

El Excentrico

Humberto Garcia

April 5, 1969

Vote for JOHN DE HERAS, D.C.



San Jose City Councilman Seat 5

Tuesday, April 8

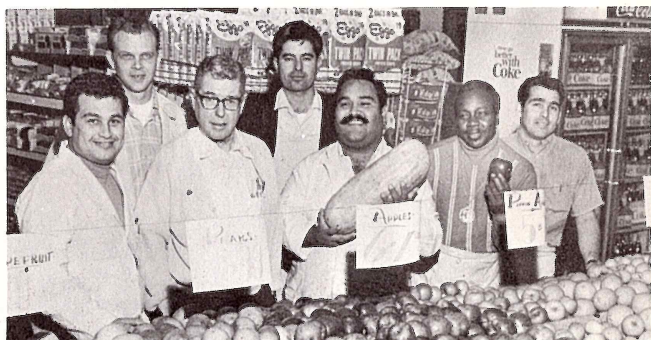
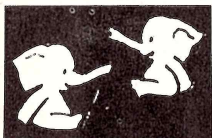
Pink Elephant Markets

Complete Line of Mexican Foods

251-3921
400 S. King Rd.

293-5830
1098 N. First St.
San Jose, California

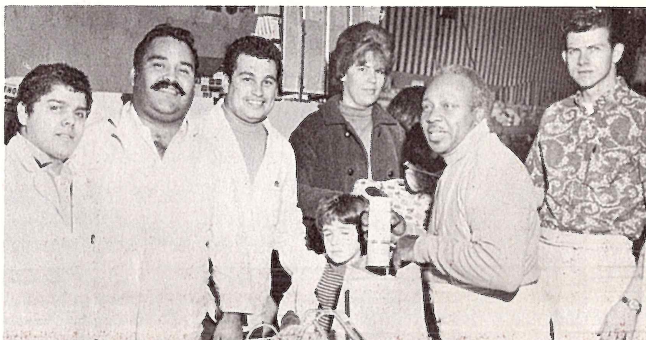
THE STORE
EVERYONE TRIES
TO IMITATE
BUT
NO ONE CAN
DUPLICATE !



WE ARE WACKY,
BUT WE THINK
YOU ARE
WONDERFUL !



COME AND
SHOP IN THE
HAPPIEST
STORES IN
SAN JOSE



P

DRP



REBECCA originates from San Antonio, Texas Aresident of San Jose for the past 16 years. Attended Abraham Lincoln High School



HILLARD is a native of Omaha, Nebraska Has lived in San Jose for 14 years. Graduated from Lincoln High School

Mr. and Mrs. Raymond S. Vidal
Mr. and Mrs. Hillard Payer
request the honour of your presence at
the marriage of their daughter and son

Rebecca Inez

and

Hillard Phillip

On Sunday, April 13th, at 3:00 in the
afternoon, at the Holy Family Church

River and San Fernando Sts.

San Jose, California 1969

D



WILFORD IRIZARRY Gerente de Ventas de San Jose Ford le hara el Mejor Trato al Comprar un carro Nuevo o Usado.

El Super Mercado Latino de Automobiles

Vea la Seleccion mas GRANDE de AUTOMOBILES para 1969 En SAN JOSE FORD !

- A DEMAS -

Inmensa Seleccion de CARROS USADOS de todas Marcas y TODOS ESTILOS !

Let's go to SAN JOSE FORD . . .

ARTURO ORDOÑEZ (Honduras, C.A.)



SAN JOSE FORD

295 - 0151

2111 N. First & Bayshore

A NATION'S HERO IS DEAD

General Dwight D. Eisenhower, Oct. 14, 1890 - March 28, 1969

34th President of the United States

Born in Denison, Texas, October 14, 1890, son of a mechanic and one of a large family with small means. He attended public schools and worked at odd jobs in Abilene, Kansas, where he grew up. He played semi-pro baseball and worked in a creamery for a year after graduating from high school. Appointed to West Point Military Academy in 1910, graduating in 1915 as a second lieutenant.

He was an army officer for 37 years; a lieutenant colonel during World War I. After the Pearl Harbor attack, he was a brigadier general in London planning basic strategy of a European Theatre of Operations. He was a lieutenant general in command of the Western Allies Invasion in North Africa which forced German and Italian troops in Tunisia to surrender. Chosen Supreme Commander of the Allied Forces in December, 1943, he led the most gigantic military assault in history (Normandy Invasion, June 6, 1944) sweeping on through Europe. In December 1944, he was made a five star general of the Army. In May 1945, he returned to the United States to serve as Chief of Staff for 3 years. He was president of Columbia University in 1948; two years later he went back into uniform as Supreme Commander of the North Atlantic Treaty Organization.

Nominated on the first ballot by the Republican party at the convention in 1952, he was elected, almost receiving 34,000,000 votes. He became the 34th President of the United States on January 20, 1952, was re elected for another term in 1956.

In his first public declaration as 34th President of the United States, he dedicated himself to renunciate war.

The first application for peaceful use of atomic energy was seen by his administration; and the admission of Alaska and Hawaii into statehood.

He died Friday, March 28, 1969.



Lo Monaco's

JEWELERS

DIAMONDS - WATCHES - GIFTS



BUD LoMONACO y su Atento Personal
Trofeos y Grabacion de los Mismos
COMPOSTURA de RELOJES

ABIERTO diariamente de 9:00 a 5:30 p.m.

Los Jueves de 9:00 a.m. a 9:00 p.m.

HABRA SU CUENTA de CREDITO !

251 - 4100 2904 Alum Rock Ave.



Bridal Gowns

GOWNS for the BRIDESMAIDS

MOTHER OF THE BRIDE

GOING AWAY OUTFITS And ALL

WEDDING ACCESSORIES!

Open Every Night till 9:00 p.m. Except Mon. & Sat.

Porthenon Fashions

LA HACIENDA SHOPPING CENTER

739 - 1654 775 El Camino Real

SUNNYVALE, CALIFORNIA



DAVE VILLALBA

266 - 4000

Carl Chevrolet

SUPER MERCADO de AUTOS

Las mejores compras en
Carros NUEVOS y USADOS
Con tan solo \$182.00 de Entre
Ud. obtiene un Chevie nuevo!

El lugar mas Nuevo de
San Jose y con las mejores
Facilidades de Pago !

905 W. Capitol Express Way



VINCE GONZALEZ

San Jose



VOTE
CONCILIO DE LA
CIUDAD
NO. 7

**EL TIEMPO
ES AHORA...**

- EXPANSION ECONOMICA
- MEJORAMIENTO DE CASAS Y VIVIENDAS
- MEJORES SERVICIOS EN LA CIUDAD
- MEJORAMIENTO EN LOS BARRIOS Y VECINDARIOS
- JUSTICIA, PARA LOS DERECHOS HUMANOS

Jose **NÓSTROS DEBEMOS DE MEJORAR**
ZERTUCHE

ABRIL 8th



SECRETARIA
DE
RELACIONES EXTERIORES

Mr. Humberto Garcia, Director
"EL EXCENTRICO"
274 Terraine Street
San Jose, California 95110

Dear Mr. Garcia:

This Consulate of the Republic of Mexico will greatly appreciate your publicizing the enclosed material, as a public service of your Magazine to the Community resident of the area.

The undersigned takes the opportunity to express the testimony of his highest consideration and advanced greatfulness for your courtesy.

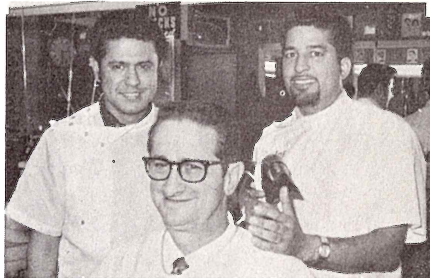
Most cordially,
Daniel A. Galan,
Consul of Mexico

BAILES FOLKLORICOS

El consulado de Mexico en San Jose en su afan de promover y difundir La Cultura, costumbres y tradiciones de Mexico dentro de nuestra comunidad, auspiciara la formacion de un grupo de bailes folkloricos que estara a cargo de la Señorita Susan Cashion, graduada en la Universidad de Guadalajara. . . . Se invita a todos las personas mayores de 14 años interesadas en aprender autenticos bailes folkloricos de Mexico, a que llamen al 298-4848, y den su nombre y direccion y telefono para llamarlos a una junta en la que se veran las posibilidades de que San Jose cuente con un grupo de bailes folkloricos. . . Todas las personas, organizaciones y sociedades de todas las nacionalidades estan invitadas a participar en este programa cultural y artistico. . . Llame ahora al 298-4848, hoy mismo, para poder hacer realidad este anhelo de la comunidad.

JOE'S BARBER SHOP BARBERIA MEXICANA

Specializing in Razor Cuts & Hairstyling



TOMMY GARZA and JOE PERAZA giving a hairstyling to councilman JOSE COLLA.

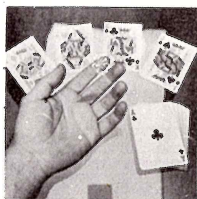
Hairstyling SPECIALS Mon. thru Fri.

HAIRCUTS ARE STILL \$2.00

Joe Peraza is no longer at 89 Post St. and wants his friends to visit his new Barber Shop located only 1/2 block away.

125 POST ST. En Seguida de
295 - 9550 JOE'S CLUB

MADAM Zora ADIVINADORA



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

295-6210 144 S. Second St.

Angelique's Beauty Salon

LOLA GONZALES, MGR.

Open Sundays & Evenings
FREE PARKING
AIR CONDITIONED
SE HABLA ESPAÑOL

Tel. 259-2100
1120 KING ROAD





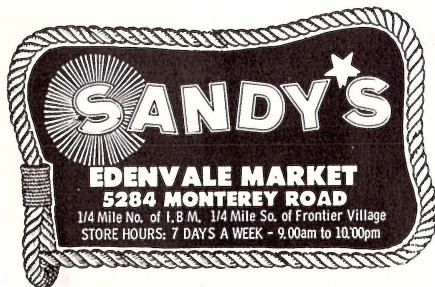
Complete Line of Mexican Foods

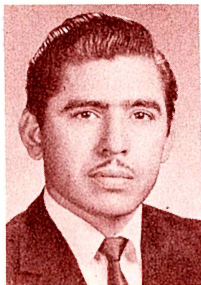


COME IN AND VISIT WITH YOUR OLD FRIENDS

Verduras a los Precios Mas Bajos !

**Harina La Pina - Tortillas - Menudo - Tripas
de Leche - Patas de Puerco y de Res etc.**





Mexican
American
Community
Organization
por
A. S. GOMEZ

Estamos de nuevo con ustedes con nuestra información de M.A.C.O. que damos a conocer en cada edición de esta revista.

Primeramente, damos las mas expresivas gracias al Sr. Humberto Garcia, director y publicista de el Excéntrico, por permitirnos hacer uso de estas páginas editoriales.

Y a la vez, agradecemos sinceramente a UNITED FOOD DRIVE, principalmente, a los señores, Hillard y Dee Pager, por la cooperación que se sirvieron prestar a nuestros miembros. Ya que fue posible, en menos de dos semanas ayudar a mas de veinte personas con comestibles y vales con el valor de \$20 Dlls., efectivos en los supermercados Pink Elephant.

Con todo éxito ha resultado la cooperativa de huevos, bajo el cargo del Sr. Luis Gutiérrez. Los miembros de M.A.C.O. que no han aprovechado de este servicio, pueden hacerlo ahora. Hagan sus pedidos con anticipación, llamando a el teléfono número 297-2830. Las distribuciones se hacen los Sábados, de las 11 A.M. a las 2 P.M.

Nuestro servicio de mecánica marcha viento en popa. Ud. como miembro de M.A.C.O. puede obtener los servicios de nuestro competente mecánico, por precios razonables, llame para mas información a el Tel. 297-2830, con el Sr. Raúl Figueroa.

Hemos inaugurado el programa de Pre-school education para niños de tres a cinco años de edad. Los niños obtienen conocimientos básicos que les preparará para su educación Primaria. Si Ud. se interesa en que sus niños obtengan de este programa, con todo placer y

gusto de servirles, los aceptaremos con tan solo registrarse en nuestras oficinas de M.A.C.O.

Los miembros de M.A.C.O. elegidos como delegados de la comisión de la ciudad Modelo (Model City) son: Ray Mojica, John Morales, Raúl Amaya, Joe Escareaga, Antonio Gómez, Jesús López, y José Díaz. En hora buena a todos ellos.

Exaltamos por medio de este artículo, a personas con conocimiento de Inglés y Español y de Corte y Confección, a que faciliten sus servicios dando clases a nuestra comunidad. Si Ud. se interesa, favor de comunicarse con M.A.C.O. a la mayor brevedad posible.

CHARRITAS DE M.A.C.O.

Venía un chicano caminado por el desierto, rumbo a Indio, Calif. venía ya prieto de tanto caminar en el sol. Llegó a una gasolinera pa' preguntar cuanto le faltaba pa' llegar a Indio. El dependiente lo miró y le contestó, "pos nomás la pluma!"

Y agradeciendo toda su cooperación a esta noble causa que perseguimos para beneficio de nuestra comunidad, que damos de ustedes, sus mas atentos servidores.

Y hasta la próxima si Dios quiere.

