

El Excentrico

Magazine Social Latino Americano

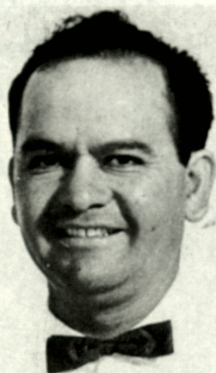
HUMBERTO GARCIA

Director

Año 16, No. 6 Enero 5, 1966 San Jose 10, Calif.



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Richard Diaz



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((-----
MARIA LUISA LANDIN, one of the best singers in Mexico, is shown during a recent San Jose appearance visiting with a few of her friends at Zamora's Quiet Village.

Left to right are Vera Diaz; Miss Landin's daughter; Lupe Jordan and Tony Jordan; Maria Luisa Landin, and Pepe Y Lola who sing canciones rancheras.

=====

HAPPY NEW YEAR!

=====

RICHARD LOPEZ & HIS CLAN
GI Forum Dance
San Jose, California



JOSE GRECO, the performer whose name has become synonymous with the best in Spanish dance, will bring his company of dancers, singers, and musicians to the stage of the San Jose Civic Auditorium for one performance only on Thursday evening, Jan. 13 at 8:30 PM.

For his 14th transcontinental tour, Greco has assembled the largest company ever to tour under his banner; a hand picked troupe of artists representative of all the regions and various dance moods of Spain.

Heading the company is prima ballerina Lola DeRonda, who will be returning to these shores after a year's leave of absence. The immensely popular Señorita DeRonda, prima ballerina of the Greco company since 1952, has won wide and popular favor thru her personal charm, beauty, and sense of humor. Her forte is the classic Spanish, but she is equally at home in the provincial folk dances.

Tickets are on sale at two Wendell Watkins Box Offices located in the Sherman-Clay stores, 50 North Winchester Blvd., in Santa Clara and 89 South First Street, San Jose.



PAQUITA BUSTAMANTE

Who will appear with JOSE GRECO
All New Flamenco Gypsy Program

El Excentrico
HUMBERTO GARCIA
Director
Magasin Social, Fotografico Latino-Americano

CY 2 - 4273 195 DEVINE ST.

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Director

E. DAVE SIERRA
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Our Cover

RUDY MORENO portrays the Indian
Juan Diego during religious ceremonies at
Guadalupe Church in San Jose commemor-
ating the appearance of the Virgen Mary to
the humble Mexican Indian many years ago.

This photo by **EXCENTRICO** photo-
grapher Richard Diaz was taken at the Gua-
dalupe Church on Jackson St. in San Jose.

Rudy is the son of Mr. and Mrs. Angie
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Mexican - American Community Services Project Aids Students

by bob rodriguez

The Mexican American Community Services Project is now in its second year of operation. The office is located at 1668 E. Santa Clara Street, San Jose.

The Director of the project is Mr. Lino M. Lopez whose dedication, energy and leadership have made this project the success that it is. It is the only funded project of its kind in California. At present the project is funded mainly by the Rosenberg Foundation with supplementary aid coming from the Economic Opportunity Commission (EOC) and the United Fund. The project is staffed by Director L. M. Lopez and Secretary Carol Perez.

The project objectives are to serve as liaison between the Mexican American community and social agencies, schools and the public. The project has developed improved understanding between the Mexican American and the general community. It encourages employment of Spanish speaking people by social agencies, and schools and the appointment of Mexican Americans to voluntary and paid agency boards and committees and to public commissions.

The Mexican American Community Services Project (MACSP) has accomplished various projects such as the compilation of scholarships available in California colleges and universities, inventory of professional Mexican Americans, pre-school reading program, a motivation project in the East Side High Schools which reached 355 students, leadership workshops, the Mexican American Luncheon Forum, formation of the Mexican American Youth Organization (MAYO). Director Lopez has given over 200 formal talks to different groups in the community to better acquaint them with the culture and history of the Mexican American as well as its problems and progress. Over 4200 persons have heard Mr. Lopez speak.

WORK STUDY PROGRAM FOR STUDENTS

The MACSP places great emphasis on the Mexican American youth. It is this group that will provide the leaders of tomorrow.

Through a sub-contract with San Jose State College a \$27,000 grant from the Office of Economic Opportunity has been awarded to the MACSP. The grant is used to provide part time and full time jobs to economically deprived college students.

This grant covers 90% of the students' salaries. The remaining 10% is donated by individuals and groups throughout the Bay Area. The students work 15 hours per week during the school year and 40 hours per week during the holidays and summer vacation period. The students employed by the project all speak Spanish and many of them are Mexican Americans from the San Jose area.

(CONT. NEXT PAGE)

M-A LIONS AID WORK STUDY STUDENTS—Left to right, Richard Franco, President of the Mexican American Lions Club; Zoli de Haydu, Lions Treasurer; William Dusel, Vice President of San Jose State College; and Lino M. Lopez, Director of the Mexican American Community Services Project. The Lions Club donated \$200 for the Work Study Program.





