

El Excentrico

Humberto Garcia

December 5, 1968



Champagne Reception for New Mexican Consul Daniel Galan

(third from left) 287-3396 san jose, ca.

SEARS IS ACROSS
FROM US

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366 RACE STREET • SAN JOSE

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



EASY
TERMS



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PARA SUS
PADRES es UNA
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TEJA CERAMICA

4 1/2 x 4 1/4 " 5 COLORES

Tejas para el Pasillo

6 x 6 " Perfecta - 30¢ cada una, 2 colores

Tapetes de Linoleo

" THRIFT TEX " 9 x 12 '

Alfombras de Nylon

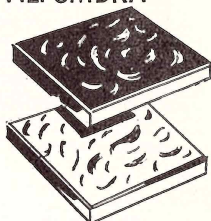
Respaldo de Hule de Esponja, 5 Colores

4^c
EA.

9^c
EA.

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\$3⁷⁷
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YD.



DESDE \$29.00
Tamaño 9 x 12



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 \$95.00	\$59 GROUP VALUES TO \$110.00
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344 RACE ST.

SAN JOSE

Live A Day In Mexico * * * * *

Fr. Alberto Cerezo of the Sacred Heart Church

Presents In the Name of the Mexican-American, To The People of Hollister

GRAN FIESTA GUADALUPANA

SACRED HEART CHURCH, HOLLISTER



ASOCIACION DE CHARROS
"ESPUELAS DE PLATA" DE SAN JOSE



LOS MARIACHI DE MEXICO
"LOS PASAJEROS"

SOLEMNE TRIDUO A LE VIRGEN DE GUADALUPE LOS DIAS 13-14-15 DE DIC. 7:00 P.M. CON PROCESION DE CERA

SUNDAY, DECEMBER 15, 1968

12:30 P.M. - MASS - MUSIC BY THE MARIACHIS

1:30 P.M. - Typical Mexican Parade

AT SACRED HEART CHURCH,

WITH CHARROS, QUEENS with Costumes, MARIACHIS, KNIGHTS OF COLUMBUS, HIGH SCHOOL BAND & MATACHINES (Aztec Indian Dances, Pablo Diaz, director, from parish of Christ the King, Salinas).

3:00 P.M. - SACRED HEART PARISH HALL

MEXICAN DINNER AND DANCE



'Con Barbacoa De Res Al Hoyo' (Pit Bar-B-Q)

With 'Mariachis', 'Los Pasajeros',

APARTE SE.SERVIRA

CERVEZA - BEER - REFRESCOS



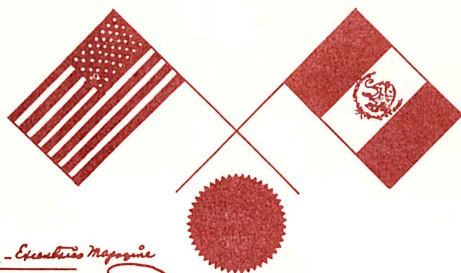
Donation: Adults - \$2.00 Children - (12 or under) \$1:00

Tickets At: Schipper's-610 San Benito St., Penny Wise-525 San Benito St.,
San Benito Foods, 203 Hawkins St.,

or Phone Mrs. Goforth 637-2595 or Mrs. Librada 637-3354

Certificado de Gratitud

Al
Sr. Dr. Don Jaime Torres Bodet
La
Colonia Mexicana De San Jose, California



Humberto Garcia - Ejecutivo Mexicano

Victor V. Canadillo

W. Delgado - Encargado de Negocios

Manuel A. Garcia - Encargado de Negocios

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Daniel G. Saldaña

Manuel A. Garcia - Encargado de Negocios

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San Jose, California Noviembre 1968



El Sr. Dr. Don Jaime Torres Bodet a la derecha recibe un fuerte apretón de manos de parte del popular ejecutivo Sr. Daniel G. Saldaña. El Dr. Bodet por conducto del Sr. Saldaña fue altamente instrumental en que San Jose cuente con oficinas consulares.

(foto richard diaz)



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.

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

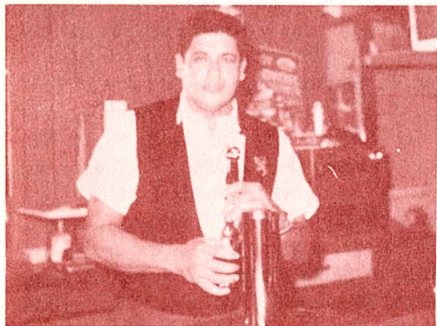
Bonanza Ice Cream

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102 Bellevue Ave. San Jose, Calif.

NO EXPERIENCE NECESSARY
HANDICAPPED WELCOME !



CLUB METRO

presenta... Todos los
Viernes, Sabados y Domingos
al Gran MARIACHI
Los Abajeños de Isidro Rivera
Toda clase de Cerveza y Vinos

Henry Cenicerros, Prop.

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STANLEY

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

By APPOINTMENT
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17 S. SECOND ST. SAN JOSE, CALIFORNIA

WARREN





THE PRADO ORPHANS

by PAT VASQUEZ

It has been a longtime since I have submitted any writing to this magazine but that in itself might have been a blessing for writers like me are a "dime a dozen". But again I have a story to tell and I'll tell it like it is:

It was October 6, 1968; that day I will always remember for it was then on that day while I was attending a MAPA Regional meeting in Stockton that I became aware of the death of Guadalupe and Lupe Prado, and the 7 little children that were left orphaned.

It was while I was driving back from Stockton that I decided to do something for these children. On Monday night, October 7, 1968, I met with the G.I. Forum Board of Directors, men and women, to see what could be done for these kids. The G.I. Forum gave money, but that was not enough for me. So with Lena Manriquez and Bessie Vasquez (my wife) we decided to have two dinners for the Prado children. At this time it was a good thing that we had the MAPA Political office open. From this office we started to send out press releases and we coordinated the fund raising. We would have been lost without this office and the girls who sent out the mail.

I want to give credit to the person who was responsible that the two fund raising dinners that were successful, and that was Lena Manriquez, for it was she who had Mr. Valenzuela give us free radio time. Then all the merchants came to our aid.

We had the Prado children at both dinners; and the family has asked me to thank the merchants, the workers and all the people that donated money to the Prado fund.

We must thank Lena Manriquez, Bessie Vasquez, Billie Contreras, Lucy Gonzales, Sarah Villalobos, Vicky Apodaca, Carmen Martinez, Gloria and Joe Bautista (from Gloria's Floral Shop), Bea Gonzales, Richard Gomez, Pete Gonzales, and Marcy Flores who is San Jose Coordinator.

These wonderful persons took time away from their families just so they could help someone in need. Incidentally, that is when I discovered my wife was an expert cook, after hearing all the compliments on her tamales and menudo (or maybe I'm so involved in meetings and eat out so often that I forgot she is a good cook).

We thank the merchants who donated the food. They are: Pink Elephant Market; Benny Martinez of Sandy's Market; La Internacional Grocery; Puentes Bros.; Ozuna Products and Mohawk Meat Packing Company.

The two bands that donated their music were Fermin Espinoza y sus Caballeros and Connie Caudillo and his band.

