

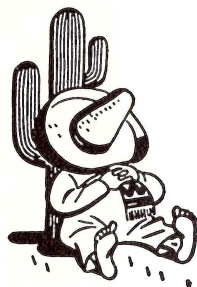
El Excentrico

Humberto Garcia

May 20, 1968



The Marc Poché Family



Estrada's **IMPORT & VARIETY**

WHOLESALE & RETAIL

Manuel J. Estrada, Prop.

Tel. 297 - 9176 Res: 251 - 3536

Pinatas Large **\$3.50** Medium **\$2.25** Tiny **.75c**

* IMPORTED BEADS

* PSYCHEDELIC POSTERS

* EAR RINGS

* Mexican Leather Goods

Imported RINGS from Germany, Italy, France, Spain etc. etc.

Also FEATUURING the LATEST in MEDALLIONS for MEN and WOMEN

* Velvet Paintings Made to Order

* DECORATIVE STATUES

CHESS GAMES (from Mexico) WOOD and ONYX MATERIALS
SPANISH ALL OCCASION CARDS

FREE BUTTON PINS with ANY PURCHASE OVER \$2.98



Come in and Browse Around Get Acquainted with Our Store

OPEN from 10:00 a.m. to 6:00 p.m.

MONDAY AND THURSDAY 10:00 a.m. to 9:00 p.m.

190 S. FIRST ST.

(Downtown San Jose)



LETTERS OF COMPLETION

Graduation exercises were held Friday afternoon for six students who have successfully completed a 12-week nursing attendant training course at Santa Clara Valley Medical Center.

The nursing attendants completed a 6-week classroom and clinical training period followed by 6 weeks of experience on the hospital floor. The program is sponsored by the Economic Opportunity Commission.

One of the new nursing attendants Mrs. LaClair, is an Indian who has relocated in San Jose from the Sumes Lakhahamen Reservation on the United States-Canadian border in Washington. Relocation refers to the Government integrating American Indians into the society economically.

Her husband, a resident of the Lummi Reservation in Bellingham, Washington was also relocated in San Jose and received job training in auto

RECEIVING LETTERS of Completion for nursing attendant training at Santa Clara Valley Medical Center from Leo G. Smith, hospital administrator, are (L to R) Miss Adela P. Pena, Miss Eleanor R. Rosas, Leo G. Smith, Miss Erlinda M. Enriquez, Mrs. Patricia F. Cook, and Mrs. Barbara A. LaClair, all of San Jose.

body and fender repairs from a private Mountain View Firm.

Mrs. LaClair will be employed by the Valley Medical Center.

"I wanted to be a nurse before I got married," Barbara relates. "When we moved down here, I finally got the chance to work in the field." She says she is very much excited about her new job with the Valley Medical Center.

Mrs. LaClair is 21 years old and resides in San Jose with her husband and 2-year-old girl.



por 
Daniel Saldaña

Association for Small Business Development

The American Association for Small Business Development (AASBD) is a new organization formed by businessmen interested in being better business managers and persons interested in the success of small business.

The small businessman usually finds himself at a disadvantage as he has to do all the activities pertaining to running a business. This is perhaps not impossible to achieve if the businessman works from 12 to 18 hours each day. But, even if the small businessman does put in long hours, the basic problem is not solved because the businessman is not only pressed for time but he also needs specialized assistance and counseling in certain aspects of managing his business. Besides the problems relating specifically to the day-to-day operation, the small businessman also needs to keep informed of current changes in legislation that pertain and are vital to his business.

Are there ways of strengthening and assisting in order to improve small businesses? The group of businessmen and persons interested in business know there is a way for the small businessman to improve his business.

The Association intends to provide businessman assistance in whatever business issues or problems they face which are brought to the attention of the Association. Problems that arise may affect only the particular businessman or be one that affects other businessmen in the same line of business.

It might very well be that the businessman needs a loan (or thinks he needs

a loan) when actually he does not need one if certain business management principles are followed.

In instances where he does need a loan the businessman needs to know what the various loan sources that exist from both the public and private sources. What does a businessman need to present to a prospective lender in order to make a loan request that will provide the potential lender an opportunity to analyze the status and potential of the business in order to decide whether to make the loan to him?

A service that most likely the businessmen members would like is a course in business management education or specialized sources in specific aspects of business. Other businessmen might want counseling assistance with a problem that is severely affecting their operation.

What are the current changes in tax legislation, city, county, state, or national, that affect a business? Current legislation and business trends that are pertinent to a small businessman are to be presented via a newsletter that is planned by the AASBD.

These are a few of the basic type of services that can be made available to members of the Association.

All of the services which the Association offers will have the ultimate goal of assisting the businessman to become a better businessman and thereby realize a more profitable business that will provide him and his family with a high income.

The Board of Directors of the AASBD are John K. Lopez, president; Arturo Garcia, vice-president; Margaret Seredin, secretary; Ralph Reyes, treasurer; and Daniel Saldana, field representative.

If you are a small businessman and are interested in being a member of the AASBD, you may contact Mr. Daniel Saldana, who is the field representative, at 298-3977 or write to him at P.O. Box 4543, Station C., San Jose, Calif. 94112.

B & S Monuments



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



Alberto Mendez

Joseph Batista

Tel. 293 - 9894 245 - 8351

1376 E. Santa Clara St.

Mexican - American Woman Needed

Mexican-American women are invited to join the Y's Dialogue Program, a new project calling for meetings of small groups of those with diversified backgrounds to bridge the gaps of understanding during a time of national racial crisis.

All women will be welcome to participate in the program sponsored by the San Jose Young Women's Christian Association, a United Fund Agency. However, the initial groups will be English-speaking. If, after the program gets underway, there are enough Spanish-speak-

ing women of diversified racial backgrounds, dialogue groups may be set up for them.

The local YW, in response to a call from the national board of the YWCA, has organized dialogues in a format that calls for groups of not more than 15 women meeting in homes for at least six sessions. They will discuss the fears and needs of one another and seek to find ways of together tackling problems of common concern, according to Mrs. William Reeves, board member who is committee chairman.

Professional staff member working with the volunteer committee is Mrs. May Mahle. Mrs. Mahle is Anglo. Mrs. Reeves is Negro.



CHARLES A. QUINN
SUPERVISOR 3RD DISTRICT

QUINN has Represented
Santa Clara County Well
on your Board of Supervisors

He NEEDS your VOTE on
JUNE 4th
You will NEED his Vote on
the Board of Supervisors for
the next four years.

THOSE WHO KNOW COUNTY GOVERNMENT
SUPPORT

CHARLES A. QUINN

RETAIN COMMON SENSE IN YOUR COUNTY GOVERNMENT

RETAIN
SUPERVISOR
CHARLES
QUINN
INCUMBENT
JUNE 4th

JUDGE PAUL R. TEILH

by Clifford McLean

Judge Paul R. Teilh, candidate for the Superior court bench, is the son of parents who came to this country from modest homes in the French Pyrenees in southwest France, near the Spanish border.

From this heritage stems Judge Teilh's belief in the fundamental decency of middle class men and women. In his present post as Jurist in the San Jose municipal court system, Judge Teilh presides with a calm courtesy that insures both plaintiff and defendant a fair trial -- regardless of nationality, color of skin, influence or financial condition.

The workman, the needy and the man of impressive property face the court as equals. That is comforting in the age of crisis, unhappy minority discrimination, riots and civil unrest.

Sympathy for the underprivileged goes back, in part, to Judge Teilh's schoolboy days in San Francisco. Always industrious, he did office-boy chores, put up billboards and as a young man became a proficient carpenter. Much later, after service in World War II, the study of law attracted him.

He was Santa Clara County clerk from 1955 to 1966, chief clerk of superior courts and county recorder. He served as judge of the superior court pro tem from 1964 to 1966, before he was elected to the municipal bench.

Beginning as a private, Judge Teilh has risen to major general of the National Guard, commanding forces in Northern California. During World War II, Teilh saw action as an infantry combat officer in the Aleutian islands theater.

Commenting on the many young men of Spanish descent in Santa Clara county National Guard, General draws on his own 34 years with the military to observe, "These are good men, they are real soldiers."

A credit to this tracion are such local Guardsmen as Lt. Colonel Julias

Dias, Major Charles Barrera, Master Sgt. Clarence Berryessa and Master Sgt. Manuel Bueno. General Teilh estimates a fifth of National Guardsmen from this region are of Spanish or Mexican parentage.

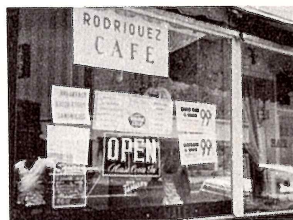
A devout Catholic, Judge Teilh is a good family man. Mrs. Teilh shares pride in their three daughters, one a nun teaching at Mission Dolores school in San Francisco, another a student at Notre Dame high school in San Jose, and a third, studying history, at San Jose State college.

His years of court work as attorney, court administrator, superior court judge pro tem, county clerk and recorder have given Judge Teilh experience, wisdom and balance needful to duties of a higher bench.

