

El Excentrico

Humberto Garcia

January 20, 1968

**CRAIG PERRY, 1968 MARCH of DIMES
Theme Boy Santa Clara County**



MRS. WALLACE PERRY, PINS MARCH OF DIMES BUTTON
ON HER SON CRAIG.



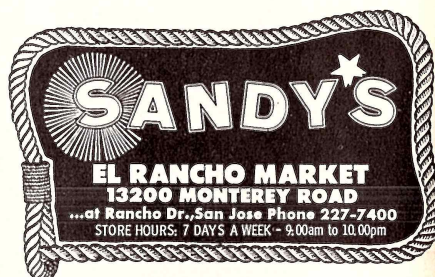
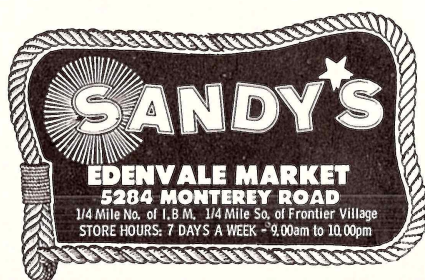
Complete Line of Mexican Foods



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.**



Personalities of 1967

by marce mora



MARCE



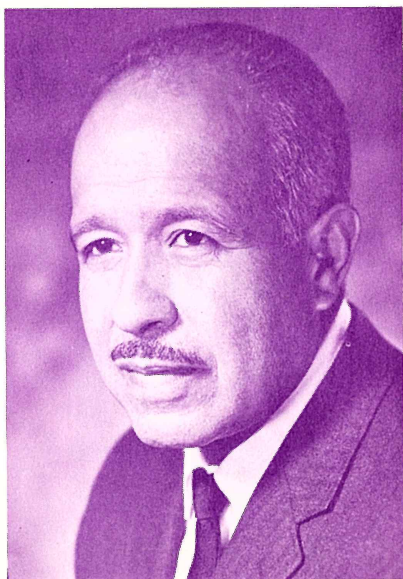
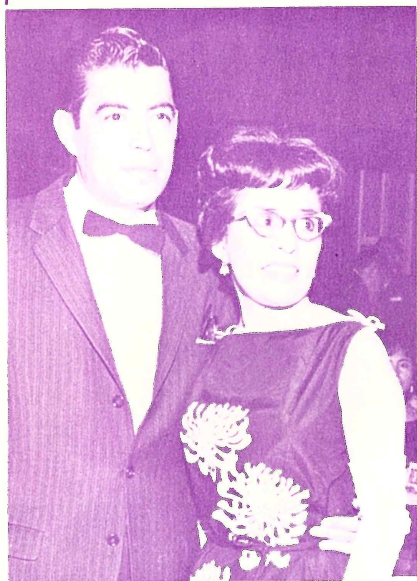
Mariachi Desconosido
DAVE E. SIERRA

Most Socially Minded Couple
John and Mary Schabbing



Best Radio Announcer
ENRIQUE FLORES

Most Accomplished photographic
Entrepreneur
MAC HERNANDEZ - Leiter Studio



FINANCIAL SUCCESS
Larry and Jo Flores
Co-owner Albrite Office Equip.

SWEETEST QUEEN
LINDA MURAIRA
16th of September Fiesta



MOST COOPERATIVE
HILLARD PAYER
Pres. Club Riviera



Why Rent?

This Home can be yours for only
\$150.00 DOWN
(Cold War Veterans)
Or \$550.00 DOWN (Non Vets)

BRAND NEW WALL to WALL CARPETS
Throughout the House
3 BEDROOM - 2 BATH
DOUBLE GARAGE - FIREPLACE
FULL PRICE \$15,750

Several Models to Choose From !

Lynette Realty Co.

2175 THE ALAMEDA - SAN JOSE



ALFREDO M. JUAREZ

241-2414 Day
286-2438 or Night

AMBRIZ - RUIZ

Miss BONNIE RUIZ
Daughter of
Edward and Mary Ruiz
Exchanged marriage vows with

MR. DAVID AMBRIZ

Son of
Tony and Lupe Ambriz
On December 2, 1967, 3:00 p.m. at the
Calvary Chapel Church.
San Jose, California

Leiter Studio



El Excentrico

PLEASE REMIT \$2.99
CHECK _____ MONEY ORDER _____

FOR ONE YEAR'S SUBSCRIPTION TO EL EXCENTRICO

292-4273 274 TERRAINE ST. SAN JOSE, CALIFORNIA 95110

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

- Subscription Blank -

Most Civic Minded Couple
Mike and Mary Ybarra



LOVERS of THE YEAR
Jess Nañez - Yolanda Torres



PUBLICITY MILLIONAIRES
Tony Cisneros, Pablo Beltran Ruiz
and Danny Alonzo

Singer - Lover of the Year
EL JILGUERITO
De la Cancion Ranchera



Guerrero's INCOME TAX SERVICE



NICK H. GUERRERO

Notary Public

**Arreglamos Asuntos
de Inmigracion**

297 - 2079

944 E. Santa Clara St.

San Jose

UN SERVICIO CORTES Y COFRECTO
REEMBOLSO MAXIMO Y PUNTUAL

EXPERIENCIA Y SATISFACCION GARANTIZADAS
PRECIOS MODICOS

NOS ESPECIALIZAMOS EN LLEVAR CONTABILIDAD
DE PROFESIONISTAS Y NEGOCIOS

REPORTES MENSUALES DE GANANCIAS Y PERDIDAS

PAGO SEMANAL DE EMPLEADOS

ARREGLAMOS TODA CLASE DE ASUNTOS DE.
IMMIGRACION, PASAPORTES, MICAS PERDIDAS

TRADUCCIONES, REGISTROS, CERTIFICADOS,
LICENCIAS SUSPENDIDAS - Su NUMERO
DE SEGURO SOCIAL, CARTAS DE PODER

DOCUMENTOS NOTARIZADOS

ABIERTO DIARIAMENTE DE 9 A.M. A 9 P.M.

TENGO UN REGALITO PARA TODOS MIS CLIENTES
PASE POR EL SUYO

REPORTES DE
ACCIDENTES AUTOMOBILISTICOS AL
DEPARTAMENTO DE VEHICULOS

Post St. Barber Shop

RUDY HERNANDEZ

Announces to all his
friends and clients
that he is now at
this location.

89 Post Street

295 - 9661 San Jose, California



HELP WANTED

SALES TRAINEES

EXPERIENCED or INEXPERIENCED
I need 4 Aggressive Men interested in
LEARNING

SALES AND MANAGEMENT

APPLY IN PERSON

SPANISH SPEAKING PREFERRED

960 E. Santa Clara St.

SAN JOSE

Tel. 293 - 0392



Tel. 286 - 9771

REPARACION DE TRANSMISIONES
Completa Reconstruccion
Precios Justos - Trabajo Garantizado
GRATIS! Inspeccion y Prueba

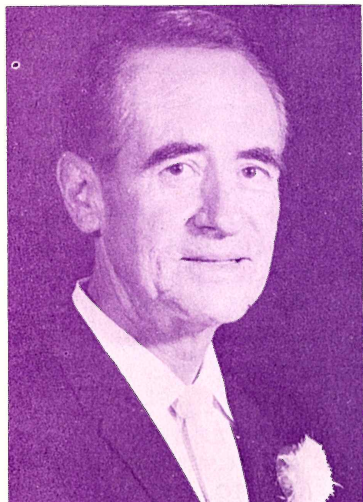
Apreciamos su Patrocinio!

SE HABLA ESPAÑOL

***Dependable* Transmission Specialists**

452 W. SAN CARLOS ST. - ENTRE DELMAS Y GIFFORD

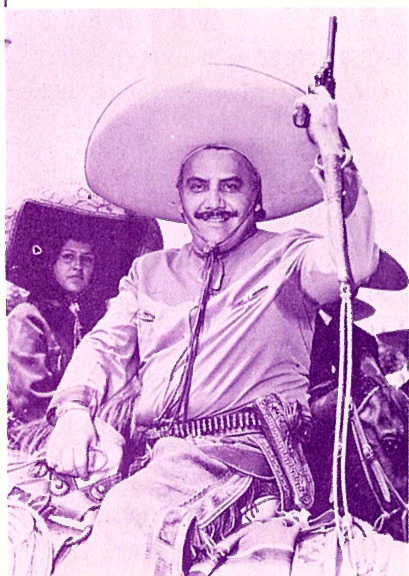
FOR OUR PUBLISHER
HUMBERTO GARCIA
A SPECIAL AWARD



Occupational Success-
Financial Disaster !!



Symphony Seeker - Indulger in
Orgies of Self Pity
RODOLFO BELLOUMINI

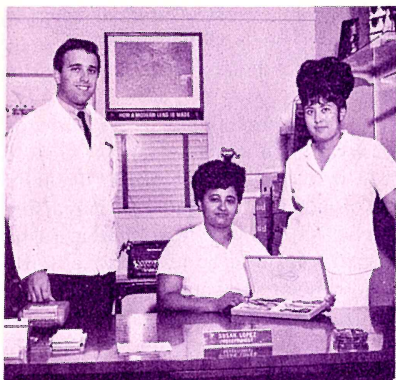


CHARRO DEL AÑO
LIC. DIAZ INFANTE



BEST DRESSED COUPLE
Ramon and Cuca Lira

(to be continued next issue)



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

Dr. LAWRENCE STERN OPTOMETRIST

EXAMEN CIENTIFICO

El Dr. LAWRENCE STERN le ofrece
una EXAMINACION CIENTIFICA.
CONTACT LENSES - CIENTOS de ESTILOS

ABIERTO: Lunes a Sabado de 9:00 a.m. a
6:00 de la tarde.
Se Localiza en el edificio de Kay's Jewelers

PAGOS FACILES
295 - 4805 67 S.FIRST ST.



Mr. Eluterio and Mrs. Carmen Navarro
and family

request the honour of your presence at a
BIRTHDAY PARTY

to be held for

MISS IRENE NAVARRO

On her 18th Birthday, Saturday,
January 27, 1968

Dance: 9:00 to 1:00 a.m.