And of course, to all the persons who so generously donated money as follows:

Geo. F. Beuselinck, \$10.00; Maureen Tellez, \$10.00; MAPA, \$10.00; Lena Manriquez, \$5.00; Adolfo Anzaldúa, \$5.00; Vic Perry, \$5.00; Mr. & Mrs. Pat Vasquez, \$100.00; Amer. G.I. Forum Ladies Aux., (S.J.), \$62.00; Mr. & Mrs. Geo. Castro, \$25.00; Mr. & Mrs. Dan Gallegos, \$5.00; Virginia Santa Cruz, \$4.00; Mr. & Mrs. Larry Fargher, \$5.00; Mr. & Mrs. Rafael Salas, \$10.00; Mr. & Mrs. Jose Bautista, \$4.50; Beatrice Gonzales, \$2.25; Mr. & Mrs. Gilbert Manriquez, \$4.50; Dr. & Mrs. Y.A. Cabrera, \$5.00; Mr. & Mrs. Earl Crandall (Assemblyman), \$20; MAPA Fund Raising and Lena Manriquez, \$366.51; Mr. & Mrs. Guy Guiffre, \$25.00; Santa Clara G.I. Forum, Auxiliary, \$100 and Mr. & Mrs. Manuel Oliveres, \$10.

Shoes donated to all the Prado orphans by our newly elected 2nd District Supervisor, Don Cortese.

On behalf of the Prado children

(continued next page)

and MAPA, I want to thank you all from the bottom of my heart, for it is with people like you that we can keep on hoping for a better life. Somehow I know you will be repaid, for I know that I have, in just knowing that I have helped someone less fortunate than me. And believe me, this Thanksgiving had more meaning to me than ever before. Try it sometime!!!

Thank you,
Pat Vasquez

P.S. Club San Felipe, the only Club that came in to help, is having a chicken dinner Sunday, December 8th, from 12 to 4 at Lena Manriquez Hall. Proceeds will be to meet the Christmas needs of the Prado Children. Be sure to attend..... MAPA REGIONAL meeting, Sunday, December 8, 12 to 5 - Fiesta Latina Hall.



Rumbaloo



Under New Management
MANNY and CECIL, PROPS.

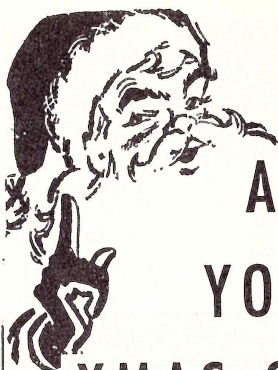
Now Playing

EL CONJUNTO BUGALOO

Cocktails - Floor Show Ample Parking

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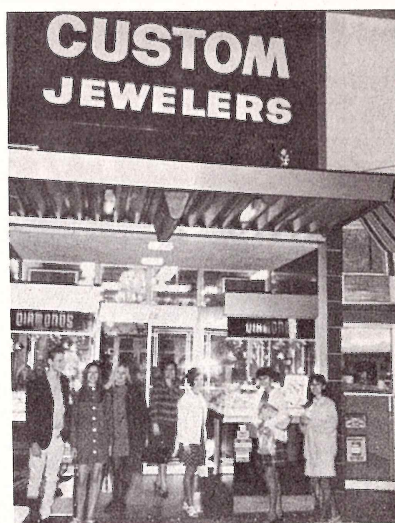


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"CUSTOM JEWELRY Is a constant
Compliment to your own good taste"

DESIGNING - REPAIRING
TO PERFECTION !

- AT -



IF YOU ARE GETTING MARRIED
COME IN FOR A

FREE GIFT

298-1000 108 S. FIRST ST.

(Downtown San Jose)

M.A.S.C.

***PRESENTS MEXICAN
WEEK AT SAN JOSE
CITY COLLEGE , 2100
MOOREPARK AVE -
NUE, SAN JOSE.***

***FROM THE 9TH TO
THE 13TH OF DECE -
MBER, FROM 10 AM
TO 1 PM DAILY.***

**MEXICAN WEEK PROMISES TO BE THE
MOST EXCITING AND EDUCATIONAL
PRESENTATION EVER SPONSORED BY
M.A.S.C.**

**AMONG THE MANY ACTIVITIES SCHED -
ULED ,THERE WILL BE: ART SHOW ,FILM
FESTIVAL, CHARREADA, SPEAKERS, RE -
GIONAL MEXICAN CLOTHING , PANEL
DISCUSSION ,AND MORE .**

**M.A.S.C. INVITES THE COMMUNITY TO
PARTICIPATE IN THIS HAPPY EVENT.**

LAYOUT BY SERGIO OLMOS

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

(LUNES A SABADO)



Proteccion de Investigaciones de Income Tax

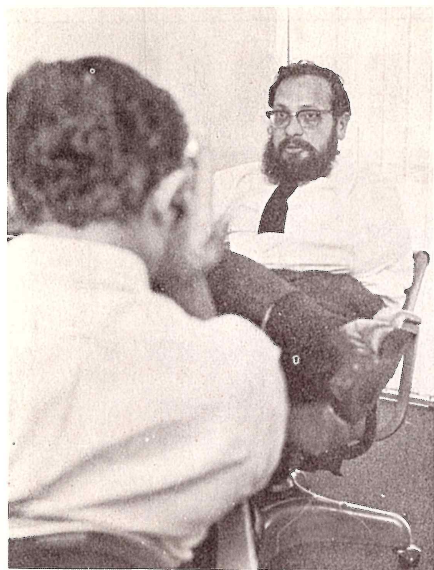
GARANTIA MAXIMA de AHORROS
GARANTIA MAXIMA
EN SUS DEPENDIENTES !

REDUCCION MAXIMA
DE SUS GASTOS !

SERVICIO de INCOME TAX

297 - 2079

944 E. Santa Clara St.



ROBERT CAMPOS explains the new county program designed to help ex-drug abusers back into the labor force. Campos is the Santa Clara County Drug Abuse Control Coordinator.

DRUG ABUSE CLINIC

An effort to get the ex-drug abuser back into the labor force has begun by the Santa Clara County Drug Abuse Clinic.

The task of placing an ex-abuser in a job after months or even years of unemployment is monumental.

Robert Campos, Drug Abuse Control Coordinator for the county, stated that the frustration of unemployment by the former addicts often results in read-diction. "The transition from a street-hustling junkie to a meaningfully employed person is difficult."

The new program will work in close coordination with the California Department of Employment.

The program calls for mock job interviews to be held at the Adult Opportunity Center. Campos stated, "The mock interviews would consist of a job applicant being interviewed by a panel of three. Role playing is set up to cover all the variables involved in applying for and

acquiring a job." Some of the items to be covered in the program are posture, speech, poor employment record, and jail record.

On-going consultation and supervision would be provided both to the worker as well as to the Department of Employment by the Drug Abuse Clinic staff in order to maintain a high level of cooperation and coordination between two agencies.

The staff of the Adult Opportunity Center will be responsible for placement of the applicants. The employability sessions will be conducted by Evelyn Jones and Julio Garcia of the California Department.

For Your WEDDING INVITATIONS
and Color Wedding Pictures
See Humberto & Bert Garcia
292-4273 274 TERRAINE ST.



