

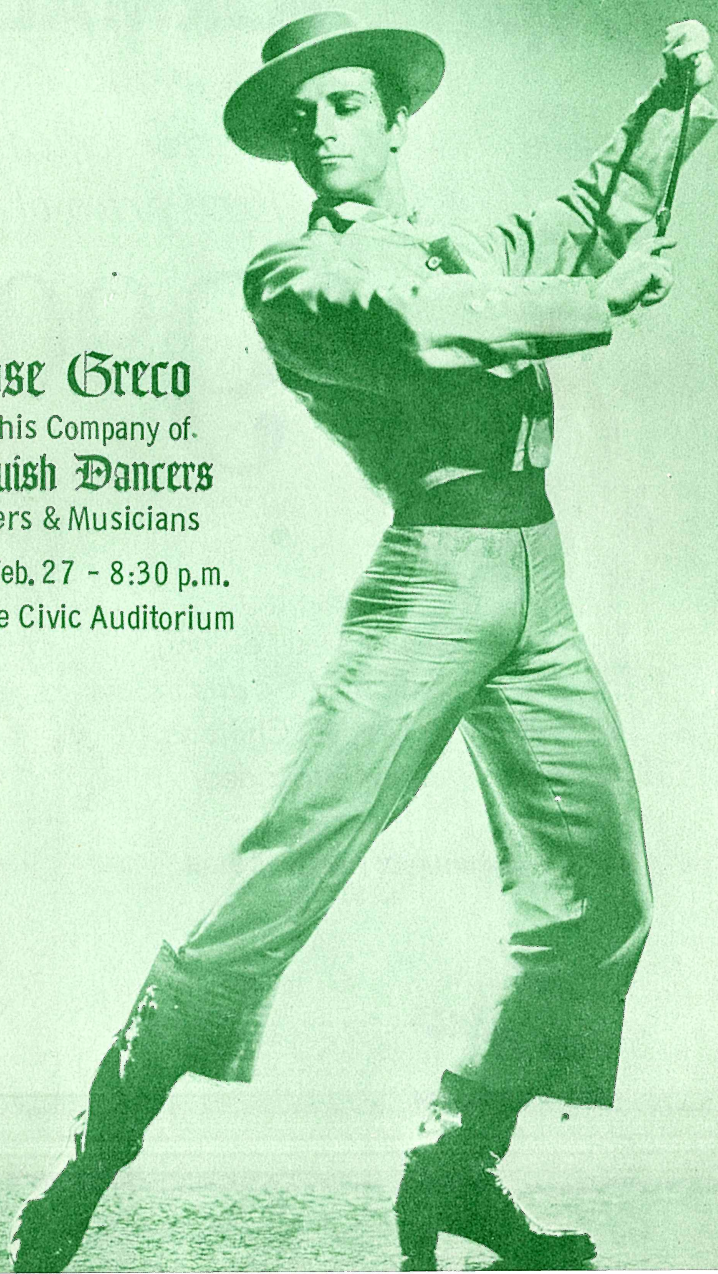
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February 20, 1969

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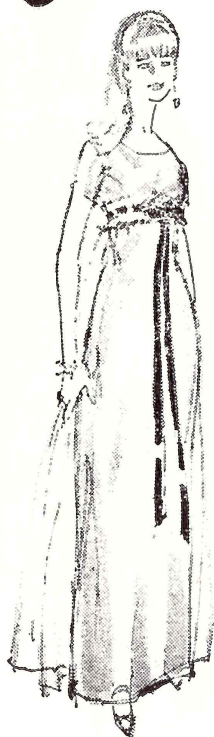
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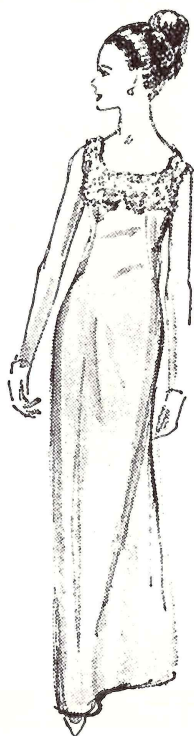
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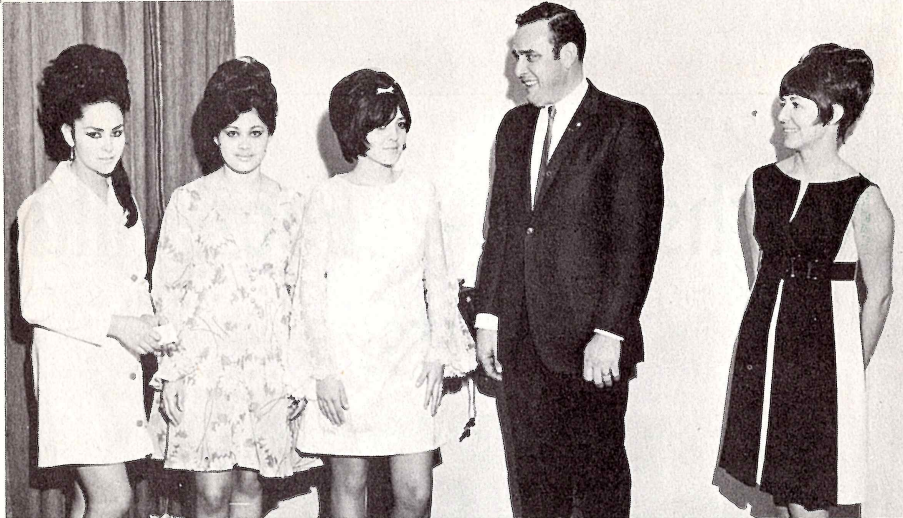
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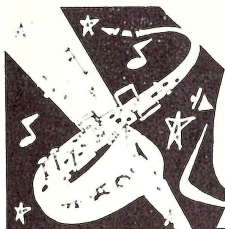


ONE SEÑORITA WILL BE QUEEN

by John Merek

At the dinner sponsored by La Fiesta Latina Hall on February 14th, these three charming young ladies will vie for Queen to represent Fiesta Latina Hall during the Fiesta de las Rosas celebration May 25th through June 1st.

From left to right hopefuls are: Annie Cordova, sponsored by C.S.O., Rosie Torrez, hija del Sr. Torrez, miembros del New Mexico Club and Delia Aguilar, representing Fiesta Latina Hall. Leonard Ventimigila and his wife who attended the dinner can't decide which beauty will be chosen queen - can you??



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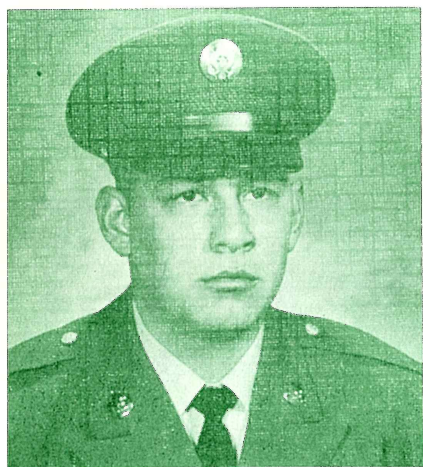
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Age 22, Spec. 4, was killed in action in Viet Nam. He was in Viet Nam since May 9, 1968.

