

El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 15. Num. 6

ENERO 5, 1965

SAN JOSE 10, CALIFORNIA



Rebecca Kim Cook gets Christmas briefing from mother Yvonne



UNION CITY NEWS

Simon Villa

SENTIDA DEFUNCION

En la madrugada del viernes 18 de Diciembre del presente año de 1964 dejo de existir el Señor Don Jesus Salazar, bajo la Santa Iglesia Apostolica en la progresista ciudad de Union City, California.

El señor Don Jesus Salazar en sus dias de vida fue siempre admirado y apreciado por ininidad de familias en cada pueblo en donde radico.

Los esposos Simon y Margarita Villa suplican muy atentamente a la Señora Salazar esposa del extinto; sean disculpados por no haber estado presentes durante la ceremonia funebre, por encontrarse enfermos.

El honorable Señor Humberto Garcia, director de la bien conocida y prestigiada revista EL EXCENTRICO por su sana literatura, asi como todos y cada uno de sus dignos colaboradores, quienes expresan por medio de las columnas de EL EXCENTRICO su mas sentido pesame de condolencia a la estimada Señora Salazar e hijos por la perdida irreparable de su muy amado esposo el Señor Salazar.

Que Dios lo acoja en su santo seno.
Descanse en Paz

SALUDO CORDIAL

La firma Cardenas Market, sito en el No. 706 E Street de la blanca y floreciente y progresista ciudad de Union City, California, por motivo de su undecimo aniversario de su fundacion, brinda un saludo cordial con verdadero amor y cariño a todos sus patrocinadores, amigos y publico en general por su amable cooperacion, ayando asi el engrandimiento de esta noble empresa, deseandoles hayan pasado un muy Feliz Navidad y un Feliz y Prospero Año Nuevo; son nuestros mejores deseos, y que Dios Nuestro Señor nos de luz en nuestras mentes y toda clase de felicidad, en este Nuevo Año de 1965.

"Gracias!"

La Empresa Cardenas

Mayo BRIDALS CLEARANCE SALE

Bridal & Cocktail
Dresses
Values to \$39.95

\$5 to \$10

Long and Short
Formals
Values to \$45.00

\$15 to \$25



**For BRIDES to Be FREE BRIDAL
GUIDE BOOK get yours NOW.**

Hurry | Hurry | 250 Dresses to Choose from
FIRST COME FIRST SERVED.

Henrietta Lorigo, Owner.

294 - 4348 85 W. SAN ANTONIO ST.



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

E. DAVE SIERRA
Assistant Editor

COLABORADORES

AMERICAN G I FORUM
CATALINA BARRAGAN
Maria de la Luz Sanchez
ANDREW G. DIAZ
CLUB SAN FELIPE
ROBERT RODRIGUEZ

SIMON VILLA
RICHARD DIAZ
CLUB ZANZAREE
WILLIAM T. ELLIS
CLUB RIVIERA
GILBERT SOLAREZ
DANIEL SALDAÑA

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

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

Servicio de INCOME TAX

No Hay Substituto para la Experiencia

23 AÑOS en el RAMO de INCOME TAX con los que cuenta LENA sirviendo a la colonia de Habla Hispana le dan a Ud. la Completa CONFIANZA de que sus PAPELES de INCOME TAX serán hechos según la LEY EXIJE y a la vez Ahorrándole MUCHOS DOLARES con todas las DEDUCCIONES que Ud. PUEDE OBTENER.

HORAS de OFICINA:

Lunes a Sabado 9:00 a 5:00 p.m.

Martes 9:00 a.m. a 9:00 p.m.

Otras Horas con Cita: Tel. 251-3121

Precios Razonables

Lena Manriquez

CY 3 - 3388

1246 E. Santa Clara St.



Lena Manriquez

Oportunidad !

Necesita Ud. Empleo ?

Departamento LATINO de IMPORTANTE COMPAÑIA, Recien establecido en esta area, Dara oportunidad a 20 PERSONAS inconformes con su actual posicion economica, para Colocarse en empleo limpio, permanente, BIEN PAGADO y con posibilidades de un progreso dentro de la misma Compañia.

