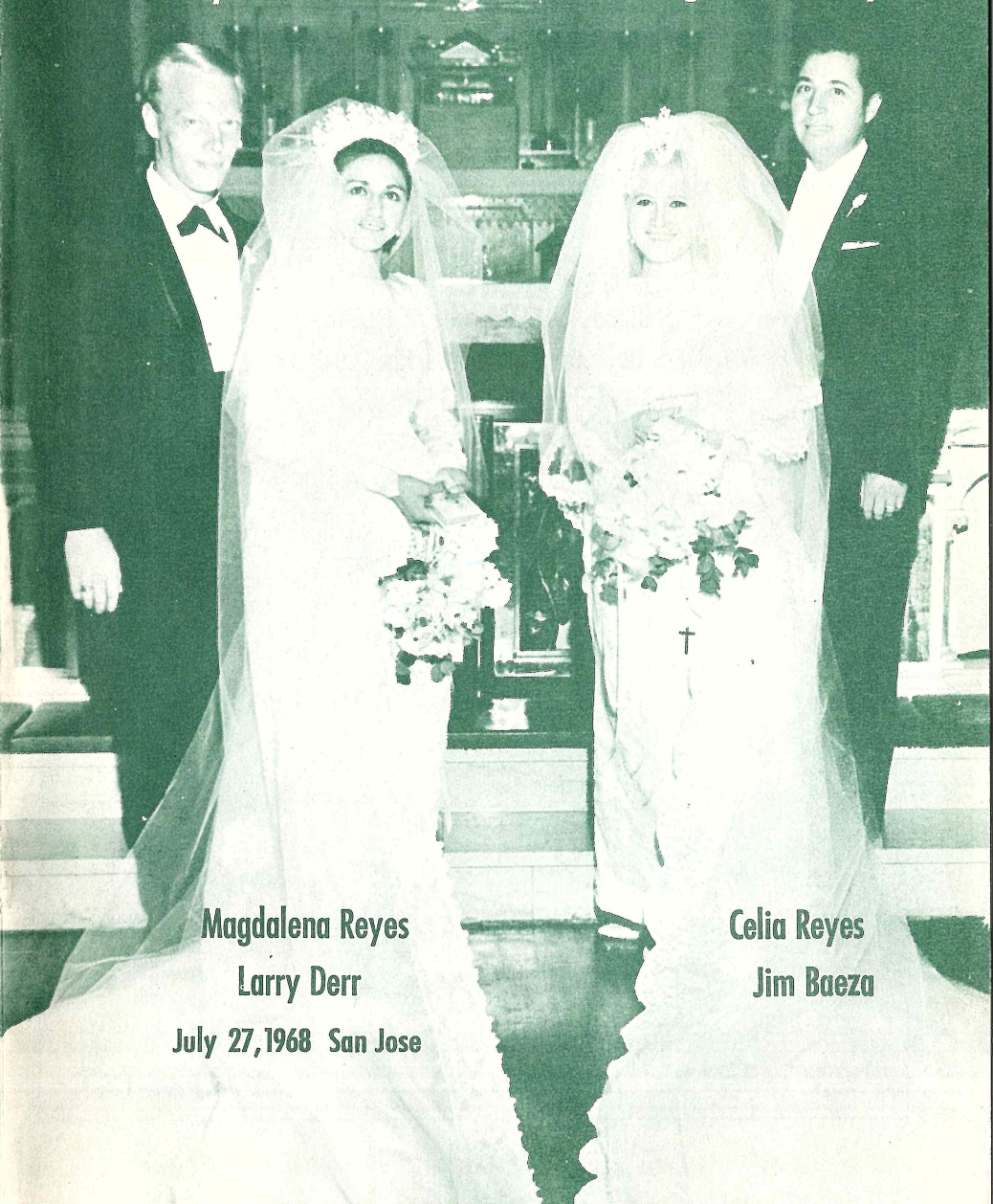


# El Excentrico

Humberto Garcia

September 5, 1968

The Reyes sisters in double wedding ceremony



**Magdalena Reyes**

**Larry Derr**

**July 27, 1968 San Jose**

**Celia Reyes**

**Jim Baeza**

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**Acabadito de Hacer**

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

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

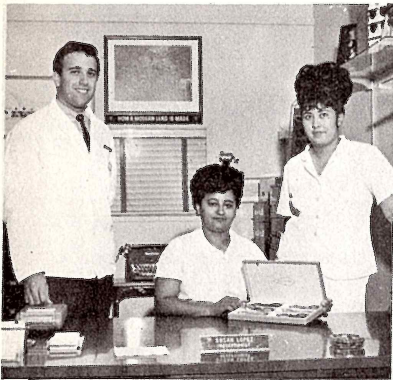
**DOMINGOS de 8:00 a.m. hasta las 9:00 de la Noche**



**Tel. 293 - 1773**

**Esquina Prevost y Auzerais Ave.**

**San Jose, Calif.**



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

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SAN FRANCISCO, JULY 31 --  
Continued funding of the Economic Opportunity Organization Berkeley area is in jeopardy because of its continued failure to maximize services to the poor.

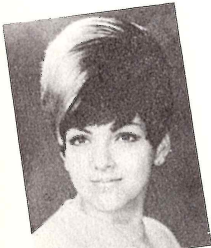
"The executive board of EOOBA has been informed repeatedly since April of 1967 that it is required to comply with conditions specified by Congress to ensure maximum benefit to the poor people for whom OEO was designed to serve," said Laurence P. Horan, the federal poverty agency's western regional director.

Horan noted the EOOBA's failure to establish neighborhood-based organizations that represented the poor; its non-compliance with OEO "open hiring" practices thereby denying fair and open competition for jobs among local people; and the organization's apparent inability to manage its fiscal affairs.

He also cited the most recent dispute with EOOBA over the salary of executive director Victor James, who was hired at \$16,500 per year despite the job having been advertised at \$13,000. James formerly had earned \$7,728 as a counselor for the University of California.

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# Comisión Honorífica Mexicana, Inc.

De SAN JOSE, CALIFORNIA

Agosto 28 de 1968

Sr. Don Humberto Garcia  
Director del Excentrico  
274 Terraine Street  
San Jose, California

Muy estimado señor Garcia:

Siendo usted una de las personas que mas se ha distinguido por la ayuda que siempre presta a esta H. Comision Honorifica Mexicana, Incorporada, que como representante oficial de la Colonia Mexicana celebra cada año las festividades patrioticas, solicitamos de usted de la manera mas atenta se sirva aceptar nuestra mas cordial invitacion para asistir como nuestro invitado de honor a todos los actos conmemorativos del 158 Aniversario de la Iniciacion de la Independencia de Mexico que daran principio el domingo 8 de Septiembre.

Aprovechamos la oportunidad para agradecer nuevamente a usted la amplia y desinteresada colaboracion que siempre presta a los actos civicos y sociales organizados por nosotros, tanto en lo personal como por medio del acreditado magazine "El Excentrico" que con tanto acierto dirige.

No dudamos que aceptara nuestra invitacion, por lo que agradecemos de antemano su presencia en nuestras festividades y sin mas de momento aprovechamos la oportunidad de repetirnos sus atentos amigos y Ss. Ss.

COMISION HONORIFICA MEXICANA, INC.



AMADO GARCIA  
Presidente



CARLOS GOMES  
Presidente del Comité de Festejos

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## CRITICA SOCIAL



FOR  
RUDY  
BELLOUMINI



Do you believe in REINCARNATION? Why? (This is in reference to being reborn into this world in another form and not in reference to "Life after Death".)

ROSEMARIE PELAYO ..... Yes, sometimes we meet someone identical to us or are attracted to them; although we might be total strangers to each other, it seems as if we have met before or have known each other for years.

JESSICA CASTILLO ..... No, I just don't! (I asked her why and she stood there grinning at me; JESSICA, why are you like that?)

ALICE HERNANDEZ ..... Yes, according to our religion, the BIBLE states that we could be reincarnated.

MERCEDES AREVALO ..... Yes, the BIBLE states that the body dies, but the soul stays alive in this world.

HUNG LY ..... I believe it because we have a soul that GOD gave us. The seed we plant in this world will determine whether we return as another human being or as a creature such as a snake. "God judges us by our actions and deeds."

