

El Excentrico

Humberto Garcia

December 20, 1967



*Merry
Christmas*

Hank Coca's FURNITURE DISCOUNT HOUSE
and **STAFF**



New Church of GUADALUPE

Excéntrico joins father Soto in extending thanks to all the Painters, Plumbers, Carpenters, Electricians and other construction workers who donated their time to make this project possible.

The new Guadalupe Church is located on the corner of Sunset and San Fernando Sts.

Photo by Richard Diaz.

Dr. Noe Arrazate, D.C.

HORARIO: De 3 p.m. a 7 p.m.
(CITA ANTICIPADA)

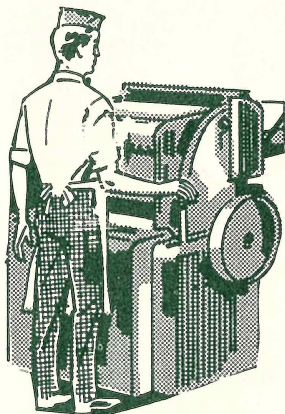
Consultas en ESPAÑOL e INGLÉS
ENFERMEDADES de SEÑORAS y NIÑOS
Accidentes de Trabajo, Automovilísticos, etc.

TELEFONO DIA y NOCHE
295-8870 443 W. San Carlos St.

GARCIA'S PRINTING

PUBLISHERS OF EL EXCENTRICO MAGAZINE

OFFSET - LETTERPRESS



Commercial Printing

Social Printing

Wedding Invitations

Posters

HUMBERTO GARCIA

274 terraine street

292 - 4273



**CLUB
AMERICA
of
San Jose,
California
FUT BOL
SOCCER**

Informa: "El Joven" BARAJAS.

Dado al interés despertado en los E.U.A. por el FUT BOL SOCCER; y en especial en Calif.; nos complacemos en presentar a su consideración la información de lo que acontece en el área de la Bahía, en particular en San José, incluyendo el calendario y la programación de los juegos que Domingo a Domingo se verifican en el "FRED WATSON PARK" East Empire St. y North 22 St. S. J.

Los juegos empiezan desde las 11 horas y terminan cerca de las 5 horas de la tarde.

SUNDAY JANUARY 7 1968.

FIRST DIVISION:

Club Latino ---- Independiente.

British American ---- Portuguese A. C.

SECOND DIVISION:

América F. C. ---- Watsonville.

THIRD DIVISION:

Hércules ----- Club México.

ALLIANCE DIVISION.

América ----- Club Latino

PENINSULA SOCCER FOOTBALL LEAGUE SECOND DIVISION.

Schedules Second Round of Games-Home Teams are Listed First.

Sunday January 7, 1968

Pacifica Chargers -- -- United Air Lines

America f. c. -- -- Watsonville s.c.

Monterey s.c. -- -- Aguias s. c.

Hayward United -- -- Fortuna 66

Sunday January 14, 1968

America F.c. -- -- Hayward United

Aguias s.c. -- -- United Air Lines

Pacifica Chargers -- -- Monterey s.c.

Watsonville s.c. -- -- Fortuna 66

Sunday January 21, 1968

Monterey s.c. -- -- Watsonville s.c.

Hayward United -- -- Pacifica Chargers

Aguias s.c. -- -- America f.c.

Fortuna 66 -- -- United Air Lines

Sunday January 28, 1968

Pacifica Chargers -- -- Aguias s. c.

Watsonville s. c. -- -- Hayward United

America F.C. -- -- Fortuna 66

United Air Lines -- -- Monterey s.c.

Feliz Navidad y Año Nuevo 1968.

Les desea el "Club América".

Alberto Sanchez - Tony Barajas.

Al Sr. Don Humberto García las reconocidas gracias por su atenta y desinteresada cooperación al difundir estas actividades deportivas.

Permitanme desearles Felicidad, Amor y salud en Navidad y Año Nuevo 1968.



Maria's

COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante

DANCING

FRIDAY & SATURDAY

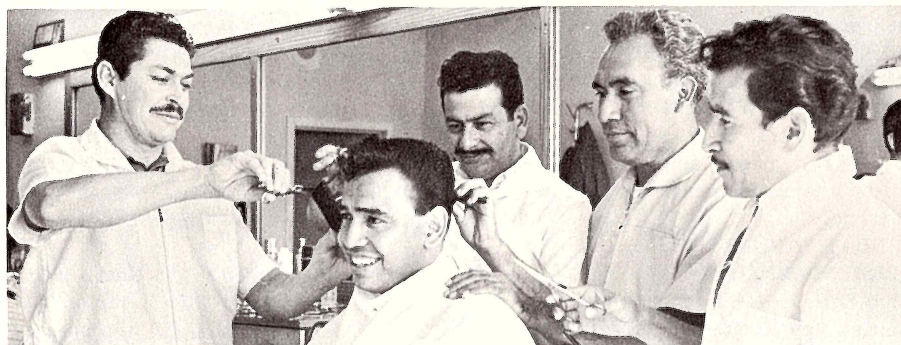
The Best Combo in the Bay Area

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.

DAN y MARIA AGUIRRE, Props.

295 - 9872

728 N. 13th St.



Frank Campista General Manager of Pink Elephant Markets gets regal treatment from Pink Elephant Barber Shop. Frank informs us that the Welfare Depart-

ment Solicitation office has received a complete financial report of proceeds received from Hurricane Beulah Benefit Dance.

Simon's **Beauty Salon** **Salon de Belleza Mexicano**

Las Mejores Estilistas en el norte de California
Corte de Pelo - Estilo - Pintura
y PLATEADO !

Abierto Diariamente de 9:00 a.m. a 9:00 p.m.
LOS SABADOS de 9:00 a.m. a 6:00 p.m.
DOMINGOS 9:00 a 3:00 p.m.



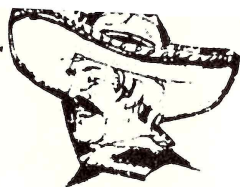
Teddy

Tel. 295 - 5391

32 S. Market St.

— *First Breakfast of 1968* —

DANCE



Mariachi

&

BREAKFAST

NEW YEAR'S EVE Sun. December 31

- County Fairgrounds Pavillion -

**BECHO GLORIA &
his MUCHACHOS**

dancing begins at 9:00 P.M.
semi-formal



**Breakfast
at 1:00**



MENUDO
Huevos con Chorizo
Chocolate - Pan Dulce

\$15.00 per Couple

\$7.50 per person

For RESERVATIONS CALL: 251-2889 or WRITE to: United Mexican-American
Fund P.O.BOX 3022 San Jose, California 95116

SPONSORED BY
COMMUNITY SERVICE ORGANIZATION - San Jose
MEXICAN-AMERICAN POLITICAL ASSOCIATION-San Jose
AMERICAN GI FORUM - South San Jose



CHRIS HENRY

MERRY CHRISTMAS

I imagine everyone is racking their brains about selecting a Christmas present, for their loved ones. But naturally its worth your time when you see their happy faces when they open up their gifts. So I do hope you all have a Merry Christmas and a Happy New Year.

Looks like I'll be writing the column for another year, alternating with Gloria Rodriguez. She'll be new at this, this year. And you'll see Hillards column too. He's done such a good job last year with the column and president of the club, so we've decided to vote him in as our president again. The newly elected officers of Club Riviera for this year are as follows:

Hillard Payer - President
Vivian Ramirez - Vice President
Juanita Padilla - Secretary
Paul Ramirez - Treasurer
Ron Henry - Sargeant at Arms and Historian

Joe Padilla - Athletic Director
Chris Henry - Publicity Director

Joe Padilla went hunting at Los Banos during pheasant season. He's been training his dog for two years to point. He's been getting discouraged, until the last day of the season. The dog finally pointed, and he was so excited he almost forgot to shoot the bird.

Ron Henry and family will be going home for a family reunion and a hunting trip at Idaho, over the Holidays. This time he plans to bring an Elk home, instead of a moose. Frank Kawakami is seriously thinking of going back again. I think he likes our reservation. Do you Frank?

The United Food Drive had their elections at the last meeting. The new

officers will be pretty busy for the annual food drive. The officers this year are: President: Mike Yabarra-American G.I. Forum.

Vice President: Candy Veliz-Club San Felipe.

Secretary: Marce Mora -Club Zanzaree.

There will be more information later on about the new officers. Four members of Club Riviera were elected: Publicity Chairman: Bert Flores
Food Distribution: Hillard Payer
Raffle Chairman: Chris Henry

Concession Chairman: Gloria Rodriguez
Lois, Jean, Nita, Lorraine and Elaine. I'll be thinking of you while I'm over in the cold country. But I'll be back to give you a bad time at Hales.

