

El Excentrico



HUMBERTO GARCIA

Director

Magazine Social Latino Americano

Año 16, No. 5 December 20, 1965 San Jose 10, Calif.

Merry Christmas

Miss CHRISTMAS - Marce Mora



Newlywed Mrs. Nora Elia Flores of San Jose will leave for El Paso, Texas on December 20 to join her husband who is at Fort Bliss with the United States Army.

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Club Zanzaree
MARCE MORA

I would like to wish everybody a Merry Christmas and A Happy New Year, these wishes come from yours truly, Connie and Angie and from all the gang of Club Zanzaree. As the year comes to an end, some of us will be glad, some of us will have happy memories, some sad memories. But, all in all we hope the 1966 will be better. So I would like to wish everybody, including all my family, friends, etc., all the happiness in the coming year, especially a good prayer for those who have been killed in battle for us. Also may god grant peace to all the world, so all our dear ones will come home safely. I am sure all of you will agree with me that that is our greatest hope -- PEACE.

UNITED FOOD DRIVE will get underway on December 20, 1965 at Lena Manriquez Hall, 1246 E. Santa Clara Street, San Jose. The President, Mr. Ray Villegas, would like to invite all clubs, organizations and persons interested in helping to please attend. The meeting will start at 7:30 P.M. For those of you who have never attended, I can assure you that you won't be sorry that you did.

This United Food Drive is for a very worthy cause. Year after year, there are families who need aid in food, etc. especially around this time of year. The food drive committee aids those who are not eligible to get aid from the welfare, due to the fact that they haven't lived in this county long enough to qualify, so then the welfare refers them to the Food Drive. Please attend and help to prepare the Talent Show and Dance which takes place each year. Everybody enjoys themselves and it's a good feeling to know you helped some needy family, maybe some day we might be in need of help. We can never tell what the future holds for us or for those close to us.

BAILAMOS?

A new club called LATIN GUN CLUB

has started. The president, Joe Peraza, & members would like to wish everyone a very Merry Christmas and a Happy New Year.

We like to welcome them since they joined the ULAC, we like to wish them all the happiness, and if there is some men interested in joining, you are also welcomed, the president would like to see more members.

The president also informs us that there will be a New Years Dance on December 31, from 9-1:30 at the IES Hall. Admission is \$4.00 per person, ALL YOU CAN DRINK INCLUDED. You must purchase the tickets ahead of time, for they will not be sold at the door. You may purchase them at Post Barber Shop. Let's all get together & let's really welcome this new club. Mucha Suerte!

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Humberto
Garcia
DIRECTOR



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En la foto el Dr. Lawrence Stern y las atentas
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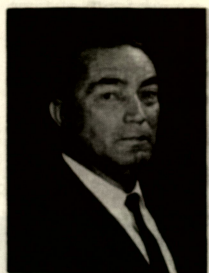
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Daniel Saldana



EL ESPIRITU DE NAVIDAD

Cuando estamos a unos cuantos días de la Navidad y esperamos la llegada del nuevo año, vienen a nuestra memoria pensamientos que nos hacen recordar otras Navidades que pasamos en compañía de personas ya desaparecidas, otras veces nuestros pensamientos nos revelan episodios de nuestra vida que recordamos siempre en estas fechas.

Todos nosotros hemos tenido en el transcurso de los años, alegrías y tristezas; dichas y sinsabores, pero tanto unas como otros, saturan nuestro espíritu de un sentimiento de bondad en la temporada en que recordamos con veneración, el nacimiento del Redentor, nos sentimos invalidados por sus mensajes de mansedumbre, de sacrificio, de bondad y de perdón.

Entre los recuerdos que llegan a mi memoria en esta Navidad, como en todas, está el recuerdo de Josie, una gran amiga, a la que admire por su carácter alegre y jovial, franco y energético, bondadoso y transparente, como el agua que sale de un manantial de aguas cristalinas, era alegre y alborotadora como un fandango; a la vez era serena y sensata como un filósofo. Josie fue una de las primeras personas que tuve el honor de tratar y conocer hace algunos años a mi llegada a la Ciudad de San José.