PAT DUNPHY ..... No, because I believe in the "Life here After", but will admit that several times I have gone to places I have never been before and yet seem very familiar to me.

ALBERT RODRIGUEZ ..... Yes, the Good Book says that when the world comes to an end, we shall rise again and be judged by OUR LORD.

JIM (?) ..... No, I don't believe in that; besides I haven't given it much thought one way or the other. (Well, you better start thinking about mending your ways now before it is too late.)

SHELBY SOTO ..... No, REINCARNATION has always seemed like BLACK

MAGIC to me. I think we only have one life to live.

BOB (?) ..... I believe I have lived before because when something has happened to me now, it seems it has occurred before at another time.

PHIL MANCUSO ... .. I don't .... to tell you the truth about it. In the first place, I do believe there are people that can turn into an animal merely by injecting a certain medicine which turns them on. "Later they are normal again"! Then again there are people that turn into a WOLFMAN at a full moon once a month.

This type of people are born this way, sort of like a Frankenstein or Werewolf and the only way they can be killed is with a silver bullet....

### IS IT TRUE ABOUT WOMEN?

Between the ages of sixteen and eighteen She is like Africa, virgin and unexplored.

Between the ages of nineteen & thirty five She is like Asia, hot and exotic.

Between the ages of thirty-six & forty-five She is like America, fully explored and free with her resources.

Between the ages of forty-six & fifty-six She is like Europe, exhausted, but still has points of interest.

Over fifty-six, she is like Australia - Everybody knows it's down there, but nobody gives a damn.

Ahem!!! and now for some brief notes: CANNERY WORKERS - DANCE TO BE HELD, SATURDAY, SEPT. 21st at the Terrace Room of the Hawaiian Gardens. CLUB LATINO is featuring a DANCE dedicated to the CANNERY WORKERS called the "HARVEST FESTIVAL". Admission is \$1.50, if you buy your ticket now, it's \$1.00. JOSE RODRIGUEZ and his orchestra will play Latin and American music for your dancing pleasure. RICHARD DIAZ, El Excentrico's exclusive photographer will take pictures as a memory of this Gala Affair ... COMITE CULTURAL MEXICO-AMERICANO is holding a "Cultural Festival" at St. James Park on the 15th of September

Cont'd next page . . .

featuring a free dance and MARIACHI entertainment ..... GRAN BAILE para los TRABAJADORES DE CANERIAS el SA - BADO 21 de Septiembre en el TERRACE ROOM del Hawaiian Gardens. El precio de entrada sera \$1.50 en la puerta. Pero si usted compra su boleto antes, sera solamente \$1.00. Alli nos vemos para bailar con la orquesta de JOSE RODRIGUEZ. Richard Diaz, El Fotografo de El Excentrico tomará fotos como un gran recuerdo de este evento. Rudy

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## El Excentrico

VOLUME 19 No. 20 SEPTEMBER 5, 1968

HUMBERTO GARCIA BERT GARCIA

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Excentrico se complace en presentar al popular locutor de Radio KAZA Lalo Caballero, Frank Davilla poderoso empresario del Rainbow Ballroom y Arturo propietario de Discorama (foto Richard Diaz)

# attitudes & platitudes



compiled by  
**TONY GARCIA**  
*Buchser High Student*



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LINDA MURAIRA, crowned Miss  
“CORONELA” 1968

Luis Juarez Santa Clara County Health ins-  
pector crowns lovely Linda Muraira queen

of Las Coronelas during their dance held  
Saturday, August 31 at the Starlight Ball-  
room here in San Jose.

(photo by Richard Diaz)

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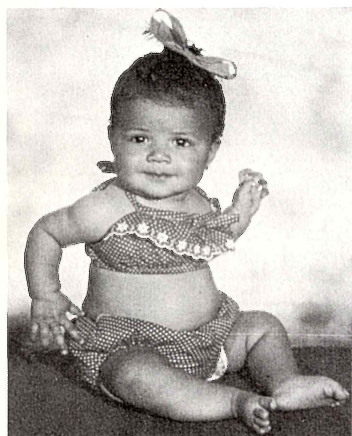
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*Teddy*

**Tel. 295 - 5391**

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HAPPY BIRTHDAY  
STEPHANIE MORENO  
will celebrate her 1st Birthday  
Sept. 11, 1968  
with a gala ice cream and cake  
party to be given by her parents  
Cecil and Sandra Moreno  
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## CLUB ZANZAREE

MARCE  
MORA



Seems everyone got involved with the popular singer America Martin. I don't blame everyone, I'd like to say that she really tops many movie celebrities. She had a smile for everyone. It will take a long time for a lot of people who became close to her to forget her big smile, and I'm sure she'll never be forgotten. She even accepted to become an Honorary Member of the famous club Las Coronelas.

### Sympathy

My deepest sympathy goes to the Espinosa Family of Oakland, California. Mr. Juan Espinosa, passed away in Los Angeles, while employed by Mr. Delgado, Dan Alonzo, Danny Lopez, Enriquez Flores, Edgar Bravo de la Empresa Grande y Radio KOFY and all Club Zanzaree would like to express their condolence to all his family.

### WHAT'S WHAT

Where is Gama Guevarra and Betty lately? Sure miss them around the dances. How sweet it is "Sam Guevarra disappeared completely from the social life, wonder what he's been doing?"

Popular Helen Solarez hasn't forgotten all her friends.

Agree, agree, that Manuel Villarreal is one of the nicest guys in town. Sure would like to see more like him around. He's tops, tops, tops .....

Rudy Belluomini, can sure get on your nerves when he wants to, but he can be nice too. So, Rudy please be nice, and don't tease Grace Castaneda anymore about that picture.

Candy V. seems to be bringing out his goodness. I'm glad cause it sure fits him better. Not that he's mean, but it seems somebody put a chip on his

shoulder and it seems its fallen off. Good, good, good .....

Joe Moralez and Bob Mercado - don't hang around El Patio, wonder why?

In the following photo is the popular singer of Mexico City, Jose Luis Orozco, who is now on tour around the



World. He is on contract on the famous Ship, Princess Cruise. I'd like to thank him for all the postcards, that he has been sending from all around. Also, thanks for the beautiful recording he sent of his latest songs. We are expecting Jose Luis here in San Jose very soon. Lots of success to him, because he is working so hard to become a great singer, and I am sure with his singing and his personality he'll make it.



## HAPPY BIRTHDAY

JACKIE ANN GUTIERREZ 1 year old on July 29, 1968 had a Piñata Party at her East San Jose home recently.

Attending the party were her parents John and Josephine Gutierrez, Grandparents, Frank and Josephine Marin; and Brigida S. de Prieto, Grandmother visiting from Ciudad Juarez.



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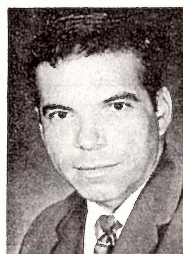
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**Martha**

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Reynaldo Vera



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U tienen el honor de invitar a Ud. y a su apreciable familia, a la ceremonia religiosa que se verificara el

Sabado 14 de Septiembre, a las 3:00 p.m. en la Iglesia Holy Family.

