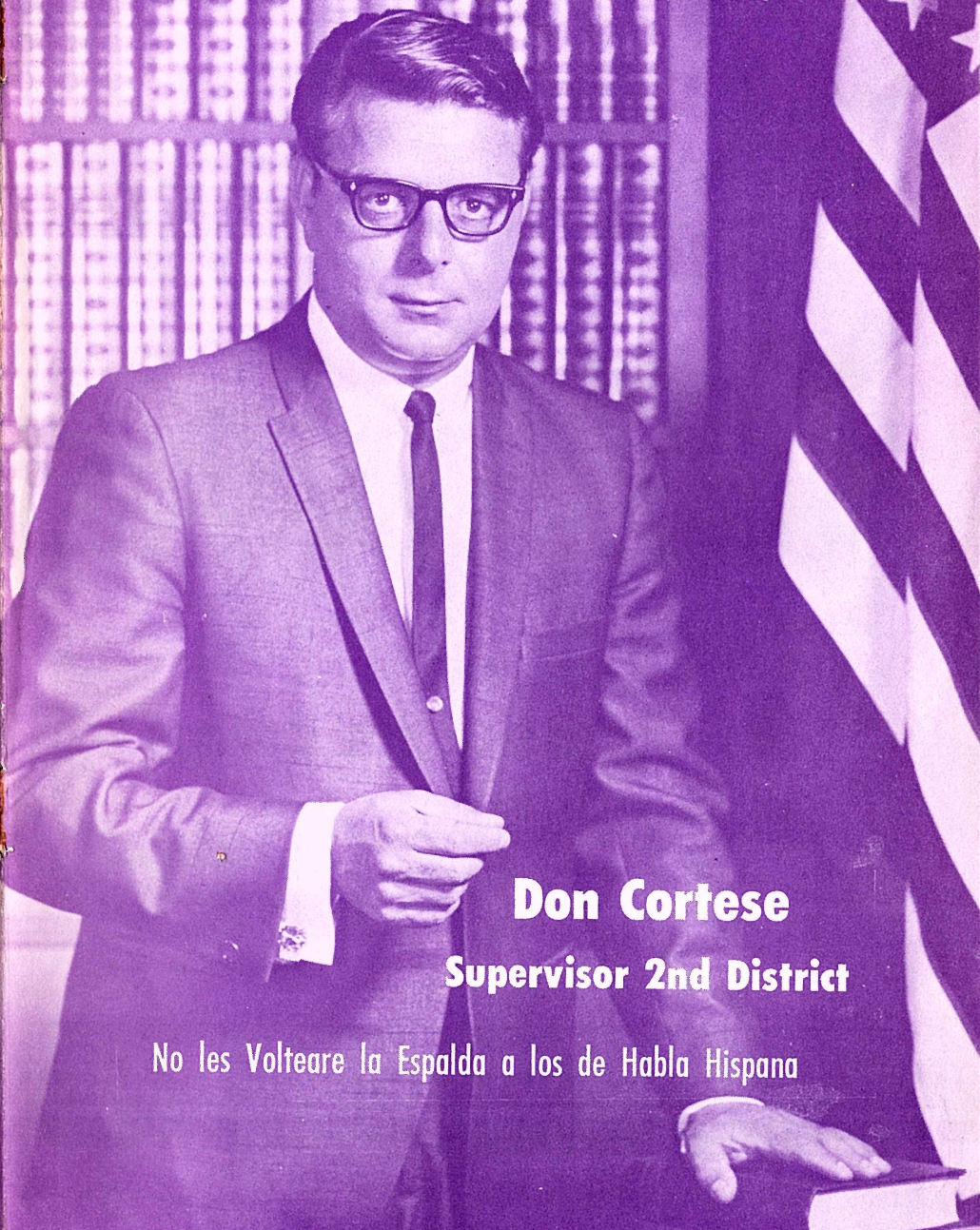


El Excentrico

November 5, 1968

The Man Who Cares...



Don Cortese

Supervisor 2nd District

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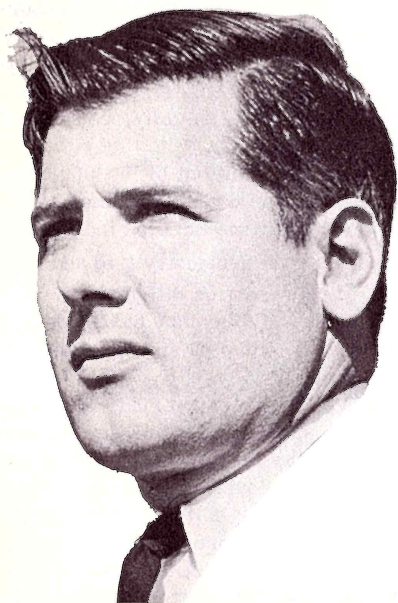


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NECESITAMOS A

Larry



Fargher

PARA REPRESENTARNOS EN

WASHINGTON

LETTERS to the EDITOR



HUMBERTO GARCIA
274 TERRAINE ST.
SAN JOSE, CA.

Dear ANGIE CORONADO:

Your article which was published in *EL EXCENTRICO* on June 5th, 1968, was a very realistic and stimulating message because it delved into several of the numerous injustices perpetrated against "us", by those who still tend to consider Mexican-Americans animals of burden and inferiors to be exploited. Why? Because, we have, for too many years, been stereotyped and considered insignificant non-entities; without political voice and representation. Lucid examples and illustrations, which speak for themselves are seen when we are made examples of justice in the courts and issued maximum sentences, or when we serve as capacity of tool when we are given positions white merchants for purpose of exploiting our own people.

It is abhorrent to let ourselves be taken advantage of, in this form, because whenever we are employed by these unscrupulous merchants, it's to the best of their interest to utilize Mexicans in this fashion, because of the immense profits involved.

In cities where we almost rate as the majority of the population, and where we invest hundreds of millions of dollars into the economy, it's good reason why they temporarily cast aside their prejudicial beliefs.

I firmly believe that we could bring about some changes in society by making ourselves felt economically.

Our first project would be to incorporate for the sole purpose of establishing Mexican "CO-OP STORES", in our communities, so that we can reap

the immense profits we insert into Mr. Jones' bank account. With these resources (*GREEN POWER*) at hand we could then formulate campaigns to put into office our own representatives into the political structure of the city, county and State.

I'm sure that out of 100,000 of us that populate the county of Santa Clara, there must be some talented individuals who possess the necessary skill and education to represent us diligently in order that our children may have a decent opportunity to compete side by side with the Anglos.

We have two alternatives: continue regressing timidly in a humble and submissive way or manner, and to be exploited and manipulated by the majority; or unite ourselves, so that we may bring and have equal opportunity in all phases of life. As it stands at the present moment, we are a forgotten people, even though our ancestors were here long before the Anglos decided to cross the Appalachian Mountains. For quite a number of years we have been fragments of shattered pieces of what otherwise could have been a whole, because of our pessimistic attitude about not being allowed the opportunity to formulate our own political representation.

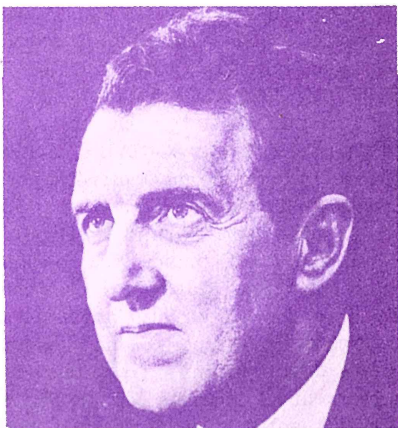
Unity such as in the application of the family principle (whereby the weak are aided by the strong) is indispensable towards the maintenance of the group preservation. Thereby, let us unite as a family and build something concrete for our children: or shall we continue to ignore our plight and proceed with our eyes closed, neglecting our responsibilities?