The Bear Kave

OPEN
NOON
Saturday &
Sunday
2:00 P.M.
Weekdays



Your Own East Side Topless Club

FEATURES

- * MISS BAR MAID 1968
- * TOPLESS & BOTTOMLESS GIRLS
- * PSYCHEDELIC LIGHTS
- * ART MOVIES
- * POOL and PINBALL GAMES

(Villa Felice Shopping Center)

525 S. 24th STREET San Jose



PAUL CURIEL

CALL TODAY
CALL TONIGHT
FOR A
BETTER DEAL

MANUEL MARTINEZ
OWNER



HERMAN ALVAREZ



JOHN BRECKER

9 DUPLEXES con 1-2 y 3 RECAMARAS
SOLAMENTE..... \$19,750

Nada de Entre para Veteranos
o \$800.00 de Entre F.H.A.

Town & Country Realty

251-3626 1666 E. Santa Clara St.



SAL MOSQUEDA



AMBROSE
BALCAZAR

Sgt. FELIPE A. ORTIZ takes Bride
before leaving for Viet Nam

Sgt. FELIPE A. ORTIZ who is a paratrooper
with the Army Air Force married lovely
MARY ANN recently in this city.

Felipe is a native San Josean, Mary Ann
heails from Los Angeles.

(photo by Richard Diaz)



MAKE HALL RESERVATIONS Early for CHRISTMAS PARTIES

La Fiesta Latina Hall

7th & E. Santa Clara St. San Jose, California

FOUNDERS

RAY BERNAL
DAN ROMERO
RAY OROZCO
FRANK MERINO
CHANO TRUJILLO

MIKE HERNANDEZ
LOUISA MALDONADO
MANUEL VILLARREAL
RALPH L. REYES, Mgr.



Reservations
266-2411

RENTALS

PARTIES
DINNERS
DANCING
MEETINGS
BANQUETS
WEDDINGS
SEMINARS
CONFERENCES
CONVENTIONS



**DON AMADO
M. GARCIA**
Presidente

Nueva Mesa Directiva de la Comision Honorifica Mexicana de San Jose

Con la asistencia de Sr. Belarmino Castellanos, Canciller del Consulado de Mexico en San Jose, Calif., se efectuó la eleccion de la nueva Mesa Directiva de la COMISION HONORIFICA MEXICANA INC. de San Jose, para el año de 1969 en su Sesión Reglamentaria del día 7 de Nov. a las 8:00 p.m.

Fue propuesto y aprobado por unanimidad, por el espíritu de cooperación y patente desinterés demostrado por la Directiva en funciones en el ciclo anterior, que en su totalidad fuera reelecta, con gran beneplácito de esta Organización. Quedando alineados respectivamente como sigue:

Pres.: El Sr. Dn. Amado M. Garcia
Vice-Pres.: El Sr. Hiram Efraim Gutierrez.

Secretario: El Sr. Honorio Angeles.
Tesorero: El Sr. Dn. Fortunato C. Cisneros.

Consejero: El Sr. Rafael de la Rosa.
Srio. de Finanzas: El Sr. Jacinto de Leon.

1er Vocal: El Sr. Dn. Jose Martinez.

2do Vocal: la Sra. Victoria Fields.

3er Vocal: la Sra. Maria Alvarado.

COMISION DE PUBLICIDAD
Y FESTEJOS

La Sra. Lupita Suarez.

La Sra. Neftalid de la Rosa.

La Sra. Victoria Fields.

el Sr. Honorio Angeles.

Abanderado Oficial: Sr. Rafael Medina.

Spring's SHOES

Calzado para toda La Familia !



**Hush
Puppies®**
BRAND CASUALS

*rugged footwear
for men and boys*

acme
WORLD'S LARGEST BOOTMAKER

Randcraft
SHOES FOR YOUNG MEN

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Wonderful®**
YOUNG SHOE FASHIONS



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ARCH PRESERVER
Shoes
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SHOES FOR MEN



WE HONOR First National Credit Card
MASTER CHARGE CARD
BANK AMERICARD

ABIERTO:

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

VIERNES de 10:00 a.m. a 9:00 p.m.

CERRADO LOS DOMINGOS

Country Club Villa Shopping Center
McKee Rd. & Toyon Avenue

258 - 0806 3463 McKEE RD.

Coronado's BEAUTY SALON

ESPECIALISTAS en ESTILO y PINTURA DE PELO



PRISCILLA
GONSALES



ANGIE
CORONADO



IRMA
FALCON

Tel. 292 - 0055

17 South 4th St.

La Señorita Raquel Soria

participa a Ud. el

25avo ANIVERSARIO

del matrimonio de sus padres

Maria y Manuel Soria

*Y tiene el honor de invitar a Ud. y a
su apreciable familia a la Ceremonia*

Religiosa que se verificara el

Domingo 10 de Noviembre, a la 1:00

de la tarde en la Iglesia

Adventista del Septimo Dia.

Hayward, California 1968

*Los esposos Soria unieron sus desti-
nos en San Luis Potosi, Mexico
el 12 de Noviembre de 1943*

*han radicado en Hayward por los
pasados 6 años.*

*MARIA SORIA es nativa de Monterrey
Nuevo Leon, Mexico.*

*MANUEL SORIA es originario de
Encarnacion de Diaz, Jalisco, Mex.*

*La Señorita RAQUEL SORIA hija de
este matrimonio cursa sus estudios
de Teneduria en el Colegio Chabol.*



Arturo's Quiet Village

Baile los Juev, Vier. Sab. y Domingos

Todos los Jueves
FLOOR SHOW

Viernes, Sab. y Domingos
FLOOR SHOW

Harry Evans-Mary Crawford Directamente de Mexico

Mike Hermosillo y sus 9 Profesores

Con su Ritmo Tropical Latino

AIRE ACONDICIONADO

293 - 1010

950 S. FIRST ST.



CLUB
San Felipe



CANDY VELIZ

The 8th of December is the date that Club San Felipe is having the dinner for the benefit of the Prado orphans. The place is the Lena Manriquez Hall at 1246 East Santa Clara Street, San Jose. The time is 11:00 a.m. to 4:00 p.m. Chicken dinner and entertainment by the Constan-
cio Bros., for \$1.00 everything for a noble cause. If you want to contribute call me at 297-9486. Thanks and I hope you can make it.

Jano Bejarano wants to know if Greg Gloria is under maximum security. Jano I don't know, but I do know that he is not in jail.

DAN ALONZO has dinner!

I'D BETTER MAKE THIS MY LAST
DRINK AND GET A BITE TO EAT!



THAT CALLS FOR AN
AFTER-DINNER DRINK!



I hear tell that Manuel Villarreal has a girl friend. Who knows - maybe he wants to follow on his cousin Lule's footsteps - ♪♪ No señor yo no me ca-sare ♪♪.

Congratulations to Cookie Zertuche. She celebrated her birthday on Sunday, December 1, with a dinner in her home. Her many friends that helped her celebrate as well as yours truly wish her the best of luck and many happy returns.

Welcome back to Capt. Arturo Cuellar and wife Carolina and kids Stacy and David Arturo. Art has returned to civilian life and they are going to make San Jose their home. Welcome back and thanks to Art for drawing my cartoons.

Don't let it surprise you if you hear tell that Sam Guevara will soon walk down the isle.

