

El Excentrico

Humberto Garcia

July 20, 1968



Wilford Irizarry Gerente de Ventas de SAN JOSE FORD
Siempre les Ofrece un Poquito Mas ...



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.**



SANDY'S

EL RANCHO MARKET
13200 MONTEREY ROAD
 ...at Rancho Dr., San Jose Phone 227-7400
 STORE HOURS: 7 DAYS A WEEK - 9:00am to 10:00pm



SANDY'S

EDENVALE MARKET
5284 MONTEREY ROAD
 1/4 Mile No. of I.B.M. 1/4 Mile So. of Frontier Village
 STORE HOURS: 7 DAYS A WEEK - 9:00am to 10:00pm

LETTERS to the EDITOR



40 Ramona Way
Gilroy, California 95020
July 12, 1968

Sr. Humberto García
Director de El Excéntrico
274 Terraine St.
San José, Calif. 95110

OPEN LETTER TO
Mr. Fred Alanis
c/o Major Sarzoza Defense Fund
124 Greendale Drive
Los Gatos, California 95030

Dear Mr. Alanis:

I had the pleasure of reading your letter in defense of Major Joseph M. Sarzoza and supposedly concerning organizations whose memberships are made up of people of Mexican extraction in majority. It gives me great pleasure in answering your letter and I am sure that you and all your members of the various organizations in whose names you have sent this letter to the *Excentrico* should be willing to wait and let the proper authorities judge Mr. Sarzoza and either find him innocent or guilty. I am sure as a responsible person knows that when a case is too hot to handle by the District Attorney it is passed on to the Grand Jury, who as you know is supposed to be composed of 19 responsible citizens of Santa Clara County.

I suggest therefore that all of us that are concerned with the plight of the poor should wait until the proper authorities have rendered their verdict. Trusting that in the future you and all the so-called leaders of the Mexican Community will refrain from judging Mr. Sarzoza not guilty of the charges made by the Grand

Jury of Santa Clara County, I am eager to hear from you at your earliest convenience through the pages of the *Excentrico* in care of letters to the editor column.

Sincerely yours
Antonio T. Del Buono

Obtenga su Revista EXCENTRICO
en las Tiendas que aqui se anuncian

Lucy D.



VALDERRAMA

NOTARY PUBLIC

Especialista en Traducciones y
ASUNTOS de INMIGRACION

24 HOUR SERVICE

Call 297-7821 351 HULL AVE.

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.



DIRECTORS COATS CUT AWAY
BRIDAL HOOPSIRTS

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.

PATRICIO and BESSIE VASQUEZ
CELEBRATE 25th WEDDING ANNIVERSARY - JULY 6, 1968



Patricio (El Grande) exchanged marriage vows with Bessie Manriquez in Santa Ana, California on July 6, 1943.

Their marriage produced three children, Pat Vasquez, Jr. that while in the Marine Corps was killed in Viet Nam, Nancy Jean Gomez and Rosemarie Anita Martinez.

Pat Vasquez was born in Van Nuys, Calif. in the year 1850, (or around there,) served in the U.S. Navy from 1942-45, and has resided in San Jose since 1941. Pat is an excellent carpenter currently employed by Schmidt Construction Co.; (does all of Excentrico's building construction and maintenance work.) His fee is so high

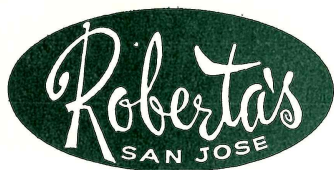
that we become highly resentful when pay check time arrives, but never-the-less we continue to hire him, the man is good.

Mr. Vasquez was chairman of the American GI Forum, San Jose Chapter for 2 1/2 terms 65-66-67. He was recently elected Pres. of MAPA for the term of May 1968-1969.

BESSIE his devoted wife was born in Clifton Arizona.

Their 25th WEDDING ANNIVERSARY was celebrated with a party at Lena Manriquez Hall where countless friends congratulated the sociable couple.

(photo by richard diaz)



BRIDAL & DRESS SHOP

The loveliest WEDDINGS Start at ROBERTA'S
GOWNS from \$29.99 Sizes 3 to 20

*** LASSOS AVAILABLE ***

Bridesmaids Gowns - Veil and Accesories too !

HOURS: Monday and Thursday till 9:00p.m.

SE HABLA ESPAÑOL

294 -0546 286 S.FIRST ST. SAN JOSE, CALIFORNIA



Help for Juvenile Institutions

Attorneys John S. Bishop, Jr. (left) and Richard M. McGowen examine County Juvenile Auxiliary incorporation papers held by Robert E. Nino, chief probation officer. The new volunteer organization, founded by lawyers' wives, will serve the needs of youngsters in County juvenile institutions.



PAUL CUIEL



MANUEL MARTINEZ



HERMAN ALVAREZ



JOHN BRECKER

CALL TODAY
CALL TONIGHT
FOR A
BETTER DEAL.



SAL MOSQUEDA

CASA CHICA, Lote Grande \$12,950
ANTICIPO MINIMO - Se Localiza en King Road
y Calle East Santa Clara St. llame a
HERMAN ALVAREZ

Town & Country Realty

251 - 3626 1666 E. Santa Clara St.



AMBROSE
BALCAZAR



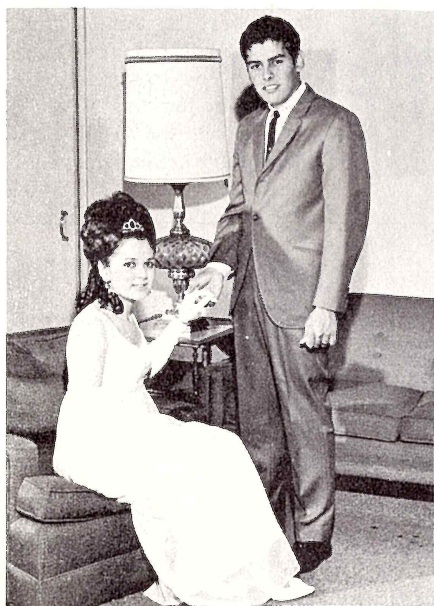
CANDY VELIZ



PRIVATE
JESS
CORDERO

Today, Saturday, July 20th, is Club San Felipe 10th Anniversary Ball; won't you join? The place is the fabulous Starlite Ballroom on the corner of Notre Dame and Carlsyle Streets. Music, music, music by Pete-Cope Escobedo and their orchestra from San Francisco. It's outstanding. The time is 9 to 1 a.m. Admission is \$5.00 per couple. Hope to see you there! Bailamos??

Below is a photo of Club San Felipe 1968-69 queen, lovely Linda Muraira and her chamberlain Felix Garcia, she will be crowned at our grand ball by our 1967-68 queen, lovely Cristina Cadena.



This young gent you see before you is Pvt. Jess Cordero. Jess was employed at Furniture Discount House on 82 E. Santa Clara Street before joining

the Army. Jess is now stationed at Fort Lee Virginia, where he is a supply clerk. Jess says that he is enjoying every minute of his stay in the Army and that he has one year- eight months - four days - ten hours and forty five seconds before he is discharged. It's not that Jess does not like the Army - it's that he knows the girls miss him here. Right Jess? Right!

THIS "N" THAT

Frankie Gomez was in the Starlight Ballroom recently - would you believe by himself.

Clarence Soto has a stereo system in his car that won't quit. I have heard some nice stereophonic radios, but his is tops. Carmen Molina & Carmen Castro touring Mexico for 2 weeks. I can just hear the two Carmens say "Como no me abian dijido que estavatan suave por aca". Girls as long as they understand I guess it's o.k. However; it reminds me of the story of two buddies one was very well educated and the other wasn't. They were standing by the bank of a river and the uneducated buddy fell in the water and he started yelling at his educated buddy "sacame porque me ogo", says his educated buddy "hó se dice ogo, se dise me áhogo". Says the uneducated buddy "saca me y despues me hechas a la escuela. Phueee.....

Once upon a time there was a farmer who was very religious with an undieing faith in God, and this particular

(continued next page)



OPEN
Mon. - Thurs.
and Friday
9:00 to 9:00
Tues. Wed. &
Sat. 9 to 6

251 - 9477

3046 STORY ROAD AT WHITE ROAD in MT. PLEASANT CENTER

23" GIANT SCREEN



\$18.48 per Month

ZENITH
handcrafted
color tv

Serial No. G A. 50-32J

295 Sq. Inches Viewing Area

RECTANGULAR PICTURE

OR CHOOSE FROM MANY OTHER VALUES
WE SERVICE WHAT WE SELL



Glover Insurance Agency

AUTO - ALL RISK - COMMERCIAL
FIRE - LIFE - BONDS - HOSPITALIZATION

PAY by the MONTH - No Driver Refused

TODA CLASE DE SEGUROS SERVICIO DE INCOME TAX

SEÑORITA ESTER VASQUEZ, RECEPCIONISTA

1245 El Camino Real
244-4760 Santa Clara



FRANK VASQUEZ
Manager

551 N. Hunter St.
466-3618 Stockton, Calif.



CARMEN
GONZÁLEZ, Prop.

