# ELECTRICA Magazine Social Latino Americano

HUMBERTO GARCIA Director Año 16, No. 8 Febrero 5, 1966 San Jose, Calif.





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Jan. 28, 1966 Mr. Humberto Garcia, Editor and Publisher El Excentrico Magazine San Jose, California

Dear Mr. Garcia:

In your Jan. 20, 1966 issue of your magazine, "El Excentrico", one of your columnists and my good friend Bob Rodriguez ask a question of me and Mr. Pompeyo Garcia in his article, "Personalities of 1965".

Mr. Rodriguez query was and I quote from his printed statement, "Two Most Missed in EOC War Fight" "Dr. John de Heras and Pompeyo Garcia. Two booming voices that were silent. What Gives?" and on another page under both names was the following "Silence in a Crisis". I believe this is a fair question and I will give a fair answer in the following:

Dear Bob:

There are many ways in which a Mexican-American can help our total community. One of the many ways thru which one can directly help not only the poor but the entire Mexican-American Community is by being active in all phases of City and County and not just our own organizations because it is the total organizational participation this is going to help our Community.

In the past twenty years much work has been done that has been forgotten; this is human nature but it was this work that did all the ground work for those who suddenly have been active in the past few years and who find greater acceptance because of what had been by those who pioneered and help form the Mexican-American image in this City and County. In many instances time causes events to fade but I always like to remember and practice a quote from a very famous Greek philosopher who once stated "We must be aware of our own ignorances before we are worth of criticizing the accomplishments of others".

When the EOC was first formed as well as the time of the first protest meeting held to present some of the complaints from the Mexican-American organizations and suggested changes, I was there and so was Mr.

Pompeyo Garcia. When the occasion presented itself. Ihad several serious discussions with Mr. Potts as well as other EOC officials in an effort to find a workable solution to the problems at hand. I have always been there, perhaps not in the way you may feel best but in the way which has been most effective in my experience.

I am submitting the following for your information and for an answer to your question. I also wish to submit it for your files so that you may have workable knowledge of my contributions to our community.

The following is a background of Community activities:

Member and secretary of the Y.M.C.A. Central Board of Managers.

Member of the Advisory Council of the Santa Clara County Manpower Development and Training Program.

Member of the Santa Clara County Parks and Recreation Commission.

Member of the San Jose Police Advisory Board.

Chairman of the Subcommittee on Minorities and Police of the San Jose Police Advisory Board.

District Captain of the San Jose Improvement Bonds 1966.

Honorary member of the Family and Children's Services Committee of County Health Department.

Secretary of the Santa Clara County Council of Lions.

Secretary and Charter President of the Mexican-American Lions Club.

District 4C6 International Relations and Youth Exchange Committees 1964-66, Chairman. Chairman Fastside YMCA Center Site Com-

Chairman, Eastside YMCA Center Site Committee.

Member of the Goodwill Industries Board. Member of the Executive Board of the Santa Clara County Council of Boy Scouts.

President of the Mexican-American Civic Council.

Member of the Board of the Mexican-American Services Project.

Past President of the Santa Clara County Chiropractic Society, 2 terms.

Past member of the Board of the Santa Clara County Blind Center.

Past member of the Aid to Needy Children Committee.

Past President of the Mexican Chamber of Commerce, 2 terms.

Past member of the Culture Theatre Committee.

(continued next page)......



El dia 9 de Octubre del año 1965, marcando el reloj las 5:30 de la tarde en solemne ceremonia religiosa unieron sus destinos la Srita. Maria Garza hija de los Srs. Guillermo y Esther Garza, con el joven Abel Talamantez hijo de Conrado a Enriqueta Talamantez. En la Iglesia Holy Family de esta ciudad de San Jose. Oficio el Rev. P. Jose A. Peña.

La RECEPCION se verifico en el 2296 S.

King Rd. asistiendo mas de 150 invitados.

Su Luna de Miel la disfrutaron en San Francisco, establecieron residencia en esta.

En la foto: Gabriel Castro, Jesus Gamboa, Luis Jimenez, Alfonso Camarillo, Enriqueta Cam pos, Norma Alicia Gamboa, Hilda Garza - Mad rino, Rolando Garza - padrino, Maria Jimenez, Lupe Marquez y los pajecitos: Estela Talamantez y Evangelina Talamantez. Leiter Studio.



Maria Garza and Abel Talamantes were married October 9, 1965 at the Holy Family Church, at 5:30 in the afternoon.

A reception was held at 2296 S. King Rd. was attended by over 150 guests.

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San Jose City Council's Distinguished Citizens Award.

KXRX Golden Mike Award.

Mexican Chamber of Commerce Man of Year The California Chiropractic Association Award of Merit.

The California Chiropractic Association Educational and Specialties Society's "Chiropractic Physician of the Year" Award. Sigma Chi Omega Fraternity Award of Merit.

The Dr. Arthur Nilsson Award of Merit from

the Sigma Chi Omega fraternity.

Resolution of Appreciation from the Board of Directors of Santa Clara Flood Control and Water Conservation District.

Meritous Service Award from the San Jose Police Department for services to law enforcement.

Certificate of Appreciation from the "El Excentrico" Magazine for the San Jose Police Dept. Advisory Board.

Chairman of the Committee organizing the Youth Special Services.

Certificate of Appreciation from the San Jose Mexican Chamber of Commerce.

Organized the following:

Police and Sheriff Explorer's Posts (Boy

Mexican-American Citizens Committee. Mexican-American Civic Council. Mexican-American Lions Club of San Jose. Northern California Coordinating Council. California Chiropractic Nurses Association.

In closing Bob, I would like to sit down with you and outline other activities personally. I do not have much time left after donating 10 to twenty hours of my time every week on behalf of my people, the Mexican-Americans of this City and County, to type a long written answer.