Calles River y San Fernando San Jose, California 1968

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Erasmo Ordoñez

Damas

Chambelanes

Luanua Morales

Pamela Zicovich

Gilbert Solares

Carey Zicovich

Josefina Ordoñez

Maria de la Luz Benavides

Hector Benavides

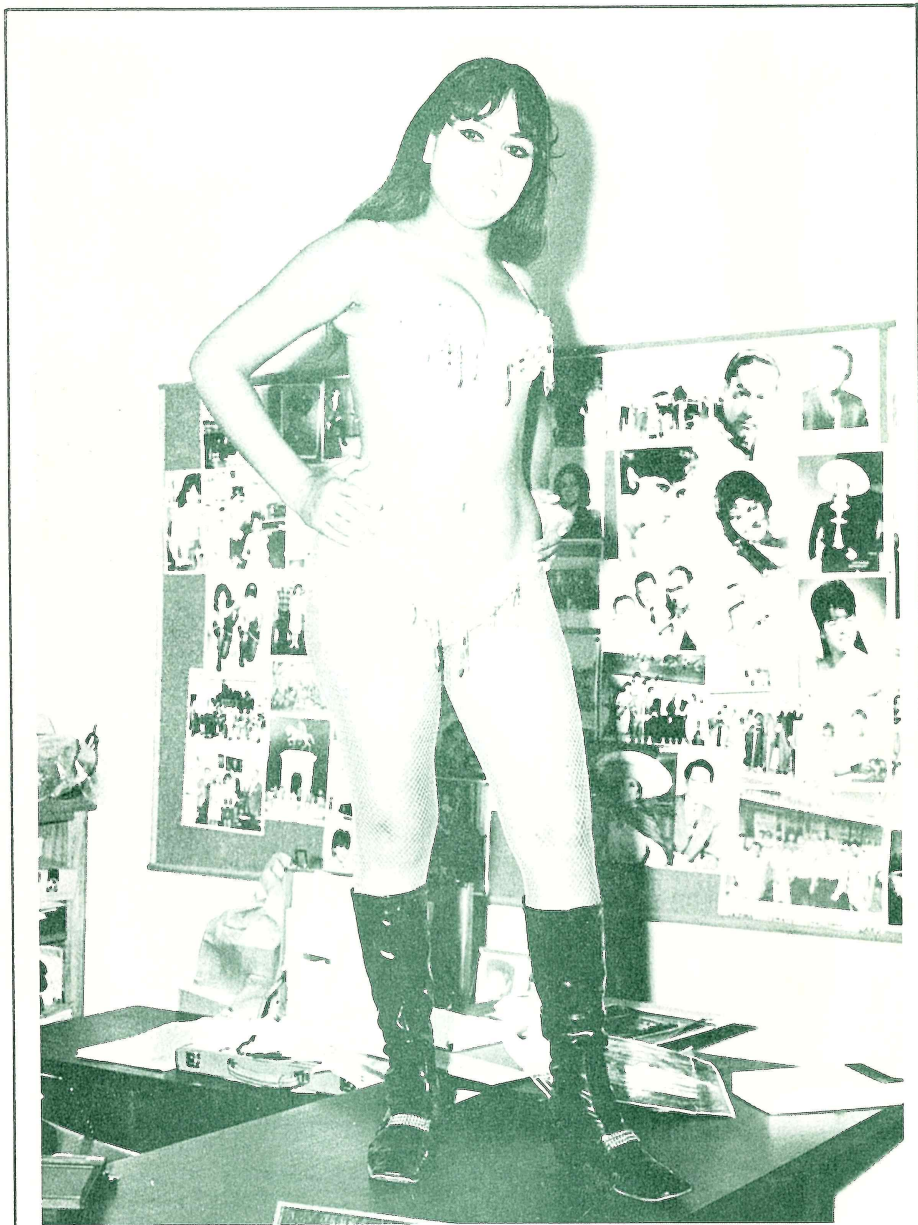
Jose Benavides, Jr.

Pajecitos: Andres M. Gonzalez, Jr.

Shirley Ann Villalobos

MARTHA es nativa de Mt. Pleasant, Mich. has resided in S. J. for the past 11 years, attended Abraham Lincoln High.

REYNALDO was born in San Antonio, Tex. has resided in S. J. for the past 4 years, attended De Anza College in Cupertino.



### JESSIE - BAILARINA A GO- GO !

Dese de la ciudad de Los Palacios Mexico, D.F. la despampanante bailarina Jessie ha venido haciendo furor por todo el norte de California recientemente se presento en Arturo's Quiet Village

( foto Richard Diaz )

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Por  
ANGIE CORANADO



**DIVORCE BETWEEN SANTA CLARA  
COUNTY and WAR ON POVERTY**

County supervisors withdrew all financial support of the Economic Opportunity Commission with a final decree of Divorce.

Twenty percent of the support for the E.O.C. came from the County and Local Agency, 80% from Federal Government.

Supervisor Martin J. Splangler motioned to cut up 28,966 in kind support through May 1, 1969. The motion was seconded by Supervisor Sam P. Della Maggiore stating that E.O.C. Center Staff is vindictive.

Supervisors indicated that it was not nice at all of the E.O.C. Staff to criticize the Board at a time when the E.O.C. sought the renewed of county contributions.

E.O.C. was defended by low income families that attended the meeting including the Black Berets and United People Arriba.

**REORGANIZATION OF E.O.C.**

Economic Opportunity Commission is reorganizing the Commission to fit a different plan written by Dr. Edgar C. Cumings, Director of Community Services which must be presented to the O.E.O. Regional Office in San Francisco by August 31 or continued funding will halt.

Nine area service centers will be eliminated. They will be replaced by four local centers located in the greatest of poverty with sub-offices so entire County will be covered:

Dr. Lloyd Gallardo, consultant,

and George Alvarez of the O.E.O. worked on this new project and plans were submitted to an advisory committee, made up largely of low-income groups.

**NEW COMMISSIONERS OF E.O.C.**

Ben Gross	President (Inter City Council)
Tony Hernandez	Vice-President (Crusaders of the Poor)
Dr. Robert Sporer	Secretary (Religious)
Robert Lawson	Treasurer (Social Agencies)
William Kiely	Inter City Council
Norman Mineta	Inter City Council
Louis Solari	Inter City Council
George T. Duffin	Inter City Council
C. Grant Spaeth	Inter City Council
F. Abrahams	Inter City Council
Joe Cusimano	Inter City Council
Ralph Mehrkens	Board of Supervisors
David Keane	Co. Board of Education
Ernest Barker	Labor
Robert Johnson	Business
Wilma Stroughter	Black Minority
Gabriel Gonzales	Mexican-Americans
Charlee Harris	Action for Progress
Lloyd Molina	Alviso CSO
Howard Hayes	Black Student Union
Frank Rivera	Mayfair Action Council
Robert Herald	Melro Community Center
Jesse Felan	Mexican-American United for Progress
Alexandra Esparanza	Mexican- American Student Confederation
Frank Zamora	Agricultural Workers
Juanita Carrillo	United Farm Workers
Gil Mendoza	United People Arriba
Jose Velleneuve	United Progreso Arriba
Esther Halger	Westgate Senior Citizens
Mr. Soto	Mexican-American Parents Concerned with Education

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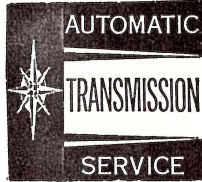


Eight year old Danny Gonzales of San Jose won first place in the Balloon Race at the Santa Clara County Fair Kid's Day Events.

Danny attends Cornith School.

PHOTO by RICHARD DIAZ

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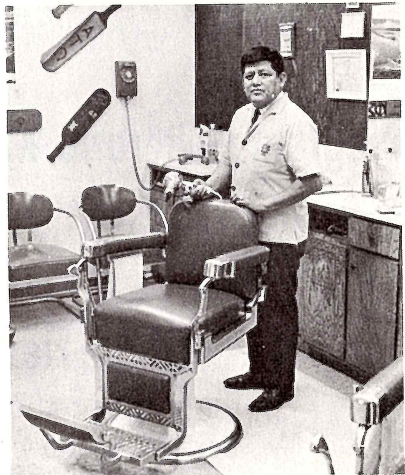
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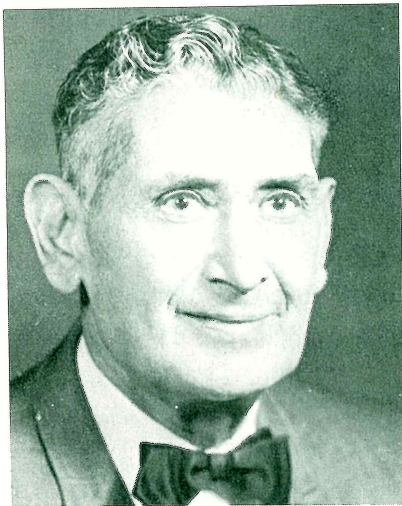


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# Fiestas del 16 de Septiembre



AMADO GARCIA  
Pres. C.H. Mexicana, Inc.