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marriage of his daughter

Hortencia

to

Mr. Tommy H. Marín

Mrs. Belen H. Marín
request the honor of your presence at the
marriage of her son

Tommy

to

Miss Hortencia A. Lujan

On Saturday, January 8th at 11:00 in the morning at the Holy Family Church.

San Jose, California 1966

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It is the philosophy of the project that these jobs primarily keep the students in school and secondarily provide needed services which the Project is unable to provide due to staff and budget limitations.

These are some of the programs undertaken by the Work Study Students:

Stanford University Summer Program For Mexican American Students

Twenty students attended Stanford University for a four week session. The university granted a \$30 per week stipend to each of the Mexican American students and provided transportation costs. The sessions included theory, laboratory work and field trips in physics. One professor and two assistants were assigned for each five students. The students were motivated to attend a college or university on completion of high school. This project was coordinated by the Work Study students working on the Project.

Foundation Requests

A work study student with background in sociology explored possibilities for funding programs to further aid the Mexican American community. After consultation with various private and governmental agencies, it was decided that an On-the-job Training Proposal to the Federal government would be desirable. The proposal was approved by the federal government and a \$150,000 grant has been awarded to the MACSP for an On-the-job Training Program.

MAYO Program

Two work study students were involved in rendering aid to MAYO (The Mexican American Youth Organization). It is a county wide organization of Mexican American high school and college students who have as their goal "creating a new image for the Mexican American." The work study students helped the group's elected officers plan meetings, conferences, social functions and fund raising affairs. The work study students coordinated with MAYO and Stanford University the Second Mexican American Youth Conference held in October.

Mexican American Pre-School Program

A graduate education major was in charge of organizing a pre-school experience

(CONT. NEXT PAGE)

STUDENTS HEAR CLAUDE FERNANDEZ-- Work Study Students frequently hear outstanding speakers on many subjects through a program sponsored by the Mexican American Community Services Project. Students seated left to right are Fred DeLeon, Jesse Delgado, Al Navarette, guest Pete Martinez, Leah McBride, Armando Valdez, Lupe Mora and Jose Diaz. Standing, left to right, are Bob Rodriguez, Zoli de Haydu, Richard Franco, William Dusel, Lino Lopez, Claude Fernandez who was the speaker for the day and is President of the Retail Store Employees Union Local 428, Dave Serrano and Guillermo Burrola.





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program for the non-English speaking child. The student secured professional volunteer help for the program, volunteer donation of supplies, books, games, etc. This project is being expanded to other schools.

Recreation Program

This program was organized by three students, the coordinator being a graduate college student in recreation. With the support of the school districts involved the students planned a recreation program to teach those teenage boys who would not respond to a regular type recreation program. They organized a baseball league, but left the rest of the program unstructured. This allowed the boys to choose their own activities. Much time was spent in "bull sessions" and discussing the future plans of the young boys.

Citizenship Classes

These classes are taught by a Spanish major student who was born in Mexico and is now a citizen. These classes are for the Mexican Americans in the East San Jose area. Also included as part of the class is the rights of citizens and agency services that are available. Driver education classes are also underway.

Community Service Organization

Two bilingual students work in the CSO office to provide assistance in referring the non-English speaking to proper agencies for help. They also give help in immigration cases, provide some job referrals and help with community organization in one of the poverty areas in East San Jose.

Agency Workshops

One of the work study students is a teacher from Argentina and she gives classes to agencies on Spanish culture and also teaches conversational Spanish. Translation services are also provided by the student.

FUTURE BRIGHT

This then, in brief, are some of the things that the Mexican American Community Services Project is doing through the work study program. Worthwhile employment for the students is keeping them in college. The future looks bright for these students and for the Mexican American Community Services Project. We commend Director LINO LOPEZ for his leadership and accomplishments. May he stay with us for many years to come.

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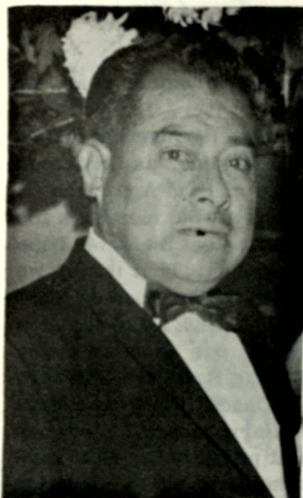
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Joe Manriquez, husband of Mrs. Lena Manriquez, well known in the Mexican American community of Santa Clara County, passed away following an automobile accident at 8:30 PM on Sunday, January 2, 1966.

Mr. Manriquez is survived by his wife Lena, son Gilbert, daughter Gloria, and twin boys George and Jimmie.

He was a native of Clifton, Arizona and had lived in San Jose for most of his life. He worked as a masonry contractor and was active in the San Jose Chapter of the American GI Forum and other civic groups.

Funeral arrangements were handled by Darling-Fischer Mortuary of San Jose.

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PATRICIO
VASQUEZ

THE NIGHT BEFORE CHRISTMAS

The day before Christmas and here I am trying to write this column. You can believe it when I tell you that I'm in a mad house. The dog is barking, my two grandchildren are making noise, crying, fighting, and getting into mischief and I am watching LAREDO on color television. It's kind of hard to concentrate.