Las PERSONAS SELECCIONADAS, Recibirán todo un CURSO COMPLETO de capacitacion Profesional GRATUITO, que les permita ganar DINERO de inmediato.

INUTIL PRESENTARSE SIN CUBRIR LOS SIGUIENTES REQUISITOS:

Mayores de 25 años, Casados, con residencia permanente en este país y cuando menos dos años en el area, Carro en buen estado y con Estudios minimos de escuela secundaria en Mexico, o su equivalente en este país.

No es necesario el idioma ingles, Ya que las actividades de este personal se desarrollaran Exclusivamente en Español.

Las Entrevistas para Solicitudes, Se llevaran a cabo en las oficinas ubicadas en el 2166 THE ALAMEDA, San Jose. ASPIRANTES: LLAMEN antes de Acudir, para establecer Cita a los Telefonos 243-5915, 243-5916, Sr. RODRIGUEZ, Departamento de Personal.

SABADOS y DOMINGOS de las 10:00 a.m. a las 2:00 p.m.

LUNES a VIERNES de las 10:00 a.m. a las 2:00 p.m.

Sr. Rodriguez 243 - 5915

2166 THE ALAMEDA

Pink Elephant MARKET

★ Complete line of Mexican Foods

En la grafica parte del atento personal
que le atendera en ESPAÑOL.

LINEA COMPLETA de CHILE, ESPECIES
y MANTECA.

Los Precios Mas Bajos de Plaza en la
famosa Harina LA PIÑA.

AMERICAN EXPRESS MONEY ORDERS

Se Regalan THRIFTY GREEN STAMPS

Abierto Diariamente hasta las 12:00 p.m.
DOMINGOS hasta las 9:00 p.m.



En la foto iz. a der: John Zamora, Art Melano, Pete
Garcia, Manuel Lagrande parte del personal.

★
Tripe & Pigs Feet

.09c lb.

10c per Docen

Fruits & Vegetables at Farm Prices



251-1929

400 S. KING ROAD

San Jose



Club Zanzaree

MARCE MORA

First of all, I would like to wish everyone a Happy New Year. These wishes come from all members of Club Zanzaree and our families. In this coming year 1965, some of us will have joyful moments, some sad moments, some ups and downs, but all in all it is the will of our Lord and we must try to understand that these things must happen. I am sure God will be with us and we must feel that he always keeps a watch on us. When we have our bad moments we say, why did it happen to me, without realizing that it's God's will.

I took a trip to another country not long ago and believe me, I give thanks to God, because we are so lucky that we have what we do and that we live in America. In many parts of the world there's so much need for so many things that we wish we could help. Many of us are not millionaires but we have everything that we need, so let's all pray for peace, for our leaders, for our loved ones, friends, our soldiers fighting for our country, etc.

Always remember this song when you feel that you have nothing to live for:

God Bless America, land that I love,
Stand beside her and guide her,
through the night with a light,
from above.
From the mountains, to the prairies,
to the oceans, white with foam,
God Bless America,
My Home Sweet Home.

VACATIONS:

Miss Ninfa Carrivalez and family have taken a trip back to their state of Texas.

Also headed for Texas is Candy Veliz and taking his place in the column is Joel Reyes. Good going, Joel.

Enriquetta Lorigo took a trip to different parts of Mexico and on to Arizona.

PARTIES

Thank you, Trudy Jimenez, for the wonderful time we had at the party you gave. Miss Jimenez welcomed us at her new home. It's sure a pretty house you bought, Sweetie. I wish I could mention everyone that was there, but I would need a lot more space, some present were Jovita Martinez, Manuel Fernandez, Tony Carvajal, Maida and Frances Herrera, Mary Hernandez, none other than Louie Coca, Stella, Amparo, Connie Garza, Lenny, Ernie, Virginia and many others. The party ended with menudo made by Mrs. Hernandez.

It was delicious.....

* * * * *

A Christmas birthday party was given to Lillian and her son Larry Mora. Another New Year's dance by The Charros, ending at Mr. Barrajas home with dancing and singing.

A dinner-dance at the Mora's residence, occasion, christianing some saints.

And all kinds of parties all over, I'm sure we've all had enough for awhile.