I would prefer to spend it by representing them personally by participating as a Mexican-American Chairman in activities that will assure a new site for an Eastside YMCA center in the East San Jose area for our youngsters; by adding my voice as a Mexican-American Board member at the Goodwill Board of Directors and help raise money and materials so that some of less fortunate and han-

dicapped can get a new start in life by learning a new trade or vocation; by helping solve the truly racial tensions and problems that exist between the minorities and our police department by my presence as a Mexican-American Subcommittee Chairman for the Police Advisory Board; by being a member of the Police Advisory Board as one of its Mexican-American representatives; by being secretary of the Central Board of Managers of the YMCA and thus do my part to interest all concerned in the needs of our youth; by seeing that the Mexican-American community is assured of representation for their parks and recreation needs as a member of the Santa Clara County Parks and Recreation Commission member; by organizing the Mexican-American Lions Club. Serving it's members as Charter president for two years and now as secretary; by serving as secretary to the County Council of Lions (24 Clubs) and as International Relations Committee Chairman for District 4C6 which comprises of 47 Lions Clubs in four Counties and always as a Mexican-American Lion; by speaking as a special guest speaker before the District 4, (California Nevada) Lions Convention International Relations District Committee Chairman as a Mexican-American Lion and again having the District 4 Chairman report on the speech to more than 2,750 Lions at the general assembly; as the Mexican-American member of the Executive Board of the Santa Clara County Council of Boy Scouts and helping to establish a new District in the Eastside for our Mexican-American youth and by organizing the new Police and Sheriff's Explorers Post (14-18 years of age); by being master of ceremonies every Christmas week at the Boys Ranch (Juvenile honor boy's camps) at Morgan Hill and by appearing before the San Jose City Council and the Board of Supervisors to urge passage of measures favorable to our Community; and finally by engaging in all this activity and more without having to feel that there must be official recognition everytime I help our Community.

I do feel that is only fair to also state that County Library Commissioner Pompeyo Garcia is one reason why we have so many Spanish language books in all the County Libraries; why he has been the devoted and guiding force of the Gardner School Project of the EOC as vice chairman of the project; as active member of the Police Advisory Board and many others too numerous to list. Mr. Garcia is quiet because he gets things done

(continued next page) ...

for the Mexican-American Community and prefers to keep quiet about them.

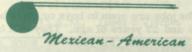
In closing Bob, I can assure you that Mr. Garcia and I will always continue to work, not only for the Mexican-American Community but for the preservation of the principals and rights that this Country was founded on.

# For Your WEDDING INVITATIONS SEE EL EXCENTRICO PRINTERS

Humberto Garcia

CY 2 - 4273

195 Devine St. San Jose



Community Service Project 1668 E. Santa Clara St.

San Jose, California

Gary J. Whitman - Information

"The Economic Plight of the Mexican-American in Santa Clara County" is the topic to be discussed in a cultural workshop sponsored by the Mexican-American Community Services Project.

L. M. Lopez, the director of the Project, said, "The reason for the high rate of unemployment among Mexican-Americans is complex, and numerous factors are involved. The workshop is expected to shed light on some of the more basic factors involved."

Four guest speakers, a panel for discussion, and an anticipated 400 in attendance will be brought together for this all-day event on Feb. 23 in Nobili Hall at the University of Santa Clara.

Dr. Y. Arturo Cabrera, professor of education at San Jose State College, will answer the question, "Who is the Mexican-American in the economic plight?"

The chief consultant to the State Social Welfare Board, Earl Raab, will discuss the type of environment that the Mexican-American finds himself in.

Claude Fernandez, president of Retail Store Employees Union Local 428, will explain the adjustment that is needed to aleviate the existing problems.

At the close of the workshop, Dr. Octavio Romano, research anthropologist at the University of California in Berkeley, will summarize the preceding talks and emphasize the conclusions drawn by the workshop.



#### Lo Mejor en Comida Mexicana

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Carlos Castañeda, conocido cantante y locutor de Radio KOFY, nacio en Mazatlan, Sin., Mexico, aunque solo paso los primeros diez años de su vida en ese hermoso puerto mexicano.

Carlos, su mama Felicitas y su hermama Maria del Socorro llegaron a Los Estados Unidos para vivir en San Francisco, California en 1945.

Es veterano de la guerra de Korea donde paso un año de los tres que permanecio en el ejercito de este pais. Estudio cinco años en el colegio del estado de San Francisco, de donde se recibio como maestro de musica y español. Actualmente ocupa una posicion como maestro de español en la escuela secundaria Woodside, en Woodside, California. Tambien asiste al colegio del estado de San Jose donde espera obtener su licenciatura.

Carlos ha cantado desde muy hoven, y aqui en San Jose salio triunfante en los concursos de Jesus Reyes Valenzuela y en San Francisco en los de Lalo Caballero y Mercedes Gallegos. Su carrera profesional como cantante se inicio hace como doce años. Se ha presentado con las compañias de opera de San Francisco, en centros nocturnos, television, radio, teatros y ha presentado varios conciertos. Ha estudiado canto con tres profesores y piensa seguir haciendolo ya que cree que la musica y el canto son dos artes que requieren paciencia, estudio y, sobre todo, experiencia.

En esta fotografia lo vemos haciendole una entrevista a Lauro Salas, ex-campeon mundial de paso ligero, en su programa, Las Canciones de Mexico. Programa que se lleva a cabo en el Zamora's Quiet Village. 950 al sur de la calle primera aqui en San Jose, California, todos los domingos de cuatro a cinco de la tarde por medio de KOFY.

#### JOBS for 700 Teenagers

Jobs for 700 teenagers from low income families are now available at the high school counsellors offices throughout the county and at the California State Employment Service.

The program is the Neighborhood Youth Corps. This is being sponsored by the Economic Opportunity Commission of Santa Clara County, Inc., the anti-poverty agency.

The jobs are open to boys or girls between 16 and 22 years of age. They will be paid \$1.30 per hour for parttime work as helpers and assistants in public agencies or non-profit private organizations.

For a young person to qualify his family's yearly income should be \$3,130 if there are four persons in the family. An extra \$550 a year can be added per person if the family is larger. However, \$550 is subtracted for each person less than four in the family.

Five hundred of the jobs will be assigned by the high schools. Interested students should apply to their counselors, according to Mark Guerra, director of the NYC program.

Two hundred of the jobs are being offered through the California State Employment Service offices or the Youth Opportunity Center, an employment service branch at 277 Balbach Street, San Jose.

These jobs will go to unemployed persons in the same age group who are not enrolled in school.

Most of the high school workers will be employed at their schools as helpers to janitors, gardeners, cafeteria and office workers, librarians, and in other "helper" jobs.

