR

CY 5 - 3132

1310 AUZERAIS AVE.

San Jose, California

CORONATION BALL - AMERICAN GI FORUM STATE CONVENTION



Mr. and Mrs.
Manuel Constancho

Mr. and Mrs. U. F. Lopez
Riverside, Calif.



Mr. and Mrs.
Hector Castaño



A Voice

MARIA
REYES

THIS 'N THAT . . .

If I were asked who is one of the best actors in Mexican films my answer would be Ignacio Lopez Tarzo. I am thinking of the characters he portrays in the three movies I have seen him in, LA CUCARACHA, LA BANDIDA and EL GALLO DE ORO. He portrays them with a rare sensitivity. These men are silent, loyal, but so unaccomplished and therefore by American standards, failures. All three of them were hangers-on.

They were failures not because they were followers instead of leaders, but they were failures because they never tried to lead, in other words they never took risks.

And yet, the characters he portrays are lovable, real, perhaps because we feel so akin to them. In their smiles we see our own smile, their suffering becomes our own, and even when they swear we too swear with them. When Dionicio said, in EL GALLO DE ORO, "vamonos a la tiznada," he made me cry, for he was not trying to be funny. When we really swear, we are in earnest--we are suffering.

While watching EL TEJEDOR DE MLAGROS, I laughed, but those around me did not think the movie was funny. Too bad. Superstition is funny when it is believed to such extreme, more so when there was only one man who tried to prevent the inevitable, for not only was superstition involved, but greed too. Greed making use of superstition, isn't that ridiculous? And pitiful? And common? But I lost pity, not for the couple that eventually lost the child, but for the people. I saved it all for me, for us, that live under a different type of superstition.

ANIMAS TRUJANO, a truly great movie. Animas was a most loathsome man, unfaithful, greedy, and stupid--yet he had

goodness in him. We could safely say that the good in him was forced out because of the evil he had done. I do not remember whether he was angry when his wife killed his mistress--but I don't think he was.

So he decides to take the blame, and off to jail he goes. He realized that his children needed his wife more than they needed him. When he had been in jail his wife had done very well without him, and she would do so again. Not much fun without him -- the bum!

* * * * *

A song, one of my favorite songs--- LAMENTO BORINQUEÑO. Once I listened to it while watching the remnants of a kite on a tree. A kite that was tied to a tree-but not for long. The wind kept stealing snatches of it, and carrying them I know not where.

The song begins on a happy note. Full of hope--the hope of a man who goes to the city to sell "the fruit of his labor." How happy he is. Even the mare is happy for him. But the people in the city are poor too and he fails. Yet we feel that tomorrow he will try again.

So if at first you do not succeed try try again. And with the same hope. Yes, even if we too, as that man does, cry on our way home.

And now a thought:

Life is forever with you

It doesn't pass you by,

Unless you let it grieve you

But not if you take your grief in stride.

-- Maria Reyes

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian



Directors Coats Cuta Away
Bridal Hoopskirts
Fur Stoles



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

\$8.50

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

Ida's TUXEDO RENTAL

CY 2 - 9102

380 S. First St.



AMERICAN GI FORUM CONVENTION, CORONATION BALL -- Shown at the recent GI Forum Convention Coronation Ball are these four well known residents of San Jose: Left to right, Tony Barajas; Joe Mora, Jr., Becky Sandoval and Jesse Mora.

Jo - Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Cold Wave

Permanent

\$7.50

EXPERIENCED
OPERATORS

Who use only the Finest
Solutions and Fully

GUARANTEE

Their WORK



JOSEPHINE MONTECINO

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

CLOSED MONDAY

Josephine Montecino - Margaret Vasquez

Corner Delmas and Auzerais

CY 2 - 2550 385 Delmas Ave.

"AN EVENING OF GOLDEN MEMORIES"



"2ND ANNUAL
REUNION BALL"

SAN FELIPE

ADMISSION LIMITED ONLY TO

EX-STUDENTS

AND THEIR PARTNERS

BID \$5.00 PER COUPLE
SEMI-FORMAL

HAWAIIAN TERRACE

SAN JOSE

SUNDAY SEPTEMBER 5, 1965

9 PM - 1 AM

CINEMA NEWS

Rigo Orday



AWARD WINNING PHOTOGRAPHY

Cinematography has been and is closely related to photography. We can be rightly justified at calling it (photography) the forefather of the motion picture. Every so often we remember the pioneers of photography and come to the conclusion that they were artists.

Today's photographers are artists. Their works show a quality that could be compared to that of Rembrandt & Da Vinci.

Every so often there are contests to compare the art of one photographer to that of another. The winner is always the best. At the 13th annual convention sponsored by the Professional Photographers Association of California, Arthur Mintz, photographer from Los Gatos, was named one of the 10 award winners from a field of 1,000 competitors. The association held its yearly convention in Fresno where Mintz was also selected to exhibit among 50 honorable mention photographers.