Well until next year folks, take care and have a good time during the Holidays.



Nunez & Hernandez TV



Television de Color - Blanco y Negro
Venta y Reparacion - Trabajos Garantizados
297 - 1576 460 W. Santa Clara St.

Jennie's Hair FASHIONS

OPEN THURSDAY
Evenings by
Appointment

Maria Gonzales
Joyce Glaze
Beauticians



Tel. 293 - 1897 680 Willow St.



Excelente Comida Mexicana

JOSE C. SANCHEZ sends to all his customers and friends



*Merry Christmas and Best Wishes
for a Happy New Year*

VARIEDAD ! VARIEDAD !

3 SHOWS 3 SHOWS

A las 8:30 - 10:30 - 12:30

Mariachis !

Viernes, Sabados y Domingos

Tropicana Shopping Center

Story at King Road

San Jose

1er ANIVERSARIO de CASADOS

El Lunes 18 de Diciembre del presente año

los Esposos

RAMON LOPEZ PEREZ

y

SOCORRO FLORES de PEREZ

cumplieron su **PRIMER ANIVERSARIO** de
casados, contrajeron nupcias en Piedras
Negras, Coahuila, Mexico.

Ambos son originarios de Cuatro Ciénegas
Coahuila, Mexico.



Pete's Auto Repairs

Taller de Mecanica Mexicano

**TUNE - UP, BRAKES, IGNITION SERVICE
MOTOR OVERHAUL**

**ABIERTO Diariamente de 8:00 a.m. a 6:00 p.m.
SABADOS de 8:00 a.m. a 4:00 p.m.**

SE HABLA ESPAÑOL

**Located across the Street from
MARIA'S CLUB**

PETE VILLALOBOS, PROP.

Tel. 286 - 3619 735 N. 13th St.





por 
Daniel Saldaña

MEDITACIONES

Ya está aquí otra vez la temporada que marca la agonía de un año que irremisiblemente pasa a formar parte de la historia de los tiempos, del tiempo que hemos medido tomando como base la rotación de nuestro planeta, con la exactitud cronométrica de la rotación de los astros, sabemos que un día es el tiempo que la tierra tarda en dar una vuelta completa, girando sobre su propio eje imaginario; medimos el año por el tiempo que nuestro planeta tarda en dar una vuelta completa al rededor del sol.

Pero mi propósito no es hacer una meditación astronómica y he mencionado los astros, solo como base de la medida del tiempo. Mi propósito es mas bien relacionado con el espíritu de Navidad que renace en nuestros sentimientos cada año, precisamente en estos días en que celebramos el nacimiento de Jesús Cristo y de la Cristiandad.

El ejemplo de humildad y perdón que predicó el Mártir del Gólgota, encierra y engendra sentimientos que de ser obedecidos por los hombres, nos conducirían a una vida plena de bienestar y felicidad que nunca hemos alcanzado. Algunos recordamos la sabia doctrina del Crucificado solo cada Navidad, otros solo cada Domingo en el momento en que asisten a misa, también hay quienes la recuerdan todos los días. La recuerdan tal vez hasta con recogimiento y solemnidad, pero nadie la pone en práctica. Basta recordad los Diez Mandamientos de Moisés, para darse cuenta de que todos o casi todos esos Mandamientos son violados; si hablamos de las Obras de Misericordia, llegamos a la misma conclusión y en fin cada uno de los preceptos que nos pudieran dar una vida de dicha y de bienaventuranza, los

ponemos en el saco del olvido y caminamos por la vida tratando de lograr nuestras propias satisfacciones, sin importarnos que para lograrlas tendremos que lastimar a alguno o algunos de nuestros semejantes. Nos encastillamos en una soberbia ególatra de nuestra propia grandeza y nada nos importan los que nos rodean, sentimos que en esa forma obran los demás y nosotros hacemos lo propio formando una cadena interminable que pasa de generación en generación; hoy imponemos nuestra soberbia sobre aquellos que no se pueden librar de ella, a la vez, alguien de quien no nos podemos librar nos impondrá su voluntad.

La arrogancia de el león que se sabe rey de la selva y la altivez del águila que se siente reina del espacio y contra de sus semejantes.

A cerca de dos mil años de distancia del nacimiento del Redentor, la humanidad no ha podido aceptar su mensaje de humildad y benevolencia que nos hubiera evitado transitar por el camino de errores que está conduciendo a nuestra especie a lograr su propio exterminio.

Pero el espíritu de Navidad seguirá siendo solamente un símbolo de grandeza que nunca quisimos alcanzar. Año por año recordaremos el mensaje que no somos capaces de obedecer, "Quiere a tu prójimo como a ti mismo".



**Feliz
Navidad**

Sandoval REST HOME



CASA de RETIRO
para ANCIANOS

**Se Necesita
Cosinera**

Que pueda vivir en este
lugar.

LLAME a la SRA.
ISABEL SANDOVAL

Tel. 297-1721 300 S. 22nd St.

Guerrero's INCOME TAX SERVICE



NICK H. GUERRERO

Notary Public

**Arreglamos Asuntos
de Inmigracion**

297 - 2079

944 E. Santa Clara St.

San Jose

Government and Civilian
Surplus 1001 Items

Le invitamos a que visite nuestra
tienda y aproveche las muchas
GANGAS que ofrecemos



**SURPLUS
ENTERPRISES**

OFFICE: 190 W. SANTA CLARA STREET
SAN JOSE, CALIFORNIA 95113
TELEPHONE 298-5012

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.



293-9894 884 E. Santa Clara St.

UN SERVICIO CORTES y CORRECTO
REEMBOLSO MAXIMO y PUNTUAL

EXPERIENCIA y SATISFACCION GARANTIZADAS
PRECIOS MODICOS

NOS ESPECIALIZAMOS EN LLEVAR CONTABILIDAD
DE PROFESIONISTAS y NEGOCIOS

REPORTES MENSUALES DE GANANCIAS y PERDIDAS
PAGO SEMANAL DE EMPLEADOS

ARREGLAMOS TODA CLASE DE ASUNTOS DE:
IMMIGRACION, PASAPORTES, MICAS PERDIDAS

TRADUCCIONES, REGISTROS, CERTIFICADOS,
APLICACION PARA TRABAJO, PARA AYUDA, SUNUMERO
DE SEGURO SOCIAL, CARTAS DE PODER
DOCUMENTOS NOTARIZADOS

ABIERTO DIARIAMENTE DE 9 A.M. A 9 P.M.

TENGO UN REGALITO PARA TODOS MIS CLIENTES
PASE POR EL SUYO

REPORTES DE
ACCIDENTES AUTOMOBILISTICOS AL
DEPARTAMENTO DE VEHICULOS

Jo - Mar Beauty Salon

**Salon de Belleza Mexicano
Special**

**Cold Wave
Permanent**

\$6.95

SUNDAYS OPEN
by appointment
Only
10 to 4:00 p.m.



JOSEPHINE
MONTECINO

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

Josephine Montecino - Margaret Vasquez

Cor. Delmas and Auzerais

CY 2 - 2550 385 Delmas Ave.



**CLUB
San Felipe**



CANDY VELIZ

CLUB SAN FELIPE

Wishes Each and Everyone
of you a

Merry Christmas

Since we are all supposed to have the Christmas spirit, I guess I won't be catty in this issue.

If Naro "Jerry" Moran's customers miss him he will be back on the job right after the 1st of the year. He and his family went on a short vacation to Del Rio, Texas.

Vacationing in Southern California is the girl with the looks, Velia Duran.

While you are reading this column I hope to be in Del Rio, Texas visiting my parents whom I haven't seen for 3 years.

Raul Chapa will be doing the same.

The CITIZENS FOR CABRERA Committee, supporting the candidacy of San Jose State College Professor Dr. Arturo "Art" Cabrera for the 25th Assembly District seat, are having a Dinner on Friday evening, January 12, 1968 at the Lettermen's Hall, 425 North 4th Street, San Jose, to raise funds for his campaign.

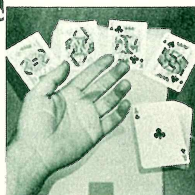
The evening will begin with a no-host cocktail hour at 6:30 and a delicious steak dinner will be served at 8 p.m.

Tickets are \$4.00 per person and may be obtained at the CITIZENS FOR CABRERA HEADQUARTERS, 216 North First Street, San Jose, or by calling - 292-0805 or 292-0806.

The United Food Drive will be on Feb. 23 and 25th, and the meetings are taking place every Monday at 7:30 p.m. at the Lena Manriquez Hall, 1266 E. Santa Clara St., San Jose.