LAS CAZUELAS

Lo Mejor en Comida Mexicana

ABIERTO SIETE DIAS de la SEMANA
Diariamente 7:30 a.m. a 12:00 p.m.
Los VIERNES y SABADOS de 7:30 a.m.
a 3:00 de la MADRUGADA.

El MENU mas Variado y Autenticamente
Mexicano en todo el Norte de California

297-6370 30 S. SECOND ST.

year his crop was destroyed by the draught leaving him penniless. The farmer went to the post office and asked for paper and pencil to write a letter to God, and it went as follows. Dear God, please let me borrow \$125 because I need them very badly. He addressed it to God and dropped it in the post office. The postmaster seeing that the letter was addressed to God, decided to open it and read it, he decided to make a collection among the employees, but was able to collect only \$100. So he put the \$100 in an envelope and gave it to the farmer when he came in the next day. When the farmer counted the money and saw that it was \$25 short he took paper and pencil and wrote "Dear God, please send me the other \$25 because I need it very much and please not through the post office because they are a bunch of thieves. Que batalla!!



Hank Coca won a Honda on The Radio KEEN 4th Annual Golf Tournament. In the photo from left to right: Bill Sci-lacci, Jim Gallegher, Hank Coca and Tony Ochiner. Note: Tony Ochiner blames his defeat to overweight, so mañana he is going on a diet. Viva Anthony.

Finis
Candy

M B TRANSMISSIONS



Trabajo
Absolutamente
Garantizado

Especialistas en Transmisiones

REPARACION - CAMBIOS y Ajustes
para todo Carro y Camiones

Bank Americard - First National
& Master Charge plans

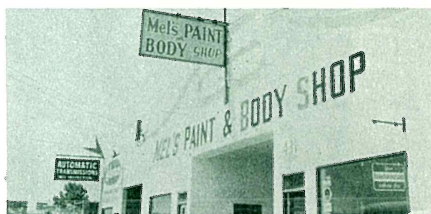
Miguel Barbosa, Prop.

246 - 3114 1399 El Camino Real
Santa Clara, California

Higher Wages at Pacific Telephone

No Experienced needed for Operator or Plant men's jobs! Your future is secured by many benefits: Good Salary while training at full pay, regular raises, good Chance to advance. Our Employment Offices are open 8:30 to 4:30 p.m. Mon. thru Fri. San Jose: 817 The Alameda 2350 Alum Rock Avenue Sunnyvale: 244 Carroll
PACIFIC TELEPHONE
An Equal Opportunity Employer

Mel's Paint & Body Shop



COLLISION REPAIRS - Insurance Work

298 - 0440 431 WILLOW ST.

EL CHARRO

RESTAURANT

799 SO. FIRST ST., SAN JOSE

Donde se sirven Auténticos Platillos de la cocina mexicana, deliciosamente preparados y que nos han dado prestigio y han hecho de este el Restaurant de más popularidad en San José.



AMADO y CARMEN GARCIA
PROPS.

TV SERVICE UNLIMITED

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

BLANCO y NEGRO

\$4.95

Llamada a casa Reg. \$7.95

TELEVISORES

Usados desde

\$19.95

oooooooooooooooo

VENTA DE TELEVISORES
NUEVOS

TELEVISORES de COLOR

\$6.95

Llamada a casa Reg. \$12.95

(Satisfaccion y Calidad o
le regresamos su Dinero !

TINO ALCARAZ y
JOE HERNANDEZ
Propietarios

Llame: 297-1576

789 THE ALAMEDA

SAN JOSE, CALIF

ALBERT GARCIA



looking gloomy and forlorn, he
recently broke his foot while
riding his HONDA BIKE

Albert attends
Los Gatos High School

(photo by richard diaz)

Jo-Mar Beauty Salon

Salon de Belleza Mexicano

OUR NEW
ADDRESS

234 WEST SAN
CARLOS ST.

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

292-2550 234 W. San Carlos

1500 METER FREESTYLE
Guillermo Echevarria, Mexico
16:28.1 (betters record of 16:34.1
by Mike Burton, Arden Hills, 1967

SANTA CLARA - Guillermo Echevarria achieved outstanding respect Sunday, July 7, 1968, with a stunning world record performance in the 1,500 - meter freestyle during the concluding session of the International Invitational Swim Classic.

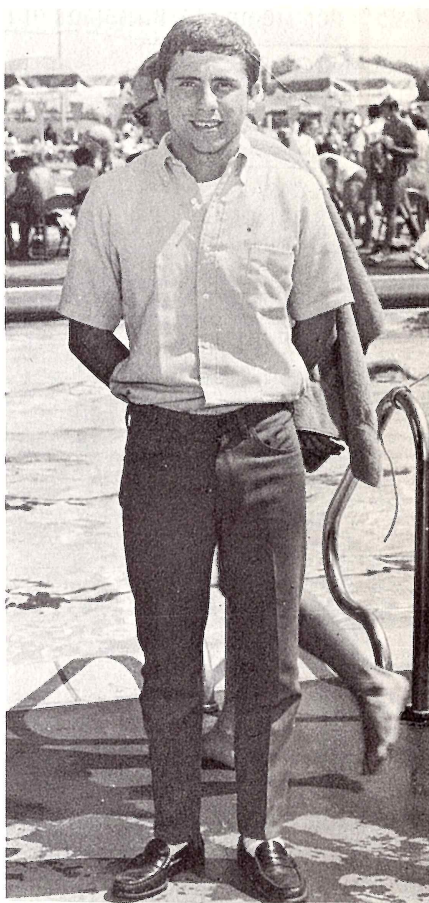
Swimming more than 30 seconds faster than ever before, Echevarria covered the distance in 16:28.1 while finishing 25 meters ahead of Mike Burton, considered by many the premier distance swimmer of the past decade and the former world record holder for the event.

Echevarria was a full six seconds under Burton's previous standard.

"Newspapers say all the time that Guillermo will have an advantage during the Olympics because he will be swimming at altitude; it makes us so damn mad, always getting slapped in the face like that, that he wanted to prove he was the best at sea level, too. We're happier with that than anything else," commented coach Ron Johnson. An American who went to Mexico 18 months ago expressly to prepare that country's swimmers for the games.

By Echevarria's own reckoning, he had lost to Burton at least four times in previous 1,500 meetings. He had beaten the Arden Hills star only once, in Mexico City.

Like Echevarria, several other winners also atoned for past defeats from long-time rivals before an enthusiastic capacity crowd at the International Swim Center.



PEPE'S Super Market & Bakery

Carnes de Primera

Toda Clase de Verduras

Masa para Tamales

Hojas - Especies

**Especialidades: Tortillas, Tamales,
Pan Dulce Mexicano y Tostadas**

Todos Los Domingos

Deliciosa Barbacoa de Res

MENUDITO

Acabadito de Hacer

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

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

DOMINGOS de 7:30 a.m. hasta las 9:00 de la Noche



El delicioso **PAN MEXICANO** acabadito de Hacer como igualmente toda clase de productos Mexicanos los puede obtener en **PEPE'S**

Tel. 293 - 1773

375 PREVOST ST.

San Jose, California



por 
Daniel Saldaña

ECONOMIA y AHORRO

El filósofo alemán Manuel Kant decía: "El ahorro consiste en poner cuidado y escrúpulo al gastar los medios de que se dispone. No es una virtud y no requiere destreza ni talento."

De acuerdo con esta cita de Kant, parece muy fácil economizar; la receta que da es buena, "Poner cuidado y escrúpulo al gastar". Si no se hace así, resulta difícil llevar un presupuesto nivelado y menos puede haber una oportunidad de economizar. Sin embargo algunas personas ponen tanto escrúpulo en gastar que llegan a la avaricia; esto resulta tan malo como lo es ser despilfarrador.

Desde luego hacemos la aclaración de que no somos economistas o financieros, ni tratamos en estas líneas de hacer un tratado de economía, solamente haremos un comentario sobre la economía y el ahorro, que son la base de la tranquilidad doméstica.