M.A.C.O.
609 Bird Ave.
San José, Calif.
Tel. 297-2830



DIRECTORS COATS CUT AWAY
BRIDAL HOOPSKIRTS
ALL NEW - - -
DINNER JACKETS, PANTS
SHIRTS, CUMMERBUNDS
SUSPENDERS
AND ACCESSORIES

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

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

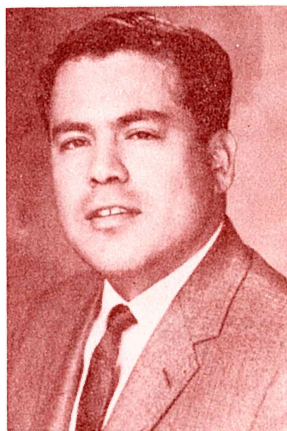
RETAIN GOOD REPRESENTATION
R E - E L E C T

Edward M. Alvarez

TO

EASTSIDE UNION HIGH
SCHOOL BOARD of TRUSTEES

Vote April 15, 1969



Endorsed by Council of Latin American Affairs

CRESCENT

CREDIT
Jewelers
JEWELERS TO ALIENIA
SINCE 1914



GRAN SELECCION EN ANILLOS
PARA

MATRIMONIO y COMPROMISO

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

NADA DE ENTRE AÑOS PARA PAGAR
PRECIOS ALTAMENTE REDUCIDOS

NORBERTO MAGOBET gerente de esta
Joyeria y su hijo FRANK lo atenderan.

Tenemos un REGALITO para Ud. pase a Recojerlo !

287 - 1515

69 S. FIRST ST.

DSG

Mr. and Mrs. Ernest W. Kowal
request the honour of your presence
at the marriage of their daughter

Candis Ann

to

Mr. Dale Dean Gonzales

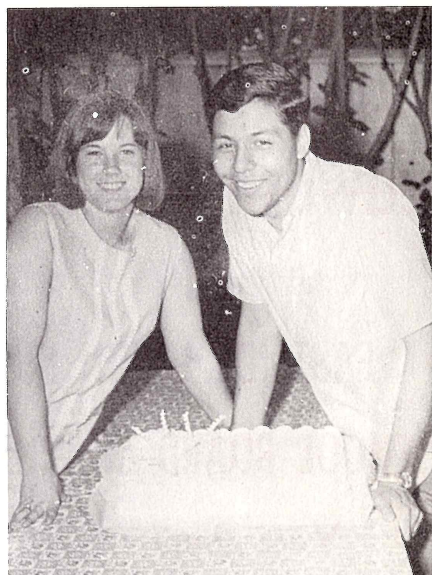
Son of Mr. William Gonzales

On Saturday, April 12th, at 11:00 o'clock

St. Francis Cabrini Church

15333 Woodard Road

San Jose, California 1969



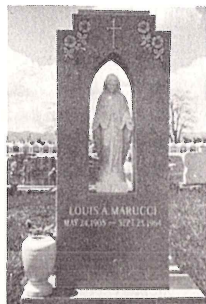
CANDIS was born in Chicago, Illinois
has resided in San Jose for the past 6 years
Attended West Valley Jr. College



DALE is a native of San Jose, attended
West Valley Jr. College. Currently with
the Army Air Force stationed in North
Dakota. He is the son of Mr. Bill Gonzales
owner of ELECTRONIC ENGINEERING
specializing on radio & TV. Tel. 356 - 6368



B & S Monuments



Ofrece un Buen
Servicio en
LAPIDAS
MONUMENTOS
Y ESTATUAS
RELIGIOSAS
FACILIDADES de
PAGOS !



Alberto Mendez

Joseph Batista

Tel. 293 - 9894 245 - 8351

1376 E. Santa Clara St.

RALPH REYES

- REALTOR -

25 YEARS OF
REAL ESTATE

EXPERIENCE

266 - 2411



Ideal BARBER SHOP

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

OPEN SUNDAYS

HAIR CUT \$2.00

SHOE SHINE
GIRLS!

Sebastián Hernández
Al Grijalva



295-2688 38 N. MARKET ST.

Ms

Sr. Manuel y Sra. Angeles Lopez

Sr. Hector y Sra. Soledad Siqueiros

participan a Ud. el enlace de

su hija e hijo

Ana y Frank

Y tienen el honor de invitar a Ud. y a su
apreciable familia a la Ceremonia Civil
que se verificara el Sabado 29 de Marzo
a las 4:00 de la tarde, en el
Hotel St. Claire - Empire Room.

San Jose, California 1969



Glover Insurance Agency

AUTO - ALL RISK - COMMERCIAL
FIRE - LIFE - BONDS - HOSPITALIZATION
LICENCIAS SUSPENDIDAS

PAY by the MONTH - No Driver Refused

TODA CLASE DE SEGUROS SERVICIO DE INCOME TAX

SEÑORITA ESTER VASQUEZ, RECEPCIONISTA

1245 El Camino Real
244-4760 Santa Clara

551 N. Hunter St.
466-3618 Stockton, Calif.



FRANK VASQUEZ
Manager



STANLEY

*The
Stanley Warren Shop
Men's Hair Styling & Barbering*

BY APPOINTMENT
297-7155

17 S. SECOND ST. SAN JOSE, CALIFORNIA

WARREN





Vote for JOHN DE HERAS, D.C.

Tuesday, April 8

San Jose City Councilman Seat 5

The following outline is a resume of my past activities in my profession as well as my community:

Born November 26, 1911, Guymas, Sonora, Mexico

Married and have one daughter, Diane, age 21

Was naturalized as an American citizen in 1941

Education

High School

Graduate of the Los Angeles College of Chiropractic 1941 with Doctor of Chiropractic degree

Member of the State Board of Chiropractic Examiners
Public Services (most recent first) and appointments;

Member of the San Jose City Planning Commission

Member of the Santa Clara County Parks and Recreation Commission

Member of the San Jose Police Advisory Board

Member of the San Jose City College Citizens Advisory Committee

Member of the Executive Board of the Santa Clara County Boy Scout Council

Member of the Board of Managers of the Central Branch of the YMCA

Member Salvation Army Advisory Board

Member Metropolitan Association of San Jose

Member Bay Area Opportunity Construction Program Board

Charter President (2 years) and organizer Mexican American Lions Club

President of the Mexican-American Civic Council (four terms) (Founder)

Past Member of the Board of Directors of the Goodwill Industries, Inc.

Past Member of the Board of Directors of the United Services Organization

Secretary and Bulletin Editor of the Mexican American Lions Club

Member and past President (2 terms) Mexican Chamber of Commerce

Chairman of Narcotics for District 4C6 of Lions

Past Chairman of International Relations of District 4C6 Lions

Member and past President of the Santa Clara Chiropractic Society (2 terms)

Past Director Mexican-American Services project

Member of the Citizens Revision Committee for Evaluation of the City Charter

Past member of the Santa Clara County Blind Center

Honorary member of the Family Services Comm. Santa Clara County Health Dept.

Member of the Pacific Neighbors

Past President of the Mexican-American Citizens Committee

Past Member of the Adult Education Senate of the San Jose Unified Schools

con't next page

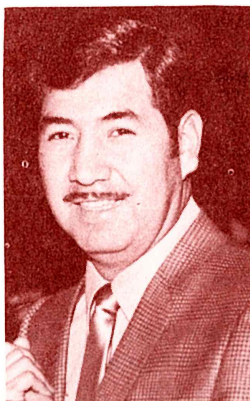
FOR KING OF CARS V O T E

Vote for Mr. No! No! No!

ELECTION
DAY

EVERY DAY
Except Sunday

POLLS OPEN
9:00 a.m.
to
7:30 p.m.



GILBERTO RAMOS
Waters Oldsmobile

GILBERTO RAMOS
Waters Oldsmobile

GILBERTO RAMOS
Waters Oldsmobile

GILBERTO RAMOS
Waters Oldsmobile

GILBERTO RAMOS
Waters Oldsmobile

Gilberto Ramos

The Man who never says No! No! No!

I promise if elected to continue giving the
same HONEST and SINCERE SERVICE
to all my customers old and new.

Also to always strive in the tradition of my
15 YEARS of AUTO SALES

to keep my dealership known and the Head-
quarters for the latin buying public.

your friend,

Gilberto Ramos

How can you elect Mr. No. No. No.? By Buying an Automobile....

WHERE TO VOTE

POLITICAL AFFILIATIONS

LIBERAL TRADE IN ALLOWANCES

WARRANTIES & SERVICE

MODERATE PRICED CARS

CONSERVATIVE DOWN

PAYMENTS

EASY MONTHLY PAYMENTS

WATERS OLDSMOBILE

**CAMPAIGN
HEADQUARTERS**

25995 MISSION BLVD.

HAYWARD, CALIF.

Call Collect 537 - 4232

Vote for JOHN DE HERAS, D.C.

Member of the Citizens Committee for County Progress
Member of the Citizens Advisory Committee on School Taxes
Member of the City Council Steering Committee for Capitol Improvement
Member of the Advisory Council of the Santa Clara County Manpower Development and Training Program
Chairman of the Subcommittee on Minorities and Police of the San Jose Police Department
Chairman of the Eastside Site Committee for the YMCA
Past Member of the Aid to Needy
Organized Police and Sheriff's Explorers Posts (Boy Scouts)
Past member of the Culture Theatre Committee
Active in all past and present City and County as well as School Bond drives and Committees
Past President of the Latin-American Youth Center
Member of the Loyal Order of Moose
Active in many youth and charitable activities

Awards:

Assembly, California Legislature, 1968, Resolution of Commendation for Civic Activities
San Jose City Council Distinguished Citizen 4/18/61
United Services Organizations Distinguished Service Award - November 1966
Radio Station KXRK Golden Mike Award for Community Participation - 1961
Mexican Chamber of Commerce Man of the Year
California Chiropractic Association Award of Merit
The California Chiropractic Association Graduate School "Physician of the Year Award" from its Chiropractic Education and Specialties Societies
Award of Merit from the Sigma Chi Omega Fraternity
The Dr. Arthur Nilsson Award from the Sigma Chi Omega Fraternity
Resolution of Appreciation from the Santa Clara County Flood Control and Water Conservation from Board of Supervisors
Meritorious Award for Service to Law Enforcement from the San Jose Police Department

POST BARBER SHOP

3 BARBERS to SERVE YOU

RUDY, JOE & PETE

Open 9:00 a.m. to 7:00 p.m. daily
Including Sunday

Specializing in Razor Cuts
and Hair Styling !

HAIRCUTS \$2.00

295-9661 89 POST St. San Jose, Ca.



The Starlight Ballroom

HOME OF BIG BANDS EVERY SATURDAY & SUNDAY

The Ultimate in Latin Dances!



GRAN BAILE - SABADO 5 DE ABRIL
KIKO MORALES Y SUS SATELITES

DE 8 P.M. A 2 A.M.

ADMISION SOLAMENTE \$1.00

BAILE GRATIS - SABADO 12 DE ABRIL
DOS ORQUESTAS

CHRIS CARMONA Y KIKO MORALES

BAILE DE LAS 8 P.M. A LAS 2 A.M.

TARDEADA - DOMINGO 6 DE ABRIL
COMPARSA UNIVERSITARIA DE LA LAGUNA
LOS FREDDY'S DE GUADALAJARA, MEXICO

ANDY FLORES Y CONNIE CAUDILLO

TARDEADA - DOMINGO 13 DE ABRIL
DIRECTAMENTE DE LA CAPITAL AZTECA

LINDA VERA Y SU CONJUNTO

MAS OTRAS DOS ORQUESTAS

Domingo 20 de Abril - Los Aragonés, Dom. 27 La Sonora Santanera



Starlight Ballroom



47 NOTRE DAME AVE. SAN JOSE



Gloria's

JOSE and GLORIA
BAUTISTA Owners

FLORAL SHOP

WEDDINGS CORSAGES

FUNERALS Floral Arrangements

Artificial Arrangements

Potted Plants

Lazos, Coronas y Ramos artificiales

HECHOS en MEXICO

Open Daily 9:00 a.m. to 5:30 p.m.

286 - 6280

1246 1/2 E. Santa Clara St.

Dr. Noe Arrazate, D.C.

ANUNCIA a su DISTINGUIDA
CLIENTELA

DEL CAMBIO de sus OFICINAS

Que ahora se localizan en el

498 AL SUR de la CALLE 10

Consultas en Español e Ingles

TELEFONO DIA y NOCHE

295 - 8870

293 - 7231 Res. 498 S. 10th Street



ALAN A. ALAMEDA

HONESTIDAD Y CORTESIA

TELEFONO 293 - 0073

600 S. 2ND ST. SAN JOSE, CALIFORNIA

AGENCIA DE INHUMACIONES CASA FUNERARIA

Mission Chapel

RANCADORE & ALAMEDA

SIRVIENDO A LA COLONIA DESDE 1933

EN QUIEN PUEDE UD, DEPENDER
EMBALSAMADORES REGISTRADOS

ABIERTO 24 HORAS
SE HABLA ESPAÑOL



HUGO
KARMAN
Presidente



GRAN INAUGURACION del CLUB de ARTISTAS MEXICO

Domingo 18 de Mayo - 3:00 p.m.
745 N. 13th Street

Con fecha 18 de Mayo de 1969, na
ce aquí en San José, California, a las
3.00 p.m. el Club de ARTISTAS MEXICO.

Con qué fin se ha formado este
club, Ud. se preguntará !, Con el unico
fin de que todos los Artistas Locales de
San José y ciudades circunvecinas tenga
mos un rincón bohemio, un hogar ar
tístico, una oficina donde todos estemos
unidos.

EJEMPLO: todas las personas que per
tenecen a una sociedad, a un club, etc.
por lógica tienen una personalidad un
respaldo. Si Ud. tiene aficiones de canto
declamaciones, baile, le gusta actuar, le
esperamos. Es por eso que su amigo y
compañero HUGO KARMAN hace un lla
mado a todos sus compañeros y amigos
artistas a que pasen a inscribirse lo mas
pronto que sea posible a las oficinas que
están ubicadas en la calle 13, 745 y la ca
lle Taylor aquí en San José, antes del día
15 de Abril, pues la unión hace la fuerza.
TENDREMOS el apoyo moral, cívico y
patriótico del Sr. Cónsul de México Sr.
Daniel A. Galan de aquí de San José, lo
mismo que del Cónsul de San Francisco
Sr. Domínguez. Tendremos apoyo de las
autoridades del gobierno, pues estare
mos a sus ordenes para festivales de be
neficios, Ejemplo: Actuar para un hospi
tal, una cárcel, un asilo, Marcha de los
Dimes de los niños desvalidos. El Club
de Artistas México se sentirá orgulloso
de cumplir con un deber humanitario.
EMPRESARIOS de Clubs, Bailes, Locu-

tores de Radios, Televisión, Casas Co
merciales etc. etc. cuando necesiten de
un artista inmediatamente pondrán sus
ojos en el CLUB DE ARTISTAS MEXICO.