With every attorney worthy of his profession Judge Teilh agrees: "No man is above the law. No man is beneath it."

RODRIGUEZ CAFE

Specializing
in
TACOS
ENCHILADAS
Chiles
Rellenos

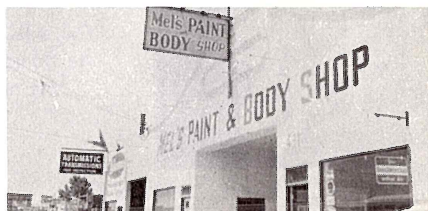


STEVE and BESSIE

295-6361

255 S. SECOND ST.

Mel's Paint & Body Shop



COLLISION REPAIRS - Insurance Work

298-0440

431 WILLOW ST.



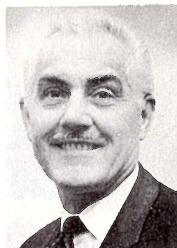
STANLEY

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

BY APPOINTMENT
297-7155

17 S. SECOND ST. SAN JOSE, CALIFORNIA

WARREN



Se interesa altamente en los Problemas de la comunidad de Habla Hispana

TRAINED QUALIFIED EXPERIENCED



JUDGE
Paul R.

TEILH

for SUPERIOR COURT COUNTY OF SANTA CLARA

ENDORSED BY MEXICAN-AMERICAN POLITICAL ASSOCIATION

Tony's Chevron Service

LUBES
OIL CHANGE
BATTERIES

Tony Valle
Owner

294-6693 798 Almaden Ave.

The Chevron ABOVE ALL
...means service!



CHEVRON DEALERS
STANDARD STATIONS

Dr. Noe Arrazate, D.C.

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

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

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

JAG

Sr. Martin y Sra. Altigracia Sandoval
Sr. Juan Garcia

participan a Id. el enlace
de su hija y hermano

Amparo y J. Trinidad

U tienen el honor de invitar a Ud. y a su apreciable
familia, a la ceremonia religiosa que se verificara el
Domingo 19 de Mayo, a las 2:00 p.m. en la Iglesia
Mount Carmel Shore 347 Grand St.

Redwood City, California 1968



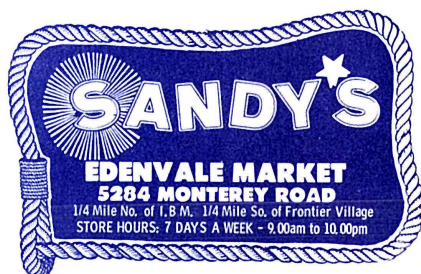
Complete Line of Mexican Foods



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.**



Maria's
COCKTAIL LOUNGE



El Centro Nocturno Mas Elegante

DANCING

FRANK CAMACHO and His
LATIN FIVE

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.



ALTOS DIGNATARIOS del Gobierno de
Mexico, Izquierda a derecha Adolfo G.
Dominguez - Consul general, Dr. Torres

Bodel -Representante del Gobierno de
Mexico y consul honorario Ernesto C. Cota
(foto Jose Monroy)

JAIL BONDS

IMMIGRATION BONDS

GARCIA & GARCIA BAIL BONDS

297-5454

24 HOUR SERVICE
SAN JOSE, CALIFORNIA



BOB



RAUL



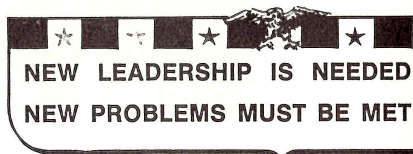
CON CORTESE with his lovely wife Suzanne and their five children..... and pet rabbit.

LEADING CITIZENS AND GROUPS

Endorsing DON CORTESE

Council on Political Education AFL-CIO
Aero Space Machinist Union Missile and
Lodge #508

Italian-American Citizens Club of S.J.
United Auto Workers Local #560
Willow Glen Democratic Club
Nisei-American Political Committee
San Jose State University Professors, Dr.
Charles Carter, Chairman



VOTE FOR

DON CORTESE

SUPERVISOR 2nd DISTRICT

NOW!

The Man Who really Cares

DICE EL SEÑOR CORTESE:

“No le Volteare la Espalda a la
Gente de Desendencia Mexicana”

Santa Clara County Attorneys for Cortese:
Walter Hays, Chairman, Lawrence H. Me-
nard - Attorney Co - Chairman, Robert Do -
novan Attorney

Veterans for Cortese: Paul Moore former
San Jose Mayor - Chairman.



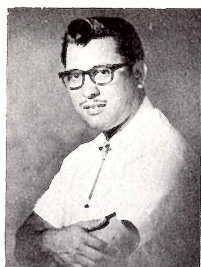
Durante las festividades del 5 de Mayo en el parque San James de San José posaron para El Excéntrico el Sr. Ronald James, Mayor de la ciudad de San José, el Sr. Pompeyo García que entrega un bouquet de flores a la Sra.

del Mayor Ronald James, el Senador Al Alquist, el Sr. Daniel Saldaña y la Sra. Saldaña luciendo un hermosísimo vestido Yucateco de seda blanca con bordados de flores de diferentes colores hechas a mano.

CRITICAL SOCIAL



FOR
RUDY
BELLOUMINI



What Predictions do you have for the POLITICAL CANDIDATES in the June 4th California Primary Elections? OSCAR GONZALEZ On the Democratic ticket, I predict KENNEDY will win for the Presidential race and on the Republican ticket, I predict ROCKERFELLER. On the 25th Assembly District, POCHE will win, if the MINORITIES don't vote. But if they do go out and vote, Dr. CABRERA will win. (By the way, I heard the CABRERA forces signed up close to 7,000 people in the Eastside to register to vote.) On the 2nd Supervisorial District, SAM DELLAMAGIORE will win for sure if the MINORITIES don't go out and vote. Otherwise CORTESE has a good chance to take it. LARRY PICHARDO For Pres. it's KENNEDY on the Dem. side and in the REP. side ROCKERFELLER for Pres. In the 25th Assembly Dist. DR. CABRERA will take it. In the 2nd Supervisor Dist. it's SAM DELLAMAGIORE. DINO RIVAS KENNEDY for the Dem. race and NIXON for the Rep. race. DELLAMAGIORE for the 2nd Supervisorial District and POCHE for the 25th Assembly District. ANDY DIAZ For President in the Democratic race it's KENNEDY and for the Republican race it's REAGAN, if he gets on the ballot. For the 25th Assembly District DR. CABRERA will win it. As for the 2nd Supervisorial District ANDY DIAZ, of course. (Andy says that he has reason to believe that some candidates have received money from the AMERICAN COMMUNIST MOVEMENT. For a moment I thought he was going to mention the MAFIA, MAPA, CSO or some of the "Mickey Mouse Clubs".) JIMMY SAN MIGUEL KENNEDY for

the Democratic ticket in the Presidential race and ROCKERFELLER for the Republicans in the same race. SAM DELLAMAGIORE is so well known that he'll win the 2nd Supervisorial District. I hope DR. CABRERA wins in the 25th Assembly District because he is an educated man we people can be proud to represent us in any Political Post for that matter.

A statement from Mr. Charles A. Quinn, Sr., incumbent of 3rd Supervisorial Dist.

"I was educated at the University of Missouri in the School of Business and Public Administration and my business background includes banking - investments (specializing in Municipal Bonds), Vice-president of a machinery distributorship and I also have been an Orchardist and Strawberry Grower.

Since 1958 I have conducted my own Real Estate and Property Management Offices in San Jose.

Other programs which have my vigorous support include a complete countywide transportation system; continued improvement of work and training programs so that persons may learn skills to obtain jobs, and the attraction of new industry to make these jobs available; and constant efforts to improve the level of county services both for the more 900,500 present residents of Santa Clara County as well as to meet the needs of the 50,000 annual newcomers.

My platform is what I have done and shall continue to do. On this basis I ask for your support in the June 4th Primary Election. Resident of the County for the past four years.



Garcia's Printing

publishers of
EL EXCENTRICO MAGAZINE

bert garcia
274 terraine st. 292 - 4273 san jose, california

DONATIONS SOUGHT FOR FIRE VICTIM

Donations of food, clothing, dishes, and furniture are being sought by the EOC Area 4 Service Center for a 68 year old woman whose home was completely destroyed by

fire on May 7.

The victim, Mrs. Manuel Herrera, stated that the fire started in one of the bedrooms of her home around 9:30 p.m. The

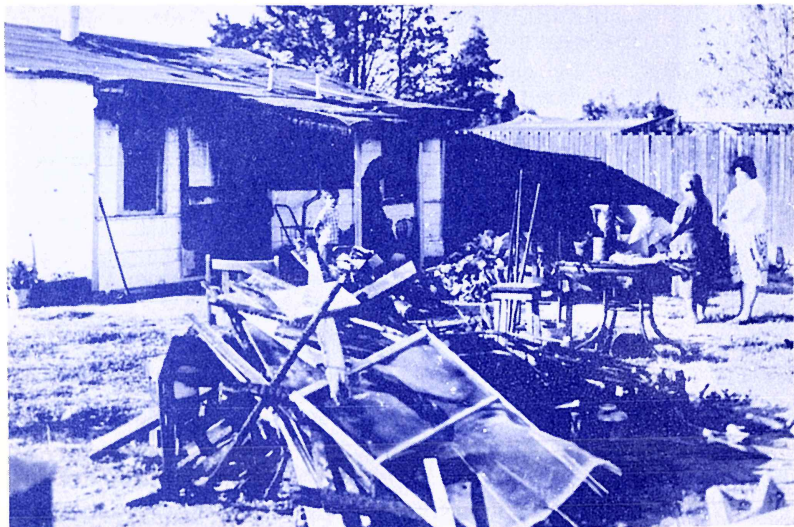
cause of the fire is still unknown. The house located at 1212 E. Williams Street and its contents were completely destroyed.