ON THE WAR FRONT

On the Economic Opportunity Commission warthings seem to be going our way for a while. But we must keep our guard up or we will wind up down at the bottom of the totem pole. We were able to get two of our members on the EOC County Commission. FRED VAZQUEZ won his place in the Commission by one vote and AL PIÑON won by 75 votes. These two fine men will give the poor people the representation they deserve.

SJ FORUM HELPS THE NEEDY

Welfare Chairman Richard Gomez and his committee did a good job this year on getting the food for the Christmas Baskets and with the help of some of the membership the baskets were packed and delivered on Saturday, December 18th.

Several feet of film showing members of the San Jose Forum packing Christmas baskets were shown on Channel 11, KNTV, on Friday night, Dec. 17, at 11 PM.

This year we were able, with the help of REED & GRAHAM INC., PINK ELEPHANT MARKET, HANK COCA, and JOE & LENA MANRIQUEZ, to give 85 Christmas baskets.

There were still some more families that we could have helped, but unfortunately we ran out of money.

THE UNITED FOOD DRIVE

The United Food Drive had its first meeting on Monday, December 20, 1965 at

Lena Manriquez Income Tax Office, 1246 E. Santa Clara Street. To tell you the truth, there was a very poor turnout. There were not enough persons there to nominate the officers who make all the arrangements to get the Food Drive on its way. What we need is more people who have never worked for the Food Drive. Some of us have been in the Food Drive a long time and we need replacements. By the time you read this column the election of officers will be complete, proving that there were enough people on the meeting of January 3, 1966.

THE YEAR IN REVIEW

I'm still trying to get San Jose Chapter of American GI Forum back into first place in membership. Cheyenne, Wyoming leads us 114 to 104 in total membership. I know there are still a lot of veterans who don't belong to any club or organization and these are the people we need.

With the passing of another year, we get older and somewhat wiser. I know that I in the last year have gotten somewhat wiser. And with this thought in mind, as Chairman of the San Jose Chapter of the American GI Forum, I want to thank all the members for tolerating my mistakes and at the same time giving me all their support. That is why we had a very good year in the San Jose GI Forum last year. I must thank all of the nice people that supported our money-raising functions such as Stag Barbeque, Welfare Dance, Scholarship Dance, Coronation Ball and the Ladies Auxiliary Bazaar. It is your support that makes it possible for us to give out Christmas Baskets and aid in educating our young people through scholarships.

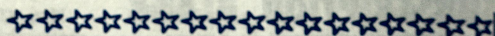
To BERT GARCIA who has always been a friend of San Jose GI Forum, and my banker, many, many thanks.

To our lovely Queen, Suzanne Gutierrez, who with her lovely charm and grace provides us with a year of representation which we will never forget.

It has been all these nice people who have made my job easier and has put San Jose Chapter as THE NO. ONE FORUM IN THE COUNTRY.

Once again, thank you all.

-- Pat Vasquez



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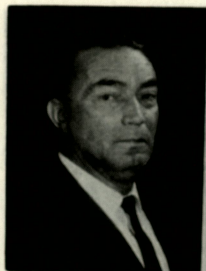
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EXPERIMENT TO LEARN SPANISH

The lexicologist said: If a person learns a vocabulary of 800 words, he knows enough to understand & speak a language.

Memorizing one word a day, in little more than two years you can understand and speak the language.

EL EXCENTRICO Magazine starts the experiment with this number.

The main thing in any language is to know the letters sound. To start this experiment will give the vowels sound. In Spanish language the vowels has only one sound, it never change.

A sound like factory -- fabrica.
E sound like benefit -- beneficio.
I sound like rich -- rico.
O sound like solution -- solucion.
U sound like pulp -- pulpa.
U has no sound when it is after Q.

EXPERIMENTO PARA APRENDER INGLES

Los lexicologos han dicho que si una persona aprende un vocabulario de ochocientas palabras, sabe lo suficiente para entender y hablar ese idioma.

Memorizando una palabra al dia, en dos años se podra valer de ese vocabulario para hablar y entender el idioma.

La revista EL EXCENTRICO empieza el experimento con este numero.

Lo principal en cualquier lengua es conocer el sonido de las letras, para empezar este experimento, daremos los sonidos de los vocales en el idioma Ingles. Cada vocal tiene dos sonidos, uno largo y uno corto.

A Sonido largo como en cape
sonido corto en cap.
E Sonido largo como en meet
sonido corto en met.
I Sonido largo en dine

sonido corto en din.
O Sonido largo en hope
sonido corto en hop.
U Sonido largo en tube
sonido corto en tub.
Y A veces suena como vocal, con sonido largo como en cycle y corto como en city.

Hay otros sonidos o combinaciones en el desarrollo de este experimento.

El proposito de esta leccion es aumentar la habilidad del estudiante para hablar y entender el Ingles en forma real. Al mismo tiempo esta unidad en la educacion del consumidor es designada a ayudar para comprar economica y cuidadosamente. Ademas el estudiante aprendera acerca de anuncios y oportunidades, para encontrar cuales de los articulos son realmente oportunidades y cuales son mercancia comun. Otros aspectos de la unidad son: compra y uso de comestibles, vestidos, articulos para el hogar, automoviles y el uso del credito.