LOS ARTISTAS que pertenezcan
a este club tendrán su credencial de so
cio activo esto les dará una personalidad
y un apoyo, dando menos oportunidad de
que se les abuse.

TAMBIEN HACEMOS una INVI
TACION al público en general, Clubs, or
ganizaciones, a las asociaciones de CHA
RROS, locutores de Radio y Televisión,
casas comerciales, periodistas de EL
EXCENTRICO y a su director Sr. Hum
berto García, empresario. Club Las CO
RONELAS, Radio KOFY, Radio KAZA,
Radio KVEZ, a la distinguida dama Lu
pita Suarez, Sr. promotor y locutor
Eduardo (El Guero), Sr. Daniel Saldaña,
la familia López del Teatro Esquire, Sr.
Jesús Reyes Valenzuela, Hank Coca, se
ría imposible mencionar a todos pero su
amigo HUGO KARMAN Presidente y Di
rector del Club ARTISTAS MEXICO les
invita a su inauguración el Domingo 18
de Mayo a las 3:00 p.m. para saborear
RICAS CARNITAS al estilo de Michoacan.

La Solemne INAUGURACION se
hará el Sr. Cónsul de México DANIEL A.
GALAN y el mayor de la Ciudad Sr. RO
NALD JAMES.

Este Aviso es una galanteria de
GILBERTO RAMOS
MR. NO! NO! NO!

DE WATERS OLDSMOBILE
537 - 4232 25995 Mission Blvd.
Hayward, California

For your
WEDDING INVITATIONS
Color Wedding Pictures
Call 292 - 4273
Humberto or Bert Garcia

Coronado's **BEAUTY SALON**

ESPECIALISTAS en ESTILO y PINTURA DE PELO



**PRISCILLA
GONSALES**



**ANGIE
CORONADO**



**IRMA
FALCON**

Tel. 292 - 0055

17 South 4th St.



BETTY JO CALSADILLAS

1 yr. Born in San Jose
Parents
Mrs. Benita Calsadillas

**MAC HERNANDEZ
STUDIO**



CORRINA SINGH

11 mo. Born in San Jose
Parents
Frank and Adeline Singh

La Fiesta Latina Hall

7th & E. Santa Clara St.

San Jose, Calif.

WEDDINGS MEETINGS DANCING

DINNERS PARTIES BANQUETS



FRIDAY EVENING 8:00 p.m. to 1:00 a.m. \$125.00

SATURDAY EVENING 8:00 p.m. to 1:00 a.m. \$150.00

SPECIAL RATES TO ORGANIZATIONS

For RESERVATIONS Call Ralph Reyes, Mgr. 266 - 2411

Mexican
American
Political
Association
by
Pat Vasquez

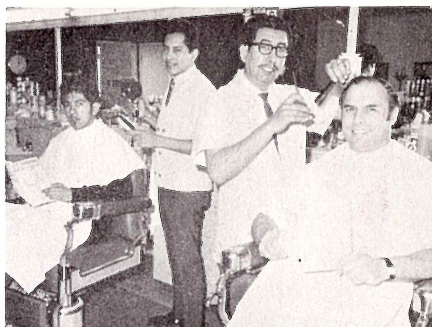


At their Feb. meeting, the Mexican-American Political Association endorsed Mr. Jose Zertuche for San Jose City Council Seat #7. Mr. Zertuche, a Marine Corp Veteran, is a Product Assurance Analyst with Lockheed and has lived in the area for 7 years. The Candidate, in his remarks to MAPA expressed his concern over the lack of total community representation on the City Council. He recognizes the many variations in the needs of the people of San Jose and is eager to see that the Model Cities program be of benefit to all the community. He feels there is a lack of implementation of plans made. Mr. Frank Escobar, campaign manager, announced the opening of Headquarters at 237 North First St., & welcomes the opportunity for Mr. Zertuche to speak before any groups.

A massive voter registration plan was announced by Leo Rivera, chairman of the Political Action Committee. Since many citizens failed to vote in the last General Election, it is necessary that they be re-registered, as well as the new-comers to the area. Aside from door-to-door registration, MAPA plans to man registration booths at various locations. Anyone interested in helping MAPA in this worthwhile endeavor is asked to contact Mr. Rivera at 262-1599. Also, the Committee will be announcing the appearance of a National political figure to aid in a Fund-Raiser to be held in September.

MAPA is a non-partisan organization and extends an invitation from its Chairman, Pat Vasquez - 258-1277 - to all interested persons to join with them in attaining a more meaningful position for Mexican-Americans in our Society.

Continental Barber Shop



SIMON RIVERA, Prop. y JOE DURAN
le atenderan en Español.

No appointment necessary Open 6 Days
a Week CLOSED on MONDAY.

Specializing in Razor Cuts and
HAIR STYLING!

258-7039 1091 McCreery Ave.
at Story Rd. (East San Jose)

ELECT



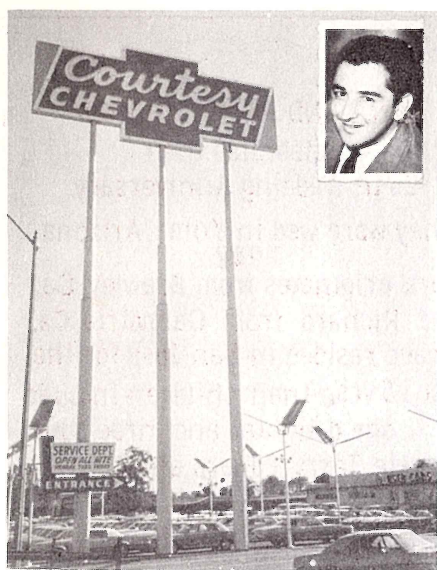
JOHN DE HERAS

San Jose City Councilman

Seat 5

Tuesday, April 8

Paid Political Advertisement by
Electronic Engineering - Bill Gonzales



Courtesy Chevrolet

AL ZAMORA invita a Ud. y a su distinguida familia para que pruebe y admire el amplio surtido de carros NUEVOS y USADOS
Y las Amplias FACILIDADES de PAGO que aqui se Ofrecen.



AL ZAMORA es nativo de San Jose y responsable representante de esta gran compañía de Autos.

Tel. 248 - 5000 3030 STEVENS CREEK BLVD. (at Winchester Rd.)

EASTSIDE CENTER PLANS PROGRAM FOR TEENS



The Eastside Center is planning a variety of summer programs for teen girls. They plan to have dances, movies, sewing classes, trips to places in the area and are interested in any ideas that you have to offer. There will be supervision and instruction available. The Center is located on 2070 Alum Rock Avenue. You are invited and are most welcome to contact Diane Martinez at the Center by calling 258-0871 or by dropping in.

La Rueda de La Fortuna



BAILE los Viernes, Sabados y Domingos
con la Orquesta NOTAS de ORO de
JOE RIOS con su cantante Ruben Rubio
(el Marlon Brando Mexicano)

MANUEL JUAREZ, Prop.
262 - 9705 1231 Taylor St.
Alviso, California



VERA AND RICHARD DIAZ

Celebrated their
27th Wedding Anniversary

They were wed in Yuma, Arizona
1942

Vera originates from Brawley, Ca.
and Richard from Calipatria, Ca.
& have resided in San Jose for the
past 15 yrs. Their children include
one daughter and three sons
Angie, Terry, Edward and Bobby.

Mr. Diaz has been connected with
Excentrico for the past 13 years.
He has repeatedly been awarded
the title of Best News Photographer.

The Diaz family celebrated their
Wedding Anniversary with a Party at
their home 1131 M3lbourne Blvd.

In photo they appear with their sons Edward
and Terry. CONGRATULATIONS !



Agencia GUERRERO



Nick H. Guerrero

Notary Public



Arreglamos Asuntos de
INMIGRACION



NOS ESPECIALIZAMOS EN LLEVAR
CONTABILIDAD

DE PROFESIONISTAS Y NEGOCIOS

REPORTES MENSUALES DE
GANANCIAS Y PERDIDAS

PAGO SEMANAL DE EMPLEADOS

VISAS, MICAS PERDIDAS, TRADUCCIONES

REGISTROS, CERTIFICADOS, CARTAS DE
PODER, DOCUMENTOS NOTARIZADOS,

LICENCIAS SUSPENDIDAS

HORAS DE OFICINA

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

(LUNES a SABADO)

Domingos 10 a 5:00 p.m.



Proteccion de Investigaciones de Income Tax

GARANTIA MAXIMA de AHORROS

GARANTIA MAXIMA

EN SUS DEPENDIENTES !

REDUCCION MAXIMA
DE SUS GASTOS !

SERVICIO de INCOME TAX

297 - 2079

944 E. Santa Clara St.



RICHARD and VERA DIAZ 27th WEDDING ANNIVERSARY PARTY

Top picture shows some WOULD BE crooners or who knows, perhaps they are Jorge Negrete in the making, L to right: Jorge Godínez Excentrico Columnist, Humberto García - Excentrico publisher, Gilberto Ramos, Mr. NO! NO! NO!, Arturo Walker - owner of DISCORAMA and Disc Jockey Roberto Ramirez of Radio KOFY.

Left to right: Mr. and Mrs. Joe Romero proud parents of LAS SIRENITAS Josie & Rosie, Rosie Vanderloo, Robert and Esther Perez, Jorge Godínez, Margaret Valles, Arturo Walker, Nancy Amaya, Rudy Bellou mini, Joe and Isabel Caballero, Richard and Vera Diaz. Not in picture Mr. and Mrs. Benny Montes.





292 -3710 799 S.First St. San Jose



AMADO y CARMEN GARCIA
PROPS

RENT A TV

Good Used TV's
FOR SALE

- OR RENT-TO-OWN
- LOW LOW RATES
- IMMEDIATE DELIVERY
- ALL TYPES

E Z CREDIT TV RENTALS

899 W. SAN CARLOS

SAN JOSE

CALL
297-8338



VOTE FOR MINETA APRIL 8



NORM MINETA is incumbent Councilman and Vice Mayor of San Jose... Norm Mineta is a candidate for Seat #4 in the best interest of San Jose, we must keep a man like Mineta on the Council.

A man who's for
ALL THE PEOPLE!

ENDORSED BY COUNCIL ON LATIN AMERICAN AFFAIRS

VOTE FOR MINETA APRIL 8

Sir,

I would like to take this time to explain why I do not wish to expose my identity.

I found that, through the Excentrico, a well known and quite interesting booklet, I could express my thoughts and appreciation to those who deserve to be praised. I'm quite sure I'm not alone; there are many who feel as I do. I not only speak for myself, but for others as well.

I would like to thank you and your staff for publishing my opinions and drawings for others to see and evaluate.

I'm sure my identity has been mistaken for others, but I intend to keep my identity unknown. For those who have been named the writer, I wish to apologize for the inconvenience and time taken to expose the wrong person. I realize the wide area the Excentrico circulates and might add that I am very pleased.

Thank You,
Me



Jesus
Reyes

Valenzuela

A man who advertises with words
of Encouragement
Simple advertisements are
converted to Pictorial views in the
Minds of the Listeners.

**We need a
strong sense of
purpose!**

**APRIL
8th**



VOTE AND WIN WITH
WALTER V. HAYS

Endorsed by Council on Latin
American Affairs

CITY COUNCILMAN

SAN JOSE

SEAT

5



RAINBOW BALLROOM

Dancing Every — SATURDAY & SUNDAY

Saturday, April 5th - LADIES NITE

Admission 50¢

EASTER SUNDAY - BIG DANCE

Saturday, April 12th

Comision Honorifica Mexicana, Inc.

Big Dance with Los Pepes Orchestra



FRANK DAVILLA
296-0306

Attended A. GI Forum, S.J.

Chapter

Sweetheart Coronation Ball

at McCabe Auditorium

Looking her radiant self with a brand new dress creation Lena Manriquez and her dashing escort Richard Gomez joined the crowd for an evening of dancing.



**HAVE A CLEAN CAR — AT NO COST TO YOU WITH OUR
GAS & WASH DEAL**

FULLY AUTOMATIC WASH

You Stay in your car -- Our equipment does the work

75¢ VALUE

FREE With Purchase of
10 or More Gal-
lons of Gasoline



**A CLEAN CAR IS
A HAPPY CAR**

Use your TEXACO
National Credit Card



GASOLINES

STAR & BAR
2075 ALUM ROCK AVENUE
(Next Door to TropicAire Drive In)
SAN JOSE
251-7012



Left to right: Teresa Acevedo, Teresa Linares Sally Rosales - Aux. member, Martha Muñoz MARY NORIEGA - QUEEN, Betty Hitch--

cock - Aux. member, Leticia Rocha - 1st. runnerup, Rosa Velasquez 2nd runnerup. (photo by Richard Diaz)

AMERICAN GI FORUM - SANTA CLARA CHAPTER - Ladies Auxiliary

These elegant and distinguished Ladies form the American GI Forum, Santa Clara Chapter Auxiliary, with their usual charm and intelligence helped make their annual BLACK & WHITE BALL

a hugh success, it was held at La Cabaña Motor Hotel in Palo Alto, Saturday, March 15th. Left to right: Rachael Troncoso,

Betty Hitchcock, Eleanor Reza, Ana Celia Rogers, Mary Sarzoza, Magdalena Velasquez Eleanor Talamantez, Carmen Garcia, Lucy Gallegos, Queen MARY NORIEGA, Sylvia Cerna - Aux. Chairman, Sandra Guerra, Joannie Vierra, Sally Rosales and Mary Estrada.