MADAM Zora

ADIVINADORA



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

295-6210

144 S. Second St.



**DIRECTORS COATS CUT AWAY
BRIDAL HOOPSKIRTS**

ALL NEW - - -

**DINNER JACKETS, PANTS
SHIRTS, CUMMERBUNDS
SUSPENDERS
AND ACCESSORIES**

Daily 8 to 6:00 p.m. Mon, Thurs, Fri. 'til 9
Sunday by Appointment

Ida's TUXEDO RENTAL

292-9102

380 S. First St.



Manuel J. Estrada Imports

**DECORATIVE STATUES
Imported from MEXICO**

297-9176

236 S. First St.

House Of Values Fine Cars

ESPECIALISTAS EN
CARROS FINOS Y GARANTIZADOS
Donde Hasta los Carros HABLAN ESPAÑOL

\$10.00 de ENTRE

(una vez aprobado su credito)

JOE GARCIA, Prop.

286 -0705 1160 E. Santa Clara St.
(Entre las Calles 24 y Santa Clara)



En la grafica Martha Ortega de Ciudad Juarez, Humberto y Maria Garcia de San Jose Roberto y Sarah Sanchez tambien de esta ciudad.

La ocasion fue el eternamente popular salon de baile
RAINBOW

foto por ricardo diaz.

JAIL BONDS

IMMIGRATION BONDS

GARCIA & GARCIA BAIL BONDS

297-5454

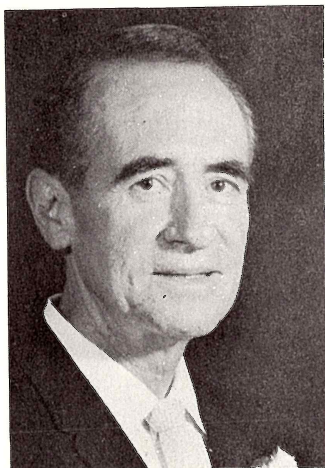
24 HOUR SERVICE
SAN JOSE, CALIFORNIA



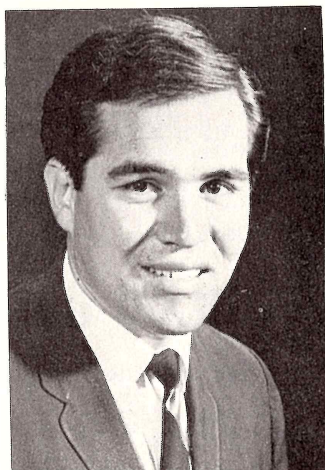
BOB



RAUL



HUMBERTO GARCIA



BERT GARCIA

CHRISTMAS GREETINGS

From Our Staff and Sponsors

MARY D. ROGERS



LUCY DILLON



Merry Christmas with best wishes for a Happy New Year *

GARCIA'S PRINTING

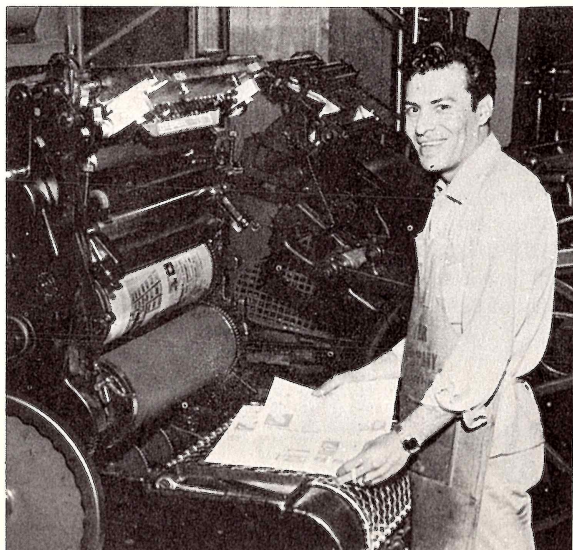
PUBLISHERS OF EL EXCENTRICO MAGAZINE

274 terraine street

292 - 4273

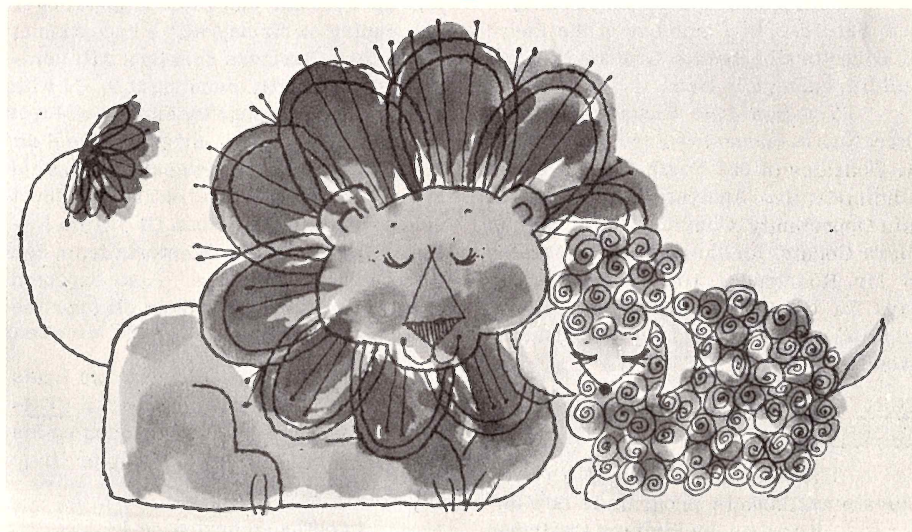


PEDRO M, DILLON



MANUEL J. FERNANDEZ

peace



San Jose Chapter



RUBEN AVELAR

RODRIGUEZ RETIRING

Robert Rodriguez, former Ex-centricco columnist, and a Past State Chairman of the American GI Forum, is retiring next month after serving on the City of San Jose Human Relations Commission for four years. Bob was one of the principals involved in pushing through the production of a motion picture, THE MANY FACES OF A CITY, which dealt with problems of minority groups in the City of San Jose.

ROBERT RODRIGUEZ



Rodriguez, of 2797 La Jolla Avenue, San Jose, is a member of the Board of Directors of Reed & Graham, a local building materials firm.

The San Jose Chapter Board of Directors is endorsing Forumeer Robert H. Gonzales of 632 North 3rd Street, an Administrative Analyst with the Economic Opportunity Commission of Santa Clara County, for the post being vacated by Mr. Rodriguez. Mr. Gonzales works days for the EOC and is studying law at Lincoln University Law School in the evening.

CHRISTMAS BASKETS PROGRAM UNDERWAY

The annual San Jose Chapter Christmas Baskets program is now underway, headed by Welfare Chairman

Mel Graham. Contributions of \$500 by Reed & Graham, \$100 by Hank Coca's Furniture Discount House, and \$50 from Machinists Union #2225 have guaranteed the success of this project for the sixth straight year. SJ Chapter members will gather at Ben Garza's home on the evening of Friday, December 22 to assemble the boxes, put the turkeys, canned goods and other food into the baskets and enjoy an evening of fellowship. Membership Chairman Al Pelayo has promised lots of delicious menudo and cold beer for the working party. The following morning, bright and early, Forumeers must drag themselves out of bed and get to the job of distributing the baskets to the needy in the area who have been selected to receive a San Jose GI Forum Christmas Basket.

We wish to publicly thank the many local merchants who have contributed very generously to this project this year and in the past.

MID-YEAR CONFERENCE IN FEBRUARY

San Jose Chapter Chairman David Sierra announced recently that the Mid-Year Conference of the American GI Forum, being held on the west coast for the first time ever, will take place on Feb. 24th at the Ste. Claire Hotel, Market & San Carlos Streets. The San Jose Chapter will welcome delegates from all over the country on Friday with a reception at the hotel. Business sessions will commence on Saturday morning at 9 AM with a welcoming message by San Jose Mayor Ronald James. That evening, the San Jose Chapter Beauty Pageant will unfold at the luxurious Starlite Ballroom. Guest of honor will be American GI Forum National Queen Rosalie Renteria from San Bernardino, California. Also expected to attend are delegates from all over the country who will be here for the Mid-Year

WELCOME to Bob Melendez and Louis Cobarruvias, our new members. CONGRATULATIONS to Pat Vasquez on his efforts as head of the SJ Chapter Civic Affairs Committee.

(continued next page)

QUESTION OF THE WEEK: If Peace on Earth, Goodwill Toward Men means peace on ALL of the earth, including Vietnam, why do people get all upset about other people demonstrating against the war in Vietnam?

DEAR LBJ: Please declare Sacramento a disaster area. Send another Governor immediately. If no governors available, send an actor who can play the role.

Thank You.

La Internacional **TIENDA de ABARROTES**

MASA PARA TAMALES

HOJAS = CHILES

Toda Clase de

ESPECIES - Todo lo necesario para los días FESTIVOS!