He leaves his parents Mr. & Mrs. Martin Puentes; a sister Mrs. Martha Sanchez; 3 brothers Manuel, Edward and Martin Puentes, Jr.; Uncles Joe, Frank, Eddie and Tony.

Mike joined the Army in 1967.



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El Excentrico

VOL. 20 No. 7 FEBRUARY 20, 1969

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PUBLISHER - DIRECTOR MGR.

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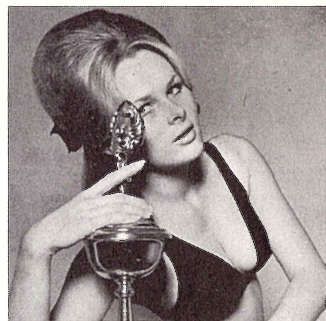
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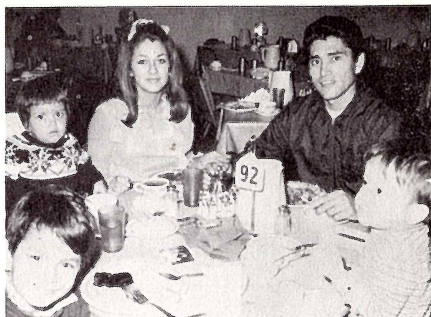
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Bart R. Van Eck, left, president of the United Fund, presents a "Good Guy" award to Chairman Ralph H. Mehrkens, of the County Board of Supervisors, in appreciation for many years service in U.F. drives and on the fund's Board of Directors. At the same time Van Eck congratulated the county employees, the first major group in the state to pass their drive quota.

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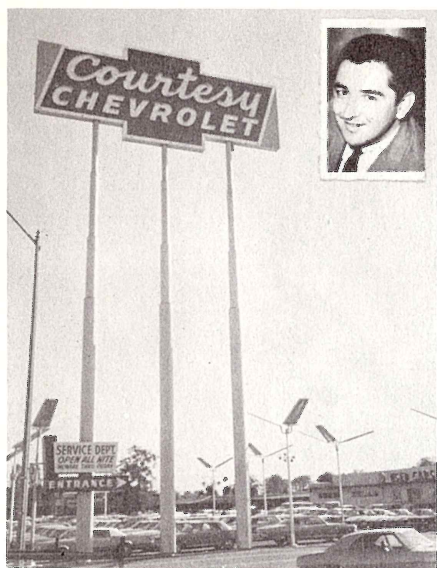
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(foto Richard Diaz)



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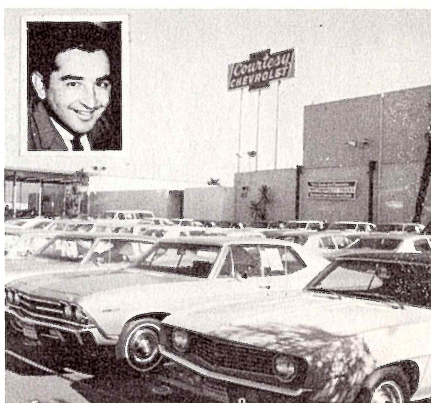
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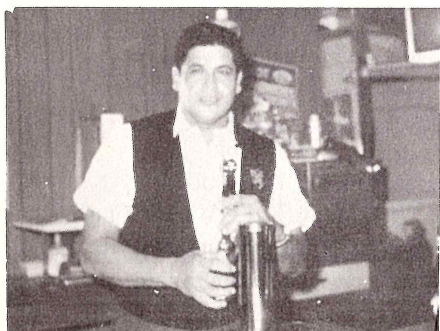
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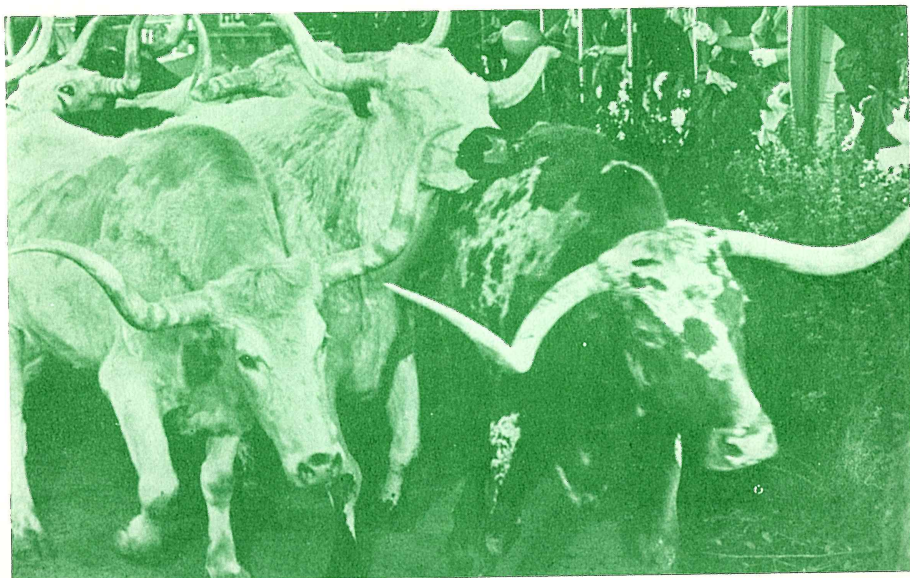


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A longhorn steer drive will kick off the Fiesta de las Rosas Great West Rodeo next Memorial Day, May 30 -- and plans are to route the longhorns through downtown San Jose and on to the Santa Clara County Fairgrounds where the \$15,000 will be held.

Stanley Smock, rodeo committee chairman, said the longhorn drive will be a "first" for this part of the country.

"This single event has attracted more attention than any other part of the Great West Rodeo," Smock said. "The sight of wild steers midst the heart of a crowded city is something that should last in a person's memory for a long, long time."

The rodeo itself will be a Cowboys of America authorized event, running Friday, Saturday and Sunday.

Closing day of the rodeo will be June 1, also the date of the Fiesta floral parade.

And the longhorn steer drive will call up memories of the running of the bulls in Spain, Smock predicted.

"Of course, we wouldn't permit any running of the steers," he said. "They'll do enough running all by themselves."

The longhorns will come from California and Arizona, by contract with

Golden State Rodeo Company, Chatsworth.

The \$15,000 prize money for the Great West Rodeo will be a record for San Jose. The Fiesta will put up \$5,000 and cowboy entry fees will double that amount.

LONGHORN STEER DRIVE --
Opening Rodeo de las Rosas on May 30, Memorial Day, will be a Longhorn Steer Drive in downtown San Jose. The critters will be rounded up in California and Arizona and, complete with cowboys, charros and a chuckwagon, will be driven through the downtown streets and on to Santa Clara County Fairgrounds, site of the \$15,000 Rodeo de las Rosas. It's all part of La Fiesta de las Rosas, May 25 to June 1. More than 500,000 people are expected to attend the festivities in the Santa Clara Valley.

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CARTAS AL DIRECTOR

Febrero 13, 1969.

San José, California.

Sr. Humberto García.
Director de El Excéntrico.
Nuevo Club de Football Soccer
en San José.

Vajo la dirección de el Sr. Heriberto Gutiérrez se formó en San José, "El Club Atlas".