(photo by Richard Diaz)



PEPE'S Super Market & Bakery

Carnes de Primera

Toda Clase de Verduras

MASA Para TAMALES

HOJAS - ESPECIES

Especialidades: Tortillas, Tamales,
Pan Dulce Mexicano y Tostadas

Todos Los Domingos

Deliciosa Barbacoa de Res
MENUDITO
Acabadito de Hacer

ORDENE SU MASA CON ANTICIPACION
para los Proximos DIAS FESTIVOS !

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



PEPE OZUNA y JOHN CANTERA EN EL DEPARTAMENTO DE CARNES

Esquina Prevost y Auzerais Ave.

Tel. 293 - 1773

San Jose, Calif.

Milpitas Marine Victim

Requiem Mass was read Friday at 10:00 a.m. in St. John's Church, Milpitas, for Pfc. Robert A. Horcajo, nineteen year old Marine victim killed in a Communist ambush in Vietnam.

Robert, a 1968 graduate of Ayer High School, was the son of Mr. and Mrs. William V. Horcajo, Sr. of Milpitas.

He was shot in the head during a search and clear mission with K Company of the 37th Regiment, First Marine Division. The Company was 6 miles southwest of Da Nang.

Burial was at Golden Gate National Cemetery. The Rosary was recited at 7:30 p.m. Thursday at the Darling & Fisher Garden Chapel.

Other surviving members are his two brothers, Bernard and William, Jr. and a sister, Bernadette of Milpitas; his grandparents, Mr. and Mrs. Albert N. Garcia of Hayward.



PFC. ROBERT HORCAJO

Servicio DE INCOME TAX

No Hay Substituto para la Experiencia

Mas de 26 AÑOS en el RAMO de INCOME TAX con lo que cuenta LENA sirviendo a la colonia de Habla Hispana le dan a Ud. la Completa CONFIANZA de que sus PAPELES de INCOME TAX seran hechos segun la LEY EXIJE y a la vez Ahorrandole MUCHOS DOLARES con todas las DEDUCCIONES que Ud. PUEDA OBTENER.

HORAS DE OFICINA:

Lunes a Viernes 9:00 a 9:00 p.m.

SABADOS

9:00 a.m. a 5:00 p.m.

Lena Manriquez

CY 3 - 3388

1246 E. Santa Clara St.



Lena Manriquez



FRANK OLIVER

ELECT

for
CITY COUNCILMAN

Remarks on
These Issues



Frank Oliver Is

- MATURE
- CAPABLE
- EXPERIENCED
- PROGRESSIVE

JOBS RECREATION
FAMILY HOUSING
BUILDING
TAXPAYER.
YOUTH

PUBLIC
CONFIDENCE
DEVELOPMENT

H. FRANK
OLIVER

SAYS: YOUR FUTURE is ON THE LINE

SEAT 4 — SAN JOSE CITY COUNCIL APRIL 8, 1969

House of Earl

BEAUTY
SALON



Mary Enriquez, Mandy Vega, Ofelia
Molano and Prop, Jenny Yates.
Para atenderle en Español.

Tues. Wed. Sat. 9:00 to 5:00 p.m.
Thurs. & Fri. 9:00 to 9:00 p.m.

NO APPOINTMENT NECESSARY

We Also SET and STYLE WIGS

251 - 6336 1091 McCreery Ave.

(AT STORY ROAD)

Frank's Radio & TV



FRANK ZAMORA, PROP.
SERVICIO DE REPARACION Y VENTA

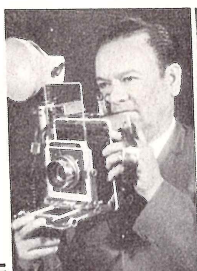
TV HI-FI SERVICE Radios Custom Work
Phonographs All Work Guaranteed
ANTENNA INSTALLATION for U.H.F.
:- For Channel 36 :-

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

EL FOTOGRAFO de LAS ESTRELLAS



RICHARD DIAZ
292 - 3294



Mr.No! No! No!
Gilberto Ramos from Waters
Oldsmobile in Hayward
receives kiss from this young
admirer.



FREE PASS to the STARLIGHT
Ballroom for this lassies
Courtesy Mr. Harry Evans

EXCENTRICO'S 20th ANNIVERSARY - TESTIMONIAL DINNER



On Wednesday, March
26th EXCENTRICO had
a BIRTHDAY PARTY
it's 20th year of life

To celebrate this event
a BANQUET was given
at Martin's La Poblana
with Mariachis, speeches
and the whole bit.
Humberto Garcia publi-
sher was presented with
a plaque by Bob Mercado
Columnists received
Merit Certificates.
In photo Martin Mendez
co-owner of La Poblana
Teddy Castillo and
Humberto Garcia.

ELECT



RALPH D. GRAY

San Jose City Councilman

SEAT NO. 4

Tuesday, April 8

“Un Gran Amigo de la Colonia”

Servicio de Income Tax



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

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

Jose J. Alvarado

297-1339 1190 E. Santa Clara St.

FIRST STREET DRUGS (Rexall)

Prescription Specialists

Donde dignidad. Respeto y Servicio es nuestro
Producto mas importante para todos nuestros clientes

SI PARLA ITALIANO - SE HABLA ESPAÑOL
NOS ESPECIALIZAMOS EN RECETAS

292-8081 35 S. FIRST ST. (Downtown San Jose)



**JOE COLLA
PROP.**



**CARMEN
GONZALEZ, Prop.**

LAS CAZUELAS

Lo Mejor en Comida Mexicana

ABIERTO SIETE DIAS de la SEMANA
Diariamente 7:30 a.m. a 12:00 p.m.
Los VIERNES y SABADOS de 7:30 a.m.
a 3:00 de la MADRUGADA.

El MENU mas Variado y Autenticamente
Mexicano en todo el Norte de California

297-6370 30 S. SECOND ST.

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE CORNER OF
THIRD STREET



HANK COCA

Spanish:
TV SHOW
CHANNEL 11



JOE SANCHEZ



ROSE STYLES



GIL COCA



RENE DI LUNA



CANDY VELIZ



OLIVIA PEREZ



LOUIE COCA

BEDROOM - LIVING ROOM - KITCHEN

3 Rm. Group \$199.⁰⁰

Living Room Includes:

Vinyl Sofa and Chair, 2 Step end tables, Coffee Table and 2 lamps.

Kitchen includes:

Dinette Table and 4 Chairs

Bedroom Includes:

Double Dresser with mirror Frame, Bookcase Headboard, Box Spring and Mattress.

82 E. Santa Clara St.

297 - 9486 San Jose



RAUL CHAPA



ABEL ACOSTA



JOSE GUILLEN



SILVER LUNA



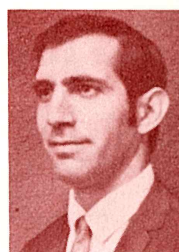
**PHIL
RODRIGUEZ**



**CARMEN
RODRIGUEZ**



**RAUL
GUILLEN**



**LEO
PIACENTINI**

CLIENTES SATISFECHOS

OTRO CLIENTE MAS que esta
Satisfecho con sus compras en
Furniture Discount House

ARTHUR & YOLANDA RAMIREZ
385 N. 16th St.

San Jose, California

Trabaja en Memorex en S. Clara

Originario de Woodlake, Calif.

Yolanda es procedente de Las
Cruces, Nuevo Mexico

Adquirieron sus Muebles Aqui.



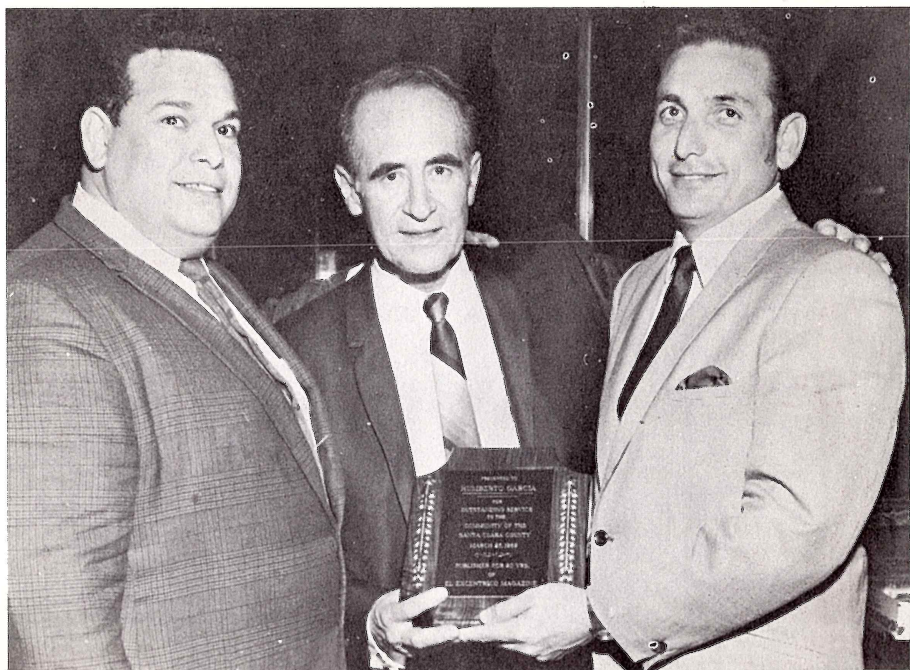
**FURNITURE
DISCOUNT HOUSE**

Call

297-9486

32 E. SANTA CLARA ST., SAN JOSE

El Excentrico's 20th Anniversary



Left to right: Martin Mendez co-owner of La Poblana Restaurant, Publisher Humberto Garcia and

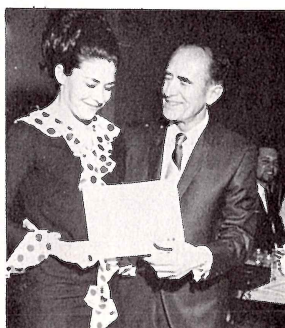
Bob Mercado of Garcia & Garcia Bail Bonds who presented the award at the Testimonial Dinner.

On Wednesday, March 26, 1969 a TESTIMONIAL DINNER was offered to EXCENTRICO'S publisher Humberto Garcia and son Bert Garcia; At Martin's La Poblana Restaurant

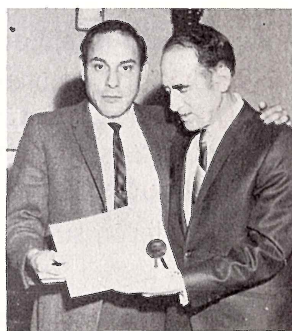
A plaque was presented to Mr. Garcia for 20 years of continuous publishing service by Mr. Bob Mercado of Garcia & Garcia Bail Bonds Certificates of Merit were presented to all Excentrico's columnists.



CHRIS HERNY in behalf of CLUB RIVIERA



MARY D. ROGERS
Excentrico's Secretary



JORGE GODINEZ
Receiving Certificate

EN SAN JOSE

EN REDWOOD CITY

Northside - Food Villa

901 N.13th Street
286 - 9090

Mkts.

201 - ARCH ST.
365 - 9988



Linea Completa de Productos Mexicanos

Economia y Calidad !

CAMBIAMOS CHEQUES de TRABAJO
y del WELFARE

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



Complete LIQUOR department



Bert Garcia, Mgr., Angie Coronado receiving award, and Publisher Humberto Garcia.



BILL GONZALES holds a copy of the first EXCENTRICO published in April of 1949.

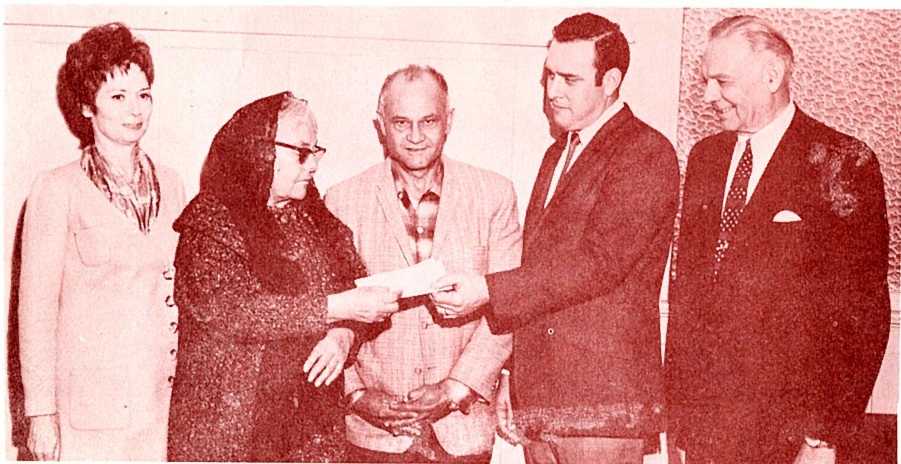


RICHARD DIAZ
Top News Photography award



Mrs. Garcia, Manager of Radio KVEZ in San Mateo congratulates publisher Humberto Garcia.

DONATIONS for CASITA DE NAZARET



Sister Maria Bravo returned to San Jose early this month to give a report to the Casita de Nazaret Board of San Jose.

Sister reports she is taking care of 30 orphans at La Piedad, Mexico.

The building of Casita de Nazaret is moving ahead and sister hopes that

many of her friends will visit her this summer.

In photo sister Bravo accepts donations from Leonard Ventimiglia, other donors are Evelyn Sechter, left, Luis Montalve, center, and extreme right, City-Councilman Louis Solari.

by JOHN MAREK

RETAIN
Incumbent



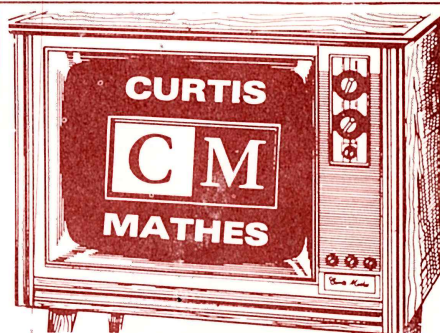
LOUIS SOLARI

San Jose City Council - Seat 6

Remember Proposition 14 ?

He fought the BATTLE AGAINST
Housing Discrimination.

Tuesday, April 8



\$399⁹⁵ W.T.