Quiero relatar en estas líneas un suceso real, que más bien podría ocupar lugar entre los Cuentos de Navidad. A la manera de los cuentos que oí en mi niñez, podría decir: Esta era una señora que se preparaba para celebrar una Navidad alegre y feliz, con una suculenta cena y el reglamento de cambio de regalos. Para los gastos que originan estas festividades, contaba con el dinero que cobraría como renta de la casita alquilada a una familia en un barrio humilde. Pero sucedió que cuando se presentó a cobrar la renta, encontró que la familia no solo no tenía el dinero, sino que ni siquiera tenía

nada decente que comer; algunos mendrugos y residuos en los trastos de la cocina era todo y con seguridad para la fecha del Nacimiento del Niño Jesús, hasta esto habría desaparecido.

Josie se dio cuenta de esta miserable situación y salió de la pobre vivienda, sin decir una palabra. La mujer que ocupaba la vivienda, salió detrás de ella y le explicó.... con voz en la que se adivinaba el llanto, "Señora, mi marido se fue a buscar trabajo desde hace una semana, no he tenido noticias de él. Pero en cuanto me mande algo, yo le voy a pagar."

Alrededor de la pobre mujer se prendían de sus ropas, cuatro chiquillos, ningún mayor de los ocho años, en sus cuerpos y en sus caras se reflejaba una desnutrición completa.

Mi amiga le dio una amistosa palmada en el hombro a la atribulada mujer y le dijo al despedirse, "Dios no la abandonará."

Josie entro en actividad con su acostumbrada energía, fue a ver a sus amistades y les pidió ayuda para esa pobre gente. Nadie se negó a aliviar la situación de la familia en desgracia, si alguien se hubiera negado, la embajadora de la bondad, en que se había convertido Josie, se habría convertido en volcán en erupción, calcinandolos por su picnicatería.

Al día siguiente se presentó en la casa de la desafortunada familia llevando una gran cantidad de paquetes, en los que había de todo, alimentos, dulces, ropa, juguetes y algún dinero; depositando todo sobre la mesa, Josie le dijo a la asombrada madre, "ya ve que Dios no la abandona, aquí tiene esto para que usted, sus hijos y su marido pasen una Navidad feliz; yo le doy como regalo la renta que me debe," y diciendo esto se alejó.

La madre de los chiquillos no sabía si lloraba o reía, sollozaba queriendo hablar, decir algo, pero las palabras se le ahogaban en la garganta, entre lágrimas de alegría y entrecortados sollozos de gratitud, bulbuceo, "Que Dios se lo pague."

Han pasado muchos años desde aquella Navidad, pero ese rasgo de generosidad de Josie, no se borra de mis recuerdos en ninguna Navidad.

Ahora mi amiga, la que admire, respete y me sentí honrado con su amistad; no podrá llevar ese rayo de luz que alegre a esa

(continúa en la siguiente plana)

familia, en esa Navidad pero estoy seguro, que la gratitud y las bendiciones de todos los que recibieron los beneficios de su gran co-razon la alcanzaran hasta el mas alla.

Josie Molina - Querida amiga - Des cansa en paz, y recibe como postumo hom- enaje la admiracion y el respeto de tu ami- go. Daniel Saldaña.

Merry Christmas



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

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

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en las tiendas que aqui se anuncian



Justino is a native
of San Jose
and graduated
from Andrew Hill
High School.

JJ
JC

Mr. and Mrs. Jose Escalante

Mr. and Mrs. Justino Cappas

request the honor of your presence at the
marriage of their daughter and son

Jessie Escalante

and

Justino Cappas

On Sunday, December 26th at 3:00 in the afternoon
at the Holy Family Church.

San Jose, California 1965



Jessie is a native
of San Jose
and graduated
from Saratoga
High School.



*Club
Riviera*



Frank Espinoza

MERRY CHRISTMAS TO ALL

Another year has almost come to an end. Everyone can look back on 1965 and reminisce about certain pleasant and also unpleasant occurrences. I'm sure that the majority of the peoples lives are pleasant or happy as contrasted to unhappiness. I know for a fact for my part my good moments overshadow the bad ones. I hope next year holds the best for everyone, everywhere.

A new year for the UCC League is here. Our first game is on December 12th. It will be too late to report on that game but we will have the scores on the remaining games. We have five more games scheduled after that one. We have two this month and we resume in January for three more. Last year we had an exciting season and this year will probably be better. The UCC league has one new team in its midst, Club Mayfair by name. They have been in our league since early summer so we haven't had a chance to see their basketball team. Who knows, they may upset the league.

While the league has acquired a new team we have lost a team that has been in the league for many years. Gone is Club Bachelors. I was not present at the last meeting of the managers but I understand they were asked out. I hate to see them go as they were a good competitive team in both basketball and softball. I mean whenever they showed to play. Perhaps they may have better luck next year.