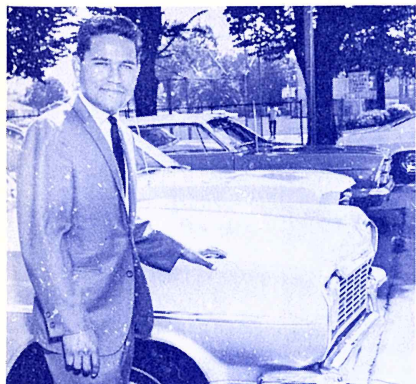
Donations can be



made through the Area 4 Service Center at 1098 East Santa Clara Street in San Jose, or arrangements for

picking up donations can be made by calling Mr. Manuel Daiz at 298-5388.





House Of Values Fine Cars

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

\$10.00 de ENTRE

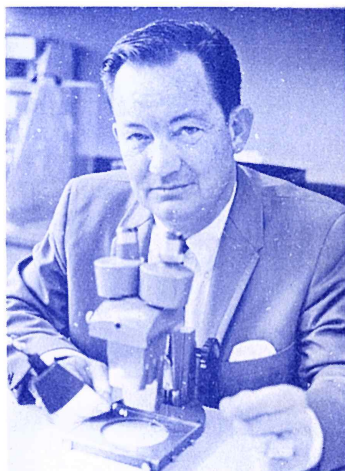
(una vez aprobado su credito)

JOE GARCIA, Prop.

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

MOSQUITO CONTROL ASSOCIATION

NEW PRESIDENT-ELECT -- Mr. James A. St. Germaine of the County Health Department, who graduated from San Jose State College with magna cum laude honors, after attending only four High School classes, has been voted as president-elect of the California Mosquito Control Association. He is pictured above with a microscope with which mosquitos are studied.



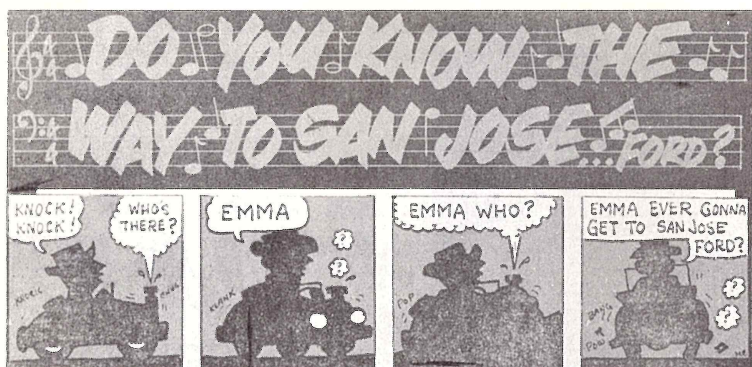
RAINBOW BALLROOM

Dancing Every — SATURDAY & SUNDAY

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



FRANK DAVILLA
296 -0306



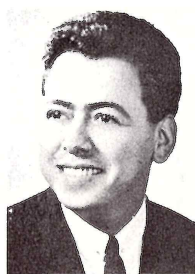
LISTEN TO RADIO **KAZA**
 Saturdays at 3:00 p.m.
 Sunday at 12:30 noon
 For Wonderful Weekend SPECIALS

WILFORD IRIZARRY
 GTE. DE VENTAS

ARTURO ORDOÑEZ
 HONDURAS, C. A.



JOSE SMITH
 EL GRINGITO



PATRICIO
 PEREZ



MANUEL
 VELASCO

Home of the Best Used Cars in Northern California

'68 F-100 Pickup & Camper	mo. \$38.74	'66 OLDS H.T.	mo. \$40.89
'68 MUSTANG hardtop	mo. \$46.49	'64 GALAXY H.T.	mo. \$24.93
CUSTOM Ranch WAGON	mo. \$54.17	'64 MERC.	mo. \$17.98
'68 GALAXY Hardtop	mo. \$48.51	'64 CHEVY PU	mo. \$24.95
'65 FORD XL	mo. \$24.83	'63 T-BIRD	MO, \$21.81
'65 FORD PU	mo. \$24.95	'64 VALIANT	mo. \$9.16

SAN JOSE FORD

295 - 0151

2111 N. First & Bayshore



Mr. & Mrs. Joe Rubalcaba

Mr. & Mrs. Ernest Felix

announce the marriage of their daughter
and son

ANNA MARIE

and

ERNEST, JR.

On December 3, 1967, at St. Clare's in
Santa Clara.

Music for the reception which
was held at Clarita's Restaurant was
supplied by Las Cuerdas Musicales.

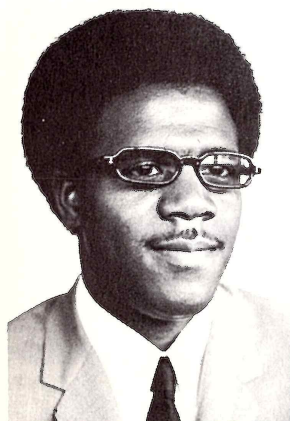


FOR UNITY AND JUSTICE, WE SUPPORT

ROBERT J.

Supervisor District 2

STROUGHTER



Ernesto Abeytia
Felipe and Sal Amador
Bob & Liz Barron
Mr. & Mrs. Lucio Bernabe
Jack & Virginia Brito
Nasario Candelaria
Mrs. Alejandra Carrasco
John C. Castro
Rudy Coronado
Gabriel Dominguez
Alexandrina Espinoza
Tony Estramera
Manuel Fimbres
Rafael R. Frias
Dr. Ernesto Galarza

Mrs. Helen Garza
Daniel Hernandez
Richard Herrera
George Lucero
Manuel M. Martinez
Emilio Mendoza
Gilbert & Sophie Mendoza
Edmund N. Mercado
Pete Montes
Flora Olvera
Christina Ramirez
Mr. & Mrs. Ed Ramirez
Daniel Salazar
Mrs. Mary Sanchez
Mr. & Mrs. Sig Sandoval

MEXICAN-AMERICANS FOR STROUGHTER FOR SUPERVISOR

218 North 1st Street, San Jose 25113

293 - 5328

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

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.



GO - GO AT IT'S BEST

We take great pleasure in presenting the cream of the crop in Go - Go-Girls.

Left to right: Josie and Rosie Romero.

Pleasantly known as LAS SIRENITAS

(foto by Richard Diaz)

DAY & NIGHT - 24 Hour Service

COURT OR JAIL BONDS

GONZALES BAIL BONDS

SAN JOSE

Telephone 293-3000

RE - ELECT SAM DELLA MAGGIORE

Supervisor - 2nd District - June 4



(x) BUSINESS MAN (x) RANCHER (x) FORMER TEACHER

(x) 16 YEARS ON COUNTY BOARD OF SUPERVISORS

There Is No Substitute for Experience & Integrity

ENDORSED BY
MEXICAN-AMERICAN CIVIC COUNCIL
Co-Chairman GILBERT SOLAREZ and CARL GARNICA



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

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

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

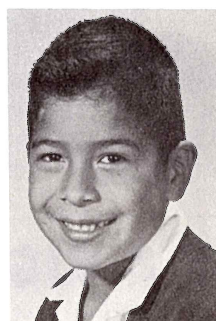
Jennie's Hair FASHIONS

OPEN THURSDAY
Evenings by
Appointment

Maria Gonzales
Joyce Glaze
Beauticians



Tel. 293 - 1897 680 Willow St.



REMEMBRANCE
of

First Holy Communion

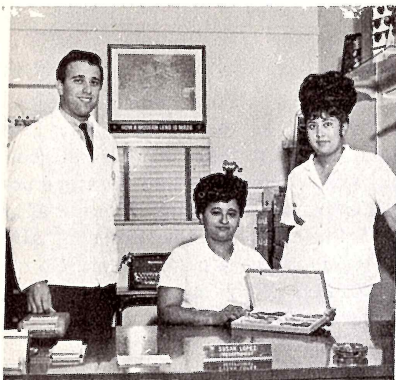
Edward Ralph Romero, jr.

Most HOLY TRINITY CHURCH

May 26, 1968

Godparent: Rogelio Martinez

San Jose, California



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.

5th of MAY QUEEN Señorita JUANITA GOMEZ

Receives trophy from man
about town
RODOLFO BELLOUMINI
Excentrico's salesman
During the Cinco de Mayo
Festivities held at the S.J.