## Grandioso Desfile

## Programa Literario Musical

2:30 p.m. en el Civic Auditorium

## Computo Final

DOMINGO 8 de SEPTIEMBRE  
Gran Baile Ranchero 9 a 1:00 a.m.  
San Jose, Civic Auditorium

GRITO DE INDEPENDENCIA  
Sabado 14 de Septiembre 9 a 11 p.m.  
City Plaza - Market y San Antonio

CEREMONIA DE LA BANDERA  
Control Remoto 6:00 a 7:00 a.m.

RADIO KAZA  
DOMINGO 15 de SEPTIEMBRE

DOMINGO 15 de SEPTIEMBRE  
1:00 p.m. Principiando en el Parque  
St. James terminando en el Civic Aud.

BANQUETE en HONOR de la  
Reina y su Corte de Honor  
TOWN & COUNTRY VILLAGE  
La Fonda Restaurant  
Stevens Creek & Winchester

## Fin de Fiesta - GRAN BAILE

SAN JOSE CIVIC AUDITORIUM 9:00 p.m. a 1:00 a.m.  
Geraldo Del Rio y su Orquesta de 12 Profesores

## Comision Honorifica Mexicana, Inc.

El Presidente de la Comisión  
Honorífica Mexicana Incorporada de San José.

*Amado Garcia*



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DAVID ANDRES

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# Programa Literario Musical

Domingo 15 de Septiembre 1968 a las 2:30 p.m.

San Jose, Civic Auditorium



Presidente de Festejos y  
Maestro de Ceremonias  
**EL CHARRO**  
**CARLOS GOMEZ**

tinguido Cónsul General de México en San Francisco Don Adolfo G. Dominguez.

- 5.- Presentación de las Autoridades y Huespedes de honor por el Maestro de Ceremonias Carlos Gómez.
- 6.- Saludo de Bienvenida a la colonia por el Presidente de la Comisión Honorífica Inc., Don Amado García.
- 7.- La Distinguida Dama Guadalupe Suáres, en México a través de sus trajes regionales.
- 8.- Actuación Especial del gran maestro de danza del Palacio de las Bellas Artes de México Mariano Tapia presentando Feria en Aguascalientes:
  - A.- Pelea de gallos
  - B.- Danza de los Machetes
  - C.- Guadalajara, Son de la Negra y Jarabe Tapatio.
- 9.- Presentación del conocido Cómico del Pueblo Hugo Karman.
- 10.- Abanderamiento de la Asociaciones de Charros por el Sr. Presidente de la Comisión Honorífica Mexicana Don Amado García.
- 11.- **BALLET AZTECA:**
  - A.- Danza de la Luna
  - B.- Danza Guerrera
  - C.- Danza del Fuego
- 12.- Acto de Ilusionismo a cargo del Profesor Hugo Karman.
- 13.- Estampa Veracruzana bajo la dirección del gran Coreógrafo Mariano Tapia.
- 14.- Declamación por su autora Enriqueta Lorigo.
- 15.- Actuación de la cancionista de la voz romantica Leonor Palacios.
- 16.- Gran final de fiesta con duración de una hora, a cargo del famoso Mariachi Infantil Mexicano de la Ciudad de los Niños de Monterrey N. L. México, con sus cantantes: María del Carmen y María Elena, Miroslava Garza, Javier Garza, Juan Padilla y Chemita.

- 1.- Marcha de honor, a cuyos acordes harán su entrada triunfal la Reina y su corte de Honor.
- 2.- Honores a las banderas de México y Estados Unidos.
- 3.- Himnos Nacionales de México y Estados Unidos por la Fort Ord U. S. Army Infantry Band.
- 4.- Coronación de su majestad la Reina de las Fiestas Patrias por el Dis-

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BALLET AZTECA del Palacio de Bellas Artes de Mexico D.F.  
bajo la direccion del gran coreografo Mariano Tapia  
quien se presentara durante el programa Literario Musical  
el 15 de Septiembre en el Auditorio Civico.



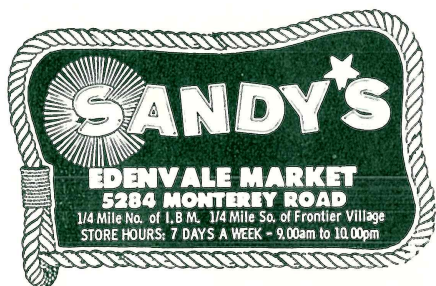
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## COMENTARIOS

PEDRO DILLON

Con este título damos hoy comienzo a una nueva página que aparecerá probablemente en la mayoría de las ediciones de "El Excéntrico", y agradeceremos desde ya los minutos que los amables lectores nos dispensarán al prestarnos su atención brevemente.

Es muy fácil escribir y no decir nada. No quisiera que nos pasara como a aquel autor que utilizó muchos años escribiendo voluminosos tomos para demostrar la no existencia de Dios y al final de su vida todo lo escrito no valía nada y no servía para nada.

Vuestro servidor no se considera un escritor ni mucho menos, pero si un observador de la vida. Por supuesto que toda cosa es "según con el cristal con que se mira", pero en nuestros comentarios trataremos de ser "objetivos" realistas, veraces.

Algunas veces ocuparemos mas espacio que otras, variando con las necesidades de cada tema.

Desde ya quisiéramos pedirles a nuestros amables lectores sus opiniones sobre lo que digamos en el futuro, y también que nos sugieran temas a tratar, en que tengan interés. Quizás algunos temas se presten a discusión, pero trataremos de no argumentar, sino de presentar soluciones.

Nuestra comunidad de habla española es muy numerosa y estamos habitando una zona especial y única, no porque sea mejor o peor que otras zonas, sino porque es "nuestro" mundo, en el cual nos desarrollamos hoy.

Al decir "hoy", estamos involucrando época, etapa en la historia. Y también cada uno de nosotros está viviendo en una época especial y única.

Claro que hay tantas descripciones de "nuestra vida" y "nuestra época"

como personas, porque esos son conceptos individuales, personales y propios de cada uno.

En estos "Comentarios" lucharemos para ceñirnos a la realidad y presentar las opiniones generales, que no hieran en lo particular a ninguna persona.

Necesitaremos la ayuda de nuestros lectores para darle a esta página una presentación aprobable. Por favor escribanos a la dirección de "El Excéntrico". Publicaremos su carta o parte de ella.

El tema para nuestro próximo comentario será "Cuando salimos de comprar". Esperamos que les será útil.

Les saluda vuestro servidor,

Pedro Dillon

Para Sus  
INVITACIONES de MATRIMONIO  
Llame a Humberto Garcia  
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Cantina de la localidad  
(foto Mac Hernandez)



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## SE PERFILA LA CLARIDAD DE UNA AURORA

Por Daniel Saldaña

Asistí como invitado del Sr. Licenciado Fernando Fernández a la cena que se efectuó para respaldar la candidatura del Sr. Mark Poché a la Asamblea del Distrito número 25.

El Mayor de San Francisco Sr. Joseph Alioto fué el huésped de honor, la asistencia fue numerosa, cerca de mil personas respondieron al llamado del comité encargado de la campaña, las mas conocidas personalidades de San José se dieron cita para demostrar su adhesión al candidato Sr. Poché.

Como periodista, se ha hecho un hábito en mí, tratar de aklatar la calidad humana de las personas, en esta ocasión, me impresionó favorablemente el discurso que dirigió a los asistentes el candidato por el Distrito número 25 señor Poché, especialmente al referirse a los trabajadores del campo. Su ideología es que entre las fuerzas de producción que sustentan a la humanidad, el campesino está en primera línea, pero en lo que se refiere a los beneficios conquistados para la masa productora ocupa el último lugar. Esta es una de las mas grandes injusticias sociales de todos los tiempos y todas las latitudes; el Sr. Poché se propone a llegar a la Asamblea trabajar incansablemente para lograr los beneficios que los trabajadores del campo merecen y que injustamente han sido olvidados.

Otro de los conceptos vertidos en el mismo banquete por el Mayor de San Francisco, Sr. Joseph Alioto, fué el que se refiere a la historia de California, la cual consigna que antes de que vinieran Anglos, Italianos, Portugueses y otros europeos, llegaron a estas tierras los españoles que vinieron a México. Los primeros que establecieron las misiones y la civilización al estilo europeo, fueron los frailes franciscanos que vinieron de México, por esa razón California conserva parte de la obra principiada aquí por Hispano Mexicanos.