The non-students will work for anyone of 15 volunteer agencies like the Red Cross or Goodwill, one of the cities or county government.

Students will be entitled to 12 hours of work each week and non-students to 25.

The money for the young workers wages will come from a federal grant of \$558,000 to the Economic Opportunity Commission.

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Ben Gutierrez

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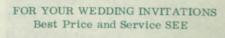
Maria de la Luz Sánchez

#### En Pos de un Bello Anhelo

Engalana las paginas del EXCENTRI-CO la fotografia del famoso MARIACHI JU-VENIL GUADALAJARA que procedente de la Ciudad de los Niños de San Sebastian de los Reyes Michoacan, Mexico, ha venido realizando una jira artistica por algunas ciudades del Norte de California, haciendo por teatros y clubes nocturnos presentaciones artisticas que han merecido el aplauso de todos los publicos. Dirige y representa a este Mariachi Juvenil el reverendo Padre Benjamin Romero otro de esos abnegados apostoles de la ninez y de la juventud desvalida, quien confiando en la infinita Providencia de Dios, y en la buena voluntad de las almas caritativas, ha emprendido la inmensa tarea de sostener, adoctrinar, y formar a los numerosos jovencitos que careciendo de sus padres y desheredados de la fortuna, han encintrado en el lo que demandan sus jovênes vidas para salvarse de tantos peligros de toda indole que los amenazan en los duros embates de la vida. Padre. mentor y guia, todo eso es el Padre Romero parasus jovenes protegidos.

Por la mente del infatigable sacerdote y por la de sus pequeños grandes artistas, ha cruzado la idea de hacer una fantastica peregrinacion por Roma y la Tierra Santa, Esto anhelo, que por lo grandioso, bello, y ligitimo puede llamarse el mas grande de sus vidas, es asi mismo, la meta cumbre de sus aspiraciones artisticas. Tanto y tan incansablement han luchado por lograrlo el Padre y sus alumnos que la idea esta por cuajarse en una hermosa realidad: EL MARIACHI JU-VENIL GUADA LAJARA con el favor divino visitara en la Ciudad Eterna, centro de la cristiandad y sede del obispo de obispos y Cabeza visible de Jesucristo en la tierra, su Santidad el Papa Paulo VI, felizmente reinante. Ir a Roma, visitar el templo maximo del orbe....tocar para el Romano Pontifice..... de-

leitar los oidos del jefe supremo de la Iglesia con la musica del folklore mexicano.....la musica de nuestros mariachis que en su genero la mas variada, las mas calida y mas alegre del mundo....que hermoso sueño proximo a convertirse en realidad. Para el proximo mayo esta fijada la fecha de tan gran acontecimiento, y de alli, el grupo partira rumbo a la Patria terrena del Salvador. o sea, la biblica Palestina, para visitar los lugares santificados con la presencia humana del Hombre Dios, inmortalizados por sus setupendos milagros y sellados con el divino lacre de su Sangre Redentora. Que hermoso en realidad este anhelo; pero cuantos desvelos, cuantos sinsabores, cuanto trabajo, cuantas penalidades y cuantos gastos implica para este sacerdote y estos jovencitos que quieren llevar nuestro tesoro artistico para darlo a conocer en el Viejo Mundo. Sera la primera vez que Europa en el Vaticano y el Asia en los Santos Lugares, vibren con las notas de un mariachi en persona, sera la primera vez que Mexico le cante al Papa y a Belen donde nacio el Niño Dios con un mariachi, con el mariachi que artisticamente hablando es el alma de Mexico, y lo mas calido de su espresion!..... Sera un gran orgullo para todos los mexicanos el que la musica de nuestra Patria, suene con timbres de gloria en lugares donde jamas se ha escuchado. Es logico suponer que el grupo necesita proveerse de los fondos necesarios para hacer frente a los crecidisimos gastos que representa el grandioso proyecto que se pretende realizar. Justo es, por lo tanto, que todos a una, y sobre todo los mexicanos, ayudemos a este grupo, concurriendo a los lugares donde se presenta, y comprandoles por solo un dolar, una fotografia del mismo, similar a la que aparece en este reportaje. De este modo se cooperay se obtiene una buena compensacion: divertirse y quedarse con la fotografia. El publico podra escuchar a este mariachi desde el proximo dia 25 de diciembre en el Teatro Cinema ESQUIRE, donde haran sus presentationes a las 8:30 de la noche. Asisten todos y sobre todo, no dejen de cooperar.



AumbortoGarciaDIRECTOR



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Jesus Contreras de 14 años, Salvador Uribe de 17 años, Felix Martines de 18 años, Javier del Toro de 18 años, Martin Luna de 18 años, extraordinario vocalista del mariachi. Francisco Uribe de 18 años. Antonio Camacho de 16 años. Davis del Toro de 17 años. Jaime Chova de 16 años.

Al centro el Reverendo Padre Benjamin Romero alma del grupo.



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#### NEW COUNTY SUPERVISOR

Charles A. Quinn left receives gavel from Sig Sanchez following his election as new Chairman of the Board of Supervisors.

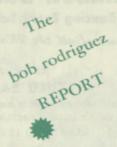
Charles A. Quinn, who has a business background of 38 years in Santa Clara County, succeeds Sig Sanchez, who held the gavel during 1965. Mr. Quinn, 60, was appointed to the board in March, 1965, to fill the vacancy in the Third Supervisorial District created by the death of Ed R. Levin. He was selected from among 27 applicants for the post.

County Charter provisions demand that Mr. Quinn face election for a two-year term in June.



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PLAYING FOR HIGH STAKES IN LOCAL ANTI-POVERTY WAR

Several Mexican-American organizations have been fighting for the past five months against the direction of the local war on the poverty program. Heading this war is Arthur W. Potts, Executive Director of the Economic Opportunity Commission.

The organizations have found Potts immovable, unwilling to negotiate, and lacking in understanding of the needs and problems of the Mexican-American. His dealing with the organizations has been one of suspicion and a question of the motives of why the organizations have made demands. The M-A organizations have been blasted by the power structure and local TV station being opportunists and without representation.