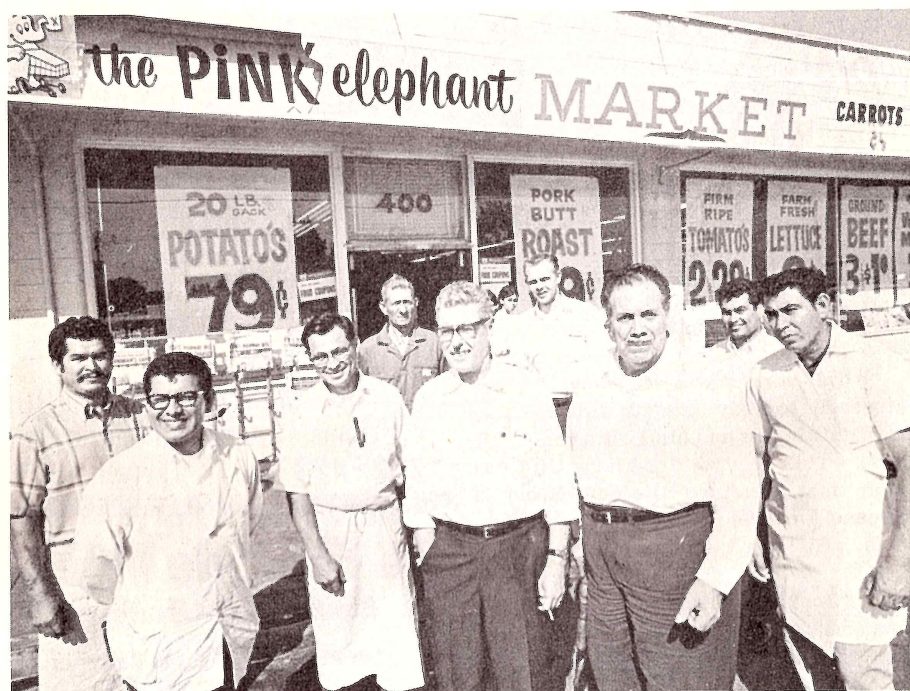
Raul Chapa has had three rain-coats lifted so now he bought another one and he even goes to bed with it on.

Come, come Raul don't you trust your fellow men! Don't answer that!

(continued next page)

Pink Elephant Markets

Complete Line of Mexican Foods



HYDE PARK

PiNK

ELEPHANT

markets






PiNK

ELEPHANT

markets



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

Open Until 12:00 p.m.

Fruits & Vegetables at Farm Prices

400 S. KING Rd. SAN JOSE CALIFORNIA 1098 N. FIRST ST.
 251 - 3921 293-9843



CARTOON TIME

There are only 20 more shop lifting days til Christmas, but don't do it, you'll get caught FOR SURE.

I think it was very nice of Josie Mercado to play host to Little Joe - from Little Joe and his Lettinners.

This year we are giving Gil Coca from the Furniture Discount House in Fresno a barrel of Metrical for Christmas. Gil don't drink it all up at once, O.K.?

Josie Rodriguez lost alot of weight and she looks mighty fine, Gr-rr-rr!

Happy birthday to Atty. Robert Colunga. He was given a surprise party at El Charro restaurant on Winchester by his one and only Krystina. May you have many more just as happy.

Finis
Candy



Para Sus

INVITACIONES de MATRIMONIO

Llame a Humberto Garcia

292-4273 274 Terraine St.

La FLOR de MAYO

Bakery & Mexicatessen

Pan Mexicano al Estilo Zacatecas



En la grafica SALVADOR BENAVIDES quien lo atendera con toda cortesia.

BARBACOA - CABEZAS - MENUDO

TAMALES - CARNITAS - BIRRIA

HOJAS - CHILES de TODAS CLASES

Gran Variedad de Especies

Abierto 7 dias de 6:00 a.m. a 10:00 p.m.

293-6043 880 DELMAS AVE.

Dr. Noe Arrazate, D.C.

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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 498 S.10th Street

CRESCENT CREDIT Jewelers

JEWELERS TO CALIFORNIA
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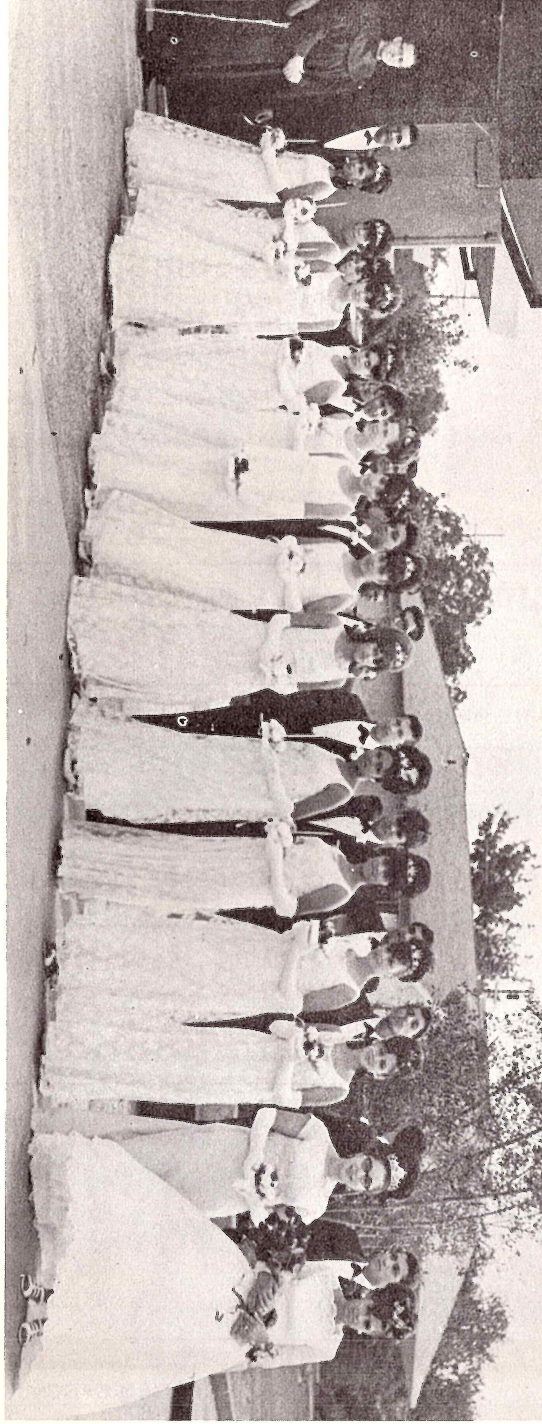
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IVETTE VELEZ - 15 YEAR OLD DEBUTANTE

Ivette Velez celebrated her 15 year birthday on August 3, 1968. Her parents are Cecilio and Felicitia Velez.

In photo from left to right: Cindy Martin, Roberto Rodriguez, Patsy Figueroa, Armando Cappas, Margaret Capas, Irving Velez, Jessica Kanow, Mark Stagis, Felicia Martinez, Joe Bettencourt, Sherryl Miranda, James Morrell,

Amilda Romero, Tommy Morales, Veronica Stagis, Jennie Negron, Ray Negron, Carmen Maldonado, Franklin Maldonado, Cindy MacGovert, Luz Trinidad, Harold Morrell, Cookie Miranda, Edwin Bettencourt, Rose Mary Santiago, Joe Pagan, Judy Ann Cabrales, Ivette Velez and her escort Gary MacGovert.