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El Sr. Gutiérrez renunció a la presidencia de "El Club Latino" que tan acreditadamente dirigió por 18 meses para dedicarse ha incrementar mas el deporte entre los niños. Al independisarse estos grupos de niños de "El Club Latino" formaron su mesa directiva quedando como sigue:

Presidente - Fernando Carapinha.
Tesorero - Frank Robles.
Secretario - Guadalupe Falcón.
Consejero - Heriberto Gutiérrez.
Manager Delegado - Luis González.
Entrenador - Roberto Espinoza.
Cuerpo de Voluntarios - Rogelio Chavoya y Joaquín Zepeda.

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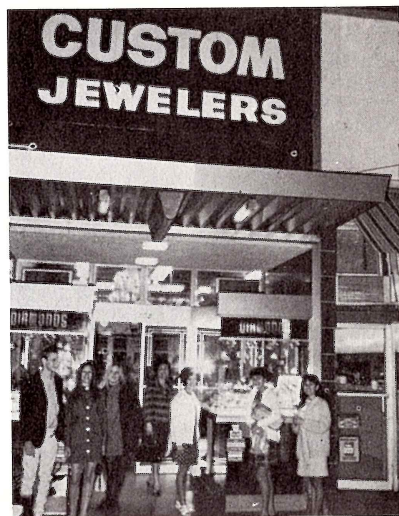
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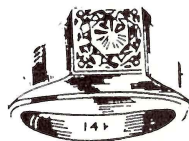
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Two sisters, Miss Amy Camargo and Miss Socorro Lopez, held a grand opening in the restaurant section of El Patio. In the picture with them are their parents, brothers and sisters celebrating the dinner party. The restaurant is now open all day serving delicious Mexican dishes, especially their steaks, al estilo Arizona.

Introducing the Fiesta de las Rosas Parade Committee posing for Richard Diaz, the photographer of the stars, at one of the regular Tuesday night meetings held every week at the City Health Dept. in San Jose. They represent the following Sub-Committees: 1 - seating; 2 - publicity; 3 - floats; 4 - trophies and

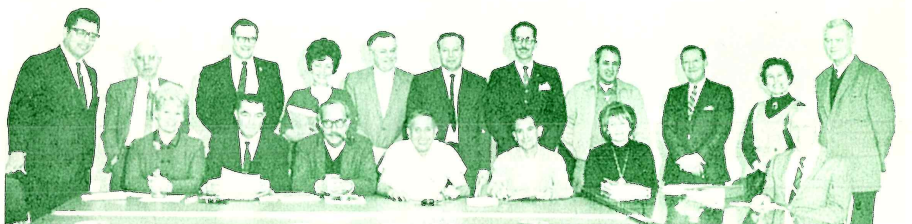


Introducing Princeton Burns, prop. of EZ-Rental TV Store located at 899 W. San Carlos St. Why buy a color TV and have to worry about heavy monthly payments when you could rent one? For information on how the Rental Plan works call 297-8338. Other officers in the Comité Cultural Mexicano which were not mentioned in the last issue are: Lino Covarrubias, Coordinator of Activities; Alfredo Carrillo, Art Exhibit Director; Heriberto Gutierrez, Entertainment Director and yours truly, PR man. Much enthusiasm is being generated within the Mexican-American Community for the forth-coming Fiesta de las Rosas Parade & Pageant on May 25th.

Negro talent is being discovered on TV and are appearing in most television programs. Some of the daily series

(continued next page)

prizes; 5 - permit & insurance 6 - route formation; 7 - decorations; 8 - officials; 9 - post parade activities; 10 - booths; 11 - concessions; 12 - food & refreshments; 13 - auxiliary; 14 - storage and space. Anyone interested in the parade activities or entries, call Daniel Saldaña, Parade Chairman, at 296-1344 or 287-5990.



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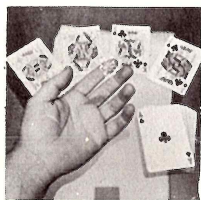
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are: Land of the Giants, Mod Squad, Daktari, Peyton Place, Hogan's Heroes, Ironside, NYPD, Mannix, I Spy, Outcasts, Cowboy in Africa, Julia, One Life to Live, Mission Impossible, Star Trek, Lawrence Welk Shows, Black Newscasters in ABC, NBC, CBS, practically in all the commercials, some even have their own TV program not to mention the jobs many have working as prop or camera men behind the scenes in TV land. All I can say is more power to the Negro people because they have faith in their leaders and especially in themselves.

The Santa Clara Packing Corp. in San Jose burned down causing a million dollar loss and the worst part of it is that many employees' seniority has gone up in smoke. Also the Pop-eye Card Club in Alviso burned down and Manuel Juarez tells me he lost thousands of dollars in that fire, there is an investigation going on since arson is suspected. The Puerto Rican Social Club of San Jose recently had election of officers; the new President is Mr. Juan Cortez, Vice-Pres. Mrs. Felicita Velez, Secretary-Mrs. Negron and Treasurer-Mr. George Pieneiro, (past president). The Esquire Theatre has amateur night every Thursday from 8 p.m. to 10 p.m. Jorge Godinez is doing a tremendous job as master of ceremonies and promoter of this live show. In the next issue, the question will be asked, "Do you think there is Police Brutality towards the Spanish-speaking people?" If you would like to give an answer, write a postcard to El Excentrico Magazine, c/o Critica Social

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participan a Ud. el enlace

de su hijo e hija

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Y

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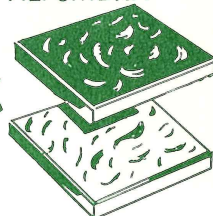
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DR. JOHN DE HERAS Proposes a Latin-American Section in the Metropolitan Association of San Jose.

A new concept of participation in the City's economic and social problems for the Mexican-American businessman was outlined today by Dr. John de Heras, City Planning Commissioner, to Fred Buttner, Executive Director of the Metropolitan Association of San Jose, Calif.

As a result of correspondence with President Jim Wiesler of the Metro, San Jose's Chamber of Commerce, a highly favorable attitude towards the planned proposal was echoed by the president as well as the Executive Director.

Dr. de Heras stated that one of the problems that have constantly faced the Mexican-American community has been the lack of representation and participation in the business and economic programs and policy decisions affecting the City. "Too many times good programs and goals have failed because the City and the Spanish surnamed Community have had no proper backing and support. This plan will require every Mexican-American businessman to first become a member of the Chamber of Commerce and who then be asked to become part of the Latin-American Section or Committee. The Committee would then be able to recommend or decline to approve any program or proposal that may relate to those problems that affect the Spanish surnamed businessman or area.

"This will be the first time that a positive program has been offered to the Mexican-American business community to become full-fledged partners in the policy and program making in the City of San Jose. It is the first opportunity to help offset the accepted attitude the general public has had regarding those of Mexican descent and a positive weapon to prove that the Spanish surnamed community can better be served by individual initiative and private enterprise in the solving of it's problems and needs. It will help bring not only an image to the new members but make them full parti-

cipating and informed members of the Chamber of Commerce."