Mintz is a graduate of Fremont High School. He studied 2 years at San Jose State under George E. Stone, a well known photographer.

Arthur Mintz also attended the Fred Archer School of Photography in L.A. While still young he won 3rd place in the Scholastic Arts magazine contest. He was previously employed for 11 years at Westinghouse where he did commercial-industrial photography. He now has his studio at 120 North Santa Cruz Avenue, Los Gatos.

The picture that placed him among the best photographers of California and among the nation is at the bottom. It was done in full color. He submitted another picture very much like the one published here. The judges were having a hard time figuring out which of the two pictures to give the prize. At the last minute, and as a last re-

source, they decided to flip a coin. Arthur Mintz is pleased that his work is so good that it can compete with itself.



Some time ago I received a letter from somebody stating that they had liked my article. I wrote back and we became friends. That person reviews EL GALLO DE ORO, a picture previously shown at the Liberty Theater.

CRITICA CINEMATOGRAFICA

EL GALLO DE ORO de Clase Films Mundiales, con Ignacio Lopez Tarzo, Lucha Villa y Narciso Busquets. Director, Roberto Gavaldon; Fotografia, Gabriel Figueroa.

Despues de tanto tiempo de ver peliculas con un falseado folklore, nos llega una pelicula que nos hace recordar con nostalgia la época de oro del cine mexicano. Esta pelicula se llama EL GALLO DE ORO. El tema de los gallos de palenque es mediocre pero la extraordinaria direccion de Gavaldon, la fotografia del mundialmente famoso Gabriel Figueroa, anadiendole el reparto, se ha formado un filme que no hara historia pero que nos da animo para seguir viendo material Mexicano.

Lucha Villa, la Lucha Reyes de los tiempos modernos, explota artisticamente en la pantalla, actuando como una verdadera actriz y entonando las canciones mas bravias de los tiempos idos. Es una sorpresa que no nos esperabamos de ella, pero por eso gano "La Diosa de Plata" en Mexico como la mejor actriz de 1964. Narciso Busquets, actor de extraccion teatral, es otra sorpresa. Usando su varonil voz, que una vez usara Emilio Fernandez, y su inegable talento, refleja al hombre rudo y valiente del mundo folklorico mexicano. E Ignacio Lopez Tarzo? Muy bien, gracias, pero solamente cumple en una pelicula que debia llevar una figure internacional sin haber cruzado las fronteras mexicanas.

— Manuel Valadez Hernandez



Obtenga estos Valiosos Certificados al Comprar su Traje de NOVIA



ABIERTO Lunes de 12:00 del día a 9:00 p.m. Martes, Miércoles,
Viernes y Sábados 9:30 a 5:30 p.m. - Jueves de 9:30 a.m. a 9:00 p.m.

LAY AWAY PLAN — First National Bank Card

Se ofrece un SERVICIO COMPLETO para la Novia
Fotografía, Florería, Invitaciones, Pastel de Bodas

Excentrico Printing Shop

THIS CERTIFICATE IS Good for Publishing
Engagement or Wedding Picture
Wedding Invitations - Humberto Garcia
CY 2 - 4273 195 DEVINE ST.

ATTEND THE CHURCH of YOUR Choice



Navlet's

SINCE 1885
"FAMOUS FOR FINE FLOWERS"
Grand Dissection

POMPEYO GARCIA
FIRM REPRESENTATIVE

292-8311 Corner 2nd & San Fernando

This CERTIFICATE IS WORTH
\$10.00 Towards purchase of
Bridal Unit
Jack Miteuli, Jr.

Specials On WEDDING CAKES

THIS CERTIFICATE is Worth \$10.00
To Apply towards the purchase of
WEDDING CAKE

292-6880

27 E. San Antonio St.



Mayo Bridals

"La Casa de la Novia Elegante"

Le ofrece un SERVICIO COMPLETO para NOVIAS
Fotografía, Florería, Invitaciones, Joyería
y Pastel de Bodas.

CON DESCUENTOS ESPECIALES !

Ofrecemos los ultimos
ESTILOS en TRAJES para
NOVIA y CORTE !



Henrietta Lorigo, Prop.



Tel. 294 - 4348

85 W. SAN ANTONIO ST.

Candidato a Reina

Fiestas del 16 de Sept.

Linda's hobbies are sports and dancing and her favorite movie actor is Antonio Aguilar. This lovely example of Mexican womanhood was born 21 years ago in Guadalupe, Jalisco, Mexico. She is the daughter of Mr. and Mrs. Lydia and Antonio Aguilar and they have lived in San Jose for the past four years. Miss Gonzales was queen of the 16th of September in Mexicali a few years ago.