Recently Potts fired Dr. Edgar Cumings, the Area Service Center Coordinator, because of Cuming's part in drawing a list of complaints that found their way into the local newspapers. Cumings denied that he sent them to the paper and openly admitted his participation in the preparation of the complaint. The complaints were against Potts and his administration of the local anti-poverty program. Cuming's got the ax without a hearing. He is appealing for reinstatement to the EOC.

It is obvious to all familiar with the local anti-poverty program that the program must change direction. It cannot do so as long as Potts is the Director. Several members of the staff are disatisfied and the morals at poverty headquarters seems to be pretty low.

The involved Mexican-American organizations have lost all confidence in Potts. By the time you read this I am sure that you read this I am sure that you will know what response the M-A organizations have made to the axe wielding anti-poverty Director.

ATTENTION ALL MEXICAN-AMERICAN OR-GANIZATIONS

One of the victories that we have won in the local battle with the Economic Opportunity Commission is representation for the Mexican-American organizations on the Commission

We get three seats. All organizations are invited to participate in the selection of the three organizations that will sit on the commission.

Your organization must have been in existence for a period of at least one year to qualify for a seat. Your organization must have a primary and predominant purpose and function that can be clearly shown to be and to have been to improve the plight (educationally, socially, motivationally, economically, etc.) not just of your own member ship but of the Mexican-American community in general with special emphasis upon and concern for the poverty stricken people.

The meeting will take place Thursday February 10th at 7:30 P.M. in one of the conference rooms at the County Welfare Building, 55 W. Younger St. in San Jose just northof the San Jose City Hall. All M-A organizations in the county are invited to attend. SORRY GENTLEMEN

Our selections of personalities in civic affairs went over big. However we struck a sour note in asking why Mr. Pompevo Garcia and Dr. John De Heras have remained silent in the local war on poverty battle. I have the utmost respect for these two gentlemen who have a distinguished record of service to the Mexican-American community for many years. The reason we asked the question is because they both signed the M-A organizations demands to the Economic Opportunity Commission on August 19, 1965 for a Deputy Director (Mexican-American) and the threat to stop the program if we didn't get it. We can only assume that they disapproved of the picketing.

Our apologies gentlemen.



# EH

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82 E. Santa Clara St.



GREETINGS from the Small Business Development Center of Santa Clara County. We are pleased to include you on our mailing list to receive the first issue of our letter -THE SMALL BUSINESSMAN. The purpose is to acquaint you with our activities -- and to announce programs and services available to you as small businessmen. Before we go on, I would like to introduce our competent staff so that you will be able to recognize us and call us by name -- our Business Consultants are James Halliday (Jim) and John Lopez our Training Consultant is Eugene Cramer (Gene) -- and our Research and Program Consultant is Margaret Aldama -- the pleasing voice which greets you over the phone and meets you in our office is our secretary, Mabel Selfridge.

We are here to serve you and we hope THE SMALL BUSINESSMAN will become a reliable source of information to you. SMALL BUSINESS DEVELOPMENT CENTER Frederick.C. Schafer

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- watch repair shop in Gilroy
- tool repair in San Jose

Businesses to be strengthened --

- a septic tank cleaning service in Gilroy
- an auto body shop in Sunnyvale
- an animal breeder in Mt. View
- a frozen meat plant in Mt. View

VOLUNTEER COUNSELORS such as retired executives (SCORE) are available to counsel with you on current operating problems. We are open 8 to 5 Monday through Friday — if you are a small businessman — if you have a business problem of any kind, call our office for an appointment — 298—3977 — this service and all our services are FREE.

YOUR SBDC which is part of the Economic Opportunity Commission of Santa Clara County, Inc. has been established by the community to:

- screen and process loan applications to start or strengthen small businesses
- loan maximum \$15,000 for 15 years eligibility depends on family income --

for example: a single person with income of \$2310 to a family of 7 or more with income up to \$6590.

- -arrange for management training and counseling for loan recipients -- for existing small businesses -- for potential loan applicants
- help identify the opportunities for starting small businesses

"SO YOUWANT TO GO INTO BUSINESS". This is the title for a training session which the staff of your SBDC in conjunction with volunteers from the community have developed. It is designed to acquaint people who are thinking about starting a business of their own with some of the things they should consider before making such a big decision. It is only three hours — it is FREE — it is offered in the evenings — we bring it to the areas — we are setting up schedules for the course NOW. If you, or others you know, would like to register — contact Gene Cramer at the SBDC office and express this interest — phone: 298—3977.

HOW TO GET MORE PEOPLE INTO SMALL BUSINESSES -- AND KEEP THEM THERE. This is one of the challenges which your SBDC is trying to meet -- we think one way to at-



El dia 28 de Noviembre de 1965, a las 12:00 del dia, la Srita. VIRGINIA ESTRADA hija de Felipe y Altagracia Estrada contrajo nupcias con el caballero RALPH CERVANTES, Jr. hijo de Sr. y Sra. Ralph Cervantes. En la Iglesia St. Justins de Santa Clara, California La Recepcion se verifico en el Elks Club de Sunnyvale asistiendo mas de 200 invitados. Virginia es nativa de San Jose y Ralph de

Holtville, California. En la foto: Alfonso Hernandez, Edward Estrada, Richard Orbeta - padrino, Mike Mendez, Jesse Reyna, Frank Cervantes, Frances Fernandez, Louis Enos, Rosary Mendez - madrina, Margaret Mendoza, Patricia Pratt, Elsie Navarrete y los pajecitos Daniel Mendez y Lisa Mendez.

LEITER STUDIO.

# Servicio de INCOME TAX

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24 AÑOS en el RAMO de INCOME TAX con los que cuenta LENA sirviendo a la colonia de Habla Hispana le dan a Ud. la Completa CONFIANZA de que sus PAPELES de INCOME TAX seran hechos segun la LEY EXIJE y a la vez Ahorrandole MUCHOS DOLARES con todas las DEDUCCIONES que Ud. Puede Obtener

HORAS de OFICINA: Lunes a Sabado 9:00 a 5:00 p.m. Martes y Viernes 9:00 a 9:00 p.m. Otras Horas con Cita:

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Lena Mauriquez

CY 3 - 3388

1246 E. Santa Clara St.



Lena Manriquez

tack the problem is to make more training courses available — courses specifically oriented to the small businessman — we are developing material for such courses now and hope to be able to announce their availability soon.