Tanto el Mayor Sr. J. Alioto como el candidato Sr. Mark Poché, tocaron puntos de sumo interés. La protección de los trabajadores del campo; y el testimonio de reconocimiento de la tradición Mexicana en California.

Los campesinos tienen que ver una esperanza de redención en las palabras del candidato Sr. Poché; los Mexicanos y MéxicoAmericanos, sentimos que la recia tradición de nuestros antepasados, vivirá para siempre en California, conservando nombres como San José, San Francisco, Santa Clara, Santa Rosa, etc. etc.

La historia de California empezará siempre con nombres españoles que vinieron de México como Serra, Portola, De Anza y muchos mas.

Está próxima la aurora para los esforzados trabajadores que le arrancan sus frutos a la tierra para sustentar al mundo y la misma aurora iluminará los pasos de los que hasta ahora han tenido que caminar en las tinieblas de la discriminación sin que se tome en cuenta su tradición su historia y su cultura, nacida en las tierras de los Moctezumas y de los Cuhahutemoes y estendidas en todo el Continente Americano, por los rudos paladines al servicio de los Reyes en cuyos cominios nunca se ponía el Sol.

Obtenga su Revista EXCENTRICO  
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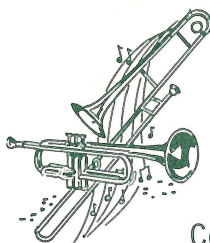
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CANDY VELIZ



YOLANDA CORTINAS

It is heartbreaking to report the tragic death in San Bernardino, Calif. of Yolanda Cortinas. Yolanda died in an automobile accident and with her also died her escort Jess Cardenas. To the family and parents of Yolanda and Jess goes our saddened heart with hope it may be of condolence in this hour of sadness. Yolanda at the time of her death was the Texas G.I. Forum Queen. Jess had just

returned from Viet Nam where he had been wounded. Yolanda had just left San Jose, Calif. She was here to attend the San Felipe Reunion. She and her mother had stopped in San Bernardino to visit her brother, before their return to Del Rio, Texas. Jess Cardinas invited her on a date and then the accident. Such is life, and we must abide by God's Will. May they rest in peace.

Hugo Garcia the up and coming good Vibes musician with the Mike Hermsosillo Mariano has been shelved with a broken leg. Hugo everybody misses you and they wish you a soon and complete recovery. Yes indeed!

Frank Zamora is not a millionaire he is just a republican and with HHH up there I am tempted.

Would you believe that the La Aldea Quieta is completely air conditioned. Viva the man from the cold country, Alaska. They don't call him Alaska for nothing, he has to stand up to his name coool man coool.

Harry Evans is trying to make his colleagues, Dan Alonzo, Dan Lopez and Enrique Flores and all their followers comfortable at the Starlight with air conditioning but, the units are huge and hard to get but, by next summer for sure, right Harry? Right.

FLASH! FLASH! FLASH!

Arturo Ramirez to marry A.V. in the very near future unless he chickens out.

If Alaska doesn't see eye to eye with Victor Vasquez I know why. Do you?

Estella Hernandez had a birthday party, but she refuses to say how old she is - I think she doesn't want anybody to know she is under 21.

Frankie Gomez ..... I see him ALONE siempre ???

BACK TO THE BARN

With HHH the Demos are sure to go down the drain. A mi seme hace que Ricardo va a ganar.

( continued next page ) .....



## AT THE COUNTY FAIR

by John Marek

Miss Vicki Atodaca, gracious secretary of Jose Martinez, volunteered to be receptionist at the Catholic Public Relations booth at the Santa Clara County Fairgrounds.

Vicki did a good job in bringing in the men.

The C.P.R. Booth was furnished

with pews from the Old Our Lady of Guadalupe Church enabling tired - fairgoers to sit awhile.

Many church organizations and programs were on display at the booth.

In photo we see Vicki Atodaca registering Alan Alameda, waiting to sign up left to right Attorney Alfred Perez, Don Cortese, 2nd Supervisorial candidate and Hank Diego, Pres. Teamsters Local 296 and Margie Huff.



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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.

Happy birthday to Angel Gonzales and Cookie Lira. I understand they had a groovy party, too bad I couldn't make it. Thanks for the invitation, again Happy Birthday Cookie and Angel.

Here are some photos of Club San Felipe Anniversary Ball:



LOS HERMANOS CONSTANCIO



Queen LINDA MURAIIRA as she was crowned by 1967 Queen CRISTINA CADENA

## COME ONE! COME ALL!

To the 16th of September Parade starting at St. James Park, promptly at 1:00 p.m. (American Time, I hope) the dance will start at 9:00 - 1:30 a.m. with the one and only Gerardo Del Rio and his 12 musicians. The place is the Civic Auditorium. Remember that there is a Jamaica at St. James Park right after



## The Number One DANNY ALONZO

the parade, hope to see you there. Club San Felipe will have Los Hermanitos Constancio as their Talent Contribution.

I would like to thank La Comision Honorifica Mexicana Inc. for having me as one of their honored guests. Thanks ladies and gents for the great honor.

GOSSIP: I hear tell that Dan Alonzo called Bossman Humberto Garcia LA DIVINA GARZA, wonder why?

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AMBROSE  
BALCAZAR



### TOPS IN CALIFORNIA

Was County Adult Probation Department's intensive special supervision program. pictured are (l to r:) Supervising Probation Officer Walter D. Morse, Chief Adult Probation Officer Lysle D. Smith, and Board of Supervisors Chairman Ralph H. Mehrkens with State Award



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# WHAT IS ALMA?



## American League For Mercantile Arbitration

93 E. SANTA CLARA STREET  
San Jose, California 95113

Telephone 294-8850

### CHAPTER I - THE PROBLEM

ALMA is an organization that seeks to provide a short, simple and efficient means by which to resolve, at a very minimum cost to the parties involved, serious civil problems that frequently arise between Merchant and Consumer.

Under our present judicial system, the average workingman does not have the practical means to enforce his legal rights in Court.

In many cases, it costs more in lawyer's fees, Court costs and loss of wages to go to Court than the amount which is in dispute. And even in those cases where the amount of money in question is substantial, the average worker does not have the money necessary to go to Court.

For example: A man buys an automobile (or it could be a refrigerator, a TV set, a ring, or anything else of value) for 1,000 and gives his old car and \$200 in cash as down payment. He is advised that the car is "guaranteed for 90 days". The car breaks down within a few days after the purchase and the buyer goes to the dealer to have his car repaired under the guarantee. For one reason or another the dealer refuses to repair the car and the buyer feels that he has been defrauded. What can he do?

The Better Business Bureau cannot help him. They will take a written complaint but the problem will not be

solved. The District Attorney's Office cannot help him. They will advise him that the matter is civil and that he will have to consult an attorney. And an attorney cannot help him unless he is willing and able to pay a fee which is generally more than the average worker can afford. Legal Aid cannot help him. It is available only to the very poor and not for the workingman.

In general, therefore, there is no practical way for the average workingman to enforce his so-called "rights".

Further, if the buyer refuses to pay for the car and a complaint is filed against him, under California Law his wages can be attached even before the Court makes a decision as to whether he owes the money or not. When that happens, the buyer is placed in a very difficult position. If he does not get his check released he will not be able to provide support for his family. And if he gets any further attachments, he will probably lose his job. Under such pressure most workers agree to pay.

The net result, therefore, is that the worker has ended up paying for something that he does not feel that he owes and without ever having had the chance to have his day in Court.

### CHAPTER II - ALMA'S SOLUTION

It is to attempt to resolve this problem that ALMA has been formed. Basically, what ALMA provides is protection against consumer fraud and an inexpensive and simple means by which to settle these legal disputes.

Participating Merchant members of ALMA have agreed that in the event of a reasonable complaint against them by an ALMA consumer member they will submit the matter to ALMA for arbitration and abide by the decision.

When a complaint is made, ALMA will make a determination as to whether the complaint seems reasonable. If it does, ALMA will contact the Merchant member and attempt to settle the matter amicably. If that is not possible, the

(continued next page) .....