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Empleado o dependiente - Clerk
Comprador o cliente - Customer
Dependiente - Puedo ayudarlo?
Cliente - Si, deseo ver algunos juguetes.
Dependiente - Que le gustaria?
Cliente - Yo quiero una muñeca para mi pequeña niña.
Dependiente - Aqui hay una bonita con pelo real
Cliente - Cuanto cuesta?
Dependiente - Son diez noventa y ocho -----
(10.98)
Cliente - Oh, esta es muy cara
Dependiente - Que le parece este muñeco?
Cliente - Cuanto cuesta este?
Dependiente - Solamente tres dolares (\$3)
Cliente - Bueno, me lo llevare
Dependiente - Gracias y Felices Pascuas!
Cliente - Felices Pascuas!

PROYECTO PREP

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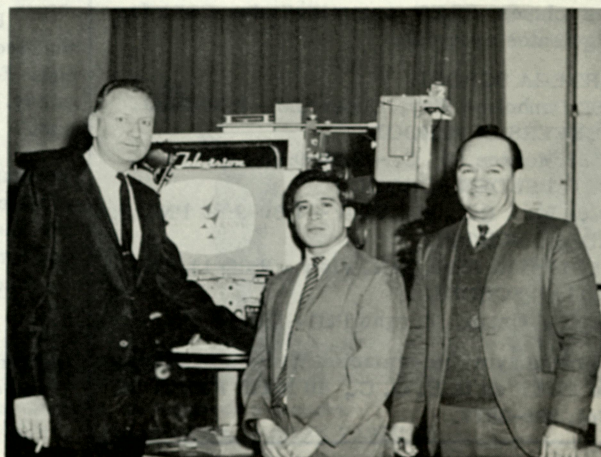


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TELEVISION PERSONALITIES!

NICK GUERRERO, center, of Latin American Imports, and Richard Diaz, right, Excentrico staff photographer, are shown with KNTV television personality Eduardo "El Guero" Grigg shortly after Mr. Guerrero appeared on Grigg's television show in San Jose. Guerrero sponsored one of Mr. Grigg's shows on a Sunday morning.



Simon's Beauty Salon

Dos Salones de Belleza Mexicanos

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(costura, nutricion y compras de consumidor), manejo y educacion higienica manejo de dinero, ciudadania y consejos en trabajos, ensenanza o mejoramiento en lectura son ofrecidos a los jovenes. Un profesor de Español ayuda al profesor de Ingles en cada clase.

Los grupos en las clases PREP estan limitados de diez a quince estudiantes y bastante asistencia individual se le puede dar a cada estudiante. Actividades interesantes en conexion con PREP en este mes han sido visitas a las bibliotecas y tiendas para hacer experimentos de compra venta, demostraciones de firmas de salud, presentacion de actos especiales escritos y presentados por un grupo de estudiantes de Alviso y establecimiento de varios adultos en trabajos.

Los adultos que deseen pertenecer a las clases PREP estan invitados a ir a las siguientes escuelas:

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592 Dunholme Way, Cupertino - 7:30-9:00

JEFFERSON SCHOOL

3585 Monroe, S. C. - 7:30-9:00 PM.

CRITTENDEN SCHOOL

1701 Rock Rd., Mt. View - 7:30-9:00 PM.

ADOBE SCHOOL

157 Moffett Blvd., Mt. View - 9:30-11 AM.

WALSH SCHOOL

Main & Crest, Morgan Hill - 7:30-9 PM.

Para mayor informacion llame a la oficina de PREP en la E. O. C., 40 North Fourth St. Tel. 298-3977.

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UNION CITY

NEWS

Simon Villa

"CHRISTMAS DAY"

In most countries of the world, December 25 is a holiday. It was the birthday of Christ. There are many beautiful stories and songs about Christmas.

In many countries people light Christmas trees. The children hang up their stockings for Santa Claus to fill with nuts and candy. Christmas is a happy time for everyone.

On the first Christmas the wise men brought gifts to Christ. We send gifts or greetings to our friends on Christmas. When we meet with our friends we say, "I wish you a merry Christmas!"

They always say, "I wish you the same."

CHRISTMAS BELLS

I heard the bells on Christmas Day
Their old familiar carols play,

And wild and sweet

The words repeat

Of peace on earth, good will to men

and thought how, as the day had come

The belfries of all Christendom

Had rolled along

The unbroken song

Till ringing, singing on its way

The world revolved from day to day

A voice, a chime

A chant sublime.

Of peace on earth, good will to men,

Then pealed the bells more loud and deep;

"God is not dead; nor doth he sleep;

The wrong shall fail

The right prevail

With peace on earth, good will to men.

-- H. W. L.

This poem is dedicated to my wife, Margarita Villa, that is staying at Mission Sanitarium in Niles, California since November 27, 1965.