ATTENTION ORGANIZATIONS -- We wel - come your requests to furnish a speaker to address your group (Spanish or English). A member of our staff is available to explain the operation of the SBDC to your members.

### **Income Tax Service**





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Frente a las camaras de television Canal 11 KNTV admiramos a la encantadora Frances Well, al educado y culto Eduardo Patoni Grigg director de los programas en Español a Nick Guerrero administrador de Guerrero's

INCOME TAX SERVICE, en el fondo al popular Trio Del Prado, Luis Esteban Ruiz cantante de ranchero y a Ruben Bernal estilista de bolero. Foto fue tomada el Domingo 26 de Diciembre de 1965, foto DIAZ.

# Pink Elephant MARKETS

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HAROLD MARTINEZ

Hello out there again,

It seems like just a week or so ago since I last wrote a column for our club. Knowing what it involves in writing a column I can't say for sure if its good or not to be back. Just kidding you understand. I'm more than glad to still be able to bring forth any tidbit of information to you I can. But as in the past it seems all information is confidential. It could be that people aren't doing anything worth mentioning. What is worth mentioning here is that the United Food Drive is on again. I'll try to explain a little about the Food Drive for the people who don't know it is about. A group of individuals get together every year and try to acquire food or help of some kind for the needy families here in Santa Clara County. They do this by having a talent show and a dance and also a raffle at the dance. The admission to these affairs is a can or two of food or any monetary donation. The people who help on this drive donate their time and efforts. Any person or persons, or any organization for that matter, wishes to help you can do so by attending the meetings held every Monday night at 1286 E. Santa ClaraSt. This drive is a very worthwhile cause and anyone wanting to help is welcome. In this years Food Drive Club Riviera has the privilege of having two of our members in chairmanships. Paul Ramirez, who is Riviera's president, was elected to be president of the United Food Drive, Hillard Payer was elected to be Distribution chairman. This means that Club Riviera will be responsible for the handling of the food orders and the proper distributing to the needy families. Help out if you can.

The UCC basketball season is half over. Unfortunately Rivera didn't do as well as we would have liked to. We actually won one and los five. We may not have won many but we were in there trying just the same. Maybe we can win more in the second half than we did in the first. We've had some terrific efforts on the part of all the ball players. But having the shortest height team average hasn't helped any either. Well try hard. er fellas. Perhaps if FDK would tighten down his pendulum knee cap he might be able to help us out.

I would like to wish a happy home-coming to my compadre and comadre who arrived in the states from Germany in mid January. They are Sgt. Alfred and Barbara Torres. They are native Californians. Along with them was our, my wife and I, Godchild who is 2 1/2 years old. Alfred is a service career man. His hitch is half over. He and his wife have been in Germany for the last 4 years and after his furlough his duty will resume in Colorado.

Itook my compadre to have a cool beer and we went to the Cuatro Milpas. While we were there we enjoyed the music sung by some very talented singers whose name I can't remember. After a few cool ones I literally had to drag my compadre from the place. He enjoyed it so much he didn't want to leave. It was really great. Stop in and see for yourself if your in doubt.

I understand two of my comadres have a birthday coming up. When I use the wordup Ifefer to their age of course. But then again I might have meant their weight. Anyhow my wife and I would like to wish them many happy returns. Notice I didn't use any names. They know who I mean. I may just drop out of circulation for awhile.

While I'm writing this column I understand that Dave Sierra is hospitalized. I don't know the nature of his illness but on behalf of Club Riviera we sincerely wish him the speediest of recoveries.

Till my next time around I'll be keeping my eye out for you.

Frank Espinoza

In the picture are incoming president Paul Ramirez and incumbent Frank D. Kawakami...



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### **REAL ESTATE**

"Casa de Buen Servicio"

SI por algun motivo Ud. ha perdido su LICENCIA de MANEJAR, el Sr. GILBERTO ADAIR le ayudara a RECUPERARLA, Proporcionandole ASEGURANZA IRRESPECTIVO de su EDAD.

Gilbert Adair

ASEGURANZA

NOTARIO PUBLICO

REAL ESTATE

.

CL 1 - 5540 o CL 1 - 5541 1508 E. SANTA CLARA ST. El atento caballero Gilberto Adair dispuesto a ayudarle en problemas de Aseguranza y Real Estate.

CASA DE BUEN SERVICIO

Paul Ramirez on left receives gavel from Ray Villegas out going chairman of the Annual United FOOD DRIVE, an organization who dedicates it's self to raising funds and food for needy families at this time of the year.

Paul Ramirez new chairman, and by the way also was elected president of Club Riviera promises to make this food drive the best yet. In our COVER: Top photo, Candy Veliz - vice Chairman, Marce Mora - Sec. Paul Ramirez Pres., Ray Villegas - Treasurer.

Bottom photo: Peter Ramirez - Refreshments Mario Vazquez - Publicity, Mike Ybarra - Ta lent Show and Velia Duran - Drawing Chairman Friday, Feb. 25 Talent Show 7 to 10 p.m.

AZTECA HALL 24th and Santa Clara Sts. Sunday, Feb. 27 DANCE 2 to 10:00 p.m. I.E.S. HALL 1401 E. Santa Clara St.



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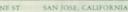
#### CL 8 - 4702 1884 Alum Rock Ave.

A bell is not a bell until it is rung, A song is not a song 'til it is sung, Love is not put in the heart to stay, Love isn't love 'til it is given away.













#### Excentrico's Dave Sierra **Undergoes Surgery**

On January 24th Mr. E. DAVE SIERRA Excen trico's wonder boy underwent surgery at San Jose Hospital, the medical terminology sounds something like ostropofugosccocoo, but in plain words it was the removal of spare parts. Excentrico's publisher Humberto Garcia and Staff wish him a speedy recovery.



County Executive Howard W. Campen today placed Santa Clara County's new General Services Agency in operation, and simultaneously announced his appointment of Robert A. Sorensen as its director.

Sorensen, 41 year old San Jose resident who has served Campenas an Executive Assis tant and Administrative Analyst since 1956, assumes the helm of a composite agency that pulls together four former departments and several former Public Works divisions num bering 475 employees. Its annual operating budget will exceed \$4,000.000.