TO HAROLD MARTINEZ:

Harold, it was very sad to hear that you have quit all activities. Club Riviera should feel very proud that they had you as a member. We enjoyed reading your columns because you never hurt anybody's feelings. The El Excentrico I am sure feels that they have lost a great writer. You have always been very cooperative and I hope that you return again. Feel free to know that we remain your friends forever.

I would like to thank everyone for the lovely Xmas cards. One very important announcement before I leave is the United Food Drive Meeting Monday, January 11, 1965 at 7:30 P.M. This meeting is for nominations of officers. Public is invited. It's for a very good cause. So, let's all attend. Thank you. See you again. At 1246 E. Santa Clara Street, Lena Manriquez Office.

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.



CLUB San Felipe



Joel D. Reyes

A Happy New Year to one and all -----

The New Year's social events were all successful and enjoyable. Club San Felipe's New Year's party was held at Lena Manriquez Hall. The event was very successful. Attending the party and having a good time were:

Mr. and Mrs. Fred Flores
Mr. and Mrs. Genaro Moran
Mr. and Mrs. Joe Flores
Mr. and Mrs. Joe Gonzales
Mr. and Mrs. Tony Guillen
Mr. and Mrs. Cesar Isais
Mr. and Mrs. Horacio Longoria
Mr. and Mrs. Armando Rosales
Mr. and Mrs. Jess Medina
Mr. and Mrs. Eppie Gallego
Mr. and Mrs. Cruz Tapia

Club Zanzaree's party was a very successful one, so I hear. Many people attended and a very good time was certainly evident.

A New Year's eve dinner for a family reunion was held at Mrs. Consuelo Carvajal's home.

MISCELLANEOUS:

Club San Felipe is getting ready for the approaching basketball season. Practice and player screening is almost underway.

A farewell note to Hiram Cortinas who is resigning from the club. Hiram will be working in San Francisco. We wish him luck.

Marcy Mora has just returned from a trip to Mexico City.

Visit the Zarape Club in Morgan Hill, it's a nice and friendly place to stop and see your friends. It is under the ownership of Art and Cheche Ramirez.

As is the case with many "social clubs" ours has enjoyed several years of fun and delight thru our many social events. It occurred to me one day that perhaps our club and the many others in the greater San Jose area should consider scholarships to a worthy boy or girl of Mexican extraction in need of financial assistance to continue his or her education.

It seems to me that it would be most gratifying to help in whatever small a way young aspiring men and women of our ethnic background to attain educational heights in our society of which all can be proud.

Candy Veliz vacationing in Del Rio. Candy will return next week.

Art Cuellar will be stationed in Sacramento and is expected to be in California around the 6th of January.

Raul Carvajal on leave from Denver, Colorado. Also visiting in San Jose is Raul's brother Tony. They both returned after visiting in Dallas, Texas.

Pedro Reyes, Jr. and Family also vacationing in Del Rio, Texas.

Teodore Cervantez and wife Leticia, Mr. and Mrs. Moises Cuellar and friends spent a very enjoyable New Year's eve at El Charro in Campbell.

Here's wishing everyone a very successful 1965 and a wish that all of your days be full of happiness and contentment.

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

Advanced AUTOMATIC TRANSMISSIONS

Advanced

AUTOMATIC TRANSMISSIONS

433 Willow St.
San Jose, Calif.
phone 286-4008
297-7645

Reseal Trans. \$26.95 Labor plus parts.

OVERHAUL \$37.50 Labor plus parts.

FINANCING AVAILABLE

FREE COURTESY CAR

Jim McKelvey

286 - 4008

433 WILLOW ST.

Adair INSURANCE REAL ESTATE

"Casa de Buen Servicio"

Si por algun motivo Ud. ha perdido su LICENCIA de
MANEJAR, el Sr. GILBERTO ADAIR le ayudara a
RECUPERARLA, Proporcionandole ASEGURANZA
IRRESPECTIVO de su EDAD.

Gilbert Adair

ASEGURANZA **MOTARIO PUBLICO**
REAL ESTATE

CL 1 - 5540 o CL 1 - 5541
1508 E. SANTA CLARA ST.