Pink Elephant MARKETS

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En la grafica parte del atento personal, de izquierda a derecha:
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Personalities of 1965

by marce mora

(CONTINUED FROM LAST ISSUE)



MARIA DE LA LUZ SANCHEZ
La Poetiza

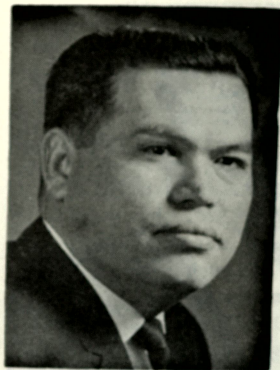
CARMEN Y DANIEL SALDAÑA
Most Likeable Couple of The Year



EDUARDO GRIGG
Television Personality of The Year

CONNIE GARZA
Most Pleasant Personality





HUMBERTO
FLORES

FELIZ AÑO NUEVO!

Que sus deseos se vean realizados durante el transcurso del año 1966, son los deseos de colaboradores y miembros del Club para todos y cada uno de ustedes.

ACONTECIMIENTOS

Tremenda resultado la reunion que el Club organizara durante Navidad, la que se llevo a cabo en el hogar del Sr. & Sra. Frank Kawakami, a la que asistieron la mayor parte de nuestros miembros y algunos invitados, entre ellos, el Sr. & Sra. Paul Ramirez, Sr. & Sra. Frank Espinosa, Sr. & Sra. Frank Anaya, Sr. & Sra. Hillard Payer, Sr. & Sra. Jessie Esparza, Sr. & Sra. Ron Henry, Sr. & Sra. Dan Brady, y Sr. & Sra. Joe Moreno de Tracy, y algunos mas cuyos nombres no pudimos obtener por lo que les pedimos nos disculpen.

Nuestras mas sinceras felicitaciones a el Sr. Maclovio (Mac) Hernandez, propietario de Leiter Studio por su eleccion como presidente de la Asociacion de Fotografos Profesionales del Valle de Santa Clara. Nuestra en hora buena una vez mas y a seguir triunfando Mac.

En el salon de Lena Manriquez se llevo a cabo la primera junta para la organizacion del proximo United Food Drive.

Como un recordatorio a todas las personas interesadas en colaborar las juntas se llevaran a cabo cada Lunes. Lo esperamos en la siguiente.

Nuestro respeto y admiracion para Isaias Aguilera y Bob Rodriguez por su magnifica pleito durante las elecciones de su respectiva Area del Programa de la Pobreza. Lastima que no sean respaldados como se debe, y a que el numero de gente que representan es bastante grande. Mejor suerte la proxima vez.

ANIVERSARIOS

El Señor Frank Kawakami y su estimada esposa Jeanie, festejan su 5th aniversario de bodas el dia 7 de Enero. Que la felicidad que los ha acompañado durante este tiempo perdure por muchos años mas.

Asi mismo me pidió que extendiera las muchas gracias a todos aquellos que se interesaron por su persona durante su periodo de hospitalizacion.

DEPORTES

Mientras que el Club Mayfair caia a manos del Club Riviera durante su ultimo juego de basketball por una anotacion de 39 a 36. El Dorado Club les bajaba los humos a nuestros muchachos por una anotacion que no pudimos obtener, tal vez nuestro manager no se quiera ni acordar de ello y por eso no nos la facilito.

Se acuerdan de Herold Martinez? Nada menor que el escribira la sigueinte columna para ustedes. Y esperando perdonen los errores. Me despido hasta la proxima.

Las Cazuelas Restaurant



Lo Mejor en Comida Mexicana

ABIERTO SIETE DIAS de LA SEMANA
7:30 a.m. a 12:00 p.m. Los Viernes y Sabados
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PETE GARCIA
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Personalities

ELVIRA QUINTANA
 Starlet of The Year



FRANK PAGES
 Commentator of the Year



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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: Tel. 251 - 3121

Ultimo Dia, Abril 15

Evite Multa acuda a nuestras oficinas con tiempo

Lena Manriquez

CY 3 - 3388

1246 E. Santa Clara St.



Lena Manriquez

Make San Jose a Greater City

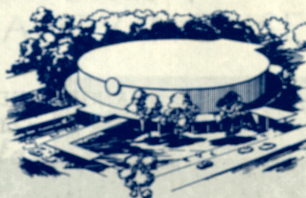
Vote YES

ON ALL 12 PROJECTS
S. J. Improvement Bonds

Feb. 1

- TRAFFIC SAFETY
- Parks - Playgrounds
- Sports Arena Convention Convention Hall
- Sewage System Improvements
- Municipal Buildings
- Storm Drains
- Airport Expansion
- Fire Protection
- Airport Safety
- Public Works Yards
- Library Services
- Art Center Museum

Endorsed by San Jose Mexican - American Groups
San Jose Labor Council
and County Taxpayers Association