Common sense informs us that if we are to achieve our desired goal, we must work hard and be ready to sacrifice a lot of our own leisure time, in order to reach our objective. I realize that our frustrations are many, but I am sure that a great number of us are tired of being regarded as second class citizens and of living disadvantaged lives.

Let's be truthful with ourselves,

(continued next page)

For a great President
HUMPHREY



For a great Vice President
MUSKIE

Two you can trust

to keep a good thing going.

During the Republican years 1952 to 1960, we had three job-killing recessions.

But since 1960, under Democratic leadership, we've had 90 consecutive months of uninterrupted economic growth.

Under the Democratic leadership of the last eight years, our work force swelled to the highest level in history. Unemployment was reduced to the lowest rate in fifteen years.

And not only are more people working today. There are more good jobs from which to choose.

During these eight Democratic years, many other good things were accomplished.

Both low-income and middle-income families who couldn't afford college for their children were aided by scholarship grants set up by the Democratic leadership.

FHA loans enabled more people to become home owners.

And, in 1965, Medicare became a reality for our older citizens.

Nixon's Republicans in the Congress fought these programs every step of the way.

So who can you trust to keep all these good things going? Only a Democratic administration. Only Humphrey-Muskie.

Election November 5

because our problems in society are not going to solve themselves merely with time. As it can well be seen, very little has been accomplished or solved since 1848, because anything worth having is not going to be self-gained nor given to us.

If you're without financial means, without influence in society, without political representation, and your children are being deprived of the rights which the treaty of Guadalupe-Hidalgo guarantees them: WHAT DO YOU PLAN TO DO ABOUT IT, MEXICAN-AMERICAN?

Within these prison walls, the word is UNITY and SOCIAL CHANGE, because one of the most pathetic positions that thousands of Mexicans, like myself, who were born in the Ghettos, find themselves in prison today because of the unwritten rules of the majority that deny non-whites the right to participate or compete freely in the economic stream (Main stream). To be forced by hunger to break the laws of THE GREAT SOCIETY solely to acquire one's basic necessities of life is a very difficult task to make people comprehend, especially those who have never experienced what it is like to be caught in a Ghettos' continual cycle of poverty. Today's desperate manifestations that are being expressed by Afro-Americans in the form of violence and destruction throughout the nations' major Ghettos, clearly reveals that something is definitely wrong with America's system of abundance and prosperity for all. I definitely find it hard to skim or ignore these incidents because they most certainly contain a message that should be seriously analyzed and corrected. I think it is time the establishment took a closer look at the real cause, rather than shirk from the responsibility by shifting the blame to outside agitators, being inspired by communist infiltrators.

Realistically looking at this heart-rendering problem, I have reached the conclusion that so long as there are existing unwritten prejudicial laws in society, that discriminate against non-white minorities, it is evident that they

will continue to express their plight and discontent in a manner that voiceless people can best be heard. Even at the cost of suffering bodily harm or finding themselves in prison, is not going to stifle their desire for a better life, because hunger and want are two forces that cannot be suppressed. Neither with bullets nor with clubs.

As for the unfortunate imprisoned minorities mentioned herein, they are solely regarded by the system as a commodity to be efficiently utilized for the specific purpose of creating more employment opportunities. Having been exposed to the California Penal System for quite a number of years, it is obvious to me that the system's whole existence is dependent on a controlled influx of ethnic minority masses to populate its prisons. By over-populating penal institutions in this manner, it grants the correctional administrators the justifiable grounds to appropriate, from the state tax payer, the millions of dollars necessary to build more prisons in order to expand and hire more personnel.

In all actually, this will automatically supply their college graduates the high salary positions that will guarantee them a secure and prosperous future.

While the topic of further security is being discussed, it now grants me the opportunity to inform the Mexican public what the future contains for RAY VALARDE, an extremely intelligent young man, who possessed so much love for our raza that he finds himself in solitary confinement today, because he couldn't remain silent whenever a brown brother was abusively mistreated by sadistic guards. The last time I had the honor of talking to RAY was on the day he was being escorted to the "Hole". These were the last words he said: "We may find ourselves unjustly being persecuted and thrown in solitary confinement because we demand to be treated like human beings. But that's not the real reason they are trying to silence us, the real motive is fear that Mexicans like

(continued next page)

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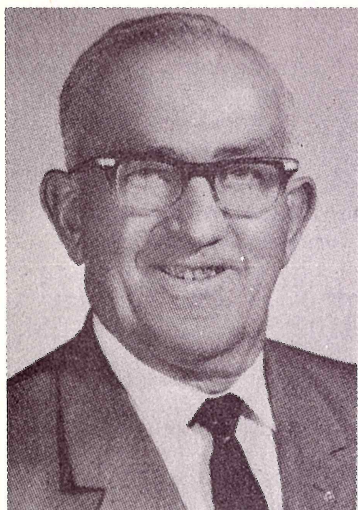
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Election November 5, 1968

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us will awaken those still ignorant. Yes, carnal awareness is very dangerous because it begets unity. Togetherness alone brings about changes because unity is vice." With those words still ringing in my ears, I bid him farewell and saw him disappear to darkness and banishment. **WHATEVER FATE BESTOWS ON US, WE WILL ACCEPT IT WITH DIGNITY BECAUSE ANYTHING WORTH HAVING, IS WORTH SUFFERING FOR** SINCERAMENTE, SUS HERMANOS DE LA CAUSA

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FOSTER HOMES NEEDED.....

Santa Clara County is experiencing a growing need for foster homes for infants and children of all ages, according to Robert E. Nino, the County's chief juvenile probation officer.

He stated, "some of these youngsters have been abused and mistreated, and most have been neglected, both physically and emotionally. They all have one thing in common. They all need warmth, care, security and the love of a family willing to open their hearts and homes to them."

Nino explained that once the Juvenile Court has determined that a child

requires placement in a foster home the problem of waiting begins because there are not enough foster homes available.

The Juvenile Probation Department can certify a home as temporary housing for a neglected child. However, within 90 days it must be checked and licensed or rejected by the County Welfare Department.

Nino said that during the past three months there have been as many as 60 children requiring foster home placement.

Those waiting include infants, teenagers and family groups.

Further information can be obtained by calling Mrs. Patricia Shannon, Juvenile Probation Dept., 299-3088.

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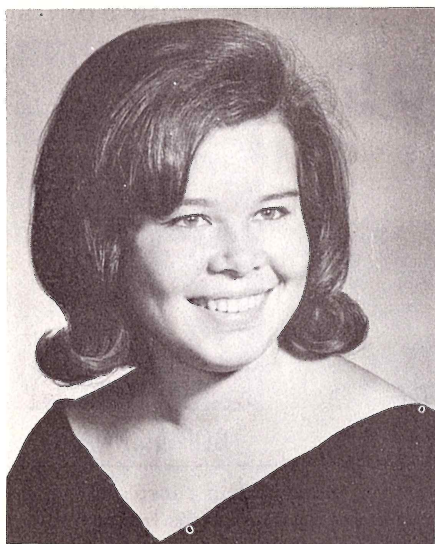
ANGIE
CORONADO



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MARTA is a native of Buenos Aires Argentina, with residence in Santa Clara for the past three years.
Attended Foothill Jr. College

*Teniente de Fragata
Enrique Medina Dotto
Mafalda F. Quiros Medina .*

*request the honour of your presence
at the marriage of
their daughter*

MARTA GRACIELA

to

MR. LUIS HUMBERTO PRADA

*On Saturday, November 2nd, at 1:00
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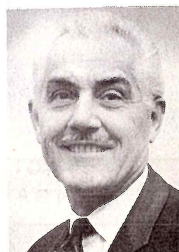
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JUDGE JAMES B. SCOTT'S BACKGROUND

- Military Service: U. S. Navy, 1946; U. S. Army, 1952-54.
- Education: Doctor of Laws, 1952, Hastings College of the Law, University of California.
- A Practicing Attorney for 10 Years.
- A Municipal Judge since 1963.
- A Member, Legal Ethics Committee, County Bar Association.
- A Member, Conference of California Judges, Judicial Ethics Committee.
- City Councilman of Sunnyvale, 1959-63; Mayor, 1962-63.
- Member of the Santa Clara County Water Commission, 1962-1963.
- Chairman, Sunnyvale City Charter Revision Commission, 1967.

