

El Excentrico

Humberto Garcia

January 5, 1969



... a most Prosperous
and the Happiest of
New Year's ...

FURNITURE DISCOUNT HOUSE
82 E. Santa Clara St.
HANK COCA





En la foto aparece los ganadores del viaje a MEXICO que fue rifado por el Club Social Puertorriqueño de San Jose

en el Gran Baile el Sabado 28 de diciembre en el Lettermans' s Hall de esta ciudad. Los Señores Antonio & Marina Olasava de Tlachichila, estado de Zacatecas, Mexico. Acompañados con su familia el COMITE PRO-BECAS le presente el viaje ir y vuelta, son de izquierda a derecha: Señores Johnny & Francisca Miranda, Sra. Olasava, Norbeto Magobet, y Juan Cortez, Vice-presidente del Club. La Sra. Miranda es Chairman del Comité Pro-Becas y el Sr. George Peinero es el Presidente de esta Club. El Club Social Puertorriqueño de San Jose desean felicidades a la colonia de Habla Hispana. La foto fue tomado en la casa de los señores Olasava en 976 Sherman St. en San Jose. El señor Antonio Olasava trabaja por la Caneria Dole y no pudo estar presente para la foto. Tambien el Señor Edwin Bettencourt del Comité Pro-Becas no pudo asistir.

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Mas de 26 AÑOS en el RAMO de INCOME TAX con lo que cuenta LENA sirviendo a la colonia de Habla Hispana le dan a Ud. la Completa CONFIANZA de que sus PAPELES de INCOME TAX seran hechos segun la LEY EXIJE y a la vez Ahorrándole MUCHOS DOLARES con todas las DEDUCCIONES que Ud. PUEDA OBTENER.

HORAS DE OFICINA:

Lunes a Sabado de 9:00 a 5:00 p.m.

MARTES Y VIERNES

9:00 a.m. a 9:00 p.m.

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Lena Manriquez



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RADIO ANNOUNCER
of THE YEAR
ENRIQUE FLORES



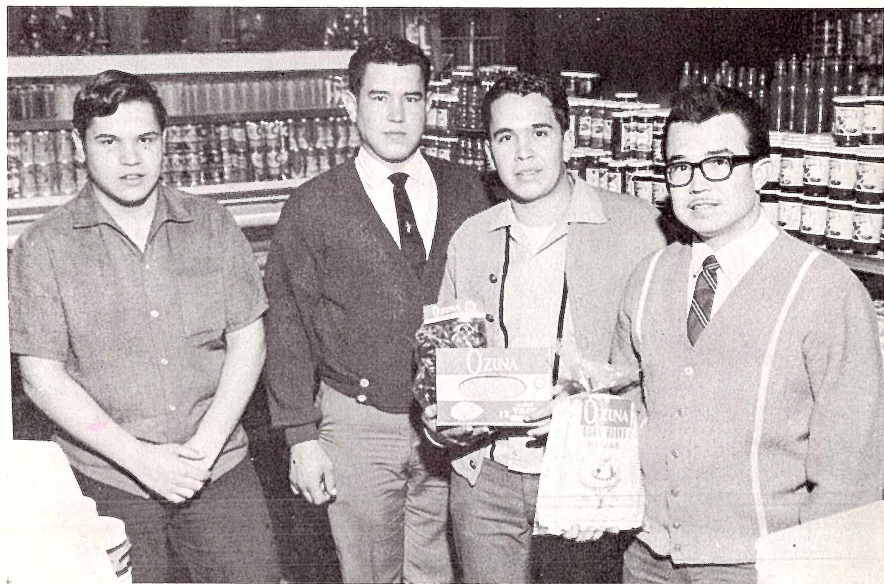
DAMA de la TELEVISION
LUPITA SUAREZ



Comedians of the year
El Pecas & Bob Mercado



FINANCIAL SUCCESS
Ozuna Mexican Products
In photo some of the Brothers



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Joyeria y su hijo FRANK lo atenderan.

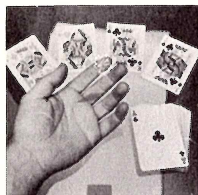
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CLIENTELA
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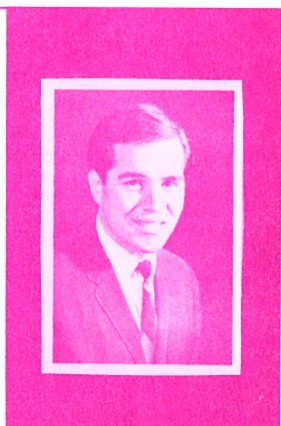
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Hank Coca Rey de Los Muebles

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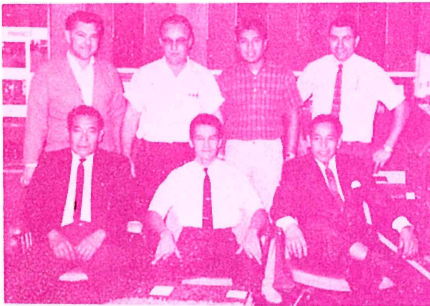
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" THRIFT TEX " 9 x 12'

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In photo: sitting from left to right: INIS MATHEW, JESS, back row: PHIL, JOHN, (Mgr.) RAY & JIM, part of the staff to serve you in Spanish.

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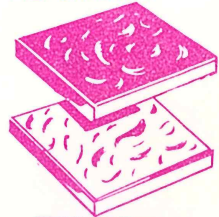
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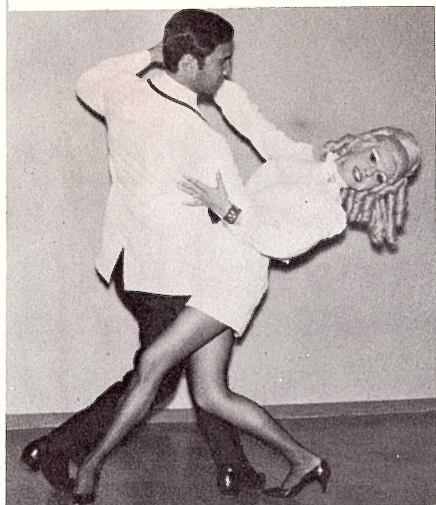
SAN JOSE



Friendliest - Queen - Personality
Nena Adzar, Sandra Katib, Vera Diaz



PUBLIC RELATIONS
MAN OF THE YEAR
RUDY BELLOUMINI



DANCER of the YEAR
Harry Evans

PERSONALITIES

WILL BE CONTINUED WITHIN
FOLLOWING ISSUES

"El Gato de Oro del Año " Cadillac
Richard Diaz, Prop, shows Manuel Fernandez and Humberto Garcia how this beauty
operat es.



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VIERNES de 10:00 a.m. a 9:00 p.m.