Tenemos que hacer uso de algunos ejemplos de los diferentes tipos de individuos. Todos conocemos al individuo que en su afán de aparentar una situación económica que no está a su alcance, se llena de deudas hasta el grado de que nada de lo que tiene o gasta le perte nece; en ocasiones hasta la ropa que lleva la debe. Por lo general este tipo de persona es rumbosa y despilfarrada, hace amigos que pierde tan pronto como les empieza a dar sablazos, mientras puede pagar las copas o los convites, en cuentra compañía, cuando no puede hacerlo se queda solo, aburriendo a los que quieren oírlo contar sus recuerdos de lo que él considera sus triunfos y su gloria; después los lamentos de lo que él llama ingratitud para su esplendidez. Estos ti-

pos son aburridos y casi siempre provocan lástima.

El otro ejemplo es lo contrario, manifiesta gran apego al dinero y cada moneda que llega a sus manos, no vuelve a entrar en circulación; tratan de vivir a costa de los que los rodean; en todos sus actos demuestran su avaricia, se pegan en todas las ocasiones en que pueden comer o beber gratis. Cuando tienen que pagar por sus alimentos, buscan los lugares mas baratos, no porque no puedan pagar mas, lo hacen por tacañería. Así lo hacen con la ropa y la casa, siempre buscan lo mas miserable. En el caso de no poder pagar algo mejor, está justificado, pero cuando se hace solo por el deseo de atesorar, es pura avaricia. Este tipo es repugnante y también se queda solo contando sus monedas.

Ninguno de estos dos tipos son recomendables; hablaremos ahora del término medio, ni despilfarro ni avaricia, simple y sencillamente organización. Pongamos por caso el individuo con un salario modesto, ajusta sus gastos conforme a sus entradas, no compra lo innecesario para no carecer de lo indispensable. Procura hacer sus compras en la forma mas ventajosa; si fuma compra sus cigarrillos por paquete con lo cual ahorra algunos centavos en cada cajetilla, en los mercados busca la mercancía que ponen en barata o ventas especiales y así también ahorra. En lugar de pagar renta, compra una casa y la paga en abonos y con el tiempo esa casa será de él cosa que nunca lograría pagando renta. Por lo general estas personas se sienten seguras en lo referente a la economía del hogar; si abren una cuenta o crédito, lo hacen solamente cuando han calculado que pueden cumplir con los pagos; estas personas no calculan cubrir sus compromisos con el dinero que puedan conseguir prestado, se atienen a lo que ellos ganan de lo cual pueden disponer. Gastan inteligentemente, ni son despilfarrados ni avarientos, solo organizan su vida para gozar de tranquilidad.

Orrison Swit Marden decía: Quisiera ver escrito en el cielo estas dos palabras . . . ECONOMIA Y AHORRO.

OPORTUNIDADES DE EMPLEO

FABRICA Ayudantes en general
Soldadores
Operadores de máquinas-herramientas
Operadores de prensas taladradoras

OFICINA Oficinistas
Secretarias
Dibujantes

(Los interesados deben tener ciudadanía de Estados Unidos)

Para entrevistas: Sr. Joe Hurtado
Teléfono 297-8167



FMC CORPORATION

EMPLEADOR QUE OFRECE IGUALDAD DE OPORTUNIDADES

Las Banderas

Bakery & Mexicatessen

Pan Mexicano al Estilo Zacatecas



Visite este lugar
y le aseguramos
que se
convertira en un
Cliente
Permanente

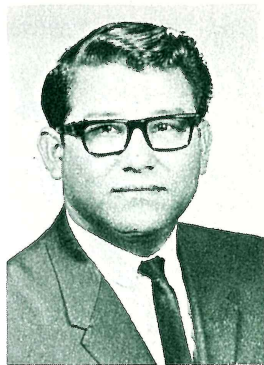
**SALVADOR
BENAIDEZ**

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.

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 AMERICAN
292-9205 349 WILLOW ST.



Pacific Telephone "WE ARE HERE TO HELP"

Pacific Telephone's service motto--We're here to Help--has been voiced in two languages in East San Jose since the company's bi-lingual East Side business office opened this month (June 17).

Located at 2350 Alum Rock Ave., the office is staffed by Spanish-speaking personnel, according to the San Jose public office manager Nick Kulish, "to make it a little easier for Mexican American customers to handle their business with Pacific."

"We take care of anyone who comes to the office," explained Kulish, "Whether they be folks with exchange prefixes normally served by the office, or Spanish-speaking customers from other areas of San Jose."

Prefixes normally served by the office are 251-, 258-, 259-, 272-, and 274-,

"There is a concentration of Mexican Americans near this new office," said Gee Ramirez, commercial representative who mans the office, "and we hope to make their business relations with Pacific Telephone a little easier."

"We also welcome Mexican-Americans from other parts of town to come

here for assistance. Our service will include taking employment applications, accepting payments, taking orders, number changes, and any other telephone business that is brought to our attention."

Service representatives Laurel Grijalva and Gloria Flores will work with Ramirez and Mrs. Margaret Smith will receive employment applications and answer job inquires.

Mrs. Grijalva has been with Pacific Telephone three years and lives on the East Side with her husband, Abel, and eight-month old son, Abel Jr.

Mrs. Flores has worked for the company four years. She and her husband, John, also live on the East Side. They have a six-year old son, Joey, and a daughter, Catherine, who is five.

Mrs. Smith has worked for Pacific since April. The San Jose native and her husband Frederick live on the East Side with their 6-month old son, Eric.

Ramirez came to California from Texas in 1962, and was graduated from San Jose City College. His wife, Isabel, works in Pacific, San Jose employment office.



Pictured left to right are Gee Ramirez, Commercial Representative; Laurel Grijalva, Service Representative; Sam Della Maggiore, Santa Clara

County Supervisor District Two; and, Mark Guerra (Supervisor Compensatory Education of Campbell Union High School District.)



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)

ENJOYING A NIGHT OUT

These couples were
caught by the magic
lenses of our ace
Cameraman
Richard Diaz

Left to right: Angel and
Tonie Lopez from Utah.
Ralph and Lorrie Lopez



RAINBOW BALLROOM

Dancing Every — SATURDAY & SUNDAY

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



FRANK DAVILLA
296 -0306



NUEVO TESORERO DE LA COMISION HONORIFICA MEXICANA, INC.

Con su imponente pistola calibre 45
el charro negro

Sr. FORTUNATO C. CISNEROS
se propone defender los tesoros de
la Comision Honorifica Mex. Inc.
de San Jose, California

El Sr. Cisneros es originario de Mezquital
Durango, Mexico.

Ha radicado en esta bella y hospitalaria
ciudad de San Jose por los pasados 36 años.

En un pasado muy muy distante fue reco-
nocido como el Trompetista No. 1 en esta
region lo apodaron como el Harry James
Mexicano.

En nuestra opinion fue el que origino los
trajes de charros en esta localidad.

WANTED! DRIVERS for Ice Cream Routes

“OPPORTUNITIES IN A FAST GROWING BUSINESS”

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



Victor N. Soto, Prop.

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



Bonanza Ice Cream

CALL FOR INFORMATION

294 - 5403 or 967 - 5001

102 Bellevue Ave. San Jose, Calif.

NO EXPERIENCE NECESSARY
HANDICAPPED WELCOME !

THRIFTY PEST CONTROL



ROACHES!!

GUARANTEED ONE TIME
EXTERMINATION !

LOWEST PRICES!

QUALITY WORK!

FREE ESTIMATES

Telephone 295 - 1652

BOB JONES - PAUL DAVIDSON PROPS.

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

287 SAN JOSE AVENUE



INOCENTE DIAZ

San Jose, Calif

CLUB ZANZAREE

MARCE
MORA



Did everyone have a nice 4 of July? I hope that all of you were more fortunate than some people were. A friend of mine Mary B. will probably never forget that day. A wise guy threw a cherry bomb and hit her legs, damaging them to a point that she is still hospitalized. Now, do you call this fun? Let's hope not.

HAPPY BIRTHDAY

To the popular and well known Empresario (El Gordito) A. Delgado. To him we like to wish many more years and our best wishes for more success.

OUT OF THIS WORLD

Is what you can call "La Santanera", that plays at Arturo's Quiet Village. Have you heard it? If not drop by and do so. In this Combo there are two singers and "like WOW", they are great. Who? None other than Joe Guillen and

Jennie's Hair FASHIONS

OPEN THURSDAY
Evenings by
Appointment
Maria Gonzales
Joyce Glaze
Beauticians

Master Charge & First
Natl. Bank Plans

Tel. 293-1897 680 Willow St.



Ted Rivera. Our good wishes for them and "La Santanera".

CONGRATULATIONS

Angie Coronado informs us that a new beautician has been added to her staff and it's none other than cute Irma Falcon. Irma has proven her talent very well in this field. She is the sister of Gloria Falcon. They both form el Dueto de Las Hermanitas Falcon. They have also made recordings. Lots of luck and may these girls get their dream.