Featuring Kiko Morales & His Orchestra
Azteca Hall, Cor. San Antonio & 24th
San Jose, California



Excelente Comida Mexicana

JOSE SANCHEZ
ANUNCIA LA APERTURA DE SU
NUEVA EDICION
EL PAPAGAYO ROOM
ESPECIALMENTE PARA BANQUETES
PARTIES - BODAS - RECEPCIONES



"PAPAGAYO ROOM"

VARIEDAD ! VARIEDAD !
3 SHOWS 3 SHOWS

A las 8:30 - 10:30 - 12:30

Mariachis :

Viernes, Sabados y Domingos

TELEPHONE 258-5343

Tropicana Shopping Center Story at King Road San Jose



Aquí... MEXICO

CATALINA
BARRAGAN

OAXACA

Antigua ciudad fundada por los españoles en 1533 ya había sido fundada por los aztecas en 1486 y anteriormente por los mixes y los zapotecas, lo que explica su riqueza arqueológica y colonial.

Se llega al centro de Oaxaca por dos avenidas, la Juárez primero y la Independencia después a cuya izquierda encontramos la maciza y rica catedral que se empezó a construir el mismo año de la fundación española y que cautiva con sus tres fachadas de cantera verde, propia de la región, labradas en el más afiligranado plateresco. La fachada principal se halla cubierta de imágenes de santos y columnas muy esbeltas, teniendo en el lugar de honor una imagen en relieve de la Virgen de la Asunción y como remate una barandilla de hierro forjado a la altura de las torres, muy bajas ambas.

Las fachadas laterales son tal vez más elegantes pero más sóbrias y en una de ella nos sorprende una estatua que parece bostezar por un peculiar efecto de la luz.

Al entrar por la puerta principal se encuentra una gran Virgen del Perdón, de tonos dorados y estilo italiano, muy bella y que se atribuye a Correa. En el trasaltar luce un gigantesco apostolado, y en las capillas laterales una magnífica Trinidad, un San Miguel sobre plancha de cedro, todas de autor ignorado. De un oaxaqueño, Marcial de Santaella una gran pintura de los siete Príncipes. En la sacristía hay lienzos de José Palacios como San Sebastián y San Bartolo, y otras no firmadas pero igualmente bellas de nuestra señora del Pópulo, San Joaquín y Santa Ana.

La lista de todos los tesoros que

se encierran en esta Catedral sería interminable, pero sí podemos decir que causa la más honda emoción la visita a este templo.

Del templo de Santo Domingo y su Convento, a cinco cuadas, lleno de poesía y de grandeza es difícil describir tanta riqueza en la que las magníficas pinturas luchan por la atención de uno contra el follaje de hojas doradas, relieves de reyes, de santos, de angeles, y mil arabescos que relatan la genealogía de Cristo y la historia de la orden Dominicana, de la que llaman la atención cinco monjes con sus cabezas en la mano; hacia el Altar Mayor y la Capilla del Rosario la riqueza de la decoración es todavía mas costelada de relieves de Evangelistas, Padres de la Iglesia y mil figuras más.

Sus claustros amplios y tranquilos con hermosos patios y fuentes, convida a la contemplación más tranquila y son igualmente ricos en pinturas y hierros forjados.

El mercado del sábado, dominado por las ruinas de la Iglesia de la Compañía, es uno de los sitios más típicos y atrayentes por la variedad de objetos desplegados; vasijas de cerámica vidriada verde, sarapes de dibujos precortesianos, loza negra, machetes, cántaros titixtles y huipiles, muñecos, animalitos e incensarios de barro, canastitas, encajes, joyas de oro y plata y sobre todo los indígenas mismos con sus atavíos típicos y su lenguaje cantarino y dulzón.

No es posible dejar de admirar tampoco el maravilloso árbol del Tule, sabino gigante de inigualable verdor que mide 40 metros de altura y tiene su tronco un perímetro de 42 metros y mas de 2,000 años.

El museo arqueológico es otro sitio en que la admiración no tiene límites y la cantidad y riquezas de lo expuesto deja una huella imposible de olvidar y que se completa con una visita a Mitla y Monte Albán (mereciendo capítulo aparte cada uno de estos sitios) de los que hablaremos posteriormente con más amplitud.

(continua en la siguiente plana)

Easiest, fastest, surest way to top quality

GARCIA'S PRINTING

**PUBLISHERS OF
EL EXCENTRICO MAGAZINE**

OFFSET & LETTERPRESS

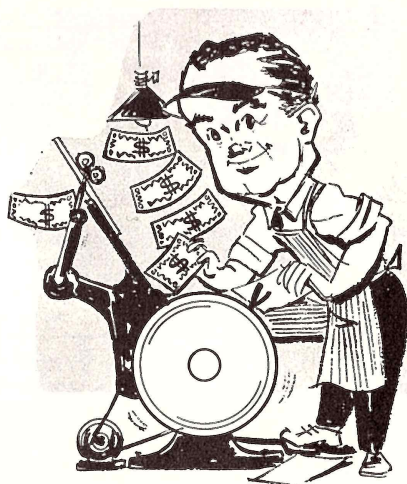
Printing Services In English or Spanish

Commercial Printing

Social Printing

Wedding Invitations

Posters



HUMBERTO GARCIA

292 - 4273

274 terraine street

san jose, california

El impacto que en el alma del visitante dejan tantas riquezas y los testimonios de tantas culturas y razas, es muy profundo y conmovedor y al pasear por sus callejuelas empedradas, con rejas colgadas de flores y recuerdos, entre muros tantas veces centenarios, llenas de paz y encanto que ponen en el corazón sabores y pensamientos dulces y amables, se siente uno invadido de una nostalgia y un cariño sin nombre, de un sentimiento agradable, que no quisiera uno que cesara al abandonar una ciudad capaz de quedar tan grabada en el recuerdo de modo tan dulce y evocador. No se puede explicar este sentimiento ni este placer en palabras, hay que adquirirlo allá, entre sombras de gloriosos pasados y luminosidades de brillantes presencias.

Advertise Your Product
dial 292-4273



VOL. 19 No. 6

JANUARY 20, 1968

HUMBERTO GARCIA

BERT GARCIA

PUBLISHER - DIRECTOR

EDITOR - GEN MGR.

MARY ROGERS

MANUEL FERNANDEZ

STENOGRAPHER

PRODUCTION

AMERICAN GI FORUM

RICHARD DIAZ

CLUB SAN FELIPE

MA. DE LA LUZ SANCHEZ

CLUB RIVIERA

DANIEL SALDAÑA

CLUB ZANZAREE

CATALINA BARRAGAN

ANGIE CORONADO

RUDY BELLOUMINI

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

PUBLISHED BY

GARCIA'S PRINTING
292-4273 274 TERRAINE STREET
SAN JOSE, CALIFORNIA 95110

5-J Markets

GRAND OPENING

Of Store No. 2

30th & Whitton Ave.

STORE NO. 1

5-J MARKET

Cor. King Road & San Antonio St.

TAMALES 5/\$1.00 (Every Day)

Bologna Fresh Sliced 2 lbs. x .99¢

LAS CAZUELAS



CARMEN
GONZALEZ, Prop.

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.

Coronado's BEAUTY SALON

Especialistas en ESTILO y PINTURA de PELO



En la grafica la atenta propietaria
ANGIE CORONADO

Permanent Wave

\$ **5** .00

COMPLETE PRICE
Tuesday and Wednesday
(ONLY)

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

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

292 - 0055

17 SOUTH 4th ST.

The Small Businessman

A NEWSLETTER

of the Small Business Development Center

Persons who are thinking about starting their own business and those already in business are invited to attend a three - hour orientation for small businessmen on January 24, 1968, at James Lick High School, White Road and Alum Rock Avenue in San Jose at 7:00 P.M. in Room 307. This room is also known as the Little Theater.

There will be four speakers who will discuss, "Are You The Type To Go

Into Business", "The Need for Management Education", Financing the Business" and the "Legal Aspects of Starting a Business".

The session is free, but anyone interested should contact the training office of the Small Business Development Center at 40 North Fourth Street, San Jose, California. Telephone number is 298-3977.

Manuel J. Estrada IMPORTS

CLOSING STORE

SALE

Save Up to 50%

EAR RINGS from .25¢

WALLETS \$1.00

Everything greatly Reduced !



Manuel J. Estrada Imports

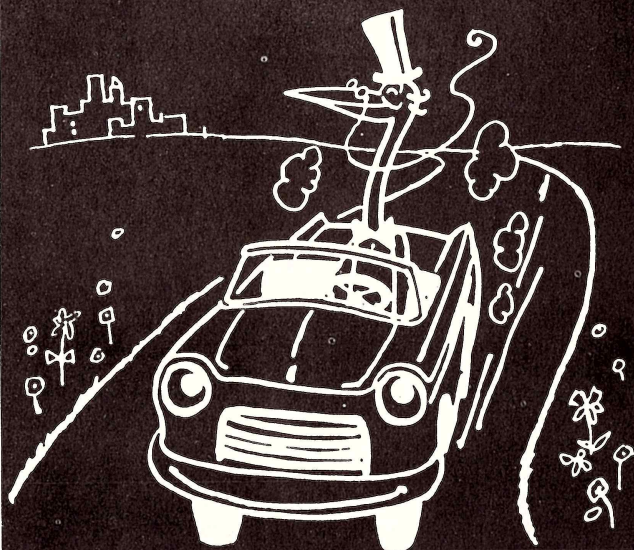
DECORATIVE STATUES

Imported from MEXICO

297-9176

236 S. First St.

Nueve meses de viaje



Si Ud. fuera de viaje, sea corto o largo, ¿qué haría primero?

—Aprender la mejor manera de ir. Mirar un mapa. Preguntarle direcciones a alguien que sepa.

—Si se hace el viaje en auto, hay que llevar el auto a donde un buen mecánico para comprobar todo lo necesario.

—Usted se fija, durante el viaje, en las señas de la carretera y pide direcciones.

El tener un hijo es lo mismo que hacer un viaje de 9 meses. Este viaje termina en un hospital. Durante estos 9 meses la madre tiene que cuidarse mucho para dar a luz un hijo saludable y fuerte.



Mercados Para
Los Latinos

Complete Line Of Mexican Food



TODOS TRATAN de IMITARNOS pero SOLAMENTE HAY
UN ELEFANTE COLOR DE ROSA PARA UD.

Compre toda su Provision en los Mercados que verdaderamente
le ECONOMIZAN DINERO Ud. AHORRA, Ud. GANA !

