



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 12. Num. 4

DICIEMBRE 5, 1961

SAN JOSE, CALIFORNIA



*Ted Cervantez is crowned 1961 "Club Champion" by Lillian Lozano
"Miss Los Amigos Golfing Club of 1961"*

Musica para todas Ocasiones

Los Marcianos

CANTANTES EXCLUSIVOS

Elena y Nando

La Orquesta LOS MARCIANOS se ha con-
vertido en la favorita del publico en todo
el norte de California.

Ud. puede contratarlos para su proxima
Fiesta, Reunion, Baile, Boda etc.

Especialistas en MAÑANITAS

Comuniquese con su directora
en Morgan Hill, Calif.

Elena Escobedo

PR 9 - 3262



ROBERT RODARTE
ELOISE RODARTE



GILBERT SOLAREZ
President club Cuauhtemoc
ANNA DOMINGUEZ



ROBERT GONZALEZ
TERRY MUÑOZ

Cuauhtemoc Formal



Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

Saco Blanco

LA MAS AMPLIA
VARIACION

Saco Azul

Cut Away

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



CY 4-2322

75 S. 2nd St.



FERNANDO TERRAZAS
ROSITA

VANGIE PRECIADO



RAMON GONZALEZ
Diamantina GONZALEZ



RAMON MARTINEZ
NORA TERRAZAS



JOE RAMIREZ
ELENORE SOLAREZ

SAM SANCHEZ
VANGIE PRECIADO



Vickie Gonzalez

ESPECIALES EN

Vickie's HAIRSTYLING

Shampoo y Set \$2.00

Permanente \$7.65

Permanente de Onda Ancha y Rizo Suave
PRECIO COMPLETO.

Esta ESPECIAL es BUENA los días
LUNES - MARTES y MIERCOLES
UNICAMENTE

Durante Diciembre



La Maur

Caprice
Permanent Wave



Esther Medina

Esta a sus Ordenes en
VICKIE'S HAIRSTYLING

Por LAS NOCHES con CITA
o sea APPOINTMENT

CY 7-8552

253 S. 2nd St.

San Jose



FRANK DAVILLA
AX 6-0306
Miembro de la Camara
de Comercio Mexicana

**Paco
Miller**
Domingo 10 de Diciembre
Chico Ochoa
CONNIE CAUDILLO
Dance from 3:00 to 12:00

Rainbow Ballroom



3 Big BANDS

Christmas Eve

Sunday Dec. 24th
DANCE from 2:30 p.m.
to 1:30 a.m.

Carlos Ramirez

Arturo Marcus

Sabado 23

Rainbow Ballroom



CY 2 - 4273 195 DEVINE ST

Publicado los Dias 5 y 20 de cada mes en San Jose,
California. (Condado de Santa Clara).

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

COLABORADORES

AMERICAN GI FORUM
American Legion Post 809
Club BACHELORS
Community Service Organization
Club Elite
RICHARD DIAZ
BOB RODRIGUEZ
Maria de la LUZ SANCHEZ
Club RIVIERA
Club SAN FELIPE
MARIO VAZQUEZ
SIMON VILLA

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



Maria La Rosa, Prop.

Nos Especializamos en **Recetas**

Preparadas EXACTAMENTE como su MEDICO indique

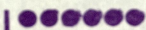
FREE DELIVERY S. & H. GREEN STAMPS
MEDICINAS MEXICANAS CABELLINA etc...
Laboratorios D'FRANCIA
ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.



Presenting

LOS AMIGOS GOLFING CLUB



Benny and Bertha Garza,
Secretary



Los Amigos Golfing Club has been in existence for two years. Recently Ted Cervantez (cover) was presented the trophy symbolic of the coveted title "1961 CLUB CHAMPION".

A party was held at the North Star Hall in Ted's honor and was attended by all the members and their guests. Ted earned the title with his brilliant iron play in a 36 hole match played at Hillview and Pleasant Hills Golf Club.

Joe Garcia was the runnerup losing by two strokes.

Membership in Los Amigos Golfing Club is by invitation and the club has various activities throughout the year such as tournaments, parties, parade participation and its members are usually seen at the top social events held by other clubs.

In the following photographs we meet the members, their wives and some guests attending the annual CHAMPION'S PARTY.

Raul and Dora Sanchez,
Treasurer



BOB and ELSA RODRIGUEZ
President

Abe and Linda Satelo
Tournament Chairman



Mike and Socorro Ybarra
Vice - President



Ted and Letty Cervantez,
1961 Club Champion



(continued next page)

Exciting New Fashions in Eye Wear

**By Dr. STANLEY LADERMAN
and Dr. ROBERT TAYLOR**

OPTOMETRISTS

Seleccionados por nuestra estilista experta Srite
OFELIA CARBAJAL atenta RECEPCIONISTA

Obtenga sus LENTES en Cuenta de CREDITO
Se aceptan First Natl. y Bank Americard

Especialistas en CONTACT LENSES

ABIERTO: De Lunes a Sabado 9:30 a 5:30 p.m.
Los JUEVES hasta las 9:00 p.m.

Se HABLA ESPAÑOL

CY 5 - 0246

204 S. FIRST ST.



Ray Sotelo - Guest
Frank Sanchez - member



Larry and Jo Flores



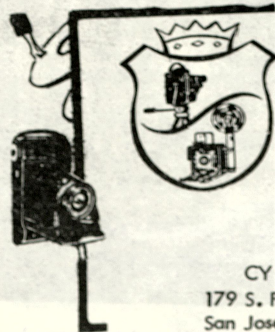
Phil and Phyllis Cruz

Los Amigos Golfing Club

(continued next page)

Centro NUMERO 1 para REGALOS! Regalos!

Royal Par Camera Shops



Todo lo Necesario en el Ramo Fotografico!

CAMERAS - PROYECTORS - MOVIE CAMERAS - ENLARGERS
LIGHT METERS - MOVIE SCREENS etc.

CY 7 - 2908
179 S. FIRST STREET
San Jose, California

CY 4 - 7871
61 E. SANTA CLARA ST.
San Jose, California

YO 7 - 3760
293 CASTRO STREET
San Jose, California



Calistro and Elodia Garcia



Bob and Betty Vazquez
Past President



Marcelo and Pauline Jasso



Charles and Virginia Padilla



Los Amigos Golfing Club



Art and Helen Sanchez



Armando and Alice Guerra
Guests



Oscar and Alice Sotelo



Joe and Carmen Garcia



**CLUB
San Felipe**



Candy Veliz

Charlie Molina a little erk at me for making that nasty remark about him, but in a way he says that it will help him. His crooning days are over.

Joe Bejarano and Julian Quesada on the sick list. We wish them a quick recovery. In the hospital in a more serious condition is Jessie Jimenez. She and her husband Mat were in a terrible accident. Mat and the kids got off with just small bruises. Hurry home, Jessie, before Mat gets all the dishes dirty!!!

Hear say that Johnny Paredes bought a ring for his girl in Texas. Aren't you from Texas, Anna?

MEMO TO DOC:

Joe Bejarano, Lupe Bejarano and yours truly decided to up the date of our departure. We will see you around the 17th, all other things being equal.