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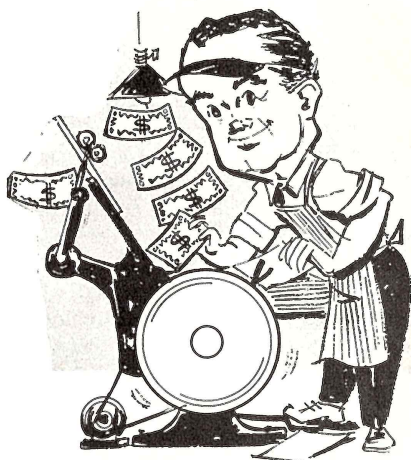
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*san jose, california*

matter will then be submitted to arbitration.

All of this will be done at no cost whatsoever either to the Merchant or to the Merchant or to the Consumer member.

#### CHAPTER III - BENEFITS TO ALMA MERCHANT MEMBERS

There are over 100,000 people of Mexican ancestry in Santa Clara County, and they spend in excess of \$300,000,000 a year.

By means of daily Spanish radio programs, ads in the local newspapers and monthly membership newsletter, this Mexican community will be encouraged to trade only at those places of business that carry the ALMA emblem - the sign of business with a heart.

They will be continuously advised that in dealing exclusively with ALMA merchants they will not only participate in a fair and honest deal but they will receive preferential treatment.

#### CHAPTER IV - ADDITIONAL BENEFITS TO CONSUMER MEMBERS

The ALMA office staff will be available to assist all ALMA consumer members in filling out technical forms, typing out letters, translating documents, buying and processing money orders and in general in helping the member in any reasonable manner that involves the use of the office staff.

All ALMA members will also be entitled to free Notary Public services and to participate in such contests, giveaway programs, reduction sales and participation prizes as ALMA may decide to promote.

Further, by joining ALMA, the consumer will be helping to form a strong local organization that will provide him with all of the benefits which are the result of a strong union - economic and political strength.

ALMA will encourage every non-citizen to become a citizen and every citizen to register and to vote.

ALMA will also keep its members informed on the various issues which

may be of importance to both the consumer and the merchant through the use of the radio programs, the ALMA Newsletter and other media.

ALMA, therefore, invites you to join and to solicit your relatives, your friends and your neighbors to join too - share in the great benefits which will be yours as ALMA continues to grow.

## Sandoval REST HOME



BOARDING HOME  
FOR THE AGED  
AND  
YOUNG ADULTS

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

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

## 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)

## MADAM Zora ADIVINADORA



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

295-6210

144 S. Second St.



## 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 )



VERONICA  
SANTA CRUZ  
Born in San Jose  
Parents:  
Richard  
and  
Velia Santa Cruz

LEITER STUDIO  
MAC HERNANDEZ

THERESA RENEE GUTIERREZ  
1 yr. old - Born Honolulu  
Parents:  
Richard and Isabel Gutierrez



## 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.



por   
Daniel Saldaña

## EL SERVICIO DE TRANSPORTES DE PASAJEROS

Para la persona que disfruta de un empleo seguro y un salario regular, el problema de transporte está poco mas o menos resuelto, esta persona puede comprar un automóvil que esté en buenas condiciones mecánicas, para poder transportarse a su trabajo y atender sus ocupaciones. Claro que puede tener el problema de estacionamiento, por que la ciudad no cuenta con estacionamientos suficientes para estacionar los automóviles de todas las personas que trabajan, asisten a la escuela o van de compras, cada persona que desarrolla una actividad, necesita un automóvil, y cada automóvil un lugar de estacionamiento. Si se toma en consideración que el sistema de transportes en San José, y puntos vecinos es casi nulo, es imperioso que cada persona tenga un automóvil, de no poder depender de un medio de transporte personal, no podrá atender con puntualidad a sus actividades ni a sus citas.

Cuando San José era una población pequeña y con un reducido número de habitantes, el problema de transporte no pasaba de ser una incomodidad. En la actualidad, con el crecimiento de la población, la construcción de vecindarios alejados unos de otros y la gran actividad industrial y comercial; el actual sistema de transporte no es el adecuado ni para la cantidad de habitantes, ni de acuerdo con el crecimiento urbano.

Decíamos que una persona con transporte propio, tiene el problema poco mas o menos resuelto; pero qué puede hacer la persona que no puede sostener los gastos que demanda un automóvil,

que no sabe guiar o que por alguna razón de edad o de incapacidad le es negada una licencia para manejar. Esa persona se verá nulificada porque no puede disponer de un medio de transporte colectivo, en el cual se pueda confiar por su eficiencia, su rapidéz y su servicio continuo y regular.

Sabemos que redundamos en un círculo vicioso; Todos tienen que tener un vehículo propio y por esa razón no usan el servicio colectivo; el servicio de autobuses no puede mejorarse por que todos usan su propio transporte, por que no hay un buen servicio de transporte colectivo.

El servicio de transporte es un negocio productivo, si es manejado inteligentemente, especialmente cuando se trata de ciudades como San José, que está en pleno desarrollo y en constante crecimiento industrial, comercial y de población.

Desde luego hay que reconocer que no es un problema fácil de solucionar y que además hay que aventurar capital; pero si se planea en forma de cooperativa, puede tener solución y hasta puede ser ventajoso para los que den el servicio tanto como para los que lo necesitan. No es imposible reunir un grupo de personas interesadas en resolver el problema, se estudiarían rutas de acuerdo con las necesidades de los diferentes vecindarios urbanos, centros comerciales, áreas industriales y planteles educativos, haciendo la publicidad adecuada de rutas y horarios. Tengo la seguridad de que hay muchas personas en San José que se interesan en participar en un proyecto de esta naturaleza; tramitando sus permisos con las autoridades correspondientes para empezar a dar servicio con pequeñas unidades de doce pasajeros y en rutas cortas, aumentando la capacidad de los vehículos y la longitud de las rutas tanto como las necesidades lo requieran.

Los beneficios derivados de este proyecto son de mucha importancia, entre ellos están; evitar en gran parte el humo que generan tantos automóviles,

( continua en la siguiente plana ) . . . .

descongestionamiento del tránsito en las horas de entrada y salida de los empleados, disminución de accidentes, ahorro de gasolina, llantas y automóviles etc. etc. Se crearían empleos para muchas personas que en la actualidad carecen de un medio para ganarse la vida.

Desde cualquier punto de vista, el estudio y resolución de este proyecto, será un gran beneficio social y todas las personas que vivimos en esta ciudad o puntos cercanos debemos de tratar de resolver sus problemas en beneficio de todos.

# 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.

*GP*  
*SG*

*Sr. Martin y Sra. Altagracia  
C. Sandoval*

*Sr. Raul y Sra. Marina F. Gonzales  
participan a Ud. el enlace  
de su hija e hijo*

**ROSA MARIA Y GONZALO**

*Y tienen el honor de invitar a Ud. a  
su apreciable familia a la  
Ceremonia Religiosa que se  
verificara el Domingo 15 de  
Septiembre a las 2:00 p.m. en la  
Iglesia Monte Carmel  
James y Fulton Sts.*

*Redwood City, Calif. 1968*

*AJZ*  
*D*

*Mr. and Mrs. Till Tumlinson  
Mrs. Benancia Dominguez  
request the honor of your presence  
at the marriage of their daughter  
and son*

**MARY HELEN AND ANTONIO**

*On Saturday, August the 24th  
at 2:00 in the afternoon,  
at Our Lady of Guadalupe Church.  
2020 E. San Antonio St.  
San Jose, California 1968*