I

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photo by

Richard Diaz

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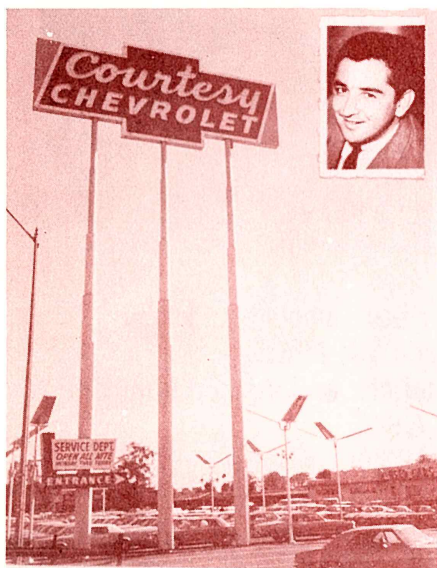


Mr. & Mrs. Fidel and Rosa Gonzales
Mr. & Mrs. Jorge and Angelita Sanchez
announce the exchange of wedding
vows of their daughter
DOLORES
and their son
ROGELIO

On Saturday, June 22, 1968, at 2:30 p.m.
at The Holy Family Church in San Jose.

The couple honeymooned in Carmel by the sea. They plan to establish residence in San Bruno where Rogelio is employed by the Civil Service.

Dolores was born in Ciudad Juarez, Chihuahua, Mexico. Rogelio originates from Laredo, Tex. He was discharged from the U. S. Navy February 14, 1968. Both Dolores and Rogelio have lived in San Jose for the past 7 years.



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*Mrs. Felis Lopez
participa a Ud. y a su apreciable
familia el enlace de su hija*

INEZ

con el caballero
JOSE GARCIA

*Que se verifico el Sabado 16 de
Noviembre a las 4:00 de la tarde en
la Iglesia Holy Family.*

San Jose, California 1968



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

Dr. LAWRENCE STERN
OPTOMETRIST

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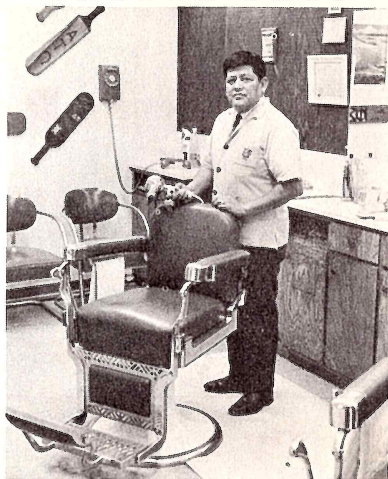
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ENRIQUETA LORIGO
Canta nte - Composito ra

La foto capta la intensidad de emoción que la popular compositora Enriqueta Lorigo transmite con su última composición "CUMBIA de SAN FRANCISCO" Foto fue tomada en el centro de Baile STARLIGHT BALLROOM.

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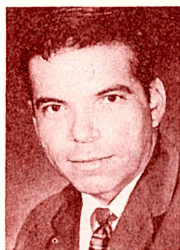
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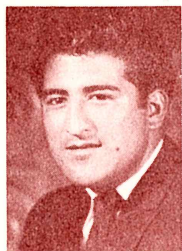
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GLORIA BRACAMONTES

Celebrates her 8th or was it 18th
or 28th Birthday?

Well who knows. Que Sera Sera..

photos

by RICHARD DIAZ

La Comunidad De San Jose

Por
ANGIE CORANADO



El día doce de Diciembre es el día de Nuestra Señora de Guadalupe, La Virgen morena, La Protectora de todos los Mejicanos. Ella representa la cultura, el orgullo, y la sangre India, que llevamos en nuestras venas. La Virgen morena senala la esperanza para el Mejicano que siempre a sido pobre. Ella acompaño a Miguel Hidalgo durante la revolucion Mejicana y ahora acompaña a Cesar Chavez, como a toda la raza en la lucha para la justicia igualdad.

FIESTA IN HONOR OF OUR LADY OF GUADALUPE

The Community is cordially invited to Our Lady of Guadalupe Church, 20200 East San Antonio St., San Jose, for a Fiesta in honor of our Virgin Lady of Guadalupe, Dec. 8, 1968.



Las Hermanas Falcon, artistas de radio, television, cine y discos Falcon. Le darán su serenat a La Virgin como siempre en la Iglesia de nuestra Señora de Guadalupe, el Domingo 8 de Diciembre.

OUR LADY OF GUADALUPE CHURCH PROGRAM of the DAY SUNDAY, DECEMBER 8th

Mañanitas will be sung in the Church and broadcast by remote control over KAZA from 7:00 to 8:00 a.m.

Misa pan Americana at 12:15 p.m.

Fiesta - with Mariachis, singers, dancing and food. Some of the entertainers are: El Charro Canto - Las Hermanas Falcon - Las Querdas Musicales - Las Costenitas - La Chaparita de Oro Richard Garcia and the Dancing Coronelas.



La Chaparita de Oro, Solista, acompañada de Richard Garcia of the Majestics.

(continued next page)

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ON THURSDAY, DEC. 12th - The Mexican-American students of San Jose State will conduct a community fiesta in honor of Our Lady of Guadalupe beginning at 2:00 p.m., with music and dance troupes. The "Treato Urbano" will be presented at 5:00 p.m. followed by talks by visiting Mexican-American leaders. The Indian Matachines Dancers will begin at 7:15 p.m. followed by the "Noche-citas" and Pan-American Mass at 7:30 p.m. Street dancing will follow at Our Lady of Guadalupe Church, 2020 East San Antonio St. The public is invited to participate with our students.

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por 
Daniel Saldaña

MEXICAN - AMERICAN LION'S CLUB

El Sr. Bob Baskett, Director Ejecutivo de La Fiesta de Las Rosas, explica a los miembros del Club de Leones Mexico-Americanos, Fiesta Lions Club. La forma en que se efectuara en San Jose, durante la semana del 25 de Mayo al 1ro de Junio, la reanudacion de La Fiesta de las Rosas, que se suspendio en 1933. Este sera el evento mas atractivo de todo el año en San Jose y el Condado de Santa Clara; en el participaran todas las personas que forman la comunidad, el comercio, la industria, la banca, las

organizaciones de servicio, las escuelas y todos aquellos que trabajan laboriosamente por el engrandecimiento de San Jose. Todos estamos obligados a sumar nuestro esfuerzo para que la Fiesta de las Rosas sea el orgullo de todos los habitantes de San Jose.

FOR YOUR WEDDING INVITATIONS
and WEDDING PICTURES
See Humberto & Bert Garcia
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Gloria's

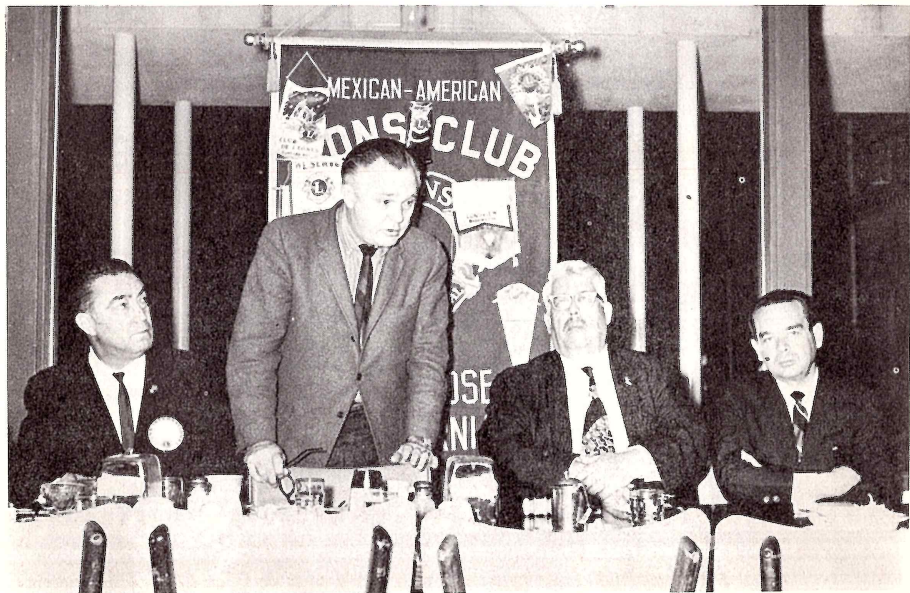
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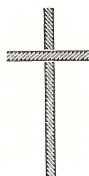
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MAY HE
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PEACE

JOSE G. FLEMATE

(Bubbles)

age 41 died at Alexian Brothers Hospital,
Saturday, November 30, after a long illness.