Rocky Lopez calls me the mute, but he hasn't heard Ramsey Valdez. Kilo Rabago says that he is riding a little boat and he hates to get off. But he hasn't had a vacation and he MUST have some leisure time. P.S. Kilo hasn't worked since 1954..... He must be related to Benny Villarreal. Benny quit his job 4 years ago to go to Del Rio y todavia no hay nada.

Juan Diego appeared in RAY'S PLACE in the form of Art Ramirez. After scolding partner and employees you could hear a pin drop.

Carmen Molina has such a cute nose that it is highly recommended that she get it insured.

Mary Arismendez and Jose Aleman a twosome no more. But inseparable is Rosie Gutierrez and Joe Guardado, Danny Alamillo and Helena Diaz.

But the one that has everybody beat is Jessie Zertuche. Everytime I see him he has a different girl.

Eres un Martin.....

Make plans to attend the Xmas dance at the Rainbow Ballroom, where everybody has a good time. And that's including me!!!!

Terry Muñoz all shook up because of what I said about their dance. Let's eliminate the issue of confusion by commenting that the music was good, the surroundings perfect, but that Teddy Rodriguez can play just as good and Joe Guillen can sing just as loud.

The rumors are that Ray's Place will be under new management in the next month or so..... Art Ramirez and Joe Carvajal will team up..... and that changes will be made..... come around and say hello to Joe and Art..... where everybody is welcome.

Mom always told me that there would be days like these, but she never told me when.

Richard Zertuche received the gold credit card from the Municipal Court. When he gets a ticket he doesn't have to appear. They send him a monthly statement.

I always say good credit is the best asset!!!!



In this picture taken by Mr. Richard Diaz you can see a lot of Del Rioans. Amongst them is Mr. Pablo Zertuche, sober at that.

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



**LATIN AMERICAN
IMPORTS**

Curiosidades y Musica



REGALOS

**Completa Seleccion de DISCOS
REVISTAS y LIBROS**

**COSMETICOS
para hombre Varon Dandy**

CY 7 - 4976 76 W. San Antonio St.

Getting Married?



Something New has been Added....

WEDDING INVITATIONS

PRINTED - RAISED LETTERING

MODERN STYLE of LETTERING

WIDE ASSORTMENT

REASONABLE PRICES



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.

MARTINEZ Jewelry

JOYERIA MEXICANA

SERVICIO de
PRIMERA RADIOS

TODA CLASE de
Grabaciones Venta de Alajas
Composturas
de Relojos
REGALOS !

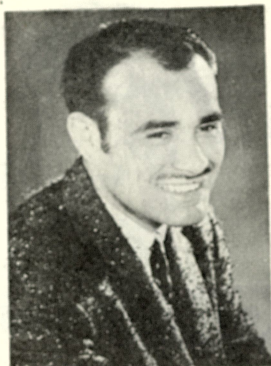
El Sr. ENRIQUE MARTINEZ anuncia
a sus innumerables amistades de la
apertura de su nueva JOYERIA donde
se pone a las ordenes del publico.



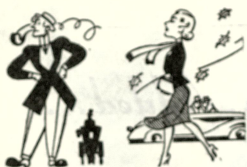
CY 7-5088

87 Post st.

San Jose, Calif.



CLUB *Bachelors*



Gilbert Solarez

Well I guess the only exciting thing that happened this weekend was the orbiting of Enos the chimpanzee into outer space.

Eddy Ramirez wondered why on earth USA officials would send a poor little five and a half year old chimp when we have an ape like Tony Arreola from the BACHELORS CLUB!

"True, true", said Gaspar Espinoza, "We even have a midget, George Plata, who looks and weighs the same as the chimpanzee."

After our Bachelors Club meetings on Wednesday night we usually make it over to Maria's Club on 13th St. Last one there buys the first round.

Rudy Arreola, Bob Gonzalez, Eddy Baltierra, Jess Valencia, and Charlie Molina were already there when Ray Jimenez, Tony Arreola and I arrived. I believe Joe Rodriguez and Gaspar Espinoza bought the first round, then we just rolled for the drinks.

What became of Ray Ordenez? Two of the boys had to take their girls home one Joe Molina and Rudy Belluomini.

PAUL GARY

told me he wanted to see his name in the EXCENTRICO. There you are, Paul.

MEXICAN-AMERICAN BOWLING LEAGUE

Club San Felipe took four straight games from Siesta Taco Bar last Thursday night at Ann Darling Bowl. Keep your chin up, Rocky, your team is trying their best even if you're in last place.

The BACHELORS CLUB lost three games against the champs Cuauhtemoc. Cuauhtemoc and San Felipe are two of the best bowling teams in the league. We still have a long ways to go before the league is over and sometimes the best teams aren't the ones that make the grade.

Mary Sierra holds high game for the girls of 188.

Irene Brooks is second with a 167.

Rafael Rodriguez holds high game for men of 224.

And yours truly holds second at 212.

(There you go again, Gil!)

The crowds are getting bigger every bowling night at Ann Darling Bowl. Here are a few that show up on bowling night: Rudy Arreola, Helen Molina, Joe Molina, Delia Perez, Dick Perez, Anna Dominguez, Art Cuellar, Jess and Cuny Medina, George Plata,

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

Vera Minjares, Joe Rodriguez, Bob Gonzalez, Gaspar Espinoza, Roy Ordenez, Charlie Molina, and Gloria Fuentes.

..... and then we bowled and bowled and bowled and

Luis Molina may mix with Medina

Three cheers for Luis Molina on his triumph over bigmouth Joey Lopes. Over 3000 boxing fans saw Molina pound Loudmouth Lopes around the ring for 8 rounds. Lopes said he didn't want any more, "I've had enough. Give him the fight on a K.O."

Maybe Lopes cried all the way to the bank the next day.

Promoter Abe Acquistapace may sign Benny (THE BANDIT) Medina, Fresno puncher, or Paolo Rasi for Molina's next opponent.

Frankie Ramirez, L. A. welterweight who won over 7th ranked Gaspar Ortega last Tuesday, has two dates here in January, the 9th and 23rd.

Babe Griffin, promoter, intends to show Frankie Ramirez against Tony DeMarco on the 9th. Two weeks later it could conceivably be Virgil Akins.

See you at the bowling alley and the fights.....

Gil.

Presenting Club Bachelors president
RUDY ARREOLA and lovely HELEN MOLINA
photography by EXCENTRICO at Cuauhtemoc
formal dance.



Ideal BARBER SHOP

**BARBERIA
MEXICANA**

CORTE de PELO...\$1.75

SERVICIO de PRIMERA
ADULTOS y NIÑOS

ABIERTO

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

Sebastián y Raul Hernandez
Proprietarios

Lo atenderan con esmero!



CY 5-2688

70 W. St John St.

Belleza es SUYA con Lentes

Del DR. VAL E. SNEED

Selecione Ud. de la **FABULOSA** variacion de Estilos
y Diseños con que cuenta el Dr. VAL E. SNEED

NO NECESITA CITA

PAGOS FACILES

Obtenga el par de LENTES que Ud. tanto necesita con
tan solo decir: **AGREGENLOS a MI CUENTA.**

En la grafica: el Dr. Val E. Sneed y la guapa recepcio-
nista Srita. Norma Reyes.