A few members of the famous CORONELAS left to right: Linda Muraira - Queen, Gloria Bracamontes - President of Festivities, Gracie Castañeda - Treasurer, Linda Chantaca - Princess. Next issue we will feature the whole group or more riders.



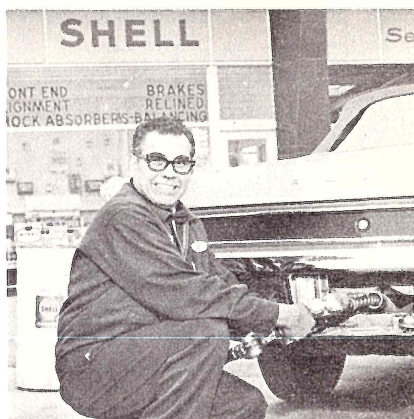
Salcido Shell Service

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



Terry Sapien, exchanged wedding vows with Richard Molano, on March 3, 1968.

Terry's parents are Mr. & Mrs. Antonio Sapien. Richard's are Mr. & Mrs. Artemio Molano.

In photo from left to right: Bob Cimentel, Joe Lomas, Mike Ybarra, Jr., Rene Molano, Elvira Aduarte, Elvira Lomas, Rachael Sapien and Orpha Vasquez.

MAC HERNANDEZ STUDIO

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.

Sr. Guadalupe y Sra. Ana de Lara
participan a Ud. el enlace
de su hija

Martha
con el Señor
Jesus Castillo



Sr. Justo y Sra. Margarita Castillo
participan a Ud. el enlace
de su hijo

Jesus
con la Señorita
Martha de Lara

U tienen el honor de invitar a Ud. y a su apreciable familia a la Ceremonia Religiosa que se verificara el
Sabado 1ro. de Junio, a la 1:00 p.m. en la Iglesia de la Sagrada Familia.

San Jose, California 1968

Madrinas

Eva Stakely Lucy Tello Rosalinda Gonzalez

Padrinos

Pedro de Lara Jim George Jesus Stakely



En la grafica de iz. a der: Gloria Apodaca, Kathy McFarland, Emily Garnica, Mary Lou Violante, Rosalinda Gonzales, Eva Stakely, Pajecito: Arturo De Lara, Ginger Cuellar, Lucy Tello, Connie Mendoza, Beatriz Rivera, Tino Arroyo, Rosalinda Gonzales, Dianne Cruz.

Segunda fila: Sabino Rivera, Humberto De Lara, Jose Corralejo, Gregorio Castillo Jesus Stakely, Pedro De Lara, (Los Novios Jesus Castillo, Jim Azine, Ray Gonzales, Tony Apodaca, Jesse Rodriguez, Tommy Novato y Alfonso Mendoza.

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
WEEKEND SPECIALS!



HANK COCA



CANDY VELIZ



LOUIE COCA



JOE SANCHEZ



RENE DE LUNA



ABEL ACOSTA



SILVER LUNA



GIL COCA

MASTER CHARGE
1ST NATL. CREDIT CARD

E-Z CREDIT



PARKING IN REAR OF STORE

SALINAS 807 E. MARKET ST.
SAN JOSE 82 E. SANTA CLARA ST.
FRESNO 1501 BROADWAY ST.
REDWOOD CITY EL CAMINO REAL

PAY ONLY \$10.00 A MONTH

3 rooms of Furniture

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

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

KITCHEN: Includes Table and 4 Chairs,

ALL 21 PIECES
ONLY,,, **\$299.00**

82 E. Santa Clara St.

297 - 9486

San Jose

Por ANA CELIA ROGERS

Muy interesantes y conmovedores he encontrado los escritos referentes al llorado Senador Robert Kennedy.

Megustaría a continuación hacer alusión a la gran familia Kennedy. Una familia estoica que con su dignidad y majestuosidad en tiempo de crisis y dolor, nos ha enseñado a todos nosotros, al mundo entero, lo que es hacerle frente a la realidad por dura que esta sea, hacerle frente con valor y aplomo.

La fé que esta gran familia pone en el Todopoderoso es evidente. A El le dejan que haga su voluntad y en El se refugian para buscar consuelo. Sus mentes son tan evolucionadas que en ellas no escatiman la venganza ni tan siquiera el ver hacia atrás. Se sobreponen de una manera sorprendente y prometen seguir trabajando con ahínco y luchando por los ideales por los cuales sus seres queridos dieron su vida, haciendo así que su muerte no sea en vano.

Al hablar de la Familia Kennedy, se tiene que elogiar a la gran matriarca de la familia la Sra. Doña Rosa T. Kennedy. Ella es de veras una clase de mujer única. Mujer a la que todas nosotras como madres, debamos admirar y respetar mucho. Es ella una persona, quien aunque llena de comodidades, su vida la ha dedicado en cuerpo y alma a la educación de sus hijos. Los ha enseñado a distinguir las verdaderas virtudes y cualidades que adornan a los seres humanos. Sencillez de espíritu, humildad, fortaleza de carácter, dedicación a luchar por sus ideales, convicciones y sobretodo, el proyectar sus sentimientos en otros seres menos afortunados, siendo así por lo que los Kennedy aunque millonarios, se han identificado siempre con las clases pobres y las han comprendido. La muestra la tuvimos en el interés que el finado Senador Kennedy demostró tener por el mejoramiento nuestro, el de los México-Americanos en este país. En América Latina, los finados Hnos. Kennedy, son unos ídolos queridos y llora-

dos por las multitudes.

Aunque se comprende que es una lástima que cerebros brillantes, mentes de este calibre hayan sido apagados por balas asesinas, se debe de hacer mención que tanto el finado Presidente Kennedy, como el Senador Kennedy, aunque sus vidas fueron cortas, fueron vidas encaminadas a la lucha de sus ideales, vidas quienes encontraron la dicha familiar, quienes murieron en momento de triunfo. Los finados Hnos. Kennedy murieron en el campo de batalla, pero colmados de gloria, ellos alcanzaron mucho mas de lo que una gran mayoría de nosotros llegaremos a alcanzar en el lapso de nuestra vida terrenal. Esto es, la satisfacción de vivir constantemente dedicados al servicio y bienestar de la humanidad.

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

Reward from a Charming Señora



by John Marek

Jack Rubin who won the nationwide King of solicitors contest in Chicago in 1932 is presented with a trophy by Leote Gonzales, charming legal secretary.

This award is for Jack's outstanding sales record at Malabar Enterprises

(for 1968) of San Jose. Also smiling at the gracious Leote Gonzales is Don Cortese and Charles Wood of Beacon Mfg. Co.

In photo (left to right): Leote Gonzales, Jack Rubin, Don Cortese and Charles Wood.

PHOTO BY RICHARD DIAZ

Gloria's FLORAL SHOP

Jose and Gloria
Bautista



For All Occasions



Weddings

Funerals Floral Arrangements

Corsages

Artificial Arrangements Potted Plants

**NOW
OPEN**



HOURS

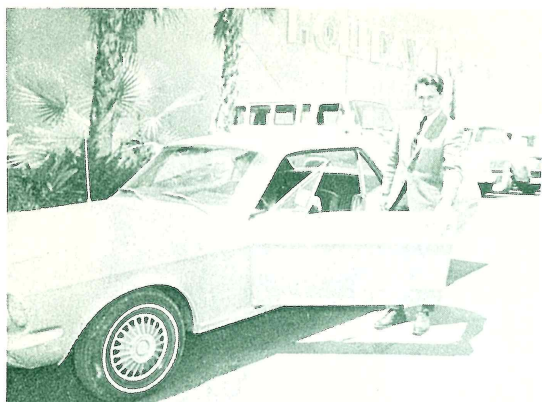
9:00 to 6:00 p.m.
Daily
Monday Thru Sat.

FREE DELIVERY IN SAN JOSE

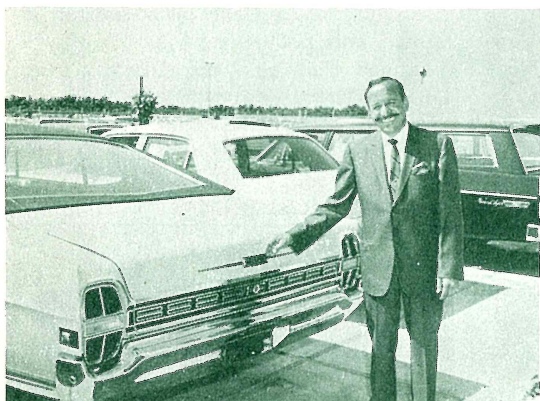
286 - 6280

1246 1/2 E. Santa Clara St.