Three anniversary congratulations are in order:

Mr. and Mrs. Paul Ramirez
December 10

Mr. and Mrs. Frank Espinoza
December 22

Mr. and Mrs. Jesse Esparza
December 29

There is a United Food Drive meeting scheduled for December 20. The public is invited. It will be held at 1246 E. Santa Clara Street. Time approximate is 7:30 P.M. Join and help a worthy cause. All efforts are greatly appreciated.

Before I close I must take the opportunity to wish happy birthday to two little friends of mine. Wee little Jesse Esparza Jr. will be all of one on December 20th. Many happy returns nephew. On the holy day little Steven Anaya will be four years of age. A happy birthday and happy holiday to both boys.

On December 2nd Club Riviera had elections of officers for '66. As of January the new officers will be as follows:

Pres.	Paul Ramirez
Vice Pres.	B. Flores
Secretary	F. Espinoza
Treasurer	F. Kawakami
Pub. Dir.	Bert Flores
Ath. Dir.	Hillard Payer
Sgt. of Arms	F. Anaya

Bert Flores will be the reporter for the next year. I must thank Bert Garcia for his tolerance and his advice. I also thank the public for excusing my mistakes. The experience I've gotten this last year was really worthwhile. I hope I haven't acquired any enemies for any feelings that I might have hurt. If I have I say I'm sorry as I didn't do anything intentionally. I may have an opportunity to help Bert out every so often so I'll be in touch with you from time to time. Thanks again to everyone.

Until next time I'll be keeping an eye out for you.

Yours truly,
Frank Espinoza

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THOUGHTS FOR TODAY . . .

Take time to think - it is a source of Power,
Take time to play - it is the secret of perpetu-
petual youth,

Take time to read - it is the fountain of
wisdom,

Take time to pray - it is the greatest power
on earth,

Take time to love and be loved - it is a God-
given privilege,

Take time to be friendly - it is the road to
happiness,

Take time to laugh - it is the music of the
soul,

Take time to give - it is too short a day to
be selfish,

Take time to work - it is the price of
SUCCESS.

* * *

A bell is not a bell until it is rung,

A song is not a song 'til it is sung,

Love is not put in the heart to stay,

Love isn't love 'til it is given away.

El Excentrico
DIRECTOR

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No. Calif' s Oldest Mexican-American Publication





Personalities of 1965

by marce mora

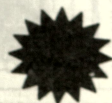
(CONTINUED FROM LAST ISSUE)



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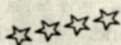
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A Todas las DAMAS que presenten este
ANUNCIO.

297 - 2079 912 E. Santa Clara St.



Birchers 34 - Mexicans 28 Dum De Dum Dum !

by bob rodriguez

The Mexican Americans of the Gardner area left their rear flank exposed at a meeting on December 7th and John Birch Society member Ray Gurries was elected as a Commissioner to the Economic Opportunity Commission (EOC).

A small band of Birchers, using the element of surprise, jolted the Gardner area leaders to a rude awakening. They came, they saw, they conquered.

There were only about 25 Mexican Americans in attendance for the meeting called for the purpose of electing an interim Commissioner to the EOC from Area 5 which includes the Gardner area.

According to Ray Gurries there were only about 20 Birchers in the audience. No doubt some people voted for Gurries not knowing that he is an ardent member of the John Birch Society and all it stands for.

Isais Aguilera and I made a desperate bid to stop Gurries but the troops weren't there. Neither of us had any intention of running for the seat before the meeting. Aguilera made the runoff election but lost on the second ballot 34-28.

Gurries told me in an interview that had the Birchers wanted to make a showing they would have had 200 people at the meeting. The lack of attendance by the Mexican American and the other poverty target groups made it duck soup for Ray Gurries and his followers ... like taking candy from a baby.

Gurries says the Birchers stand for less government, more local initiative in order to create a better world. They are opposed to Washington's interference with local communities and feel that initiative should be left to each individual.

They are ultra conservative and opposed to all socialistic programs and schemes.

According to Gurries their main target are the leftists and Communists who want to lead this country down the road to socialism and communism.

I asked Ray Gurries the \$64 question. As an interim Commissioner (a permanent one will be elected in two or three months), would he support the Mexican American organizations in their fight with the EOC? His answer was yes and he will fight to see that the War on Poverty benefits go to the people who need it and not to the bureaucrats.