En Seguida de **KAY JEWELERS**

DR. VAL E. SNEED *Optometrista*

CY 5 - 4805

67 S. FIRST ST.



J. Diaz PLUMBING REPAIRS

ROTOTILLING SERVICE

(MAQUINA para Voltear la TIERRA)

Este servicio **ESPECIALIZADO** que ofrece el Sr. DIAZ
es de **VOLTEAR** la TIERRA acabando con hiervas y
preparar la tierra para sembrados o **LAWNS.**

SPRINKLER SYSTEM

Una vez preparada la tierra, volteandola el Sr. DIAZ
le instalara un **SPRINKLER SYSTEM** para irrigar su Lawn
que es una verdadera maravilla a un precio bajisimo.

TRABAJOS de PLOMERIA

Tal como instalacion de calentadores de Agua, instala-
cion de **ESTUFAS** en fin todo lo relacionado con
el ramo de **PLOMERIA.**



CY 3 - 4791



Abierto - Domingos

11:00 a.m. a 6:00 p.m.

3 Pc. Bedroom Set \$69.00



**3-Piece Curved
Sectional**

\$148

TALESFORE'S

HOME FURNISHINGS

1261 E. Santa Clara St.

CY 8 - 5250



Simon Villa



UNION CITY, CALIF.

Notas del Union City

La organizacion registrada con el nombre de Union City Taxpayers League de Union City, California, verifico su sesion regular el dia Jueves 16 de Noviembre de 1961 en la Decoto School, cuarto No. 13, sito en las calles 6th y H de Union City "Decoto", California, la sesion principio a las 7:30 P.M. y estuvo muy concurrida y animada: procedente de la ciudad de Hayward, estuvieron presentes el Honorable Doctor Ben Rosner y su estimada y culta esposa Lita, quienes de antemano habian sido invitados por el Sr. Enrique C. Rivera, Chairman de la Liga, los honorables visitantes de Hayward y de Decoto, fueron recibidos con benevolencia y al mismo tiempo con una cordial bienvenida.

El doctor hablo algo sobre la medicacion para los ancianos y otros puntos de importancia para el bienestar y salud de los enfermos.

En seguida el comite del alumbrado representado por los señores Carlos Ramirez y Joe Machado rindieron su informe ante la honorable asamblea. Pronto daremos a conocer el resultado al publico. Luego el chairman nombro una comision de honorables damitas para que preparen los refrescos que seran obsequiados a los miembros y visitantes que concurrieron a la sesion. La comision quedo integrada como sigue:

Mrs. Flanders, Mrs. Swartz, and Mrs. Ramirez.

Junta del American GI Forum

En la junta del American GI Forum de Union City (Decoto), California, verificada el dia Viernes 17 de Noviembre de 1961, en el Little League Clubhouse, que se localiza entre las calles 14th y J en Union City estuvieron presentes los honorables veteranos de los Estados Unidos de America, Srs: Eduardo Camunez y Bill Lopez, pertenecientes al GI Forum de la hermosa y gran ciudad de San Jose, quienes fueron altamente recibidos por el chairman Sr. Jesus Alonzo Cardenas y demas miembros que forman el American GI Forum de Union City.

Los distinguidos visitantes hablaron sobre la importancia de como se puede obtener la Carta fundamental de un nuevo GI Forum.

El Sr. Si Villa quien coopero por insinuacion del apreciable y distinguido veterano Sr. Mario R. Vazquez para la organizacion del nuevo grupo, hablo algo sobre la historia de la fundacion de esta organizacion, diciendo:

"Amigos Veteranos, en el año de 1948 en la ciudad de Corpus Christi, el distinguido y honorable Doc-

tor Hector Garcia, queriendo remediar la necesidad de la poblacion de habla española así como las de todas la comunidad, organizo el primer American GI Forum. Habiendo obtenido gran éxito y ahora se han extendido por algunos estados de la Union Americana, seguir adelante y se lograra la formacion de nuevos grupos, deseando a la vez que de cuando en cuando se hable un poco en español dentro de nuestras reuniones para no olvidar la tradicion.

En seguida el Sr. Jesus Alonzo Cardenas, chairman del grupo, acordo festejar el dia de Gracias saboreando un rico pavo y dar gracias a Dios por habernos concedido llegar con vida a este dia.

Al terminar la sesion fueron obsequiados los miembros con ricos refrescos.

Spanish Village



Deliciosos PLATILLOS MEXICANOS

Especialidad de la Casa - Enchiladas y Tamales lo mas delicioso que Ud. se pueda imaginar.

Abierto 11 a 10 p.m. Fin de Semana hasta la 1:00 a.m.

Rudy y Frances Rodriguez, Props.

Elegante Comedor BANQUETES

CY 5 - 9584 93 WILLOW ST.

MADAM Zora

ADIVINADORA

Poseedora de SABIDURIA Para ayudarle en Problemas de SALUD - ENFERMEDAD TRABAJOS - NEGOCIOS Traigame sus Problemas

Esta Sra. ayuda a los enamorados y parejas separadas a que se CASEN o se vuelvan a REUNIR.



CY 5-6210 144 S. 2nd. St.



Chavez - Zamora

El Sabado 21 de Octubre, marcando el reloj las 2:00 de la tarde unieron sus destinos en santo matrimonio la Sta. ELODIA ZAMORA hija de Ramon y Carlota Zamora y el joven RUBEN CHAVEZ hijo de Eduardo y Natalia Chavez, en la iglesia Sacred Family de esta ciudad, oficio el Rev. Jose A. Peña. Elodia es procedente de El Dorado, Texas y Ruben de Chihuahua, Mexico.

Despues de la ceremonia religiosa se les ofrecio una

recepcion en el I.E. S. Hall a la cual asistieron innumerales familiares y amistades.

En la grafica la novia rodeada de su corte son ellas Lupe Anaya, Alicia Zamora, Sally Rodriguez, Alicia Perez, Sussie Dominguez, Johnnie Brown, Mary Hernandez, Ramona Sariñana y su madrina Sussie Dominguez.

RAMIREZ STUDIO

NETTO'S GARAGE

"Servimos bien para
Special volver a Servir"

ENGINE OVERHAUL

Chevrolet 6 - Ford 6 - Plymouth 6 **\$99.50**
Willis 4 Jeep

INCLUDES: Grind Valves & Seats, Hone Cylinder, Mike Cylinder Walls, Crank Shaft Tune Engine - Furnish New Rings (piston pins) Gaskets and Oil.

All work Guaranteed 90 days or 4,000 miles
If engine condition permits.

GRATIS!

Le proporcionamos un carro
para que Ud. no sufra nin-
guna inconveniencia mien-
tras le arregalamos el suyo.

FACILIDADES de PAGO

CY 3-3663



Para un **SERVICIO de PRIMERA de MECANICA** lleve su carro con **NETTO'S GARAGE** con la completa seguridad de que quedara satisfecho, en la grafica: Vic, Dave y su atento, servicial propietario Pete Netto.