LINDA ALFARO GONZALES

is a candidate for
QUEEN OF THE 16TH OF SEPTEMBER
CELEBRATION in San Jose

She is sponsored by FURNITURE DISCOUNT HOUSE

Monte's AUTO SALES

Aquí trata directamente con uno de los hermanos MONTES, sinceramente hacemos todo lo posible de tratar a nuestra Clientela lo mejor que es posible.

Si gusta **AQUI MISMO FINANCIAMOS SU COMPRA**



MONTY



SAMMY



Tel. 251-7645 1665 E. Santa Clara St.



DAN
TELLEZ

DISCRIMINATION IN PUBLIC SCHOOLS!

Did you say in a Public School? Absurd! But how about our young innocent children who we all have high hopes of attaining a high and prominent positions in the "Great Society". SSSSH! If we don't say anything this might go away and maybe the Negro will take the full burden upon himself. Or, maybe if I don't say anything, I might be a lucky one and not be discriminated against.

Well, as hard to believe as this may seem, I read in our local newspaper just last week where an "integrated school" located in the Salinas Valley was the subject of a three-year Doctoral study by a Stanford anthropologist, and its results were none other than Discrimination and Segregation of Mexican-American school children. This practice seemed to start as high as the educational structure as the principal of the school, who was quoted as saying that most of the Mexican American children were "just lazy or stupid" and that "white children got more out of school." The study revealed that the classes were divided into "fast" and "slow", theoretically on the basis of intelligence but in practice based on nationality.

Sixty to 80% of the Anglos were in the fast classes and 62 to 84% of the Mexican Americans were in the slow classes.

The students and teachers alike continually referred to the groups as the "fast American" or "slow Mexican" class. The Mexican Americans outstanding enough to be placed in the "fast" classes suffered discrimination by the teacher.

In one classroom scene described by the anthropologist, the teacher repeatedly refused to call on Mexican-American students or shrugged off their responses to questions.

We have been taking a lot for granted, haven't we?

MEMBERSHIP DRIVE:

Our hard-working and unpaid Chairman, Pat Vasquez, has snapped the whip and he says, "I want, I expect, I will have no less than 125 members by next February."

We in the chapter are determined to deliver as many, and in time. Therefore, let's commence with you. Yes you! If you have thought of joining the Forum or any other family organization, but just haven't had time. I just might have the time to come by and see you and discuss this fine Forum with you at your convenience. If interested, call 262-2030 or get in contact with any member of the San Jose Chapter who will in turn furnish you with all the necessary information, and at no obligation.

-- Daniel Tellez



DAVE SIERRA

One of the hardest working Forumeers in the San Jose Chapter is Dave Sierra. He has belonged to the organization just about one year and has already demonstrated his willingness to work.

Dave was born in Ontario, California and was educated at Woodlake in the great central valley of California. He lived in Los Angeles from 1952-1957 where he "went to college, pledged a fraternity, cheered for UCLA, supported the mariachis at El Granada, fell in and out of love, and gained an appreciation of western music from some friends from Texas U. and A & M."

In High School Dave got straight A's in Journalism and flunked Spanish! In college, his journalism professor called him an S.O.B. for sending in song dedications to the coeds in his (the prof's) name, to a local rock 'n roll radio station.

Dave has recently been appointed State Historian of the Department of California.

Quinceañera



MARIAN ZAMORA, daughter of Mr. and Mrs. Claudina and Frank Zamora of San Jose recently had her "Quinceañera Party" on the 19th of June.

It is traditional in Latin American countries for girls reaching the age of 15 to attend church services accompanied by 15 of her best friends and escorts and after-

ward a reception and dance is held in her honor. Attendants at Marian Zamora's 15th birthday "Quinceañera" were left to right, Linda Reyes, Connie Zamora, Josephine Carrasco, Lupe Hernandez, Christy Gonzales, Sandra Villa, Dee Reyes, Miss Zamora, Gloria Ballestero, Linda Pateros, Silvia Ybarra, Mary Garcia, Rita Duarte, Delia Zamora, and Gloria Yanez.



Fifteen year old Marian Zamora of San Jose is shown with her parents on the day she was celebrating her Quinceañera on the 19th of June, 1965.

Photos by richard diaz.



Furniture Discount House

82 E. SANTA CLARA
SAN JOSE CORNER OF
THIRD STREET

607 E. MARKET
SALINAS



HANK COCA

FRENCH PROVINCIAL BED ROOM!