No doubt Ray Gurries talks a good program, but the philosophy of the John Birch Society is not one that is clear nor easy to understand. At least as far as I am concerned. Nor do I think that extremist groups either on the right or left do this country much good.

The fact is that Ray Gurries and his sympathizers for the moment have made their impact on the poverty program in the Gardner area.....whether we like it or not.

Their future influence may well depend on how much interest the Mexican American takes in the War on Poverty program.

We can't vote if we are not there.....
dum de dum dum!!

RODRIGUEZ - AGUILERA
"For the Birchers -- Duck Soup"



(continued next page)

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PERHAPS WE CAN HELP, DON

Don McGaffin, the editorial man at KNTV, as you read in a previous issue, attacked the Mexican Americans, saying there were no qualified Spanish speaking people to be found to fill important and responsible positions in the local War on Poverty Program.

It really pains me to even bring this up again, but getting away from philosophy, let's get down to the facts and then maybe Don will concentrate on editorials that he knows something about.

Obviously his knowledge of the Mexican American is limited if he knows anything at all.

In California we have at least 1164 Accountants and Auditors, 106 Architects, 466 Artists and Art Teachers, 163 Chemists, 387 Clergymen, 223 College Professors and Instructors, 1488 Designers and Draftsmen, 2746 Engineers, 329 Lawyers and Judges, 178 Pharmacists, 408 Physicians and Surgeons, 61 Social Scientists, 366 Social Welfare and Recreation Workers, 1386 Elementary and Secondary Teachers and 3519 other Professional, technical and kindred occupations.

These are U. S. government figures based on the 1960 Census and published by the Mexican American Study Project at UCLA. The figures now are obviously higher.

Please notice that we couldn't find a TV Editorialist. This may be because we seldom get involved in things we know nothing about.

IMPORTANT MESSAGE TO SPANISH-SPEAKING STUDENTS WHO WANT TO ENTER COLLEGE

High School students of Spanish-speaking descent who were not able to enroll at San Jose State College in the Fall Semester of 1965 and who want to enter in the Spring semester should contact Dr. Arturo Cabrera of the Education Division at San Jose State

College right away. Interested students, even though they did not have the academic qualifications before are urged to call or write Dr. Cabrera.

Dr. Arturo Cabrera is a member of the San Jose American GI Forum and concentrates much of his efforts in the education of our youth.

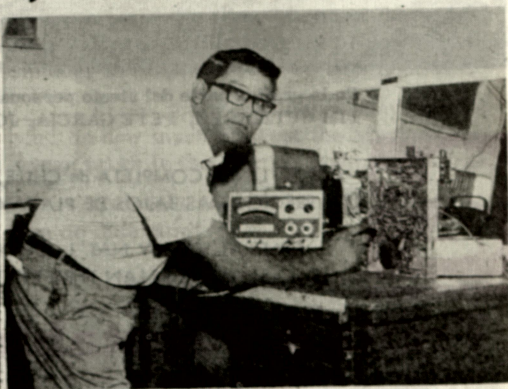
THANKS TO YOU ALL

I want to take this opportunity to thank you who have expressed interest in my returning to the EL EXCENTRICO staff and who enjoy reading my columns. Your comments would be appreciated. You may write me at 2797 La Jolla Avenue, San Jose. Last but not least I want to thank Boss Man Humberto Garcia who makes all this possible.

May I also take this opportunity to wish you and your family (that includes you Arthur) a most happy Christmas and a New Year filled with happiness and prosperity.

-- RVR

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new Palo Alto-Mountain View Municipal Court
Judge Edward Scoyen (center) as Superior
Court Judge Homer Thompson helped him
don robes of office and attorney William S.
Love, President of Palo Alto Area Bar As-
sociation, stood by.



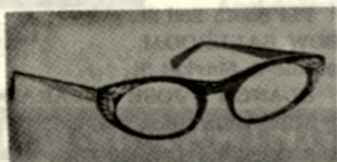
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Wonderful
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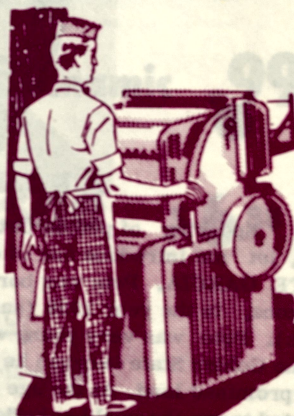
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4273 195 DEVINE ST.

HUMBERTO GARCIA
Director

DAVE SIERRA
Assistant Editor



ING . LITHOGRAPHING .