(Next to Lena Manriquez Office)

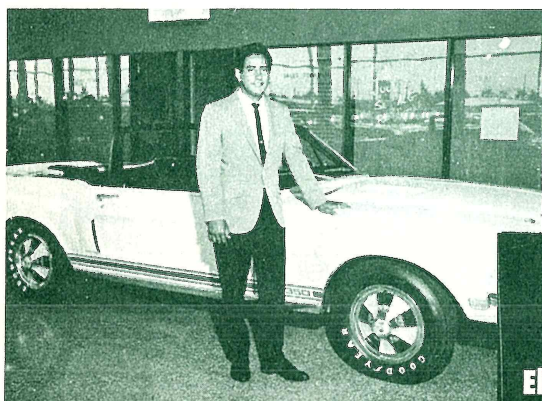


RUDY ESQUIVEL
Representante de Ventas



HUGO ARMANDO MUÑOZ
Agente de Ventas

“CORNÝ” LOPEZ
Agente de Ventas



Carro ENG A

**La Agencia d
grande en**

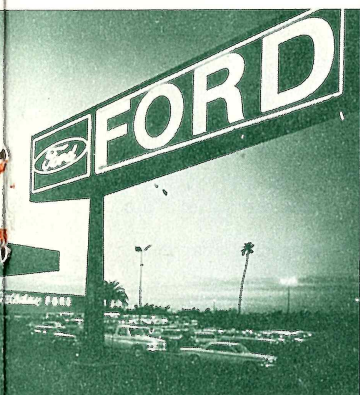
Abonos C

Carros de To

Parte del atento persona
FORD dispuestos hacer
Carro Nuevo o Usad

Holida

El Camino Real y Fair Oaks 73



**s Sin
N CHE**

**le Autos mas
California**

Comodos!

das Marcas !

con que cuenta Holiday
de el MEJOR TRATO en un
do en todo California.

4 Ford

8 - 1800 Sunnyvale, California



TOMMY RODRIGUEZ
Gerente de Ventas



PETE CALDERON
Credit Manager

“Amigo” AL GRACIER
Fleet Representative



RINCON POETICO



EL LLANTO DE UNA MADRE

Esta llorando tristemente
Una viejita muy sola
Sufre una pena hondamente
Solo un retrato le consuela.

Maldice mil veces la guerra
Porque un hijo le quitó
Tan solo un recuerdo queda
Una medalla que la Patria ofrendó.

Se oyen tocar en silencio
Que se entristece hasta el corazón
Despiden en un cementerio
Contres descargas de cañón
A un Héroe que con su vida
A sus compañeros salvó.

Se oye el clamor del clarín aún
Y el sol parece calentar mas
Bajan suabemente a una fosa un ataúd
Es un héroe de la guerra de Viet Nam.

Su madre sollozando le dice con cariño
Hijo tu muerte sera para mi dolor pro-
fundo

Señor dale ternura en tu mundo
Que para su madre fue el mejor de los
hijos.

Su única culpa de el
Fue en este mundo crecer
Para servir a la Patria
Y con su vida defender.

Hijo tus mil ambiciones
Fueron ser un gran soldado
Hoy pido con oraciones
Que estés con Dios a su lado.

Y esta viejita muy triste
Con su dolor en pena
Un beso le da a su hijo
De su retrato en la guerra.

Letra de Antonio Santana Gómez.
San José, California.

GUERRA DE VIET NAM

Bendito señor de los cielos
Has que esta guerra no dure mas
Que culpa tienen nuestros soldados
Que anden peleando en Viet Nam.

Todas las madres con oraciones
Piden a tu gran poder
Que ya regreses a sus hijos
De esa guerra sin cuartel.

Ten compasión Señor Poderoso
Del corazón de esas sufridas madres
Ver a sus hijos perder la vida
De aquel lado de los mares.

Son casi unos jovencitos
Que empiezan la vida a amar
Ellos que culpa han tenido
De esa guerra de Viet Nam.

Has que pronto ellos regresen
Con sus madres al dulce hogar
Y que pronto termine esa guerra
Que no parace tener final.

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)

Angelique's **Beauty Salon**

LOLA GONZALES, MGR.

Open Sundays & Evenings
FREE PARKING
AIR CONDITIONED
SE HABLA ESPAÑOL

Tel. 259-2100
1120 KING ROAD



Maria's

COCKTAIL LOUNGE



El Centro Nocturno Mas Elegante

DANCING

Featuring the fabulous
LOS PEPES ORCHESTRA

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.

Benigno y Maria R. Castellanos
tienen el honor de invitar a Ud. a ofrecer

la Misa Nupcial en la que su hija

GLORIA

Se unira en el Santo Sacramento del
Matrimonio al
Sr. JUAN MANUEL FLORES
el Sabado 6 de Julio a la 1:30 p.m.
dignandose officiar el Rev. P. F. O. Peña
en la Iglesia de San Patricio
San Jose, California Julio de 1968



Apolonio y Sofia Flores

Tienen el honor de invitar a Ud. a ofrecer

la Misa Nupcial en la que su hijo

JUAN MANUEL

Se unira en el Santo Sacramento del

Matrimonio a la señorita

GLORIA CASTELLANOS

DAY & NIGHT - 24 Hour Service

COURT OR JAIL BONDS

GONZALES BAIL BONDS

SAN JOSE

Telephone 293-3000



CELLAREYES was born in Durango, Durango Mexico, has resided in San Jose for 4 1/2 years, attended Abraham Lincoln High. Currently is attending Beauty College.



Sr. Roberto y Sra. Celia Reyes
Sr. y Sra. Alberto Gomez
participan a Q'le el enlace
de su hija e hijo

Celia y Jaime



Sr. Roberto y Sra. Celia Reyes
Sr. Guillermo y Sra. Catherine Camell
participan a Q'le el enlace
de su hija e hijo

Magdalena y Larry

Q'ya tienen el honor de invitar a Q'le y a su apreciable familia a la Ceremonia Religiosa que se celebrara el Sabado 27 de Julio, a las 11:00 del dia, en la Iglesia Holy Family, Calle 5ta y San Fernando.

San Jose, California 1968

Padrinos: Marcel y Clara Reyes

Donas

Mrs. C. Williams

Magdalena Morales

Sra. C. Williams

Magdalena Morales

Gracia Wright

Marcela Rodriguez

Gracia Wright

Marcela Rodriguez

Sra. Ramirez

Padrinos:

Marcela Ramirez

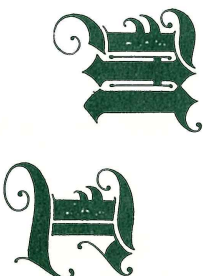
Richard Williams

Clara Reyes

Gracia, Clara, Carlos, y J. J. Ramirez, Hermanos y hermanas.

JIMMY BAEZA hails from El Paso, Texas lived in San Jose for the past 20 years, Attended Sunnyvale High School.

MAGDALENA REYES is a native of Durango, Durango, Mexico, with residence in San Jose for the past 4 1/2 years. Attended El Paso Technical Institute in El Paso, Tex.





**Wilford Irizarry Gerente de
Ventas de SAN JOSE FORD**

**Siempre les Ofrece un
Poquito Mas ...**

WILFORD IRIZARRY Gerente de Ventas de San Jose Ford
Le hara el Mejor Trato al Comprar un carro nuevo o usado.



ARTURO ORDOÑEZ
HONDURAS, C. A.

LISTEN TO RADIO KAZA

FRIDAY at 6:15 p.m.

SATURDAY at 6:45 p.m.

SUNDAY at 12:30 Noon

For Wonderful Weekend SPECIALS



**MANUEL
VELASCO**

Home of the Best Used Cars in Northern California

'65 MUSTANG RJA 800	\$ 985	'59 PONTIAC, Hardtop	\$ 197
'63 Chev. Wagon, Impala	\$1097	'62 MERC. WAGON	\$ 397
'64 FORD WAGON, 6 pasngr.	\$ 997	'65 COMET Caliente	\$1097
'63 FORD WAGON, Ctry. St	\$1097	'66 BUICK, Electra, 4 dr.	\$2197
'64 FORD HARDTOP, Galaxy	\$ 697	'65 FORD WAGON	\$1297
'65 PONT. Wagon, Catalina	\$1597	'66 BARRACUDA, Air cond.	\$1597
'63 FORD Pickup	\$ 597	'66 FORD XL	\$1297
'64 PONTIAC, Bonneville	\$ 997	'62 MERC. HT	\$ 797

SAN JOSE FORD

295 - 0151

2111 N. First & Bayshore

La Comunidad De San Jose

Por
ANGIE CORANADO



AMERICAN LEAGUE FOR
MERCANTILE ARBITRATION,
ALMA INC.