Compare at \$500

23" PICTURE TUBE

8 YEAR PICTURE TUBE WARRANTY

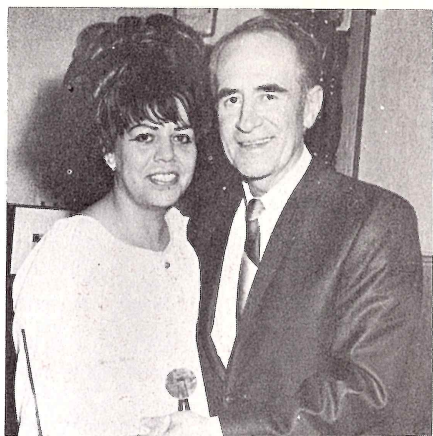
Tel. 286-4780

OPEN SUN.
1 - 5
DAILY
9 - 9

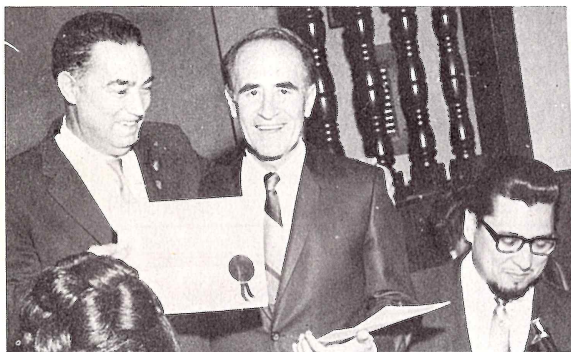
NO MONEY DOWN
TV MART
1225 W. SAN CARLOS



Candy Veliz receives Most Controversial award from publisher Humberto Garcia.



Marce Mora friendly Excentrico writer receives dedication award.



In photo lovely Teddy Castillo and publisher Humberto Garcia receive serenade

DANIEL G. SALDAÑA la mejor pluma de San Jose, Humberto Garcia, Rodolfo Belloumini columnista y Agente de Ventas de la Revista EXCENTRICO.

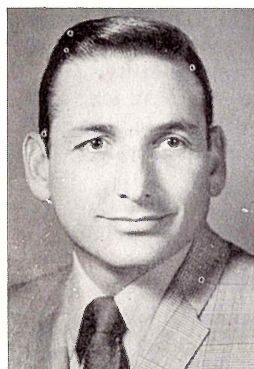
from Mariachis LOS CAPORALES who play at Martin's La Poblana.



JAIL BONDS

IMMIGRATION BONDS

GARCIA & GARCIA



BOB MERCADO

BAIL BONDS

297-5454

24 HOUR SERVICE
SAN JOSE, CALIFORNIA

FIANZAS DE CARCEL Y CORTE

SUSPENDED DRIVER'S LICENSE BONDS

1215 E. Santa Clara Cor. 25th & Santa Clara St.

Martin's LA POBLANA RESTAURANT & COCTAIL LOUNGE



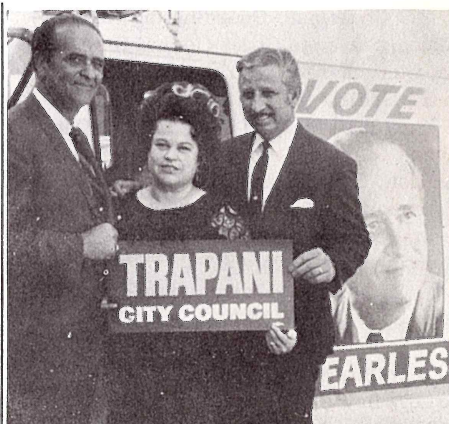
Martin Mendez, Jr. - Frank F. Palacio
Co - Owners

Catering to Banquets

FEATURING
MARIACHI LOS CAPORALES
Wed. Thurs. Fri. Sat. and Sunday

OPEN 7 DAYS A WEEK

298-5722 76 W. San Antonio St.



Marcelo and Antonia Saucido with organizations they represent are 100% for Mr. TRAPANI.

ELECT

FRANK T. TRAPANI

SAN JOSE CITY COUNCIL - Seat 5

VOTE TUESDAY, APRIL 8



Who is Walt Hays?

BACKGROUND

Walt was born in San Mateo, obtained his B.A. and L.L.B. at Stanford, & Berg. He is 33, married, has three children, and lives at 1711 Harte Drive, San Jose.

COMMUNITY ACTIVITIES

Chairman, Coordinating Subcommittee, San Jose Goals Committee (1968). He was charged with the actual writing of the Goals.

Chairman, Loma Prieta Chp., Sierra Club (1968) Member, City Beautification Committee, The Association of Metropolitan San Jose (1967-68). This committee conceived and carried out the Fountain Alley Project.

Chairman, Citizens for Parks and Open Space (1965-66).

Director, San Jose Jaycees (1964).

Chairman, United Fund for attorneys in the San Jose Metropolitan area (1963).

Hays' Point of View

POVERTY

"Why should a city and people so richly endowed allow a single poverty pocket to exist? San Jose, heal thyself."

PUBLIC PARTICIPATION

"Too many people in San Jose feel

completely alienated from the city administration. We need to overcome this, by going out to the neighborhoods to inform and listen, and by making a concentrated effort to make everyone in the city feel that he has a part to play in improving San Jose."

LOWER THE VOTING AGE

"One of the quickest things youth responds to is responsibility. Give the 18-year-olds the vote. As long as they pay taxes and are draftable, they should have a vote about their destiny."

LIBRARIES

"We are allowing our city libraries to starve for books. The county system has three times as many books per capita as the city libraries. In action city this won't happen."

MINORITY GROUPS OR JUST GOOD HUMAN BEINGS

"I think Minority Groups and Ethnic Groups are tired words. As human beings we must work together. Human beings should have equal representation

SAN JOSE SEAT 5 CITY COUNCILMAN

ENDORSED BY COUNCIL ON
LATIN AMERICAN AFFAIRS

Pacific Telephone Opportunity

No Experience needed for interesting telephone jobs! We have clerical & Operator openings. Good starting salary paid vacations & Holidays. Regular raises good chance to advance. Visit our Employment Office today: 8:30 to 4:30,

Monday thru Friday
817 THE ALAMEDA
2350 ALUM ROCK, SAN JOSE
PACIFIC TELEPHONE
An Equal Opportunity Employer



GLORIA, ROSIE AND ARNOLD

Thrifty CLEANERS

IT'S SMART TO BE THRIFTY

.69

Slacks
Shirts
Skirts
Blouses

\$1.39

Suits
Dresses
Robes
Top-Coats

TWO LOCATIONS
IN SAN JOSE

259-2890

272-2965

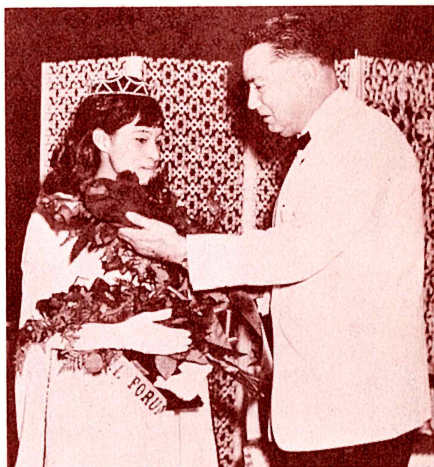
1663 E. Santa Clara St.

31 S. Jackson Ave.

Santa Clara Chapter American GI Forum QUEEN MARY NORIEGA

El Embajador de Buena Voluntad
Don Daniel G. Saldaña
Columnista de la Revista Excentrico
presenta un primoroso ramo de rosas a su
graciosa majestad durante el Baile
BLACK & WHITE que se verifico en La
Cabaña Motor Hotel en Palo Alto.

(foto Richard Diaz)



Con su nueva
CANTANTE
DE BOLEROS

ROSITA
SOTO

Grandes
Premios!



KIKO MORALES y SUS SATELITES
GRAN BAILE - AZTECA HALL
Calles 24 y San Antonio

Domingo 6 de Abril - 8 a 12p.m.
(EASTER SUNDAY)

Admision \$1.00 antes de las 9:00



CANDY VELIZ

On Tuesday, April 8, exercise your right to vote. Remember to vote for Jose Zertuche he will remember you. Vote for Norman Mineta. If we can't get a Mexican-American to the council he is our next best hope.

This is a note to Mike Ybarra. Club San Felipe will have their Formal Anniversary Ball on July 26th, all other Mike Ybarra's that like to double the dates also take notice. Punto y aparte.



Club San Felipe fishing trip continues and sometimes it isn't the pro's day and here we see Manolo Constanancio with the best he did, a minnow. Manolo maybe you better go back to playing pool and pick on Pancho La Gata - your luck, may be better.

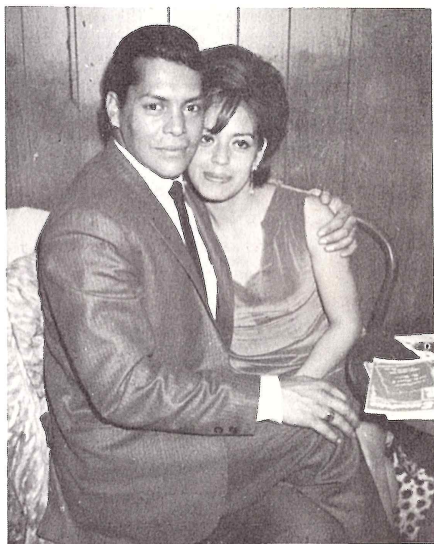


Here are some Club Pasatiempo

club members and their respective trophies. L. to R. Emilio Macias, Richard Lemas, Terry Sanchez winner of first place with open sight, Jimmy Ortiz winner for the 2nd year in a row with scope and Tony Bettencourt.

Club San Felipe welcomes four new members: Frank Garcia, Philip Perez, Ruben Guerrero and Armando Flores. Gents it's a pleasure to have you.

Some weeks ago I asked if there was a romance going on between Ruben Rojas & Mary Martinez. This photo ladies & gents answers my question.



Maria's Nite Club is on North 13th Street in San Jose, and the Conjunto Bah-
lia (The Renegas) are playing there. The music is great. Try it Friday's, Saturdays and Sundays. Yes sir; Sundays too.

If you are from Fresno go to the Furniture Discount House on Broadway. Beside beautiful furniture at low prizes, you will see a beautiful secretary by the name of Carmen Rodriguez and Phil Rodriguez a man that is getting so fat that he rolls to work instead of walking. Vive el timbitito Phil.



Sitting left to right: INIS, MATHEW, JESS, backrow PHIL, JOHN, (Mgr.) RAY and JIM part of the staff to wait on you in Spanish.

TEJA CERAMICA

4 1/4 x 4 1/4 - 5 COLORS

WALL PANELS

Many Sizes - All Solid Colors

Tapetes de Linoleo

" THRIFT TEX " 9 x 12 "

Alfombras de Nylon

Respaldo de Hule de Esponja, 5 Colores

Nada de Entre 36 Meses para Pagar

AMTICO PLASTIC
ASPHALT FLOOR

TILE

Reg price
to 12c
each

• 10 colors
• 9"x9"x1/8"

5¢

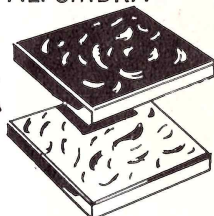
per tile
or 12 1/2c
sq. ft.

EL MEJOR REGALO
PARA SUS
PADRES es UNA
ALFOMBRA

4¢
EA.

.19c

\$5.77



\$3.77
SQ.
YD.



MOSAIC TILE 49c

PER SHEET

25 BEAUTIFUL NUMBERS

SEARS IS ACROSS
FROM US

FLOORCRAFT

TILE & CARPET WAREHOUSE

344 RACE STREET - SAN JOSE

OPEN SUN!
11 A.M. to 5 P.M.
OPEN DAILY 8 to 5:30
Mon., Thurs. 'til 9 P.M.

PHONE
292-7700

EASY
TERMS

your
BANKAMERICARD
welcome here

RUGS-- RUGS-- RUGS
700 TO CHOOSE FROM Come in and browse
through our huge selection of rugs. All sizes from 9x12 and up. Unusual
colors and patterns

\$29 GROUP VALUES TO \$45.00	\$39 GROUP VALUES TO \$75.00	\$49 GROUP VALUES TO \$85.00	\$59 GROUP VALUES TO \$110.00
LOOK		AND SAVE	

WE DO INSTALL WALL TO WALL

FLOOR CRAFT

292 - 7700

TILE & CARPET SUPERMART

344 RACE ST.

SAN JOSE

THIS "N" THAT

Thanks to Rosie and Josie for their Easter Card. They are now in South East Asia entertaining our servicemen. Good luck gals and we hope to see you soon.

The cultural civic committee keeps bugging me and they want to know why the Santa Clara G.I. Forum Ladies Auxiliary has never taken care of the bill for last year's Cinco de Mayo Fiesta. The bill was \$80.00 and they only paid \$34.50 and furthermore the Santa Clara Jr. G.I. Forum has never paid the bill not even for the "Goodies" they used. It must run in the family.



The Quiet Village is always jumping & on Arturo's Birthday it was no different as this photo will show. Congratulations Art.

To Mr. Humberto Garcia the heartiest congratulations from Club San Felipe on his 20th year of publishing the "El Excentrico". The only semi-monthly Spanish magazine that has withstood the test of time. Mucho bien Señor Garcia.

Congratulations are also in order for Carolina Cuellar, she celebrated her 17th Birthday on March 22nd. Carolina may you have many more just as happy and we will make sure you won't go past 21.

The Starlight Ballroom has THE dances to go on Saturday and Sunday. Bailamos?

Once upon a time there was a party going on in the particular house and just as the party was getting good there was a knock on the door and the party giver came to the door and opened it and there standing bigger than life

stood a priest. The man invited the priest in but the priest wanted to know the name of the game they playing since the party giver had nothing on but a towel wrapped around him. The party giver explained that the women were blindfolded then would feel underneath the towel to identify the man. I couldn't play that game said the priest. You might as well said the party giver your name was mentioned once or twice already. This joke is two more white hairs for Mr. Garcia.