CARNE FRESCA - MENUDO - TRIPITAS de LECHE Etc.



ELEFANTE COLOR DE ROSA

Open Until 12:00 p.m.



Fruits & Vegetables at Farm Prices

400 S. KING RD. SAN JOSE, CALIFORNIA 1098 N. FIRST ST.
259-9902 293-9843

YA VA EN CAMINO

¿Qué debe hacer?

- —Tan pronto Ud. crea que está ya encinta, consulte a una persona que sepa —o un doctor.
- —Aunque Ud. haya tenido otros hijos, no se crea que lo sabe todo. Cada embarazo es distinto.
- Cada vez que esté Ud. encinta, debe consultar a un doctor.

EL CUIDADO PRE NATAL

El cuidado recibido antes de nacer su hijo es absolutamente necesario porque este cuidado la conservará en buena salud, de manera que su hijo pueda nacer saludable.

- Existe el riesgo de que tenga su hijo antes de tiempo, o que nazca deforme o que nazca muerto.

Ahora, si usted se aprovecha de los servicios del cuidado PRE NATAL, estos riesgos se reducen a un mínimo.

VAYA AL DOCTOR

El doctor le hará un examen general: examen de sangre, orina, de ojos, oídos, garganta, nariz, dientes, pulmones, senos, abdomen, pelvis y presión arterial. Este examen es importante y no duele nada.

También el doctor hará preguntas para saber el estado de salud del padre del niño y de toda la familia. Conteste todas las preguntas que le haga el doctor.



Hurricane Beulah BENEFIT

FINANCIAL REPORT Submitted to the PUBLIC WELFARE SOLICITATION COMMISSION

City Hall - San Jose, California

Report form for results of dance activity
held on November 3, 1967.

RECEIPTS:

Ticket Sale for Admission Charges

..... \$1,766.00

Returns from sales of refreshments, no-
velties, and/or operation of concession
booths..... 1,355.18

Other receipts (itemize) 45.27

TOTAL \$3,166.45

Federal, State and City Taxes.....
..... 64.13

TOTAL RECEIPTS (less Federal, State
and City Taxes)..... \$3,102.32

EXPENSES OR SOLICITATION OR AC- TIVITY:

Salaries, Wages, Commissions (includ-
ing guards) 375.00

Music..... 100.00

Rental(auditorium, hall, building, store
room, or other space) 150.00

Rental or purchase of equipment.....

..... 36.50

Cost of refreshments, novelties, etc. for
resale..... 960.24

Decorations, favors, costumes, uniforms
..... 201.63

Prizes..... 24.10

Printing, postage, stationery 90.10

Advertising costs..... 428.48

Legal fees-Licenses and permits 10.50

Other expenditures (itemize) lost coat
replacements..... 60.68

TOTAL EXPENSES OF SOLICITATION

OR ACTIVITY..... \$2,437.23

NET REMAINING FOR CHARITABLE

PURPOSES..... 665.00

Jo-Mar Beauty Salon

Salon de Belleza Mexicano

Special

Cold Wave

Permanent

\$6.95

SUNDAYS OPEN

by appointment

Only

10 to 4:00 p.m.



JOSEPHINE
MONTECINO

Open Mon. Tues. & Wed. 9:00 to 6:00

Thurs. Friday, Saturday 9:00 to 7:00

Josephine Montecino - Margaret Vasquez

Cor. Delmas and Auzerais

CY 2 - 2550 385 Delmas Ave.

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.



293-9894 884 E. Santa Clara St.

GUERRERO'S TV

REPARACION DE TELEVISORES

BLANCO Y NEGRO

Y DE COLOR

Televisores Usados desde \$29.95

GARANTIZADOS

Tel.286-1675 401-A KEYES ST.

MAG GUERRERO

LO QUE Ud. COME ES IMPORTANTE

Cuando Ud. está encinta lo normal es aumentar de peso. Sin embargo, hay que cuidarse de no engordar demasiado. Usted no debe "comer por dos". Lo normal es aumentar unas 15 o 20 libras. Eso varía de acuerdo con su peso antes de estar encinta.

El doctor le dará instrucciones acerca de lo que debe comer. Los alimentos que usted coma sirven dos propósitos: alimentarla a usted y a su hijo.



NO TOME NI MEDICINAS NI DROGAS



Tome solamente lo que receta el doctor mientras esté usted encinta.

No tome medicinas aunque haya estado tomando estas medicinas antes de estar encinta.

No siga usted los consejos o las recetas de medicinas recomendadas por sus familiares o amigos. El doctor es la única persona que sabe y que está preparada para recetarle medicinas.

ESTA ES UNA LISTA DE MEDICINAS O SEDANTES que son MUY PELIGROSAS si no se las receta EL DOCTOR:

Sedantes
Aspirina, u otras píldoras para dormir
Píldoras "Pep"
Purgantes
Píldoras para adelgazar.
Bicarbonato de soda
Aceite de mineral
Reconstituyentes para los nervios
Vitaminas

CRAIG PERRY, 1968 MARCH of DIMES

Theme Boy

Santa Clara County

Young Craig Perry is a most important person for one not quite three years old. He was chosen by the Santa Clara County chapter, National Foundation-March of Dimes, to symbolize all the birth defective children in the county. He is a victim of meningomelocele (open spine).

The 1968 March of Dimes theme boy lives at 2711 Landerwood lane with his parents, Mr. and Mrs. Wallace Perry, and two brothers Scott, 5, and Dean, 4.

Like many of the 250,000 defective youngsters born each year in the United States, young Craig is a puzzle to the medical world. There is no hereditary reason for his defect, nor has any other reason been found.

Since he was but a few weeks old, Craig has been a patient of the March of Dimes Birth Defects Center located at the Stanford Medical Center. It is one of the 100 such centers established by the national voluntary health agency, which will go into its 30th year next month.



CRAIG &

FATHER, MR. WALLACE PERRY

Each Center offers children born with defects the best medical treatment available through teams of medical experts representing many specialties. More than half of the nation's medical schools and many of the country's most distinguished physicians are associated with the March of Dimes Center program.

The Center program goes hand in hand with the research program of the NF-MoD. Major goal is to discover, through research, the causes of the various defects and then to develop preventive measures.



BROTHERS DEAN & SCOTT ASSIST CRAIG

MAS CONSEJOS



VEA AL DOCTOR PRONTO.

DIGALE a cualquier otro doctor que Ud. consulte que Ud. está encinta.

VAYA A VER UN DENTISTA y dígale también que Ud. está encinta.

NO TOME NINGUNA medicina ni droga a menos que el doctor se la recete.

EVITE EL CONTACTO CON ENFERMOS, especialmente de alguien que tenga rubella (sarampión alemán). Rubella puede causar que su bebé nazca deformado.

NO FUME MUCHO — puede detener el crecimiento del bebé.

COMA LOS ALIMENTOS que su doctor le recomiende. El sabe lo que Ud. debe comer o no comer.

NO TENGA VERGÜENZA de consultar a su doctor sobre cualquier problema de aseo personal, relaciones sexuales, ejercicio físico y otras cosas.

TODAS LAS MUJERES y todos los embarazos son diferentes. No siga los consejos de sus familiares o amigos sobre lo que les haya resultado bien a ellos. El doctor es el único que sabe lo que a usted le conviene.

NO DEJE DE IR A VER al doctor cuando él se lo diga. Su salud puede cambiar entre una visita y otra.

!QUE TENGA UN PARTO FELIZ!

THE NATIONAL FOUNDATION—MARCH OF DIMES

Franklin D. Roosevelt, Founder

No Olvide Ud. que la FAMA que tenemos nos la ha dado la CALIDAD de
Los Productos Que Vendemos.

OZUNA

Ventas al Mayoreo y Menudeo-Surtido completo
de mercancía importada de México

Este pendiente a la Apertura de nuestro SUPER MERCADO

Masa para Tamales - Hojas - Especies

ORDENE SU MASA CON ANTICIPACION !

Toda Clase de Chiles - Carne de Puerco - Cabezas de Puerco
Todo lo que Ud. Posiblemente pueda Necesitar

ABIERTO de LUNES a SABADO 9:00 a.m. a 9:00 p.m.

DOMINGOS 7:30 a.m. a 9:00 p.m.

Todos Los Domingos

Deliciosa Barbacoa de Res
MENUDITO
Acabadito de Hacer



OZUNA PRODUCTS CORP. 375 Prevost St., San Jose, Calif.

Especialidades: Tortillas, Tamales,
Pan Dulce Mexicano y Tostadas

TELEFONO 293-1773



CANDY VELIZ

UNITED FOOD DRIVE

The dance will be on Sunday, March 24, 1968, and the Talent Show on Friday 22nd. If you want to perform please get in touch with Talent Chairman, Joe Villarreal, Phone: 244-3987.

If you find yourself in trouble or if its for a friend of yours remember to call 297-5454, Garcia & Garcia Bail Bonds. Bob and Raul will treat you right. Service of 24 hours a day.

Harry Navarro, not to be outdone by the late Tommy Mansville is working on his fourth trip to the alter. Viva Henry!!

Good food all the time at Las Cazuelas, 30 South Second, San Jose. Meet there after the dance, everybody else does.



Dr. Arturo Cabrera launches campaign for the 25th Assembly District. We mustn't let him down.

In a very short while Eppie Gallago has turned into an excellent bartender, efficient and fast. His drinks never disappoint you.

It is this writers' opinion that Los Emperiales de Texas need improvement and a new M.C. the conjunto sounds like they have one foot on the band stand and the other in the graveyard.

We would like to wish lovely Toni Sine a speedy recovery from her recent operation.

MUSTANG CLUB

The Morgan Hill Mustang Club -- This Club hunts wild Mustangs and they are going to raffle a 400 lb. hereford steer dressed (in a mini skirt) on January 28, 1968 - at the Xavier Ranch, Dianna Avenue, Morgan Hill. Donation is \$1.00 per ticket. If you want a chance to win call 293-4848 and ask for Johnny Moraria. The address is 881 South First Street, San Jose. Buy tickets and help Club Mustang.

Here are photos of some of my friends in Texas taken at Andy's Place. It is the only place where the bartender has a halo. Andy's was recently remodeled (the gasoline pumps in front of the place were removed). (Que batalla). First photo: Lupe de Hoyos Capt. Frank Pena and Joe Martinez from Los Angeles.