#### CY 2 - 4273 195 DEVINE ST.

Publicado los dias 5 y 20 de cada mes en San Jose, California, Condado de Santa Clara,

HUMBERTO GARCIA Director

E. DAVE SIERRA Assistant Editor

#### COLABORADORES

American GI Forum Catalina Barragan Club San Felipe Jovita Martinez Roberto Rodriguez Ma. de la Luz Sanchez

Simon Villa Richard Diaz Club Riviera Daniel Saldaña Club Zanzaree Rigo Ordaz

Esta Revista no se hace responsable de ideas opiniones en articulos firmados.

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



Romelia is a native of Del Rio, Texas Been in S.J. 2 years attended Overfelt High School

# RRA

Sr. Manuel y Sra. Ramona Pillareal Sr. Ricardo y Sra. Maria R. Anderson participan a Ud. el enlace

> de sus hijos Romelia Hillareal

> > 12

#### Rafael Anderson

U tienen el honor de invitar a Ad. y a su apreciable familia a la ceremonia religiosa que se verificara el Domingo 6 de Febrero, a las 6:00 p.m. en la Iglesia de Nstra. Sra. de Guadalupe.

San Jose, California 1966



Ralph originates from Piedras Negras, Coah. Mexico. 2 years in S.J. Is a proficient musician

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Sebastian Adame

Whew, I've just been through a hectic two weeks. First there was registration for the coming semester one week at San Jose City College and then finals were held the following one. For me this meant a lot of reading, 'riting and reviewing while staying at home casting all other interests aside. This was a time for serious concentration on the subject matter in addition to better comprehension and memorization. This was also the time when events outside the window seemed even more interesting.

The week of the finals, as past ones, was pure agony compounded with doubt and fear. But they all vanish from the moment Ibegin my exams. Then supreme confidence reigns. That is until I receive my scores later. Again another painful week awaiting my final grades to be mailed to me. However the instructors have so far proven to be fairly cooperative.

#### THE BOND ISSUES

I wonder how many of you made it to the polls tuesday. I wonder how many made sure you were eligible to vote by registering in ample time if not already on the rolls This was not an insignificant issue. It was one with profound impact on all San Joseans. If any measures are to be felt by our pocketbooks strongly, these were the ones. \$55 million over the next 7 yrs. is nothing to sneez at. How many of you know what your getting for your money and is it worth it? What can be expected? Everyone should want to know, How many are now complaining of the bond passages that ocurred or failed to their neighbors when they should have voiced their sentiments at the polls?

There is still ample time to register for the April municipal elections. Those eligible who don't are grossly neglecting their duty as citizens. A privilege not found in many other nations.

The G. I. Forum gave its blessing to the passage of the bonds. In essence they were good. Traffic improvements encompassing street widening, centerstrip paving, bridges and culverts, landscaping, and pedestrian overcrossings are certainly pressing needs. Extension of our library system is warranted as is greater coverage of our storm and sanitary sewer lines. One can look in many other areas of the nations where this is a central issue and where the lack is sadly moaned.

As this city becomes larger and larger, less and less recreation areas appear available. But provision on the bonds was made to rehabilitate, extend, and develop new and existing parks and playgrounds.

Even a colosseum, much to Dave Sierra's delight, was on the ballot. By this reading it may now be a future reality. For we certainly need a sports facility downtown that can accomodate all types of indoor athletic events - basketball, track, iceskating, ice hockey, etc. With a capacity of 12,000 it would also be available for conventions and trade shows.

There were many other programs up for consideration. Programs which will effect each and everyone of us in some way or another for years to come. I personally did not approve of all of them down the line but I put my two cents in at the polls. Why don't you make plans now to participate in the coming elections to protect your investment in the future?

PARA SUS INVITACIONES DE BODA
Los Precios Mas Economicos
La Variacion Mas Grande
IMPRENTA EL EXCENTRICO
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# Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

HORARIO: De LUNES a SABADO 1:00 p.m. a 7:00 p.m.

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CY 5 - 8870 565 Almaden Ave.

#### Proud Papa

Excentrico's former columnist and founder president, keeper, and inspirational leader of the now extinct BACHELORS CLUB

is now the proud father of

JAMES ROLAND SOLARES

Who arrived the 27th day of January 1966 at 10:30 p.m. weighing 10 lbs. 5 ozs. At Kaiser Hospital in San Jose, California

Mother Gina and Baby are doing fine at their residence 401 S. 13th St.

Like they say: Every unmarried man is a BACHELOR until "Mama" comes along.



GILBERT SOLARES

### Maria's COCKTAIL LOUNGE



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Victor Camacho, an official of the Santa Clara County anti-poverty program, has been elect ed to the Santa Clara Unified School District Board of trustees over three incumbents. Camacho, a former Palo Alto High school teacher, is a supervisor in Project Prep. This is a program conducted by the Economic Opportunity Commission of Santa Clara County, Inc. to teach English to 300 Mexican Americans in the Norther California county. Camacho has a master's degree in education in addition to his teaching credentials.







Daniel Saldana



#### LA GUERRA CONTRA LA POBREZA O CRUZADA EDUCACIONAL

La guerra contra la pobreza es un basto programa, que se esta llevando a cabo en todos los lugares de la Union Americana, en donde existen gran numero de familias que viven con un ingreso menor de \$4,000.00 dolares al año.

Las familias con ese ingreso, pertenecen en su mayoria al sector de la poblacion en que al jefe de familia no tiene una preparacion suficiente, para hacer que su salario anual sobrepase la suma indicada, como es el trabajador no especializado en un oficio, el trabajador del campo (en algunos casos) o aquel que por razones ajenas a su voluntad, tiene que aceptar trabajo temporal, permaneciendo la mayor parte del año inactivo.

Las personas que han aprendido un oficio o profesion, por lo general tienen un ingreso anual mayor que al de los cuatro mil dolares y esas personas no necesitan de la ayuda de el programa de la guerra contra la pobreza, por que con su salario alcanzan a cubrir sus necesidades.

El mencionado proyecto ha creado las Comisiones de Oportunidad Economica en muchos lugares del país. Estas comisiones son las encargadas de hacer estudios en las diferentas areas donde operan, con el fin de llegar a los sectores da la población donde la pobreza es manifiesta.