REMEMBER...
WE GUARANTEE
EVERYTHING
WE SELL



GIL COCA



JOE SANCHEZ



EDDIE BOJORQUEZ



TONY EREDIA



CANDY VELIZ



GILBERT SOLAREZ



PETE ROJAS

WE GUARANTEE LOWEST PRICES
WE GUARANTEE SERVICE and What we SELL
WE GUARANTEE Style and Quality
No Carrying Chgs. just low Bank Interest terms

6 LOCATIONS to SERVE YOU !

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

USE OUR LAYAWAY PLAN

Easy Credit
Terms

CY 7 - 9486

82 E. Santa Clara St.



FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

SABADO 21 DE AGOSTO
MARIACHI INFANTIL

SABADO 28 DE AGOSTO
PEPE INFANTE

DOMINGO 29 DE AGOSTO
LA SONORA MATANCERA
JUSTO BETANCOURT

SABADO 4 DE SEPTIEMBRE
AGAPITO ZUNIGA - Corpus Christi
- dos orquestas -

CORONATION BALL
American GI Forum
State Convention

L to r: Paul and Margie
Gomes, Rolando and Ailda
Garza.

excentrico photography



Simon's Beauty Salon

Salon de Belleza Mexicano

Permanent Wave
PRECIO COMPLETO.

\$ 5.00

LAS MEJORES ESTILISTAS en EL
Norte de California

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

Domingos de 9 a 5:00

NO NECESITA CITA

SERVICIO DE BELLEZA COMPLETO
Corte de Pelo - ESTILO - PINTURA - PLATEADO

Tel. 295 - 5391

32 South MARKET STREET

(Cercas de la Farmacia LA ROSA)



Teddy Castillo

Advanced AUTOMATIC TRANSMISSIONS

Advanced

AUTOMATIC TRANSMISSIONS

433 Willow St.
San Jose, Calif.
phone 286-4008
297-7646

Reseal Trans. \$26.95 Labor plus parts.
OVERHAUL \$37.50 Labor plus parts.

FINANCING AVAILABLE

FREE COURTESY CAR

Jim McKelvey

286 - 4008

433 WILLOW ST.

Las Cazuelas Restaurant



Lo Mejor en Comida Mexicana

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

El MENU mas Variado y Autenticamente Mexicano en todo el NORTE de CALIFORNIA.

Carmen Gonzalez, Owner

Tel. 297-6370

30 S. SECOND ST.



Galeria Infantil

EDWARD ACOSTA
1 Yr. - Born in San Jose
Parents
Esther & Edward Acosta

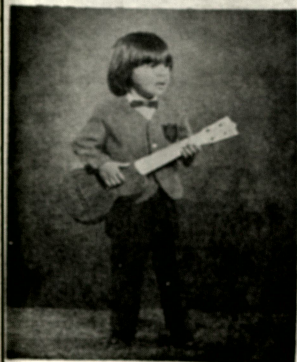
RICKY RODRIGUEZ
6 Mo. - Born in San Jose
Parents
Mary & Rafael Rodriguez



LEITER STUDIO

STEVEN HAVERLAND
3 Yrs. - From San Jose
Parent
Connie Haverland

GLORIA RAMIREZ
1 Year - Born in Mt. View
Parents
Gloria & Manuel Ramirez





☆☆☆
EL FOTOGRAFO
de las
ESTRELLAS ...

Richard Diaz



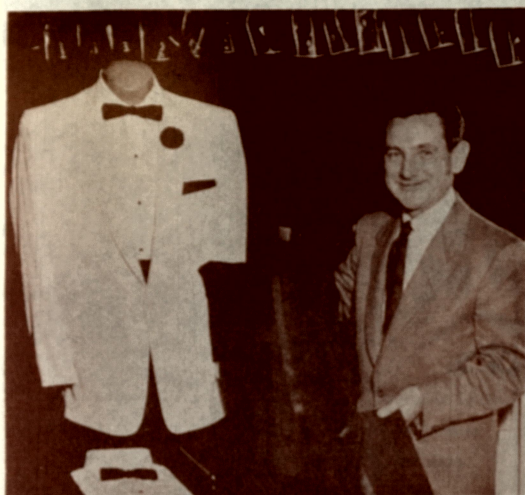
August 10, 1965 -- Jose Pimentel of Mexico scores a unanimous decision over Alex Benitez of San Jose

AND Tony Eredia, salesman at Furniture Discount House shakes the hand of Mr. Archie Moore, one of boxing's best loved champions.

* * * * *

EL MARIACHI LOS ABAJEÑOS de Isidro Rivera who played last year for the 16th of September celebration at the Civic Auditorium in San Jose, California.





Se Rentan y Se Venden Tuxedos

Todas Clases y Tamaños

ALL NEW TUXEDOS

Satin Shawl Collar or Satin Framed Collar

DINNER JACKETS

White - Blue - Red - Grey

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS

SELIX

FORMAL WEAR
SALES-RENTALS

294 - 2322

75 S. 2nd St.

CORONATION BALL - AMERICAN GI FORUM STATE CONVENTION

Mr. and Mrs.
Jose Martinez



Mr. and Mrs.
Ralph Ramos

Mr. and Mrs.
Jose Ybarra



Kelly Paint & Wallpaper Inc.