Second photo: Pete de Hoyos, Jess Herrera (Timpito por no decirle Timpon), Raul Chapa and Candy Veliz.

(continued next page)

The following are some quips from the past year. It is all in fun so take it with a smile:

Al "Sugar" Zamora - the laugh of the year; Mary Hernandez - Twiggy of the year; Freddie Acosta - Cowboy of the year; B.G. - Wife of the year; Sam Guevara - Prisoner of the year; Pat Perez - Skater of the year; Johnny Flores - Husband of the year; Mario Guzman - Skip of the year; Jess Cordero - Draft dodger of the year; Gil Coca - Physic of the year; Fito Herfner - Smile of the century; Barbara Posada - Best hairdo of the year; Gino Santinni - Business man of the century; Alex Duran - Dancer of the year; Victor Vasquez - Runner of the year; Luis Soto - Money maker of the year; Rene De Luna - Best dresser of the year, especially where colors are concerned

Lupe Serrano - Foreign Accent of the year. Salvador Piembert - Principal of the year. He is the principal of of Plaza University - called P.U. Joe Sanchez - even tempered man of year.

EL AMIGO CAFE

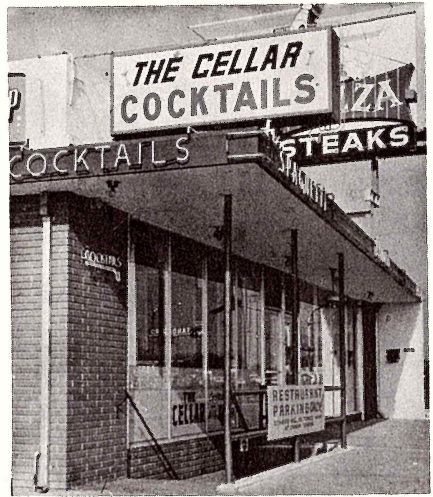
AURELIO
MELGOZA
e hijas
para
atenderle



CERVEZA Bien Refrigerada de todas Marcas
Comida MEXICANA - AMERICANA

297-4669 167 W. San Fernando

DANCING FRIDAY and SATURDAY TARDEADAS EVERY SUNDAY



REYES BALDERAS y su CONJUNTO

Your Hosts Rocky & Sammy Lopez

Tel. 251-9774

STORY ROAD & CAPITOL

La Internacional TIENDA de ABARROTES

MASA PARA TAMALES
HOJAS = CHILES
Toda Clase de
ESPECIES - Todo lo
necesario para los dias
FESTIVOS !
Ordene Con Tiempo !



258-4702 1884 Alum Rock Ave.



ALAN A. ALAMEDA
HONESTIDAD Y CORTESIA

AGENCIA DE INHUMACIONES CASA FUNERARIA

Mission Chapel

RANCADORE & ALAMEDA

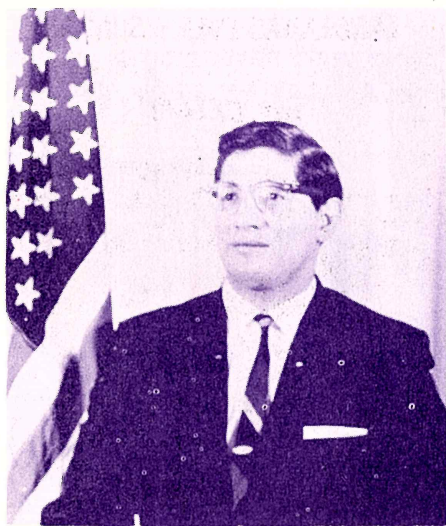
SIRVIENDO A LA COLONIA DESDE 1933

EN QUIEN PUEDE UD, DEPENDER
EMBALSAMADORES REGISTRADOS

ABIERTO 24 HORAS
SE HABLA ESPAÑOL.

TELEFONO 293 - 0073
600 S. 2ND ST. SAN JOSE, CALIFORNIA





ANDREW G. DIAZ Candidate for the Second Supervisory District

Andrew G. Diaz has publicly stated that he was a candidate for public office. Some people accepted for granted that he would split the Mexican-American vote in the race for the 25th Assembly district.

Andrew G. Diaz has been boosted by the 2nd Supervisory voters to be a candidate against Sam Della Maggiore. Andrew G. Diaz has accepted and officially announces his intentions to be a candidate for the 2nd Supervisory district.

A citizens committee for Diaz is now forming and the officers' names will be announced at a later date. "I am positively going to run for the 2nd Supervisory district," says Andrew Diaz.

One of the priority issues within our county is the sewage system. It is almost filled to capacity. We must have prompt affirmative action on enlarging the sewage disposal system in this county. This would bring all industry possible for all residents of this county. The results will be less welfare recipients, lower taxes, lower crime rate, and more county revenue for all businesses from the earnings of employees working in new jobs created by growing industry etc. I have been told that some canning com-

panies in this county are leaving the county in the near future. Where are these employees going to seek employment in the future. What are we going to do about taxes and county revenue which this county will stand to lose? Enlarge the sewage disposal system and bring new industry, that is the answer.

Andrew G. Diaz feels that the Health, medical, welfare-branch should be built in the eastside. For many years the board of supervisors have neglected the problems of the eastside. Such problems as curbs, street gutters, proper street lighting, police protection, transportation, unemployment, county programs to improve community relations, etc.

Mr. Sam Della Maggiore who represents the eastside has never tried to resolve any problems mentioned. The same could be said of other areas such as Cambrian Park, Willow Glen, Melody Park, Seven Trees, Evergreen, SJS and SJCC, in general the entire 2nd Supervisory district, and county employee wages.

Andrew G. Diaz is also against the \$10,00 extra motor vehicle registration fee, this proposal should have been put on the 1968 ballot, for all the county voters to vote on. We have wasted tax payers money, by now possibly having to have two separate elections on this issue, instead of only one.

These are some of the issues that Andrew G. Diaz will help, resolve and support in our community. Andrew G. Diaz attended Samuel Ayer High School, Milpitas, Calif.; San Jose City College. During basic training at Lackland Air Force Base, San Antonio, Texas. Diaz was selected as squadron leader of his platoon which won the highest award of the honor flight on the entire base, Diaz was also selected the Chapel Guide of his squadron.

Upon basic training Diaz qualified for structural fire protection and aircraft rescue. He also attended special training for disassembling loaded nuclear warheads during hazardous conditions.

(continued next page)



HUMBERTO FLORES
RES. 227-8686
REPRESENTATIVE

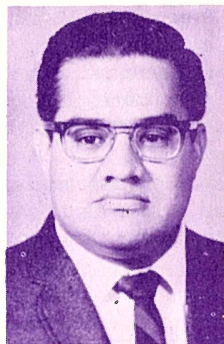
When your family is counting on you, you can count on

John Hancock
Dedicated to the Freedom and Independence
of every American Family

**MUTUAL LIFE INSURANCE
COMPANY**

BOSTON, MASSACHUSETTS

SAN JOSE OFFICE 292-9220



ARTURO GARCIA
RES. 369-0952
REPRESENTATIVE



AMBRIZ - RUIZ

Miss Bonnie Ruiz, daughter of Mr. and Mrs. Edward and Mary Ruiz, exchanged vows with Mr. David Ambriz, son of Mr. and Mrs. Tony and Lupe Ambriz, on the 2 day of December, 1967. The services were rendered by Pastor Turner of Calvary Chapel Church at 3:00 in the afternoon.

Carmel was the honeymoon destination for the newlyweds.

In photo from l to r: (Top row) Tony Ambriz, Phil Ruiz, Edward Ruiz; (Second row) Mary Ruiz, Manuelita Ambriz, Alfred Ambriz, Joyce Carnell and Yvonne Gonzales. Flower girl - Kelly Gonzales.



PAUL CUriEL



MANUEL MARTINEZ

FOR A
BETTER
DEAL



LENA MANRIQUEZ



JOHN BRECKER



SAL MOSQUEDA

TWO HOUSES - ONE LOT - \$11,950

Close to East San Antonio and Bayshore
CALL TODAY - CALL TONIGHT

Town & Country Realty

251-3626 1666 E. Santa Clara St.



**AMBROSE
BALCAZAR**

He was assigned to Loring Air Force Base, Maine, to the 49th Wing, Civil Engineering squadron, Strategic Air Command.

During this period Diaz earned two Air University Diplomas for Fire protection Crash Rescue, and Telephone installer Repairman. He also attended the Area Flight School and flew several times over Canada.

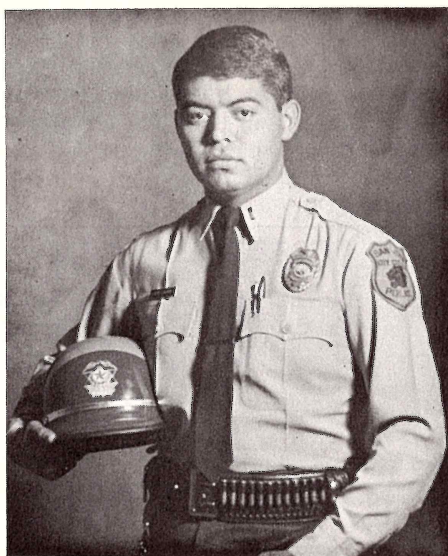
(This press release has been released by the Citizens Committee Supporting Diaz for Supervisor).

Angelique's Beauty Salon

LOLA GONZALES, MGR.

Open Sundays & Evenings
FREE PARKING
AIR CONDITIONED
SE HABLA ESPAÑOL

Tel. 259-2100
1120 KING ROAD



Lt. Jim Flores of the San Jose City College Campus Police, eventually hopes to be as San Jose Police Officer.

He is brother to Andy Flores and plays in his band.

LEITER STUDIO

Jim's Salon of Hairstyling



By Appointment 293-2747

JIM GARCIA, OWNER

(IN MOSHER'S LTD.)

3rd & San Fernando Sts.

Ideal BARBER SHOP

Abierto Diariamente.
9:00am. a 6:00 p.m.

CERRADO LOS
DOMINGOS

Corte de Pelo \$2.00

Sebastian Hernandez
Al Grijalva



295-2688 38 N. MARKET ST.