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



BRA

Sr. y Sra. Jose L. Cuarez
Sra. Rosa R. Acosta

participan a "Ud. el enlace de sus hijos"

Rosa y Bernardo

El tienen el honor de invitar a "Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara
el Sabado 15 de Enero, a las 11:30 de la

mañana en la Iglesia

Maly Family

San Jose, California 1965

Rosa es nativa de San Jose y Bernardo de Villa
Acuña, Coahuila, Mexico.

Su LUNA de MIEL la disfrutaran en el bellissimo
Puerto de Acapulco. A su regreso estableceran
residencia en esta ciudad.

PARA CASAS

Bonanza

CY 2 - 7900 CY 8 - 1966

VENDEDOR de La SEMANA

GEORGE NAVAREZ

BONANZA most eligible Bachelor

Was born in San Francisco

With Bonanza 8 months

La GANGA de La SEMANA

Casa en Burbank

2 Recamaras - Attic Room

Lote de 150 pies

\$15,500 precio total

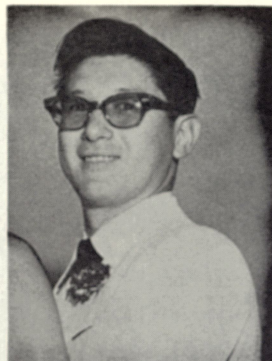
Cercas, Hospital condado

Ofresca \$1,000 de entre



367 MERIDIAN ROAD

Enfrente de
SEARS



*Club
Riviera*



Frank Espinoza

On behalf of Club Riviera I would like to extend the best of everything to everyone for nineteen sixty-five.

I'd also like to introduce myself. I'm Frank Espinoza and I'll be writing this column for the rest of this year. I hope the public will be tolerant of the misspelled words and the poor grammar which will undoubtedly appear from time to time.

Club Riviera held a very nice Christmas party on December 18 at 1175 East Santa Clara Street. The members exchanged gifts and danced and had a swell time. The party was broken up early as some of us had to work the next day.

Club Riviera would like to thank Hillard and Delores Payer for the use of their home for the swinging party held on New Years Eve. The Riviera members had a wonderful time as did the attending guests. Attending guests were Mr. & Mrs. Joe Moreno from Tracy. Also were Mr. & Mrs. Phil Montanez, and Mr. and Mrs. Joe Raya. There was another couple there whose name I did not learn.

One form of bad luck that club member Jess Esparza had following the party was that he had his car stolen. After taking his wife home he was returning to the party when he stopped at a service station to answer the call of nature. When he came out the car was gone. And to think how happy the Esparzas were, Mrs. Esparza just gave birth to their first child on December 20, 1964. It was a hefty boy of seven pounds and four ounces. I wonder if Jess was more nervous when his son was born or when his car was stolen? Anyway, the story turns out for the best.

On Saturday morning as Jess was taking down the Christmas tree and lights he spotted his car cruising by. One phone call and some time later Jess had his car and the police had the thieves!

I understand that a real nice Christmas party was held at the Cuatro Milpas in Milpitas and a New Years party was scheduled. I'm

sorry I was unable to attend. The local tavern is operated by Ruben De La Cerda. If you're in the area stop by and say hello and enjoy a few refreshments. The atmosphere is comfortable and the people are cordial.

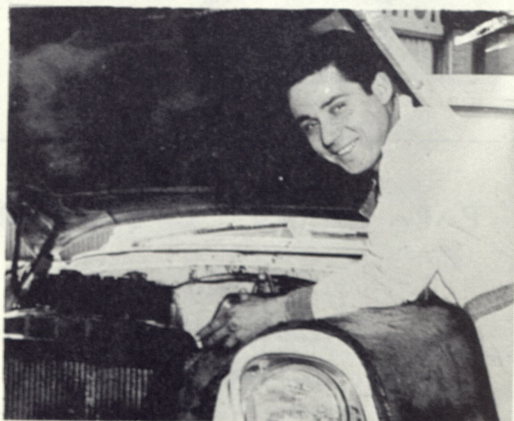
Now is the time for most people to make their resolutions. I'm sure you've made a few resolutions at one time or another and if you're like me and most people, have managed to break most of them before the year is over. We manage to break our resolutions but still we make new ones at the start of the year. Last year I resolved not to make anymore resolutions. This year I resolve to try not to break any of my resolutions.