BENJAMIN MOORE PAINTS

Interior - Exterior LATEX House PAINT
Dry in One Hour - Very Washable
Soap and Water Cleanup - Low Odor

Regularly sells
for \$4.98

Now \$2.98 a Gallon

A good Exterior HIGH GLOSS House Paint
that you will never, never match at this low, low

Price, Reg. sells for
\$5.50

Now \$3.95 a Gallon

Abierto Lunes a Sabado 7:30 a.m. a 5:30 p.m.

Los VIERNES hasta las 9:00 de la noche.

293 - 9278 1749 W. San Carlos St.



Jim Chavez, Mgr.



Minnie Molina

Candidato Para Reina de Burgermeister Beer

NOW LIVING IN SAN JOSE, MINNIE IS ORIGINALLY
FROM CORPUS CHRISTI, TEXAS

photo by richard diaz

Sra. Bernarda S. Vda. de Castañeda
participa a Hdr. el enlace
matrimonial de su hija

Angelita

Con el Señor

Rodolfo Loya

Hijo del Sr. Jose y Sra. Teresa Loya

U tienen el honor de invitar a Hdr. y a su apreciable familia
a la ceremonia religiosa que con la gracia de Dios se
verificara en el Templo Bethel de las Asambleas
de Dios, el Domingo 29 de Agosto a las
2:30 de la tarde.

Oficiara el Rev. Francisco Aguilar

Tijuana, Baja California 1965

Recepcion:

En el Salon de la Iglesia
Coahuila 427
a las 6:00 p.m.

Agencia de Bienes Raizes



GEORGE GOMEZ REALTY



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

Nuestra larga Experiencia
en tramitar Documentos de
Importancia es su mejor
Garantia.

Agencia de C A S A S

251 - 6756 258 - 1366 Res.

2194 ALUM ROCK AVENUE.

Reliable Automotive

TALLER de MECANICA

Motor Overhaul - Rebuilt Engines

Motores Reconstruidos \$145 y \$225

6 Cyl. \$145 8 Cyl. \$225 Precio Completo

Anillos y Valvulas \$75 - V8 \$135

Para Carros Chevrolet - Ford y Plymouth

AJUSTE (GRIND) VALVULAS

6 Cyl. \$35.00 V8 \$50.00

Tel. 225-1621 2725 S. First St.

MADAM Zora

ADIVINADORA

Poseedora de SABIDURIA
Para ayudarle en Problemas
de SALUD - ENFERMEDAD
TRABAJOS - NEGOCIOS

Traigame sus Problemas

Esta Sra. ayuda a los ena-
morados y parejas separa-
dos a que se CASEN o se
vuelvan a REUNIR.



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



Maria La Rosa. Prop.

Nos Especializamos en **Recetas**

Preparadas EXACTAMENTE como su MEDICO indique

FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc...

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.



CLUB San Felipe



Candy Veliz

Club San Felipe would like to thank all you wonderful people that attended our formal dance and also to the clubs that sent representatives. It was a complete success only because of you. Thanks again.

The welcome mat is out for Vince Erevia. He has just become a member of Club San Felipe. One thing about Vince, in the short while that he has been a member of the club he has certainly helped. Keep up the good work Vince.

* * * * *

MARIA'S CLUB TO REOPEN SOON!

On or about the 25th of this month Maria's Nite Club on 728 North 13th Street will reopen. Like I said before, I peeked and the place is too much. Luxurious, spacious and good good music. Maria and Dan will be glad you dropped by.

* * * * *

I received the following note in the mail, and it reads: Confidential to Conchudo: Ya me canse de andar saludando con sombrero ajeno. Hay se los dejo a otra.

Too bad I don't know how to decipher messages so I don't know what this is all about.

SAN FELIPE SCHOOLS REUNION

San Felipe Schools Reunion, September 5th -- Please note: The San Felipe Reunion is NOT put on by Club San Felipe. It is put on by a committee of ex-San Felipe students -- the reunion will be at the Hawaiian Gardens on September 5, 1965. Cocktail hour and entertainment -- from 8 to 9.

Connie Caudillo and his orchestra will play from 9 PM to 1 AM. If at any time you attended any of the San Felipe schools make plans to attend and see your old acquaintances. Los esperamos -- prizes, dancing, fun galore -- \$5.00 per couple.

* * * * *

What do we sell at FURNITURE DISCOUNT HOUSE? Furniture, carpets, lino-

leums, appliances, TV's, stereos, radios, and drapes. Come in to 82 E. Santa Clara Street, we'll be glad to help you. Also come in and ask Hank Coca for baseball tickets. They are FREE while they last.

Leo Perez says that his compadre Joe Hernandez esta en la gloria when he hears mariachis. He is not the only one. I hear tell that Greg Gloria is going to hire a dozen for a shindig on his 16th birthday.

THIS 'N THAT

Connie Garza and Angie Medina being every

THIS 'N THAT

Connie Garza and Angie Medina being very faithful to their Beatles, they are not seen anywhere -- are they?