HELP WANTED

MANAGER TRAINEE

Learn Finance & Credit Industry
No Experience necessary - 2 year Training
Program - High School Required
Ages 20 to 27 - Draft Exempt
Spanish Speaking Helpful but not required

Tel. 293-1054

MR. ROBERTS
62 E. SANTA CLARA STREET



*Club
Riviera*



— GLORIA —
RODRIGUEZ

First of all I would like to introduce myself. My name is Gloria Rodriguez and I will be alternating with Chris Henry and Hillard Payer. This will be my first try at this so I hope I will do a good job.

MATRIMONY



Club Riviera would like to wish Irene Raya and Lawrence Castillo the best of everything to their coming marriage. Irene was a former Club Riviera queen, and she made a lovely queen. The wedding will take place at the Holy Cross Catholic Church on January 28, 1968.

BIRTHDAYS & ANNIVERSARIES

Happy Birthday to little John Payer on January 18. He is the son of Hillard and Dolores Payer.

Also a very Happy Birthday to my little niece Maria Francisca Munoz. She

is the daughter of Joe and Jessie Munoz. Also a belated birthday wish to Reynaldo Munoz on December 19.

Mr. and Mrs. Frank D. Kawakami celebrated their wedding anniversary on January 6th 1968. I hope you two will have many more to come.

FOOD DRIVE

The United Food Drive Talent Show will be held on March 22, at the Azteca Hall from seven o'clock to ten o'clock p.m. If you would like to take part in the talent show or if you know of anyone who would like to take part, you can contact Joe Villarreal. He is the talent chairman this year and you can reach him by phone. His number is 244-3987.

The United Food Drive Dance Hall will take place at the I.E.S. Hall, Sunday, March 24, from 2 to 10 p.m. There usually are good bands playing and this year will probably be no different.

Now that the dates of the talent show and the dance are known for certain, be sure to mark it down so you won't forget. By attending the talent show or dance you will be helping some family in need of help.

At the last Food Drive meeting we elected Alex Delgado as chairman for awards that will be given to the one person who does the most outstanding work in helping the United Food Drive. There will also be an award given to the club with the most outstanding work.

If anyone would like to help sell raffle tickets for the Food Drive, you can get tickets from the raffle chairman Chris Henry by calling 251-7107. I'm sure she would like all the help she can get.

Be sure to attend the next Food Drive meeting if you would like to find out more about it or if you have any suggestions. The meeting will be held at the Lena Manriquez Hall, January 28, at 8:00. This meeting is open to anyone interested.

EXPECTING PARENTS

I would like to congratulate my sister Chris Henry and her husband Ronnie, since Chris is expecting the stork at
(continued next page)

the end of April or in May. We all are very happy for these two swell people. Maybe you'll get your boy this time huh Ron?

Ron and Chris just bought a house and it is really pretty. I also hear Hil-lard initiated it already.

During the holidays Ron and Chris went on vacation to Idaho. It was a family reunion for the Henry family plus a hunting trip for the men. Frank Kawakami also went along to do some hunting. I hear Frank got excited about seeing some Elk and he forgot about shooting them. Great Hunter Frank is. You'll have a hard time living that incident down, Frank

Until next time, bye for now.

Mrs. Gloria Rodriguez

**Let it be known you
have something to sell,
dial 292-4273**

La Rosa **PHARMACY**



MARIA LA ROSA PROP.

NOS
EXPECIALIZAMOS EN **Recetas**

Preparadas EXACTAMENTE segun su
MEDICO INDIQUE

FREE DELIVERY S. & H. GREEN STAMPS

Laboratorios D'FRANCIA

CERRADO LOS DOMINGOS

294-5030 56 W. Santa Clara St.

INCOME TAX



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

Ya esta aqui el tiempo de Arreglar sus Papeles de INCOME TAX, recuerde que estamos a sus ordenes en la misma oficina.

Jose J. Alvarado

297-1339 1190 E. Santa Clara St.

Government and Civilian
Surplus 1001 Items

Le invitamos a que visite nuestra
tienda y aproveche las muchas
GANGAS que ofrecemos



SURPLUS

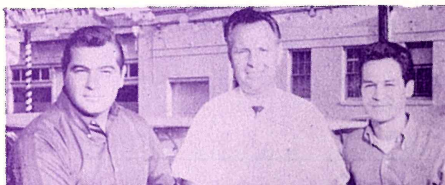
ENTERPRISES

OFFICE: 190 W. SANTA CLARA STREET

SAN JOSE, CALIFORNIA 95113

TELEPHONE 298-5012

ERNIE'S AUTO SALES



EXCELENTE CARROS USADOS

El Italianito con el Corazon muy Mexicano

297-3377 306 N. FIRST STREET

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.



Mrs. Phyllis Calderon celebrated her BIRTHDAY in the company of her husband Manuel Calderon on December 3, 1967 at Marios PAPAGAYO ROOM owned by Jose

Sanchez. Mariachis Los Caporales de Jalisco de Juan Flores furnished the music. Photo by Richard Diaz.

DAY & NIGHT - 24 Hour Service

COURT OR JAIL BONDS

GONZALES BAIL BONDS

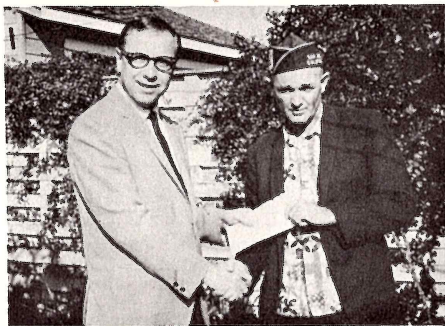
SAN JOSE

Telephone 293-3000



San Jose Chapter

ANGEL J. JIMENEZ



LARGEST CONTRIBUTOR ---

Robert Rodriguez, left, Member of the Board of Directors of Reed & Graham, Inc., San Jose Building Materials Firm; presents check for \$500 to San Jose G.I. Forum Welfare Chairman Mel Graham. Check was to help underwrite SJ Chapter's Christmas Baskets program which helped many needy families at Christmas time. Reed & Graham has contributed \$4,500 to the San Jose Chapter over the past nine years.



PAYING THE GROCERY BILL--

Dave Carlson, second from left, Manager of Pink Elephant Market, 1098 North First Street, San Jose, is shown receiving check for Christmas Baskets groceries from representatives of San Jose Chapter, American G.I. Forum. In photo, left to right, David Sierra, San Jose G.I. Forum Chairman; Dave Carlson; Mike

Gonzales of Pink Elephant Market; San Jose Chapter Welfare Chairman Mel Graham; Moses Pimentel, San Jose G.I. Forum Treasurer; and Al Gori and Manuel Ferrera of Pink Elephant Market.

BARBECUE - XMAS PROGRAM AT BOYS RANCH

On Saturday, June 24, 1967, the William F. James Boys' Ranch had a scrumptuous, man-size Barbecue. This special treat was made possible through the thoughtfulness of a few generous organizations, which it seems that every time they are called upon, they are always willing to help. They are the San Jose G.I. Forum and Ladies Auxiliary, The Santa Clara G.I. Forum and the Ladies Auxiliary, American Legion (Clifford Rodriguez Post) and Furniture Discount House. Two other individuals are the promoters of this project and also donated their share as well as their time to make this possible, Richard Gomez and Lena Manriquez. To show their gratitude, all the above were presented with a Certification of Appreciation by the Santa Clara County Juvenile Probation Department.

A Christmas program was also presented to the Boys' Ranch and "THE ANGELS", a very young group of boys, played for their enjoyment; Mel Graham; a member of the San Jose G.I. Forum, was a clown for the evening. He took candy canes and balloons for all the boys; Richard Gomez, "Santa Claus" had over a hundred stockings filled with candy, nuts, oranges and apples. To culminate the evening, bringing out the full Christmas spirit, everyone joined in singing Christmas carols. Credit for making this possible goes to: Pink Elephant Market, San Jose G.I. Forum, Mohawk Meat Company, Mel Graham, Pat Vasquez, Lena Manriquez and Richard Gomez.

This is the sixth year that such programs are provided for the Boys' Ranch. The Muriel Wright Girls' Ranch also enjoyed two programs earlier this year when the Double-O Souls played for them. All these programs are being pro-

(continued next page)

Servicio DE INCOME TAX

No Hay Substituto para la Experiencia

Mas de 25 AÑOS en el RAMO de INCOME TAX con lo que cuenta LENA sirviendo a la colonia de Habla Hispana le dan a Ud. la Completa CONFIANZA de que sus PAPELES de INCOME TAX seran hechos segun la LEY EXIJE y a la vez Ahorrándole MUCHOS DOLARES con todas las DEDUCCIONES que Ud. PUEDA OBTENER.

Nuestra OFICINA estara Abierta el
LUNES 8 de ENERO 1968

HORAS de OFICINA: Lunes a Sabado 9:00 a 5:00
Viernes 9:00 a.m. a 9:00 p.m.

Lena Manriquez

CY 3 - 3388

1246 E. Santa Clara St.



Lena Manriquez

Frank's Radio & TV



FRANK ZAMORA, PROP.
SERVICIO DE REPARACION Y VENTA

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

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



Jennie's Hair FASHIONS

OPEN THURSDAY
Evenings by
Appointment

Maria Gonzales
Joyce Glaze
Beauticians



Tel. 293-1897 680 Willow St.

moted through the courtesy of Lena Manriquez and Richard Gomez, both members of the San Jose G.I. Forum and the Ladies' Auxiliary, with the cooperation of the different organizations mentioned. Anyone interested in this project may call 293-3388.

GARAGE SALE

Tentative plans are underway for staging a garage sale for the purpose of raising funds to purchase uniforms for our Color Guard. If you have anything that has a bit of usage value in it such as used hardware, furniture, etc., that you would like to give towards this worthy cause, please call Mr. Frank Estrella at 286-8988. The deadline for this collection is March 22nd, and the sale will take place Saturday and Sunday March 23rd and 24th. All contributions will be deeply appreciated by Frank Estrella and all the members of the American G.I. Forum.

NOTE: Our Forum Color Guard was so outstanding in the Veterans Day Parade last November 11th that they were rated 1st place and also a trophy was awarded for their performance. The general feeling of the fellow Forumeers is: If they perform like the professionals, they should have a uniform to match their talent.

MEMBERSHIP DRIVE

The Drive for new members into the American G.I. Forum is still on, according to Membership Chairman Alfonso Pelayo, we need a lot more members to share their ideas with us and help put on more functions.