WHAT IS ALMA? 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 fake a written complaint but the problem will not be solved. The District Attorney's Office

cannot help him. They will advise him 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 detached 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 detachments, 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.

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 contact the Merchant member and attempt to settle the matter amicably. If that is not possible, the matter will then be submitted to arbitration.

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

(continued next page)



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



WILFORD IRIZARRY
MAGDA FRANCO
JUAN MENDOZA (El Tariacuri)

Con inmenso placer presentamos a nuestros queridos lectores esta foto tomada durante la reciente presentacion de la despampanante Magda Franco y el fabuloso Tariacuri durante su presentacion en el County Fair Grounds de esta ciudad el dia 4 de Julio Wilford Irizarry reconocido como el vendedor sobresaliente de San Jose Ford Sales acompaño a estos artistas durante su gira en el norte de california.

Plan Especial para Asegurar a toda su Familia



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

Richard Ignacio

Gallegos

Metropolitan Life Insurance Co.

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

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 that 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 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 News - letter and other media.

ALMA, therefore, invites you to join and to solicit your relatives, your friends and your neighbors to join too --

to share in the great benefits which will be yours as ALMA continues to grow.

Call 294-8850 or 294-8851 and leave your name.

For your
WEDDING INVITATIONS
Color Wedding Pictures
Call 292 - 4273
Humberto or Bert Garcia

Tony's Chevron Service

LUBES
OIL CHANGE
BATTERIES

Tony Valle
Owner

294-6693

The Chevron ABOVE ALL
...means service!



CHEVRON DEALERS
STANDARD STATIONS

798 Almaden Ave.

Arden's

Children's & Women's
Apparel



RACHEL CUEN CASTILLO Manager
NORMA MINJARES CARRASCO
Specializing in Half Size Dresses

" DRESS FOR LESS "

295 - 0805

55 S. FIRST ST.



STANLEY

The Stanley Warren Shop Men's Hair Styling & Barbering

BY APPOINTMENT
297-7155

17 S. SECOND ST. SAN JOSE, CALIFORNIA

WARREN



Mr. and Mrs. Guillermo Pantoja

Mr. and Mrs. Osvaldo Morales

request the honour of your presence
at the marriage of their
daughter and son

Luisa Ann and Ignacio

On Saturday, August the third at two-thirty
in the afternoon

St. Patrick's Church 389 E. Santa Clara St.

San Jose, California 1968

DANCE: Starlight Ballroom
Notre Dame & Carlyle Sts.
7:00 p.m. to 2:00 a.m.

Andy Flores & Chris Carmona's orchestras
will furnish music for dancing.



LUISA PANTOJA was born in Loraine, Texas, has resided in San Jose for the last 15 years, attended Santa Clara High. She was selected Club San Felipe's Queen in 1966. Currently is a registered Beautician.

IGNACIO MORALES is a native of Guerrero, Mexico, has resided in San Jose for the past 8 years. Attended San Jose City College.

After their honeymoon in Acapulco, Mexico the couple will establish residence in this city.



"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



attitudes & platitudes

Compiled by TONY GARCIA

A PLATITUDE is a truth so often said that it becomes a bore. Or, to express it in a platitude voiced by Aesop 2,500 years ago, familiarity breeds contempt.

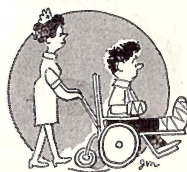
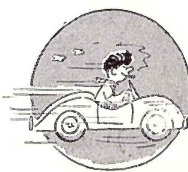
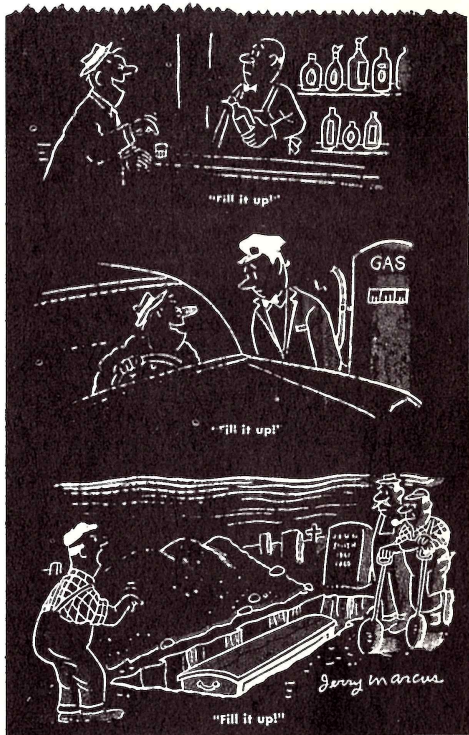
The fact that we may tire of hearing a truth, however, doesn't lessen its value as a guide to behavior. The Golden Rule is a platitude perhaps "more honored in the breach than the observance"—but that does not diminish its worth nor its practicality.

There is no fault in the platitude. The fault lies in the attitude, which can be disastrous—particularly in respect to driving an automobile.

There are quite enough platitudes in this regard: Speed can kill . . . Drive defensively . . . If you drink, don't drive.

There is nothing wrong with any of them. Indeed, they're absolutely right. For everybody. But in the attitude of many of us, they're for somebody else, not us.

Tony is the son of publisher Humberto Garcia, the youngest of the clan.



JAIL BONDS

IMMIGRATION BONDS

BAIL BONDS

AGENCIA DE FIANZAS

GARCIA

&

GARCIA

297-5454

24 HOUR SERVICE

SAN JOSE, CALIFORNIA



BOB MERCADO



Contribucion al Santa Clara County UNITED FUND

De izquierda a derecha. El asistente del Gerente de Personal de la Planta N° 3 Del Monte, Sr. Peter A. Rocereto y el representante de la Unión de Trabajadores de Canerías, Local N° 679, Sr. Daniel G. Saldaña, atienden a la Srta. Margarita Valdivia, entregando su contribución para el Santa Clara County United Fund. Los trabajadores de la Planta Del Monte N° 3, van a la cabeza con mas de tres mil dólares de contribución al United Fund.

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.



GLORIA
RODRIGUEZ

Baptismal

On Saturday, July 13, 1968, little Andrea Nadine will be baptised. She is the daughter of Ron and Chris Henry. The parents and godparents will dine at the elegant Plateau 7. Boy, Ron, all that good food!!

Poor Hillard, no party. Well, maybe next time.

Birthdays

Our new member Sonny Torres will celebrate his birthday on Saturday, July 27. Hope you have many more to come Sonny. Gail Henry will have her 13th birthday on July 22. She is the sister of Ron Henry. I wish you the best of everything to a sweet girl.

Sports

Club Riviera has been doing fair. We missed out on the first half but will be on the second half I bet. (I hope). We lost to El Dorado 5 to 4 but it was a good game, but we beat the Champs, Club Mayfair, and boy was that a game. It was a fight all the way through, but we came out ahead 4 to 3.

Now I'd like to introduce the Club Riviera ball team:



Top row: l to r - Danny Gallvan, Dave Gallvan, Tex Aynes, Frank Seijas, Frank Kawakami, Hillard Payer. Second row: Paul Ramirez, Ron Henry, Harold Martinez, Al Rodriguez, Frank Juarez, Frank Caveredo, Joe Padilla, Sonny Torres. They really look alert don't they????

Hey Louie S. we were waiting for you after the game!! We really do like you Louie, that's why we bother you so much, but we thought you'd join us after the game for the usual "dirty ole beer"?

It's good to have Dee Payer back at the games. She's our cheer-leader, now all we need is Vivian. Now Barbara T. is able to make the games so from now on we'll have our cheering section again.

Entertainment

If you want an ice cold beer head on out to Dales' Billiards in Milpitas. Dale has friendly efficient service. The whole ball club went out to Dale's after the game we played with Mayfair and we all had a good time. Seems that no one could beat Juanita and Hillard at shuffleboard and they got a swelled head over it. And on the back pool table was that great teacher Ron H. trying to teach Al R. to play pool. Dear you're not supposed to hit the Q-ball on the floor, you're supposed to keep it on the table!!!

After a while everyone went to the Kawakami residence and had a barbeque, which was very delicious Jean and Frank.

Well, I have nothing else of interest so will close until next time.

Gloria Rodriguez

EL AMIGO CAFE

AURELIO
MELGOZA
e hijas
para
atenderle



CERVEZA Bien Refrigerada de todas Marcas
Comida MEXICANA - AMERICANA

297-4669 167 W. San Fernando



JOSE MARTINEZ es originario de Arandas Jalisco, Mexico, tiene 3 años de radicar en San Jose. Curso sus estudios en Mexico.