PERSONAL STATEMENT:

I feel that my experience as a judge, as a lawyer, and as a citizen active in public affairs will be of substantial assistance to me if I am elected a Judge of the Superior Court.

Prior to my appointment as municipal judge in 1963, I practiced law in Santa Clara County for ten years. My practice included corporate and business law, domestic relations, probate, personal injury litigation, and criminal cases of all types.

During my five years as a municipal judge, I have presided over literally thousands of cases covering a wide variety of litigation.

I am the only candidate who offers a broad experience as a practicing lawyer and as judge.

Your vote is very important on November 5. I earnestly need and seek your support. If I am elected I shall do my best to deserve your confidence.


Judge James B. Scott

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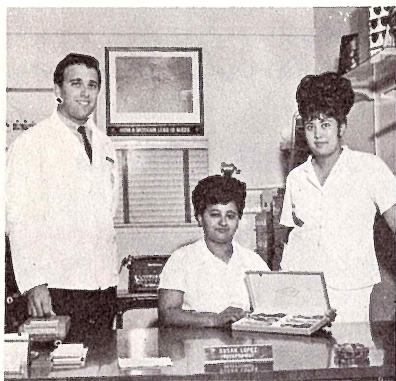
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*On Saturday, November 9th at 3:00
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Peace Church, 2785 Agnew Road*

Santa Clara, California 1968

*ANNA LUISA was born in Palo Alto
Has resided in Santa Clara for the
past 5 years, attended West Valley
College in Campbell.*

*R
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R*



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MOISES
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LARRY FARGHER IS THE CHOICE for the 9th DISTRICT

For the last six years the general health of the nation has deteriorated to one of its lowest points in history. The politicians in that distant city of Washington have lost complete touch with the people. They speak beautiful words promising benefits and programs that are designed to satisfy the public, but action to implement them is only a dream. The time is here to make a change that will benefit the Latin community.

To set our house in order, we must start here, in the 9th Congressional District by electing a representative that will work for all of us. This man must understand the problems of the community better and offer sound workable solutions. This man must be willing to meet and work with us so we can heal the rift that divides us.

Larry Fargher has a program designed to represent the wishes of the Latin community because he lives in the 9th Congressional District. He has worked in solving the common problems that divide us while he was Mayor of the City of Santa Clara, and is presently a Councilman of the same city. Mr. Fargher's deep concern with the problems of the youth has won him recognition throughout the state to the extent that Governor Reagan has appointed him to the Chairmanship of the Advisory Committee on Juvenile Delinquency. Besides the above duties, Mr. Fargher serves as the President of the Santa Clara County Aid to Lukemia Stricken Children, and is also the Chairman of the Santa Clara - Sunnyvale Heart Fund Campaign.

Mr. Fargher has the background and the experience gained here in the 9th District to understand the needs and the solutions necessary to make the dream, promised by the Washington politicians, come true.

As a footnote, it must be clear to us Latins, that it is not the political party that matters in the management of our affairs, but the individuals that are willing to make available the opportunities to us that can make our lives and those of our children the true American dream. Larry Fargher can offer us this choice. If we do not take advantage of it, then we cannot blame anyone but ourselves.

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Vote YES on November 5th Proposition B (X) ()

Alleviate the scarce housing problem now faced by low-income families in San Jose.

A YES vote will:

1. make 1000 dwelling units available to low-income families.
2. allow private builders to construct these units for the Housing Authority.

A YES vote will allow the Housing Authority of San Jose to:

1. renovate older housing units.
2. build new housing units.
3. to acquire existing housing.

A YES vote will:

1. bring to the community a government investment of about \$20 million.
2. create homeownership, one that tenants may become eligible to purchase the properties they rent.
3. establish scattered low-income housing throughout the city.

NO LOCAL TAXES OR CITY BUDGET MONIES ARE INVOLVED!

YES NO

Vote Asi el 5 de Noviembre Proposicion B (X) ()

Alivia la escases de habitaciones disponibles a las familias de bajos ingresos en San Jose.

UN VOTO AFIRMATIVO:

1. hará 1000 habitaciones disponibles a familias de bajos ingresos.
2. permitirá la construcción privada de las mismas.

UN VOTO AFIRMATIVO permitirá la Autoridad de Viviendas en San Jose a:

1. renovar habitaciones en deterioro.
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3. adquirir habitaciones ya existentes.

UN VOTO AFIRMATIVO:

1. traerá a la comunidad una inversión gubernamental aproximadamente de \$20 millones.
2. creará la posibilidad de que los inquilinos compren sus habitaciones aun despues de adquirir mas altos ingresos.
3. establecerá habitaciones para familias de bajos ingresos dispersadas en distintos puntos de la ciudad.

NO SE TOCARAN IMPUESTOS LOCALES O MONEDA DEL PRESUPUESTO DE CIUDAD!



El Miércoles 23 de Octubre, el Prof. Miguel Santana de Saltillo, Coah. Mexico presento una exhibicion de Artesania Mexicana en el Community Center del parque St. James. De iz. a der: Bob Baskett - Dir. Eje cutivo de la Fiesta de Las Rosas, Dan Saldaña - Parade Chairman, Sr.

Daniel Galan - Consul de Mexico, Señora de Galan, Congressman Don Edwards, Heriberto Gutierrez - Pres. Club Latino, Sra. Don Edwards y el Profesor Miguel Santana. La exhibicion fue organizada por el Santa Clara Valley Skill Center cuyo director es el Sr. Jose Lopez.



the **interlude**

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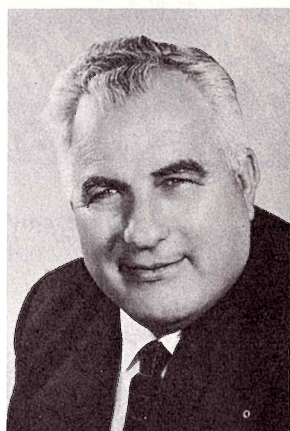


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PROPS.

RE - ELECT SAM DELLA MAGGIORE

Supervisor - 2nd District - November 5

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(X) FORMER TEACHER



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:- For Channel 36 :-

FIRST NATIONAL - BANK AMERICARD
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Furniture Discount House

82 E. SANTA CLARA

SAN JOSE CORNER OF THIRD STREET



HANK COCA

Spanish
TV SHOW
CHANNEL 11

DIRECT FROM MEXICO CITY
EVERY SUNDAY 10 TO 10.30 A.M.
SEE OUR WONDERFUL
WEEKEND SPECIALS!



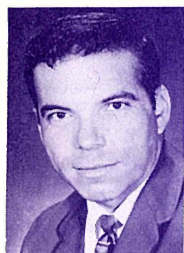
JOE SANCHEZ



ROSE STYLES



GIL COCA



RENE De LUNA



CANDY VELIZ



OLIVIA PEREZ



LOUIE COCA

3 Complete rooms of Furniture

MASTER CHARGE
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E-Z CREDIT



PARKING IN REAR OF STORE

SALINAS 807 E. MARKET ST.
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FRESNO 1501 BROADWAY ST.
REDWOOD CITY EL CAMINO REAL

7 PIECE LIVING ROOM SET: Includes Sofa & Chair, 2 end tables, 1 Coffee Table, 2 table lamps.

9 PIECE BEDROOM: Includes Mr. and Mrs. Dresser, Mirror, 2 Nite stands, Headboard, 4 Drawer Chest, Steel Frame, Box Spring & Mattress.