564 W. San Carlos St.



UGUBUGA
ZAMBOANGATU



FRESNO STATE BULLDOGS WHIP SAN JOSE

Coach Cecil Coleman's tough Fresno State College Bulldogs whipped San Jose State 35-27 before a jam-packed Ratcliffe Stadium crowd of over 15,000 three weeks ago.

We were among the many San Joseans who made the trip to Fresno to sit in an what was billed as a battle of the "Bowl" teams. San Jose was looking for a Sun Bowl bid and Fresno already had been invited to oppose Bowling Green in the Mercy Bowl in Los Angeles.

We stayed at the Rough Night Motel in Pinedale. "Room for two", I told the desk clerk.

"The ten dollar room or the fifteen dollar?" he asked. "What's the difference?" I replied.

"In the \$15 rooms you get cheese in the rat traps", he answered.

Meanwhile, back at the stadium.....

LITTLE WHITE LIES:

Schick Injector razor blades with KRONA edge: "It's like shaving with no blade at all!"

Frankly, men, I tried shaving with no blade in the razor. It hurt like hell, scratched my puss, did not take the hair off my face, and I don't recommend it, I don't care what anyone says!

A couple of friends of mine went down to see the Fresno State-San Jose State football game in Fresno and were so overjoyed at Fresno's victory that they raised hell in every bar on Broadway. Yep, they spent the night in the IRON HOTEL, courtesy of the Fresno Police Department.

Lou Molina racked up Joey Lopes recently. Too many fighters talk too much and don't do enough fighting inside the ring. Maybe Molina will never teach any boxer any tricks but he can teach them to keep their traps shut. Lopes se rajo! Attaboy, Louie!!!!

If Bakersfield College doesn't win the Junior Rose Bowl game this Saturday, the most surprised person in town will be ME. They are the best J.C. team I ever saw, better than the Compton College team of 1955.

How long do we have to wait before the next San Jose State-Santa Clara University football game? I wanted to ask coach Titchenal the question on Spartan Hi-Lites. The line was busy.

HAPPY MOTHER'S DAY

You may think I'm crazy but if the downtown merchants can string up their Christmas decorations the third week in NOVEMBER, I can wish you a happy Mother's Day in December. Have fun!

ALVIN IS A DISAPPOINTMENT ON T.V.

The other day your old dad was thumbing through the TV Guide when he read, Channel 5, 10, 12-Alvin.

I tuned in on Wednesday night at 7:30, gathered some paper wads to throw at the idiot box when Alvin made his appearance, and sat down to watch.

I wondered what he was going to talk about. He may be going to explain to the American people how three years ago he and I made a wager on who the next president of the United States would be. \$5 was the sum. I took Senator John Kennedy of Massachusetts and he picked Senator Lyndon Johnson of Texas. We made the bet over a few beers at Leon's.

Can you imagine my surprise when Alvin turned out to be a damned chipmunk who is sassy, a show-off and loud? Alvin G. V. coulda done better!!!!

LETTERS FROM THE READERS:

I just graduated from Lincoln High last June. am going to follow in the footsteps of Errol Flynn. Where should I go to college?

Will Pecker
Agnews, Calif.

Dear Will:

I would recommend Bring 'Em Young University in Utah.

Dave Sierra
City Jail
Alviso, California

SUNSET NEAR SAN DIEGO

(Photo by E. Dave Sierra)

The photograph was taken at sundown from the Sunset Cliffs, northwest of San Diego, California.

The photographer used a homemade camera manufactured out of a shoe box, three pieces of string, one Lucky Lager beer bottle, and black shoe polish.

An 8 X 10 enlargement of this work will be entered at the 1962 Seattle World's Fair next April.



Seasons Greetings

Dr. Manuel A. Portugal

EL UNICO OPTOMETRISTA LATINO

Examen Cientifico

El Dr. MANUEL A. PORTUGAL, O.D. le hara un EXAMEN CIENTIFICO con los Aparatos MAS Modernos para EXAMINAR sus OJOS.

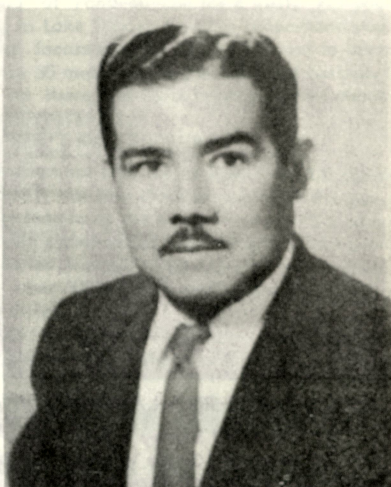
Invitamos a las personas que reciben ayuda del Welfare.

EQUIPO ULTRA MODERNO ABONOS COMODOS

El Dr. PORTUGAL esta en sus Oficinas todos los MARTES y JUEVES.

Su CONSULTORIO esta en la Botica DEL MONTE

CY 7 - 4381 153 S. FIRST ST.



FARMACIA LUCERO

ESPECIALISTA en RECETAS

JOSE LUCERO CANSECO

Quimico - Farmaceutico

RASCALIN

Para comezones de la piel, rasquera producidas por la irritacion de la sangre comezones entre los dedos de los pies.

TAMAÑO regular.....\$2.00

HAIRGROTONE

El unico tonico para el pelo que lleva TRES en UNO detiene la CAIDA del PELO, quita la CASPA por completo y ayuda el crecimiento del cabello.

TAMAÑO REGULAR.....\$5.00

CY 7 - 7258 75 S. Market St.

PROFESSIONAL DRUG PRODUCTS



Northside Television Service

\$3.00

Llamada de Servicio

Televisores - CAR RADIOS - Fenografos

Trabajo Garantizado - 90 Dias

El Sr. Gonzalez en la grafica es un experto tecnico en el ramo de la Television y sumamente considerado

LLAMELE por TELEFONO

Northside Television Service

CY 7 - 9025 1161 N. 11th STREET



Elizeo Gonzalez



Rudy Belloumini-Rachel Andres

Cesar and Shirley Isais
Ramsey and Grace Valdez

Jessie Zertuche
Lupe Minor



Gil Solarez, Elenore Solarez
Rudy Macias (band leader)



Jim and Susan Valenti

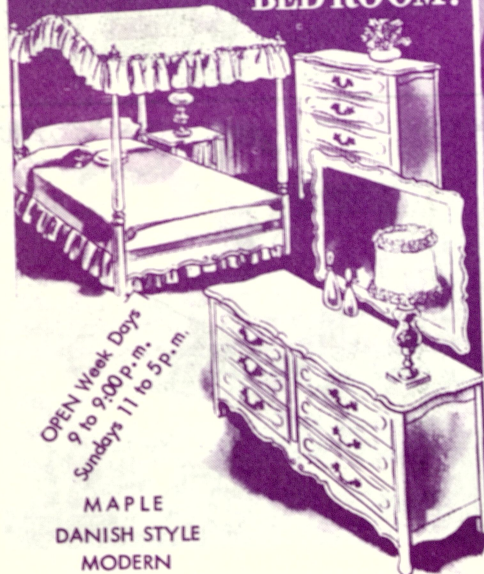


Lee Selter - Margie Jaramillo



FURNITURE DISCOUNT House

**FRENCH PROVINCIAL
BED ROOM!**



OPEN Week Days
9 to 9:00 p.m.
Sundays 11 to 5 p.m.