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REFLEJOS DE CINE RADIO Y TELEVISION

Jorge
Godínez



Amigos lectores, antes de continuar con estas líneas, deseo para todos ustedes mucha dicha y felicidad en todos sus hogares para este año 1969.

CINE MEXICANO. Una declaración reciente que hizo en México el camarógrafo Gabriel Figueroa, el cine mexicano de hace 30 años era mejor que el actual, porque los productores de entonces eran mas cultos que los de ahora. Y es muy discutible lo que afirmo. Por no decir que falso, dicho sea muy respetuosamente.

En aquella época los mejores directores eran: Miguel Contreras Torres, Fernando de Fuentes, Gabriel Soria, Ramón Pereda, Juan Orol y Vicente Orona. En la actualidad el cine mexicano es elogiado porque cuenta con los mejores técnicos del mundo, los mejores estudios, pero falta que nuestro cine cuente con mejores argumentistas.

TELEVISION. Dentro de algunos dos años mas la República Mexicana, contará con televisión a colores en todas las estaciones de provincia, en la actualidad las principales ciudades ya cuentan con televisión a colores, en la ciudad de México muy pronto quedarán terminados los estudios de televisión en los estudios San Angel, que antes eran los estudios mas modernos de cine, ahora quedarán convertidos en los estudios mas grandes de televisión del mundo.

RADIO. Quiero aprovechar la oportunidad para dedicar unas líneas a la señora Genoveva García, Gerente General de Radio KVEZ agradecerle todas las atenciones de que fui objeto, durante el tiempo que estuve colaborando para la mencionada estación, tengo nuevos proyectos de llevar a cabo varias cosas para este año 69, y no me fue posible seguir cola-

borando para esta estación sin embargo la estación está en buenas manos con la Sra. García que está capacitada en forma profesional para llevar adelante esta estación, con la ayuda de todos los empleados y locutores, deseo para la Sra. Genoveva García lo mejor en sus actividades radiofónicas para 1969.

ARTISTAS LOCALES. Por medio de este gran magazine daré a conocer los nombres de los triunfadores en el concurso de aficionados en el Teatro Esquire de esta ciudad, hasta la fecha los triunfadores son los siguientes:

Rafael Anderson, Joel Hinojosa, Daniel López el Charro de Puerto Rico y el Charro de moda Rubén Díaz, estos son los triunfadores hasta la fecha. Cuando se llegue el tiempo de los diez triunfadores se hará la selección del triunfador número uno, este concurso de aficionados se presentan todos los jueves en el Teatro Esquire, para seleccionar talentos locales.

Estos aficionados los patrocinan diferentes compañías de discos, Orfeon, Yure, Mex y Fama, además está apoyado por la Asociación Nacional de productores y exhibidores de películas dependientes de la ANDA Asociación Nacional de Actores.

Las personas que quieran participar en este concurso se pueden inscribir en el mismo teatro calles 24 y Santa Clara, San José, Calif.

Para terminar, agradezco a la Sra. Montemayor por la cortesía que tuvo de presentar a sus hijos que forman el ya famoso conjunto moderno, LOS INESPERADOS, este conjunto está formado por Andrés, Sofía y Joe Montemayor, ahora no recuerdo el nombre de la bailarina de este conjunto que es la hermana mayor, este conjunto se presentará muy pronto en diferentes partes del Norte de California, y ustedes le brindarán todo el apoyo a estos muchachos, orgullo de San José, hasta aquí termino y hasta el próximo número con mas novedades. FELIZ AÑO 1969.

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Todos los Jueves FLOOR SHOW
Viernes, Sab. y Domingos FLOOR SHOW
Harry Evans-Mary Crawford Directamente de Mexico

Mike Hermosillo y sus 9 Profesores

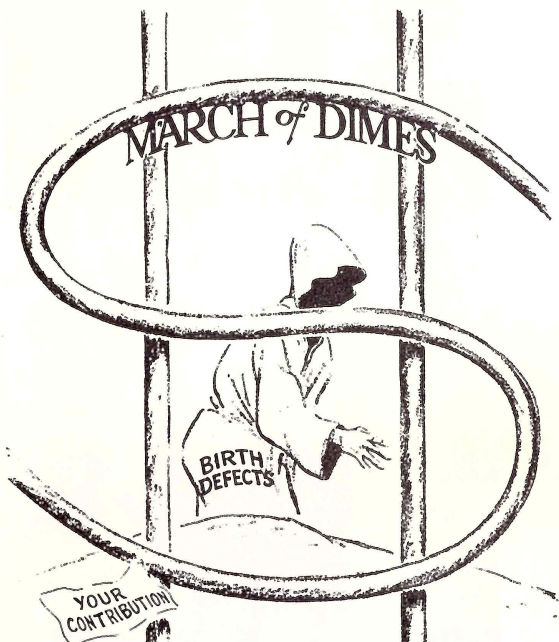
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Credito Instantaneo !

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Obtenga su Ejemplar de
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To serve you with a Smile Rudy Tenes
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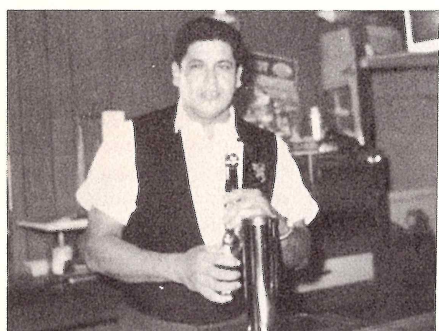
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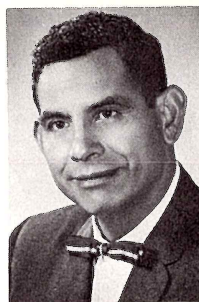
BUD LoMONACO y su Atento Personal
Trofeos y Grabacion de los Mismos
COMPOSTURA de RELOJES

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 !

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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.



por 
Daniel Saldaña

PROPOSITOS DE AÑO NUEVO

Un año mas en el libro de la contabilidad de nuestra existencia, una hoja mas en el album de nuestros recuerdos. Es común en muchas personas hacer un balance de pérdidas y ganancias, de triunfos y derrotas, de éxitos y fracasos, un resumen de esos 365 días que han pasado desde la llegada de el último año Nuevo.

Nuestro balance tiene que ser verdadero, no esperamos recompensa o castigo al revisar nuestra actitud en esos 365 días que cierran el año de 1968. Pero dentro de nosotros mismo, al hacer el exámen, tenemos que analizar nuestro comportamiento para las personas que directa o indirectamente están ligadas a nuestra existencia, para aquellas que aún sin conocerlas puedan haber sido beneficiadas o perjudicadas con nuestra actitud.