Ordene Con Tiempo!



258-4702 1884 Alum Rock Ave.

THE STORE

5-J MARKET

Cor. King Road & San Antonio St.

TAMALES 5/\$1.00 (Every Day)

Bologna Fresh Sliced 2 lbs. x .99¢

GROCERIES - BEER - WINES - MEATS

FRUITS and VEGETABLES

MENUDO todos LOS DOMINGOS!

GUERRERO'S TV

REPARACION DE TELEVISORES
BLANCO Y NEGRO
Y DE COLOR

Televisores Usados desde \$29.95

GARANTIZADOS

Llamadas a Casa \$3.50 en San Jose

Tel. 286-1675 401-A KEYES ST.

MAG GUERRERO

Catering Service



Servicio de Comida
para Bodas - Banquetes
Picnics - Barbacoas

Carmelo Hernandez
Chef

Res. 251-9058

Farrell's 97 N. First St. 293-2202

McCullough Chevrolet

CHEVROLET and OTHER CARS

NEW and USED

FACILIDADES BANCARIAS

Le podemos arreglar Financiamiento
COMPLETO en su COMPRA!

"Estamos Aqui para Ayudarle"

Glenn Garcia - Jim Duffy

Telefonos: 538-0650 o 581-5717

24900 Mission Blvd. Hayward, Cal.



ALAN A. ALAMEDA

HONESTIDAD Y CORTESIA

TELEFONO 293-0073

600 S. 2ND ST. SAN JOSE, CALIFORNIA

AGENCIA DE INHUMACIONES CASA FUNERARIA

Mission Chapel

RANCADORE & ALAMEDA

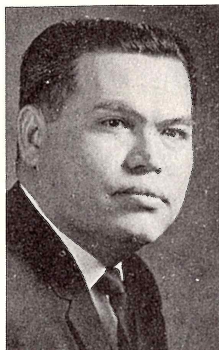
SIRVIENDO A LA COLONIA DESDE 1933

EN QUIEN PUEDE UD, DEPENDER
EMBALSAMADORES REGISTRADOS

ABIERTO 24 HORAS

SE HABLA ESPAÑOL.





HUMBERTO FLORES
REPRESENTATIVE



John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



ARTURO GARCIA
REPRESENTATIVE



EXCENTRICO takes great pleasure
in presenting Mr.
EDGAR BRAVO
popular disc jockey with
RADIO KOFY

In photo he appears with his
lovely wife.

richard diaz photo

Frank's ENGINE REPAIRS

SE LOCALIZA EN CARTOWN AUTO CENTER

OVERHAULS \$75.00 6 Cyl. V - 8 \$125.00

INCLUYE Anillos, Rod Bearings, Valvulas Reground, Aceite, Gaskets y Trabajo
Con GARANTIA DE 4,000 millas o 90 DIAS

Tambien tenemos Servicio de CRANKSHAFT Reground y Rebore en Motores
Con EQUIPO NUEVO y MODERNO.

SERVICIO COMPLETO DE MACHINE SHOP

Facilidades de Pago - Free Towing !

Telefonos: De Dia: 241 - 4232, De Noche 241 - 2059
3229 EL CAMINO REAL SANTA CLARA, CALIFORNIA

Grandes Especiales en todos sus Departamentos



**Productos MEXICANOS de PRIMERA Calidad
A Los Precios Mas Bajos de Plaza!**

SE HABLA ESPAÑOL
Se Cambian Cheques
del trabajo y Welfare
con identificacion propia

TRATO CORTES
Aire Acondicionadas
Estacionamiento
GRATUITO.

CROWN da la Bienvenida a todas las personas de habla Hispana

PORQUE SIENTE QUE LA COMUNIDAD
MEXICANA MERECE COMPRAR EN
LAS MEJORES TIENDAS.

CROWN DA ESTAMPILLAS EASY
Y REDIME CADA LIBRO
Por \$2.00 (dos dolares)

MUCHAS PERO MUCHAS OTRAS ESPECIALES

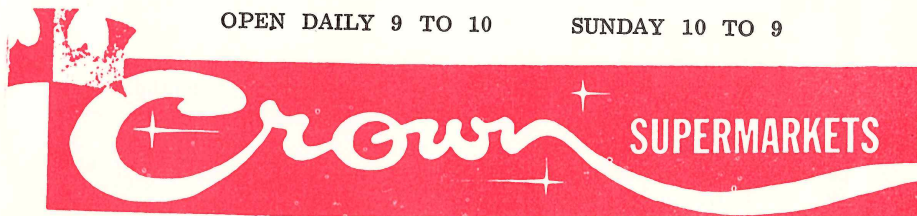
MASA PARA TAMALES QUESITOS PATITAS de PUERCO y RES

CABEZITAS de PUERCO y BORREGO MENUDO (Fresquestto)

HARINA LA PIÑA FRIJOL PINTO (Nuevo) TODA CLASE DE CHILES

OPEN DAILY 9 TO 10

SUNDAY 10 TO 9



1580 Almaden Road

1371 Kooser Road

2858 Almaden Road

2889 Senter Road

3475 McKee Road

Winchester & Williams Rd.



The Mayfair Area INTERIM ZONING FREEZE By John De Heras

Member of the
San Jose Planning
Commission

The rapid progress that has been made by the City of San Jose in its efforts to bring to conformity all areas of San Jose has been well demonstrated in the policy statement and interim land use plan for the Mayfair area of San Jose.

As a result of a study by the joint City-County Planning Committee recommendation on Dec. 14, 1966, an effort to more clearly describe the socio-economic conditions with which citizens of the Mayfair area are faced, was made from the 1966 special Census. Briefly they are as follows:

- 1 - A large proportion of minority citizens.
- 2 - Low income.
- 3 - High family size.
- 4 - High unemployment
- 5 - Less than half of the dwellings owner occupied.

In view of the foregoing study, it was opinioned that there was an approaching crisis and that opportunities to avert the crisis existed. A broad based approach could continue to be fostered with the entire life situation of the low income person needs to be considered, and if any part, to be improved.

In the studies made by the County and city Planning Commission's committees, various factors were brought to light which would assist in the acceleration of the program and I will list them briefly from the report:

1. Direct involvement of the low income and minority persons in the process of improving the Mayfair area and the development of a sense of attachment to the rest of the Community.
2. That the first step in helping solve the approaching crisis is the establishment of physical development policies. Im-

provement of the physical environment is a key function of City and County planning. However, in the Mayfair area, this should not be sought as an end in itself but as a means of improving social and economic conditions. In this medium, the Federal Government recognizes the fact that one of the conditions contributing to blight is incompatible land uses and poor and loosely enforced zoning regulations. The proposed plan and policies attempt to alleviate this condition and prevent further blight.

3. As a result of the proposed zoning, and establishment of a General Neighborhood Renewal Program (GNRP) will effect more basic and significant changes.

As further results of the study, the San Jose City Planning Commission met at the Mayfair School on Jan. 24, 1967 and made official acceptance of the proposed land use plan. The San Jose City Council followed suit on Feb. 7, 1967, the Santa Clara County Planning Commission on Feb. 1, 1967 and in turn were followed by the Santa Clara County Board of Supervisors on Feb. 21, 1967 in essence the following zoning policy was instituted and I quote:

"The Mayfair Area is an older urbanized area located in the eastside of the City of San Jose. It is approximately one square mile in land area and surrounded by three major highways: The Bayshore, the future Capitol Expressway, and the Alum Rock Avenue.

This neighborhood has been the object of much concern by the City of San Jose, the County of Santa Clara, and the citizens living within the area. The mutual desire of these three groups has been to establish a guide for action through the process of investigation and evaluation. The result has been the establishment of major guide lines for improving the physical and social environment of this area.

The attached report sets down the Physical Development Policies and an Interim in Land Use Plan which are the first steps in this environment improvement program. These policies and this plan have been adopted as a guide for deci-

(continued next page)



Art Martinez MENS WEAR

LOS ULTIMOS ESTILOS EN ROPA
PARA CABALLERO

SILK AND WOOL

1 BUTTON CONTINENTAL SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS
ROUGH RIDER - Slacks and Sport Coats
PENDELTON SHIRTS

DON LA ENCANTADORA GAY y ART
LE ATENDERAN CON TODA CORTESIA

293-3236 290 S. First St.

ABIERTO

LUNES, JUEVES, VIERNES

HASTA LAS 9 P. M.

ART MARTINEZ

FIRST NATIONAL
AND

BANK OF AMERICA

CHARGE PLANS



BAPTISM

On Nov. 11, 1967 Little Gene Lee,
daughter of Mr. Carlos and Mrs. Dolores
Soberanes, was baptised at the Holy Tri-
nity Church. Her God Parents are Mr.
Manuel and Silvia Moreno.