KITCHEN: Includes Table and 4 Chairs,

ALL 21 PIECES
ONLY,,

\$249.00

PAY ONLY \$10.00 A MONTH

82 E. Santa Clara St.

297 - 9486

San Jose



RAUL CHAPA



ABEL ACOSTA



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SILVER LUNA

FURNITURE DISCOUNT HOUSE

COMPLETE LINE OF

- HOME FURNISHINGS
- APPLIANCES • TELEVISION
- STEREO • CARPETS
- LAMPS • CUSTOM DRAPES

RECUERDE: En HANK COCA'S
FURNITURE DISCOUNT HOUSE

Ud. siempre obtiene MAS
por MENOS DINERO!

Call

297-9486

82 E. SANTA GLARA ST., SAN JOSE

WANTED! DRIVERS for Ice Cream Routes

“OPPORTUNITIES IN A FAST GROWING BUSINESS”

For ICE CREAM VENDING TRUCKS
Full or Part Time - Ages 18 to 65



Victor N. Soto, Prop.



Bonanza Ice Cream

CALL FOR INFORMATION

294-5403

102 Bellevue Ave. San Jose, Calif.

We Handle WHOLESALE or RETAIL ICE
CREAM for ALL OCCASIONS
Parties, Wedding Receptions, Banquets etc.

NO EXPERIENCE NECESSARY.
HANDICAPPED WELCOME!

CLUB "LAS CORONELAS"

MARCE
MORA



FLASH ... FLASH ...

By the time you read this Joe Ramirez will have taken Carmen as his wife in Reno, Nevada. We'd like to wish this couple many happy years together.

Seems Gloria Bracamonte has been seeing her old flame again, hope it lasts this time.

Pepe Ozuna vacationing in Mexico City, he is that popular son of Mr. Ozuna de Ozuna Products. Thanks Pepe, for that beautiful card you sent. Also, vacationing in Mexico City, Acapulco, etc. is Art (Alaska) Lopez, owner de Arturo's Quiet Village, one thing for sure there's a certain someone in San Jose, who claims she misses him terribly.



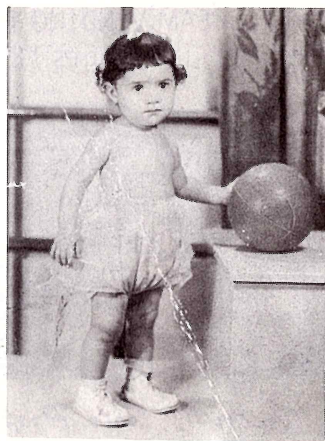
A birthday party was thrown for Thomas Negrette, popular owner of Club Tico - Tico on Alum Rock. Here he is cutting his cake, it was a hilarious party, mariachis, music, etc. Thanks for the invitation. Thomas Negrette also has cooperated with Las Coronelas. Thanks and lots of success always to him and his wife Lillian.

Oscar seems awful quiet lately or would you say he looks like he's been daydreaming, hope he doesn't dream too much and wake up when it's too late.

Can't hardly wait for Mike Laurie to be in town, why? Because that's the only change we'll get to see a certain someone we miss very much. Rudy Belluomini is doing great with his camera, when you least expect it, he's around, we hope he doesn't do it someday for money, because there's been times when there's more photographers around than people attending the dances, etc. I don't know, must be good money????

I walked in Angie Coronado's Beauty Salon the other day, and I almost went blind, Irma Falcon was wearing a blue uniform, Angie a shocking pink, Priscilla a shocking orange and Maria blue and black, wow! what a blast, I had been teasing them all, and they didn't believe me when I told them I was going to mention it in the Excentrico. Kidding aside, they looked great, go and see them and another thing they're all very attractive.

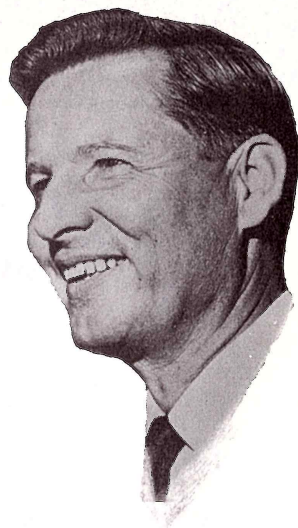
In the following photo is a very beautiful little girl at the time she was twelve months old. Now, she is older and she is the owner of SANDRA'S Cafe on Post St. Her daughter Irma wanted this picture in the column, she is very proud of her mom, Sandra. They also are sponsors de "Las Coronelas". Thanks for all their help.



As I sign off, please be good and if you get in trouble call Bob Mercado of Garcia and Garcia Bail Bonds, he won't let you down.

Bill Bradley says...

" As a dedicated American and citizen of Santa Clara Valley, I am concerned for the well-being of your family and of my own family. I am concerned with the growth and future prosperity of the State of California and our own 13th Senatorial District. Disruption of law and order, narcotic traffic in our high schools and rioting on our tax supported college campuses has a direct relationship with the direction now being provided by our present incumbent, Alfred Alquist. "



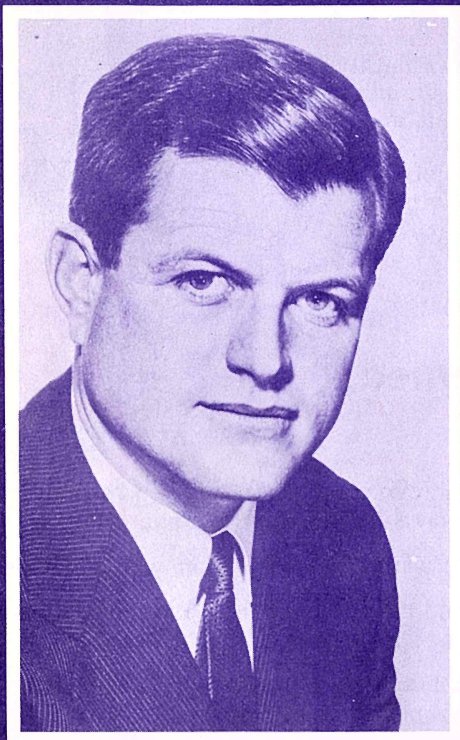
Yes... I *AM* Concerned!

The BRADLEY Platform...

- ✓ Our police must be supported through legislation and win respect for their efforts to quell the ever-increasing riots and disregard for law.
- ✓ Judges should be appointed who will NOT be too lenient with criminals.
- ✓ Strict crackdown must be effected through state legislation to eliminate the ever-increasing traffic in narcotics in our high schools.
- ✓ Free speech is not the free distribution of pornography to our children. It is a state-wide problem which must be met head-on.
- ✓ More vocational education must be provided for *all* residents of our district to provide trade and skill opportunities to enable them to help themselves and not be forced to take welfare help for their well-being.

ELECT* *BILL
BRADLEY
STATE SENATOR

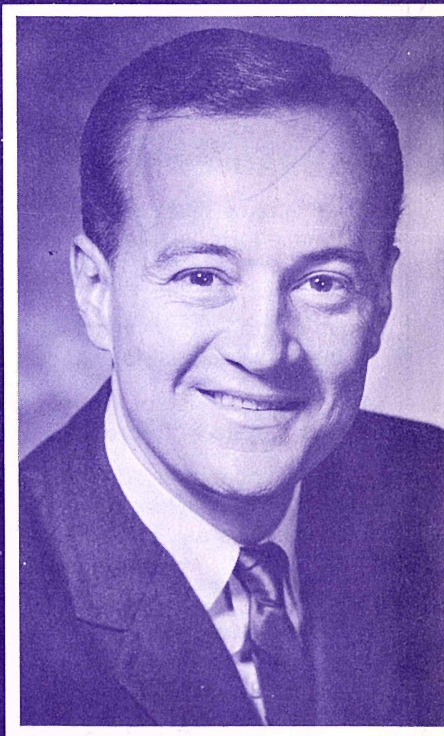
Endorsed by Latin American Committee of 13



P o c h é

For ASSEMBLY

25th DISTRICT



KENNEDY

ENDORSES

POCHÉ

EDWARD M. KENNEDY
MASSACHUSETTS

United States Senate
WASHINGTON, D. C.