En este exámen no puede haber mentira o disimulo, nos estamos examinando nosotros mismos y nadie puede saber como nosotros si hemos obrado bien o hemos obrado mal; sería tonto tratar de convencernos a nosotros mismos falseando la verdad.

Nuestro propósito de año nuevo debe de ser el de corregir nuestros errores, si hemos obrado mal trataremos de no repetir ese comportamiento. La recompensa que una persona puede apreciar mas que ninguna otra, es la satisfacción personal de que ha sido honrado, laborioso y benéfico para sus semejantes.

Sea Ud. su propio juez y con toda honradéz dictamine cual será su comportamiento durante los 365 días que

empiezan a contar del primero de Enero de 1969.

LES DESEO MUY FELIZ AÑO A TODOS MIS LECTORES Y AMIGOS QUE HAN TENIDO LA GENTILEZA DE FELICITARME.

QUE 1969 TRAIGA DICHA Y FELICIDAD PARA TODOS.

1492 1968

Dos fechas que guardarán paralelo en la Historia de la Humanidad.

En 1492 se lanzaron desde el Puerto de Palos en la Península Ibérica tres carabelas con rumbo a lo desconocido. La terca figura del gran navegante genovés se impuso a la terca actitud de los monarcas del Viejo Mundo.

Cristóbal Colón, al mando de la expedición se hizo a la mar en una loca aventura por mares desconocidos, sin punto fijo a donde dirigirse. Actualmente sabemos la redondez de la Tierra y su geografía, pero en aquel tiempo se ignoraba y el lanzarse a la mar sin rumbo fijo era una temeridad. Casi a punto de fracasar la expedición debido al temor de la tripulación que se amotinó, se puso de manifiesto nuevamente la terquedad del gran navegante y con al ayuda de los hermanos Pinzón, hicieron que la tripulación se calmara, siguiendo el camino que culminó con el descubrimiento del Continente Americano.

En este nuevo continente, a 476 años de distancia, sale otra expedición, tres astronautas se lanzan a la conquista de nuestro satélite, La Luna, y logran cristalizar esta otra gran azaña, llegar a la Luna, dar vueltas a su derredor y regresar a la Tierra. Con rapidéz estratosférica, con calculos matemáticos por su precisión y un valor temerario, los tres astronautas rompieron la barrera que permitirá al hombre la conquista del espacio.

Cristóbal Colón con sus carabelas, La Santa María, La Pinta y la Niña en 1492 descubrió un continente.

El Apolo 8 con sus tres astronautas, Borman, Lovell y Anders en 1968 llegan a la Luna y abren el camino para la conquista del espacio.

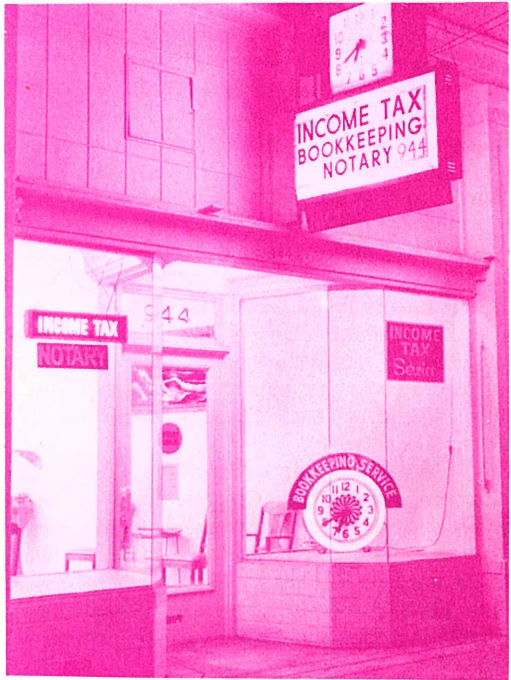
Agencia **GUERRERO**



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**

HORAS DE OFICINA

**9:00 a.m. a 9:00 p.m.
(LUNES a SABADO)**

Domingos 10 a 5:00 p.m.



Proteccion de Investigaciones de Income Tax

**GARANTIA MAXIMA de AHORROS
GARANTIA MAXIMA
EN SUS DEPENDIENTES !**

**REDUCCION MAXIMA
DE SUS GASTOS !**

SERVICIO de INCOME TAX

297 - 2079

944 E. Santa Clara St.

DR. JOHN DE HERAS Council Race Talk Before Mexican-American Civic Council

Speaking before the Mexican-American Civic Council last Friday night Dr. John de Heras, Candidate in the San Jose City Council race, outlined a plan for more effective rapid transit in San Jose. Stating that the "Don Qixote" form of City Council programming attitude has held up the need for an effective rapid transit in San Jose, Dr. John de Heras said that he felt that a rapid overhead and underground transit system using the public right of ways available with feeder depots located at strategic stops in San Jose and the County, would be an effective way to reduce the horrible mess on our streets as well as improve the City's health by helping reduce the dangerous air pollution.

The use of minibuses to feed the collector stops would allow residents in any area of our City a fast and economical transportation to their work or place of shopping or business. The amount of cars parked now in many of our large shopping centers such as Valley Fair and Hillsdale could be cut in half.

"Like the fight against the windmills, the City is facing a typical attack on our fight to obtain really rapid transportation. Many political leaders refuse to face the realistic problem that there will be a loss on such an undertaking before the operation would return a profit because of his fear of the possible voter reaction, especially at election time. The voter is well aware of this but reacts only when he feels any proposal has not been well explained for it's need. "The time is here for the City Council to take an aggressive form of decision making to develop into reality a means of transporting our residents. Oakland, Berkeley and San Francisco as well as Concord Walnut Creek have taken the initiative by making this transit system a reality for their residents. The drop in the amount of cars using the Bay Bridge after the BART system is running will astonish even the most skeptical voter.

Dr. de Heras also spoke on the recent low cost housing proposal placed before the City's voter recently, adding that "he stressed the fact such a housing program is not going to be effective until there is a convenient and rapid transportation system for those low income families that will be placed in all areas of San Jose. "How do they expect the family wage earner to be able to compete with his more affluent neighbors if he can't find a way to travel by public transportation to his new job". The mere placing of low cost housing units in the midst of economically well to do homeowners will be a waste of the taxpayers money unless proper means of transportation is made available to those renting such units".

Dr. de Heras also informed the group that he had written to the Metropolitan Associates of San Jose's President, Jim Wiesler as well as Pres. elect Robert Sibinski and their Board of Directors requesting that the Chamber form a Latin-American section and which would be composed of businessmen from such a group and would also be regular members of the Association. "The need for help in the correction of many socioeconomic problems can best be handled through good communication through proper representation. The participation of the Mexican-American businessman in the Chamber of Commerce will not only give him status and an image but will make them full participating taxpayers and men of commerce in our City's business and money program and policies".