*JR
LM*

Sr. Santos y Sra. Lucy Lopez
Sr. Salvador y Sra. Esperanza Martinez
participan a Ud. el enlace de su
hija e hijo

Estela Gutierrez

y

Jose Martinez

Y tienen el honor de invitar a Ud. y a su apreciable familia a la Ceremonia Religiosa que se verificara el Sabado 29 de Junio a la 1:00 de la tarde, en la Iglesia de Nuestra Señora de Guadalupe, 2020 E. San Antonio St.

San Jose, California 1968



ESTELA GUTIERREZ es nativa de Fabens, Tex. con residencia en esta por los pasados 3 años Atendio a la escuela Overfelt High.

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.

DANCING FRIDAY and SATURDAY
TARDEADAS EVERY SUNDAY



REYES BALDERAS y su CONJUNTO

Your Hosts Rocky & Sammy Lopez

Tel. 251-9774

STORY ROAD & CAPITOL



MALDONADO - MIRANDA

On June 29, 1968, wedding vows were exchanged between Miss Neida Miranda, daughter of Ramon and Irene Miranda, and Mr. Hector Maldonado, son of Jesus and Hercilia Maldonado, at the Tabernaculo Cristiano Church in San Jose, at 3:30 p.m. Pastor Lincoln Vargas officiated.

The reception was held at Lena Manriquez Hall. Residency is to be established in San Jose.

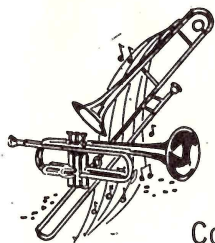
In photo from right to left: top row - Joey, Tommy, Frank, Frankie, Raul and Freddie; second row - Lydia, Rosemary, Vickie, Pedro (best man), Gloria (maid of honor), Gladys, Miriam and Carmen. Michael (ring bearer) and Carmen (flower girl).

MAC HERNANDEZ STUDIO



El Patio Nite Club

DINING & DANCING



**RUDY GONZALES
& HIS
COLOMBIANOS**

featuring singer

Conrado Barrientos

Baile los Vier. Sab. y Domingos

Facilidades para Banquetes

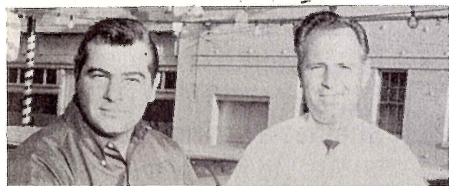
CASAMIENTOS - PARTIES - FIESTAS

Lo Mejor en BEBIDAS COMPUESTAS

Mariachis todos los Miercoles

293-1998 360 W. San Carlos St.

ERNIE'S AUTO SALES



EXCELENTES CARROS USADOS

El Italianito con el Corazon muy Mexicano

297-3377 306 N. FIRST STREET

AGENCIA Guerrero

NICK H. GUERRERO

Notary Public

**Arreglamos Asuntos
de Inmigracion**



**NOS ESPECIALIZAMOS EN LLEVAR
CONTABILIDAD**

DE PROFESIONISTAS Y NEGOCIOS

**REPORTES MENSUALES DE
GANANCIAS Y PERDIDAS**

PAGO SEMANAL DE EMPLEADOS

**VISAS, MICAS PERDIDAS, TRADUCCIONES
REGISTROS, CERTIFICADOS, CARTAS DE
PODER, DOCUMENTOS NOTARIZADOS,**

**LICENCIAS SUSPENDIDAS
INCOME TAX**

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

297-2079 944 E. Santa Clara St.

Club San Felipe's - 10th Anniversary

DANCE

Saturday, July 20, 1968 - 9 to 1:00 a.m.

Pete & Cope Escobedo Orchestra

Starlight Ballroom - Notre Dame & Carlyle

\$5.00 per couple

Humberto Garcia Excentrico's
publisher & El Rapido will be

in charge of photography

8 x 10 Color pictures \$5.00@



AGENCIA DE INHUMACIONES CASA FUNERARIA

Mission Chapel

RANCADORE & ALAMEDA

SIRVIENDO A LA COLONIA DESDE 1933

EN QUIEN PUEDE UD, DEPLNDER
EMBALSAMADORES REGISTRADOS

ABIERTO 24 HORAS
SE HABLA ESPAÑOL

ALAN A. ALAMEDA
HONESTIDAD Y CORTESIA

TELEFONO 293 - 0073

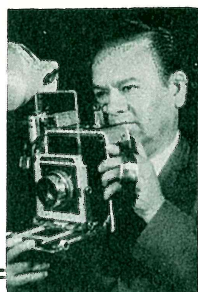
600 S. 2ND ST. SAN JOSE, CALIFORNIA



EL FOTOGRAFO de LAS ESTRELLAS



RICHARD DIAZ
292 - 3294



FREE PASSES FOR THESE YOUNG
ladies, all they have to do is to
identify themselves at
the RAINBOW BALLROOM
BOX OFFICE.



Introducing
Singer LICHÁ JUAREZ
She has a string of song hits
to her name.

Pat Vasquez, age 29 celebrates 25th Wedding Anniversary

On July 6th of this year
Pat and Bessie Vasquez
had a hugh party at
Lena Manriquez Hall,
in photo Pat appears with
some of his brothers and
sister during the festivities



Portable SWIMMING POOLS

- All Sizes & Shapes
- Replacement Liners
- Filters
- Covers
- Chemicals

Jumbo 18ft. Pool Package



ONLY

159⁰⁰

DOUGHBOYURB
TROPHYHPE
 28 MODELS TO CHOOSE FROM

PRICE INCLUDES -
 POOL, FILTER,
 SKIMMER, GROUND PAD.

OPEN 7 DAYS A WEEK
11 A.M. TO 7 P.M.

100% FINANCING

SECARD POOLS

PHONE -
241-1919

2324 LAYFAYETTE, SANTA CLARA

El Excentrico

VOLUME 19 No. 17

JULY 20, 1968

HUMBERTO GARCIA

BERT GARCIA

PUBLISHER - DIRECTOR

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

ELEXCENTRICO 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

La Rueda de la Fortuna

THE WHEEL OF FORTUNE



Pase unas horas alegres bailando al ritmo
 de JIMMY LOZANO y su Orquesta
 "NOTAS DE ORO"

Featuring the Mexican Marlan Brando

Baile los Vier. Sab. y Domingos

Manuel Juarez, Prop.

Tel. 263 - 1030

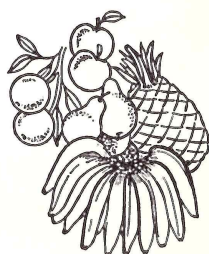
1231 TAYLOR ST. Alviso, Calif.



FOOD STAMPS REDEEMED

SE CAMBIAN CHEQUES del
WELFARE

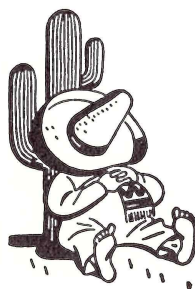
ABIERTO los 7 DIAS de
La SEMANA
9:00 de la mañana a 9:00
de la NOCHE !



Productos Mexicanos

La mas amplia y variada mercancia
Importada de MEXICO !

PIÑATAS - Hojas para Tamales
CABEZAS de PUERCO
MENUDO - Tripas de Leche
Cilantro - Chiles de todas clases
Harina La PIÑA - Pan Mexicano 1



GRISSEO'S MARKET

355 EVELYN ST.

719 4315

San Jose, California

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.

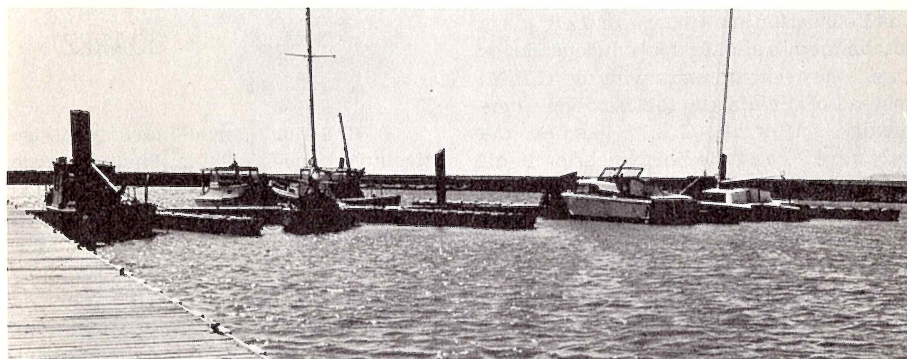
DOMINGOS 9:00 a 3:00 p.m.



Teddy

Tel. 295 - 5391

32 S. Market St.



SAIL and POWER CRAFT are accommodated at County's New Alviso Marina that was dedicated Sunday, June 23, 1968 at 1:30 p.m.