He leaves his wife Nellie Flemate. He was the beloved father of Gloria, loving brother of Guadalupe, Henry, Raul and Robert Flemate, Mrs. Lillian Valdez and Mrs. Carmen de la Rosa all of San Jose, and Antonio Flemate of El Sobrante.

A native of Miami, Arizona, he lived in San Jose most of his life.

Funeral was held Wednesday, December 4, at 8:30 a.m. from the Mission Chapel, Rancadore & Alameda, 600 S. Second St. Requiem Mass was held at Our Lady of Guadalupe Church.

Excentrico and Staff send their most heart felt sympathies to the family of the deceased.

El Excentrico

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RIGO ORDAZ awarded MEDALS in VIET NAM.....



Rigoberto F. Ordaz, Specialist 4, returned from Vietnam October 30, 1968 after serving in the 1st Cavalry Division and the 173rd Airborne Bde. in the Central Highlands and the northern part of south Vietnam.

He was awarded:

The Bronze Star medal with a "V" device for action on March 9, 1968 for heroism in connection with military operations against a hostile force. Specialist 4 Ordaz distinguished himself on March 9, 1968 in the Republic of Vietnam. On this day, Company D was attacked by an enemy battalion. Company D experienced severe casualties in the initial stages of the sustained action and a medevac helicopter was called in. As the ship was nearing the perimeter, it received intense hostile fire and crashed 50 meters outside the perimeter. Specialist Ordaz was part of a three man element who unhesitatingly volunteered to go to the rescue of the downed helicopter. Exposing himself to the enemy fire, he and the other two men rushed to the aircraft and removed the entire crew. Constantly under heavy fire, Specialist Ordaz succeeded in carrying the injured crew to the safety of the perimeter. His actions were responsible for saving the lives of the crew members. Specialist Four Ordaz's actions were in keeping with the highest military traditions and reflect great

credit upon himself, his unit, and the United States Army.

Also awarded two Purple Hearts for wounds received in January 31, 1968 and September 14, 1968; the Air Medal for making 48 combat assaults by air and the Army Commendation Medal - meritorious.

Rigoberto's mother is Delfina Ordaz. Rigoberto has lived in San Jose for the last 5 years, having attended Overfelt High School. Was working for Films for Industry when he got drafted. He was born in Monterey, Mexico, November 3, 1946.

RIGO ORDAZ was formerly Excentrico's Guia Cinematografica Columnist.



Your WEDDING INVITATIONS
See Humber to Garcia

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Brief Biography on "LAS SIRENITAS"

ROSIE AND JOSIE who live in San Francisco with their proud parents, Mr. & Mrs. JOE & RAMONA ROMERO, another sister and three "Big" brothers. JOSIE graduated from MISSION HIGH in S.F. and ROSIE will graduate in June '69. Aside from their "Live Show" appearances, JOSIE works for WARNER BROS. FILMS; ROSIE engages in Social work with retarded children under the Federally sponsored E.O.C. Both adore their LATIN MUSIC, in fact, JOSIE's favorite song is "Adoro" and ROSIE's La Cumbia "El Cable". JOSIE yearns for STEAKS and ROSIE dreams about BURRITOS (con mucho chili); best TV shows are SMOTHERS and THE HILLBILLIES. JOSIE gets all "choked up" when she sees a sharp male dresser wearing "white socks" (?) and ROSIE gets irked with "Hippie Styled or Mod Dressed" guys. (RICARDO "Monteblan" DIAZ, you better take that chain off your neck and don't let them catch you wearing WHITE NYLON STOCKINGS)



LUIS AGUILAR, famous Movie & TV STAR will soon be a Movie Director, is surrounded by "LAS SIRENITAS" JOSIE & ROSIE.

Besides dancing and singing, they enjoy horseback riding. Being active in Community Projects, JOSIE was a TEEN ADVISOR at the Y.M.C.A. and ROSIE was president of CLUB LATINAS; her club won MOST ACTIVE CLUB award by Y.M.C.A. "LAS SERENITAS" are planning to have their own ORCHESTRA or join up with an Internationally-known Musical Group. Some of the named bands they have performed with are: MIKE LAURIE, THE MOONLIGHTS, ANSELMO MARTINEZ, BETO DIAZ, CHRIS CARMONA, PETE MARTINEZ, ANDY FLORES, LA COMPARZA UNIVERSITARIA, THE NEW YORKERS; presently they are traveling with the Internationally-known RAY CAMACHO'S LATIN GROUP (who by the way is taking them to HOLLYWOOD for auditions with Talent Scouts). Past appearances with their "Original & Unique Dancing Styles" have been presented: In S.F., the IMPERIAL BALLROOM of the HOTEL HILTON, CASA MADRID, CENTRO SOCIAL OBRERO, SALON MEXICO, FESTIVAL LATINO at HARRISON PARK; in Napa, NAPA FAIRGROUNDS; In Soledad, with RADIO KOFY, JESUS VALENZUELA'S Benefit Show at SOLEDAD PRISON; in Modesto, at Famous FAJARDO'S CLUB; In Newark, NEWARK PAVILLIAN; In Watsonville, VETERAN'S MEMORIAL HALL; In San Jose, RAINBOW BALLROOM, ARTURO'S QUIET VILLAGE, STARLIGHT BALLROOM and soon at (to be announced pending notification of contract). JOE, their dad, manages and advises them; his phone number in S.F. is 333-4503. "LAS SERENITAS" are SWEET ON the Spanish Lingo, but like most of us are trying to "Tell it like it is". Although they live in S.F., San Jose is their TOWN. "The PEOPLE there are just BEAUTIFUL, sigh "LAS SERENITAS". As for the "Ball & Chain", it'll be many MOONS before they "kick it around". (But then, if the right "MAN" comes around . . . in the meantime they are "Our Sweethearts" and we should inspire them to continue with their CAREER. "ARRIBA con ROSIE & JOSIE".

(continued next page)

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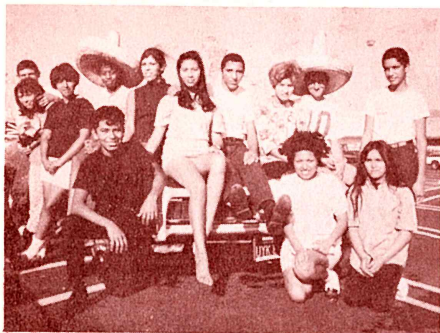
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FRANK VASQUEZ
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466-3618 Stockton, Calif.