MAPLE
DANISH STYLE
MODERN
EARLY AMERICAN
PROVINCIAL

CY 7 - 9486

EASY CREDIT TERMS



HANK COXA
Owner



LOUIE COXA
Salesman



JOE SANCHEZ
Manager

- * WE GUARANTEE LOWEST PRICES
- * WE GUARANTEE SERVICE and What we SELL
- * WE GUARANTEE Style and Quality
- * No Carrying chgs. just low Bank interest terms

4 LOCATIONS to SERVE YOU I

1975 MISSION ST.	San Francisco
7134 E. 14th STREET	OAKLAND
2130 EL CAMINO	SAN MATEO

82 E. Santa Clara St. Cor. of 3rd. SAN JOSE



Spares & Strikes



Mario R. Vazquez

BB IN RENO

The Minsky Follies in Reno will never equal the BB shows in Las Vegas, but after all, you actually see the same. Being a bad boy, I couldn't help but attend. Besides, Reno is a lot closer.

SAN JOSE REFRIGERATION WINS AGAIN

Again it was San Jose Refrigeration winning the first half of the winter league. With only twelve points to go, the team has a fifteen point lead and an incredible 44 won and 4 lost record.

Scardina Brothers is in second place. Joe Santi of Lawrence Barber Shop and Fred Inzelone of Fond-du-Lac Lodge, Lake Tahoe, are the hottest and most consistent bowlers in the league. Joe has taken over high game with a 255 and second high series with a 648. Fred put together games of 243, 212 and 205 for a 660 series.

Other high games, Hiede Nakamura of Memory Post #399 rolled a 253, John Garza of Ticos Tacos had a 235 and Barney Scardina of Scardina Brothers with a 225.

PIZZA SERVED AT MEXICAN BINGO

Santa Clara Ladies Auxiliary of the American GI Forum held a Mexican Bingo last month at the home of Beatrice Chaboya. Pizza was served with about twenty persons attending. The prizes were terrific.

UGUBUGU ZAMBOANGATU

For being an ape you sure resemble the cat that used to write the same column.

MEXICAN-AMERICAN BOWLING LEAGUE

Club San Felipe holds a two point lead over Club Cuauhtemoc with three weeks to go. Mary Sierra is after her second high game series in two years as she holds the league's high game of 188 for the girls.

Ace Rafael Rodriguez holds high series for the men with a 581 and high game of 222.

FOND-DU-LAC, BIJOU, LAKE TAHOE

Bowlers often wonder how the 825 Scratch League managed to get a sponsor as far as Lake Tahoe. Frank and Mary Bondiette, managers of Fond-du-Lac Lodge, are bowlers in their own right. They are brother-in-law and sister of Lefty Al Codioli, Captain of the Fond-du-Lac team and holds the second high individual game of 255. While in Lake Tahoe, after seeing the follies and leaving some money to support the gambling casinos in Reno, my BW and I tried other casinos at the lakeside. Without luck, we headed

home, stopping at Fond-du-Lac for a visit. For you people going to Lake Tahoe, I highly recommend you stay here. Its located on Ski Lift Blvd. next to corner off Hiway 50 and close to the lake and casinos. If you are up there, let them know you read about them in the EXCENTRICO.

SUNDAY'S VERA'S MIXED FOUR

Mae Mendoza not only bowled her first 200 game last Sunday but it was also the high game for the evening and for league on the women's side. She also ended with a 519 series which is also high for the women. High series was rolled by Lee Hanna who also had his first over 600 when he rolled games 211 and 205 for a 606 series.

Going into the last week of bowling, the Front Runners are just one point ahead of the Go Getters.

REPARACION de COLCHONES y Tapizeria de Muebles



Completa REPARACION de
Colchones desde \$12.00

Servicio de UN DIA

QUILTAS - DRAPES

Francisca Rodriguez, Prop.

CY 2 - 0355 134 SANTA TERESA ST.

*Radio Club
Social*

D. C. O.

1050 KLCS.



ESCUCHE UD. a

David Ortega Cid

Radio KOFY

Lunes a Viernes 12:30 a 1:30p.m.

Sabados 1:00 a 2:00 y 4 a 5:00 p.m.



W. J. Lopez

"AMONG THE VALIANT"

All of the people in the world have songs about the heroic deeds of their soldiers. There are pictures, there are songs, there are operas, there are movies, there are monuments. With few exceptions, the heroic deeds and the war contributions of the American soldiers of Mexican origin have not been recorded. Now their deeds and actions have been recorded and written in a book entitled "AMONG THE VALIANT" written by Raul Morin, American GI Forum officer, from Los Angeles, California. It deals with the contributions, the work, the wonderful deeds of valor of the Americans of Mexican origin. It also gives a list of the Congressional Medal of Honor winners of Mexican origin. "AMONG THE VALIANT" is scheduled for publication in the near future.



VETERANS DAY PARADE

Representing the GI Forum in the November 12th Veterans Day Parade is left to right: Bill Lopez, 2nd Vice Chairman, Bill Flores, Bob Rodarte and Eddie Torres. Use of the fire-engine red convertible was through the courtesy of Fletcher-Smythe Buick. As a result of the contact with that organization prior to and during the parade, the GI Forum was extended a formal invitation to join the United Veterans Council.

SCHOLARSHIP PROGRAM

After the promotion of Ed (Mr. Scholarship) Camuniez to the State Scholarship Committee, our local scholarship program was left in the hands of the very able past chairman, Ernie Vasquez. Through Mr. Vasquez's personal representation, the city of San Jose Solicitation Commission approved the initiation of the Forum's program for soliciting scholarship funds. The plan includes donations from private individuals, civic, business and labor organizations. The funds will be used exclusively for scholarships and all dona-

tions will be specifically acknowledged. Business firms and individuals desiring to help in this project may send contributions to the American GI Forum of San Jose in care of Ernest F. Vasquez, 564 N. Redwood Ave., San Jose.

For further information you may call Ernie at:
Cherry 3-1241

****Our sincere thanks to Local 679 Cannery Workers Union for their generous donation**.**

**Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO**

TRUE BROS. Chevron Station



Abierto - Domingos



**CHEVRON GASOLINE
R.P.M. OILS
ATLAS TIRES - BATTERIES
ACCESSORIES**

**BANK AMERICARD
6:30 a.m. a 10:00 p.m.
STEVE & JIM, Props.**

CY 5 - 2224 798 ALMADEN AVE.

Castañeda Boarding Home



Casa de Borde para Hombres

PENSIONADOS o que reciben asistencia del
WELFARE DEPARTMENT
Cuartos PRIVADOS Atencion de PRIMERA
Con **LICENSIA** del ESTADO
Auxilio y Dolores Castañeda, Props.