October 8, 1968

Attorney Marc Poche
1694 The Alameda
San Jose, California 95126

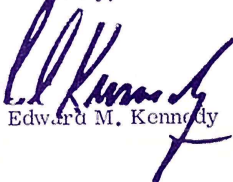
Dear Marc:

May I take this opportunity to wish you every possible success in your campaign for election to the California State Assembly from Santa Clara County this year.

I know how deeply you shared my brother Robert's commitment to the cause of peace and progress during his California campaign last spring and the great support you gave his efforts.

These, of course, are perilous times for our nation and for the world. They require a renewed sense of commitment on the part of all of us to restore tranquility to America and peace to all corners of the globe. Above all, they require men in public office such as yourself who are willing to dedicate their lives to these important tasks.

Sincerely,



Edward M. Kennedy

Financial Report

COMISION HONORIFICA

INCOME MEXICANA, INC. de S.J.

Bank Ending Balance.	
May 30, 1968	\$ 467.85
From Furniture Center	
Sponsoring Miss Helen	
Najera	200.00
From Furniture Discount	
House Sponsoring Miss	
Sandra Katib	200.00
From Food Bowl Market	
Inc. sponsoring Miss Irma	
Mendoza	200.00
From Der Wienerschnitzel	
San Jose, Sponsoring Sta.	
Luz Maria Lopez	200.00
Bazaar East Side Store	
Sponsoring St. Raquel Munoz	200.00
Program Ad. Ozuna Pro-	
ducts	120.00
Program Ad. "El Amigo"	
Cafe	35.00
Program Ad. "ALMA"	35.00
Program Ad. "El Faro"	35.00
Program Ad. "El Faro"	35.00
Gene's Western Wear	
Program Ad.	35.00
Program Ad. "Furniture	
Center"	125.00
Program Ad. "Liberty	
Theatre"	35.00
Program Ad. "Vicky's Cafe"	70.00
Program Ad. "Aurora	
Martinez"	35.00
Program Ad. "Arturo's	
Village"	60.00
Program Ad. "Furniture	
Discount House"	60.00
Program Ad. "Las Ca-	
zuelas"	105.00
Program Ad. "Lalo's Shoe	
Repair"	35.00
Program Ad. "La Joya"	
Jewelers	35.00
Program Ad. "Steve Spar-	
cino"	35.00
Program Ad. "El Charro"	
Cafe	35.00
Program Ad. "Santo Mi-	
neta" Insurance	35.00

Program Ad. "Squire	
Theatre"	60.00
Program Ad. "El Rebozo	
Cafe"	95.00
Program Ad. "Garcia &	
Garcia" Bonds	35.00
Program Ad. Metro Mer-	
chants Ass.	100.00
Program Ad. "El Guada-	
lajara"	35.00
Program Ad. Latin Ame-	
rican Imports	120.00
Returned by Mrs. Victoria	
Fields (not used in Queen	
& Princess dresses)	50.69
From Mr. Hiram Gutier-	
rez (tickets)	47.50
From Mrs. Aurora Mar-	
tinez (12 tickets)	51.00
From Mr. Honorio Ange-	
les (3 tickets)	12.75
From Mr. Ralph de la Rosa	
(booth)	35.00
From Rainbow Ballroom	
Dance	76.50
From Civic Auditorium	
Dance	174.00
From Beer Sells (City	
Park)	196.00
From Soda Sells (City	
Park)	86.00
From Musical Program	
Auditorium	863.00
From Sept. 16th Ball Au-	
ditorium	300.00
From Rainbow Ballroom	
Dance	104.50
Total Income	\$4, 869.79

EXPENSES

May 31, 1968 Camile's	
Flower Shop	22.05
Angie's Secretarial Svc.	10.00
Auditorium Deposit	65.00
Rainbow Ballroom Tips	16.00
Atlas Press (paper & en-	
velopes)	66.00
Permits Dances	10.00
J. Monroy Candidate's	
Photographs	39.00
Extra Tickets (La Fonda)	12.75

(continued next page)

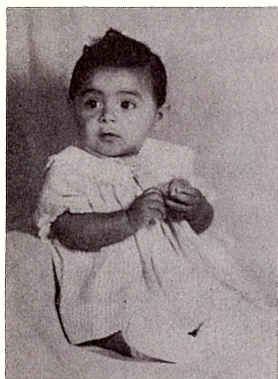
RAINBOW BALLROOM

Dancing Every — SATURDAY & SUNDAY

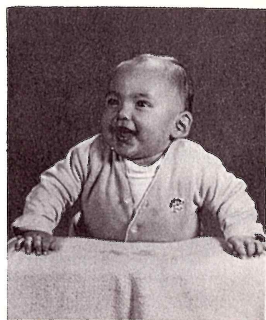
**Dance to the Best Bands
In The Country !
Watch for Coming Shows !**



FRANK DAVILLA
296 -0306



REBECCA LUNA
7 mos. old - from San Jose
Parents:
Lupe & Petra Luna



MAC HERNANDEZ

ANGEL ALFONSO
CEBALLOS
7 mos. old - from San Jose
Parents:
*Angel Humberto
and Ofelia Ceballos*

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.

Police Services Auditorium Dance	130.00	Sta. Clara Valley Distr. Beer	54.07
P.A. system auditorium	18.00	State Board of equalization sales tax.	14.50
Gerardo Del Rio Orchestra	350.00	Latin American imports 6 small banners	6.74
Civic Auditorium Rent	100.00	Coca Cola bottling Co. (Soda Ice & glasses.)	100.78
Tickets Cashier	10.00	Trophies Paul Berecker (10)	100.00
Banquet at La Poblana Cafe	26.55	Mr. Juarez helper	5.00
Insurance Dances Sept. 8 15	95.00	Esteban Morales helper	12.00
Parade Expenses Paul Berecker	40.00	Insurance City Park	125.00
Received by Mrs. Victoria Fields (Queen & Princess Dresses)	400.00	Frank D. Hill Signs (booths dance)	32.03
3 rolls tickets (Dances)	3.78	Excentrico 100 invitations	22.85
St. Claire Hotel Reception	127.72	Paul Jewelers 4 Trophies engraved	53.57
Mariano Tapia performance at Auditorium	250.00	Bd. of Equalization (Beer Lic.)	11.00
Father Alvarez Mariachi	150.00	Blossom Floral Sho (La Poblana Banquet	5.25
La Fonda Banquet	206.25	Wilson Bakery (cake with banners)	8.50
Gerardo Del Rio Orchestra	350.00	Total Expenses	\$4,412.14
Police services auditorium dances	125.00	In cash now	457.65
Tickets Cashier	18.00		\$4,869.79
Civic Auditorium afternoon & eve. Microphone helpers	60.75	TOTAL INCOME	\$4,869.79
Navlets Flowers (Queen & Princess	19.25	TOTAL EXPENSES	\$4,412.14
Helpers at City Plaza	37.50	NOW IN CASH	457.65
Latin American Imports (Banners-badges and diademes for princess)	60.90	This statement was revised and approved for all the members of the Comision Honorifica Mexicana Inc. de San Jose, on the general meeting of Thursday, October the 17th, 1968. San Jose California, Oct. 18, 1968 COMISION HONORIFICA MEXICANA DE SAN JOSE INC. <u>AMADO GARCIA</u> Presidente <u>FORTUNATO CISNEROS</u> Tesorero	
Atlas Press (Programs & Posters	603.65		
Fidelity Sound P.A. (Parade)	25.00		
Parade Expenses Canadian Legion	30.00		
Champagne (Reception St. Clare Hotel)	48.00		
William B. Bakus (reflectors)	55.00		
Parade Expenses (Sta. Rosa Champ)	15.00		
Parade Expenses Samuel Ayer Schools	50.00		
Parade Miscellaneous Paul Berecker	15.00		
Crown for the Queen	14.70		

FOR YOUR WEDDING INVITATIONS
and WEDDING PICTURES
See Humberto & Bert Garcia
292-4273 274 TERRAINE ST.