Finish ... Candy

EL AMIGO CAFE

AURELIO
MELGOZA
e hijas
para
atenderle



CERVEZA Bien Refrigerada de todas Marcas
Comida MEXICANA - AMERICANA

297-4669 167 W. San Fernando



ELECT GROSS
KURT GROSS
GROSS
San Jose City Council
SEAT NO. 7

HUGO KARMAN

Party Entertainment

FUNNY COMEDY - VENTRILOQUIST
PUPPETS - MAGICIAN - CLOWN

Teatro Mobil Artístico de

INFANTIL A SUS ORDENES para actuar en su
propia casa en su siguiente fiestecita
Mago Ilusionista - Muñecos que Hablan
VENTRILOUCO - PAYASOS



Call Me Today ! Hableme Hoy Mismo ! 287-0715

ESTE ANUNCIO ES POR UNA GALANTERIA DE:

ARTURO'S QUIET VILLAGE
Arturo (Alaska) Lopez, Owner
293-1010 950 S. FIRST STREET

PINK ELEPHANT MARKETS
251-3921 400 S. KING ROAD
293-5830 1098 N. FIRST STREET

LA VILLITA

El Salon de BAILE Mas Grande en el
Condado de Santa Clara



TRINI MARTINEZ y su Conjunto

BAILE todos LOS SABADOS
TARDEADA Los DOMINGOS 2:00 a ?

- Musica Nortena -

CONCURSO DE ZAPATEADO

Telefono 779-9785

1-1/2 millas al Sur de Morgan Hill

Speedy Gonzales Drive Inn



En la grafica: Louis y Becky Gonzales
Props. e hija Roselia Anaya le atenderan

Serving the Best in Mexican and American
Food. Dining Room Facilities.

OPEN DAILY 11 to 9:00 p.m.
Friday and Saturday 11 to ?

Menudo Todos Los Domingos

300 WILLOW STREET

(Corner of Willow & Locust St.)

La Comunidad De San Jose

Por
ANGIE CORANADO



Un Mensaje de Importancia

Para todas las organizaciones Mejicanas del Condado de Santa Clara.

Ya es tiempo de mirarnos cara a cara si es que queremos ayudar a resolver los problemas de nuestra raza Mejicana.

En primer lugar los mejicanos necesitan re-establecer su identidad a un nivel que corresponda con sus deseos y necesidades, porque eso hoy mas que nunca se siente, que la cultura de sus antepasados debe ser restablecida no solo porque esto el da considerable influencia sobre sus acciones y pensamientos, sino por la mera razón que dentro de esta cultura, el mejicano encuentra un sentido de identidad y orgullo.

CONCEPTO ERRONEO.

El Mejicano ha sido siempre identificado bajo un sombrero de petate y dormido. Pues esta imagen errónea, tiene que desaparecer, y esta imagen errónea va a desaparecer cuando todos los mejicanos comencemos a trabajar juntos y no como individualistas.

Hoy en día vemos que el mejicano no quiere ser caracterizado como una persona floja e incompetente de vivir una vida natural y decente como cualquier otrapersona de derechos constitucionales esto es algo absurdo e intolerable en nuestros días.

Claro está que hoy día no podemos tolerar mas le pisoteo de nuestra cultura y lenguaje hispano-mejicano, de el cual hasta nuestros hijos han sido privados y como si esto fuera poco, nos han privado de nuestros derechos constitucionales y de tomar nuestro puesto merecido "Lado a Lado con el de mas sociedad", de la cual nunca hemos for-

mado parte. En la otra mano tenemos un comentario que dan los anglo-sazon, como tambien el mejicano de media clase.

El anglo-sazon dice: los mejicanos americanos no estan orgullosos de ser americanos.

El mejicano de clase-media apoya y comenta, por si mismo, yo tengo todo y he progresado.

En un lado el anglo-sazon ignora de su misma historia y en el otro lado el mejicano-americano luciendo su vanidad. Mientras a sus hermanos los tratan injustamente. Bravo merecen un aplauso.

Esta es la clase de insultos que estamos recibiendo día tras día los mejicanos o sea la raza nueva "El chicano" nadie puede criticar al mejicano de no estar orgulloso de su país, porque lo es tá y lo siguiente lo aclara todo.

En un reporte que da Washington D.C. nos aclara que el soldado mejicano ha recibido mas medallas de honor que cualquier otro grupo étnico del país, y uno de los factores mas grandes de esto es que el mejicano nunca ha sido traidor a su patria como otras razas durante las ultimas guerras y aun ha sido el mas de soreariado de todas las razas en su propia tierra.

El mejicano esta orgulloso de ser americano, pero mas orgulloso esta de su historia, cultura y lenguaje mejicano, por eso hoy en día se ven los estudiantes y ciudadanos mejicanos luchando duramente para conservar intacta la riqueza de su herencia cultural, ya no estamos solamente de rodillas, ni tampoco nos encontramos rogando por lo que nos pertenece, por virtud de nuestros derechos constitucionales. Tampoco queremos ser conocidos como ciudadanos de segunda clase. Por eso al haber descubierto esta nueva imagen de si mismo, le ha ayudado a descubrir algo de su pasado por el cual demanda que los libros históricos reflejen algo de su contribución hacia el desarrollo de este país, por lo cual se siente diez pies de alto y orgulloso de ser mejicano.

(continua en la siguiente plana)

Maria's

COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante

DANCING

EVERY WEEK END

A GAY AND LIVELY ATMOSPHERE

COME TO WHERE THE ACTION IS

The Best Combo in the Bay Area

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

DAN y MARIA AGUIRRE, Props.

295 - 9872

728 N. 13th St.



EXCENTRICO'S 20th Anniversay TESTIMONIAL DINNER

On Wednesday, March 26 a Banquet was offered to publisher Humberto Garcia and son Bert at Martin's La Poblana Rest. commemorating the 20th Anniversary of
EL EXCENTRICO MAGAZINE

Awards were presented to Columnists and a beautiful plaque was presented to publisher Humberto Garcia by Bob Mercado

In photo Hank Coca owner of F.D.H.
extends his congratulations.

Lovely Teddy Castillo also attended.



PAUL CUIEL



MARY ESTHER
SANCHEZ



MANUEL MARTINEZ
OWNER



HERMAN
ALVAREZ



JOHN BRECKER



SAL MOSQUEDA



AMBROSE
BALCAZAR

Income Tax Service

Complete & Efficient INCOME TAX and
REAL ESTATE SERVICE!

Town & Country Realty

251-3626 1666 E. SANTA CLARA ST.

Ya es hora de que no peliemos mas mejicanos con mejicanos ya es hora de unirnos todos cada cual en su capacidad, tenemos que recapturar y reservar una vez mas la belleza de nuestra historia cultural y nuestros derechos constitucionales.

Y una vez mas el mejicano podrá ser el maestro de su propio destino y el orgullo de sus hijos.

THE FIRST CIVIL MARCH OF THE COUNTY OF SANTA CLARA

Three hundred people marched from 7th Street to City Hall and two hundred waited for them to demonstrate the unity of the Mex-American or Chicanos, Monday, March 24.

Chicanos are demanding a civilian police review board, claiming that as long as a police has to report only to another police, it leaves the community defenseless.

Two complaints were brought to the Council's attention.

Richard Franco, deputy director of the County Economic Opportunity Commission declared that two plainclothesmen illegally searched his home without a search warrant.

Rachael Silva, mother of a student of Boeger Junior High School, east San Jose, complained that she was arrested with a group of students. The children were put in one car and she in another, when the students' car drove away, she was told to get out of the car that all they wanted were the students, she told them to take her where they had taken the students because she wanted to help the students. She was then dragged and thrown out of the car.

These were their statements and they are on record.

LINDA SANCHEZ
Candidate for
Human Relations
Commission.



THE CELLAR

DANCING FRIDAY and SATURDAY
TARDEADAS EVERY SUNDAY



REYES BALDERAS
y su **CONJUNTO**

YOUR HOSTS ROCKY & SAMMY LOPEZ

Tel. 251 - 9774

STORY ROAD & CAPITOL

Jo - Mar Beauty Salon

Salon de Belleza Mexicano

OUR NEW
ADDRESS

234 WEST SAN
CARLOS ST.

COMPLETE
BEAUTY
SERVICE



COLD WAVE PERMANENT \$8.50

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

Josephine Montecino - Margaret Vasquez

292 - 2550 234 W. San Carlos

Simon's Beauty Salon

Salon de Belleza Mexicano

Las Mejores Estilistas en el norte de California

Corte de Pelo - Estilo - Pintura
y PLATEADO !

Abierto Diariamente de 9:00 a.m. a 9:00 p.m.

LOS SABADOS de 9:00 a.m. a 6:00 p.m.

DOMINGOS 9:00 a 3:00 p.m.



Teddy

Tel. 295 - 5391

32 S. Market St.



La Cumparsa
Universitaria de
Torreón, Coahuila
se presentará en
el Starlight el
Domingo 6 de
Abril.

Gus Mata paisano
de ellos les va
a ofrecer una
Recepción en su
honor.

GONZALES BAIL BONDS SURETY BONDS

DIA Y NOCHE SERVICIO
PARA TODA CORTE O CARCEL

SE HABLA ESPANOL

LLAME AL TELEFONO

CALL

585 E. MISSION

SAN JOSE

293-3001



por 
Daniel Saldaña

ANIVERSARIO DE EL EXCENTRICO

El miércoles 26 de Marzo de 1969 se dieron cita en el Restaurant "La Polblana", un grupo de mas de 50 personas para rendir homenaje al Sr. Don Humberto García, Director de "El Excéntrico" y al Sr. Bert García Gerente de la misma publicación.

Durante la ceremonia le fue entregada al Sr. Humberto García, una Placa en agradecimiento por sus veinte años de servicios publicitarios a la comunidad México-Americana de San José.

El Sr. García entregó a los columnistas y colaboradores de "El Excéntrico" CERTIFICADOS DE HONOR por su desinteresada dedicación hacia la Publicación. Cada una de las personas que recibió su Certificado, agradeció al Sr. Director y dirigió algunas palabras a la concurrencia, en la que se encontraban periodistas, fotógrafos, anunciantes, comerciantes columnistas, amigos y lectores de la única publicación que se ha editado en San José, California, sin interrupción por veinte años.

Los que tenemos ya muchos años de militar en las filas del periodismo, podemos aquilatar con mas exactitud el esfuerzo y la lucha que una publicación de este tipo ha tenido que enfrentar. Son muchas la publicaciones que han tratado de mantenerse a flote en ese agitado mar que se llama el Periodismo Latino; pero todas, o casi todas han naufragado al embate de las tremendas tempestades de ese mar.

Hace algunos años en uno de mis artículos que titulé: "Quijotes del Siglo XX, decía yo de la semejanza del Ilustre Manchego, con las publicaciones perio-

dísticas del tipo de la que me ocupa; tan to el uno como la otra atentos siempre "a desfacer entuertos".

Se ha llamado al periodismo "El cuarto poder" y ha quedado demostrada su fuerza, aún en pequeñas publicaciones.

Los trabajadores al servicio de las publicaciones han sido llamados "Obreros Intelectuales", y también se ha puesto de manifiesto que dentro de su trabajo entre prensas, linotipos, galeras de formato, etc. etc. hay gran cantidad de trabajo intelectual.

Desde Gutenberg a la fecha, las artes gráficas han servido a la humanidad en forma perminente entre las demas artes.

Por fortuna para los que hablamos, leemos y escribimos la lengua de Cervantes, tenemos en San José una Publicación que se llama "El Excéntrico" y que dos veces al mes nos proporciona qué leer en el romance del Ilustre Manco de Lepanto.

Le deseo al Sr. García y a "El Excéntrico" muchos años mas de vida, para que cuando en la posteridad, se hable del periodismo en San José, el nombre de "El Excéntrico" y del Sr. Humberto García, ocupen el primer lugar de la lista de honor.

For your WEDDING INVITATIONS
or Color Wedding PICTURES
See Humberto or Bert Garcia
292-4273 274 TERRAINE ST.
EXCENTRICO MAGAZINE

Jess G A R A G E

NEW LOCATION

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

FREE TOWING
SERVICE
BANK AMERICARD
FIRST NATL. CARD
WELCOME !

Home: Tel. 293-5487



Tel. 295-3334 115 S. 28th St.



Arturo's Quiet Village

Baile los Juev, Vier. Sab. y Domingos

MIKE HERMOSILLO y Su Sonora Marianao

Precios Especiales para todas las Damitas
en sus bebidas predilectas.

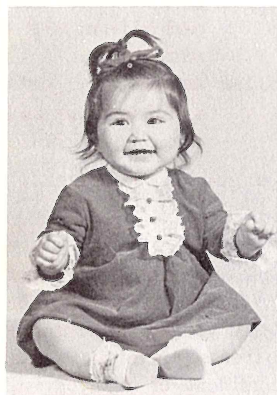
LADIES NITE: Jueves y Viernes

Con su Ritmo Tropical Latino

AIRE ACONDICIONADO

293 - 1010

950 S. FIRST ST.



DEEDRA CUSTODIO
9 mo. Born in San Jose
Parents
Mrs. Carol Custodio

MAC HERNANDEZ
STUDIO

THERESA RAMOS
1 yr. Born in San Jose
Parents
Gabriel & Eloisa Ramos



Art Martinez MENS WEAR

LOS ULTIMOS ESTILOS EN ROPA
PARA CABALLERO

SILK AND WOOL

1 BUTTON CONTINENTAL SUITS

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

DON LA ENCANTADORA GAY y ART
LE ATENDERAN CON TODA CORTESIA

293-3236

290 S. First St.

ABIERTO

LUNES, JUEVES, VIERNES
HASTA LAS 9 P. M.
ART MARTINEZ

FIRST NATIONAL
AND
BANK OF AMERICA
CHARGE PLANS

compiled by
TONY GARCIA
Buchser High
student &
publisher's
youngest son



QUIZ YOURSELF -

We all like to feel that we are guided by facts when we make important choices; but in the case of alcohol, many of us have more feelings than facts. How well can you separate the facts from the myths and half-truths?