Tranquilidad - Buena Comida

CL 8 - 8813 14671 Story Rd.



*Maria de la
Luz Sánchez*



SOCIALES PERSONALES



Engalana la pagina de nuestra Galeria Infantil la simpatica figura del precioso niño de 4 años de edad Jimmy Juarez, quien vistiendo un típico y vistoso traje de charro mexicano, adorno uno de los lindos

carros alegoricos que tomaron parte en el monumental desfile el pasado 16 de Septiembre presento en esta bella ciudad la Comision Honorifica Mexicana de San Jose en conmemoracion del 151 aniversario de la independencia de MEXICO.

Este encantador niño es hijo del Sr. Guadalupe R. Juarez y de la Sra. Isabel quien con motivo de su onomastico le ofrecio una alegre y animada fiesta infantil el mes pasado.



El distinguido caballero D. POMPEYO GARCIA, Presidente de la Camara de Comercio Mexicana de esta ciudad de San Jose, y uno de los miembros mas conspicuos y caracterizados de nuestra colonia, recibio la pasada semana, o sea, el miercoles 22 de Noviembre, una marcada distincion por parte de uno de los hombres mas prominentes del momento politico, Mr. Goodwin Knight, quien estuvo a hacer al Sr. Garcia una visita de 15 minutos en la cual lo saludo con afecto y depario con el en plano de franca cordialidad. A las 3:15 P.M. honro con su presencia Mr. Knight, ex-gobernador de California, la conocida floreria NAVLET'S donde D. Pompeyo Garcia presta sus servicios. Ambos personajes rubricaron su amistad con un fuerte apreton de manos.

Consignamos el hecho por causarnos honda satisfaccion al ver un mexicano honrado en esta forma.

The Latin QUARTER

Dancing: Fri. Saturday, Sunday

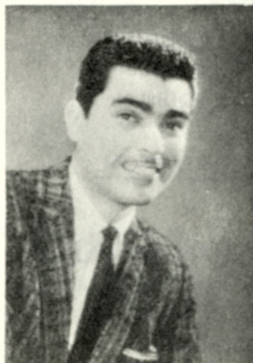
LATIN MUSIC
The Way you LIKE IT



Al & Eddie Bojorquez

TELEPHONE CY 3-9452
1620 ALMADEN RD. SAN JOSE, CALIF.

The LATIN QUARTER presenta



*finest of
Entertainment*

San Jose's favorite
NIGHT SPOT.

Eddie Bojorquez

Club Manager

317 16



RAMSEY VALDEZ
GRACE VALDEZ

JOE MOLINA
DELIA PEREZ



VICKIE RODRIGUEZ



BOB GUTIERREZ
HELEN SOLAREZ

ROY ORDOÑEZ
MILLIE VEGA



VIC HERNANDEZ
CHRIS HERNANDEZ



Zukors

GREATEST SALE

of COATS

Magnificent Selection



Every Coat Specially Priced

\$23 \$28 \$33 \$38

ALSO a LARGE VARIETY
of FUR TRIMMED COATS
in MINK, FOX and SQUIRREL
At Prices
THAT DEFY COMPARISON

ALL LININGS GUARANTEED

UNCONDITIONALLY for the LIFE
of THE GARMENT

OPEN
Monday - Thursday
and Friday
Til 9:00 p.m.



Use your Charge
Account or ZUKORS'
Lay-Away-Plan

132 S. First St.

Vistase de Pies a Cabeza

ULTIMOS ESTILOS

para Hombre y Mujer

En esta acreditada TIENDA Ud. encontrara los Ultimos estilos y repetimos los Ultimos porque aqui se especializan en MODAS, visítela y se convencerá.

Tome 6 MESES

para PAGAR

6

MONTHS TO PAY BERNIE BERG, Prop.



En la grafica DICK PEREZ ampliamente conocido lo atendera en ESPAÑOL para ayudarle a establecer su CREDITO.



JERRY MENDEZ
VICKIE RODRIGUEZ



RICHARD DIAZ
VERA DIAZ



RAY JIMENEZ
PATTIE TAMEZ

Cuaubtemoc Formal

San Jose Kiddie Shop

CY 3-0104 279 S. First St.

ESPECIALISTAS EN

Ajuares para Bautismo

Todo lo que Ud. Pueda DESEAR lo encontrara aqui en
TREMENDA VARIACION

Esquisitos vestiditos Largos Vestidos Cortos

AJUAR completo para NIÑA o NIÑO

(acesorios) Use International Credit Plan

Use FIRST NATL.
Charge Plan



Use BANK AMERICA
Charge Card

o USE Nuestro PLAN de Apartado



Harry Lasnick, Prop



AMERICAN LEGION

Clifford Rodriguez
Post 809



Raul Paredes

On Friday, November 10, initiation was held for twelve new members at Clifford Rodriguez Post 809, 1980 Senter Road. Officers of the 13th District ritual team, who were in charge of ceremonies, included: Wallace D. Johnson, Commander, Post 642, Brad J. Stevens, Adjutant, Post 375, John Schlosser, First Vice Commander, Post 89, Bernard Pihl, Post 248, Al Gonzalez, Post 809, Margarito Soria, Sergeant at



From Club Rocca, one of the finest night clubs in the San Fernando Valley, owners Mr. & Mrs. Edward Perez left, are visited by Mr. & Mrs. Margarito Soria of San Jose, and Paul Contreras of San Fernando on Thanksgiving Day.

Conjunto Pepe Rodriguez who furnished the music for our Saturday night dances, include L to R, Raul Rodriguez, Frank Molina, Pepe, Jose Flores, and Henry Martinez.



Arms, 13th District, and Adjutant of Post 809.

Jim Pastoria, Captain of the Color Guard in Washington, D. C., was our guest of honor.

Following the ceremonies, we enjoyed a buffet lunch and refreshments.

We are proud to announce that Clifford Rodriguez Color Guard and Marching Unit won a trophy for 1st prize at the Veterans Day Parade held on Sunday, November 12th. Congratulations, comrades!

After the parade a barbecue was held in honor of Alice Garcia, Commander's wife, on her ??? birthday, and Marty Rodriguez, on his 21st.

The stork paid a visit to Mr. and Mrs. Louis Garcia on November 20th, presenting them with a girl.

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

Especialidad Carnitas

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas....50¢

MENUDO

Todos los Domingos

CL 8 - 4702 1884 Alum Rock Ave.



Christine Bojorquez

Cuenta con la inmensa cantidad de tres años de edad, nacio en esta ciudad de San Jose, siendo sus padres Refugio quien se encuentra en las fuerzas armadas en Alemania y Virginia. Christine radica en compañía de su madre y hermanito Mark de 20 meses de edad.

(LEITER STUDIO)



DAN and MARIA AGUIRRE, Props.

Maria's COCKTAIL LOUNGE

BAILE VIERNES y SABADOS POR LAS NOCHES

Dance CHRISTMAS DAY

Bobby Zamora **Friday, Dec. 29**
DANCE NEW YEAR'S DAY

**Make your New Year's EVE
Party Reservation Now!**

Featuring Danny & Orchestra
CY 5 - 9872 728 N. 13th St.