A luncheon will be given to which approximately 50 leaders of the Mexican-American business world will be invited to come and hear the outline and program. Officials from the Chamber as well as the City Administration will be invited to participate.

Further information regarding the above luncheon may be had by calling the Organizing Chairman, Dr. John de Heras, at 295-5390.

Dr. de Heras further stated that each member of the Latin-American Committee of the Metropolitan Association of San Jose will find a new meaning of life, that his human dignity as an individual will have greater significance since for once, he will have a truly great and accepted organization to back him and advance his proposals.

In the matters such as housing, how much more potent would the recommendation be as to what the Latin-American Committee of the Metro. Association approved as good housing and then have the Metropolitan Association of San Jose approve it and back it. Too many futile attempts have been made in the past to achieve changes in our Community but they have failed because there was no significant and responsible organization to present or help their plans. If the businessman of Mexican descent has reached the same level of acceptance as the rest of the Community, then he must become part of it as a full participating and voting member

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MR. CANDY VELIZ

MR. HUMBERTO GARCIA
Publisher of EL EXCENTRICO

Congratulations on your fine Magazine
EL EXCENTRICO, I sure enjoy reading it.

I am sending you this little drawing that
I drew of one of our fine friends, Mr. C. C.
Veliz. If you think it's good enough for
publication you will make me very happy

person. And in the future I'll be more
happy to send you more drawings about
different personalities.

Sorry that I won't tell you who I am,
I enjoy this way more and I'm sure you
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Consuelo, born in Torreon, Coahuila, Mexico, has lived in San Jose the past five years. She attended San Jose High.

L

Mrs. and Mrs. Samuel Millagus request the honor of your presence at the marriage of their daughter

Consuelo

to

Mrs. Charles Rodriguez, Jr.

CR

Mrs. and Mrs. Ernest Chavez request the honor of your presence at the marriage of their son

Charles

to

Mrs. Consuelo Millagus

On Saturday, February 13th at 10:00 in the morning at St. Joseph's Church.
Married by San Fernando Sds. San Jose, California 1969

Matron of Honor Laura Ortiz

Best Man Frank De La Cruz

Bridesmaids

Ushers

Carmen Millagus Martha Cortez

Ronald Montoya Daniel Vargas

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Joseph Alzate

Ring Bearer: Jose Luis Millagus

Flower Girl: Susie Chavez

Reception: American Legion Hall 11760 N. Milpita Rd.

6:00 to 8:00 Dance 9:00 to 1:30 a.m.

CR



Charles, a native of San Jose, also attended San Jose High. He has just returned from Viet Nam, where he spent one year.

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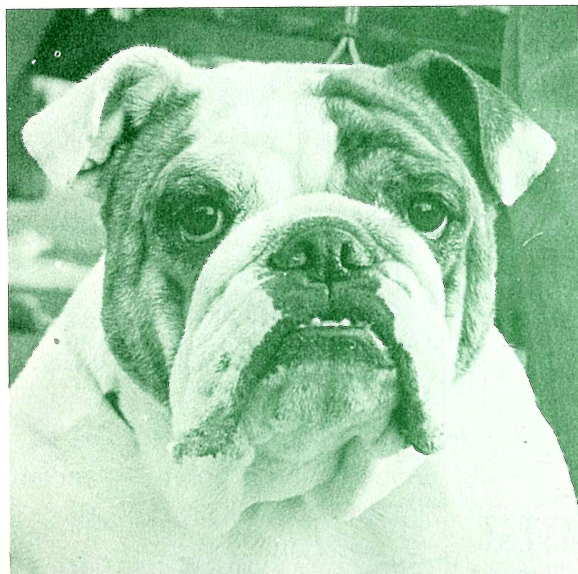
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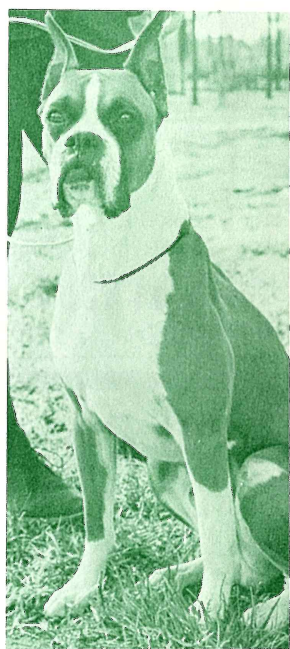
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Por
ANGIE CORANADO



SANTA CLARA

Exclusive, Eye-Witness REPORT:

Santa Clara Unified School Board had building surrender by Police before meeting started, as I was walking into the building I was wondering who was minding the store, or where had the community lost its freedom of speech.

ACCUSATIONS AND ISSUES PRESENTED TO THE BOARD WERE:

1. Robert Furton - that there are no controls on presentation of controversial material in District classrooms.

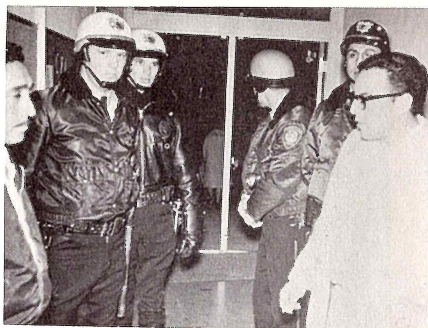
2. Mrs. Sands - Santa Clara Unified Board is buying books being produced by Far West Laboratory for educational research and development, Berkeley.

The head of the laboratory is Dr. James Hemphill, author of a pamphlet called "Investment in Prevention" which advocates Chinese and Russian method of Government taking over child bearing functions from parents.

The Wilcox High School has five books by Communist Herbert Aptheker "He may Know About Marx and Communism but not about the Black People.

At this point the Board members started to walk out of the room and the Chairman had to adjourn. Adam Scoto, student told the remainder of the board "You have forgotten that you are representatives of the people every time we try to communicate you turn away from us. That's when the police came in right straight at Adam Scoto and Sal Candelaria pushing the people out of the way to get to them.

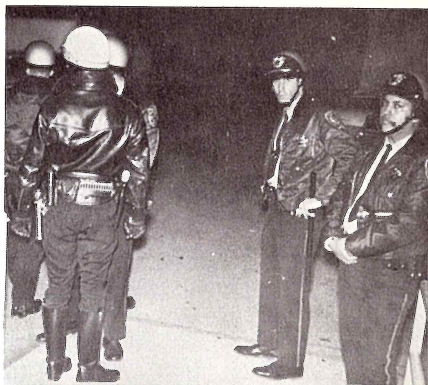
Here again we see discrimination as it is. The police goes after two men-both chicanos.



Which in view of the people present on that night.

TELL IT AS IT IS.

I, Edward Ramirez, while attending a school board meeting in Santa Clara (I was in the corridor) saw a tall man, brown suit, yellow turtleneck shirt, being led (signaled) around by a young man with light brown suit through corridor. Tall man in brown suit in turn waved hand, signaled police officers standing outside to come in. Tall man in brown suit went through back of room, 5 or 6



police officers (all over 6 ft. tall) rushed through Supt. room and started pushing people around.