Club San Felipe is going strong in the U. C. C. League. So far:

San Felipe 6	Bachelors 3
San Felipe 2	Riviera 1
San Felipe 10	Los Toros 0

* * * * *

A little boy went to a Catholic priest and told him that his dog had died and would he give him a rosary. Sorry, said the priest, but rosary is only for humans. Why don't you go to the Baptist minister down the street. He might do it. The little boy said, too bad, I was going to pay \$500. Oh, said the Catholic priest, why didn't you tell me the dog was Catholic. We can take care of your dog right here. !!!

DAVID SIERRAISKY:

The Dodgers have two pitchers, one base thief and one 300 hitter -- they can't win a pennant with that, so by the time this article is printed they will be in first place no mo. It looks very good for the Giants -- do you agree?

* * * * *

I told Paul Gary: Te imbrito.

Says Paul, un trago?

No, Paul, te digo Timbito por no de- cirte Timbon.

CONGRATULATIONS TO:

Joe Flores -- he received the Outstanding Member Award of the American GI Forum, Santa Clara Chapter.

Art Cuellar -- promoted to 1st Lieutenant.

Club San Felipe formal dance photos will appear on the next issue.

Che Che Ramirez's El Zarape is closed -- no plans of reopening!!! Landlord troubles.

FINIS ...
Candy



Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

EXAMEN CIENTIFICO

Los Doctores ZLOT y STERN le ofrecen una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS

Se Aceptan Casos de Old Age Pension

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

Se Localiza en el edificio de Kay's Jewelers.

PAGOS FACILES

En la grafica el Dr. Lawrence Stern y la guapa recepcionista Sussan Lopez.

CY 5 - 4805

67 S. FIRST ST.



FIRST WATER METER INSTALLED - Plant No. 3, California Cannery and Growers -
Left to right, William Foss, Foreman, Mitchell Plumbing Company; Howard Seeger, Plant Manager, California Cannery and Growers; Harold Yandell, Chief Inspector, Santa Clara County Flood Control and Water District.



Maria's

COCKTAIL LOUNGE

GRAND OPENING SOON

San Jose's Most Popular Night Club!

**Completely Rebuilt and Remodeled Throughout!
More Beautiful Than Ever!**

Watch This Space for Opening Date

728 N. 13th St. San Jose, Calif.

with **ANA LUISA PELUFFO, RAMON GAY**
and **FERNANDO SOTO "MANTEQUILLA"**



"LA VENENOSA"

(THE POISONOUS ONE)

SYNOPSIS

Liana, (ANA LUISA PELUFFO), and her foster mother Kyra, (MARGARITA CORONA), arrive at Rivero's circus. Kyra is a snake charmer and Liana is her assistant. They are greeted by Chapetes (FERNANDO SOTO "MANTEQUILLA"), a clown.

The fortune teller tells Rivero that if Kyra stays she leaves. Rivero lets her leave, but not before she tells Liana that all men attracted to her will have bad luck. Liana believes her.

Victor Masseti, (RAMON GAY), the trapeze artist does not think anything about this back luck. He asks Liana out and they are to meet after the performance. However, Victor falls and there being no net, he is badly injured, but he lives. After he leaves the hospital, he again joins the circus but the trapeze frightens him and he cannot perform. Liana suggests that he teach her his act and they will both perform. Later she appears as the FLYER OF DEATH and is a success. Since Liana no longer helps Kyra, Kyra has to leave the circus. Victor works as a clown with Liana's act.

On the dock, seeing Kyra off, Liana sees a man running from the police. He makes her accompany him to his hideout. He sends her to town with one of his men with instructions that she is to be left there safe and sound. She does not learn his name nor he hers. He leaves the country and she continues with the circus.

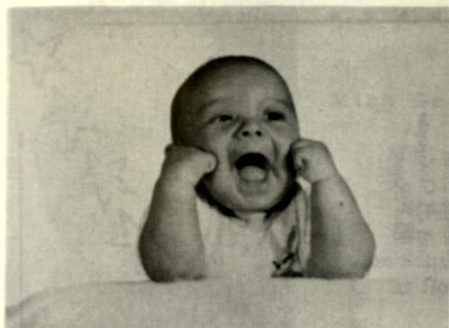
A newcomer, Rossi, (HECTOR ARMENDARIZ), is the lion tamer and falls for Liana. He asks her out but Victor won't let her. He is jealous but won't admit it. One night Rossi asks Liana for a good-luck kiss before his act, but she refuses. He tells her that if anything happens to him, it will be her fault. When Rossi is hurt while performing, she blames herself, but she goes on performing.

One night she asks Victor to marry her. At first he refuses, but then accepts if it is kept a secret. After a secret honeymoon, Victor decides to return to the trapeze but Liana refuses.