**Open from 9:am to 9:pm
Everyday till Christmas**

Art Martinez MENS WEAR

La Tienda del Caballero Elegante
ULTIMOS ESTILOS en ROPA
para CABALLERO

Black MOHAIR Continental SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
A Small Deposit will hold any Garment until
CHRISTMAS WIDE SELECTIONS

Pendelton Shirts

Abierto los Lunes, Juev.-Vier.
hasta las 9:00 p.m.



INTERNATIONAL
and
Bank of America
Chg. Plans

Art Martinez

CY 3 - 3236 290 S. FIRST ST.

CALZADO

ROPA de

TRABAJO

para Hombres

Mujeres y Niños

Ahorre hasta el 60%

**10% DESCUENTO al PRESENTAR
este ANUNCIO**

ABIERTO los DOMINGOS

FREE PARKING !

PETEREYES gerente de esta ZAPATERIA le asegura que
AHORRARA muchos CENTAVITOS haciendole una visita.



PETEREYES extensamente conoiedo en San
Jose como igualmente en Del Rio, Texas
anuncia a sus paisanos y publico en general
que se encuentra en esta tienda ofreciendo lo mejor en calzado.

ED'S Square Deal

CY 4- 8945

476-486-490 So. First St.



CLUB *Elite*



Diane Barrera

I would like to introduce myself as Club Elite's new columnist. I will be bringing you the latest in and around San Jose. Hope I can do as good a job as Shirley (Perez) Isais.

POUNDS AND MORE POUNDS

San Francisco rushing down to San Jose when news spread that Chico was playing at the Rainbow Ballroom. Everyone must have had a nice Thanksgiving dinner judging from the way they were dancing pachanga that night. Kenny Hansen and Rosemary winning a nice juicy turkey.

MEANWHILE, BACK IN THE JUNGLE

Rosie Gutierrez playing the part of Sheena and picking up Joe Guardado with one hand. A tribe of females going crazy over Larry (Mosco) Vega, but "Babe" Perez took the coconut and danced with him all night.

HIDDEN ROMANCES

Carmen Aguilar and David Perez disappearing slowly from the social circle. What? Could this be love? Also disappearing in action are Ginny Hernandez and Johnny Cabello, last seen home watching TV. Another pair in the love scene is Jaime Alamillo and Ellen Garza seen dancing pretty dreamy at the Rainbow.

YOU'RE IN THE ARMY NOW! was the expression heard by many people at Chon Hernandez's farewell party Friday night. Tony Carvajal causing a commotion by cutting in on the couples on the floor. Pretty soon he had everybody doing it. Wonder who was the tall, brunette bartender. Everyone was commenting on the good mixed drinks. Strange seeing Joe Baeza hiding in a corner with so many girls there in the room. Other people joining in the fun were, Sugar Zamora, Lucy Gutierrez, Art Cuellar, Pato, Carmen Molina, Eleanor and Helen Solarez, Mary Hernandez, Hopie Alamillo, Virgie Jimenez and Ernie Ruiz. The party was given by Club Zanzaree.

HOLIDAY VACATIONS

Rachel Andres in quite a rush to leave for San Diego to visit her parents. Also going out of town were Mr. & Mrs. Gilbert Perez headed for Reno for a weekend of gambling.

Diane Barrera

**Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO**



Engagement

Miss ÉLBERTA GRAY daughter of Albert and Mary Gray recently announced her engagement to BERT GARCIA, Jr. son of Humberto Garcia, Sr. publisher of Excentrico, No definite date has been set for the wedding, at the present Miss Gray is attending San Jose State College to obtain a Bachelor of Arts Degree, Bert is serving in the Navy Air Corps aboard the aircraft carrier Hancock his duties are in the photographic laboratory.

Jo-Mar BEAUTY SALON Salón de Belleza Mexicano

featuring Mr. Richard



" THE STYLIST
FROSTING - HIGH STYLES

ABIERTO Diariamente Lunes a Sabado 9:30 a 5:30 p.m.
Lunes y Jueves hasta las 9:00 p.m.

POR LAS NOCHES (con cita unicamente)
MARGARET VASQUEZ - JOSEPHINE MONTECINO
Se localiza en la esquina Delmas y Auzeais

CY 2 - 2550

385 Delmas Ave.



CLUB *Elite*



Diane Barrera

I would like to introduce myself as Club Elite's new columnist. I will be bringing you the latest in and around San Jose. Hope I can do as good a job as Shirley (Perez) Isais.

POUNDS AND MORE POUNDS

San Francisco rushing down to San Jose when news spread that Chico was playing at the Rainbow Ballroom. Everyone must have had a nice Thanksgiving dinner judging from the way they were dancing pachanga that night. Kenny Hansen and Rosemary winning a nice juicy turkey.

MEANWHILE, BACK IN THE JUNGLE

Rosie Gutierrez playing the part of Sheena and picking up Joe Guardado with one hand. A tribe of females going crazy over Larry (Mosco) Vega, but "Babe" Perez took the coconut and danced with him all night.

HIDDEN ROMANCES

Carmen Aguilar and David Perez disappearing slowly from the social circle. What? Could this be love? Also disappearing in action are Ginny Hernandez and Johnny Cabello, last seen home watching TV. Another pair in the love scene is Jaime Alamillo and Ellen Garza seen dancing pretty dreamy at the Rainbow.

YOU'RE IN THE ARMY NOW! was the expression heard by many people at Chon Hernandez's farewell party Friday night. Tony Carvajal causing a commotion by cutting in on the couples on the floor. Pretty soon he had everybody doing it. Wonder who was the tall, brunette bartender. Everyone was commenting on the good mixed drinks. Strange seeing Joe Baeza hiding in a corner with so many girls there in the room. Other people joining in the fun were, Sugar Zamora, Lucy Gutierrez, Art Cuellar, Pato, Carmen Molina, Eleanor and Helen Solarez, Mary Hernandez, Hopie Alamillo, Virgie Jimenez and Ernie Ruiz. The party was given by Club Zanzaree.

HOLIDAY VACATIONS

Rachel Andres in quite a rush to leave for San Diego to visit her parents. Also going out of town were Mr. & Mrs. Gilbert Perez headed for Reno for a weekend of gambling.

Diane Barrera

**Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO**



Engagement

Miss ELBERTA GRAY daughter of Albert and Mary Gray recently announced her engagement to BERT GARCIA, Jr. son of Humberto Garcia, Sr. publisher of Excentrico. No definite date has been set for the wedding, at the present Miss Gray is attending San Jose State College to obtain a Bachelor of Arts Degree, Bert is serving in the Navy Air Corps aboard the aircraft carrier Hancock his duties are in the photographic laboratory.

Jo-Mar BEAUTY SALON Salón de Belleza Mexicano

featuring Mr. Richard



"THE STYLIST"
FROSTING - HIGH STYLES

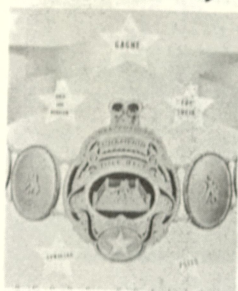
ABIERTO Diariamente Lunes a Sabado 9:30 a 5:30 p.m.
Lunes y Jueves hasta las 9:00 p.m.