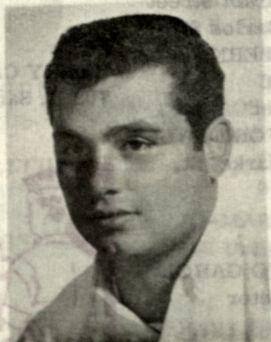
PATRICIO
VASQUEZ

FORUM GROWS, GROWS, G R O W S

It has been a long hard struggle and time-consuming, but at last now we have broken the barrier, and things will come easier now. Now that we have over 100 members in the San Jose GI Forum Chapter, we will try to have 200 by the end of 1966. After all, the first 100 is the hardest.

Let me tell you what makes our organization great, well, it's fellas like Pete Gonzales, Ike Hernandez, Domingo X. Rodriguez, Manuel R. Delgado, Dr. Sierra, Dan Campos, Bob Rodriguez and many more, and among other things is to have the right people in key positions all over town. With a set up like this, how can we fail?

PETE GARCIA
Manager
Pink Elephant Mkt.
400 S. King Road



Speaking of people in the right position, let me introduce one of our members, PETE GARCIA. Pete was born in Superior, Arizona, in the year 1939 (same year I was born). Pete was very young when he came to the Golden State because he knew this was the promised land. At the age of 17 years he wanted to see the world so he joined the Army and spent his time touring the nite clubs in France. In between nite clubs he had time to get a rating of Specialist 4th Class. I don't know if the rating was his Army job or for

looking at all those nice French models.

After his hitch in the Army he came home to make his fortune.

Pete and his lovely wife Evelyn have two children, a boy and girl, Vickie is 3-1/2 years old and Pete Jr. is 18 months old.

He has been with the Pink Elephant Store for 3 years and is now manager of the store at 400 South King Road. Pete has been instrumental in obtaining various contributions to our local Forum. The Pink Elephant donated to our Christmas baskets and our scholarship fund.

We of the GI Forum thank Pete and George Carlson, owner of the three Pink Elephant Stores. Mr. Carlson who was in the produce business decided to go into the retail store business and has made a good success of it.

When it comes to helping somebody, George is the first in line. He contributes to all the GI Forums in the area, San Jose, Santa Clara, and the Richmond Chapter, also to the Little League, Guadalupe Church, Methodist Church, and the Delano Grape Pickers strike.

EDITOR, PLEASE NOTE: I would like to let you know that I am no longer a wetback because I got my CITIZENSHIP PAPERS last Monday.

-- Pat Vasquez

Happy New Year

FROM
MEMBERS OF
SÁN JOSE GI FORUM

Dr. NOE ARRAZATE, D.C.
PRACTICA GENERAL

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

Feliz Navidad!
Prospero Año Nuevo!

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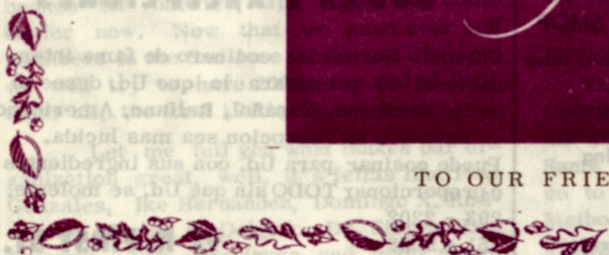
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Teddy Castillo

*Season's
Greetings*

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The Home of all the Main Attractions

Sunday, December 26

SONORA SANTANERA
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7:00 P.M. - 2:00 A.M.

Friday, December 24
CHRISTMAS EVE
Saturday, December 25
CHRISTMAS DAY

Friday, December 31
NEW YEAR'S EVE
Saturday, January 1
NEW YEAR'S DAY

The Popular
HERMANITAS FALCON
recently appeared on
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DON la encantadora GAY y ART MARTINEZ lo atenderan con toda cortesía y esmero.

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La Tienda del Caballero Elegante

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CLUB San Felipe



Candy Veliz

MERRY CHRISTMAS AND A HAPPY PROSPEROUS NEW YEAR TO EACH AND EVERY ONE OF YOU, YOU AND YOU.

Mr. Adolfo Villarreal has offered to buy me a pen so that I won't have any excuses for not writing the column. Thanks Mr. Villarreal, I am glad that at least one person missed the San Felipe column. The fact of the matter is that I left town for a few days and didn't get a chance to turn in the column.