Liana meets (JORGE SALCEDO), the man she had seen at the dock and begs him to leave her alone. However, they go out to the races and there the police catch up with him. He is hurt and the policeman is killed. She gives blood for a transfusion and leaves him.

One night, not feeling well, Liana stays in her trailer and there the kidnapper goes to bid her goodbye as he is leaving for Europe to lead a decent life. He kisses her. He is barely out when he is shot by the police who had trailed him. Meanwhile, Victor has gone on the trapeze and is again a success. She tells him she is to have a child and he is again a happy man.

Running Time: 84 Minutes.



RICHARD TOMMY GOMEZ

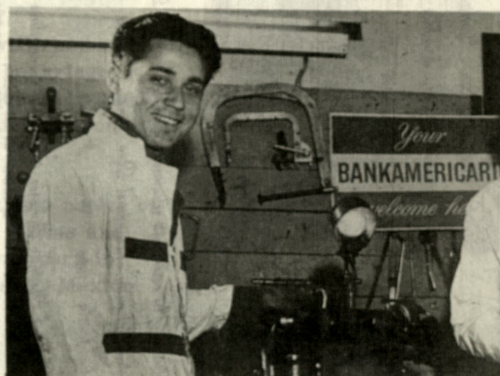
says

"HELLO EVERYBODY!"

He was born April 18, 1965 at
Kaiser Hospital in Santa Clara

Richard's parents are
Mr. and Mrs. Nancy and Richard Gomez
His grandparents are
Mr. and Mrs. Ralph Gomez
and
Mr. and Mrs. Pat Vasquez

Checkerboard GARAGE **TALLER de MECANICA**



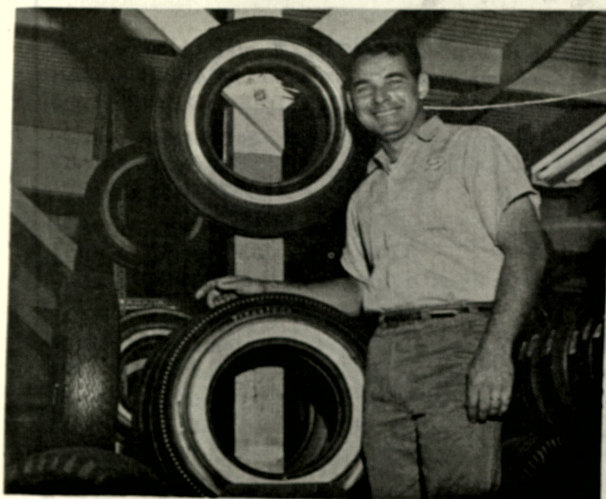
Lionel Banda

ESPECIALISTAS en
TRANSMISIONES AUTOMATICAS
Tune - Up MOTOR OVERHAUL

Reparaciones en General

CL 1 - 0606 1991 ALUM ROCK AVE.

Payless TIRE COMPANY



Jack Hartline. Mgr.

Tel. 251 - 8360

LLANTAS GARANTIZADAS

**De la Mayoria de las Grandes
marcas desde \$7.95**

FACILIDADES de PAGO

Abierto de 9:00 a 8:00 p.m.
Sabados 8 a 5:30 p.m.

CHEATER SLICKS

**Wheel Balancing .88¢
FLATS .69¢**

SERVICIO RAPIDO y CORTES

1815 ALUM ROCK AVE.



Nora Elia Terrazas

Si Frank y Sra. Margarita Jimenez Terrazas
participan a Ud. el enlace de su

hija

Nora Elia

Con el Señor

Juan Jose Flores

Si Adolfo y Sra. Angelita Flores
participan a Ud. el enlace de su

hijo

Juan Jose

Con la Señorita

Nora Elia Terrazas

Ud. tienen el honor de invitar a Ud. y a su apreciable familia a la ceremonia religiosa que se verificara el Domingo 5
de Septiembre a las 3:00 p.m. en la Iglesia Holy Family, oficiando el Rev. Jose A. Peña.

San Jose, California 1965

Jose y Rosa Marcon
Padrinos

Heriberto y Elsa O. Beattie
Padrinos de Lazo

Prof. Herminio Jimenez Aguirre y Evangelina I. de Jimenez
Padrinos de Velacion

Madrinas:

Isabel Aguilar
Alicia Flores
Suki Wells
Lydia Garcia

Urbina Payne
Maria Del Real
Maria del Socorro Villavieja
Maria Elena Gonzalez

Padrinos:

Fernando Terrazas
Albino Flores
Alonso Flores
Albino Garcia

Frank Payne
Albino Flores
Victor H. Viamonte
Raul Rojas

Flowers Gals: Lita Graham

.. Nenita Tonita Beattie

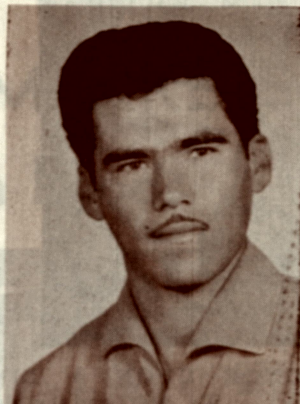
MISS TERRAZAS is a native of Mexico and graduated from the Academia Excelsior in Piedras Negras, Coahuila, Mexico where she majored in secretarial work.