Brief Notes: SAM SANCHEZ, teacher at San Jose State College tells me EL EXCENTRICO Magazine and it's WRITERS have "no guts"; all they write about is who was seen with who and PARTIES. First meeting of the COUNCIL OF LATIN AMERICAN AFFAIRS was a huge success; you wouldn't believe the DISCRIMINATORY PRACTICES going on in San Jose and how certain Businesses and others take advantage of the Spanish-speaking people because they don't speak English or don't know their rights. Well, we are going to do something about it by exposing these PARASITES that suck blood and don't want to let go. First Order of Business on the agenda is to EXPOSE the "Bigots in our Midst" who are hostile towards "Los Nuestros"; the only reason they cater to us is because we represent their BREAD & BUTTER. You know who they are; their PERSONALITY stinks, but they sure like to take your money or send you to jail. If you want to do something about it, join our "POLITICAL REVOLUTION" before you lose your JOB. No more begging for help, no more hanging by the COATTAILS of other GROUPS, no more "bowing" - con el sombrero en la mano - to be recognized; call 297-1193 for inf. on the next meeting. "LA UNION ES LA FUERZA" GUADALUPE PARISH CENTER held a Car Wash Project at the



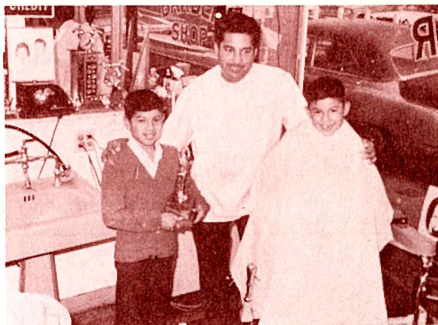
This is part of the GUADALUPE PARISH Teen Club, taking a 10 minute break for a little posing.

BAZA'R STORES Parking Lot recently in East San Jose. President of this TEEN CLUB is ART ZUNIGA, Vice-Pres. TOM

LOREDO, Sec. MARY DIAZ, Treasurer ROSE GARCIA and Club Advisor RENE GARCIA. Presently the Club has 67 members; if you have interest in their activities, call RENE at 259-2610 In picture is the FIESTAS PATRIAS Float



Entry by BAZA'R STORES of East San Jose; it was one of the best floats of the 16th of September Mexican Parade. In fact, BAZA'R STORES is the only big department store in the Eastside of S.J. that really has interest in the welfare and organizational activities of the SPANISH-SPEAKING PEOPLE; in the future, we shall feature pictures of the many Spanish-speaking Employees this big company hires. We can truly call BAZA'R STORES, "La Tienda de los MEXICANOS y todos los LATINOS en general" In



the picture is the "KING OF THE POST STREET BARBERS", Amigo JOE PERAZA and two of his friends and regular customers, RICKEY & DANNY CRUZ admiring JOE'S Trophy. Out of 34 Hair Stylists competing for this award, MOLAR BARBER COLLEGE of Oakland presented it to him for being the "Best in the Business." EXCENTRICO congratulates you JOE. (continued next page)

Maria's

COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante

DANCING

Featuring the Wonderful
ROYAL TONES

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.



BAPTISM PARTY

NO DEAR READERS: None of this pretty
young girls were BAPTIZED, they were
primarily enjoying themselves at a
BAPTISM PARTY

held November 30, 1968 at the home of
Joe and Isabel Caballero.

They are left to right: Marie, Janis and
Connie.

(photo by Joe Caballero)



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.

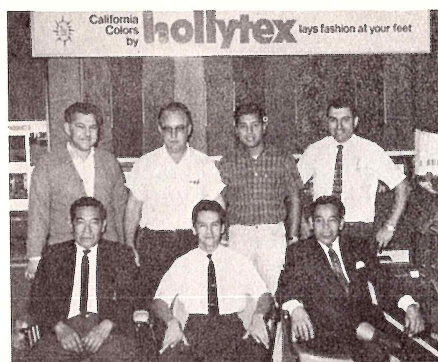
DOMINGOS 9:00 a 3:00 p.m.



Teddy

Tel. 295 - 5391

32 S. Market St.



In photo sitting from left to right: INIS, MATHEW, JESS, Back row: PHIL, JOHN- (Mgr.) RAY & JIM, part of the Staff at FLOORCRAFT TILE & CARPET warehouse ready to serve you in Spanish or English. See their advertisement in this magazine.



Now playing at the RUMBALOO CLUB is el Conjunto BUGALOO with Teddy, Mike and Becho Gloria at the piano.

R u d y 293-9894 884 E. Santa Clara St.

Angelique's Beauty Salon

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Nosotros nos encargamos de preparar lo que Ud. necesite

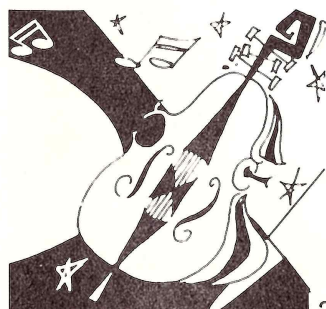
AL'S Barber Shop

ESPECIALISTA en RAZOR CUTS

BARBERIA LATINA

ABIERTO DIARIAMENTE
De Martes a Sabado de
9:00 a.m. a 6:30 p.m.

AIRE Acondicionada !
AL MENDEZ, Prop.



the **interlude**
Has gone Country & Western

DINE AND DANCE

FRIDAY AND SATURDAY
STEAK DINNER from \$1.99

" WE JUST LOOK EXPENSIVE "

297-7696 THIRD and SANTA CLARA STS.



DAVE VILLALBA

Carl Chevrolet

SUPER MERCADO de AUTOS
*Las mejores compras en
 Carros NUEVOS y USADOS
 Contan solo \$182.00 de Entre
 Ud. obtiene un Chevie nuevo!*

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

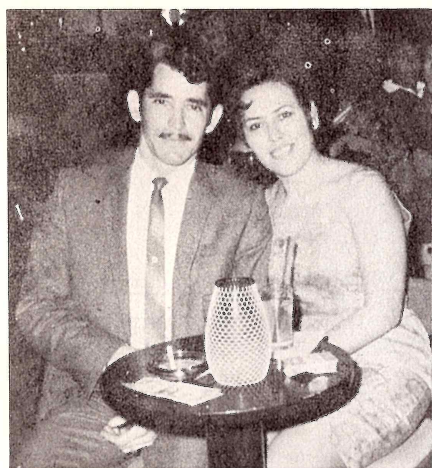


VINCE GONZALEZ

266 - 4000

905 W. Capitol Express Way

San Jose



PROXIMO ENLACE CONTRERAS - NIETO

EXCENTRICO se complace en presentar
 a la juvenil pareja compuesta por

AMELIA NIETO

procedente de Chihuahua, Chih. Mexico
 y a su prometido Sr.

VIDAL B. CONTRERAS

originario de Michoacan, Mexico

La pareja contraeran matrimonio durante el
 mes de Enero, en Chihuahua, Mexico.

La foto fue tomada en el centro nocturno
 RUMBALOO de esta ciudad.



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

ABIERTO

LUNES, JUEVES, VIERNES

HASTA LAS 9 P. M.