It wasn't easy but I finally got to interview Louie Coca. In the interest of a lot of girls that wanted to know some facts, so here it is:

- Candy: Do you expect to come back married?
- Louie: I hope to be single when I am 30 years old and I am only 23.
- Candy: Do you have a girl friend?
- Louie: What do you mean, a girlfriend? Over here there are a lot of girls.
- Candy: What are your plans after Uncle Sam lets you go?
- Louie: To take a two week vacation and after I get over the hangover, I guess back to work.
- Candy: When do you expect to be in town?
- Louie: I hope for New Year, do not wish

to spend the beginning of the year in this cold !#\$%*& of a state.

Louie says that he is fine and he wishes he was back here, but no can do so expect to see him about April 7, 1966, his freedom day. Good luck Louie and I hope all your wishes come true. If anybody wants to write to Louie his address is Sgt. Louis Coca - US 56369597 - Co. A 2nd Bn. (M) 6th Infantry - Fort Carson, Colorado.

We would like to express our sincere appreciation to following business places and the GI Forum that donated door prizes for our baile ranchero.

Zamora's Quiet Village
American GI Forum of San Jose

The Rainbow Ballroom is where the best dances in town take place every Saturday and Sunday and where La Sonora Santanera and the one and only Maria Luisa Landin will appear on December 26th.

BAILAMOS?????

I asked Lalo Caballero what ever happened to Cesar? He said: Lo mato Marco Antonio. Never a dull moment with Mr. Caballero.

How come? A certain beautiful girl from across the Rio Grande refused to date a certain boy when he was single and now that he is married and about to be a papa - she dates him. Can you beat that - women! women! women!

Gabriel Rodriguez says that he is not working in construction but that he has worked in construction before and will work again if he has to. I say that he just bought a \$2300 ring and anybody that buys a \$2300 ring in my opinion is not hurting. We happen to think he is a fine young man.

* * * * *

A LETTER TO SANTA CLAUS

Dear Santa: Please bring

- Carlos Garza - a barrel of metrecal.
- Joe Flores - Lots of patience to put up with the San Felipe boys.
- Fred Flores - One hundred albums of canciones rancheras.
- Greg Gloria - A bottle of alka seltzer for doña curdella.
- Pete Rojas - A dozen more girlfriends. He just lost one.
- Paul Gary - The swiftness of a deer to beat Pat.

(continued next page)



Esther Legrande, daughter of Mr. & Mrs. Teresa and Manuel Legrande of San Jose, became the bride of Mr. Manuel Amaro, son of Mercy and Michael Amaro on June 19, 1965.

The wedding at St. Joseph Church in San Jose was officiated by Father O' Gara.

The couple honeymooned at Carmel and have established their residence in San Jose.

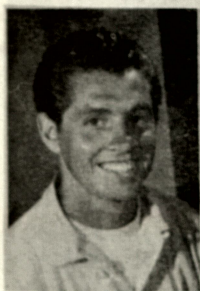
LEITER STUDIO

In the photo (left to right) Ronnie Amaro, Larry Gonzales, Angelo Palafax, Joe Caseras, Willie Ojeda, Rudy Luna, Peter Amaro and Victor Yanez.

The girls are Mary Lopez, Sonia Renteria, Margaret Felix, Katie Caseras, Virgie Ojeda, Tonia Lerma, Rosie Ojeda, and Becky Ojeda.

The ring bearer is Steven Herrera & flower bearers are Terry Legrande and Sabrina Herrera.

Tab Roofing Co.



Taby Perez



Ray Magaña

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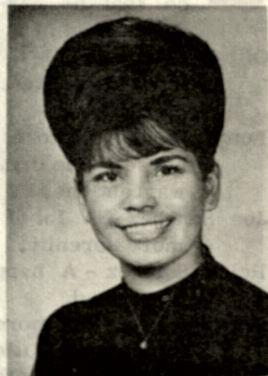
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Margo Najera: Owner

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Jerry Moran and Vince Erevia - A basketball championship.

Hank Coca - A million customers.

Jim Baeza - The ability to have two dates at the same time.

Velia Duran - A thousand dresses to add to her collection.

Olga Vasquez - Nothing. She has everything.

Angie Medina - A beatle.

Connie Garza - No beatle. She can find her own.

Raul Chapa - A course on how he can get rid of his shyness.

Jess Medina - A billiard championship.

Chino Velasquez - A pen so that he can report how the Kennedy Monument Committee is doing.

Dave Sierra - A serenata with mariachis on Christmas Eve.