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

ABIERTO de LUNES A VIERNES de 9:00 a.m. a 10:00 p.m.

Sabados de 8:00 a.m. a 10:00 p.m.

DOMINGOS de 8:00 a.m. hasta las 9:00 de la Noche



Esquina Prevost y Auzerais Ave.

Tel. 293 - 1773

San Jose, Calif.



COMENTARIOS

PEDRO DILLON

Un escritor a quien aprecio por sus acertados enfoques sobre la realidad de la vida, decía: "El amor a primera vista generalmente no termina bien, por que a la persona con quien nos casamos la hemos de mirar miles de veces de dis tinta manera que la primera vez".

Escuchando hablar sobre el tema del casamiento y el amor a dos amigos, sentí decir a uno de los que platicaban: "Yo me casé con mi esposa porque la amaba, y tú?". Me extrañó que no hubiera habido respuesta . . .

Conozco a varias personas que viven tristes y frustrados porque creyeron amar y que eran amados, y al final se dieron cuenta que se estaban engañando a sí mismos y a ese alguien con quien compartían lo que ambos entendían equivocadamente que era amor.

Es cierto que en los países de América Latina la vida es distinta que en los Estados Unidos. Aquí dos jóvenes desean casarse y la situación económica lo permite, pues casi cualquier sueldo alcanza para rentar un techo y poner que comer en la mesa, cosa que no se repite muy seguido en los países latinos.

Esa es una de las razones que fa cilita que en California haya mas divorcios que casamientos, informando las es tadísticas que la mayoría de los divorcios se producen en matrimonios jóvenes de menos de cinco años de casados.

Pero la razón de los muchos hogares quebrados está mucho mas profundo que el hecho de tener con relativa facilidad los medios necesarios para cu brir los gastos esenciales de un hogar.

Tenemos que ir al corazón de la persona y ver que es lo que allí encierra hacia su cónyuge.

El amor no es nada mas que pasión, que atracción sexual. El que dos

personas se amen no significa unir sus vidas ante la ley y tener hijos. No es tan solo una unión física: es una unión de propósitos, de fines, de aspiraciones, de conquistas.

No es extraño conocer matrimonios que en todo parecen que "se hacen la contra". Si a él le gusta salir, a ella le gusta quedarse en casa; si a él le gusta la música, a ella le producen náuseas. No pretendo decir que al casarse, dos personas deben tener todos los gustos en común, pero a lo menos tener la disposición para adaptarse a las diferencias de opinión con su cónyuge y estar dispuestos a sacrificar ideas u opiniones en bien del hogar que han formado.

Muchos creen que el amor no existe. Generalmente es porque han tenido una desilusión en sus vidas y de esa manera se sienten defraudados.

Es cierto que hay muchos que se dedican a "pescar" corazones con la sola finalidad de agregar un nombre mas a la lista, creyendo de esa manera demostrar su hombría a sí mismos y a sus amigos.

A ese tipo de personas, pero también a nosotros, cae siempre bien la advertencia del Nuevo Testamento: "Todo lo que el hombre sembrare, eso también segará".

Y a quienes están desilusionados o tristes, habiendo sufrido algún engaño, deseamos citarles otras palabras bíblicas: "No nos cansemos de hacer el bien, que a su tiempo segaremos, si no hubiéramos desmayado".

No nos olvidemos del ejemplo de Aquel que amó a quienes le odiaban, que podía decir "Padre, no les tomes en cuenta este pecado" cuando le crucificaban . . . por amor a mí.



Para Sus

INVITACIONES de MATRIMONIO
Llame a Humberto Garcia
292-4273 274 Terraine St.

THANKS ! !
FOR YOUR KIND
SUPPORT

DON CORTESE

FOR

Supervisor (X)



*DON CORTESE with his lovely wife
Suzanne and their five children
AND PET RABBIT.*

*DON is very proud to have earned the enthusiastic support
of M.A. P.A. - Endorsed on Sept. 20, 1968*

*Robert J. Stroughter candidate for Supervisor 2nd Dist. in
the June Primary*

*International Assn. of Machinists, Dist. Lodge #93
Sun Newspapers - Hospital and Institutional Employees
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*California - Richard T. Cinelli - Clifford Drugs
3489 McKee Rd. - Robert Murakami - Lee Pitts - Vida
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*Attorney Walter Hays Chairman of Attorneys for CORTESE
Union Gazette - Spot Lite Veterans News
Council on Political Education*

PAID FOR BY FRIENDS OF DON CORTESE



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.

Re-Elect



SENATOR ALQUIST

13th DISTRICT

he listens...he acts!

... a positive voice in Sacramento for our County ...

CITIZENS TO RE-ELECT SENATOR
ALQUIST

Frank Hogan, Leon Grossman, Co-
Chairmen

Headquarters: 2439 Forest Avenue
San Jose, California

Election November 5, 1968



*Maria del Socorro
Briones*

*Es originaria de
Huejucar, Jalisco,
Mexico, radicado en
San Jose por 8 años
Atendio a la escuela
Campbell High*



*Sr. Jesus y Sra. Guadalupe
Briones*

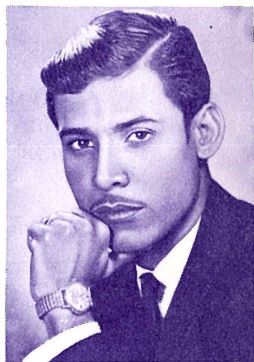
*Sr. Isidro y Sra. Trinidad
Perez*

*participan a Ud. el enlace
de su hija e hijo*

Maria y Jose

*Y tienen el honor de invitar a
Ud. y a su apreciable familia
a la Ceremonia Religiosa
que se verificara el Sabado
7 de Diciembre, a las 4:00
de la tarde, en la Iglesia de
la Sagrada Familia.*

San Jose, Calif. 1968



Jose Perez

*Es procedente de
Villa Guerrero,
Jalisco, Mexico
Tres años de resi-
dencia en San Jose.
Curso sus estudios
en Mexico.*



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)

ROY P. ESCOBAR IN VIET NAM WITH UNCLE SAM

PFC Roy P. Escobar is the son of Mr. and Mrs. Roy and Helen Escobar. He left for Viet Nam on October 11, 1968. He is a graduate from Del Mar High School. He also attended San Jose City College. Roy is formerly a Sax Player Con La Sonora de Andy Flores. He also played Sax with his uncle Jess Escobar.



Ultimos Estilos en Ropa

Vista Elegantemente!

Facilidades de Pago

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

Berg's
295 - 0868 52 S. First St.



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

ALMA

PHONE 294-8850 93 E. SANTA CLARA ST.
SAN JOSE, CALIFORNIA

We have over 100,000 Mexican Americans in this County and we spend over \$300,000,000 year. Yet, we do not derive a proportionate benefit from this. We do not have proper representation and many of us are at the mercy of the professional salesman whenever we buy anything of value. This must stop.
For once, get full value from your hard earned dollar.

ALMA can help to solve this problem.

JOIN ALMA NOW !