Circle TRUE or FALSE beside each statement:

1. True or False: Alcohol is a drug.
2. True or False: Alcohol is a food.
3. True or False: In the body, alcohol is digested just as food is.
4. True or False: In the body, alcohol is burned up just as food is.
5. True or False: Because it is a stimulant, alcohol tends to pep a person up.
6. True or False: Everyone's body reacts the same way to the same amount of alcohol.
7. True or False: Alcoholic beverages can be fattening.
8. True or False: Alcohol in any quantity will damage organs in the human body.
9. True or False: A person can die of alcohol poisoning.
10. True or False: All alcoholic beverages are equally strong.
11. True or False: Liquor taken straight will affect you faster than liquor mixed with water or soda in a highball.

12. True or False: You'll get drunker on vodka or gin or rum than on the same amount of whiskey.
13. True or False: Switching drinks will make you drunker than staying with one kind of alcoholic beverage.
14. True or False: You can sober up quickly by drinking black coffee and dousing your head with cold water.
15. True or False: It's risky to drive a car right after having a drink.
16. True or False: Drunkenness and alcoholism are the same thing.
17. True or False: Anyone who drinks at all is likely to become an alcoholic.

Answers to quiz on next page....

IF YOU CHOOSE NOT TO DRINK

Take time to look honestly at your own attitudes. There's no need to hide from the fact that you're abstaining because your parents prefer it, because you're not confident of how you might behave when drinking, or simply because you don't like the taste or effect. There are strong, sensible reasons for not drinking. Any reason for abstaining is a sensible reason for you, provided you see it clearly and honestly.

Don't apologize for abstaining

In many situations, it does take guts to say "No, thanks" to a drink. Say it calmly, casually, firmly. Keep it brief, too; don't give excuses or explanations or arguments. A discussion period is a good time for explanations; a party isn't.

Expect others to respect your choice

When you're confident of your own choice, you will take it for granted that your "No, thanks" will receive res-



House Of Values Fine Cars

ESPECIALISTAS EN
CARROS FINOS Y GARANTIZADOS
Donde Hasta los Carros HABLAN ESPAÑOL

\$10.00 de ENTRE

(una vez aprobado su credito)

JOE GARCIA, Prop.

286 -0705 1160 E. Santa Clara St.
(En la Esquina de las Calles 24 y Santa Clara)

FEDERAL RENT SUBSIDY PROGRAM

Abel Vargas, left, welcomes Congressman Don Edwards, Dr. Fred Bradshaw and Councilman Gary Gilmor, of Santa Clara, to the Vargas apartment. The Congressman toured the building on Homestead road which the County Housing Authority is leasing from Dr. Bradshaw for use by elderly residents under the Federal Rent Subsidy Program.



WHITAKER Mortgage Co.

Prestamos para duenos de propiedades

No se Preocupe por la Condicion de Su credito
No necesita nadie que sea responsable por Ud.

Obtenga \$1000 a \$20.000 en su Propiedad

Obtenga \$1000 pague \$8.33

Interes
POR MES

Llame y Pregunte por Kenneth Whitaker

Tel. 293 - 8700

40 N. SECOND ST. San Jose

pect from others. Your firm manner will make this clear to them, and respect is what you'll get. But if you're hesitant, you pave the way for others to tease or argue; that creates difficulties.

Respect the drinker's choice to drink

Try sincerely to give the person who drinks the same acceptance you want from him. If you can't - if you sneer or argue or shake your head sadly - you're backing him into a corner. His next move may be to fight his way out, probably by embarrassing you for your decision to abstain.

IF YOU CHOOSE TO DRINK:

Obey the laws concerning drinking

In most States, the "legal drinking" refers to the sale or serving of alcohol in a public place. Usually this does not apply to drinking in a private home or other nonpublic place. This is not true everywhere; the laws vary. Some States do prohibit serving alcohol in homes to people under 21. A few States do permit the sales of alcoholic beverages to anyone over 18. Find out about the laws in your State, your county, and your community.

Don't abuse yourself when you drink

Drunkenness is abusing yourself. Drinking to show off, or to take a dare, is abusing yourself. Driving immediately after drinking any alcoholic beverage is abusing yourself. So is drinking if you feel you "need a drink"; this may lead to lifelong dependence on alcohol or even, for some people, to alcoholism.

Understand how to use alcohol wisely

Watch people who use alcohol moderately, successfully. They may have a drink or two to slow down and relax, to increase their pleasure in socializing with others, to enjoy the flavor of the beverage and of good food. They drink slowly, sipping the beverage, never gulping it. They space out their drinks and limit themselves to the few drinks they know they can handle without

losing control of their behavior. They try to make it a habit to eat while drinking. They don't drink when they "need" one, saying "No, thanks" if they're overtired, anxious, depressed. They can enjoy themselves without an alcoholic beverage, too.

Face the risks of drinking too much

Look clearly at the possibilities. At least, drunkenness may cause embarrassment and a hangover. At the most, drunkenness may create tragic situations: a driver smashes up a car and is crippled ... a group of young people destroy property and are arrested as delinquents ... a young man and woman go beyond petting and must face the consequences of an unwanted pregnancy. True, these tragedies also occur when people are sober, but the risks are higher when people drink too much.

Respect the attitudes of nondrinkers

Do you only talk about this, or have you worked out practical ways to show your respect? If your date is a nondrinker, could you make him or her feel more comfortable by drinking only ginger ale or cola that evening? If your family is planning a holiday party, could you add a nonalcoholic punch to the menu for the nondrinkers?

Answers to quiz

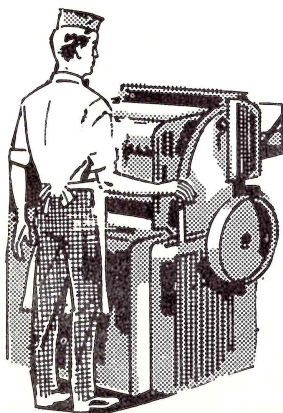
- | | |
|-----------|-----------|
| 1. True | 11. True |
| 2. True | 12. False |
| 3. False | 13. False |
| 4. True | 14. False |
| 5. False | 15. True |
| 6. False | 16. False |
| 7. True | 17. False |
| 8. False | 18. True |
| 9. True | 19. True |
| 10. False | |

For Your
WEDDING INVITATIONS
COLOR WEDDING PICTURES
Call 292-4273
Humberto or Bert Garcia

GARCIA'S PRINTING

PUBLISHERS OF EL EXCENTRICO MAGAZINE

OFFSET - LETTERPRESS



Commercial Printing

Social Printing

Wedding Invitations

Posters

HUMBERTO GARCIA

274 terraine street

292 - 4 73

ALAN ALAMEDA

JOE ALVES

City Supply

- * FOR THE BEST IN FLOOR FINISHES
- * PAPER PRODUCTS
- * PAINT
- * Exclusive Dealers of PUREX PRODUCTS

292 - 9123

990 SUNOL ST.

San Jose

" PRODUCTS DESIGNED WITH MAINTENANCE IN MIND "

CLUB METRO

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

al Gran MARIACHI

Los Abajeños de Isidro Rivera

Toda clase de Cerveza y Vinos

Henry Cenicerros, Prop.

251 - 9977 1902 Alum Rock Ave.



CRITICA SOCIAL



FOR
RUDY
BELLOUMINI



held for Mario Vasquez, candidate to the City Council of Santa Clara and Jose Zertuche with the cool cats, Joey Lopez y sus Dynamic Perfidios and real cool chicks. (wow)

GAM BOA



"Quien necesita ENEMIGOS con AMISTADES que solamente saludan cuando les conviene?"

Predictions on the two top vote-getters for the candidates in the primary elections of the following seats in the S.J. City Elections, April 8th: Seat 4 - Mineta & Oliver; Seat 5 - Atty. Hays & Whitlock; Seat 6 - Solari & Gamboa and Seat 7 - Zertuche & Lisher.



In the picture is Mr. Frank Oliver and one of the members of the newly formed Leos Club. Mr. Oliver is running for Seat #4 and is asking for your vote on April 8th.



Here we see a Campaign Rally

The Council on Latin-American Affairs and the Puerto Rican Social Club of San Jose are asking you to vote for Faustino Gamboa, candidate to Seat 6; Gamboa is endorsed by these two organizations. He is willing to sit down with the members of the Community and work out solutions to any problems. . . . By the way, Andy Diaz is running for this same seat; Diaz promises to BUST "Topless" entertainment. Well fellows, back to Tv and the Untouchables. (Cushy - cushy).



Mr. & Mrs. Marcelo and Antonia Saucido, campaign workers for Mr. Frank P. Tranpani, running for Seat 5, are asking you to vote for Mr. Tranpani. Here we see Mr. and Mrs. Tranpani with their family and friends.



Señor Norman Mineta, incumbent
can't next page

Ultimos Estilos en Ropa

Vista Elegantemente !

Facilidades de Pago

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



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



REGRESO DE VIET NAM GUSTAVO T. MATA

Gustavo T. Mata es sobrino del muy popular hombre de negocios Gus Mata de esta ciudad de San Jose

El joven soldado es originario de Torreon, Coahuila, Mexico. Su padre es el Sr. Francisco Mata.

En la presente se encuentra estacionado en Fort Bliss, Texas



NORMANDIN'S

CHRYSLER - PLYMOUTH - IMPERIAL
NEW & USED

Para atenderle en Español con
referencia a
AUTOMOBILES NUEVOS o
AUTOMOBILES USADOS
pregunte por
JESS TARAZON

298-5555 405 W. SANTA CLARA ST. SAN JOSE

candidate to Seat #4, is seen here surrounded by Mr. & Mrs. Ray Gonzalez, Mr. & Mrs. Ernie Abeytia, Mr. & Mrs. Calaveras and Candidates Zertuche & Stroughter. Mr. Mineta has the whole-hearted endorsement of the Council on Latin American Affairs. (There is no doubt in my mind that he will win the support of the Spanish-speaking Community once voted by the people to back him up; we realize that there is a difference being appointed by the Political Machinery and being elected by the people.) "Arriba con el Japonesito"



In the photo, Mr. Bob Stroughter, candidate for Seat 5, is asking for your help to vote him into the City Council so that our voice may be heard and not ignored as in the past. Others in the picture are Assemblyman John Vasconcellos, who nominated Stroughter for the "Outstanding Young Man of the Year" award in San Jose. El Charro Negro, as we very affectionately called Bob, is trying to learn to play the guitar from Paul Curiel. Ray Gonzalez, President of the Council on Latin American Affairs, and his charming wife Ruby, are also in the picture.



Joe Ortiz, prop. of Joe's Foun-

tain Restaurant in San Jose, is all smiles celebrating with his family and friends the re-opening of La Villita in Morgan Hill. Come and enjoy the Texas style music of Trini Martinez y su Conjunto. Starting Easter Sunday, I will conduct a "Zapatiado Contest" for ten weeks; SEE you there.

WEDDING INVITATIONS
Color Wedding Photography
292-4273 274 TERRAINE ST.

Gonzalez SERVICE APPLIANCES

Reparacion y Servicio

Washing Machines Dryers Freezers
Refrigerators Dishwashers
ALL ELECTRICAL APPLIANCES

Llamadas a Domicilio \$4.00
JESUS F. GONZALEZ

Tel. 259-0956 2596 Bambi Lane

El Excentrico

21ST YR. No. 1 APRIL 5, 1969

HUMBERTO GARCIA	BERT GARCIA
PUBLISHER - DIRECTOR	MGR.
MARY ROGERS	M. J. FERNANDEZ
STENOGRAPHER	PRODUCTION

RUDY BELLOUMINI	RICHARD DIAZ
DANIEL SALDAÑA	CLUB SAN FELIPE
ANGE CORONADO	LAS CORONELAS
CLUB RIVIERA	TONY GARCIA

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

PRINTED BY
GARCIA'S PRINTING
292-4273 274 TERRAINE ST.
SAN JOSE, CA. 95110

ALL YOU CAN EAT

LUNCH \$1.10 DINNER \$1.65
Child's Plate (5 yrs. and under)
Only25¢

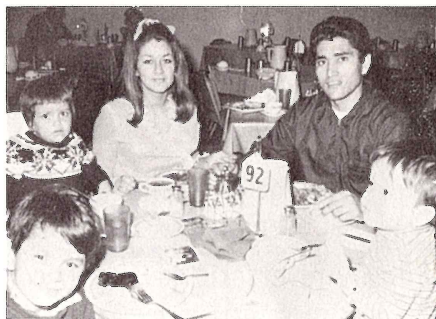
OPEN DAILY INCLUDING SUNDAYS

Banquet Facilities for Large Groups

FJORDS SMORGETTE

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

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



LINDA y su SANTANERA

EXCENTRICO se complace en presentar
a esta niña de escasos 13 años de edad
que es un prodigio musical

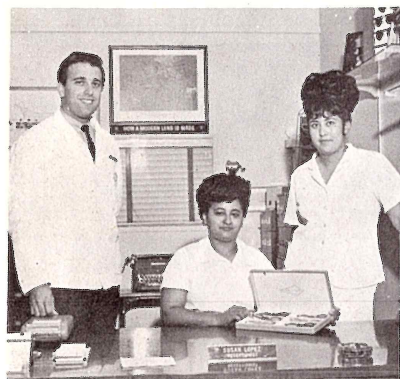
Linda empezó su carrera musical a la edad
de 5 años, es hija del maestro

JUANITO SILVA

El cual le hace sus arreglos musicales

Linda y su Santanera tocan todos los
ritmos, rancheras, Boleros, Cumbias etc.

(foto Richard Diaz)



Dr. LAWRENCE STERN OPTOMETRIST

EXAMEN CIENTIFICO

El Dr. LAWRENCE STERN le ofrece
una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS

FREE PARKING - All Validations Accepted

ABIERTO: Lunes a Sabado de 9:00 a.m. a
6:00 de la tarde.