I heard screams and approached the side door, seeing officers waving and moving clubs at people. I seen Sal Candelaria being dragged by officers through corridor. A young boy about 15 years old was grabbed and was being shoved toward the door where more officers were waiting. Seeing the boy provoked and har-

(continued next page)



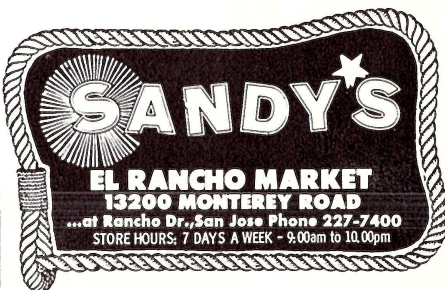
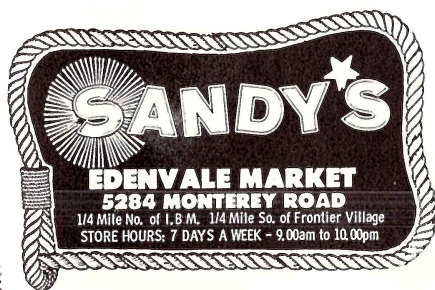
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rassed, I grabbed him and pushed him out of the way of the trampling officers. Consequently, the boy was not taken in. I am 39 years old and to me this is the worst harrassment I had ever seen second only to the TV in Chicago and the movies I had seen about the Gestapo.

/s/ Edward R. Ramirez
3443 Pitcharin Way, San Jose
Dated: 2-13-69

With a few minutes after Mary-Anne Brooks recessed the Santa Clara Unified School District meeting tonight, uniformed police officers appeared from out of nowhere through the door behind Mr. Wilson's seat. As soon as I noticed them, I observed that three or four police had grabbed Sal Candela, who was standing near the door. Sal Candela had done nothing at the meeting except to stand where he was.

I moved to a position directly across the table from this scene and informed the lieutenant that Mr. Candela had done no wrong and that I was watching them. I further asked why he was being accosted. During this time, I also noticed an individual in a maize turtle-neck sweater grabbing people around the neck and it appeared that he was interested in fighting people. The police made no verbal announcement to the people assembled at this meeting. I later found out that the man in the turtle-neck sweater was Sgt. Bergher, S.C. PD Badge 40.

/s/ Joseph J. Bithell
3504 Cabrillo, Santa Clara
Dated: 2-13-69

Speedy Gonzales Drive Inn



En la grafica: Louis y Becky Gonzales Props. e hija Roselia Anaya le atenderan

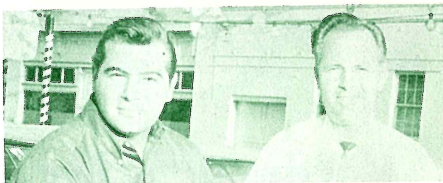
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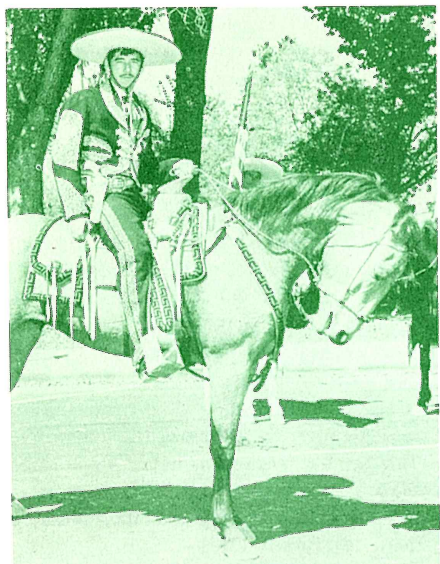
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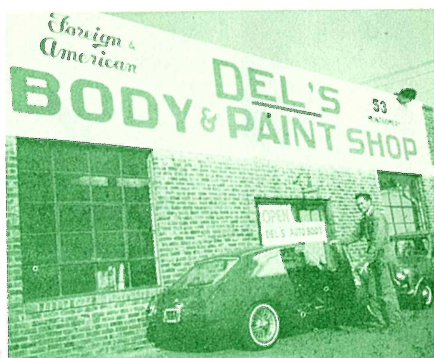
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WARREN





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JESUS NAÑEZ
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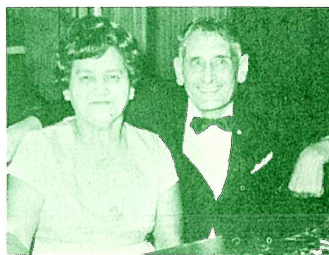
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JOE COLLA
PROP.



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AMADO y CARMEN GARCIA
PROPS



por 
Daniel Saldaña

EL HOMBRE DINAMO

No. No se trata de algún artefacto electro-mecánico, no se trata tampoco de un robot, se trata de una persona de carne y hueso que ha llamado mi atención desde que lo conocí; hace tres años que llegó a San José, mi sentido de observación se ha enfocado en este hombre dínamo.

Se trata de un refugiado cubano, que mas que hombre me da la impresión de un dínamo generando energía constantemente. No se trata de un joven entre los 18 o los 25 años, se trata de un hombre que ha vivido ya medio siglo, sin embargo es mas activo y tiene mas entusiasmo que muchos jovencitos que estan en la plenitud de la vida y en el completo desarrollo de sus facultades.

La persona de quien me ocupo en estas líneas, salió de la bella isla de Cuba por estar en desacuerdo con el sistema de gobierno impuesto por los comunistas y solapado por el títere del Kremlin, Fidel Castro, que de agrado o por fuerza, ha convertido la isla en un feudo y a los cubanos en esclavos del amo a quien él sirve.

Ante el sombrío panorama de su patria, se dirigió a los Estados Unidos, país de libertades, que algunos estan convirtiendo en libertinaje. Bueno ya estoy cambiando el tema, entonces punto y aparte.

Decía que el señor de quien hablo llegó a San José, como casi todos los que emigran y buscan horizontes en otros lares, fuera de la patria; con un bagaje lleno de esperanzas. . . . y a enfrentarse con la realidad, sin conocer el idioma, ignorante de los sistemas, neófito en las costumbres y sin ningunas re-

laciones que lo pudieran guiar en la lucha por la vida que inevitablemente se tiene que librar.

Conocí a este señor como trabajador de una planta empaadora local, después lo encontré estudiando Inglés, en una escuela nocturna para adultos, me enteré después que estaba asistiendo a un curso en la escuela de barberos, (proximamente obtendrá su licencia,) es alumno de San José City College, en esta institución atiende a varias materias como matemáticas, dibujo industrial, Inglés y otras; su escritura a mano es digna de un calígrafo profesional, es un buen jugador de ajedrez, (El Juego Científico). Me ha prometido jugar algunas partidas conmigo, ya de antemano se que las voy a perder, yo soy chambón para ese juego de intelectuales.



SR. FRANCISCO SIERRA
Refugiado Cubano

Los lectores de El Excéntrico habrán leído una poesía que se publicó al final del año pasado, de la cual él es el autor, esto bien lo acredita como poeta.

Tiene este joven de medio siglo de edad, dos hijos, Juan de 23 años y Francisco de 21, tambien son jugadores de ajedrez, trabajan y estudian, siguen la senda que les ha marcado su padre, el tiempo que les deja libre su trabajo lo dedican al estudio, son alumnos de San José State College, Juan se graduará proximamente de profesor de Castellano

(continua en la siguiente plana) . . .