La forma en que las comisiones de oportunidad economica trabajan para disminuir el numero de familias con bajo ingreso, es a travez de los Centros de Servicio que se estan estableciendo en los puntos estrategicos para llegar a los vecindarios pobres, a los trabajadores del campo y a las escuelas.

En los barrios pobres se impartira entrenamiento en economia domestica, higiene familiar, alimentacion infantil, oficios y trabajos que ayuden a aumentar los ingresos; pudiendo las personas que no conocen el idioma Ingles, tomar clases para aprender a hablar, leer y escribir dicha lengua, esto les facilitara el desempeño de sus ocupaciones.

En el campo se dara instruccion a los campesinos en higiene personal, hablar leer y escribir el idioma Ingles, conocimiento de los diferentes aspectos de la vida en los centros urbanos y adiestramiento en el cuidado y alimentacion infantil.

En las escuelas se hara propaganda para evitar que los estudiantes abandonen sus estudios, ayudandolos con trabajos que les permitan ganar algun dinero para sus gastos, evitando con esto, que deserten de la escuela apremiados por la falta de recursos.

En suma; la guerra contra la pobreza, es mas bien una cruzada en pro de la educacion; el fin es hacer que el individuo inaptado, encuentre su lugar dentro de la sociedad que produce y progresa y que el estudiante encuentre facilidad para continuar sus estudios, que lo haran un ciudadano con preparacion y conocimientos que seran de gran beneficio para el y para la comunidad de la cual forma parte.

La educación y los conocimientos son las mejores armas para combatir la pobreza.



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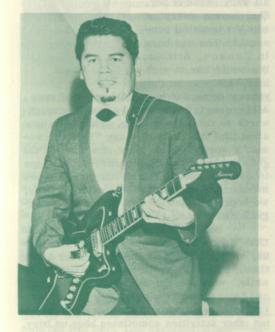


EL FOTOGRAFO

EL FOTOGRAFO

ESTRELLAS...

Richard Diaz





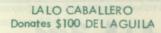
ENJOYING A NIGHT OUT Visiting the night spots in the San Jose area are left to right: Johnny and Hope Duran, Peter and Julie Duran.



Introducing TONY JORDAN El Rey de la Cancion Tejana

Tony was born in Houston, Texas and started his musical career at the age of 15 years, in Phoenix Arizona. Has appeared on TV in Phoenix, Fresno and locally on Radio KLOK, Radio KOFY and Radio KPER. Will appear on KNTV Channel 11 very soon.

He will record Llego Borracho el Borracho, Fallastes Corazon, Dicen Que Soy and one of his own Bolero composition, Donde Estas.



Lalo Caballero well known radio personality of KLOK recently donated \$100 dollars to the Ma riachi infantil de los niños de Monterrey.

Left to right: Danny Lopez, Father Antonio and Lalo (the gay caballero.)





Che Cantame

I would like to wish a good friend of ours, a quick recovery, and it's none other than Dave Sierra. Mr. Sierra underwent surgery a few days ago, we hope to see him on his feet again, very soon.

Whats New???

Angie Medina has been sick lately, she blames it on the flu, but I think it s the love bug.

Connie Garza still remaining faithful to her one and only, expecially now that he is in Vietnam.

Hector Navarro, has a love look on his face.....hmmmmmmm.....wonder if cupid has stopped to see him???????

Wonder who this certain person is, everyone is talking about??? About what?? That he's scared because more and more of his spotlight is starting to shine on new comers, come come, let's not be selfish now. Time runs out for all of us.

Seen pretty Mary Hernandez recently, sure hope to continue seeing her around more. Her and Hopie sure can keep a party going, they are the GREATEST!

Like I said in my last column, I would introduce Zanzaree's queens, Here are the other two girls, I would like to thank Harold Martinez, for the picture publized on his column, in which Queen Beccy Sandoval and her two princesses Beccy Castillo and Yvonne Valdez appeared.

Miss Beccy Sandoval is Zanzaree's Vice-president. She was born in the beautiful state of Colorado. She graduated from San Jose High School in 65, with a scholarship. She is attending Heald Busi-



ness College, in which she plans to become a secretary. She has one brother and one sister. She loves to wear nice clothes, loves

to dance and likes to cook and sew. Her proud parents are Mr. and Mrs. Sandoval. Beccy represented us at Club San Felipes Formal Dance and 16th of September Parade.

We would like to wish her success, she is a very quiet girl, and everyone loves her for her quiet shy-personality.

In the following picture appears one of my closest and dearest friends. Miss Be-

len Andrades was Runner-Up in the queen contest of Las Ferias de Las Flores. She did a beautiful job, we are all very proud of her. She charms everyone with her beautiful personality. She was born in Tucson, Arizona. We would like to wish her happiness in the



years to come, for her and her loved ones. All I can say is that we could never fin enough words to thank these girls. They have done a beautiful job. Like they say "This is a woman's world." I am very proud of all the girls that belong to Club Zanzaree. We hope to continue introducing all our girls and new members. And from the girls and yours truly, we hope to cooperate with all the clubs, organizations, etc., in the coming years.

Before I sign off I'd like to welcome Club Epoca De Oro, who will alternate with us, we hope they will stay with us for a long time. Seems they will rescue us once in a-while, when we get too busy. Also, Connic and Angie will keep helping. We, are not leaving, we hope we can be around for along time—but other activities sometimes keep us busy. See you soon.

公公公

# MADAM Bora ADIVINADORA



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# Aqui... MEXICO

Catalina Barragan

Mexico cuenta con cientos de ruinas arqueologicas que causan honda admiracion a quienes tienen la oportunidad de conocerlas, tanto por su gran numero cuanto por lo que ellas representan como testimonio de nuestra ancestral cultura.

Ya en ocasiones anteriores nos hemos referido a algunas de ellas, pero volveremos a incluirlas en una lista muy somera que haremos de estas ruinas y de las cuales hablaremos por orden alfabetico.

#### ISLA DE JAINA

Los restos arquitectonicos, de origen maya – clasico posiblemente de los siglos IV a X que hay en la Isla de Jaina, en el Estado de Campeche, no tienen caracter espectacular. La fama e importancia de este sitio provienen de la abundancia de entierros alli encontrados y de muchos que aun no se descubierto, así como por el extraordinario y misterioso caracter de figurillas de barro.