Civic Auditorium under the
Auspices of the Comision
Honorifica Mexicana.



PAUL CURIEL



MANUEL MARTINEZ

Call Today! Call Tonight!

FOR A
BETTER
DEAL



JOHN BRECKER



SAL MOSQUEDA

3 BEDROOM - 2 BATH - \$18,950

Dishwasher, Step Down Family Room

VACANT - Ready to GO!

F.H.A. - GI - or CON

Town & Country Realty

251 - 3626 1666 E. Santa Clara St.



AMBROSE
BALCAZAR



HILLARD
PAYER

First of all I hope all mothers had a very happy Mothers Day and may they have many more happy and joyful years. For all you Mothers who have sons in the service, an extra special wish they they will be back with you before long. We hope that the peace talks that are now in progress will make this possible.

CLUB FUNCTIONS

There will be a club meeting May 21st at 6 p.m. at the club house. We will have a discussion about our booth at "Milpitas Frontier Days" which is a yearly function. Also discussed will be monthly dues.

HIGHLIGHTS

Some of the girls at Fairchild who have been around for some time are leaving, so all the gals are having an extra special coffee break with presents passed around hoping that they will be successful in their new ventures whatever they may be. One particular lady I have known for some time, I wish the best of everything because she is such a nice person. I would like to wish her husband Mr. Raul Pace a belated happy birthday also to his wife a happy birthday. When you read this Janet I hope you will feel better and the next time you go to the doctor tell him to take the baby carriage out and leave the flag pen in.

The girls at the "Bonanza" Sunnyvale store that I know are very nice and especially one girl that is really tops, Nellie Perkins. She is outstanding and very cheerful and understanding. However, being from the Campbell store, I think the gals there have them beat by a long shot. Just a joke girls. I love you all!!

BOWLING

We have started our summer league. We have 14 wonderful teams. Lots of luck to all of them and may the best team win. I hope Joe Padilla stays sober. They will win a lot of games if he does!! Our team has the potential, all I have to do is get it out of them. No offense Chris. When are you going to get with the bambino?

SPORTS

We have our first league game May 19th under the management of Joe Padilla. I wish him a lot of success with the ball club.

P.S. Wonder who the guy was, who was so loaded at the bowling league game he fell on the floor and stayed there until the ball reached the pins? Kinda embarrassed his wife too.

Until next time be looking for you,
Hillard Payer

EL AMIGO CAFE

AURELIO
MELGOZA
e hijas
para
atenderle



CERVEZA Bien Refrigerada de todas Marcas
Comida MEXICANA - AMERICANA

297-4669 167 W. San Fernando

Jess GARAGE

NEW LOCATION

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

FREE TOWING
SERVICE
BANK AMERICARD
FIRST NATL. CARD
WELCOME !

Home: Tel. 293-5487



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



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



POCHE FOR ASSEMBLY 25th DISTRICT

Ability-Leadership-Action



ALAN A. ALAMEDA

HONESTIDAD Y CORTESIA

TELEFONO 293 - 0073

600 S. 2ND ST. SAN JOSE, CALIFORNIA

AGENCIA DE INHUMACIONES CASA FUNERARIA

Mission Chapel

RANCADORE & ALAMEDA

SIRVIENDO A LA COLONIA, DESDE 1933

EN QUIEN PUEDE UD, DEPENDER
EMBALSAMADORES REGISTRADOS

ABIERTO 24 HORAS
SE HABLA ESPAÑOL



THRIFTY PEST CONTROL

ROACHES!!

**GUARANTEED ONE TIME
EXTERMINATION !**

LOWEST PRICES!

QUALITY WORK!

FREE ESTIMATES

Telephone 295 - 1652

BOB JONES - PAUL DAVIDSON PROPS.





RINCON POETICO



A MI AMIGO (TOÑO)

Si te gusta una mujer,
no le digas que la quieres
ámala, adórala, quíerela mucho
pero no te entregues.

Aunque es el divino ser
que se desea por instinto;
de eso no tenemos duda
pero guárdale el incógnito
para tenerla segura.

Hay un dicho por doquier:
(ni todo el amor ni todo el dinero)
si te quieres convenser
la conocerás primero.

No hay joya que se compare
con esa belleza humana
y si llegas a quererla
ya no vivirás en calma.

Hasta tenerla en los brazos
y de un beso, arrancarle el alma.
Pero de aquel que se entrega
sin conocer sus secretos.

Es el néctar que nos tumba
no llegarás ni a mendigo
ni siquiera a desgraciado
serás un triste pagano
un perro fiel, imbécil
hasta la tumba.

La verdad es dura sin comprender
porque, no hay dolor mas grande
ni herida mas honda ni cicatríz
que se borre como la que hace
la mujer.

AH! pero es verdad también
no hay que olvidarlo,
es la ilusión el por que
lo sutil de la vida
entonces sabremos distinguir
lo dulce de lo amargo.

Y así la lucha continúa
del humano, vivir y luchar
luchar para vivir, luchar
para vencer y morir antes
que quedar vencido.

Ay! amigo, que le voy hacer
yo me estoy muriendo
te doy el remedio y
me quedo sin él
ya casi muerto aunque
te parezca bien;
que importa mi vida
si muriendo se salvan cien.

M.R.M.



Bert Garcia

Garcia's Printing

publishers of
EL EXCENTRICO MAGAZINE

274 terraine st. 292 - 4273 san jose, california

AGENCIA *Guerrero*

NICK H. GUERRERO

Notary Public

**Arreglamos Asuntos
de Inmigracion**



REPORTES MENSUALES DE
GANANCIAS Y PERDIDAS
PAGO SEMANAL DE EMPLEADOS
ARREGLAMOS ASUNTOS DE INMIGRACION
VISAS, MICAS PERDIDAS, TRADUCCIONES
REGISTROS, CERTIFICADOS, CARTAS DE
PODER, DOCUMENTOS NOTARIZADOS,
REPORTES DE ACCIDENTES AL
DEPARTAMENTO DE VEHICULOS
INCOME TAX

HORARIO:

9:00 a.m. a 6:00 p.m. (Lunes a Sabado)
9:00 a.m. a 9:00 p.m. (Los Jueves)

297-2079 944 E. Santa Clara St.



**SALVADOR
BENAVIDEZ**

Las Banderas

Bakery & Mexicatessen

Pan Mexicano al Estila Zacatecas

- * BARBACOA CABEZAS * MENUDO
- * TAMALES * CARNITAS * BIRRIA
- * HOJAS * Chile de todas Clases

Gran Variedad de Especies

ABIERTO de 6:00 a.m. hasta las 10:00 p.m.
Diariamente inclusive LOS DOMINGOS

TELEFONO: 293-6043

880 Delmas Ave. ESQUINA DE LAS CALLES
FULLER y DELMAS

San Jose



**ARTURO
GUJARDO**



“Andy” Nocera

Nocera's Jewelers



Invita a todos sus Amigos y Publico en
general a que le visiten en su nueva tienda
que se localiza en el
Country Club Villa Shopping Center.

WATCHES TROPHIES DIAMONDS ENGRAVING

WATCH AND JEWELRY REPAIRS

259-7002

3465 MCKEE ROAD

SAN JOSE, CALIFORNIA

TV SERVICE UNLIMITED

El 95% del Tiempo terminamos el trabajo en una sola llamada a su Casa

BLANCO y NEGRO

\$3.95

Llamada a casa Reg. \$7.95

TINO ALCARAZ y
JOE HERNANDEZ
Propietarios

Llame: 297-1576

ESTE PRECIO ESPECIAL
AL MENCIONAR ESTE
ANUNCIO

oooooooooooooooooooooooooooo

VENTA DE TELEVISORES
NUEVOS

789 THE ALAMEDA

TELEVISORES de COLOR

\$5.95

Llamada a casa Reg. \$12.95

(Satisfaccion y Calidad o
le regresamos su Dinero !)

SAN JOSE, CALIF

ELECT

Andrew G. Diaz

Supervisor - 2nd District

AGGRESSIVE LEADERSHIP !

The only active political descendant
of PORFIRIO DIAZ !

For the Poor ! The Working Man !
and the Unfortunate !



VOTE JUNE 4th

Con inmenso placer presentamos esta fotografia de la fabulosa orquesta compuesta totalmente de mujeres

SONORA FEMENIL

Dando la bienvenida a esta orquesta de Iz. a derecha Sabina Clementina Olivan, Sra. Dolores Mata y el prominente hombre de negocios Gus Mata.

(foto richard diaz)



Salcido Shell Service

**Reparacion completa
de Autos**

POR EXPERTOS MECANICOS

**LLANTAS - BATERIAS
y ACCESORIOS**

**Complete ENGINE DIAGNOSIS
SUN ELECTRONIC TUNE UP**



292 - 7623

1721 Old Bayshore Road

San Jose, California



American GIFFORUM Santa Clara Chapter members, photo was taken at LA CABAÑA Motor Hotel at the highly successful Black & White Coronation Ball.