AL'S Barber Shop

ESPECIALISTA en RAZOR CUTS

BARBERIA LATINA

ABIERTO DIARIAMENTE
De Martes a Sabado de
9:00 a.m. a 6:30 p.m.

AIRE Acondicionada !
AL MENDEZ, Prop.



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

Dr. LAWRENCE STERN OPTOMETRIST

EXAMEN CIENTIFICO

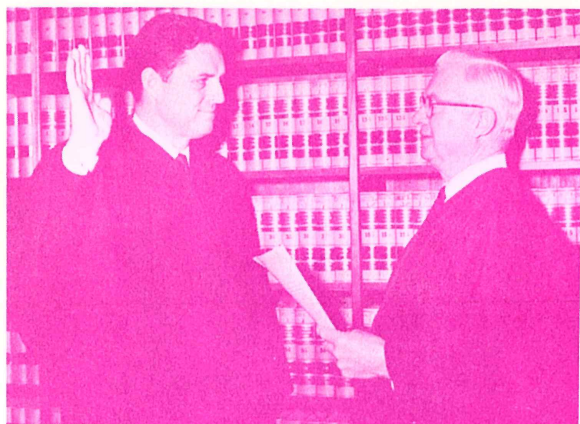
El Dr. LAWRENCE STERN le ofrece
una EXAMINACION CIENTIFICA.
CONTACT LENSES - CIENTOS de ESTILOS

ABIERTO: Lunes a Sabado de 9:00 a.m. a
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The Hon. James
B. Scott was given the
Oath of Office for the Su-
perior Court by Judge Del
Mutolo who is retiring and
will be succeeded by
Judge Scott.



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Dance From 3:00 to 11:00 p.m.

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GRAN TARDEADA

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2 ORCHESTRAS

Daniel Santos

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Andy Flores and Orchestra
Plus another Band

FRIDAY, JANUARY 24th

DANCE & SHOW

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

Andy Flores & His Orchestra

Rene & Rene

Recording Stars of

Conosi a Un Angelito

Lo Mucho que te Quiero, etc.

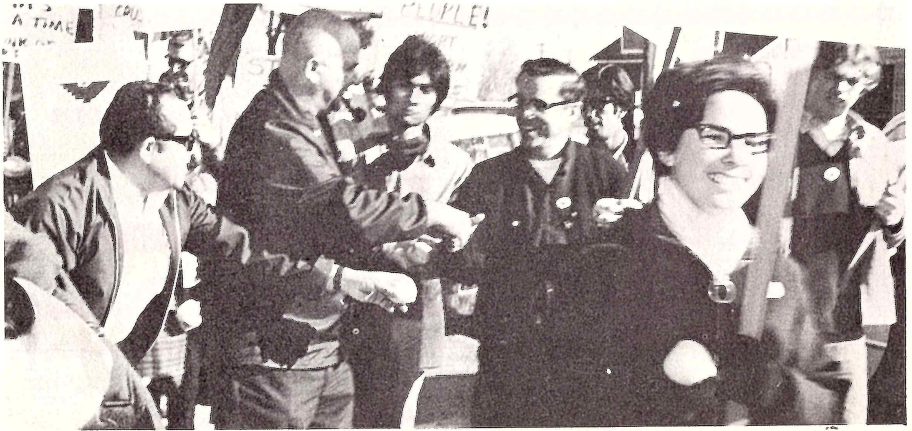


Starlight Ballroom



47 Notre Dame Ave. San Jose

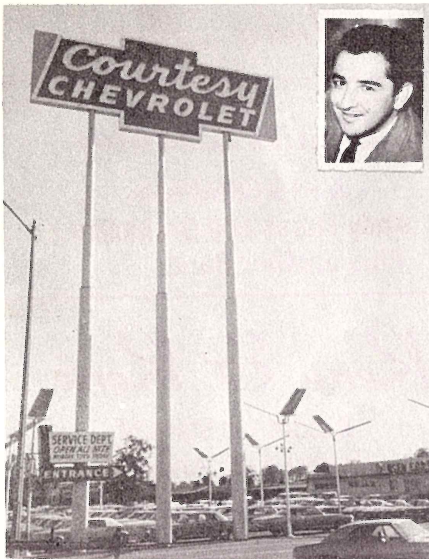




OVER 600 MARCH IN GRAPE BOYCOTT by John Marek

Starting at Our Lady of Guadalupe Church over 600 marched to St. James park to support the grape boycott. At the park many speakers were heard, stressing the work already done and what must be done in the future to insure the suc-

cess of the grape boycott. Notable speaker Andy Chavez, prime organizer of the grape boycott. In photo we see the marchers and Father Anthony Soto, receiving apples at 26th and Santa Clara. Apples were donated by an anonymous donor. (Photo by Richard Diaz)



AL ZAMORA es nativo de San Jose y responsable representante de esta gran compañía de Autos.

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AL ZAMORA invita a Ud. y a su distinguida familia para que pruebe y admire el amplio surtido de carros NUEVOS y USADOS Y las Amplias FACILIDADES de PAGO que aqui se Ofrecen.



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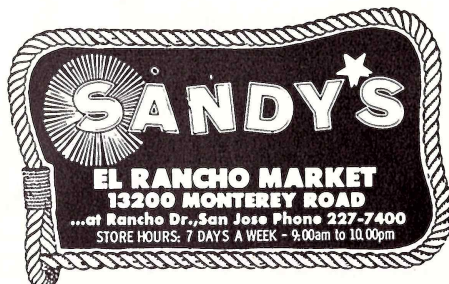
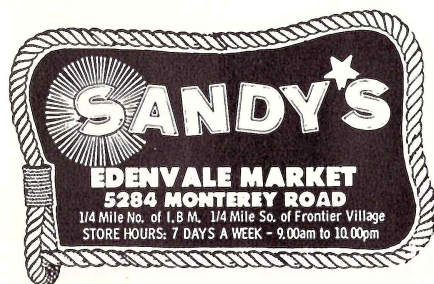
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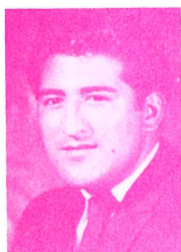
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La Comunidad
De
San Jose

FOR
ANGIE CORANADO



INFORMATIONAL BULLETIN
Educational Opportunity Program
San Jose State College
San Jose, California 95114

PURPOSE OF E.O.P.

1. To enroll in San Jose State College able students from minority backgrounds as well as low income backgrounds.
2. Finance their education when need exists.
3. Make available academic support in the form of tutoring and special faculty advisement to help insure their success as college student.