LEITER STUDIO



El Excentrico

PLEASE REMIT \$2.99
CHECK _____ MONEY ORDER _____

FOR ONE YEAR'S SUBSCRIPTION TO EL EXCENTRICO

292-4273 274 TERRAINE ST. SAN JOSE, CALIFORNIA 95110

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

- Subscription Blank -

Greetings to All



CANDY VELIZ



CARMEN RODRIGUEZ



LEO PIACENTINI



PETE ROJAS



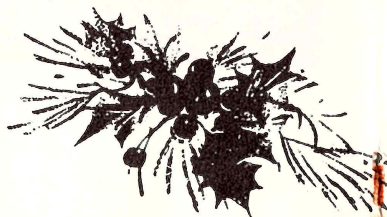
GIL COCA



PHIL RODRIGUEZ



HECTOR ESPARZA



FH Furniture
82 E. SANTA CLARA



HANK COCA



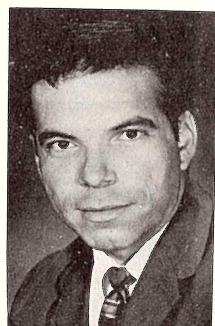
LOUIE COCA



JOE SANCHEZ



GLORIA PORRAS



RENE DE LUNA



PAT PEREZ



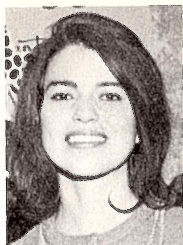
RAUL GUILLEN



HENRY NAVARRO



Viscount House
SAN JOSE CORNER OF
THIRD STREET



MARGARITA
ALDAMA
SEREDIN



La Asociación para el Desarrollo de Negocios Pequeños (ADNP), es una organización permanente que se ha formado para mejorar el manejo de negocios. Se desea incluir todos los comerciantes y organizaciones interesadas en el éxito de estos negocios en esta Asociación.

El principal fundamental del sistema económico es el de mercados libres y el requisito necesario de entrada y movilidad es que los mercados sean disponibles para toda persona - sea como comprador o vendedor - en términos iguales y sin discriminación.

Es la meta de la Asociación de preservar y animar el concepto de mercados libres y de oportunidad.

Sin esta institución de mercados libres la libertad de empresa, competencia y libertad de contrato pronto se desaparecería.

La Asociación cree que el negocio presenta excelentes oportunidades a la población de habla española, no solamente para los dueños y gerentes de negocios, pero también para los empleados de esos negocios y al mismo tiempo beneficia a la comunidad en donde se localizan estos negocios. Lo siguiente es una declaración de la Asociación:

Numerosos y productivos negocios de habla española son necesarios en la comunidad de habla española.

El comerciante de habla española puede ser servido eficazmente, solamente por involucramiento de la comunidad con acción dirigida a cumplir sus necesidades peculiares.

La (ADNP) somete que el futuro progreso de los comerciantes de habla española está en mejores manos con una organización totalmente dedicada ha este grupo que ha sido desatendido por demasiado tiempo.

BENEFICIOS:

1. Promoción de los intereses para el desarrollo de negocios pequeños.
2. Una carta con anuncios sobre corriente cambios económicos y como afectan negocios pequeños.
3. Programas educativos para el comerciante en pequeño.
4. Juntas en problemas sobre el desarrollo de negocios pequeños.
5. Información sobre servicios disponibles para comerciantes.
6. Información sobre financiamiento para negocios.
7. Información sobre oportunidades en negocios pequeños.

OBJETIVOS:

1. Proveer para el bienestar general de los comerciantes en pequeño.
2. Promover educación en negocio continuo, servicio de consejos y ayuda financiera para el comerciante.
3. Informar a los miembros de cambios en la economía sea de la ciudad, del estado, de la nación, y cómo estos cambios afectan su negocio.

COMO PUEDE SER MIEMBRO UD. O SU ORGANIZACION:

Para ser eligible para miembro, Ud. debe expresar su interés en los más de 5 millones de negocios pequeños en Los Estados Unidos y remita la cuota de miembro de acuerdo con las dos clases de miembros.

- A. Comerciantes - \$ 10.00 por año.
- B. Organizaciones - \$ 100.00 por año.

Si desea más información llame a Mrs. Margarita Seredin al Small Business Development Center.

Teléfono 298 - 3977.

Prospero
Año





Sr. Lupe y Sra. Evangelina Gonzales
Sr. Martin y Sra. Alttagracia Sandoval
participan a Hd. el enlace
de su hija e hijo

Evangelina y Israel

Y tienen el honor de invitar a Hd. y a su apreciable
familia, a la ceremonia religiosa que se verificara el
Lunes 25 de Diciembre, a las 2:00 p.m.
en la Iglesia Monte Carmelo. James Ave.

Redwood City, California 1967



Agencia DE CASAS

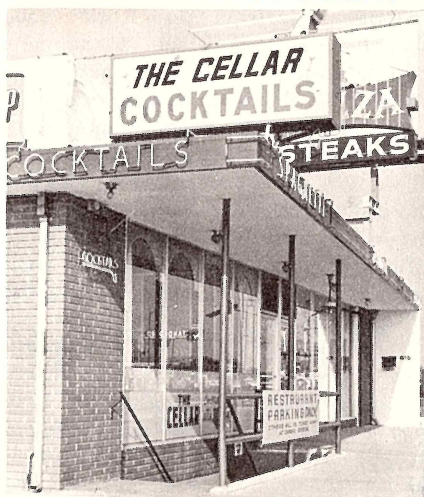


Blanca y Jose J. Alvarado
Asuntos de INMIGRACION
Traducciones - Notario Publico

Tenemos toda clase de propiedades de Venta
en diferentes distritos al alcance de todo
bolsillo. Visite nuestras oficinas.

Jose J. Alvarado
297-1339 1190 E. Santa Clara St.

**DANCING FRIDAY and SATURDAY
TARDEADAS EVERY SUNDAY**



CONJUNTO NORTEÑO

Your Hosts Rocky & Sammy Lopez

Tel. 251-9774

STORY ROAD & CAPITOL



VOL. 19, No. 4

DECEMBER 20, 1967

HUMBERTO GARCIA
PUBLISHER - DIRECTOR

BERT GARCIA
GENERAL MANAGER

MARY ROGERS
STENOGRAPHER

MANUEL FERNANDEZ
PRODUCTION

AMERICAN GI FORUM

RICHARD DIAZ

CLUB SAN FELIPE

MA. DE LA LUZ SANCHEZ

CLUB RIVIERA

DANIEL SALDAÑA

CLUB ZANZAREE

CATALINA BARRAGAN

ANGIE CORONADO

RUDY BELLOUMINI

EL EXCENTRICO IS PUBLISHED SEMI-MONTHLY
ON THE 5TH AND 20TH. SIGNED OPINIONS AND
IDEAS EXPRESSED IN THIS PUBLICATION ARE
NOT NECESSARILY THOSE OF IT'S MANAGEMENT
NOR SPONSORS.

PUBLISHED BY

GARCIA'S PRINTING
292-4273 274 TERRAINE STREET
SAN JOSE, CALIFORNIA 95110

sions on proposals for development during the interim zoning freeze. The interim zoning freeze limits all new construction away from Alum Rock avenue to single family dwellings. In the unincorporated area, other uses may be allowed if the Board of Supervisors grant a special use permit. The interim zoning freeze is not effective until Jan. 1968".

The above zoning freeze was put into effect to permit proper evaluation by all parties concerned. Among these were policies recommended by the Mayfair Citizens Committee and I again quote from the report:

- 1) "That the local citizens' group be notified when a new development or rezoning is applied for. This could possibly be done through the office of Com. Develop-
- 2) Existing land uses will remain as legal non-conforming uses. The plan describes only what NEW development will be encouraged or discouraged.
- 3) The final plan, also to be prepared in consultation with local citizens, should include careful consideration for parks, open space, and provisions for their development.
- 4) In granting a rezoning, special consideration should be given to the effect it may have on the entire Community, bearing in mind the special nature of the problems and socio-economic conditions of the Mayfair area."

In keeping with the above, a meeting was held last night Dec. 14, 1967 at Mayfair School. In attendance were the Honorable Mayor Ronald James, Councilman Joe Colla; San Jose Planning Commissioner Dr. John de Hera; Luis Juarez, San Jose Community Relations Director; Stanley Twardus, Executive Assistant to the City Manager; Eldon Erickson of the City Annexation Division; Jerry Seredin, who outlined the proposed changes last night and member of the San Jose City Planning Staff; Bob Carlson and Roger Mobley of the City Planning Staff representative of various Mexican American organizations.