ART MARTINEZ

**FIRST NATIONAL
 AND**

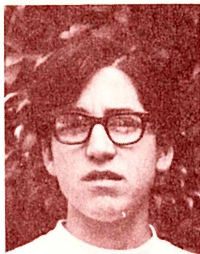
**BANK OF AMERICA
 CHARGE PLANS**

DON LA ENCANTADORA GAY y ART
LE ATENDERAN CON TODA CORTESIA

293-3236

290 S. First St.

*Compiled
by
TONY GARCIA
Buchser High
Student*



MARIJUANA - (MARIHUANA)

The term marijuana applies, in general to the Indian hemp plant, or more specifically to the resinous substance present in the flowering tops of the unpollinated female Cannabis Sativa. This plant is an annual that grows from four to eight feet or higher, with five to seven long, slender, serrated leaves fanning outward from the Central point like fingers in an outstretched hand.

Identification of Marijuana

Marijuana is usually in the form of a crushed mixture of leaves and flower-tops. It is usually rolled into a home-made cigarette and frequently contains "rough material" such as seeds and stems. Marijuana is commonly spoken of as pot, grass, tea, weed, stuff, ree-fers, or sticks.

ABUSE

The physiological and psychological effects resulting from the use of marijuana as given in the 1965 Report on Drug Dependence of the World Health Organization are many.

Physiological effects include:

- Ataxia (inability to coordinate movements)
- Lowering amounts of glucose in blood.
- Lowering of overall body temperature.
- Increased appetite and desire for sweets.
- Inflammation of mucous membranes.
- Other variable effects.

Some of the subjective effects of marijuana are:

- Hilarity.
- Carelessness.
- Distortion of sensation and perception.
- Impairment of judgment and memory.
- Irritability and confusion.

Usual Single Adult Dose: Variable - 1 cigarette or 1 drink, or (cake - India)

Dependence

Marijuana may develop a psychological dependence. Because so many users of narcotics report previous use of marijuana, concern should be given not only to the habit-forming use of marijuana, but also to the serious possibility that it will serve as a stepping stone to more serious drug addiction.

Duration of Action: Four (4) hours.

Legitimate Medical Use: None in the United States.*

Drug Effects and Social Factors:

1. Does the drug have a potential for tolerance? -- No
2. Does the drug have a potential for physical dependency? -- No
3. Does the drug have a potential for psychological dependency? -- Yes
4. Does the drug have an overall potential for abuse? -- Yes

* Kitzinger & Hill, Drug Abuse, California State Source Book, 1967.

RALPH REYES

- REALTOR -

25 YEARS OF
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EXPERIENCE

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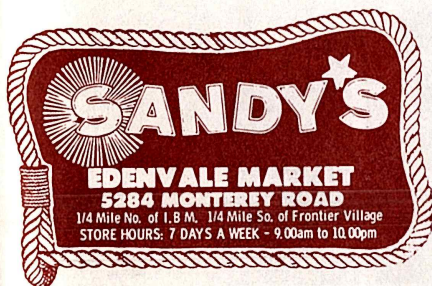
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COME IN AND VISIT WITH YOUR OLD FRIENDS

Verduras a los Precios Mas Bajos !

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



EL FOTOGRAFO de LAS ESTRELLAS



RICHARD DIAZ
292 - 3294



Mr. and Mrs. Caballero
enjoying a night out on the town.



Introducing a very Charming couple
Sandy Vallejos and Johnny Gutierrez
from San Jose.

“ HAY ESTA EL DETALLE ”

Left to Right: Roberto Ramirez Radio
KOFY Disc Jockey CHAVITA, Cantin-
flitas, JOSE Alfredo JIMENEZ famous

Composer & Singer and Leo Monzon
from Los Angeles who is transportation
manager for the Movie Stars of LA
EMPRESA GRANDE.



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Salon de Belleza Mexicano

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COMPLETE
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COLD WAVE PERMANENT \$8.50

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

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TARDEADAS EVERY SUNDAY



REYES BALDERAS y su CONJUNTO

Your Hosts Rocky & Sammy Lopez

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STORY ROAD & CAPITOL

Agencia De Casas



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

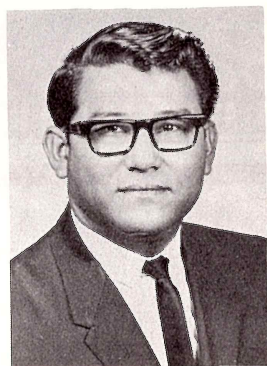
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Tenemos MUCHAS CASITAS de VENTA
de Todos PRECIOS y TAMAÑOS, en donde
Ud. la desee. LLAME HOY MISMO!

Jose J. Alvarado

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Phonographs All Work Guaranteed
ANTENNA INSTALLATION for U.H.F.
:- For Channel 36 :-

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CHAMPAGNE RECEPTION

El Sabado 16 de Noviembre del presente año se ofrecio una RECEPCION de CHAMPAGNE en honor del nuevo consul de Mexico Sr. Daniel Galan Mendez en el Community Center de esta ciudad. De iz. a der: Hugo Bayona, Victor Camacho, Luis Juarez Daniel Saldaña, Leo Rivera, Lino Covarrubias y Daniel Moreno.



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.



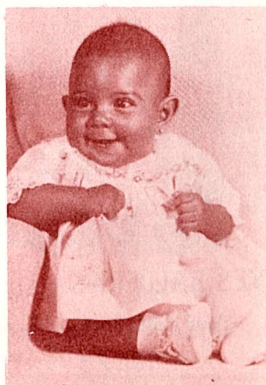
En la grafica BERNIE BERG y parte del atento personal de HABLA HISPANA.



REBECCA RAMIREZ
6 mos. - from San Jose
Parents:
Carlos & Socorro Ramirez

MAC HERNANDEZ

DENISE RAMIREZ
5 mos. - from San Jose
Parents:
Crispin & Gloria Ramirez





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Kiko Morales

ADMISION solamente \$1.00



TRES ORQUESTAS

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de Diciembre**

BAILE DE LAS
3:00 de la tarde
a las 12:00
de la Noche!

LOS ELEGANTES

Los Hermanos BANDA

ANDY FLORES
y su SONORA



Starlight Ballroom



47 Notre Dame Ave. San Jose



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Complete Fine Jewelry Department

*RUDY TENES gerente
de esta Joyeria le invita
a que pase a visitarlo
ofreciendole
Credito Instantaneo !*

DIAMANTES - ANILLOS de
COMPROMISO
RELOJES y Toda Clase de Regalos
PARA NAVIDAD !

Abierto 7 dias de la Semana
Obtenga su Ejemplar de
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MEXICO !



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Para su SIGUIENTE VIAJE si es en
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NO COBRO por mis SERVICIOS
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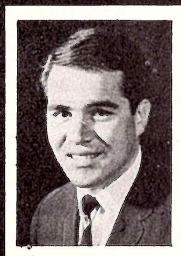
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President

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PIPORRO
JULISSA
ENRIQUE RAMBAL

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HOMBRE
TAN... SIN
EMBARGO

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Armando Silvestre
Luz Maria Aguilar
Lupe Suarez
DINARAH D'ORGAZ
LUIS OQUENDO
LUIGANO DE PAZOS

La Maldición de mi RAZA

Filmado Totalmente en PUERTO RICO,
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ROSA CARMINA
FELIX GONZALEZ
LOLA CASANOVA
CROX ALVARADO
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FERNANDO SOLER
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Con SILVIA PINAL, IRMA DORANTES,
ALFONSO BEDOYA, TITO GOMEZ y FANNY SCHILLER
★
Dirección de JUAN BUSTILLO ORO

LINDAS CANCIONES
SON CANTADAS EN ESTA OPIA POR
PEDRO y ANGEL INFANTE

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Premiere

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