*Reception*

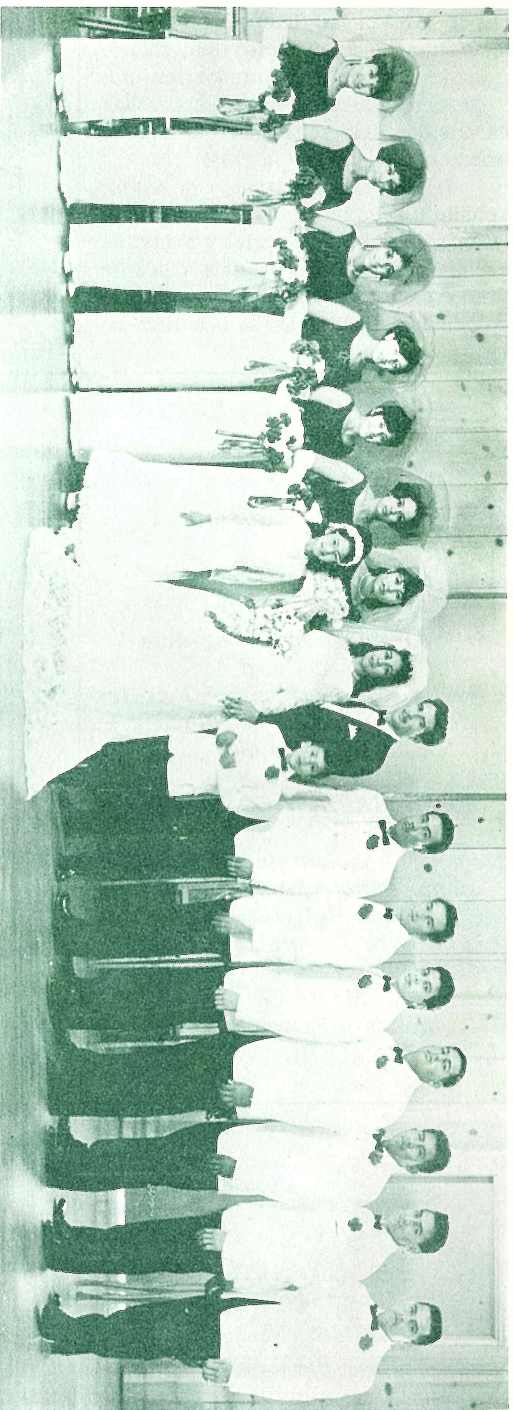
*Azteca Hall 1148 E. San Antonio St.  
5:00 to 7:00 Dance 9:00 to 1:00 a.m.*



**799 SO. FIRST ST., SAN JOSE**



**AMADO y CARMEN GARCIA  
PROPS**



## VILLAREAL - MISQUEZ

Esclata Misquez, daughter of Mr. and Mrs. Ricardo and Julia Padilla Misques, exchanged wedding vows with Osvaldo Villareal, son of Mr. and Mrs. Ernesto and Maria Luisa Flores Villareal, at 11:00 a.m. on the 16 of December 1967, at St. Martin's Church in Sunnyvale.

Approximately 250 guests attended the reception which was held at the I.F.E.S. Hall in Mt. View. The couple

**T**  
**H**

plan to reside in Santa Clara, Calif.

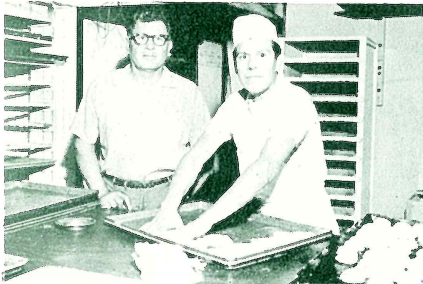
From left to right: Gloria Barrera; Susie Garza; Louise Misquez; Mary Villareal; Julia Velasquez; Gloria Lamoya; Minnie Misquez; Ring Bearer Steve Misquez; Dimas Misquez; Joe Villareal; David Salvatierra; Victor Villareal; Justino Garza; Freddy Hernandez; Tomas Marquez and Patricio Misquez.

PHOTO by RICHARD DIAZ.

# La FLOR de MAYO

Bakery & Mexicatessen

Pan Mexicano al Estilo Zacatecas



En la grafica Salvador Benavides y Manuel Fimbres lo atenderan con toda cortesia.

BARBACOA - CABEZAS - MENUDO  
TAMALES - CARNITAS - BIRRIA  
HOJAS - CHILES de TODAS CLASES  
Gran Variedad de Especies

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

293 - 6043 880 DELMAS AVE.

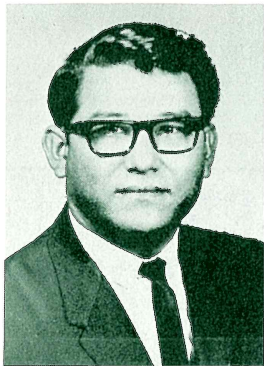
*VGS*

*Mrs. Margaret Holguin  
Mr. and Mrs. Louie Andrade  
request the honour of your presence  
at the marriage of their  
daughter and son*

**CAROL HOLGUIN  
and  
VICTOR SANCHEZ**

*On Saturday, August 10th at 3:00  
in the afternoon  
Saint Lucy's Church  
2350 Winchester Rd.  
Campbell, California 1968*

## 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.



**HUGO KORMAN**

El Hombre que ve el Alma a Travez del  
Cuerpo se presentara en el Programa del 15  
de Septiembre en el Auditorio Civico de  
San Jose durante el Programa -Literario  
Musical, bajo los auspicios de la Comision  
Honorifica Mexicana, Inc.



**HUMBERTO FLORES**  
RES. 227-8686  
REPRESENTATIVE

ESPECIALISTAS en ASEGURANZA  
para VIDA y HOSPITALIZACION  
El Mejor Plan de AHORRO para la  
EDUCACION de sus Hijos  
SERVICIO EXCEPCIONAL!

*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



STEVE MONTANO  
4 mos. old - San Jose  
Parents:  
Mr. & Mrs. Montano

MAC HERNANDEZ  
STUDIO

CRISTINE SANTA CRUZ  
From San Jose  
Parents:  
Tom and Angie Santa Cruz



## **RAINBOW BALLROOM**

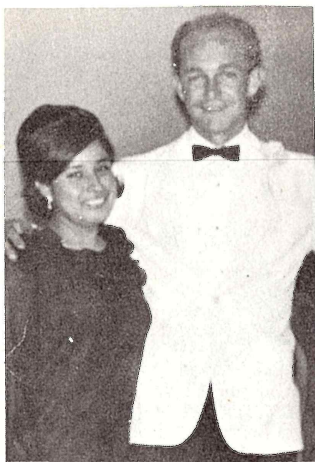
**Dancing Every — SATURDAY & SUNDAY**

EN PERSONA..... Gran Caravana Artistica  
ANTONIO MACIEL y LUPE (La Gaviota)  
Sabado 14 de Septiembre 1968

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



**FRANK DAVILLA**  
296-0306



*D S*

Mr. and Mrs. Pedro Donate, Sr.  
request the honour of your presence at the  
marriage of their daughter

**Yolanda**

to

**Mr. Dennis Schauer**

**YOLANDA** was born in San Jose, attended San Mateo College, currently resides in Portola Valley, California.

**DENNIS** is a native of San Mateo, Calif. Attended San Mateo College, presently lives in Redwood City, California.

On Saturday, September twenty-eight, nineteen  
hundred and sixty - eight  
9:00 o'clock Nuptial Mass  
Our Lady of Wayside 930 Portola Road  
Portola Valley, California

**MENDOZA BROTHERS**



**PINTURA de AUTOS  
y TRABAJOS de MECANICA**

**298-0440**

**Custom and Fiberglass  
431 WILLOW ST.**

**La Rueda de la Fortuna**

THE WHEEL OF FORTUNE

Sra. Paula Juarez  
le invita a Ud. y a  
su apreciable  
familia a visitar  
este popular  
lugar.



Baile al ritmo del popular conjunto  
**DEL PRADO**  
Con el gran guitarrista  
**RAY MARES**

**Baile los Vier. Sab. y Domingos**

Manuel Juarez, Prop.  
263-1030 262-9705  
1231 TAYLOR ST. Alviso, Calif.

EL FOTOGRAFO de  
LAS ESTRELLAS



RICHARD DIAZ  
292 - 3294



FREE PASS

To the RAINBOW BALLROOM  
For the young lady and these gents  
all they have to do is identify  
themselves at the Box Office



Presenting  
EDGAR BRAVO  
Disc Jockey from Radio KOFY  
and his pretty, young Mrs.