Some time in late January there will be a public hearing before the San Jose City Planning Commission and which time I invite you to attend and inform the

San Jose City Planning Commission of your thoughts. We must not forget that we are a representative form of government and that all due process before the law will be protected in the public hearings.

In closing I wish to thank the San Jose Planning Staff for their hard work efforts in properly researching the area and it's need. The City's interest in this area was indeed manifested by the number of City officials who attended to explain and participate in the description of the proposed zoning. It is also important to remind you at this time that the proposed rezoning map as presented by Mr. Jerry Seredin of the San Jose Planning Department was only a tentative map which means that it will be subjected to a public hearing before the San Jose City Planning Commission and after which the Planning Commission can approve it as presented or after it; that it's recommendation then goes before the San Jose City Council for final approval or changes at that elected body may see fit to do so.

If you need copies or other information regarding the above, please call 292-3141 and ask for the San Jose City Planning Department and they will supply you with the information and literature.

At last night's meeting it was stated by Mr. Stanley Twardus that the cost for the San Antonio storm drain program and specifications would be \$850,000.00 but he informed me today that it was incorrect and that the true sum would represent \$80,000.00. Mr. Twardus also asked me to advise you through this article that all property owners in the affected area will be notified in advance by mail as to the public hearings, on the Mayfair Area Rezonings.

MERRY CHRISTMAS

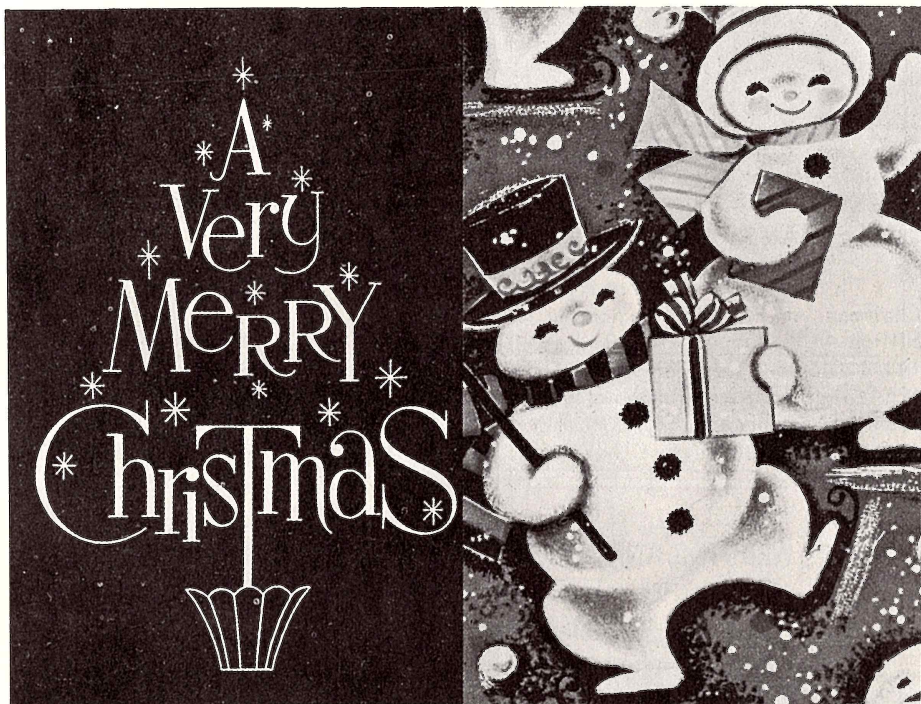
HAPPY
NEW YEAR !





Mercados Para
Los Latinos

Complete Line Of Mexican Food



TODOS TRATAN de IMITARNOS pero SOLAMENTE HAY
UN ELEFANTE COLOR DE ROSA PARA UD.

Compre toda su Provision en los Mercados que verdaderamente
le ECONOMIZAN DINERO Ud. AHORRA, Ud. GANA !



CARNE FRESCA - MENUDO - TRIPITAS de LECHE Etc.

ELEFANTE COLOR DE ROSA

Open Until 12:00 p.m.



Fruits & Vegetables at Farm Prices

400 S. KING RD. SAN JOSE, CALIFORNIA 1098 N. FIRST ST.
259-9902 293-9843

EL FOTOGRAFO de LAS ESTRELLAS

★ ★ ★
RICHARD DIAZ
292 - 3294



ALL - STAR 4 - H BANQUET BID

Is delivered to Board of Supervisors Chairman Sam P. Della Maggiore by 1966 Hilltop 4-H Club All - Star Penny Kelly 14300 Clayton Road, San Jose. The six 1967 All - Stars were selected at the annual countywide dinner Saturday, December 9th 6:30 p.m. at Sweden House, Auzerai St. San Jose.



*Season's Greetings
and best wishes for the
New Year*



30 YEARS WEDDING ANNIVERSARY their 30th year of wedding bliss.
On October 28th of this year Mr. and They make their home in Hayward.
Mrs. GREGORIO LOPEZ celebrated





Miss Cristina Lucero, daughter of Mr. Adan and Consuelo Lucero, exchanged wedding vows with Mr. Jose Murillo, son of Mr. Magdaleno and Guadalupe Murillo, on July 1, 1967, at the Holy Family Church. Services were rendered at 11:00 A.M. The reception and dance were held at the Eagles Hall.

Those participating in the wedding are as follows: Juan Murillo, Rafael Murillo, Robert Pagaduan, David

Lucero, Lalo Garcia, Jose Heredia, Jose Heredia, Jose Luis Aguilar, Jose Carranza, Richard Pagaduan, Guillermo Pintor, Angie Mercado, Rosie Davila, Velia Garcia, Elidia Heredia, Diana Lopez, Eva Garcia, Ortencia Zapien, Lydia Zapien, Rosie Sanchez, Mary Vera; Flower girls - Linda Mendez and Leticia Lucero, Ring bearer - Bobbie Murillo.

The couple planned their honeymoon in Mexico.

LEITER STUDIO

Angelique's Beauty Salon

LOLA GONZALES, MGR.

Open Sundays & Evenings
FREE PARKING
AIR CONDITIONED
SE HABLA ESPAÑOL

Tel. 259-2100
1120 KING ROAD



EL AMIGO CAFE

AURELIO
MELGOZA
e hijas
para
atenderle



CERVEZA Bien Refrigerada de todas Marcas
Comida MEXICANA - AMERICANA

297-4669 167 W. San Fernando



Tel. 286-9771

REPARACION DE TRANSMISIONES
Completa Reconstruccion
Precios Justos - Trabajo Garantizado
GRATIS! Inspeccion y Prueba

Apreciamos su Patrocinio!
SE HABLA ESPAÑOL

Dependable **Transmission Specialists**

452 W. SAN CARLOS ST. - ENTRE DELMAS Y GIFFORD

THE SAN JOSE GOALS COMMITTEE

What is it? What does it hope
to Accomplish ?

San Jose is a Sleeping Giant
With Growing Pains !

Population is expected to double in about 15 years - to 800, 000 people! This means there will be two people for every one you see now, two houses for every one you see now, more than two cars for every one you see now.

The question is: Will San Jose be just a "big, overgrown town" or a "great city?" In 1965 the City Council established the San Jose Goals Committee - a group of 100 dedicated citizens who have entered the new era of citizen participation for community development. Through this Committee, individual citizens are shaping the future of San Jose.

Where is San Jose going? What is it to become? What do we want it to become? These questions are being carried into the many meetings, discussions and debates of the Goals Committee, which was set up to provide a blueprint for guiding San Jose's growth.

We have the potential to build a great city. But some questions will have to be answered before we can move ahead forcefully in the right direction. How can we get rid of congestion and smog? How can we prevent development of ghettos and blighted areas? Should we build low income housing throughout the community? How can we provide good housing for our older citizens? Do we have enough parks? Should we have a few large parks, or many small neighborhood parks? What kinds of activities should be downtown? Can we have a strong downtown "core area?" Should we have a major sports complex in San Jose? Should we have a convention center to bring in new business? How can we improve our transportation system, our communications? How can we eliminate discrimination? How can we provide employment for all residents? What cultural activities and facilities do we need? How can our rich Spanish heritage be develo-

ped to provide interest and identity for the city?

In order to find answers to these questions, the San Jose Goals Committee has formed nine subcommittees to work individually in the following areas of community development:

Culture, Economic Development, Housing, Government, Human & Social Development, Metropolitan Core, Parks & Recreation, Public Services & Facilities and Transportation.

At the end of January, the nine subcommittees will give their recommendations to the Coordinating Committee, which will work the nine reports into one complete, coordinated Goals Proposal, to be submitted to the City Council in March. Subcommittees and the Coordinating Committee are working together to set priorities for action.