If you have the desire to belong to a Mexican-American Veterans Organizations, call Al Pelayo at 295-0536.

NEW MEMBERS

A hearty welcome to Robert Gonzales, Art Barron, Willie Dias, Julio Camacho, Keith Talbert and Roger Rangel.

SAN JOSE'S NEW HUMAN RELATIONS COMMISSIONER
ROBERT H. GONZALES

The San Jose City Council announced the appointment of Robert H. Gonzales, 632 North 3rd Street, San Jose, to the Human Relations Commission of the City of San Jose, replacing retiring commissioner **Robert Rodriguez**.



**ROBERT H.
GONZALES**

The 31-year old Gonzales was born and raised in Visalia, California, graduated from Mt. Whitney High School in that city, and studied business administration for one year at College of the Sequoias.

He sold insurance for Security Mutual Life in San Jose for five years, then was in business for himself as a delicatessen-restaurant owner. He is presently employed as an Administrative Analyst with the Santa Clara County Economic Opportunity Commission.

Gonzales is studying law at Lincoln University, planning to graduate in June of 1968 and practice law in San Jose.

After his appointment, Gonzales said, "I wish to extend my appreciation to all those instrumental in my appointment as a Human Relations Commissioner for the City of San Jose. I hope to be successfully effective as a Commissioner, recognizing however, that my effect can only be relative to the issues which we present and the force with which they are presented. There remains in San Jose and the surrounding communities an urgent need for unity on the part of the Mexican American. Each individual is involved, regardless of his intent, in the evolution of this community. Understanding this premise should make each one of us well aware that he is needed."

Robert H. Gonzales, his wife Donna, and their 8 year old daughter Monica live at 632 North 3rd Street, San Jose, California.

Grandes Especiales en todos sus Departamentos



**Productos MEXICANOS de PRIMERA Calidad
A Los Precios Mas Bajos de Plaza !**

SE HABLE ESPAÑOL

Se Cambian Cheques
del trabajo y Welfare
con identificacion propia*

TRATO CORTES

Aire Acondicionadas
Estacionamiento
GRATUITO.

CROWN da la Bienvenida a todas las personas de habla Hispana

**PORQUE SIENDE QUE LA COMUNIDAD
MEXICANA MERECE COMPRAR EN
LAS MEJORES TIENDAS.**

**CROWN DA ESTAMPILLAS EASY
Y REDIME CADA LIBRO
Por \$2.00 (dos dolares)**

MUCHAS PERO MUCHAS OTRAS ESPECIALES

MASA PARA TAMALES QUESITOS PATTAS de PUERCO y RES

CABEZITAS de PUERCO y BORREGO MENUDO (Fresquestto)

HARINA LA PIÑA FRJOL PINTO (Nuevo) TODA CLASE DE CHILES

OPEN DAILY 9 TO 10

SUNDAY 10 TO 9



1580 Almaden Road

1371 Kooser Road

2858 Almaden Road

2889 Senter Road

3475 McKee Road

Winchester & Williams Rd.

BIOGRAPHICAL DATA

La Comunidad De San Jose

FOR
ANGIE CORANADO



The New Year of 68 started with a big bang of celebration, joy and unity of different organizations for the benefit of the Mexican American United fund.

Having a good time were groups from G.I. Forum, South San Jose; C.S.O. Mapa; G.I. Forum, Santa Clara; G.I. Forum, San Jose, UAW; New Mexico Club.

Councilmen Norman Minera and Robert Welch were seen wishing everybody a Happy New Year and not far behind was Dr. Y. Arturo Cabrera, candidate for the 25th Assembly District, with a big smile, could it be that he is sure of 1968?

The East Side residents who marched in support of an East Side medical-welfare facility would like to thank the Guadalupe Society of St. Lawrence, Holy Family, Sacred Heart and St. Martin of San Jose for their generous donation of coffee and sandwiches.



DR. Y. ARTURO CABRERA
CANDIDATE FOR THE 25TH
ASSEMBLY DISTRICT

Name: Arturo "Art" Cabrera, Ed. D. Associate Professor of Elementary Education, San Jose State College.

Born: Pittsburg, California.

Public Schools: Attended schools and graduated from Antioch, California.

Higher Education:

1. Bachelor of Science; Master of Arts from University of California.

2. Life Certificates: General Elementary Teacher, General Secondary General Administration (State of California).

3. Attended Fresno State College, Universidad Nacional Autonoma de Mexico, D.F.

4. Doctor of Education, University of Colorado, Boulder, Colorado (1963).

Professional Experiences:

1. Classroom teacher in elementary, junior high, and high schools.

2. High school counselor.

3. Elementary school supervising principal.

4. Education consultant to government of Bolivia, United States Point Four Program (1958-60)

5. Associate Director, NDEA Contemporary English, San Jose State College, 1965.

6. San Jose State College Study Team Member to Dominican Republic under Agency for International Development (1966).

7. Consultant: Education of socially disadvantaged, bilingual and bicultural children, foreign languages in the elementary school (FLES), Migrant children.

8. Articles in Educacion Boliviana; Childhood Education; Reading; Vocational Guidance Institute; Proceedings: 34th Annual Reading Conference, Claremont Graduate School, 1965; and unpublished papers.

9. Coordinator of Project LEAP (Special Education Program), SJSC.

RECOGNITION:

1. Decorated by Republic of Bolivia with Ordene Merito del Maestro in recognition of services to Bolivian Rural Teacher Education.

2. Phi Delta Kappa, Professional Education Fraternity.

(continued next page)

Military Service. Three years, Army of the United States, 1942-1946.

Marital Status. Wife: Josephine, Children: Arthur and Ronald.

Organizations:

National Education Association, American Association of University Professors, California Teachers Association, Modern Language Association, National Council of Teachers of English, Association of Mexican-American Educators of California, American Federation of Teachers, Associate Member Santa Clara Democratic Committee, MAPA.

Civic and Community: Present and Past

City of San Jose Redevelopment Agency Commission; Advisory Committee Family and Children's Services, Santa Clara Welfare Department; Board of Directors Mexican-American Community Services Agency; Chairman San City Health Department Farm Worker Health Program; State of California Commission on Equal Opportunities in Education; State Vice-President Third Region of Association of Mexican-American Educators; Board of Directors Community Council of Central Santa Clara County; Chairman Foundation for Research and Community Development, Board of Directors Committee of 100, Executive Board South San Jose G.I. Forum, Board of Directors San Marcos Foundation.

Advertise Your Product dial 292-4273

Dr. Noe Arrazate, D.C.

HORARIO: De 3 p.m. a 7 p.m.
(CITA ANTICIPADA)

Consultas en ESPAÑOL e INGLÉS
ENFERMEDADES de SEÑORAS y NIÑOS
Accidentes de Trabajo, Automovilísticos, etc.

TELEFONO DIA y NOCHE
295-8870 443 W. San Carlos St.

Arden's

" Dress For Less "



RACHEL CUEN CASTILLO-MGR.

NORMA MINJARES CARRASCO-CR MGR.

Specializing in Children's
and Women's Apparel

295-0805 55 S. FIRST ST.



HERMANITAS HUERTA

La foto capta un RECUERDO de las
fabulosas Hermanitas HUERTA
las Emperatrices de la cancion
RANCHERA

durante la visita a Mexico de nuestra
columnista Marce Mora.

Las Hermanitas HUERTA envian un cariñoso
saludo para los residentes de San Jose.



MARGARITA
ALDAMA
SEREDIN

Porque Deberia Pertenecer a Una Asociaion de Negocios?

Asociaciones de comerciantes se desarrollan para facilitar a dueños de negocios a unirse de su misma voluntad para compartir ideas y experiencias. Una asociación de comerciantes se forma para dar aliento al éxito de cada negocio que es miembro, dando máxima libertad dentro del grupo al crecimiento del individuo negocio.

Una asociación de negocios pequeños es un medio eficiente por el cual esos comerciantes independientes pueden corregir injustos y mejorar las condiciones y operaciones de negocios pequeños por medio de acción colectiva.

Asociaciones toman una parte principal en mejorar los negocios que representan. Una asociación activa puede ofrecer a sus miembros muchos servicios para el beneficio de todos los miembros.

Porque muchos dueños de negocios han sido forzados por hábito y circunstancias a operar independiente de uno a otro, lo mejor que puede pasar es relacionar con uno a otro para discutir problemas en común.

Actividades en grupo contribuyen al éxito de negocios pequeños y les ayuda a mantenerse y a crecer. Sin tal ayuda, dueños de negocios pequeños realizarán que es muy difícil permanecer en negocios. Los miembros de una asociación de negocios tienen muchas ventajas que han sido hasta ahora gozadas solamente por negocios grandes.

Prospectivos miembros de una Asociación:

Creen que más se puede efectuar en fa-

vor de sus negocios por medio de acción concertada del grupo.

Realizan que ellos van a ser informados de recientes progresos tocante negocios y en condiciones de negocio general.

Anticipan que pueden obtener ideas por medio de las juntas de la asociación; conseguir soluciones prácticas ha importantes y corrientes cuestiones y tener

intercambio de ideas en juntas de la asociación.

Saben que siendo miembros en la asociación podrán crecer su negocio y crecer su empleo en la comunidad y aumentar sus ganancias.

En más recientes años, más y más énfasis se ha dado a asociaciones de negocio. La industria y gobiernos de todos niveles han dado estímulo al desarrollo de asociaciones de negocios pequeños. Varias publicaciones han expresado como el comerciante puede mejorar su posición haciéndose un miembro activo y eficaz de su asociación de negocios.

El negocio, hoy en día, aún para negocios pequeños es muy complicado y cambia rapidamente para operar independiente de otros. Es unirse con otros con metas y objetivos similares, el dueño del más pequeño negocio tiene a sus órdenes y comando, la fuerza e influencia de todo el grupo. Frecuentemente, el uso de esta valiosa influencia del grupo resulta en crecimiento y más ganancia para los dueños de negocios.

Como Puede Ser Miembro Ud., Cómo Dueño De Un Negocio?

Si desea ser miembro, porque no se entera de lo que puede hacer para unirse con otros comerciantes para hacer su negocio mejor. Ud. nunca arrepentirá su decisión de asociarse con sus socios en negocio.