ELIGIBILITY

Students with both minority group and low income backgrounds are encouraged to apply. Particularly encouraged to apply are those minority group, low income students who may not meet admission requirement but can offer evidence supporting their ability to achieve at college. Evidence supporting such applications should include letters from teachers and counselors and a statement from the applicant regarding his academic goals. In those cases where entering the college at this time would not seem appropriate, the Admissions Committee may recommend to the Student a program of study in a junior college or elsewhere, hoping that he may qualify for acceptance as soon as possible.

ITEMS FOR ADMISSION

The following information should be sent to the Admissions Office before a complete evaluation may be made:

1. Application for admission.

2. High School Transcripts.
3. College Transcripts.
4. ACT or SAT Scores.

The following items must be sent to:

177 South 10th St., Bldg. V
San Jose State College
San Jose, California 95114

1. Autobiographical Statement
2. Two Letters of Recommendation.

ASSISTANCE AVAILABLE

Being able to afford to go to college need no longer be the determining factor in deciding whether or not to attend. Students admitted to San Jose State College under the Educational Opportunity Program are considered for financial assistance on the bases of need. Funds can be provided to cover room and board, registration fees, books, supplies and living expenses, when a student and/or his family is unable to meet these expenses. Financial Aid is comprised of a combination or "package" of grant, loan, and summer and/or part-time employment bases on the individual need of the student applicant. Individual financial aid counseling is provided each student through the Financial Aids Office.

HOUSING

Students are encouraged to make arrangements with the Housing Department and/or the Educational Opportunity Program for housing facilities. Applications for housing should be made early in the year to insure housing for the coming semester. For further information please write or call:

Housing Office
San Jose State College
319 South Fifth Street, #6
San Jose, California

Telephone: 294-6414, Ex. 2403

APPLYING

We suggest that you talk with your counselor, to persons in social

(continued next page)

ALAN ALAMEDA

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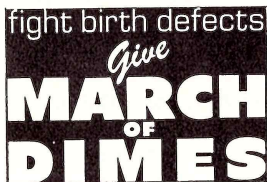
MARIO'S "PAPAGAYO ROOM"

Baile Gratis ! Los Viernes y Sabados 9:30 a 1:30

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Manager

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

agencies, etc., about your plans; they may be able to help you with your application. To be considered for admission under the Educational Opportunity Program, the following steps should be completed:

1. Request application forms, mentioning that you are applying under the Educational Opportunity Program, by letter, telephone or in person from:

Building V
177 South 10th Street
San Jose State College
San Jose, California 95114
Telephone: 294-6414 Ex. 2252

2. Complete the following application requirements as soon as possible since there are a fixed number of vacancies in the Educational Opportunity Program, the admission of eligible students to the program will depend upon the date of completion of application requirements.

a. All regular College application requirements must be met. This includes your immediate request that your official transcript from high school(s), as well as from any College you may have attended, be sent to the San Jose State College Admissions Office.

b. Enclose a letter with your admission application that states academic goals, reasons for desiring to attend the College and any other information you feel would support your admission.

c. Request two of your teachers in academic subjects, counselors or responsible persons who know you, to send directly to the Educational Opportunity Program office letters describing your academic potential and abilities as well as any other information that might support your admission. The names of those from whom you have requested letters should be listed at the conclusion of your statement about yourself. Forms are not provided for these letters and the sender should mail them

directly to the Educational Opportunity Program Office. (Teacher and counselors, employers, etc., are very willing to support applications in this way.)

d. You must apply to take either the ACT or SAT college aptitude test. Students in high school may get applications from their counselors. Adults or students out of school may call San Jose State College Testing Office (Telephone 294-6414 Ex. 2432) and request and application form and information brochure for the ACT. The information that you receive will specify the dates on which the test will be given on San Jose State's Campus. There is a charge for the test (\$4.50) which must accompany the application. Be sure to indicate that you wish your test scores sent to San Jose State.

Applications for financial aid will be included and should be completed and returned to the Financial Aids Office as soon as possible.

For further information PLEASE CONTACT:

Al Espinoza
Educational Opportunity Program
San Jose State College
177 South 10th St., Bldg. V
San Jose, California 95114
Telephone: 294-6414 Ex. 2522

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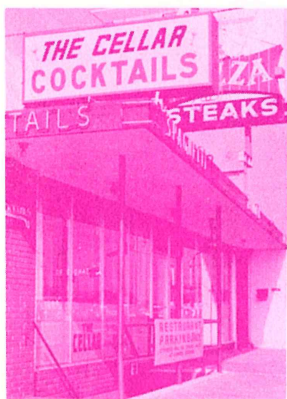
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STORY ROAD & CAPITOL

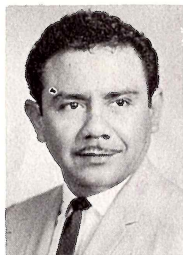
La Rueda de La Fortuna



BAILE los Viernes, Sabados y Domingos
con la Orquesta NOTAS de ORO de
JOE RIOS con su cantante Ruben Rubio
(el Marlon Brando Mexicano)

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Alviso, California



CLUB San Felipe



CANDY VELIZ

CLUB SAN FELIPE WISHES EVERYONE A HAPPY, HAPPY, HAPPY, ADVENTUROUS & PROSPEROUS NEW YEAR.

I hope this column doesn't come out too bad because, at the time that I was writing it I had the Hong Kong Flu. I know it was the Hong Kong Flu because in my delerium I was speaking Chinese. Seriously, I was sick!

It was sure nice to see and talk to Tony Carvajal again. Tony is in Denver, Colorado, teaching and also going to the University where he will soon get his Doctoral Degree. Our best wishes to this very deserving young man.

Here is the final report on the Prado Fund raising dinner:

Lena Manriquez-Hall, Pink Elephant - food; Club Metro - \$25.00; Bola Negra - 5 cases of beer; Savoy - 3 cases of beer; Jerry's Barber Shop - food, Starlight Ballroom - \$20.00; Arturo's Quiet Village - \$10.00; Jack's Bar - ice; Mr. and Mrs. Ruben Guerrero-tortillas, Frank's T.V. - 3 cases of coke; Club Riviera - \$15.00 and the first to contribute to the cause was the Furniture Discount House on 82 East Santa Clara Street - dinette and beds, the very next day.

Members contributions:

Al Garcia - food; Servando Arredondo-food; Santos Camarillo - cokes; Raul Chapa - utensils; Joe Flores - bread; Dan Marquez - food; Manuel Urrabayo - food. Total \$180.65.

\$112.95 was spent for gifts, \$67.70 to G.I. Forum, Prado Educational fund.

Services: Mrs. Cuca Aleman, Mr's. S. Camarillo, Mrs. M. Urrabayo, Mrs. R. Martinez and Mrs. N. Maron.

con't next page...