I'd like to report the results of Club Riviera's elections:

President	Frank Kawakami
Vice President	Richard Moreno
Treasurer	Paul Ramirez
Pub. Rel.	Frank Espinoza
Secretary	Jess Esparza
Sgt. at Arms	David Esparza
Ath. Mgr.	Frank Espinoza

I'm sure Frank Kawakami as president will do a terrific job as well as the rest of the officers.

Checkerboard **GARAGE** **TALLER de MECANICA**



Lionel Banda

ESPECIALISTAS en

TRANSMISIONES AUTOMATICAS

Tune - Up MOTOR OVERHAUL

Reparaciones en General

CL 1 - 0606

1991 ALUM ROCK AVE.

Wedding Marriage

St. Concepción y Sta. Domitila Olague

participan a Ud. el enlace
de su hija

Irene Raquel

con el Sr.

Lucio De Anda

U tienen el honor de invitar a Ud. y a su apreciable
familia a la ceremonia religiosa que se verificara el

Sábado 16 de Enero, a las 10:00 de la
mañana en la Iglesia de la

Sagrada Familia

San Jose, California 1965

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

Elida

to

Mr. Tito J. Salas

Son of Mr. and Mrs. Ismael Salas

On Saturday, February 20th, at 3:00 in the
afternoon at the Holy Family Church.

San Jose, California 1965

For your WEDDING INVITATIONS visit EXCENTRICO PRINTERS
best styles... best service... lowest prices... 195 DEVINE ST.

Las PALMAS TACO BARS

2 LOCATIONS TO SERVE YOU

Lo MEJOR en
COMIDA
MEXICANA



FINE MEXICAN FOOD

Como en LAS PALMAS este Restaurant usa unicamente
los Mejores ingredientes para todas sus comidas.

COMBINATION PLATES desde .90c

Abierto LUNES a SABADO 11 a 8:00 p.m.

MARTIN MENDEZ & SON
294-4923 1310 AUZERAIS AVE.

Continental Cuisine
Atras de SEAR'S



Las Palmas Taco Bar

" San Jose's Original Taco Bar "

Only the BEST QUALITY FOODS USED
SPECIAL PARTY RATES

Open 7 days a week 9:00 a.m. to 8:00 p.m.

295-3132

1495 The Alameda



Se Rentan y Se Venden Tuxedos

Todas Clases y Tamaños

ALL NEW TUXEDOS

Satin Shawl Collar or Satin Framed Collar

DINNER JACKETS

White - Blue - Red - Grey

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS

FELIX
1 FORMAL WEAR
SALES RENTALS

294 - 2322

75 S. 2nd St.

FOR THE ARTISTICALLY INCLINED--Junior high girls are invited to participate in Wednesday afternoon "open door" days at the San Jose YWCA, 210 South Second Street. Here, Mrs. Mary Mahle (in striped dress), Program Director, shows some of the hobby equipment girls may use.

Her audience is made up of (left to right) Anita Estrada, Christine Martinez, and Gloria Razo. All are Woodrow Wilson Junior High girls. Girls do not have to participate in hobby activities, but may just drop in at the YWCA to relax and see their friends.



Maria's COCKTAIL LOUNGE
BAILE VIERNES - SABADOS

El Centro Nocturno

☆☆☆☆☆ *Mas Elegante*

MARIA'S COCKTAIL LOUNGE se ha convertido en el CENTRO NOCTURNO mas popular en toda la Bahia por su ELEGANCIA, HI - Balls bien preparados y lo Mejor en MUSICA para BAILAR.

DAN and MARIA AGUIRRE, Prop.