El Centro de Negocios Pequeños está listo para asistir a la comunidad de dueños de negocios a unirse. Llamen a Mrs. Margarita Seredin para poder hacerse miembro de esta nueva asociación. Teléfono 298 - 3977.



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)

GARCIA - AMBRIZ

Miss ESTHER AMBRIZ

Daughter of

Albert and Cruz Ambriz

Exchanged marriage vows with

MR. RALPH GARCIA, JR.

Son of

Ralph Sr. and Virginia Garcia

On November 6, 1967 - San Jose, Calif.

Reception was held at Manriquez Hall

About 100 guests attended

LEITER STUDIO



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.

SCHOLARSHIPS GRANTED BY THE MEXICAN - AMERICAN SCHOLARSHIP FOUNDATION

Recipients of Scholarships for the Spring Semester have been announced by the Mexican - American Scholarships Foundation of Santa Clara County, an educational, non-profit corporation which is devoted to the encouragement of leadership among people of Mexican descent in this area.

Those selected are Norma J. Fierro, 744 Lewis Street, Santa Clara and Gloria M. Guerra, 1215 Steinway Avenue, Campbell. Miss Fierro is a senior Spanish major at San Jose State College and plans a career in education and social service among the Mexican-American people in this community. Miss Guerra is a junior at San Jose State College. She is majoring in Home Economics and plans to become a teacher. Named as an alternate was Miss Carmen Cesena of 463 Hull Avenue, San Jose. She is a sophomore majoring in foreign languages.

Scholarships are normally granted by the organization in the Spring of each year for use during the following college year; however these two special scholarships were made possible by a recent contribution from the Comision Honorifica Mexicana, Inc., a local civic organization, according to E. W. Clements, Foundation Treasurer.

Selections for the scholarships are made on a competitive basis after evaluation of the students' academic and personal record as well as a personal interview. The scholarships are renewable from year to year and may continue throughout the college career of a student provided his progress is satisfactory.

Since its foundation in 1949 the Mexican-American Scholarship Foundation has made it possible for more than twenty-five students to attend San Jose State College, the University of Santa Clara and the University of California.

Applications for the next year's scholarships are now being solicited from high school seniors and their counselors

and from enrolled students at colleges and universities in this area. The deadline date for applications has been set for March 15, 1968.

**Obtenga su Revista
EXCENTRICO en las tiendas
que aqui se anuncian**

McCullough Chevrolet

CHEVROLET and OTHER CARS

NEW and USED

FACILIDADES BANCARIAS

Le podemos arreglar Financiamiento
COMPLETO en su COMPRA !

"Estamos Aqui para Ayudarle "

Glenn Garcia - Jim Duffy

Telefonos: 538 - 0650 o 581 - 5717

24900 Mission Blvd. Hayward, Cal.



Lo Monaco's

JEWELERS

DIAMONDS - WATCHES - GIFTS



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

ABIERTO diariamente hasta las 9:00 p.m.

HABRA SU CUENTA de CREDITO !

251 - 4100 2904 Alum Rock Ave.

EL FOTOGRAFO de
LAS ESTRELLAS



RICHARD DIAZ
292 - 3294

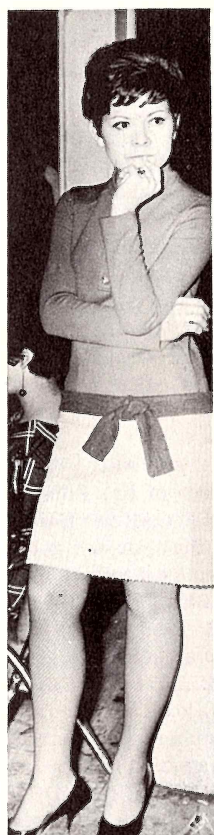


FREE PASS for this lovely young
lady, all she has to do is to
identify herself at
the RAINBOW BALLROOM
BOX OFFICE

ALBERTO BELTRAN

El Negrito del Batei

Recibe felicitaciones del
director de orquesta Stan
Flores y su gentil esposa.



Frank Campista new lease
owner of the Hawaiian
Gardens Terrace Room
Is expecting some big name
attractions soon.

In the meantime his lovely
wife is raising his morale
with some COIN
OF THE REALM.





Club Zanzaree

Marce Mora

Well, here I am again, my thanks to Connie Garza for taking over the column, while I was in Mexico. As I start I'd like to wish each and everyone of you a Happy New Year and may all your problems be small. To the following people, I'd like to wish them a special wish for 1968.

GLORIA BRACAMONTES: May you find the true love that you long for.

A. DELGADO: May you keep being successful as Empresario, as you have in the past.

IRENE NAVARRO: May you get selected as queen of Las Fiestas Mexicanas.

CONNIE GARZA: Hope you keep that promise that you are going to go to Mexico on your next vacation.

MEMBERS OF CHARROS DE GUADALUPE: Find a good leader to get the group on top as before.

HUMBERTO GARCIA: To see you take off on a good vacation and enjoy life more. Remember your staff can take care of the magazine for you.

MANUEL FERNANDEZ: May you walk down the aisle, and may your problems be small and lots of happiness.

MARY HERNANDEZ: Keep on smiling and keep taking more trips around the world.

JOHN DE HERAS: Keep on being tops in politics, etc.

ENRIQUE FLORES: Keep on being one of the best Locutores on Radio K.O.F.Y.

RUDY BELLOUMINI: Keep up your interesting columns, at least the opinions come directly from the people and not from you making them up.

DANNY LOPEZ: Be yourself again!

FRANK CAMPISTA: Lots of luck with your dancehall. Success, especially after making that benefit dance. Lots of

us know you really worked hard at it.

JESS & JOE MORA: May you get your black belts in Karate.

GRACIE CASTANEDA: Quit listening to the wrong people and you'll be more successful in life.

MANUEL & CARMEN PENA: Happiness at your new ranch.

THOMAS & LILLY NEGRETTE: Hurry and bring a Mariachi.

HANK COCA & DAVE VILLALBA: Keep on being close buddies. And both keep up that wonderful personality.

As I close this column my sincere congratulations and thanks go to los charros LA ALTENA de Guadalajara. La Altana, celebrated their anniversary with a Charreada. My thanks go to Crescencio Alejandro for his dedication to me. Although no-one present could believe it but Mr. Alejandro took first place in everything, including El Paso de la Muerte. He admitted that it had been many years since he had done all of this. Everyone present, were very proud of him, it ended with a celebration. I will never be able to forget all the events that took place in that beautiful city of Guadalajara. Once more thank you. My other thanks go to Mr. Emiliano Hinojosa R., Ex-Consul de Mexico for all his hospitality and to all the people who were so nice to me. Most of all thanks for the beautiful farewell party and for having so many top personalities present, I will cherish all those moments forever and when I grow old, I will be able to open my scrap book and remember - "QUE PADRE FUE LA VIDA".



DIRECTORS COATS CUT AWAY
BRIDAL HOOPSKIRTS

ALL NEW - - -

DINNER JACKETS, PANTS
SHIRTS, CUMMERBUND
SUSPENDERS
AND ACCESSORIES

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

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

JAIL BONDS

IMMIGRATION BONDS



BOB

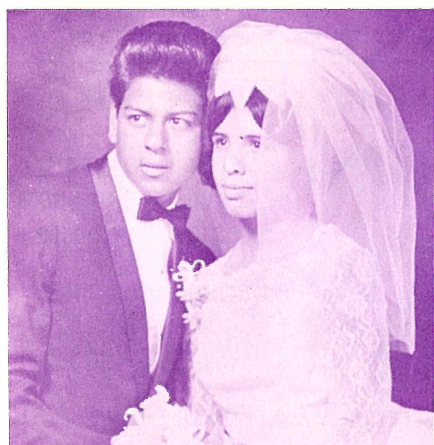
**GARCIA
&
GARCIA
BAIL BONDS**

297-5454

**24 HOUR SERVICE
SAN JOSE, CALIFORNIA**



RAUL



CEJA - ESTRADA

Miss MARGARITA ESTRADA

Daughter of

Rafael and Consuelo Salas

Exchanged marriage vows with

MR. CARLOS CEJA

Son of

Ralph and Angie Lopez

On November 4, 1967, 11:00 a.m. at the
Asamblea Apostolica de Bethel.

San Jose, California

LEITER STUDIO

**Maria's
COCKTAIL LOUNGE**

El Centro Nocturno Mas Elegante

DANCING

FRIDAY & SATURDAY

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.





por 
Daniel Saldaña

SOCIALES

El día 11 de Enero cumplió años la señorita Charmein Maritza Colunga. Con ese motivo sus padres el Sr. Raúl E. Colunga y la Sra. Blanca E. de Colunga dieron una fiesta para las amiguitas de Charmein y sus familiares. La reunión estuvo muy concurrida, primero la agasajada asistió a una misa en su honor en compañía de sus familiares y amigas, después fue obsequiada con un gran banquete en el elegante restaurant "Plateau 7" mas tarde en su residencia de la calle Granada en Santa Clara, se dió una recepción champagne durante la cual recibió gran cantidad de regalos de sus familiares y amistades.

Estuvieron a felicitar a Charmein el Sr. y la Sra. Saldaña, el Sr. y la Sra. Navarro, sus hermanos Raúl Alberto y Víctor René Colunga, sus primas Esmeralda, Patricia y Norma Navarro, su primo Raúl Navarro, quince amiguitas con sus correspondientes chambelanes. Un grupo de trovadores le cantaron a Charmein las mañanitas y varias canciones populares de su preferencia.

El tradicional pastel fue una ver-

dadera obra de arte, semejando a una hermosa muñeca como Charmein, vestida de azul agua, como Charmein, alrededor de la crinolina un pedestal circular con quince rosas rojas simbólicas de los quince años de Charmein. En cada rosa roja una velita ardiendo por cada año de vida de Charmein.

Se brindó con champagne y se consumieron deliciosos bocadillos que disfrutaron los invitados.

En esta fecha Charmein empieza una nueva vida como todas aquellas niñas que a esta edad dejan de ser niñas para convertirse en mujercitas que ya empiezan a sentir las ilusiones que convertirán en realidades en un mañana.

Para tí Charmein te deseamos que todo lo que pediste al apagar tus quince velitas, se realice siempre.