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INSTANT COMPUTER REPLY

Mrs. Bobbie Stroud, teletype operator for the County Sheriff's Office, types an inquiry on a suspicious car for a waiting officer into a special machine tied into the State Department of Motor Vehicle files. As soon as she finishes the department's computer will provide an 'instant' reply with the owner's name and address, date the auto was sold and a full description of the vehicle.



Art Martinez MENS WEAR

LOS ULTIMOS ESTILOS EN ROPA
PARA CABALLERO

SILK AND WOOL

1 BUTTON CONTINENTAL SUITS

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Ropa INTERIOR CORBATAS SOMBREROS
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ABIERTO
LUNES, JUEVES, VIERNES
HASTA LAS 9 P. M.
ART MARTINEZ

FIRST NATIONAL
AND
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CHARGE PLANS

Thanks to everyone, it shows your heart is in the right place.

If you want an evening of fun go to Maria's Nite Club on North 13th St. They always have good dancing music on weekends. Lovely Maria will see to it that you have an enjoyable evening.

Bailamos?

Remember if it's mariachis you want to hear go to Club Metro on East Santa Clara Street. My friend Shorty, Henry Ceniceros is there to serve you. I thank you.



Here is a photo of some cats, I only know one of them, but if they will identify themselves at the Starlight Ballroom they can go in free to see Mike Laure.

This is all for now my fever is coming back and I may speak Chinese, but I can't write it.

This joke is dedicated to my pal Jose Hector Beco Bejarano only because he is fascinated by the bingo game.

Two soldiers in a fox hole were about to be overrun by enemy troops. Having given up all hope of survival they decided to make amends for all their faults while there was still time. "We could try praying", one said, "but I don't know how." "I ain't never been to church either," the other one said, "but I used to live next to a Catholic Church when I was a kid. They used to gather around and pray every Saturday nite." "First," he continued, "we kneel down and put our hands together, now repeat after me: under the "B" number 13; under the "I" number 25.

P.S. Expect mucho gossip and I'll also give alot of people hell in coming issues.

Finis
Candy



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201 - ARCH ST.
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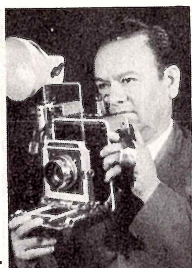


Complete LIQUOR department

EL FOTOGRAFO de
LAS ESTRELLAS



RICHARD DIAZ
292 - 3294



ANDY FLORES takes time out for a Dance with lovely Myra Carmona sister of Mike and Chris Carmona during Mike's wedding.

STARLIGHT COCKTAIL WAITRESS
Left to right: JEANNETTE, ANNETTE and PAULETTE'

De izquierda a derecha: Sr. Lopez Prop. del Teatro Esquire, Jorge Godinez maestro de Ceremonias durante los programas de AFICIONADOS, Enrique Flores, Daniel

Becerra, Roberto Ramirez, el Charro Rafael Medina, Jaime Lauder y Juan Flores director del MARIACHI Juan Flores.



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Men's Hair Styling & Barbering

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17 S. SECOND ST. SAN JOSE, CALIFORNIA

WARREN





TONY GARCIA

*Student at
Buchser High*

IDENTIFICATION of LSD -25

LSD-25 is an odorless, tasteless colorless chemical which, when taken in even the smallest quantities, is likely to cause the mind to react in strange, unpredictable, and uncontrollable ways.

ABUSE

Eating, inhaling, or injecting even as small a quantity of LSD as 1/280, 000 of an ounce causes symptoms which may include:

- Hallucinations
- Distortion and intensification of color and sound perception
- Panic
- Personality changes
- Loss of sanity
- Impulses towards violence
- Impulses towards suicidal acts
- Psychosis

These effects are totally unpredictable and vary widely from person to person and from "trip to trip". They may last from eight to ten hours, and may recur at much later dates without the individual's taking the drug again.
* See case history summaries.

Some competent researchers are reporting that they have reason to believe that LSD causes permanent brain damage. Other workers report that there is some indication that LSD may alter the chromosome structure and result in malformed or otherwise defective children. Neither of these charges has been substantiated as absolute fact. Both possible results are so very serious, however, that it would be unfair not to mention them.

There are also physical effects associated with the use of LSD. These include:

- Dilated pupils
- Increase in blood pressure, heart rate, and blood sugar
- Nausea
- Chills, flushes, and irregular breathing
- Trembling
- Sweating of the hands

Sleep becomes virtually impossible until at least eight hours after the LSD episode is over; pupils are so widely dilated that the user frequently protects himself against the light with dark glasses, even at night.

LSD users develop an unusual personality characteristic which is described as a "missionary complex." They feel that everyone, particularly their friends and loved ones, must use the drug; and users become highly persuasive and persistent in encouraging such use.

The use of LSD can have disastrous consequences and may necessitate extensive psychiatric treatment.

Because of the growing abuse of LSD, the only licensed manufacturer of the drug in the United States voluntarily ceased production in April, 1966. Therefore, drug abusers will be using LSD of untested purity and strength.

* Reason Why Drug is Sought by Users:

1. Seeking for meaning and consciousness - expanding (LSD explorers - seeking sensory awareness)
2. Rebellion
3. Curiosity created by widespread publicity
4. Peer pressure of individual
5. Hedonistic reasons. For "KICKS" or "HIGHS"
6. Religious purposes
7. Persons who take LSD accidentally
8. Persons who take the drug experimentally

* These statements were obtained from users and are not to be taken as factual.

(continued next page)

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y PLATEADO !

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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.



JOYCE CHEN COOKS

Joyce Chen does the final taste test of one of the many Chinese dishes she creates weekly on KTEH/Channel 54 (UHF). The series is an adventure into the mysteries of Chinese cooking. Mrs. Chen shows how to adapt Chinese recipes so they can be prepared in an American kitchen and still retain the authentic flavor. She adds human interest touches and captivating bits of information while encouraging the audience to 'cook-along'. The programs are broadcast from the County Educational Television Station KTEH/Channel 54 (UHF) at 4:00 p.m. on Mondays.

Maria's COCKTAIL LOUNGE

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El Night Club mas elegante en toda la Bahia
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DAN y MARIA AGUIRRE, Props.

295 - 9872

728 N. 13th St.



DEPENDENCE

The use of LSD may develop a psychological dependence.

Usual Single Adult Dose: 250 Mg.

Duration of Action:

Eight (8) - Twelve (12) hours

Legitimate Medical Use:

Experimental studies on treatment of alcoholism and mental illness.