Front row, left to right: Carlos Velasquez, Louis Armendariz, Joe Garcia, Sam Garcia, Paul Garcia, Romauldo Camacho - Ticket Chairman, Manuel Haro, Mike Ybarra -

Chairman, Joe Puentes - Honorary member Raymond Montijo, Humberto Flores and Martin Perez. Back row: Abe Talamantez, Gus Ayala, Mario Vazquez - State Chairman, Hank Coca, Mike Ybarra, Jr. Jose Troncoso, Inez Mancillas, Tony Cerna Vice-Chairman, Jim Leininger, Jose Lopez, and master of ceremonies Victor Camacho.

WANTED! DRIVERS for Ice Cream Routes

“OPPORTUNITIES IN A FAST GROWING BUSINESS”

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



Victor N. Soto, Prop.



Bonanza Ice Cream

CALL FOR INFORMATION

294 - 5403 or 967 - 5001

102 Bellevue Ave. San Jose, Calif.

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

NO EXPERIENCE NECESSARY
HANDICAPPED WELCOME !



A la MADRE de el SOLDADO

Para éstas, y las otras,
las que sólo el recuerdo
les quede del ser querido.
Que Dios les dé Fortaleza
y digna resignación.

Ya pasó el día de las Madres
el día de la algaravía.

Pasaron las mañanitas,
las flores y los abrazos
y los miles de regalos.

Y yo quiero en estos versos
FELICITAR DOBLEMENTE
a las -abnegadas- Madres
del soldado que se encuentra
cumpliendo con su deber

**POR SER MADRES YA
MERECE**
incontables distinciones.
Más por las noches del insomnio
pensando en el hijo ausente
EXTRAS FELICITACIONES
Por las miles de oraciones
que incansablemente rezan,
a nuestro Señor Bendito,
para que sus hijos vuelvan
con vida y felicidad.

No basta ser sólo Madre;
SERLO CON INTEGRIDAD,
fomentando con su ejemplo,
el cumplimiento al deber
y responsabilidad del honor.
Qué satisfacción más grande
que brindar todo su apoyo,
a que hagan honor sus hombres
al título que orgullosos
se ufanan de poseer.

Para las que no tuvieron,
ese abrazo, ni ese beso,
otras quizás ni una carta
anunciando su regreso
al regazo maternal:

Conservamos su recuerdo
sin renuentes aflicciones
CON FERVIENTES ORACIONES.

Dios las guarde. Madrecitas,
y les dé su bendición.

Por, Felisa Pérez González.

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.

CLUB ZANZAREE

MARCE
MORA



Although a little late, but I'd like to say Happy Mother's Day to my mom Virginia Mora and the same from all of my brothers and dad. And to each and all of you, mothers, I'd like to dedicate the following poem from the bottom of my heart:

He cumplido usted su deber
Sacrificando su vida,

Siendo Madre cariñosa
Muy resignada y sufrida.

Pero el Cielo su labor
Con creces ha de premiar,

Que a las Madres amorosas
Dios no las ha de olvidar.

I'm saying it in spanish, because I though it sounded better, hope you liked it.

THIS AND THAT

Dave Villalba keeps singing his favorite song "Mi Razon". He has a good reason to, he just moved to a new location and it's nice. Congratulations. Maria V. suffering terribly since "La Comparsa Universitaria de la Laguna" left for Mexico. Her favorite song is "Parece Que Fue Aller". Hmmm. I also found

out that Bob Mercado's favorite song is "A Medias De La Noche", could it bring memories of L.A.???

Gloria Bracamontes seems so quiet lately. Her song at this time is "Que Seas Feliz", but I'd rather sing to her, "I left my Heart in S.F.!!"

A certain girl would like to dedicate a song to Joe, "por Ayi, Dicen que yo soy la Joven Mancornadora", but a hint to Joe don't judge a book by its cover. She needs a chance to prove herself. WOW! Gracie Castaneda's favorite song and she sings it all day at work is "Que Me Lleve el Diablo", Gee, could it be a deception??

Delgado (El Gordito's) favorite song is "Amorcito Consentido", lucky girl if he is thinking of someone when he hears this song ...

To this moment I still wonder what Popular Hank Coca's favorite song is: It seems he likes them all, once in awhile he likes "Cuentas Clara's". Good song for his customer's, he likes to satisfy his customers and believe me he does a good job.

CONGRATULATIONS

Mr. & Mrs. Beto Cantu from Mendota are proud parents of a baby girl. Hope to see them and all my friends at our re-union next month in Fresno. Happy Birthday to Chris Carrillo of Mountain View. A hilarious party was given to him by Gracie Castaneda.

Congratulations to my brothers Joe & Jess after receiving the high rank of black belts in Karate.

Souveneer photo of
LINDA VERA
at the Jac Tar Hotel
in San Francisco

In audience Mr. Daniel
Chamorro Iglesias
Radio KOFY disc Jockey



R
F
J

Nuestros hijos
Maria Felipa

y

Rubén

Por el Sacramento del matrimonio uniran
sus vidas en Cristo y sacrificaran en su amor
participandolo en el Santo Sacrificio el
Reverendo Padre Want.

Agradecemos a Uds. su participacion en
en estos Misterios. Jesus Leon, Maria de
la Luz Martinez, Teodoro Trujillo, Felicitas
Ultras.

En la Sagrada Familia, a las 5:00 p.m.
San Jose, California Junio 1ro. 1968

Angelique's Beauty Salon

LOLA GONZALES, MGR.

Open Sundays & Evenings
FREE PARKING
AIR CONDITIONED
SE HABLA ESPAÑOL

Tel. 259-2100
1120 KING ROAD



MADAM Zora

ADIVINADORA

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



295-6210

144 S. Second St.

La Rosa PHARMACY



MARIA LA ROSA PROP.

NOS
EXPECIALIZAMOS EN **Recetas**

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



Le Monaco's

JEWELERS

DIAMONDS - WATCHES - GIFTS



BUD LoMONACO y su Atento Personal
Trofeos y Grabacion de los Mismos
COMPOSTURA de RELOJES
ABIERTO diariamente de 9:00 a 5:30 p.m.
Los Jueves de 9:00 a.m. a 9:00 p.m.
HABRA SU CUENTA de CREDITO !
251-4100 2904 Alum Rock Ave.



Maria Elva originates from Eagle Pass, Texas. Has resided in Sunnyvale for the past 5 years, attended Fremont High.

Adauto Angel hails from Monclova, Coah. Mexico, a resident of Cupertino for 8 yrs. Attended Fremont High in Sunnyvale.

Mr. and Mrs. Guadalupe I. Garza
Mr. and Mrs. Adauto H. Flores
request the honour of your presence at
the marriage of their daughter and son

Maria Elva and Adauto Angel

On Sunday, June 23rd at 3:00 in the
afternoon

St. Martin's Church 590 Central Ave.
Sunnyvale, California 1968

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 COCA



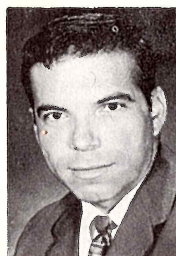
FITO HAFNER



LOUIE COCA



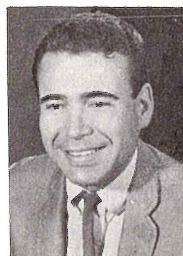
JOE SANCHEZ



RENE DE LUNA



CANDY VELIZ



HECTOR ESPARZA



GIL COCA

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



MOTHERS DAY DINNER held at Community Service Organization Hall

by John Marek

A brightly decorated hall with 300 persons in attendance marked the Mother's Day Dinner, sponsored by Community Service Organization for Benefit of the newly formed Youth Club at 222 S. Jackson Ave. All mothers were admitted

Free and enjoyed a fine Mexican Dinner prepared by Mrs. Elena Fernandez. Surprise guests were Don Cortese, 2nd District Supervisorial Candidate, and his brother Vince and City Councilman Louis Solari.

In photo left to right: Frank Zamora, owner of Franks Radio & TV, 349 Willow Street; Rigo Chacon, president of Community Service organization, and Mr. and Mrs. Don Cortese.

Diaz Plumbing Co.

CALENTADORES DE AGUA CALIENTE

De la famosa marca DAY & NIGHT

(10 años de Garantia)

30 gal. \$42.50 40 gal. \$44.50

50 Galones \$59.76

Toda clase de Trabajos de Plomeria

Telefono 292 - 3975

266 N. 6th STREET



INOCENTE DIAZ

San Jose, Calif



RETAIN VICTOR F. CORSIGLIA, SR.

INCUMBENT

DIRECTOR, DISTRICT No. 2

SANTA CLARA COUNTY FLOOD CONTROL
AND WATER DISTRICT

ELECTION, JUNE 4, 1968

FOR MORE RESPONSIVE ATTENTION TO THE
BUSINESS OF THE PEOPLE

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.

Mrs. Garcia daughter in law
of civic leader Mr. Pompeyo
Garcia present

VIRGINIA SHAEFFER

San Jose City Councilwoman
with a lovely corsage during
recent Mexican-American
Festivities.

(foto Jose Monroy)



JOSE SANCHEZ
258 - 5343

presenta.....