I WANT TO JOIN ALMA



NAME _____

ADDRESS _____ Phone _____

CITY _____ State _____

Cut this Advertisement and Mail to ALMA



VOLUME 19 No. 24 NOVEMBER 5, 1968

HUMBERTO GARCIA BERT GARCIA

PUBLISHER - DIRECTOR GEN. MGR.

MARY ROGERS MANUEL FERNANDEZ

STENOGRAPHER PRODUCTION

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CLUB SAN FELIPE MA. DE LA LUZ SANCHEZ

CLUB RIVIERA DANIEL SALDAÑA

CLUB ZANZAREE CATALINA BARRAGAN

ANGIE CORONADO RUDY BELLOUMINI

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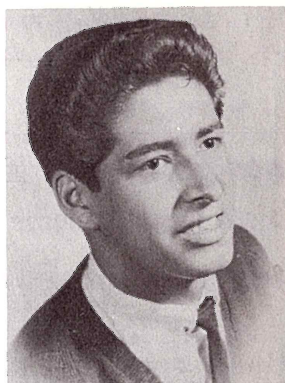
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292-4273 274 TERRAINE STREET

SAN JOSE, CALIFORNIA 95110

JIM'S HAIRSTYLING BARBER SHOP



PAUL LUCERO

HAIRSTYLIST

By Appointment 293-2747

JIM GARCIA, OWNER
(IN MOSHER'S LTD.)

3rd & San Fernando Sts.



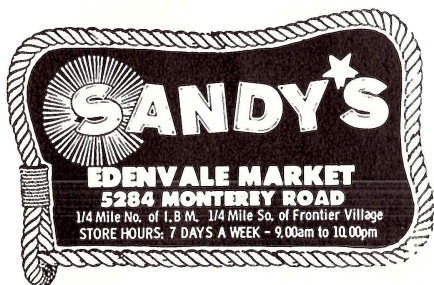
Complete Line of Mexican Foods



COME IN AND VISIT WITH YOUR OLD FRIENDS
 Tony Perez, Danny Espinoza, Lalo Caballero, George Carlson
 Pete Garcia and Isais Vasquez.

Verduras a los Precios Mas Bajos !

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





**ELENORE
GUTIERREZ**
*Was born in San Jose
Attended San Jose
High School*



Matron of Honor
Vickie Gutierrez

Best Man
Mike Gutierrez, Jr.

Maids of Honor: Maria Gutierrez Joey Villarreal
Best Men: Frank Perez Ralph Villarreal

Bridesmaids

Ushers

Lina Villarreal

David Rocha

Lupe Quintones

Donny Arias

Diane Badilla

Ruben Badilla

Pauline Robledo

Ruben Pena

Yolanda Martinez

John Miller

Socorro Dominguez Refugio Dominguez

Flower Girl: Sylvia Gutierrez

Ring Bearer: John Barreras

*RF
LV*

Mr. and Mrs.
Miguel D. Gutierrez, Sr.
request the honour of your
presence at the marriage of
their daughter

Eleanore

to

Mr. Richard M. Villarreal

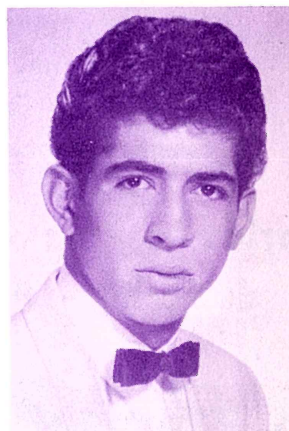
Mrs. Rita Millarreal
request the honour of your
presence at the marriage of
her son

Richard

to

Miss Eleanore Gutierrez

On Saturday, November 9, at 2:00 in the afternoon
First Spanish-American Baptist Church.
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VILLARREAL**
*Is a native of San Jose
Attended San Jose
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(foto Mac Hernandez)



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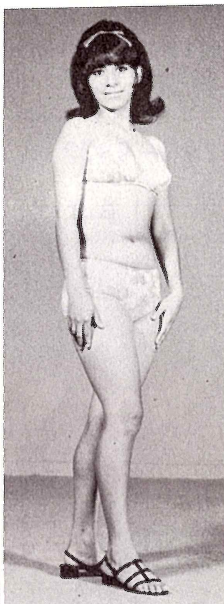
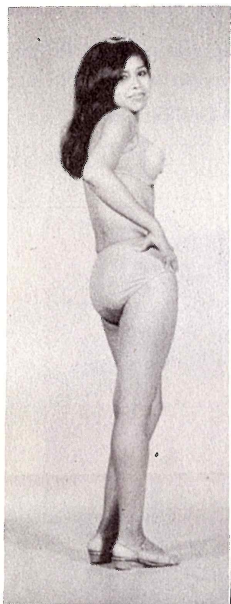
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FOR
RUDY
BELLOUMINI



with 14 children (9 sons and 5 daughters). Photo was a moon shot by "El Fotógrafo de la Luna", the one and only MAC HER-NANDEZ Photography Studio. Girls, his number is 293-3343 for your picture in the EL EXCENTRICO.



In the picture appears, ANGIE ALVAREZ, age 20 and her sister, AL, age 18. Both were born in Bakersfield, but have lived most of their tender lives in San Jose. ANGIE graduated from Mt. Pleasant High School and AL, a senior, will be graduating in June 1969. Both adore "Soul Music"; their favorite songs are, "Tell it like it is" and "Love makes the world go round". Favorite TV Shows are MOD SQUAD and FANTASTIC FOUR; favorite foods, Hamburgers, French fries and milk shakes. They dislike IM-MATURE GUYS who play the field behind girl's backs. They love to take care of children, play hostess and are willing to participate in community projects, especially a Queen Contest. Their proud parents are Mr. & Mrs. DARIO and MARIA ALVAREZ, who have been blessed



COMMITTEE OF "13" endorses Incumbent supervisors SAM DELLA MANGGIORE of the 2nd District, and Charles A. Quinn of the 3rd District, others include Assemblyman Earle P. Crandall in the 25th District; William Brady, 13th State Senate District and Judge James Scott, for Superior Court Judge. Sitting are "Mexican Mafia Bosses" Andy Diaz, Isaias "Friday" Aguilera and the "man behind the scenes" Moises Roizen.

Gloria Bracamontes celebrating her birthday with her friends. By the way Gloria, is that a way to blow out candles or were you trying to bite them off? Just kidding Happy birthday to you. Also celebrating his birthday recently was TOMMY NEGRETE of Club Tico Tico with a dance, Mariachi Music and lots to eat.

THAT a certain famous guy from Mexico is on his way to see Marce Mora. I wonder how she feels - lets wait for the action.

(continued next page)



Lo Monaco's

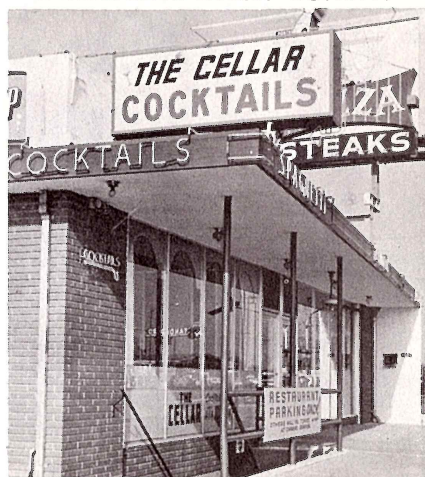
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Appearing in the picture is Mr. LARRY FARGHER, Congressional Candidate in the 9th District with LATIN BEAUTIES. From right to left, TERE-SITA REAL, DOLORES GRIJALVA, JUA-NITA GOMEZ, ROSAMARIA LOPEZ, GLORIA GOMEZ, JOANIE LOPEZ, MA-

RIA ROSARIO HUERTA, LARRY MATIL-DA MARTINEZ, JO ANN TAMEZ, JANE VASQUEZ, SARA VASQUEZ, LUPE CORTEZ and JESSE CORTEZ. Picture by RICHARD DIAZ at the STARLIGHT BALLROOM.