#### SPUHIL

Tambien del estado de Campeche, es uno de los pocos sitios conocidos de la region del Rio Bec. Las caracteristicas—arquitectonicas de este sitio son unicas, pues aunque predomina el estilo—peculiar de la region un que esta situado, se aprecia la culminacion de un desarrollo arquitectonico cuyos antecedentes inmediatos todavia permanecen desconocidos.

En estas ruinas, los aspectos constructivos que originalmente fueron funcionales, posteriormente se confierten en elementos de absoluto caracter decorativo: una pira mide completa, con escalinata y templo correspondientes, en Xpuhil se transforma en una torre, cuya finalidad es exclusivamente decorativa, ya que sus partes solo estan—apuntadas. La terminacion de la carretera que une a Campeche con Chetumal permitira mejor el acceso a esta zona del Rio Bec.



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Personalities of 1965 continue. Sorry that there was a mixup of photos. That of our Club San Felipe queen Olga Vazquez with the caption of another beauty, Luisa Pantoja.

Here is Olga Vazquez the lovely Club San Felipe queen. The girl with the most pleasant personality. She is wonderful to talk to also very charming.





Dan Lopez-When it comes to personality, Dan has it. Never a man to los his disposition, always cordial to everyone. There should be more people like Dan.



Most beautiful and popular new comer. Luisa Pantoja-Luisa is young, she is beautiful and she has lots of friends, Need I say more.



Trio of the year, Los Dominantes. In the background the Charanga Cambo, one was formerly with Trio Los Crystales, the other two were with el Trio Del Puerto. They got together and they can really put the Mexican songs across. Listen to them at Maria's Nite Club week ends. They are good!!!

Club San Felipe basketball team won first half of the U.C.C. league. Losing only to Mayfair 50 to 57. Coach Jerry Moran and Vince Erevia have relied heavily on Armando and Sergio Serna, Steve Carvello, Luis Martinez, Joe Ruiz and Luis Luna. With Luis Martinez on the injured list Greg Gloria, Jerry Moran, Dan Castellanos and Dan Marquez have been doing their share in keeping the Club on top. Get well soon boys we need you.

Dates to keep in mind: February 25 & 27 - The Talent Show at the Azteca Hall on February 25 and the United Food Drive Dance at the I.E.S. Hall on February 27.

Congratulations to Mr. & Mrs. Dan & Sally Castellanos-They welcomed a baby girl whom they named Lisa.

Mr. & Mrs. Vince & Mary Erevia a baby boy named Vince Robert, jr.

Mr. & Mrs. Joe Ruiz a baby boy nemed Christopher Mark. We guarantee you that they will be a chip off the old block. Nothing but the best.

See Lena Manriquez to have your income tax papers filled out. The address is 1246 E. Santa Clara St. She is very competent and we heartily recommend her.

SONG DEDICATION

Pete Rojas to a soon to wed beauty.

"Te vas por que quieres"

Ramon Zamora to Nancy Verona.

"No mas me dices que si pero me dices cuando"

Connie Garza to Mike Carmona.

"Se me hicieron años que no te veia"

( continued next page ) .....

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Crown Super No. 3 1371 KOOSER ROAD CLOSE TO PIONEER HIGH SCHOOL Crown Super No. 4 3475 MCKEE ROAD AT COUNTRY CLUB VILLA Greg Floria to Pinni -"When the summertime comes" Jaime Allamio to Trini Gutierrez. "Donde estas corazon" Sandy Vallejo to Ray Martel. "Ya me convenci" Corolina Mills to Art Cuellar. "No te vayas de me"

Andy (Indio) Valdez to Ray (Cheff) Peredez. "En que quedamos por fin me quieres o no me quieres" Paul Gary to Pat Alvarez

"Te voy a decir algo pesado - Paloma The boys to Santin Camarillo. "Que silencio estas pareses modelo" The boys to Vince Erevia & Jim Baeza. "Donde estas que no te he visto" Ramiro Perez to wife Carol "Que esperas Mujer"

The more I look at this photo of a Chicanito the more it resembles Lupe.



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En la foto el Dr. Lawrence Stern y las atentas recepcionistas Annette Obeso y Susana Lopez.

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#### Florina Gonzales Ramos

De 16 años de edad curso sus estudios en el famoso internado "BEATRIZ HERNANDEZ

#4 de Guadalajara, Jalisco Mexico. Ahora se encuentra al lado de su madre la Sra. Maria de Jesus Ramos de Muñoz, de esta cd.

Esta foto fue tomada en el Auditorio Civico de esta ciudad durante las Fiestas del 16 de Septiembre.

La Srita. Ramos recito "EL IDILIO de LOS VOLCANES" en una forma majistral.

Foto por ricardo lopez moctezuma diaz.

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Dr. Emilio Saldivar (FRANCISCO PETRONE), cancerologist, carries his fainted wife, Rosana (ROSITA QUIN-TANA into his hospital. He refuses help from his assistants and bluntly asks his best student, Alejandro Nunez (VICTOR PARRA) if he ever was his wife's lover. Nunez denies it and asks him to calm down and tells him the story of his friendship with Rosana. Rosana and Alejandro met when Rosana took her mother to Dr. Saldivar's hospital. He saw her again when Dr. Saldivar, his daughter Martha (MAGDA VALDES) and he went to a nightclub where Rosana sang. Rosana's mother was accepted to the hospital, but died of cancer.Dr. Saldivar fell in love with Rosana and married her in spite of stubborn opposition from his daughter. Martha hated Rosana and invented the story that Rosana and Alejandro were betraying Dr. Saldivar, who refused to believe it. Being ill-tempered, Martha leaves the hospital in a rush and is killed by a car while crossing a street. Then, Dr. Saldivar begins doubting about Rosana. Convinced of her supposed infidelity, he makes her believe she also has cancer and tortures her this way. At the same time he starts killing her slowly by means of sedatives until, near death, Rosana learns the truth . . . Dr. Saldivar sees then that Rosana had been faithful and his own daughter bitter about their marriage. Rosana is saved by Dr. Saldivar's assistants and he asks her for forgiveness . .



**Tony De Maria** 

#### MIERCOLES 16 de FEBRERO