Sports Arena
Convention Hall



MORE PARKS

**VOTE
YES**



ALL 12 PROJECTS
SAN JOSE IMPROVEMENT BONDS
FEBRUARY 1st

PAID POLITICAL ADVERTISEMENT



AGUSTIN LARA
Composer of The Year

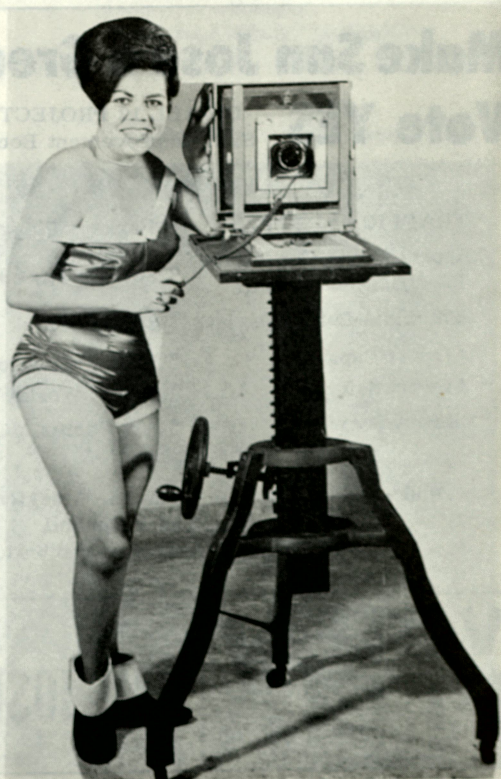


LALO CABALLERO
Promoter of The Year

MARCE MORA signs off for this year wishing she could make each one of you Personality of The Year. See you next year!

Personalities

ANGIE MEDINA
Bewitching Eyes of The Year





BOND WORKERS HUDDLE --- Emerson Street of the Central Labor Council, talks over February 1 San Jose Capital Improvement Bond Election with, left to right, Mr. Richard Franco of the Santa Clara County Boy Scouts Council; John Vasconcellos who is Chairman of the Executive Committee of San Jose Citizens for Improvement Bonds; and Major Joseph M. Sarzoza, Recording Secretary of the American GI Forum of San Jose.

MEXICAN-AMERICAN LEADERS IN BOND ELECTION CAMPAIGN

Major Joseph Sarzoza and Richard Franco, two prominent Mexican-American leaders, are involved in the San Jose Capital Improvement Bond Drive Committee.

Sarzoza is Recording Secretary of the American GI Forum, San Jose Chapter, and Mr. Franco is active with the Boy Scouts of America.

The \$57.5 million campaign got underway on December 6 with official launching at campaign headquarters, 179 South First Street, San Jose.

Greeting city dignitaries at the official campaign opening were members of the bond election executive committee headed by Attorney John Vasconcellos, Chairman; and Dan Caputo, Carl W. Stubenrauch and Harry Williams.

Included in the election are the following city improvement programs:

- Traffic - \$16,000,000
- Parks - \$9,621,000
- Sports Arena - \$7,740,000
- Public Buildings - \$6,171,000
- Airport - \$5,000,000
- Sewers - \$4,000,000

- Storm Drains - \$3,000,000
- Fire Stations - \$1,888,000
- Libraries - \$1,610,000
- Public Works Yards - \$1,325,000
- Fine Arts - \$325,000

The Citizens' Committee has issued a plea for volunteer help to work in the seven week campaign. Interested persons are to call campaign headquarters, 286-8110. The headquarters is open from 9 AM to 5:30 PM.



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Bridal Hoopskirts
Fur Stoles



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Sunday by Appointment.

Ida's TUXEDO RENTAL

CY 2 - 9102

380 S. First St.

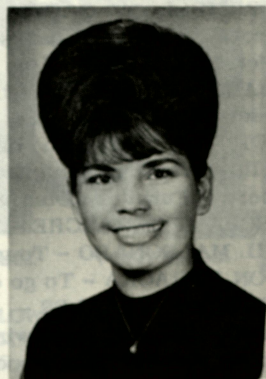
Margo's BEAUTY HOUSE

Permanente

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de Pelo etc.



Margo Najera: Owner

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Otras Horas con CITA UNICAMENTE

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Tel. 295-0997

262 W. ST. JOHN ST.



Candy Veliz

I figure that the best way to start the new year is with resolutions so here they are:

ANGIE MEDINA - To greet everyone with a big smile so that they won't think I am being snobbish.

ART (ALASKA) LOPEZ - To make a lot of money in 1966.

GABE RODRIGUEZ - To work real hard and earn the reputation of a worker.

JIM BAEZA - To prove to everybody that he is not associated with Ripley.

JOEL & GRACE REYES - To catch up with Mr. and Mrs. Richard Martinez. They have 11 kids.

ANNE STONE - To make it a point to visit Zamora's and improve her Spanish.

TONY DI MARIA - To bring the best available movies to the Liberty Theatre.

HERMELINDA GARCIA - To stay slim to prove to Candy that she doesn't need any Metrecal.

MARGO NAJERA - To be sweet to her boy friend Andy.

JOE SANCHEZ - To be happier with his fellow working men and to treat the customers of Furniture Discount House like kings.

RICHARD ZERTUCHE - To lose 50 lbs.

GIL MALDONADO - To gain 50 lbs.

DON MURAOKA - To go on the wagon in '66.

GILBERT CANALES - To give Savoy's a break and let them win a game of shuffleboard now and then, especially Kilo who has never won a game.