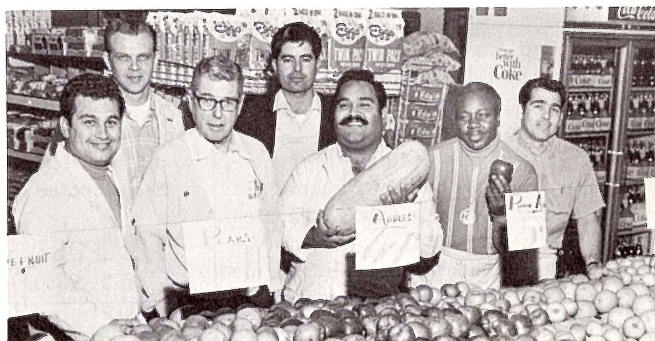
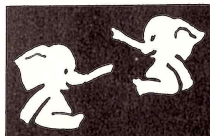
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BUT WE THINK
YOU ARE
WONDERFUL !



COME AND
SHOP IN THE
HAPPIEST
STORES IN
SAN JOSE



y Francisco estudia Ingeniería Mecánica.

Como dije en líneas anteriores, la única comparación que encuentro con esta empacadora del saber y de la actividad de un dínamo. Me pregunto: Cómo puede encontrar tiempo y energías este hombre que se dedica con entusiasmo a variadas actividades a la vez? Yo bien quisiera conocer el secreto . . . y creo que usted que está leyendo estas líneas también.

No soy de las personas que no quemar incienso a los mortales; pero si soy de las personas observadoras que reconocen los méritos de quienes los tinen y creo que el ponerlos como ejemplos, es algo que nos invita a tratar de emularlos hasta donde nuestras capacidades nos lo permitan, siempre con el afán de mejorarnos cada día.

Y ahora mis lectores preguntarán: Quién es este hombre dínamo? Es solamente una visión de este garrapateador de cuartillas? No . . . nada de Visión, lo que he escrito es realidad. (me repugna decir o escribir falsedades). Se trata del señor Francisco Sierra, un hombre humilde, trabajador, honrado y estudioso; platicador ágil y velóz, como todos los cubanos, con ese musical acento de los hijos de la bella isla del Caribe.

Adelante señor Francisco Sierra y que sus esfuerzos tengan el premio que por su tenacidad merecen.

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600 S. 2ND ST. SAN JOSE, CALIFORNIA

AGENCIA DE INFORMACIONES CASA FUNERARIA

Mission Chapel

RANCADORE & ALAMEDA

SIRVIENDO A LA COLONIA DESDE 1933

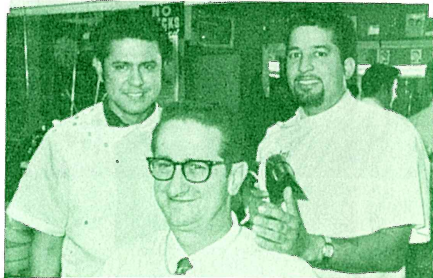
EN QUIEN PUEDE UD, DEPENDER
EMBALSAMADORES REGISTRADOS

ABIERTO 24 HORAS
SE HABLA ESPAÑOL



JOE'S BARBER SHOP

Specializing in Razor Cuts & Hairstyling



TOMMY GARZA and JOE PERAZA giving a hair styling to councilman JOSE COLLA. Mention this advertisement and receive a \$6.50 HAIRSTYLE for \$4.50 Save \$2.00

HAIRCUTS ARE STILL \$2.00

Joe Peraza is no longer at 89 Post St. and wants his friends to visit his new Barber Shop located only 1/2 block away.

125 POST ST. En Seguida de
295 - 9550 JOE'S CLUB

EL AMIGO CAFE

AURELIO
MELGOZA
e hijas
para
atenderle



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AUTO AND HOME
LLAME HOY MISMO

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1512 E. Santa Clara St. San Jose, Calif.

PERSONAL

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CONFIDENTIAL SERVICE



JUST RETURNED FROM ACTIVE SERVICE IN VIET NAM

BENNY PALOMINO, age 23, just returned from Viet Nam on February 5.

He is originally from Chihuahua, Chih., Mexico, but has lived in the U.S. for the past 18 years - 10 in San Jose.

Benny graduated from San Jose High. His parents are Julian and Cuca Palomino and he has one sister, Julia.



Glory Sales Co.

CALL FOR AN APPOINTMENT
TO BE GLAMOROUS
251-1158 OR 286-2932
DELMA ROSE AND MR. RUIZ

Wigs, Wiglets & Falls

OF SUPREME QUALITY

24 Hour Styling by DEL ROSE & RUIZ

WIGS 100% H.H. from \$19.95

WIGLETS 100% H.H. from \$4.95

FALLS from \$19.95



Tel. 251-1158 1722 BERRYWOOD Dr. San Jose, California



CLUB San Felipe

CANDY VELIZ

It seems that the airlines can't stop the Hi Jack of planes to Cuba. Here is the solution submitted by Uga Uga. He says play the Cubans National Anthem and take down all those that stand up.

The United Food Drive has not been having the meetings as schedule because there was a death in the family of president Mike Ybarra, but there will be one every Friday. The place is The Fiesta Latina on 7th & Santa Clara Sts. The time is 8:00 p.m.

Club San Felipe expresses it's deepest condolences to the Barrera family on the loss of their beloved one Mrs. Maria Barrera. May she rest in peace.

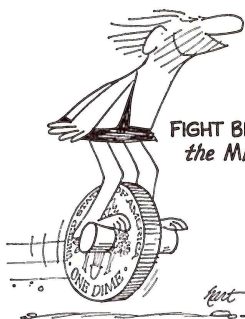


TYROME JIMENEZ F.D.H. Warehouse Foreman

This is a photo of the Furniture Discount warehouse foreman. He is Tyrome Jimenez. There, Tyrome, no more complaints please!!

The Quiet Village is having the Jali! Jali! on Monday Nites, so if after Friday and Saturday and Sunday you still feel like dancing join Art at the Quiet Village and have a ball.

A small item from P. B., a 16 year old girl came running to the teacher, help! help! I have been raped. Calm down, calm down, and go to the refrigerator and get a lemon and eat it. How is that going to keep me from getting pregnant, said the girl. It is not, said the teacher, but it will wipe the silly grin off your face.



There is a rumble going on that come September there will come into this here restless world a new navigator - Read it good Panchita.

To say that I was totally disappointed with Daniel Santos is putting it mildly. He could use a new suit, the one he was wearing was in style when Moby Dick was a sardine. He could learn new songs and just so that it wouldn't be a total lost I will say that he has a good voice.

After seeing and hearing the Tejando Conjuntos that La Empresa de Los Grandes Espectaculos bring to the Starlight I am thoroughly convinced that it has to be the same one, only the names have been changed to protect the innocent. No digas que no, Dan Alonzo.

So they say: In the 1800's much time was spent looking for grandmothers glasses. Now she just leaves them where she empties them.

Some critics call the twist an as-
set to music.

The bride wears white, a symbol of happiness, but the groom wears black! P.S. I didn't put any cartoons in this issue because my cartoonist Art Cuellar petered out. "Que Batalla."