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*Saul presta sus servicios en la
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(foto Richard Diaz)*



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por 
Daniel Saldaña

CIUDADANOS.....A VOTAR

El 5 de Noviembre todos los ciudadanos de los Estados Unidos de Norte América, podrán ejercer el derecho del voto, que la Constitución del país les concede.

En el momento de otorgar el voto, el ciudadano está ejecutando un acto de trascendental importancia; en el voto el ciudadano está representando el bienestar, la seguridad y la prosperidad del votante, de sus familiares y de los habitantes del país; no es un acto simple, es una función que requiere cuidado y meditación de parte del elector; el votar a tontas y locas y sin ningún fundamento, acarrea problemas que la misma persona que da su voto tendrá que enfrentar si su elección no es acertada.

La persona que desea la tranquilidad y prosperidad de su país, está obligada a tomar parte en la elección de aquellos que gobernarán su nación, su Estado o su lugar de residencia. El no tomar parte en la elección por apatía o por comodidad, redundará en su propio perjuicio.

Todos tenemos la obligación de cumplir con nuestros deberes de ciudadanos y uno de los deberes mas importantes es el de llevar a los puestos públicos a personas capacitadas, que sepan resolver satisfactoriamente los problemas que indudablemente tendrán que enfrentar. Si se deja que ocupen los puestos del gobierno personas que no saben cómo manejar los asuntos públicos, entonces el individuo tendrá que sufrir las consecuencias en su trabajo, en su negocio y en su familia.

Se debe de ir a depositar el voto,

no por simpatía o por costumbre, se debe votar por convicción y por el cumplimiento del deber, asegurandose que el voto se da por la persona que se dedicará a trabajar por el bienestar de todos en general.

Cada cuatro años, los electores de este país tienen que decidir quien los gobernarán en ese período de tiempo. Los medios de publicidad con que se cuenta en la actualidad son tremendos y por ellos se puede saber que clase de personas son los candidatos, con esa información, se puede hacer un análisis que dará una idea para saber quien es el candidato mas conveniente.

Hay personas que nunca se han parado en una casilla electoral, se ufanan de que nunca han dado su voto a ningún candidato y aseguran que su voto en ninguna forma puede ser el voto decisivo; si esta torpe forma de razonar se generalizara, no habría elecciones y en lugar de democracia tendríamos una oligarquía. Por fortuna los ciudadanos que cumplen con su deber, concientes de sus responsabilidades, como partes integrantes del engranaje social en que vivimos, se afanan en estudiar a los candidatos y dan su voto por el candidato que a su juicio es el que está mas capacitado.

Si la Constitución le da a Ud. el derecho de elegir a sus gobernantes, Ud. debe hacer uso de ese privilegio, llevando al frente de los negocios públicos a los individuos que han demostrado que se preocupan por el bienestar común y que son una garantía para gobernar con inteligencia, justicia, orden y moralidad. No falte usted el 5 de Noviembre, deposite su voto por los candidatos que considere como una garantía de buen gobierno y sienta la satisfacción de que cumple usted con su deber para con Ud. mismo y para todos los ciudadanos con quien convive.

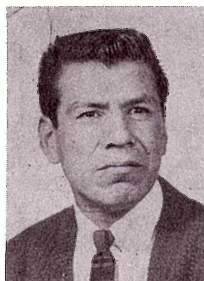
Usted es el responsable de que haya un buen o mal gobierno.

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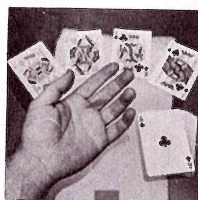
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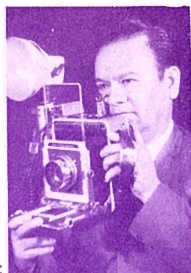


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Wilford Irizarry Jr. cuenta con dos años de vida, es nativo de esta ciudad, fue bautizado en San Juan Puerto Rico en la navidad de 1967, sus padrinos son Luis y Myrtha Rodriguez, Juany Irizarry es nativa de

Miami, Florida siendo sus padres Osvaldo y Cory de la Habana, Cuba.

Wilford Irizarry y Juany contrajeron nupcias en esta ciudad de San Jose hace mas de tres años.

Como regalo de cumpleaños en el mes de Septiembre Wilford obsequio a su elegante familia con una primorosa casa en el distrito de Cambrian Park.

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CANDY VELIZ

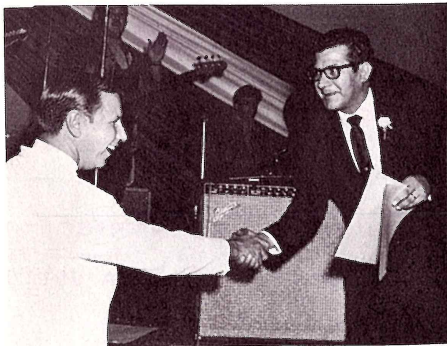
Club San Felipe expresses its deepest sympathy to Mrs. Maria Vda. de Marquez and family in the death of their beloved one Miss Rosalinda Marquez. May she rest in peace.

JOE RAMIREZ

Por fin se casa el incasable Jose Lule Ramirez otra vez. The victim is, "I mean bride" Carmen Rios. A lovely, nice young lady. Will wonders ever tend to cease!!

November 5th is election day -- VOTE - VOTE - VOTE. It is a privilege and we should take advantage of it.

Here is another photo of the San Felipe reunion. Mr. Peepers Bob Rodriguez receiving the Del Rio, Texas honorary mayorship from Dr. Alfredo Gutierrez. The way I look at it, Del Rio has more Mayors than Carter has pills, however: San Jose has only one and a Cal. Mex. not even honorary.



Through this column Mr. & Mrs. Fidelio Cortinas would like to express their appreciation to everyone that in one way or another showed their sympathy in their hour of sorrow. The death of their beloved daughter Yolanda Cortinas.

Why, oh, why is the EOC always in hot water. I am not worried about the beautocrats of the EOC. It's the poor, that are going to suffer and all because the commission as well as their chief muffed. Unless we want to blame Rene de Luna, remember he is small and won't say much.

Willie Vargas has got it. He is a terrific singer. With Benny Belarde. They are mucho bueno. Si señor!

Harry Evans is the boss man, of the Quiet Village while Art is in Mexico as such; he has declared Fridays as Ladies Nite. Come one; come all; and have a ball. Harry will see to it.

If you want a free turkey for thanksgiving go to the Furniture Discount House at 82 E. Santa Clara Street. Ask for Candy, buy \$49.00 or more worth of furniture and the turkey is yours.

A million thanks to Luis Melchor. Our party was a success because of him. Lou muchas gracias, your stereo music is muy buena.

Gloria's

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3-4-5 de NOV.

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JUEVES-VIERNES-SABADO

7-8-9 de NOV

Un solo deseo lo animaba... ¡Venganza!...
Y se libró en su corazón la más dramática
lucha entre odio y amor.



**EL TIGRE
DE GUANAJUATO**

con Luis AGUILAR - Julio ALDAMA
Rosa DE CASTILLA - Andres SOLE
Roberto CAÑEDO - Noe MURAYAMA

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A SU
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MIERCOLES SOLAMENTE

Premiere

6 de NOV

**LOS QUE
NUNCA
AMARON**

con ANA LUISA
PELLICER
ROLANDO
MURRAY
JAVIER
SOLIS

en EASTMAN COLOR



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- ADEMÁS -



con JULIO ALDAMA
ROSA DE CASTILLA
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en
**BALE DE PUEBLO
EN EL
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