CARMEN MOLINA - To consider a marriage proposal that she received.

LOTTY FLORES - To cut down on the number of Pepsi's that she consumes.

LEO PEREZ - To spend a lot of time teaching Mr. Gilbert Canales how to read statistics because Savoy's is always on top and he pictures them on the bottom.

MARIA AGUIRRE - To pamper Paul Gary in 1966.

DAN AGUIRRE - To scalp Paul Gary in '66.
JOE RUIZ - To take a course on how to be serious.

JOE FLORES - To spend all his spare time working on his house.

JERRY VILLARREAL - To get his brother Lupe out of the rain.

We shall terminate with Confucius say:

"Woman who show off skin to catch man's eye usually catch cold!"

"Man who put out flame in middle of night not always fireman."

"Stealing kiss only petting larceny."

"Man who drink too much think too little."

For Your Wedding INVITATIONS see:

Humberto
Garcia
DIRECTOR



CY 2 - 4273

195 DEVINE ST

SAN JOSE, CALIFORNIA

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BODAS Y RECEPCIONES

Carmelo Hernandez cocinero de fama internacional le preparara lo que Ud. desee al estilo Mexicano, Español, Italiano, Americano para que su recepcion sea mas lucida.

Puede cosinar para Ud. con sus ingredientes o proporcionar TODO sin que Ud. se moleste.

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GIL COCA



JOE SANCHEZ



PHIL RODRIGUEZ



EDDIE BOJORQUEZ



TONY EREDIA



CANDY VELIZ



HECTOR ESPARZA



PETE ROJAS

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Terms

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82 E. Santa Clara St.



Club Zanzaree
CONNIE GARZA

Hi!

We would like to wish everybody a New Year filled with love, hope and peace, May this be the happiest year you've ever had.

These are some of the things we would like to see happen in the year of 1966:

First of all, for the war to stop. That we will have peace and the boys that are serving Uncle Sam will return to their homes and families safe.

MARIA MEDINA: To become a professional dressmaker for she has the talent for it.

HUMBERTO GARCIA: To cook us the steak dinner he promised us last year.

LENA MANRIQUEZ: To keep looking as sharp as ever.

HERMELINDA GARCIA: To see her with black hair again.

VERA SANCHEZ: To make a lot of money so she can afford the new car she wants.

PAUL GARY: To get to go out with the girl of his dreams.

CONJUNTO BERNAL: To keep on being the Number One Band in Texas.

AL RODRIGUEZ: To get used to Texas music.

EMMA AND MICHELLE: To keep on taking dancing lessons from Carlos Garza.

DAVE SIERRA: To keep up his good work.

RICHARD DIAZ: To see him out without his camera once in a while.

DAVID VILLALBA: To sell a lot of cars.

HANK COCA: To keep on being successful.

LALO CABALLERO AND DANNY LOPEZ: To hang around some other place besides Miller's.

BOBBY AND JOHNNY ZAMORA: To keep their place packed.

KIKO MORALES: To release another great record.

CANDY VELIZ: To see him get away from his jobs once in a while.

MARCE MORA AND VELIA DURAN: To cut

their hair to see how they look with short hair.

For a CERTAIN REDHEAD and her boyfriend JAVIER N. to march down the aisle soon.

LINDA AND OLIVIA: To have patience with their hairdresser when she is late.

JIMMY BAEZA: To meet up with him more often at lunch time.

OFELIA CRUZ AND OLIVIA: To keep on being the best waitresses in town.

RAY AND ARMIDA CABELLO: To keep their bar well stocked with tequila for margaritas.

DON GARZA: To study hard and become a good engineer.

SANDY VALLEJOS: To keep on smiling all the time.

To the newlyweds FELIPE and SONIA BEN-AVIDES: To be happy forever and ever.

CHRIS CARMONA: To play at the local dances more often.

ROBERT AND JULIA: To keep on being the cutest couple in town.

TOMMY AND LILLY NEGRETE: To keep on bringing the best mariachis.

EVA DEL REAL: To quit putting her husband on a diet all the time.

SARAH AND IRMA BORJA: To be seen out more often.

SARAH CAMPISTA: We repeat: To come out of hiding, your dreamboat is still looking for you.

GEORGE ZARAGOSA: To see what he looks like without a mustache.

RAY MARTEL: Settle down and go steady with just one girl.

FRANK PAGES: To keep on being a good radio announcer.

Until the next time,

Connie Garza

ANGIE

MEDINA

EDITOR'S NOTE: This lovelies are too much they submit 16 x 20 photos and expect us to run them cheek to cheek in a postage stamp space. TOO MUCH WOMEN.



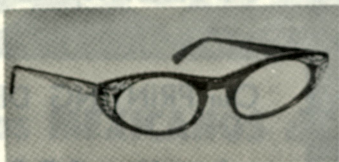
NECESITA UD. ANTEOJOS ?

Entonces visite a la Nueva Optica Mexicana del Sr. ENRIQUE CARREON Optico con mas de 30 años de Experiencia

Henry Carreon

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MARK GUERRA APPOINTED DIRECTOR OF NEIGHBORHOOD YOUTH CORPS

Guerra is presently Dean of Students at Overfelt High School in the Eastside High School District.