EL **"PAPAGAYO ROOM"**

Excelente Comida Mexicana

Control Remoto por Radio KVEZ todos los Sabados

10:00 a 11:00 p.m. En persona... J. GODINEZ y muchos ARTISTAS
Actuacion Especial del MARIACHI LOS CAPORALES DE JALISCO
TODOS LOS VIERNES Y SABADOS



Tropicana Shopping Center

Story at King Road

San Jose



CLUB
San Felipe



CANDY VELIZ

I would like to thank the following people that made a fund raising cocktail party for Dr. Arturo Cabrera possible. Dan & Maria Aguirre from Maria's Nite Club. The Puentes Bros. from Puentes Bros. Products, Jess Morado from the Jalisco Taco Bars, Luis Hevia from Tico's Taco's and La Fonda, Atty. Hector Moreno, Mike Rodriguez from the Capri Inn, Ernest Abeytia from the 5 J Markets, Yaya Martinez and the San Jose Ladies Auxiliary, Marce More & Club Zanzaree, Velia Duran, Betty Baca, Clem Vazquez, Beco Bejarano, Luis Melchor, Club San Felipe and last but not least Frank Camacho and his great Latin Five who made the party nice and lively. Thanks are also in order for Hank Coca from Furniture Discount House and Rawley Everett from Wilshire Bedding. Thanks again ladies & gents, things are never possible without nice people like you. A complete report has been filed at Dr. Cabrera's headquarters at 216 North First Street. Muchas pero muchas gracias y que viva Dr. Cabrera!!!

SIR!

What did you do today SIR from morning til nite? How many times did you complain the Anglo is to blame. We from other projects placed some men - what did you do today SIR? You will read with dissatisfaction this brief comuniqué, we placed, but are you placing? What did you do today? SIR! We met with the employer today and made arrangements for placements. What did you do today SIR? Complain, complain, SIR. No more complaining how about some action SIR!. --- Rene De Luna seems to think that if the Mexican Americans get U. S. funds for projects they shouldn't be put

down - sorry I don't have the same philosophy, if we get funds they must be put to good use or it's a wasteless effort if not a harmful one. Yes indeed!

CRISTINA
CADENA

RECITAL



Talented Cristina Cadena gave her high school graduation music recital on Sunday 19th at 2 p.m. at City College. Cristina is Club San Felipe Queen and needless to say we are proud of her. Cristina beside being talented in music is an accomplished ballet dancer and speaks, reads and writes fluent Spanish, English, French and Italian.

Congratulations Cristina.

THIS "N" THAT

Sorry girls this is not the time to put Frankie Gomez down, it's not his fault - more power to him. Why not!

Did you know that Jess Medina sold more tickets for the Club Dance than any other member.

Soon to be married Jim Baeza and Celia Reyes and Kiko Morales and Elvira Robles. Felicitaciones.

Expect a big celebration at the St. James park for the 16th of Sept.

If you want to go see the Giants play or if you want to see the A's play the Yankees see Dan at Maria's Nite Club.

Julian Quesada is taking some classes at City College and believe it or not he hauls his guitar from class to class - Julian to his guitar "Heres mi Vida" no mentira.

LA MODA

There are at least three girls around town who's initials are M.M., A.

(continued next page)

FOR SUPERIOR COURT
JUDGE
JAMES SCOTT

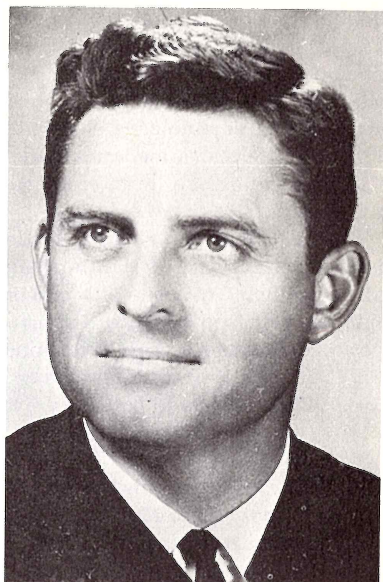
ONLY CANDIDATE ENDORSED
BY THE SANTA CLARA COUNTY
BAR ASSOCIATION.

MUNICIPAL COURT
JUDGE

SUPERIOR COURT
JUDGE PRO TEM

PRACTICING
ATTORNEY

CIVIC LEADER



ONLY CANDIDATE EXPERIENCED BOTH AS A
PRACTICING ATTORNEY AND AS A JUDGE.

***Rudy's* AUTO SERVICE**

TALLER de MECANICA
Toda clase de Reparaciones

AMERICAN and FOREIGN CARS

Rudy Mayagoitia, Prop.

294-7507 30 E. Julian Street
(Cor. 2nd and Julian)

***Ideal* BARBER SHOP**

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

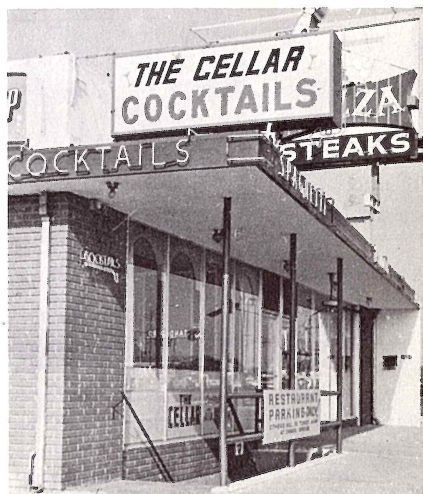
OPEN SUNDAYS
HAIR CUT \$2.00
Children under 12
\$1.75

Sebastian Hernandez
Al Grijalva

295-2688 38 N. MARKET ST.



DANCING FRIDAY and SATURDAY
TARDEADAS EVERY SUNDAY



REYES BALDERAS y su CONJUNTO

Your Hosts Rocky & Sammy Lopez

Tel. 251-9774

STORY ROAD & CAPITOL

R., and M.V. and they are trying to bring back the long skirts, girls don't try it, it's old fashioned, remember I've printed it before and I'll print it again! La moda se a propuesto llamarnos la atencion levantarse el vestido para darnos tentacion. A mi la nueva moda me tiene muy feliz, por mi que se levanten la nagua a la nariz!!

Just for the record, Little Joe from the Latiners is the Compadre of Sally Aguilar. While she was in San Antonio she baptised his baby - so now you know the reason for their friendliness.

If you hear somebody say "Que Linda Mama" it has to be Harry Evans.

SMOKEY SUNDAY

The city has all kinds of Exercises for smoking the Mex. Americans at St. James park on the 5th of May celebration - so we'll let them know that there will be a big celebration at St. James Park on Sept. 15th. No more smoke please - I am smoked enough already.

Go - Mar Beauty Salon

Salon de Belleza Mexicano



COMPLETE
BEAUTY
SERVICE



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.

LIBROS EN CASTELLANO (ESPAÑOL)



En la gráfica aparecen de izquierda a derecha Sr. Daniel G. Saldaña, el Cónsul Honorario de México en San José, Don Ernesto E. Cota, el Sr. Robert F. Johnson, Presidente de la Comisión de Las Bibliotecas del Condado de Santa Clara y el Sr. George F. Ferrier Director de las Bibliotecas del Condado.

La Biblioteca Mexicana "Dr. Jaime Torres Bodet" quedó instalada en el

2874 de la Avenida Alum Rock en San José "ALUM ROCK LIBRARY". En ella se encuentran los 292 volúmenes impresos en castellano que la Secretaría de Educación Pública de la República Mexicana envió a la Colonia Mexicana del Condado de Santa Clara.

Este material de lectura está a disposición de las personas que tengan interés en leer libros en Castellano.



Sr. AMADO GARCIA, Presidente de la Comisión Honorífica Mexicana de San José California, mis respetos para usted y un fuerte saludo de la Colonia Mexicana y tenemos entendido que nuestra República mandó libros, yo no entiendo mucho de política por lo tanto quisiera

leer, para saber que pasó con el Plan de Ayala, o saber que pasó con el presidente Francisco Madero y sus traidores de la causa de la Revolución Mexicana. Atentamente,

José Monroy.

Ernie Abeytia asks your support ...

Contribute, Support and

VOTE FOR

Dr. Y. Arturo Cabrera

Candidate for the 25th Assembly

District

"It's time to ELECT a well Qualified
Mexican-American"



THIS ADVERTISEMENT
COURTESY OF

5-J MARKETS

STORE NO. 1

King Road and San Antonio St.

251 -1315

STORE NO. 2

30th St. & Whitton Ave.

295 -6080

TAMALES EVERY DAY 5 x \$1.00

La Comunidad de San Jose

POR
ANGIE CORONADO



Discription of Background and Character of Mayfair Action Council

The Mayfair Action Council was formed in March 1968 under the guidance of staff members of the East Valley Opportunity Center (EVOC), the area service center of the Santa Clara County EOC.