Finis
Candy

POST BARBER SHOP

3 BARBERS to SERVE YOU

RUDY, JOE & PETE

Open 9:00 a.m. to 7:00 p.m. daily

Including Sunday

Specializing in Razor Cuts
and Hair Styling !

HAIRCUTS \$2.00

295-9661 89 POST St. San Jose, Ca.



Charles Chess, San Jose State College Assistant Professor and local filmmaker, explains the intricate nature of film on the KTEH/Channel 54 (UHF) series Chess on Film.



House Of Values Fine Cars

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CARROS FINOS Y GARANTIZADOS
Donde Hasta los Carros HABLAN ESPAÑOL

\$10.00 de ENTRE

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JOE GARCIA, Prop.

286-0705 1160 E. Santa Clara St.

(En la Esquina de las Calles 24 y Santa Clara)

EL FOTOGRAFO de LAS ESTRELLAS

★ ★ ★
RICHARD DIAZ
292 - 3294



DANIEL SANTOS

Artista - Cantante durante su reciente presentación en el Starlight Ballroom de esta ciudad, la dama es Licha Gamboa Cocktail waitress.

What do
we have here?

A member
of the
HELL'S ANGELS?

No it's our
top NEWS
PHOTOGRAPHER
RICHARD DIAZ
adding more
ZOOM to his
photography
Service!



ENLACE LUJAN - ZAMORA

La Juvenil pareja compuesta
por la señorita
GLORIA ZAMORA
y el joven
ROBERT LUJAN

Unieron sus destinos
en el matrimonio el día primero
de Febrero en Reno, Nevada
La recepción la festejaron en
Mario's Papagayo de esta cd.
En la foto Jose Sanchez prop.
les extiende felicitaciones.

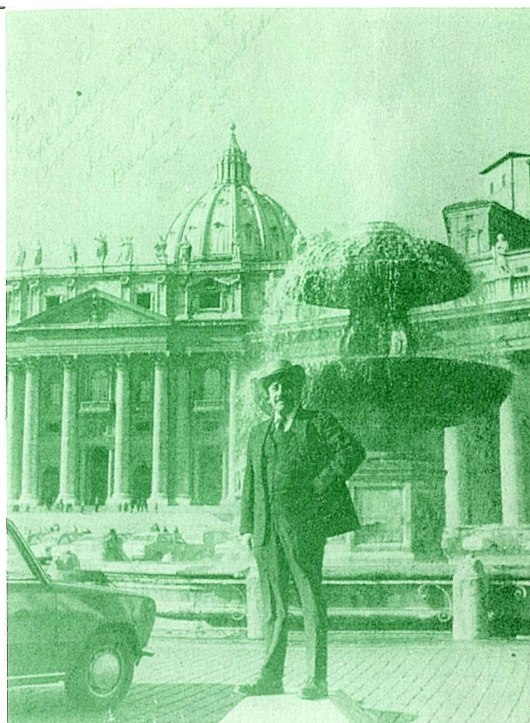


VIAJERO INTERNACIONAL

Desde Roma Italia recibimos
esta foto del controversial
y distinguido

LICENCIADO
M. DIAZ INFANTE

Quien recientemente
viajo por Europa
con motivo de negocios.



Frank's Radio & TV



FRANK ZAMORA, PROP.

SERVICIO DE REPARACION Y VENTA

TV HI-FI SERVICE Radios Custom Work
Phonographs All Work Guaranteed
ANTENNA INSTALLATION for U.H.F.
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FIRST NATIONAL - BANK AMERICARD

292-9205 349 WILLOW ST.

Go - Mar Beauty Salon

Salon de Belleza Mexicano

OUR NEW
ADDRESS
234 WEST SAN
CARLOS ST.

COMPLETE
BEAUTY
SERVICE



COLD WAVE PERMANENT \$8.50

Open Mon. Tues. & Wed. 9:00 to 6:00
Thurs. Friday, Saturday 9:00 to 7:00

Josephine Montecino - Margaret Vasquez

292-2550 234 W. San Carlos



GLORIA
RODRIGUEZ

Birthdays:

Happy birthday goes to Mrs. Vivian Ramirez, one of our most active members, on February 26th. May you have many more Vivian.

Mr. Frank Espinoza will also celebrate his birthday on February 27th. Frank is the most honorable president of Club Riviera.

FAREWELLS

Phillip, son of Hillard and Delores Payer is now with the U.S. Army. Phillip is stationed at Ft. Lewis, Washington, for the time being and it is believed that he will probably be in artillery. Lots of luck to you Phil, and lets hope they'll put up with you for three years. Right Hillard and Delores? We will all miss seeing your smilin' face Phil.

NEW ARRIVAL

Congratulations to Luis and Maria Hernandez on their new arrival, a baby girl on January 31, 1969 at 1:32 a.m. Her name is Cristina Teresa and she weighed 5 lbs. 1 oz. I'm very happy for you Maria and I'm sure she'll grow to be as sweet as you are.

Club Riviera had a get together on February 9, over in Milpitas at Dalds Billiards. We all enjoyed ourselves, the men playing pool and the women shuffleboard. Hillard and Gonzalo thought they were pretty good partners at pool. I think Hillard's head swelled at least two extra inches that night.

Playing a good game at shuffleboard was Chris and my mother Stella. I still don't know how they won those games neither one could see. Just kidding.

We all enjoyed ourselves and I think we should do it more often. Hope to see you all this Saturday the 23rd at Hillards and Delores'.

Before closing I'd like to congratulate our great fisherman of the club, Paul Ramirez. Seems he caught a 25 lb. sturgeon at San Pablo Bay a few weeks ago. Nice going Paul.

Angelique's Beauty Salon

LOLA GONZALES, MGR.

Open Sundays & Evenings
FREE PARKING
AIR CONDITIONED
SE HABLA ESPAÑOL

Tel. 259-2100
1120 KING ROAD



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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 !
251-4100 2904 Alum Rock Ave



Jose Greco and his company of Spanish dancers, singers and musicians will return to the stage of the San Jose Civic Auditorium for one performance only on Thursday evening, February 27, at 8:30 p.m.

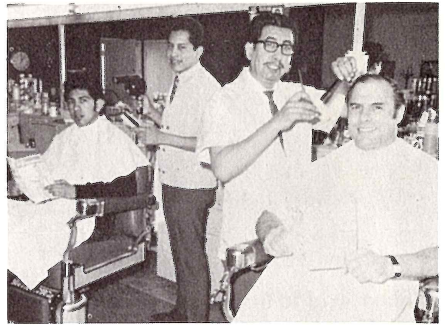
When he was only seven, he lived with relatives in Seville, and there he was sure to be found around the inns and cafes trying to do what the dancers were doing. While other children played the equivalent of cops and robbers, Jose danced.

The boy came to New York when he was 10 and is now a naturalized American citizen. Dancing remains his first love. Today he is called the foremost exponent of the Spanish dance.

The turning point of his career, he says, was his meeting with the great Argentine dancer, La Argentina. From 1941 until her death in 1945 he was her partner. Later he became the partner of Pilar Lopez, La Argentina's sister, and danced for three years in Spain with her.