He is a native of Texas and a graduate of San Jose State, and has a Master's Degree from Stanford University.

Previously he was a vocational counsellor at Andrew Hill High in San Jose.

Guerra, upon accepting the new job, said: "I welcome the challenge of this new job. It affords an excellent opportunity to make a significant contribution to a community which has been good to me."



Adair INSURANCE 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

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El atento caballero Gilberto Adair dispuesto a ayudarle en problemas de Aseguranza y Real Estate.



MRS. NORA ELIA TERRAZAS FLORES wishes to thank all her many friends for the wonderful gifts which she received on her wedding day.

For ARTISTIC and CORRECTLY
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Wedding Invitations

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MASA PARA TAMALES QUESITOS PATITAS de PUERCO y RES

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9 to 10
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STAMPS WITHOUT ASKING!



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2 MILES SOUTH OF HAPPY HOLLOW

Crown Super No. 3
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CLOSE TO PIONEER HIGH SCHOOL

Crown Super No. 4
3475 McKEE ROAD
AT COUNTRY CLUB VILLA



*Dave
Sierra*

UCLA! 14-12

BRUINS WHIP "UNBEATABLE" MSU

Millions of people stared intently at their idiot boxes on Saturday, January 1st as Michigan State halfback Bob Apisa ran wide around his own right end, hell bent for the end zone with the points which would have tied UCLA 14-14. But it was not to be. He was met by halfback Bob Stiles and line-backer Dallas Grider and stopped cold, and that was all she wrote for Michigan State.

The Rose Bowl battle of 1966 will be remembered long after the other games played this day are forgotten. Michigan State was a team that could not be beaten, or so the sportswriters wrote. The Spartans were big. They were fast. They were experienced. They were well coached. In effect, they couldn't possibly lose! But they did!

If Michigan State's Duffy Daugherty is the Coach of the Year what does that make Tommy Prothro who came from Oregon State and molded a Rose Bowl Champion in ONE YEAR?

If USC's Mike Garrett is the Heisman Trophy winner, what does that make UCLA's Gary Beban?

Well anyway, now that that is over, let's get on with basketball. The UCLA basketball team headed by 7'1 Lew Alcindor plays Cal at Berkeley on January 14th.

In Memoriam

Joe Manriquez

MEMBER, SAN JOSE CHAPTER



Boy Wanted

To fill an important position in any capacity.

He must have a clean face, clean habits and a clean heart. Need not know how to roll a cigarette or how beer tastes; and if he is not up to date on all the smutty jokes in the pool room his ignorance will be overlooked.

He must be a boy who treats his mother and sister—and every other boy's mother and sister—with respect and does not refer to his father as the "old man."

He need not be especially brilliant at school, but he must be studious and persevering, never cheating in his examinations or passing a problem until he has mastered it.

He must be truthful, prompt, obedient and industrious. He must make his employer's interest his interest and never be afraid of earning more than his wages.

He is wanted everywhere—in the law, in medical practice, in the counting room and to run great public works. The people who pay big salaries are looking for him.

The people want him for judge in the court, member of congress, senator and for president and the nicest girl in the world wants him for her husband.



SINGER TONY ESPARZA
Radio, TV & Recording Star
and
Manager Marcel Saucido



Tony has been appearing in several night clubs in this area which includes Maria's and Zamora's Quiet Village. He also appeared Dec. 14 at the Sinaloa in San Francisco, Radio KOFY in San Jose, Azteca Hall, Rainbow Ballroom, and Hawaiian Gardens. He has also appeared at the York and Victoria Theatres in San Francisco and Rio Theatre in Richmond.

He has also appeared at the Santa Clara Co. Fairgrounds in San Jose and the Oakland Civic Auditorium.

On January 2, 1966 he appeared on television on Channel 11 in San Jose.



Tony Esparza started his singing career in Mexicali. His first professional appearance was at the Aguila Theater. Winning that year MR. MEXICALI which followed with an appearance on television in Mexicali, B. C.

He has also performed for various benefit shows for churches in the Bay Area.

Mr. Esparza and Manager Marcel Saucido plan on a tour in the near future.

MADAM Zora

ADIVINADORA



Posee Gran sabiduria
para ayudarle en
todos sus Problemas
SALUD - AMOR
NEGOCIOS
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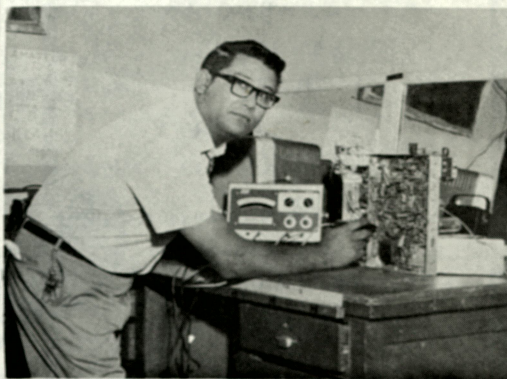
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patrocinamiento y a la vez
toman la oportunidad para
desearle un

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