Introducing  
LOS TIGRES  
del NORTE  
Conjunto  
NORTEÑO from  
Baja California

Recently  
appeared at  
ARTURO'S  
Quiet Village



# El Excentrico

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

FOR ONE YEAR'S SUBSCRIPTION TO EL EXCENTRICO

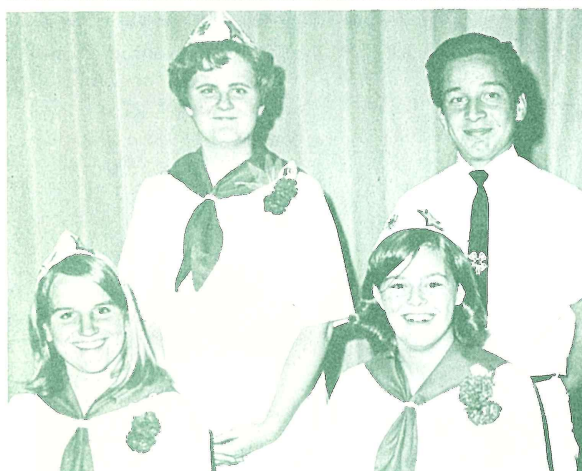
292-4273 274 TERRAINE ST. SAN JOSE, CALIFORNIA 95110

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

## - Subscription Blank -



4 - H Leaders ---  
Four of Santa Clara County's five new All-Stars received their awards at the All-Star Banquet recently in San Jose. From left are Vicky J. Garrod and Caroline E. Carlson - Saratoga, Diane E. Bacon and Frank Gomes of San. Also selected was Gary C. Tranter of Cupertino.

## 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



**AMERICA MARTIN**  
Radio, TV and Movies entertainer poses with popular Maggie Ulloa on left, and the young Miss Veronica Villagomez. Photo was taken during America's recent appearance in this city.



**Lo Monaco's**

**JEWELERS**

**DIAMONDS - WATCHES - GIFTS**



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

**BARBERIA de ALBERTO MENDEZ**

It's **COOL.....** It's **AIR**  
**CONDITIONED**

The best in **Razor cuts**

**HAIR DYEING**

**APPOINTMENTS OR JUST**

**WALK IN,....**

**NO PARKING PROBLEM**

**293-9894 884 E. Santa Clara St. 293-9894 1376 E. Santa Clara St.**



**ALBERTO  
MENDEZ**

**B-& S MONUMENTS**

**MONUMENTOS**

**Estatuas Religiosas**  
**de MARMOL**

**TRABAJOS de**  
**CEMENTO**

**ALAN ALAMEDA**

**JOE ALVES**

**City Supply**

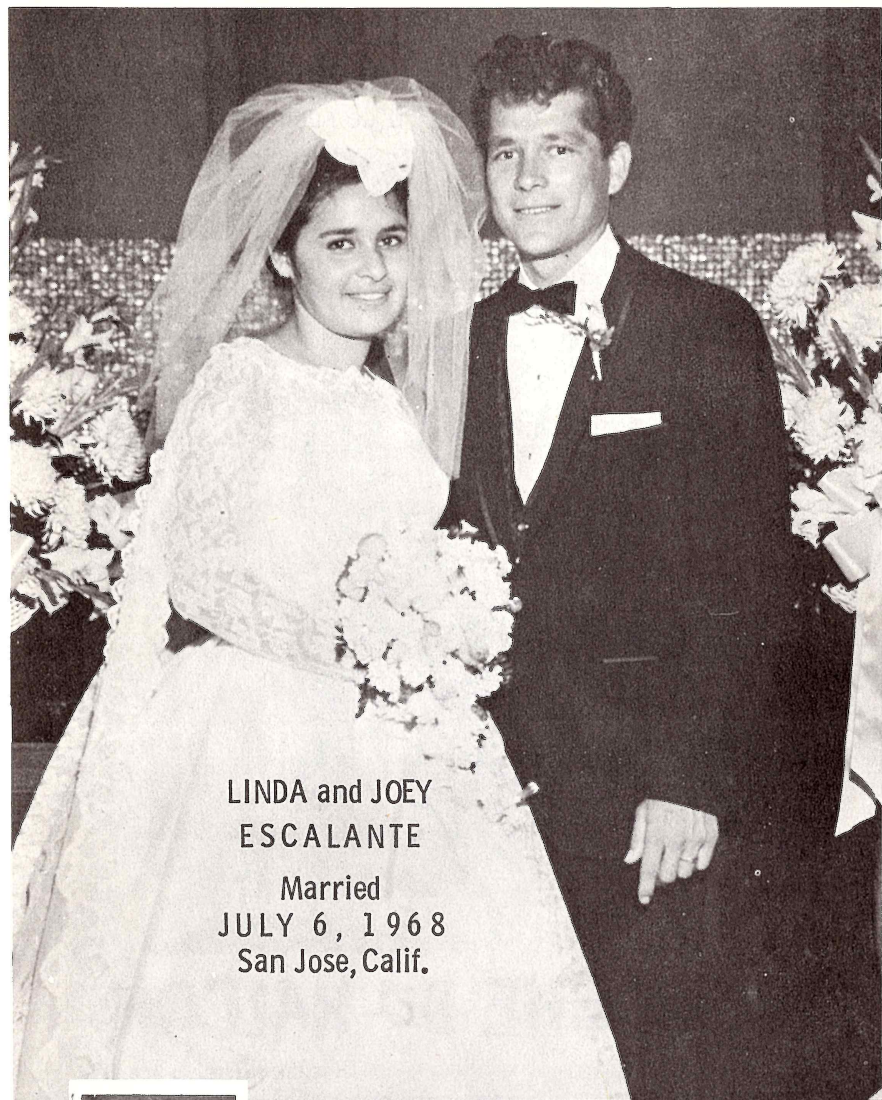
- \* **FOR THE BEST IN FLOOR FINISHES**
- \* **EQUIPMENT**
- \* **FLOOR MACHINES**
- \* **Exclusive Dealers of PUREX PRODUCTS**

**292 - 9123**

**994 The Alameda**

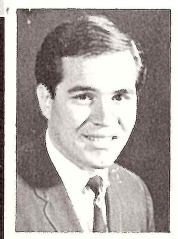
**San Jose**

**" PRODUCTS DESIGNED WITH MAINTENANCE IN MIND "**



LINDA and JOEY  
ESCALANTE

Married  
JULY 6, 1968  
San Jose, Calif.



*Wedding Photography  
in Natural Color  
292-4273*

BERT GARCIA

*274 terraine street*

*san jose, calif.*

# TEATRO LIBERTY

CY 7 - 1456

67 S. MARKET ST.

San Jose, California

Tony De Maria  
Gerente

Se Exhibiran del Jueves 5 al Martes 10 de Septiembre

PRODUCCIONES TRURO ELM. S. A. PRESENTA

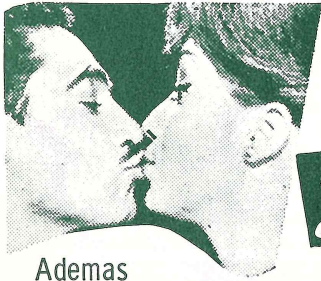


## LA NOCHE DEL HALCON

A COLORES

ANDRES SOLER - CARLOS AGOSTI - CARLOS LOPEZ FIGUEROA -  
JOSE COPPEYRON - JULIAN DE MERICH - MANUEL DONDE -  
CARLOS ROTZINGER - NORMA LAZARENO - EMILIA ZWARTS

DIR. ROGELIO A. GONZALEZ - MONTAJE FERNANDO COLIN - MUSICA ENMIG C. CERATI  
PRODUCIDO POR MARIO HERNANDEZ - JOSE HOLANDE Y OSCAR BARBERY  
DISTRIBUIDOR J. W. FERNANDEZ ORTIZ Y CARLOS S. TORRES - DISTRIBUIDOR COLUMBIA PICTURES



Ademas

¡ TRIUNFARON! ...

Pero un destino  
amargo y cruel los  
esperaba.

**CAMPEON  
del BARRIO  
(SU ULTIMA  
CANCION)**



con **JAVIER SOLIS,**  
**FERNANDO SOLER,**  
**SONIA LOPEZ,**  
**GINA ROMAND,**  
**JOAQUIN CORDERO,**  
**OSCAR MADRIGAL.**

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