NOW IS THE TIME for everyone in San Jose to Think and talk about our city's future, and to get ideas and suggestions to the Goals Committee. What are your ideas and thoughts? Write them down and submit them to Don de la Peña at the San Jose Planning Department, City Hall, First and Mission Sts.; phone 292-3141, Ext. 511. You may call Don de la Peña for more information if you wish.



SEASON'S
GREETINGS !

Ideal BARBER SHOP

Abierto Diariamente
9:00am. a 6:00 p.m.

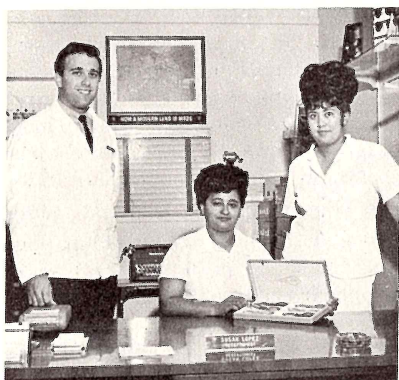
CERRADO LOS
DOMINGOS

Corte de Pelo \$2.00

Sebastian Hernandez
Al Grijalva



295 - 2688 38 N. Market St.



Dr. LAWRENCE STERN OPTOMETRIST

EXAMEN CIENTIFICO

El Dr. LAWRENCE STERN le ofrece
una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS

ABIERTO: Lunes a Sabado de 9:00 a.m. a
6:00 de la tarde.

Se Localiza en el edificio de Kay's Jewelers

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

PAGOS FACILES

295 -4805 67 S. FIRST ST.

PAYS HOMAGE TO VIRGEN DE GUADALUPE in Mexico City

Sgt. Adaauto Flores, Jr., recently
returned from Vietnam. After having
served 1 year of active duty.

His parents Mr. and Mrs. Adaauto
Flores, Sr. took their son to Mexico City,
to pay homage to the Virgende Guada-
lupe.

LETTER STUDIO



PAUL CUIEL



MANUEL MARTINEZ

FOR A
BETTER
DEAL



LENA MANRIQUEZ



JOHN BRECKER



SAL MOSQUEDA

SEE US: FOR BUYING or SELLING
YOUR HOME !

LOANS - INVESTMENTS
NOTARY PUBLIC

Town & Country Realty

251 -3626 1666 E. Santa Clara St.



AMBROSE
BALCAZAR



Club Zanzaree

CONNIE GARZA



happiness of the Season

Sending a special wish your way, for everything it takes to make a perfect holiday. Merry Christmas and Happy New Year from all the girls of Club Zanzaree.

CONGRATULATIONS!

To Chick Gonzales and Dolores Hernandez who will say their marriage vows January 13th. To Armida and Manuel Chacon who were wed the 23rd of December. The best of luck to all of you.

To Lydia and Art Walker owner of the Discorama Record Shop who are proud parents of a nine pound baby boy named Edward James.

VACATIONING!

In Mexico City Marcie Mora.

Marcie was supposed to return in one month, notice I said was supposed to—but from what we hear, Ay la vida es pura VIDA!

Also in Mexico City is Armida and Ray Cabello.

Sally Navarro and Olga Burciga decided to spend Christmas in San Antonio, Texas.

GET WELL SOON!

To Lydia Navarro and Wester Sweet, a very speedy recovery through these holidays, they will undergo minor surgery.

BAILAMOS???

The discovery of the Continental Gents is one of the best yet. Under the management of Pete Herrera. Also featuring the fabulous Bobby Escobedo.

Dear Friend:

This letter was started by a woman like yourself in hope it will bring relief and happiness to tired and bored housewives like yourself. Unlike most chain letters, this does not cost one red cent. Simply send a copy of this letter to five of your friends who are equally bored and tired. Then bundle up your husband and send him to the woman whose name appears at the top of the list. In time you will receive 116,728 men. Some of them are bound to be a heck of a lot better than the one you have now.

Have faith, **DO NOT BREAK THE CHAIN.** One woman did and she got her her old man back!

Hopefully yours,
Liz Taylor
Carol Baker
Rita Hayworth
Christine Keeler
Ava Gardner

P.S. At the time of writing, a friend of mine received 356 men. They buried her yesterday. It took three undertakers, six hours, to take the smile off her face.

Arden's

" Dress For Less "



RACHEL CUEN CASTILLO-MGR.
NORMA MINJARES CARRASCO-CR MGR.

Specializing in Children's
and Women's Apparel

295-0805 55 S. FIRST ST.

Coronado's BEAUTY SALON

Especialistas en ESTILO y PINTURA de PELO



En la grafica la atenta propietaria
ANGIE CORONADO

Permanent Wave

\$ **5** .00

COMPLETE PRICE
Tuesday and Wednesday
(ONLY)

ABIERTO de Lunes a Viernes
de 9:00 a.m. a 6:00 p.m.

SABADOS de 9:00 a.m. a 9:00 p.m.

292 - 0055 17 SOUTH 4th ST.



VOLUMES AND
NEGATIVES --- Duane C.
Sharp, Foreman for Erick-
sen Van and Storage Co.,
can appreciate portability
of microfilm compared with
bulky binders of documents.
Shart will help County
Clerk-Recorder George E.
Fowles and Mrs. Helen P.
Leyden, Deputy Recorder
for the vital statistics sec-
tion move this weekend,
along with the entire Re-
corder's staff, to new
quarters in the basement
of the new Superior Court
Building.

Why Rent?

This Home can be yours for only
\$150.00 DOWN

(Cold War Veterans)

Or \$550.00 DOWN (Non Vets)

BRAND NEW WALL to WALL CARPETS

Throughout the House

3 BEDROOM - 2 BATH

DOUBLE GARAGE - FIREPLACE

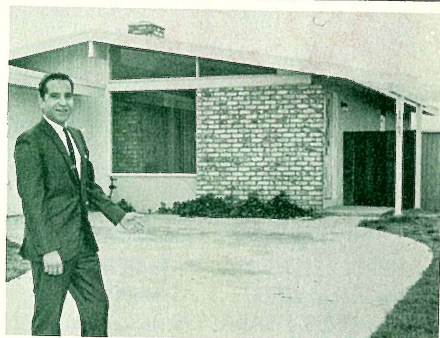
FULL PRICE \$15,750

Several Models to Choose From !

Lynette Realty Co.

2175 THE ALAMEDA

SAN JOSE



ALFREDO M. JUAREZ

241-2414

Day

286-2438

or Night



Mr. and Mrs. Carmelo Hernandez
request the honour of your presence at the
marriage of their daughter

Nancy

to

Mr. Nick Joseph Sanchez

Son of Mr. and Mrs. Nicolas Sanchez

On Saturday, January 27th at 2:00 in the afternoon at
Saint John Vianney Church.

San Jose, California 1968



Nancy is a native of this city, graduated from Mt. Pleasant High School and is planning on a Nursing Career. Her father, Mr. Carmelo Hernandez operates his own CATERING SERVICE operating out of FARRELL'S 92 N. First St.

Nick is a native of Roseville, California has resided in San Jose for the last 16 yrs. Attended City College.

LAS CAZUELAS



CARMEN
GONZALEZ, Prop.

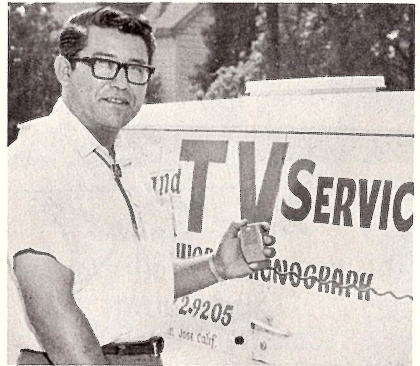
Lo Mejor en Comida Mexicana

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

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

297-6370 30 S. SECOND ST.

Frank's Radio & TV



FRANK ZAMORA, PROP.
SERVICIO DE REPARACION Y VENTA

TV HI-FI SERVICE Radios Custom Work
Phonographs All Work Guaranteed
ANTENNA INSTALLATION for U.H.F.
:- For Channel 36 :-

FIRST NATIONAL - BANK AMERICARD
292-9205 349 WILLOW ST.

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.



From EXCENTRICO'S outstanding
PHOTOGRAPHER

RICHARD DIAZ
and his lovely spouse
VERA DIAZ



La Res Beauty Salon

The holly looks gay at the doorway
The candles send out a warm glow
But what makes a Christmas jolly
The folks we are happy to know

LUPE REBECA LOPEZ, Owner



9 S.26th Street

Tel.295 - 2674

San Jose, California

La Comunidad De San Jose

Por
ANGIE CORANADO



POSADAS



Esta noche he llorado por mi pobre Judía. Con sus pies pequeñitos paso a paso camina. Tiritando de miedo por la calle sombría.