Se Localiza en el edificio de Kay's Jewelers

EN LA FOTO EL DR. LAWRENCE STERN
Y LAS ATENTAS RECEPCIONISTAS ANNETTE
OBESO y SUSANA LOPEZ.

PAGOS FACILES

295 - 4805 67 S. FIRST ST.

REFLEJOS DE CINE RADIO Y TELEVISION

Jorge
Godínez



20avo Aniversario de Excentrico

Antes de principiar con nuestro tema principal del ambiente artístico, deseo hablar de un tema que para mi es muy importante, como ser humano he tenido grandes satisfacciones en mi vida pero una satisfacción que nunca olvidaré fue en la celebración de los veinte años de El Excéntrico, donde se organizó una cena en honor del Sr. Humberto García, editor y propietario de este gran magazine, esta cena se llevó a cabo en La Po blana, donde imperó un ambiente de franca camaradería, estuvieron presentes personalidades de nuestra comunidad y los colaboradores de El Excéntrico. Marcy Mora, Rudy Belluomini, Sr. Daniel Saldaña, Candy Veliz, Angie Coronado y este servidor, se pronunciaron palabras recordando las anécdotas de hace veinte años cuando la revista nacía a la luz pública y pude darme cuenta de la gran simpatía y respeto que tiene nuestra comunidad para el Sr. Humberto García, el Sr. Saldaña pronunció un breve discurso donde mencionó las varias publicaciones que han aparecido en estos

años y que no pudieron subsistir, siendo El Excéntrico el único portavoz de nuestra colonia que se ha mantenido en pie, con el esfuerzo del Sr. García y de Bert su hijo, por mi parte me sentí muy emocionado al recibir un certificado muy valioso para mi, ya que no me esperaba esta sorpresa, este mismo certificado fue extendido a varios colaboradores de este gran Magazine, muchas gracias Sr. García por esta gran satisfacción que nunca olvidaré en mi vida, con este entusiasmo que Ud. nos da seguiremos adelante luchando por el bien de nuestra comunidad.

Que Dios le bendiga y nos lo conserve por muchos años porque hombres como Ud. necesitamos mas en nuestra Colonia.

AMBIENTE ARTISTICO. Por medio de estas líneas deseo felicitar al Sr. Eugenio Garrote, Gerente General de promoción de Discos Columbia, por el éxito obtenido con el Disco de Oro en Los Angeles, California, ya que Discos Columbia aportó a sus grandes elementos para

(continua en la siguiente plana)

En la foto de izquierda a derecha.

Eugenio Garrote Gerente de promoción de Discos Columbia, Los Piccolinos triunfadores del disco de Oro de Hollywood, Fernando Escandon locutor de Televisión y artista Capitol. Antonio de Marco Gerente de Discos de Marco y una de las personalidades de Radio y Televisión de Los Angeles, California.



el éxito de este festival que se presentó en el Sport Arena, este evento fue organizado por el Sr. Alfredo García, Director de Eventos Latinos, se otorgaron Discos de Oro a Carlos Lico, Angélica María, Los Piccolinos, Irma Serrano y otros artistas de fama Internacional.

El Sr. Alfredo García, fue atacado por todos lados por los mediocres pues sentían una envidia contra de él para evitar presentar este evento, pero las personas que se sienten seguras de si mismas no pueden sentir envidia de los mediocres, porque las personas envidiosas son negativas en este mundo, así pues deseo muy sinceramente a los organizadores del Disco de Oro de Hollywood, que sigan adelante, y muchas gracias por la invitación especial que me enviaron.

TELEVISION-RADIO. A partir del 12 de Abril este servidor estará transmitiendo a través de Radio KAZA de 11 a 12 AM, trataré de presentar un programa ameno e interesante. Respecto a Televisión estén pendientes porque muy pronto vamos a tener muchas novedades, el disco de mayor popularidad en México y E.U. es DONDE ESTA MENDOCINO, con nuestro artista Bobby Flores, muy pronto se lanzará a Martín Mendez propietario de LA POBLANA como cantante de canciones rancheras, ya está ensayando, lo pueden escuchar todos los días, nada mas que dice Martín que los ensayos lo dejan muerto al día siguiente, ¿por qué se ra? de todas formas felicitamos a Martín EL POBLANO por su debut en discos.

Amigos hasta la próxima portense bien que nada les cuesta, felicidades.

La Rosa PHARMACY



MARIA LA ROSA PROP
NOS
EXPECIALIZAMOS EN **Recetas**

Preparadas EXACTAMENTE segun su
MEDICO INDIQUE
FREE DELIVERY BLUE CHIP STAMPS
Laboratorios D'FRANCIA
CERRADO LOS DOMINGOS
294-5030 56 W. Santa Clara St.

Jennie's Hair FASHIONS

OPEN THURSDAY

Evenings by

Appointment

Maria Gonzales

Joyce Glaze

Beauticians

Master Charge & First

Natl. Bank Plans

Tel. 293-1897 680 Willow St.



El Excentrico

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

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

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

- Subscription Blank -

CLUB "LAS CORONELAS"

MARCE MORA



Hooray Spring is here, and I'm sure we're all very happy to see this beautiful weather.

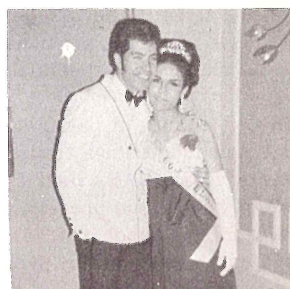
CONGRATULATIONS

Las Coronelas would like to congratulate Humberto Garcia on his 20th Anniversary as Publisher of El Excentrico Magazine. A banquet was thrown in his honor at La Poblana Restaurant. Bob Mercado from Garcia & Garcia Bail Bonds presented Mr. Garcia with a plaque. Humberto then presented all columnists with a certificate. I would like to thank Humberto for the kind words that were said about me when I was presented with my certificate. I would like to also thank him for having given me the opportunity to have my column and also thanks to Trudie Cevallos, Maida Jimenez, and all the Ex-Zanzaree members who selected me to do the Column. And since 4 or 5 years ago I have continued and I have enjoyed every minute of it.

The United Food Drive held it's Talent Show, Friday, March 28th. I would like to congratulate Talent Chairman Raul Chapa for organizing it; also

to Master of Ceremonies none other than that popular George Godines for getting all the Finalists of the Aficionado's that take place at the Esquire Theatre. If you didn't attend this Talent Show you missed the best.

Drawing the prizes, left to right are Raul Chapa holding picture donated by Jennifer & Jones Furniture (little girl pulling out stubs) cute daughter of Treasurer Amador Urabazo, yours truly, George Godines & background Gloria Rodriguez, holding cross donated by Estrada Imports. Photo taken by courtesy of Rudy Belluomini.



Best Looking of the year Frank Escobar & Queen Sandra Katib. Sandra represented Club "Las Coronelas" at the Black & White Ball. "Thanks Sandra you did a beautiful job".

GARCIA'S PRINTING
Wedding Invitations
Color Wedding Photography
Humberto or Bert Garcia



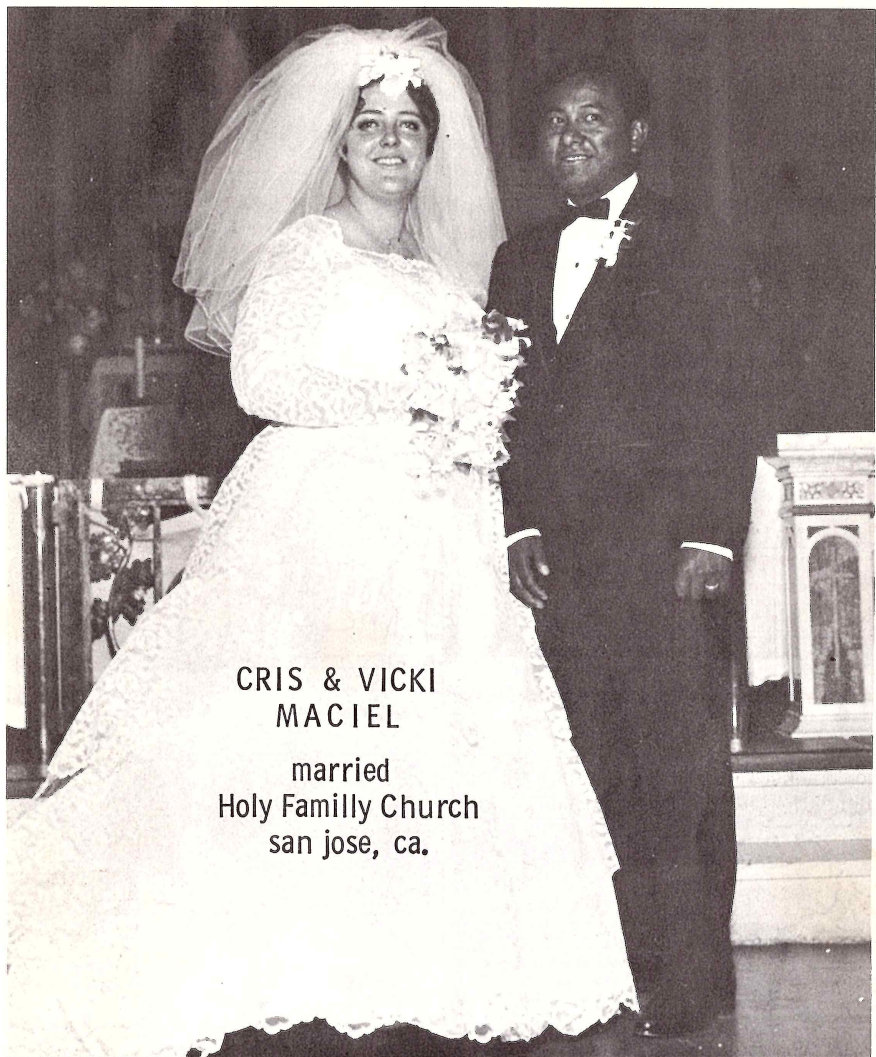
Sandoval REST HOME

BOARDING HOME
FOR THE AGED
AND
YOUNG ADULTS



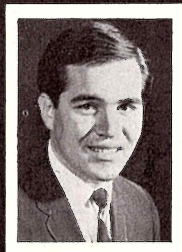
Excellent Atmosphere !
Proper Diets !
Best of Treatment & Care
Mrs. Isabel Sandoval, Prop.

Tel. 297-1721 300 S. 22nd St.



CRIS & VICKI
MACIEL

married
Holy Family Church
san jose, ca.



*Wedding Photography
in Natural Color
292-4273*

BERT GARCIA

274 terraine street

san jose, calif.

TEATRO LIBERTY

CY 7 - 1456

67 S. MARKET ST.

San Jose, California

Tony De Maria
Gerente

DOMINGO-LUNES-MARTES

6-7-8 de ABRIL

BELLAS MUJERES ASESINADAS BRUTALMENTE POR UN MANIATICO CONTRA QUIEN LA POLICIA SE MUESTRA IMPOTENTE Y DESCONCERTADA!

DISTRIBUIDORA DE PELICULAS ENRIQUEZ, S. A. presenta a

ANA BERTHA LEPE
JAIME FERNANDEZ con

DESNUDARSE Y MORIR

A COLORES

con ROBERTO CAÑEDO
JOSE CHAVEZ

ACTUACION DESTAL DE
GUILLERMO MURRAY
Y CARLOS PIÑAR

DEBUT COMO ACTOR
DESTAL DE
DAMASO PEREZ PRADO

Dirección: MIGUEL MORAYTA
PROD. ASOC.: CARLOS E. ENRIQUEZ
DIST. POR COLUMBIA PICTURES



¡ YA ESTAN AQUI !

Cantando, enamorando y haciendo reír a todo el mundo, Luis AGUILAR y su extraordinario caballo "PINTO" que habla y que canta, en la más jocosca de las aventuras.

El CABALLO que CANTA

(UN PAR DE SINVERGUENZAS)

CON **LUIS AGUILAR**
El caballo "PINTO"
Olivia MICHEL

Dist. por COLUMBIA PICTURES



JUEVES-VIERNES-SABADO

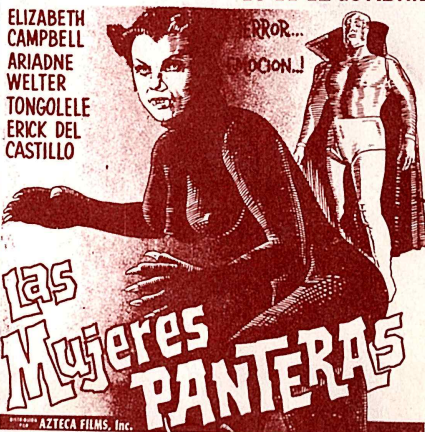
10-11-12 de ABRIL

ELIZABETH CAMPBELL
ARIADNE WELTER
TONGOLELE
ERICK DEL CASTILLO

¡ ERROR... ¡
¡ OCON... !

Las Mujeres PANTERAS

AZTECA FILMS, Inc.



A COLORES

TODO PARECIA OPONERSE A SU GRAN AMOR HASTA QUE LA MANO DE DIOS DECIDIO SU SUERTE!

IRMA DORANTES
ALVARO ZERMEÑO
ANDRES SOLER
JORGE RUSSEK
AGUSTIN ISUNZA
ERIC del CASTILLO

La Mano de DIOS

AZTECA FILMS, Inc.



MIERCOLES SOLAMENTE

Premiere

9 de ABRIL

MARICRUZ OLIVER
JOAQUIN CORDERO
FANNY GAYO JORGE RIVERO

COMO PESCAR CARIDO

A COLORES AZTECA FILMS, Inc.



- ADEMÁS -



LUIS MARIA AGUILAR
OLIVIA MICHEL
CREAR DEL CAMPO

MADRES SOLTERAS

AZTECA FILMS