Drug Effects and Social Factors

1. Does the drug have a potential for tolerance? Yes
2. Does the drug have a potential for physical dependency? No
3. Does the drug have a potential for psychological dependency? Yes
4. Does the drug have an overall potential for abuse? High



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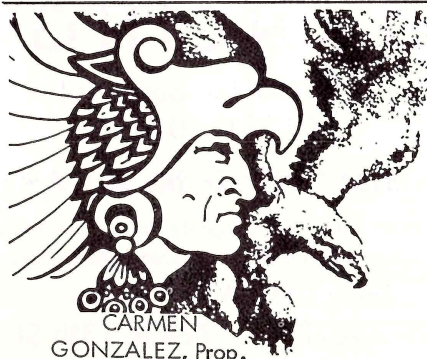
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Los VIERNES y SABADOS de 7:30 a. m.
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East Side Newest Family Style Restaurant

El Excentrico

VOL. 20 No. 4 JANUARY 5, 1969

HUMBERTO GARCIA	BERT GARCIA
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DANIEL SALDAÑA	CLUB SAN FELIPE
ANGE CORONADO	LAS CORONELAS
CLUB RIVIERA	TONY GARCIA

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Joe Peraza is no longer at 89 Post St. and
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125 POST ST. En Seguida de
| 295 - 9550 | JOE'S CLUB



GLORIA RODRIGUEZ

Club Riviera and all its members hoped everyone had a very Merry Christmas and very Happy New Year. Now that the Christmas season is over for another year I hope that the New Year will bring everyone much happiness.

BIRTHDAYS

The only birthday I know of that was in December is little Reynaldo Muñoz, son of Joe and Jessie Muñoz. Rey was three years old on December 19th.

PARTIES

This year Club Riviera's Christmas party was held in Milpitas at the Padilla residence. All club members and their guests really had a marvelous time and we thank the Padillas for contributing their house.

Quite a few activities were going on at the party. Our host Joe was telling jokes to the women and he even showed everyone his party apron. I hear two women with the initials C.H. and D.P. were having a private contest of their own. Now, what were they doing? They don't seem to remember for some odd reason.

At a party was Paul and Vivian Ramirez whom we didn't think would make it. Paul had been down with a flu of some kind. We were glad you made it Paul, but sad to see you two leave earlier than usual.

We exchanged joke gifts at the party and some were really wild. I especially liked Chris' gift. I'm curious to find out if it works. Does it Chris? or Ron? Another wild gift went to Ron W. By the way Ron, did you have a big cleaning bill?

Well everyone had a good time. There were so many of the clubs guests

that I couldn't remember all the guests separately so I will say thanks to you for coming and we hope you all enjoyed yourselves.

Our New Years Eve party will be held at the Espinoza residence.

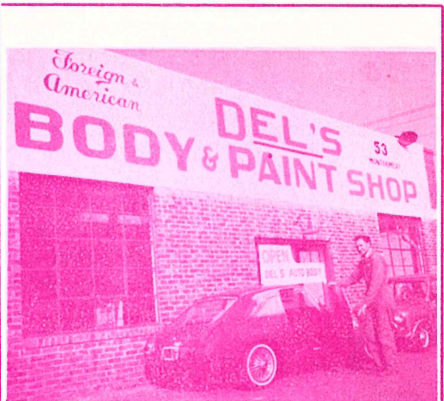
New Members:

Our newest members to Club Riviera are Gonzalo and Chelo Gonzales. Welcome to the both of you. There is never a dull moment at any of the club activities. We are always looking for new members, so if any couples are interested call any of our members and you can sit in on one of our meetings. You'll find them quite interesting.

Speedy Recovery:

Here's wishing Mrs. Angela Ortiz a speedy recovery. We're sorry to hear that you are ill and hope you get well soon.

Before closing I would like to ask Joe M. if he figured out what the three initials mean yet?



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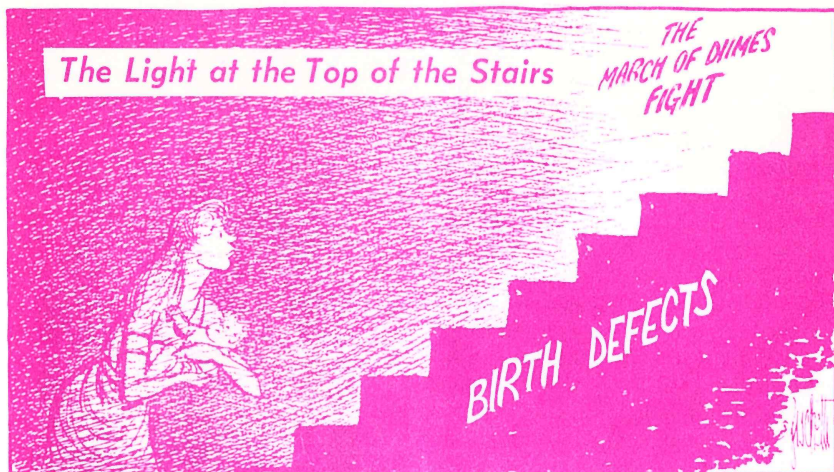
Ultimos Estilos en Ropa
Vista Elegantemente!
Facilidades de Pago

BERNIE BERG amigo de los de Habla Hispana le invita a que pase a ABRIR su cuenta de CREDITO y obtenga toda la ropa que necesite inmediatamente, se le ofrece un excelente Plan de CREDITO.



En la grafica BERNIE BERG y parte del atento personal de HABLA HISPANA.

Berg's
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Dancing Every — SATURDAY & SUNDAY

Rene & Rene

Saturday, January 25

Connie Caudillo & his Orchestra



FRANK DAVILLA
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CRITICA
SOCIAL



FOR
RUDY
BELLOUMINI



"A mi no me gusta el CHISME, pero el otro dia"

How is your NEW YEAR'S RESOLUTION coming along? Be like me, I resolved not to amoke, don't smoke anyway. . . . "What's her name" in the last issue is DELMA ROSE from Lubbock, Texas; she has resided most of her enjoyable life in San Jose. Having attended SAN JOSE HIGH, Delma continued on to SAN JOSE BEAUTY COLLEGE graduating with a BEAUTICIANS DIPLOMA in Hair-styling. Presently, she's with GLORY SALES CO. especializing in Wigs, Wiglets and Falls. Dancing being her favorite entertainment, she is usually "having a ball" with her friends at ARTURO'S QUIET VILLAGE. Favorite past-time is hearing all the latest records on the Latin Hit Parade. El Conjunto del Valle de DAVID FLORES is her favorite band. Delma says "he plays everything including Rock & Roll." TENNIS??? On the subject of HIPPIES, she says, "I wouldn't be caught dead associating with those BUMS; it doesn't look right on the MEXICANS, it really puts us down". If you are interested in a hair-do, WIGS or just plain talk, call her at 251-1158.