MR. FLORES is also a native of Mexico. He is a graduate of Foothill College in Los Altos Hills, California and is presently fulfilling his military obligation doing basic training at Fort Ord, California, with the United States Army.





Miss Beatriz Talamantez
and
Mr. Manuel Perez
of
San Jose, will recite
the vows of marriage
on Saturday, Sept. 11, 1965
at Holy Family Church
at 5:30 P.M.



Miss Talamantez is a native of
Crystal City, Texas and
Mr. Perez was born in
Zacoalco, Jalisco, Mexico



Perez - Talamantes



Holiday F O R D

He aprendido por EXPERIENCIA que la gente de
HABLA HISPANA como yo, nos gusta que nos traten
con RESPETO y SINCERIDAD al comprar un AUTO.
Si necesita un Automobil NUEVO o un buen CARRO
USADO, yo le AYUDARE para que obtenga un precio
JUSTO y COMODO.

Si le puedo servir en algo favor de llamarme al
Telefono 739-5400.

Sinceramente, Rudy Esquivel

NEW CARS

MUSTANGS from \$2,345. After normal down --
\$62.22 per month. GALAXIE HARDTOPS from
\$2,365. After normal down -- \$62.72 per month.
THUNDERBIRDS from \$3,995. After normal down --
\$105.75 per month. FORD TRUCKS from \$1,795.
\$48.22 per month.



Rudy Esquivel

Antes de comprar su AUTO visitenos Se Ahorrara Dinero !

Tel. 739 - 5400

701 W. El Camino Real

Sunnyvale, California



*Dave
Sierra*

ONCE UPON A TIME

We just had the pleasure of Meeting lovely Nora Elia Terrazas, a very charming young lady. Miss Terrazas was Queen of Club San Felipe in 1962, which only goes to prove that these Texans sure have an eye for beauty.

The Power of a Beautiful Woman Department, Dumb Pocho Section: It wasn't until about 20 minutes after Miss Terrazas departed El Excentrico's editorial offices that we realized that we had carried on the entire conversation in Spanish!!!!

* * * * *

To all you nuts who keep telling me that the Los Angeles Dodgers aren't good enough to win the National League pennant (see Candy Veliz's column in this issue), my only comment is if the Dodgers aren't any good, what does that make the nine teams trailing them in the standings?

VIVAN LOS DODGERS!!!!



QUE TRISTE LA VIDA DEL POBRE--In the photo are Carlos Gomez, master of ceremonies at the Rainbow Ballroom, and Tongolele, the human generator.

Carlos does a wonderful job of announcing the top attractions which show at the Rainbow Ballroom. Tongolele does a great job of entertaining the ladies and exciting the men. Man, does she have to come to San Jose in the middle of the summer? It's hot enough already!!!!

(photos by Richard Diaz)

SAN JOSE POLICE
OFFICERS CHECK
BRACERO PAPERS

San Jose Police Officers check immigration papers of an unidentified man entering local dance hall. Tighter checks must be made to insure that braceros will not sneak into the United States illegally during the grower-worker controversy.

Seriously, the gentleman is Mr. Pat Vasquez, chairman of the San Jose Chapter of the American GI Forum.



Pink Elephant MARKETS

★ Complete line of Mexican Foods



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



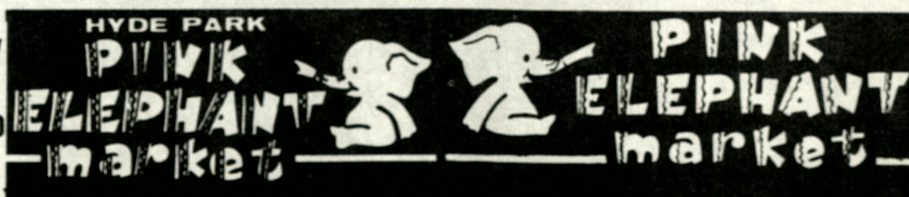
LINEA COMPLETA de CHILE, ESPECIES y MANTECA
LOS PRECIOS MAS BAJOS DE PLAZA en la FAMOSA HARINA LA PIÑA

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



Fruits & Vegetables at Farm Prices

Daily
'til
12:00
p.m.



OPEN
DAILY
TILL
12
MIDNITE

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

TEATRO LIBERTY

CY 7 - 1456

67 S. MARKET ST.

Tony De Maria
Gerente
SAN JOSE, CALIF.

PRIMERA VEZ AQUI !



Se Exhibiran el Juev. Viern. Sabado 26, 27, 28 de Agosto