Chris Carmona - The publicity that he needs. His band is better than what he is credited for.

Mike Carmona - Bring him back in a hurry or C. G. won't be waiting no mo.

Danny Lopez - To be elected personality of the year. Santa, he has a lot of it.

Joe & Dolores Camarillo - Four more kids to make it an even dozen.

Boss Bert Garcia - Patience to put up with me.

Richard Zertuche - Tatemas y mas tatemas so that he can go to the bank every day instead of just Mondays.

Gilbert Maldonado - Lead so that he can put it in his pockets - wind go ahead and blow.

Lotty Flores - A coke factory next to her house. She drinks enough of them to warrent one.

Joe Sanchez - A lot of serenity, serenity & more serenity.

Helen Solarez - A happy courtship with her boy friend.

Tony Barajas - Six more gas stations so that he can buy Miller's Steak House and make money with Lalo and Danny.

Art (Alaska) Lopez - To be elected Best Dressed. He has all kinds of money invested in clothes.

Carmen Molina - To be ready when Johnny comes marching home.

Jessica Castillo - Her own beauty shop.

Lydia Riojas - A big place to store records because that's all she is getting for Christmas.

Manuel (Rapido) Fernandez - Nothing, because according to a lot of girls he is

all set. P. S. Most Likely to Lose his Bachelorhood in 1966.

Lupe Villarreal - A house, because the station wagon can get pretty cold.

Jerry Villarreal - That Bachelor's will re-open, because he doesn't know where to go now.

Matt Jimenez - Let him catch a big big fish, so that nobody can top him.

Phil Rodriguez - A jet so that he can get to work on time.

Sal Caudillo - Let him sing some more, he is doing good.

Joe Guillen - Lots of luck. He needs it with the Model T.

Luis Melchor - A million yards of wire for his electrical work.

Maria and Dan Aguirre - A change of music to ranchera style so that they can pack their place.

Paul Gary - A summit meeting with Dave Sierra, to discuss the USC - UCLA football game and wagers thereon.

FINIS --

-- Candy

Two cuties, Alice Zamora and Lupe Moreno. This photo was taken in the Rainbow Ballroom. Guess when??



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★ ★ ★
EL FOTOGRAFO
de las
ESTRELLAS ...

Richard Diaz

Merry Christmas



HERMANOS

PEREZ

wish everyone
a very Merry
Christmas and
a Happy New
Year!!!



LA NAYARITA
Cantante de bo-
leros y ran-
cheras.
Empezo su ca-
rrera artistica
a la edad de 4
años.

**LOS HERMANOS
GUTIERREZ
Y SUS AMIGOS**

**Happy New Year*





Galeria Infantil

CHRISTINE PEREZ
2 years old - from San Jose
Parents
Carol & Ramiro Perez

VINCENT HERNANDEZ
from San Jose
Parents
Margaret & Eugene Hernandez



LEITER STUDIO

CURRIE DURAN
6 mo. old - from San Jose
Parents
Catherine & Antonio Duran

VERONICA LYNN RODRIGUEZ
3 mo old - from San Jose
Parents
Mary Ann & Manuel Rodriguez



LITO
SANCHEZ



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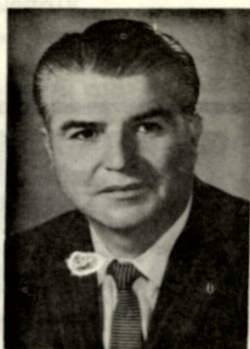
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11 CLEAVES ST.

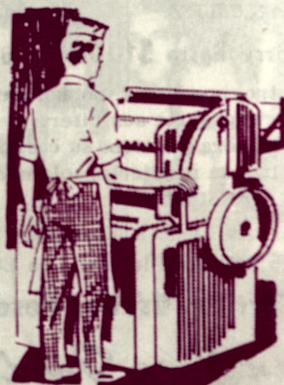
REMEMBER A LOVED ONE - SPREAD A LITTLE HAPPINESS

January 1966

SUN	MON	TUE	WED	THU	FRI	SAT
* PATRON SAINTS						
		○ FULL M 7th	☾ LAST Q 13th	● NEW M 21st	☾ FIRST Q 29th	1 Oct. de la Nav. del Sr.
2 Macario	3 Genoveva	4 Prisciliano	5 Telesforo	6 Santos Reyes	7 Luciano	8 Apolinar
9 Julian	10 Gonzalo	11 Higinio	12 Alfredo	13 Gumersindo	14 Macrina	15 Mauro
16 Marcelo	17 Antonio Abad	18 Leobardo	19 Mario	20 Fabian	21 Ines	22 Gaudencio
23 Ildefonso	24 Ntra. Sra. de la Paz	25	26	27	28	29
30 Martina	31 Virginia	Elvira	Polcarpo	Juan Crisostomo	Tirso	Aquilino

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*Dave
Sierra*

Merry Christmas

Ese Santo Claus:

This is what I want you to bring for my friends this Christmas:

HUMBERTO GARCIA

The patience to bear countless hours of consultation with his psychiatrist, Doctor David Sierra.