Tickets for the Jose Greco Show, being presented by San Jose Music and Arts Foundation, are on sale at Wendell Blvd., Santa Clara, Calif. 95050. Further information can be obtained by telephoning 296-7866. Tickets are also available at The Book Mark, Fremont Hub; Tresidder Ticket Office at Stanford.

Continental Barber Shop



SIMON RIVERA, Prop. y JOE DURAN
le atenderan en Español.

No appointment necessary Open 6 Days
a Week CLOSED on MONDAY.

Specializing in Razor Cuts and
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at Story Rd. (East San Jose)

House of Earl BEAUTY SALON



Mary Enriquez, Mandy Vega, Ofelia
Molano and Prop, Jenny Yates.
Para atenderle en Español.

Tues. Wed. Sat. 9:00 to 5:00 p.m.
Thurs. & Fri. 9:00 to 9:00 p.m.

NO APPOINTMENT NECESSARY

We Also SET and STYLE WIGS

251-6336 1091 McCreery Ave.

(AT STORY ROAD)



To the Honorable
RICHARD
M. NIXON

HE HAS RETURNED
by Dan Arteaga

Christ said to his disciples:
"I will come again
And receive you into myself
That where I am there ye may be also."

Moses went up to mount Sinai,
On his return, the glory of God
Shone on his face
He had with him the law for mankind.

Thou shalt love thy God
With all thy heart, with all thy soul
And with all thy mind and strength,
Thou shalt love thy neighbor as thyself.

General MacArthur said in Batan,
"I shall return"
On his return he was followed
By victory and honorable peace.

Richard Milhous Nixon
Has been returned to Washington
With a greater experience
With a deeper understanding.

I had a dream he said,
It was a dream for peace,
A dream of human fellowship
A dream for a new America.

Peace among the nations he proclaims,
With dignity, with endurance and respect,
With the law of the land in his hands
Nixon has been returned to us.

Crime shall not prevail he said,
The return to law and order
Must be our prime concern,
Safety and security must be maintained.

Yet, equality shall be his motto
Prosperity shall be his aim,
Sound legislation shall be his doctrine.
For higher education shall be his goal.

Let the people of this Nation
Answer the call for duty which lies ahead,
Let us support his Administration,
Let us stand behind our man.

Let it be recited in unison:
God bless America forever,
God bless Richard Nixon
The President of the United States.



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)

MANUEL JUAREZ, Prop.
262 - 9705 1231 Taylor St.
Alviso, California

Coronado's **BEAUTY SALON**

ESPECIALISTAS en ESTILO y PINTURA DE PELO



**PRISCILLA
GONSALES**



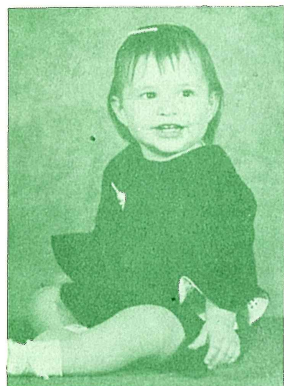
**ANGIE
CORONADO**



**IRMA
FALCON**

Tel. 292 - 0055

17 South 4th St.



JESSICA DELGADILLO
1 year old - from San Jose
Parents:
Jess and Melva Delgadillo

**MAC HERNANDEZ
STUDIO**

ISABEL SILVA
1 year old - from San Jose
Parents:
Jose and Alicia Silva



DAVE VILLALBA

266 - 4000

Carl Chevrolet

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

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

905 W. Capitol Express Way



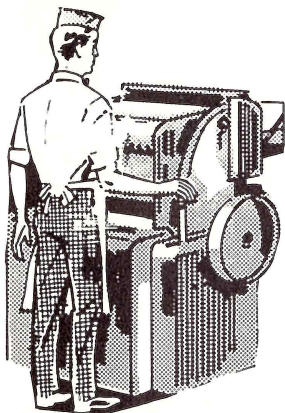
VINCE GONZALEZ

San Jose

GARCIA'S PRINTING

PUBLISHERS OF EL EXCENTRICO MAGAZINE

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Wedding Invitations

Posters

HUMBERTO GARCIA

274 terraine street

292 - 4273

Jose

Greco

and
his
Company
of
Spanish
Dancers



Thursday, February 27
8:30 p.m. San Jose Civic Aud.

TICKETS:

\$4.50, \$4.00, \$3.50, \$3.00 and \$2.50

On Sale: Wendell Watkins Box OFFICE
At Sherman Clay, 50 N. Winchester Blvd.

Telephone 296-7866

Hours: 10:30 to 5:30 Sat. 10:30 to 4:00



RECUERDO del Fabuloso MIKE LAURE
director de la orquesta Mike Laure y sus
Cometas en compañía del extraordinario
niño Cantante CHAVITA.
(foto Richard Díaz)

Agencia GUERRERO

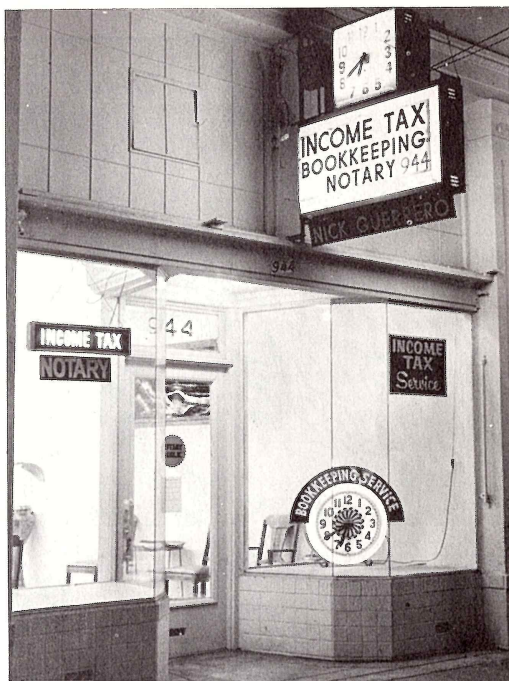


Nick H. Guerrero

Notary Public



Arreglamos Asuntos de
INMIGRACION



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DE PROFESIONISTAS Y NEGOCIOS

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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.



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2-3-4 de MARZO

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MI CABALLO PRIETO REBELDE

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CARMEN SEVILLA

AZTECA FILMS, Inc.

Espías, Intriga, Suspense, Musica y Lindas Chicas En Una Comedia Diferente!

LO PICANTE... LO PICO... Y LO PICA...!!

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Cuernavaca en Primavera

Con: Mauricio Garcés Rosa María Vazquez Elizabeth Campbell Guillermo Murray Germain Robles Nidia Mora Olivo

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"A LAS MUJERES NI TODO EL AMOR NI TODO EL TOMATE"
DICE EL MONARCA DEL TACONAZO... ¡AJAJAJ!

EL REY DEL TOMATE

MIERCOLES SOLAMENTE

Premiere

5 de MARZO

A COLORES

LUCHO GATICA MAURA MONTI
MIGUEL ANGEL ALVAREZ "EL MEIN"

Me CASE CON UN CURA

AZTECA FILMS, Inc.

- ADEMÁS -



ROSITA QUINTERO
FRANCISCO PETRONI
VICTOR PARRA

La Duda