Con su capa gastada San José la cobija. Con sus manos de obrero calienta sus manitas. Es inútil empeño, sus manitas están frías. No hay calor en la tierra se ha helado la campiña.

No hay calor. Otras madres en sus alcobas tibias dan a luz a otros hijos.

Mientras que ella; mi Virgen en la calle tiembla mi Judía.

Por haberle negado aquella Peregrina un rinconcito pobre donde nazca la Vida.

Cada estremecimiento y cada sacudida su cuerpo bendito lágrimas de agonía; tendrá para estas madres y hombres el Señor; por su reguera maldita.

Por la espada de Herodes descenderá su era.

Se han cerrado las casas de la tierra escogida y en el frío de la noche va temblando mi Judía. Esta noche ha llorado mi pobre Virgencita.

LA NOCHE BUENA

La noche buena es virtud de la humildad es la piedra angular de la paz, amor y humildad.

La Navidad es la fiesta de los humildes, la fiesta de los niños y los pobres.

El corazón es el lugar, es el pesebre sucio y frío. El corazón es el rincón donde el Niño nace como lo hizo aquella noche de Belén, pero al volver a nacer El nos transforma el corazón nos purifica.

La nieve es nuestro símbolo.

La luz nuestra señal.

El Amor nuestra marca.



Lo Monaco's

JEWELERS

DIAMONDS - WATCHES - GIFTS



BUD LoMONACO y su Atento Personal
Trofeos y Grabacion de los Mismos
COMPOSTURA de RELOJES

ABIERTO diariamente hasta las 9:00 p.m.

HABRA SU CUENTA de CREDITO !

251 - 4100 2904 Alum Rock Ave.

Dr. Juan De Heras, D.C.

May the
Spirit of Christmas
abide with you
throughout
the coming Year

CY 5 - 5390 II CLEAVES ST.

Post St. Barber Shop

RUDY HERNANDEZ
Announces to all his
friends and clients
that he is now at
this location.

89 Post Street



295 - 9661 San Jose, California

ERNIE'S AUTO SALES



EXCELENTES CARROS USADOS

El Italianito con el Corazon muy Mexicano

297 - 3377 306 N. FIRST STREET

ESTAN CANSADOS de TRABAJOS
MALOS? PRECIOS ALTOS?
Visitenos y quedaran Satisfechos

Notario Publico - Traducciones
Documentos - Impuestos
Cartas - Contabilidad

TODO TRABAJO GARANTIZADO



Bookkeeping and Tax Service

Philip Rivera

1617 -A EAST SANTA CLARA STREET
San Jose, California 95116
Telephone 259 - 3146

La Rosa **PHARMACY**



MARIA LA ROSA PROP.

NOS
EXPECIALIZAMOS EN **Recetas**

Preparadas EXACTAMENTE segun su
MEDICO INDIQUE

FREE DELIVERY S. & H. GREEN STAMPS
Laboratorios D'FRANCIA

CERRADO LOS DOMINGOS

294-5030 56 W. Santa Clara St,

CRITICAL SOCIAL



FOR
RUDY
BELLOUMINI



HOW DO YOU FEEL ABOUT MIXED MARRIAGES ?

Celia Roman - I don't believe in them! People should marry their own kind. As a Mexican, I would rather marry one of my own. If we don't have the same cultural background and nationality, there will be trouble. As far as I'm concerned, there is nothing like a Chicano for a good life, even if he is hard to get along with, sometimes.

Luz Lopez - I don't care if he is an Italian, if we understand each other; that is what counts. Just as long as he is of the Latin Type, I'll marry him.

Bart Curto - I don't think they are good. According to my Religious Belief, "Each to his own kind," because although adults when they first marry, feel they can solve their problems, later in life they and especially their children find it more difficult to enjoy daily happiness.

Emiko Azama - Fine, the only two people that it matters to is the ones that are involved. As long as they love and understand each other, what difference does it make to others?

Andy Andrews - I don't believe in them! As far as the husband and wife, it's O.K. but it could affect the children in several ways.

Johnny Miranda - I have no objection to them. If I'm in love with her, I don't care how anyone feels about it; I'll marry her. After all, I'm the one who has to support her.

Benny A. - Personally, I feel that I would prefer my own Mexican decent. Because of our customs, culture, traditions and especially since we like to eat the same foods. But don't get me wrong, probably a smart woman can convince me very easily. I have no will power when it

comes to women!

Cora King - Depends on the individuals involved, if they are in agreement with each other. As long as there are no children involved, it doesn't make any difference in their race or color.

QUESTION FOR NEXT ISSUE:

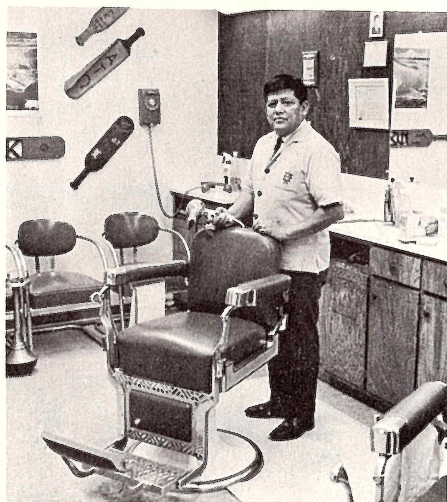
As a recipient of the Welfare Department do you feel discriminated by your social worker? If you would like to express your feelings on this matter, please contact Richard Diaz, CY-2-3294. Your name will be withheld.

Suggestion for a Xmas gift: Especially for those that have everything... "A HIPPIE BELL".... ever seen a COW wear one?



**MERRY CHRISTMAS
and a Sober
NEW YEAR !**

Jim's Salon of Hairstyling



By Appointment 293 - 2747

JIM GARCIA, OWNER

(IN MOSHER'S LTD.)

3rd & San Fernando Sts.

No Olvide Ud. que la FAMA que tenemos nos la ha dado la CALIDAD de
Los Productos Que Vendemos.

OZUNA

Ventas al Mayoreo y Menudeo-Surtido completo
de mercancía importada de México

Este pendiente a la Apertura de nuestro SUPER MERCADO

Masa para Tamales - Hojas - Especies

ORDENE SU MASA CON ANTICIPACION !

Toda Clase de Chiles - Carne de Puerco - Cabezas de Puerco
Todo lo que Ud. Posiblemente pueda Necesitar

ABIERTO de LUNES a SABADO 9:00 a.m. a 9:00 p.m.

DOMINGOS 7:30 a.m. a 9:00 p.m.

Todos Los Domingos

Deliciosa Barbacoa de Res
MENUDITO
Acabadito de Hacer



OZUNA PRODUCTS CORP. 375 Prevost St., San Jose, Calif.

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

TELEFONO 293-1773

RAINBOW BALLROOM

Dancing Every — SATURDAY & SUNDAY

CHRISTMAS EVE Sunday, December 24th

CHRISTMAS DAY - FREE DANCE !

NEW YEAR'S EVE Sunday, December 31 st

NEW YEAR'S DAY Monday, January 1st



FRANK DAVILLA
296-0306



*With all good wishes
for Christmas and the coming year.*



Rochelle Rodriguez fue coronada Reina de los CHARROS EL DORADO el Sabado 18 de Noviembre en el Horseman's Association durante el Baile de

Dicho Club.

El Sr. Camilo Granados, presidente de los CHARROS de SAN JOSE de GUADALUPE hace los honores.

Charles Auto Repair

Tune-Up Brakes Ignition Service
Motor Overhaul

Obtain 15% Discount

ON ALL REPAIR WORK

Mentioning this Advertisement

Open Daily 8:00 a.m. to 5:00 p.m.

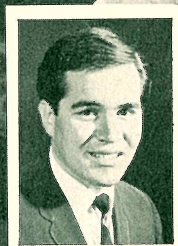
Saturdays 8:00 to 12:00 Noon

SE HABLA ESPAÑOL !



293-2042 27 E. William St.

Carlos Rios, Prop.



bert garcia

*Garcia's
Wedding Photography*

292-4273

274 terraine street

TEATRO LIBERTY

TONY DE MARIA GERENTE

CY 7 - 1456

67 S. MARKET ST.

San Jose, California

EL TEATRO DE LOS (*Premiere*) ESTRENOS



" RAPTO AL SOL "

Evangelina Elizondo - Dagoberto Rodriguez

Un Dia Solamente MIERCOLES 27 de DICIEMBRE



GALLO CORRIENTE, GALLO VALIENTE

Luis Aguilar - Demetrio Gonzalez