Catering Service



Servicio de Comida
para Bodas - Banquetes
Picnics - Barbacoas

Carmelo Hernandez
Chef

Res. 251 - 9058

Farrell's 97 N. First St. 293-2202

La grafica capta algunos momentos de este memorable día para la Señorita Charmein Maritza Colunga.

foto Richard Diaz.



LUZ AMELIA & PASCUAL SILVA - MARRIED APRIL 1, 1967

bert garcia

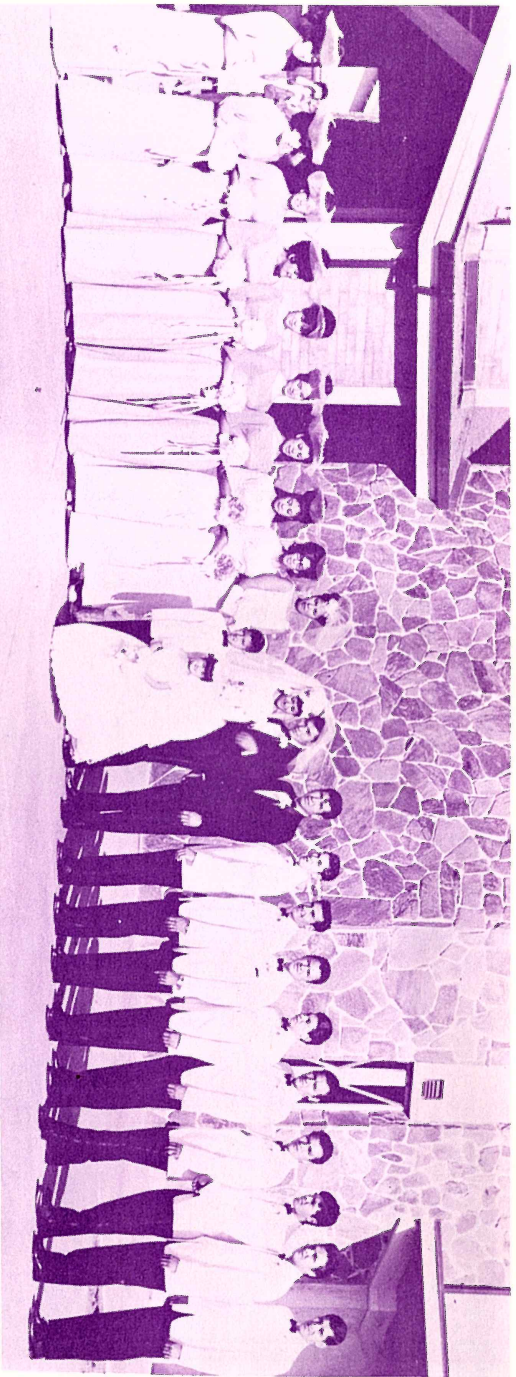


*Garcia's
Wedding Photography*

292-4273

274 terraine street

san jose, calif.



MONTANO - PADILLA

Miss Alvina M. Padilla, daughter of Mr. and Mrs. Percy Padilla, exchanged vows with Arturo V. Montano, son of Mr. and Mrs. Juan Montano, at St. Martin's Church, 1:30 p.m., Sunnyvale, California. Services were rendered by Father Xavier.

Alvina was born in Palo Alto and moved to Sunnyvale where she has resided for the past 12 years. Arturo is from Doubles, Arizona, has lived in San Jose for the past 17 years. Both plan to live in Sunnyvale upon their return from Los Angeles where they honeymooned.

In photo from left to right: Estela Misquez, Pearl Padilla, Brenda Mcquien, Yolanda Yslava, Adelia Blanco, Lucille Padilla, Sissie Sanchez, Molly Sanchez, Gail Duran, Helen Rodriguez - Maid of Honor, Walter Villareal, John McGehee, Albert Martinez, Edward Robedo, Danny Yslava, Paul Martinez, Richard Duran, Johnny Montano and David Salvatierra. Anthony Soria was the ring bearer and Nanette Soria, flower girl.

Richard Diaz photo

RAINBOW BALLROOM

Dancing Every — SATURDAY & SUNDAY



FRANK DAVILLA
296-0306

Leap Year Dance

SATURDAY, FEBRUARY 17, 1968

Girls! 1 Hour Spree to find your Man

**Dance to the Best Bands
In The Country !**

Watch for Coming Shows !



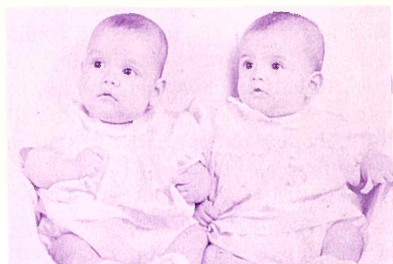
LEITER STUDIO
MAC HERNANDEZ

PIERRE LASSALLE

From San Jose

Parents:

George & Virginia Lassalle



RAE LENE AND
REBECCA TREVINO

3 mos. - from San Jose

Parents:

Richard & Becky Trevino



Art Martinez MENS WEAR

LOS ULTIMOS ESTILOS EN ROPA
PARA CABALLERO

SILK AND WOOL

1 BUTTON CONTINENTAL SUITS

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

DON LA ENCANTADORA GAY y ART
LE ATENDERAN CON TODA CORTESIA

293-3236 290 S. First St.

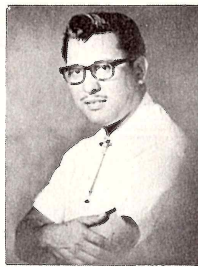
ABIERTO
LUNES, JUEVES, VIERNES
HASTA LAS 9 P. M.
ART MARTINEZ

FIRST NATIONAL
AND
BANK OF AMERICA
CHARGE PLANS

CRITICA SOCIAL



FOR
RUDY
BELLOUMINI



WHAT IS YOUR NEW YEAR'S RESOLUTION or Desire for 1968

MRS. ESPIE ALONZO -- Prop. El Rebozo Restaurant -- To treat my customers with the best of attention always - to smile and thank them for their patronage by saying ... "MUCHAS GRACIAS Y ADIOS".

MR. & MRS. ALEX and LUPE BENITEZ Alex says, I'll try to make a comeback in the ring and come "out fighting". Lupe says, to help my husband with his boxing career and to be a good mother to our child, hoping to have more "little ones" in the future.

EFREN "Chino" VELASCO -- To see more unity and less discord among the Mexican-American Community in San Jose.

FELICITA ANDRADE -- My desires for the future are: To have good health, sincere friends, and continuous employment. (Incidentally her daughter had an automobile accident and was hospitalized. I'm sure she would like to hear from her friends'.)

GUILLERMO CAMPOS -- Bachelor, of 25 years... I hope to get married with an understanding woman in the next three or four years (Any impatient girl interested?)

ALICIA URIBE -- My greatest desire for 1968 is to attend the Olympic Games in Mexico - of course with someone very dear to my heart.

YOLANDA RODRIGUEZ -- To leave my house clean before going anywhere and to get involved in Community and Civic Affairs.

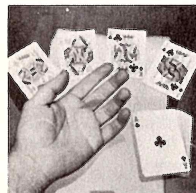
HUMBERTO GARCIA, Publisher "Excentrico" -- For my COLUMNISTS to have something better and more interesting to write about than just the same ole malarkey.....

NOTA:

Las siguientes son nombres de personas que tienen cheques de impuestos que se les corresponde, pero como la oficina de correo no sabe de su nuevo domicilio, no se ha podido enviarselos. Si su nombre aparece en esta lista y usted no ha recibido su "Income Tax Return", reportese con el U.S. Treasury Dept., Internal Revenue Service aqui en San Jose:

Arenas, Manuel
Campa, Henry M.
Corral, Ramon and Elvira
Echavarria, Jess and Carol
Escobeda, Adolfo and Dominga
Franco, Anita C.
Gonzales, Frank and Margaret
Lara, Anita C.
Lopez, Rudy
Morales, David
Morales, Lupe G.
Ontiveros, Santiago and Judy
Ortiz, Arturo G.
Rodriguez, Frank Jr.
Rodriguez, Benito
Rodriguez, Richard
Rodriguez, Sam
Rosales, Maritiza B.
Sanchez, Paul J.
Sanchez, Raymond Jr.
Sauceda, Frank
Serrano, Francisco and Carmen
Silva, Eleanor
Torres, Heron V.

MADAM Zora ADIVINADORA



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

295-6210

144 S. Second St.

Furniture Discount House

82 E. SANTA CLARA

SAN JOSE CORNER OF
THIRD STREET

Spanish TV SHOW CHANNEL 11

Direct from Mexico City
Every Sunday 10 to 10:30 a.m.

SEE OUR WONDERFUL
WEEK END SPECIALS !



HANK COXA



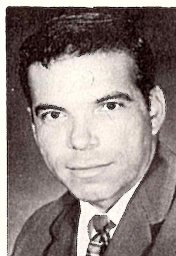
PAT PEREZ



LOUIE COXA



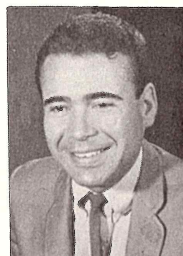
JOE SANCHEZ



RENE DE LUNA



CANDY VELIZ



HECTOR ESPARZA



GIL COXA

USE OUR LAYAWAY PLAN Easy Credit Terms

NOW 7 LOCATIONS
TO SERVE YOU

SAN FRANCISCO	1975 MISSION ST.
OAKLAND	7134 E. 14TH ST.
SAN MATEO	2130 EL CAMINO
VALLEJO	836 E. SONOMA BLVD.
SALINAS	607 E. MARKET ST.
SAN JOSE	82 E. SANTA CLARA ST.
FRESNO	1501 BROADWAY ST.

CUPON

10%

Descuento

Al presentar este ANUNCIO con la
compra de \$69.00 o mas

RECORTE ESTE ANUNCIO y AHORRE

82 E. Santa Clara St.

297 - 9486

San Jose

TEATRO LIBERTY

TONY D. MARIA Gerente

CY 7 - 1456

67 S. MARKET ST.

San Jose, California

Horario de Progamas en radio KVEZ 107.7 a las 6:00 p.m.



"TIEMPO DE MORIR "

Marga Lopez - Jorge Martinez de Hoyos

Un Día Solamente MIERCOLES 24 de ENERO



MUJERES ENCANTADORAS

Kitty de Hoyos - Lalo PIPORRO