Their membership is restricted to residents and property owners who live solely within the presently delineated limits of Mayfair. Their primary purpose in forming was to provide local citizen participation in the preparation of of the application for a Model City grant. Officers report that they have several hundred members. By-laws are now being formed. Their officers are: Chairman; Frank Rivera; Aides; Warren Austin, Frank Ortiz, Manuel Austin, Sherman Harris, Dale Alexander, Mrs. Lala Garcia, and Mrs. Elena C. Fernandez.

Although Mexican-Americans are the majority of the board, Blacks and Anglos are included.

Officers of the Mayfair Action Council met with the Consultants, the Mayor of San Jose and representative of the City Manager's office to furnish their views of the Model City neighborhood problems.

On March 19, 1968, Mr. Frank Rivera, Chairman-Pro-Tem, called a meeting of residents at which approximately 150 were in attendance. The purpose of the meeting was to elect officers and organize study sessions to review our questionnaire concerning Mayfair problems. The sense of the meeting, according to Eldon Erickson of the City Mánager's office who attended, was a general agreement as to the basic needs

(identified elsewhere in this application) of the Mayfair area. The following list is not in any order of priority.

1. Job training and expanded job opportunities.
2. Funds for Housing.
3. Bus Service.
4. Local Medical and Welfare Facilities.
5. Police protection with less "harassment."
6. Recreation Facilities.
7. Improvement of Public Utilities Service.

In meeting with the Council leadership, it was our impression that their major concern (as property owners, many of whom have lived in Mayfair for many years) is with physical planning and improvement in public facilities and utilities: streets, sidewalks, storm drainage, traffic control. They are proud of their homes and want to be proud of their neighborhood and want it developed to the same standards that they see on the west side of San Jose. There is an explicit assumption that the physical deterioration creates social problems. As one member put it:

"The atmosphere draws people who don't want to do anything but hang around. The darkness and City's disinterest makes the whole area look like a place out in the swamps. The atmosphere draws people who don't want to work."

Although originally formed to provide citizen participation in preparing the Model City application, we believe the Mayfair Action Council will probably continue as a neighborhood home owners and residents association to lobby in City Hall for physical improvements, now that the area has been annexed to San Jose.

As long as Mayfair was in the County, there seemed little possibility of publicly-funded improvements. "Now", one member of the Mayfair Action Council told the Mayor bluntly, but with an air of hopeful expectation, "we're just beginning to fight."

The Mayfair Action Council obtained the following endorsement of this

(continued next page)

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



ABIERTO
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

HERMANOS OZUNA

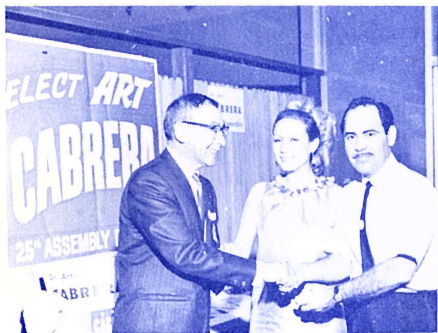
Masa para Tamales
Hojas - Especies

OZUNA PRODUCTS CORP. 375 Prevost St., San Jose, Calif.
Especialidades: Tortillas, Tamales,
Pan Dulce Mexicano y Tostadas

TELEFONO 293-1773

application from a large group of Mayfair residents:

"We the undersigned agree with the general principles of the Model Cities Program for the Mayfair area and support the City of San Jose in their request for a planning grant. The general guidelines of a Model Cities Program have been explained to us by the East Valley Opportunity Council, and we agree to participate in the formation of a Mayfair Action Council in order to insure participation of the residents. All the undersigned are Mayfair residents interested in the orderly development of our neighborhood and are committed to finding ways, to improve conditions in this area."



Jose Sanchez, Propietario de Marios Papagayo Room, and yours truly Angie Coronado offering our support to Dr. Arturo Cabrera, Mexican-American Candidate for the 25th Assembly District. A man who as our Assemblyman in Sacramento won't forget the needs of our community.

Dr. John De Heras

OFICINAS QUIROPRACTICAS

PRACTICA de ADULTOS y NIÑOS
Casos de Accidentes Automovilisticos
Trabajo y Welfare

Telefono DIA o NOCHE
295 - 5390

2486 STEVENS CREEK BLVD.

(Entre Bascom Ave. y Santa Cruz Hiway #17)

Agencia De Casas



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

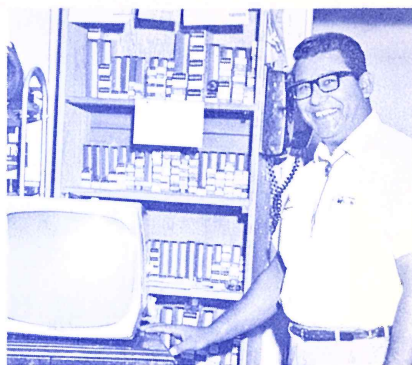
Traducciones - Notario Publico

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

Jose J. Alvarado

297-1339 1190 E. Santa Clara St.

Frank's Radio & TV



FRANK ZAMORA, PROP.

SERVICIO DE REPARACION Y VENTA

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

FIRST NATIONAL - BANK AMERICA

292-9205 349 WILLOW ST.



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

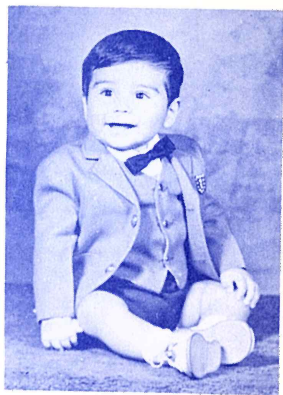
BANK OF AMERICA
CHARGE PLANS



ALFIE TORREZ
9 mos. - from Phoenix, Ariz.
Parents:
Adolfo & Francis Torrez

MAC HERNANDEZ
STUDIO

RENEE TORREZ
1 yr. - from San Jose
Parents:
Jesse & Yolanda Torrez



Coronado's BEAUTY SALON

Especialistas en ESTILO y PINTURA de PELO

Permanent Wave

\$ **5** .00

COMPLETE PRICE
Tuesday and Wednesday
(ONLY)



En la grafica la atenta propietaria
ANGIE CORONADO

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.

FRANK PAGES SOBRE UNA PILA DE ESCOMBROS CALCINADOS

Todos los medios de información han dado la noticia de la terrible explosión seguida por un incendio que redujo a un montón de cenizas humeantes lo que fué la residencia de la familia Pagés. La noche del martes 7 de Mayo, como a las dos de la mañana se sintió la explosión que sacudió varias manzanas de casas alrededor de la calle Emerson, resultando varias residencias y automóviles seriamente dañados. Por fortuna no hubo desgracias personales que lamentar y solo algunas personas sufrieron choques nerviosos y lesiones de las que no ponen en peligro la vida.

Según la opinión de los peritos, la explosión se originó debido a una fuga de gas. La casa de la familia Pagés se encontraba cubierta totalmente por que se estaba haciendo fumigación de la misma. Por esa razón la familia se trasladó, a pasar la noche en un motel cercano, sin mas equipaje que la indumentaria que llevaban puesta. Todas las pertenencias de la familia se convirtieron en cenizas, muebles, ropa y todo lo que normalmente se conserva en una residencia familiar.

El Sr. Frank Pagés, es periodista, comentarista, radiolocator y escritor, guardaba en su escritorio los originales de un libro que pensaba editar, argumentos para su adaptación al cine, así como todas las cosas que la gente de letras va acumulando y que conservan la historia de su vida. En esta vez todo se convirtió primero en humo y después en nada, dejando al Sr. Pagés y a su familia en una situación económica verdaderamente lamentable.

Algunas amistades de la familia se han acercado a ellos, para tratar de reanimarlos y ayudarlos, otros no han tenido la delicadeza de un rasgo de humanidad, que haga sentir a la familia que no están solos y que en alguna forma los ayudarán a sobrellevar su difícil situación.



Como el Sr. Frank Pagés me ha distinguido siempre con su amistad; me creo en la obligación de levantar la voz, haciendo un llamado a todas las personas, que haciéndose cargo de la tremenda pérdida que ha sufrido la familia Pagés, hagan a un lado la indiferencia para la desgracia ajena y ayuden a esta familia a reanudar su vida normal.

Un adagio popular dice: Hoy por tí, mañana por mí. Todas las personas que quieran ayudar a esta familia, pueden mandar sus cheques o giros postales, a nombre del Sr. Frank Pagés, a la Estación de Radio K.A.Z.A. en la Calle de San Fernando número 53 en San José, California. En este lugar presta sus servicios el Sr. Pagés.

Para los que padecen de sordera o indolencia para la desgracia ajena, solo quiero recordarles lo que la filosofía popular dice: "Con la Vara que Midas serás Medido".

Anticipo las mas cordiales gracias personalmente, a todas las personas que ayuden en este trance a la familia Pagés.

Daniel G. Saldaña.