Suave-looking bachelor, FRANK VASQUEZ of GLOVER INSURANCE CO.



in Santa Clara had a real "Office-Party" celebrating XMAS & NEW YEARS with his friends & clients. LAS CORONELAS were invited and only ESPI MOLINA had the courtesy to come. FRANK wishes to thank MARCE MORA for telling her members about the invitation. Also a word to the Wise - If you ever invite a couple of GUITAR PLAYERS as guests to your party and they have the audacity to charge you, booze it up and fill their bellies with goodies, you can rightly say, "With friends like that, who needs enemies?"



JOSIE & ROSIE, "Las Serenitas" with the internationally-known RAY CAMACHO & his Latin Teardrops at the STAR LIGHT BALLROOM just before they all left for a Musical Tour with other Hollywood Personalities to entertain our BOYS IN VIETNAM who are fighting and dying to defend all of us from COMMUNIST TAKE-OVER of our wonderful country, the UNITED STATES OF AME-

con't next page . . .

Sullivan

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Al Grijalva



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Jess GARAGE

NEW LOCATION

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

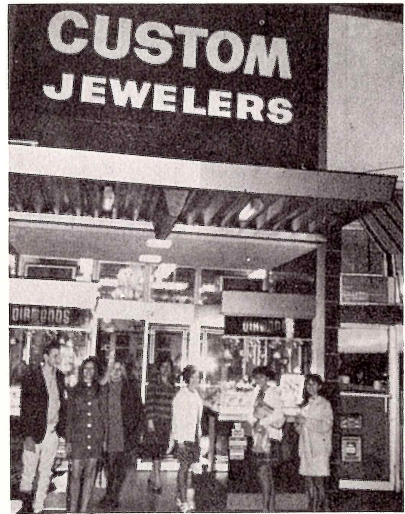
FREE TOWING
SERVICE
BANK AMERICARD
FIRST NATL. CARD
WELCOME !

Home: Tel. 293-5487



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

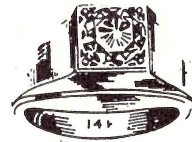
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“CUSTOM JEWELRY is a
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ENGRAVING WHILE YOU WAIT



If You Are Getting Married
Come In For A FREE GIFT

Custom Jewelers

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(Downtown San Jose)

RICA. Next time you hear about riots in the streets and violence in our school campuses, think what would happen if the COMMIES took over. They believe in separation of people, "Divide & Conquer" and eliminating those leaders who don't take to their UNRELIGIOUS DOCTRINE.



Little RACHEL is giving her approval on mama's hair as papa looks on. Mr. & Mrs. ALBERTO & LENA ROJAS come all the way from out of town just to have JOE tease their hair. MIKE HERMOSILLO y sus 9 Profesores have inclinations of leaving for LAS VEGAS where the "money grows on you". A group of "Welfare Recipients calling themselves, L.A. COUNTY WELFARE RIGHTS ORGANIZATION demanded a XMAS BONUS of \$35 per child & \$40 per adult; this would have amounted to \$15 million dollars TAXPAYERS would have had to dish-out. According to posters plastered all over downtown, JORGE GODINEZ has a radio program on KO-FY???. Ever been to a NIGHT CLUB where a "Loud-Mouth" mistreats the HELP and is rude to the customers by pointing a "dirty finger" at them? No wonder Business is always slow . . . Miss VERA ESTAVILLO, a very vivacious and young thing, celebrated her birthday on January 4th; sorry, she didn't want to tell her NEW AGE.

Well, ANDY DIAZ is at it again, this time he is running for the CITY COUNCIL. MARCOS INFANTE DIAZ says, "No, no, no, no, I'm not related to him". With the holidays over, EL CONCILIO DE ASUNTOS LATINO-AMERICANO will resume its meetings

on Discriminatory Practices by certain individuals and Businesses in the Santa Clara County; call 297-1193 if interested to attend. For a change of pace, dance your WAY to the AZTECA HALL on Sundays. . . . RAY CAMACHO challenged FRANK CAMACHO to a "Battle of Bands". Frank says, "I waited for him to show up in SACRAMENTO, but RAY cancelled out at the last minute". (Shame on you, RAY)



The PUERTORICAN CLUB of San Jose held a Scholarship Fund Dance recently with a ticket drawing of a round trip to PUERTO RICO or MEXICO; it was a huge success only thing wrong - I didn't win the TRIP. China-man says, "Ah Sooo, Girl with HONG KONG FLU, velly velly unfortunate COOKIE" .. When a lawyer asks you to plead "Guilty and leave it to the mercy of the court, you better give it some thought. Take advantage of the Buyer's Guide & Coupons located on the last page of EL EXCENTRICO in this issue. Use them for it can save you money; you do not have to cut out the COUPONS.

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AIR CONDITIONED
SE HABLA ESPAÑOL

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*SUPER MERCADO de AUTOS
Las mejores compras en
Carros NUEVOS y USADOS
Con tan solo \$182.00 de Entre
Ud. obtiene un Cherie nuevo!*

*El lugar mas Nuevo de
San Jose y con las mejores
Facilidades de Pago!*

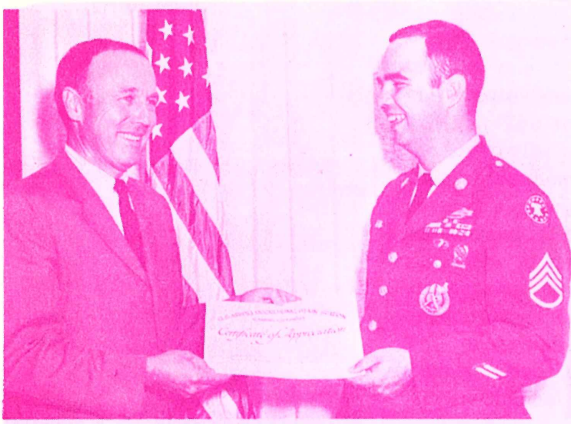


VINCE GONZALEZ

905 W. Capitol Express Way

San Jose

JUVENILE OFFENDERS CLEARED



Staff Sgt. Franklin A. Craig, Jr., U.S. Army Recruiting Service, right, expresses the service's appreciation to the County's Chief Juvenile Probation Officer Robert Nino for assistance to the service. Craig explained that Nino and his department had been helpful in clearing the records of minor offenders to permit their enlistment in the Army.

ALL YOU CAN EAT

LUNCH \$1.10 DINNER \$1.65
Childs plate (yrs. and under) .25¢

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ORDENE SU MASA CON ANTICIPACION
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BOB MERCADO 297-5454

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DR. M. M. KRIEGER 251-6060

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"No le cobro a Ud. por mis servicios"

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PERMANENTE DE \$15 por \$8.

\$15 PERMANENT for \$8.

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\$1 Descuento en Compra de \$5.

\$1 Off on any \$5.00 Purchase

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10% Descuento en su Orden

10% Discount on your Order

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20% Rebajo en Aparatos KELVINATOR

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B. F. GOODRICH TIRE CO. 252-1220

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