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 -

CRITICA SOCIAL



FOR
RUDY
BELLOUMINI



C.H.M., C.C.P., and Saint Marcos Foundation plan to hold the Sept. 16, Fiestas Patrias Celebration on the same date in San Jose. If they can't get together, what should the Mexican Public do about it?

ESPIE MOLINA, Prop., El Rebozo Restaurant If the C.C.P. and Saint Marcos Foundation are sincere in their plans to commemorate Mexico's Independence Day, they should unite with the C.H.M. instead of dividing up the Mexican Community. After all, C.H.M. has been the only true "Patriotic" organization in all these years. "Sin UNION no hay nada, la UNION es la Fuerza."

EVA LEYVA If they don't get together soon or if they can't come to an agreement, we should protest to the City Council and demand a Public Hearing immediately regarding their activities. It's about time we Mexican people stop certain individuals from using the Fiestas Patrias Celebration as an excuse to further their selfish and financial ends.

CONNIE VALDEZ Since they can't get together, I don't think they really care how the Mexican people feel about it. All they want is a piece of the action. DOROTHY CUIEL I understand there might be three queens representing Mexico on the same date? All I can say is that it's embarrassing to the Mexican Community. Let's set up a committee and circulate petitions protesting this kind of humiliation.

BRIEF NOTES: Heard thru the "Hippie Movement" that a meeting was held between C.H.M. and Saint Marcos Foundation (C.C.P. wasn't invited?) that there will be two "Fiestas" one held at Saint James and the other elsewhere. Since the C.C.P. has the Civic Auditorium for

their "Fiesta" and not the C.H.M., the parade will be heading in the opposite direction of town, perhaps ending at the Welfare Department? ? ? Now that is really something, especially since historically it has been held at the Civic Auditorium. In the meantime, we all give out with the Grito de Guerra, "Viva Mexico"? Humberto Garcia calls me, "Rebel without a Cause"; maybe I should mind my own business since it only concerns people from Mexico? ? ?



Señora
PAULA
JUAREZ

El Señor Manuel Juarez y su distinguida esposa, Paula, invitan a todo el publico que pasen a conocer La Rueda de la Fortuna Club en Alviso, Calif..... Congratulations to Rocky Lopez and Johnny Zamora for having concern for their customers in regards to the "Service Station next door who doesn't like for The Cellar's Night Club patrons to park their cars there" ... Club Riviera where is the United Food Drive Financial Report? Maybe this will be the next question?

Tommy Rodriguez, Gerente de Ventas at Holiday Ford is at the Santa Clara Valley Medical Center recuperating from a very bad automobile accident.

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

Sebastián Hernandez
Al Grijalva



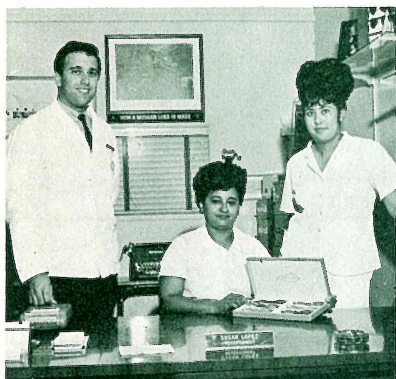
295-2688 38 N. MARKET ST.

ANTHONY GARCIA

son of Excentrico publisher

HUMBERTO GARCIA

diligently learning the print
ing and publishing business
during vacation time
He attends Bookner High in
Santa Clara



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

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

PAGOS FACILES
295 - 4805 67 S. FIRST ST.

MISA DE REQUIEM El Lunes 29 de Julio a las 7:00 p.m.

En el Templo de la Sagrada Familia se
celebrara una

MISA DE REQUIEM

por el descanso del alma de la Sra.

MARIA ISABEL GUTIERREZ

Con motivo del primer aniversario de su
fallecimiento. Su esposo, su pequeña
hijita, sus padres, hermanos y sobrinos
invitan a Ud. a este acto piadoso y ruegan
eleven sus oraciones que su piedad les
dicte por el eterno descanso de su alma.

San Jose, California





CARDENAS - NIETO

Miss Aurora Nieto, daughter of Alejandro and Diega Fierro Nieto, exchanged wedding vows with Saul Cardenas, son of Maximiliano and Carmen Barba Cardenas, on April 20, 1968, at the Holy Family Church, 2:00 p.m.

Father Otacio Peña officiated.
The reception was held at the Az-

teca hall. Mexico City was the destination for their honeymoon. They plan to live in Palo Alto.

In photo from left to right: Susana Fierro, Diega Mace, Elodia Nieta, Belen Segovia, Aurora Nieto, Maria del Real, Mary Garcia, Amelia Nieto and Graciela Diaz.

MAC HERNANDEZ PHOTO

MADAM Zora ADIVINADORA



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

295-6210 144 S. Second St.

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.



Le Monaco's

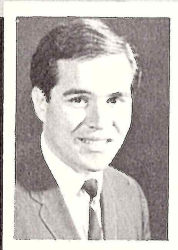
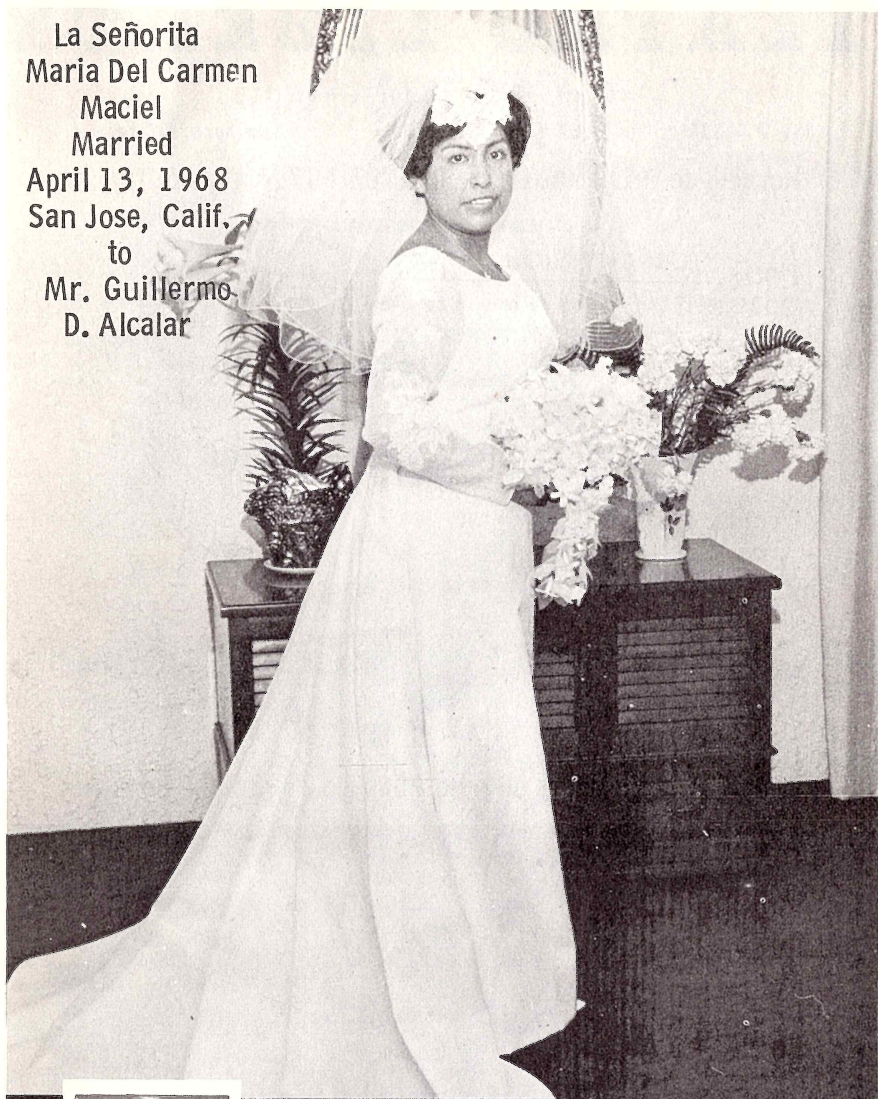
JEWELERS

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.

La Señorita
Maria Del Carmen
Maciel
Married
April 13, 1968
San Jose, Calif.
to
Mr. Guillermo
D. Alcalar



*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.

" ESCUCHA MI CANCION "

JOSELITO (El niño de la voz de Oro)



Se Exhibiran el Jueves-Viernes-Sabado 25-26-27 de Julio



" GATILLO VELOZ "

Manuel Lopez Ochoa - Silvia Fournier

GATILLO-19