Sr. Rafael y Sra. Maria Robles
participan a Ud. el enlace
de su hija

Elvira

con el caballero

Kiko Morales

U tienen el honor de invitar a Ud. y a su apreciable familia a la Ceremonia Religiosa que se verificara el
Sabado 8 de Junio, a las 3:30p.m. en la Iglesia de la Sagrada Familia. Calles River y San Fernando
San Jose, California 1968

Padrinos de Velacion
Loretta Renteria Richard Renteria

Padrinos de Arras
Lupe Hernandez Leonard Tramble

Padrinos de Cojines
Lupe Minor Javier Navarro

Damas
Ofelia Godinez Margie Ann Pineda
Hilda Payan Micaela Villanueva

Padrinos de Lazo
Lupe Robles Alberto Carrillo

Padrinos de Libro y Rosario
Lupe Morales Lalo Mercado

Pajecitos
Stacey Ann Pineda Kiko Robles

Chambelanes
Andy Flores Felix Fierro
Cleofas Payan Joe Villareal

Sra. Gabriela Morales
participa a Ud. el enlace
de su hijo

Kiko

con la señorita

Elvira Robles

KF
LM



Oscar Gonzalez's

TEXACO SERVICE

FREE LUBE when you CHANGE
OIL and FILTER

Come in and Say HELLO at
2290 Alum Rock Ave. at Jackson
Phone 259-3033

ERNIE'S AUTO SALES



EXCELENTES CARROS USADOS

El Italianito con el Corazon muy Mexicano
297-3377 306 N. FIRST STREET

Palm Gardens



Your Hosts Sammy and Rocky Lopez

Your Favorite Highball prepared just the
Way you Like it.

Baile Viernes, Sab. y Domingo

FERMIN ESPINOZA
y Su CONJUNTO NORTEÑO

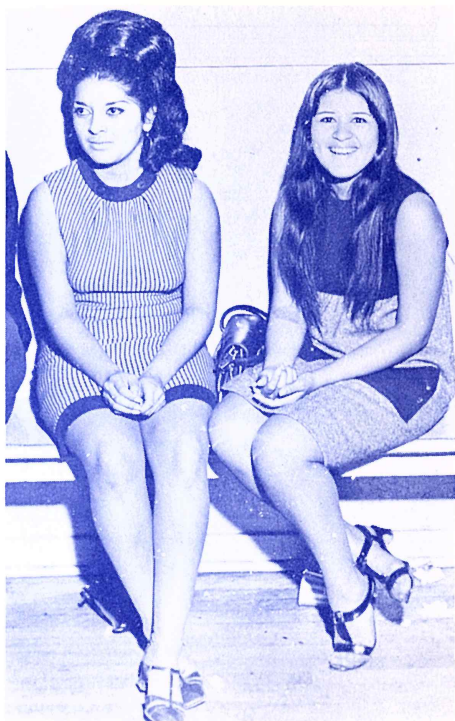
297-6936 250 E. Jackson St.
(Cor. of 6th & Jackson)

EL FOTOGRAFO de LAS ESTRELLAS

RICHARD DIAZ
292 - 3294



INTRODUCING
A very elegant looking couple
MR. and MRS. JOE GARCIA
of San Jose, California



FREE PASSES for these lovely young
ladies, all they have to do is to
identify themselves at
the RAINBOW BALLROOM
BOX OFFICE.



BEAUTICIANS
CONVENTION ?
No, just good mutual
friends, Angel and
Esther Gonzales
Excentrico's former
columnist, &
Mr. and Mrs.
RAY LIRA

Plan Especial para Asegurar a toda su Familia



*Richard Ignacio
Gallegos*

Tenemos un plan Especial para que
Ud. disfrute de completa seguridad
para toda su Familia !

Life - Disability - Health - Annuities
Pension - Profit Sharing Plans

FAMILY SECURITY CHECK-UP

Metropolitan Life Insurance Co.

Tel. 736 - 9210 495 S. Matilda Ave. Sunnyvale, California



CYNTHIA TORREZ
2 yrs. - from San Jose
Parents:
Jesse & Yolanda Torrez

MAC HERNANDEZ

RAMON PEREZ
6 mos. - from San Jose
Parents:
Ramon & Socorro Perez



El Excentrico

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

FOR ONE YEAR'S SUBSCRIPTION TO EL EXCENTRICO

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

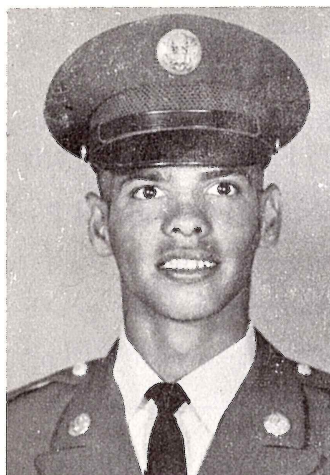
NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

- Subscription Blank -

PVT. EUSEBIO SOLIS
Died in Vietnam



Pvt. Eusebio Solis, 21 year old San Jose soldier died from wounds received when he stepped on a land mine in Vietnam. Services for his funeral were held May 9 at 10:30 a.m. in the Mission Chapel of Rancadore and Alameda. His body was laid to rest at Santa Clara City Cemetery.

Eusebio attended Overfelt High School where he graduated in 1967. He was the son of Mr. David and Maria Solis, who reside in east San Jose.

He leaves: Diana, Elizabeth, Loida (sisters); David, Jacob, Abraham and Isaac (brothers), all of San Jose, Julia and Maria Davila of Houston, Tex., grandson of Mr. & Mrs. Eusebio Bernal, also from Texas.

CORNER CAFE

Comida
Netamente
Mexicana

Trinidad Calderon
Propietario

(se localiza en seguida del parque
PASEO DE LAS FLORES)

611 KEYES STREET



El Excentrico

VOLUME 19 No. 14 May 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

12
5

Miss Luisa Maria Bettencourt

request the honour of your presence

at the marriage of her sister

Zulmira Maria

to

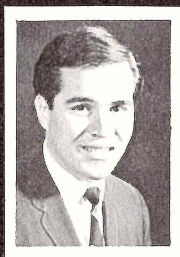
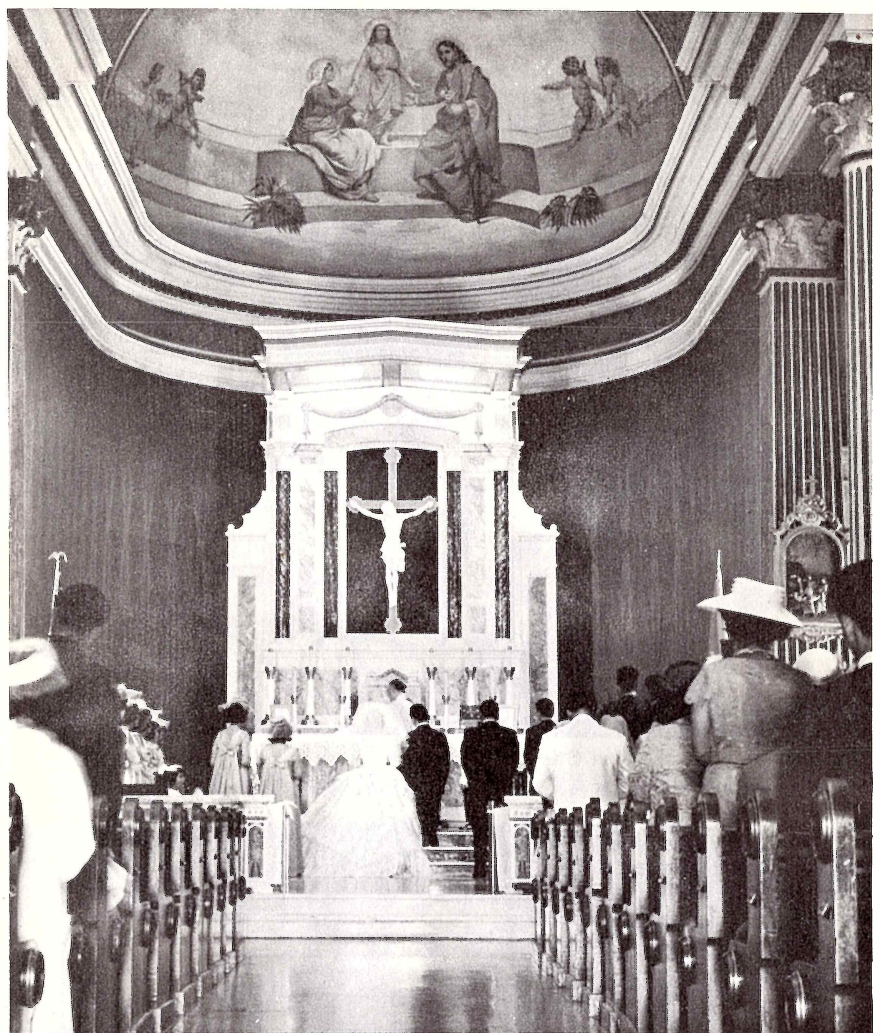
Mr. Jose S. Neto

On Sunday, the eighteenth of May

at two o'clock

FIVE WOUNDS CHURCH

San Jose, California 1968



*Wedding Photography
in Natural Color
292-4273*

BERT GARCIA

274 terraine street san jose, calif.

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.



SE EXHIBIRAN el MIÉRCOLES 29 de MAYO