RAYMOND GARCIA

Continued success on the golf course, at the No-Peeky Table, and in his business.

ALVIN VALADEZ

The Beatles, for customers, at his new Neptune Barber Shop on Race St.

FRANK SINGH

The U. C. C. Basketball Championship even though, in my opinion, you ain't got the horses.

BOB GARCIA

A tryout with the San Jose Apaches in 1966.

SYLVIA TORRES

Success in all her endeavors and more people to appreciate her tremendous enthusiasm and capacity for hard work.

HANK COCA

A double shot of scotch and about 2 hours of relaxation away from a busy schedule.

PAT VASQUEZ

A blanket and a tom-tom to contact the Cheyenne, Wyoming, Forum to see if they've REALLY got 114 members.

JESS MUNOZ

More of the patience and even temperament that makes him one helluva drinking buddy.

MANUEL FERNANDEZ

Patience while he is trying to teach Humberto Garcia how to run the Web offset press.

ROBERT RODRIGUEZ

More of the tremendous energy which keeps him constantly on the go, and to Mrs. Rodriguez a big thanks for sharing her husband's talents with a grateful community.

MRS. DAVID SIERRA

More patience with her husband and strength in her right arm for the hooks which are needed from time to time.

FOR EVERYONE ELSE

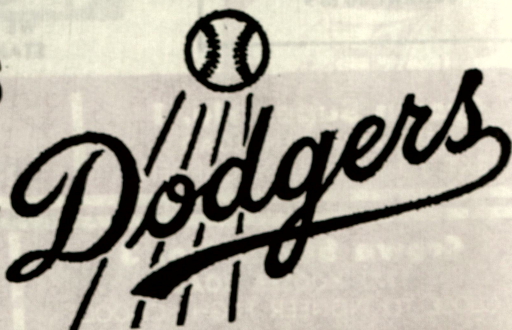
Whatever they need and want, Santa, just put it on my tab.

Happy New Year

Los Angeles

1965 WORLD CHAMPIONS

DODGER FAN CLUB of
San Jose extends
Seasons Greetings to
major league baseball
fans of the Bay Area.



LAS HERMANITAS PEREZ

Cantantes de boleros y
canciones rancheras.

Las encantadoras Her-
manitas son de Canoga
Park, California.

Rita y Maria (izquierda
a derecha) escuchan
mientras habla por los
microfonos el Sr. Pete
Reyes durante un baile
en honor de los esposos
Serros en Azteca Hall.



La Rosa's 31st ANNIVERSARY

Rayette Permanent \$7.95

REGULAR \$12.40

(Includes Styling, Haircut (regular
or medium length hair), shampoo
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**BUDGET
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\$4.85



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Eastside Location open Sunday 9 to 3

Madre Guadalupeana

A ti mi Virgen Guadalupeana
Mi Reyna linda tan Mexicana,
Tu eres el alma de mi Pais
Hoy todos tus hijos a ti cantamos
Para alegrarte en este tu dia,
Aqui presentes todos en coro
Hoy cantamos mi melodía.
Con este amor Madre querida
Hoy yo te canto mis sufrimientos,
Yo Virgencita Guadalupeana
A ti te entrego mis sentimientos,
Por ser tan buena
Madre adorada,
A ti te entrego yo mi lamento.
Hoy que es tu dia mi Morenita
A ti cantamos todos hijos,
Te canta Mexico, Mexico entero,
Tu eres la Reyna de mi pais.
Recibe Virgen estos cantares
Que tu hijo ausente,
Humildemente yo dedico a ti.

Por Ignacio Ledesma
San Jose, California
Diciembre 11, 1965

TEATRO LIBERTY

CY 7 - 1456

67 S. MARKET ST.

Tony De Maria
Gerente

San Jose, California



Tony Di Maria

*A
very
Merry
Christmas
and all best
wishes for a
Happy New Year*