POR LAS NOCHES (con cita unicamente)
MARGARET VASQUEZ - JOSEPHINE MONTECINO
Se localiza en la esquina Delmas y Auzerais

CY 2 - 2550

385 Delmas Ave.

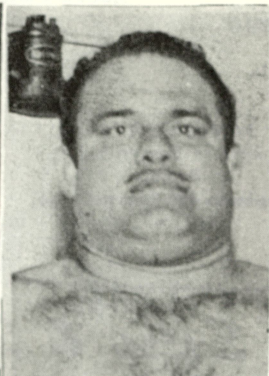
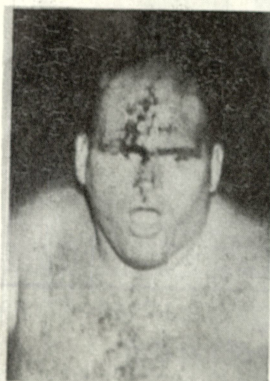
Wrestling



RICHARD DIAZ

AMERICAN LEGION Memory Post 399
presents.....

WEDNESDAY NITE WRESTLING
San Jose Civic Auditorium



ED MILLER and JESS ORTEGA
WORLD'S TAG TEAM CHAMPIONS

These two wrestlers have the ability plus. Ed has held the Pacific Coast Championship title. But according to the wrestling rules Ed is still champion for the reason that a title can't change hands on a disqualification.

JESS ORTEGA

Jess is a 305 pounder from Los Angeles. He buys a new Cadillac every year.

Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

HORARIO: De LUNES a SABADO
3:00 p.m. a 7:00 p.m.

ENFERMEDADES de SEÑORAS y NIÑOS

Facilidades para Completo Examen Fisico

RAYOS X y LABORATORIO

Consultas en Español e Ingles

CY 5 - 8870 565 Almaden Ave.



HALLOWEEN

Esta fotografia fue tomada durante el pasado Baile de MASCARAS bajo los auspicios de los clubs ELITE y BACHELORS que se verifico en el I.E.S. Hall de esta ciudad de iz. a der: Liz y Manuel Madrid, Vincent y Rachel Gaxiola.
(foto diaz).

Sandoval Rest Home



Casa para Ancianos

Excelentes Comidas - Dietas Adecuadas

If you are looking for a home for your old folks, or if you are an Ancianito who is getting the old age pension or Welfare Assistance, we have just the place for you.

Licensed by the Welfare Dept. Lic. No. BHA671
La Sra. SANDOVAL es MEXICANA

CL 1 - 2467 374 McCreery Ave.



PAULETTE POLANCO
Born in San Jose
Parents
Rudy and Martha Polanco

TOM SANTACRUZ
3 mo. - Born in S.J.
Parents
Tom and Angie Santacruz



LEITER STUDIO



IOANNE MARIE RENTERIA
Parents
John and Mary Renteria

JAVIER JASSO
3 mo. - Born in S.J.
Parents
Humberto and Ramona Jasso



JOSE'S TV Sales & Service



Manny & Pat, Props.

ABIERTO:

Díariamente de 9:00 a.m. a 8:00 p.m.

Televisores \$20.95

Nuestro lema: NO HAY SUBSTITUTO
en CALIDAD *

Televisores USADOS desde el bajísimo
precio de \$20.95

Todos estilos - Todos modelos

TARJETAS de CREDITO:

Aceptamos todas las tarjetas de Credito
48 compañías de aceite, Bankamericards,
Diners, International y muchas otras.

CAR RADIO SERVICE:

Radios nuevos y Usados, toda clase de
REPARACIONES, servicio RAPIDO.

PICTURE TUBES:

De primera CALIDAD, R.C.A., General
Electric y Sylvania.

Transistor RADIOS \$9.95

ANTENNA KIT \$6.20

CL 1 - 1240

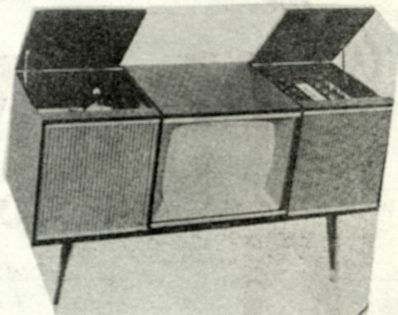
1539 E. Santa Clara St.

San Jose



AHORRE DINERO Hasta el 40%
HOME THEATRES BICICLETAS STEREO
Hoover VACUUM Cleaners APPLIANCES

HOME THEATRE



\$300 and MORE TRADE - IN - NOW
 For your old TV on this TV-STEREO AM-FM RADIO
 4 Speed Record Changer 6 Speakers Big Picture Tube
 AM-FM SIMULCAST Hand Made
 RATED WORLD'S FINEST SEE NOW!
 Telefunken - Victor Etc.

Hoover VACUUM Cleaners

Rated Best Save \$20.00

\$ 39 .95

NO MONEY DOWN - EASY TERMS
BANK TERMS . . . INQUIRE
90 DAYS NO INTEREST

XMAS BICYCLES

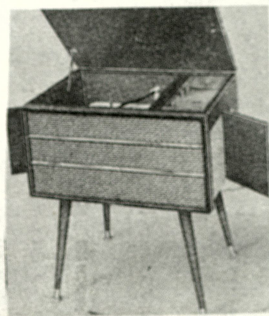


The Finest 20" 24" 26" LAYAWAY

\$2.00 Deposit

AHORRE DINERO

4 SPEAKER Stereo



World's Greatest AM - FM
 RADIO - PHONO
 Dual Stereo Amplifier
 4 Speed Record Changer
 Hand Made Rated No. 1
 Reg. \$189.95 \$1.50 a Week

\$126.88

Look ! 6 speaker

FM-AM - SHORT WAVE Tape Recorder
 Record Changer German Import

Save \$300

\$199.95

OPEN MONDAY and THURS. Nites till 8:00 p.m.
 DAILY 9 to 6:00 p.m. SAT. 9 to 4:00 p.m.

A. ZIEGLER & Sons

350 LINCOLN AVE.
San Jose

TEATRO LIBERTY

Tony D. Maria
GERENTE

CYpress 7-1456 67 S. Market St. San Jose, Cal.

Gratis!

ANUAL FUNCION de

NAVIDAD!

Sabado 23 de Diciembre



ADMISION GRATUITA para TODO MUNDO

FUNCION ESPECIAL para los NIÑOS

El Programa dara PRINCIPIO a las 9:00 a.m.

Gratis!

Cartoons Golosinas Juguetes Regalos

Dulces Premios



" EL JOVEN del CARRITO "
CLAVILLAZO y Maricruz OLIVIER
--- ademas ---

" DIOS NOS MANDA VIVIR "
Charito Granados - Ramon Gay

Se EXHIBIRAN el
MIÉRCOLES 20 de DICIEMBRE