CY 5 - 9872

728 N. 13th St.

TEDDY RODRIGUEZ Y SU CONJUNTO



Cartas al Director

Sr. Don Humberto Garcia
Director, EL EXCENTRICO
San Jose, California

Diciembre 20

Honorable Sr. Garcia:

Quiero que se sirva Ud. publicar en las paginas de su popular y bien acreditado magazine, esta aclaracion de una madre desventurada en relacion a la inenarrable tragedia que enluta nuestra familia, aclaracion que juzgo de conciencia y por lo mismo neceria, razones que me impulsan a escribir estos cortos renglones, para informar que el hogar formado por mis hijos Mario C Walker y su esposa Maria Mendoza de Walker, era un hogar pobre pero feliz y dichoso ya que en el todo era cariño, comprension y felicidad hasta que por desgracia se presento en el, una mala mujer, una loba con piel de oveja pidiendo proteccion, pues sus familiares no querian saber nada de ella y ella queria terminar sus estudios de profesora de escuela.

El buen corazon de mi hijo y de su esposa, la recibieron ofreciendole su ayuda en la medida de sus posibilidades, y hasta en mi propio hogar obsequiandole un vestido nuevo. La esposa de mi hijo tambien le hizo obsequio de alguna ropa de su propiedad. La espantosa tragedia que cego la vida de mi hijo y de cuatro inocentes niños, sus pequeños hijos, principio con una anticipacion de dos meses al nacimiento de mi querida nietecita Narda Maria, la mas pequeña de las victimas, y del Calvario de Marie, la esposa de mi hijo, pues la mala mujer, se habia entregado a mi hijo apoderandose por completo de su voluntad y de su hogar usurpando los derechos de mis nietecitos y de mi nuera, a tal grado que Marie no tenia ni voz ni voto en su propia casa, y desde entonces fueron días, semanas y meses de sufrimientos para la sensible y cariñosa Marie, la que a pesar de sus sufrimientos y de la espantosa tragedia que destruyo su hogar y su propia vida, sigue perdonando y adorando a su esposo y a sus hijitos cuyo recuerdo es lo unico que le queda en este mundo, de lo que un día fuera un hogar cristiano y feliz.

En el limpio e inocente corazon de mi hija politica, Maria Mendoza viuda de Walker, no hay rencor ni malicia, por eso yo, en calidad de madre y abuela de las victimas, en cumplimiento del sagrado deber que me impone mi conciencia, por medio de esta, limpio de toda culpa y de cualquier mala interpretacion que el publico haya dado a las noticias que sobre este dolorosísimo drama publico en diferentes edi-

ciones el diario local SAN JOSE MERCURY NEWS y sobre todo, para defender la honra de mi nuera de quien todos las personas que formamos la familia de Mario C. Walker, damos testimonio de que es una mujer decente y honrada a carta cabal y que cualquier duda que alguien haya preconcebido acerca de su honorabilidad, a causa de la lectura del citado periodico es del todo equivocada.

Atentamente,

Concepcion C. de Walker

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

La Rosa BEAUTY SALON

Special Cream Permanent

COMPLETE

Regular \$10.00

No Fancy Slogans just and honest
Value. A Free Haircut, short or
Medium lenght, Shampoo and Set.

\$5.00

Special Oil Cold Wave

COMPLETE

For a Firm, regular or bodycurl
Also includes style cut
and set.

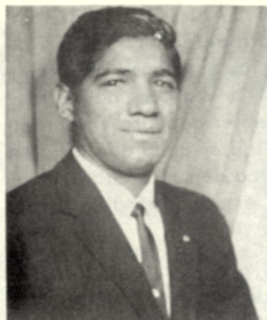
\$8.95

OPEN till 9:00 p.m. Monday Thru Saturday
Eastside location open SUNDAY 10 to 4:00 p.m.



186 S. 2nd Street CY 4-9254
1504 E. Santa Clara St. 251-1845

Mrs. Janet Kaczmarek, Prop.



The Quiet Mexican - American

Andrew G. Diaz

Life Behind Cold Grey Walls

My fellow readers another year has gone, and another year must follow, and along these principles the good and the bad must follow. Let us make new resolution and start the New Year off right.

In past issues I have re-enstated my deep concern over the problems that face the minority youth and crime, it is my intent on this issue to expose to the public, and particularly to those holding a public office, and to the normal community citizen. Of the wide uprise of organized crime in our City of San Jose, and I am not trying to express my own acquisitive abilities best suited to my own conquest. Furthermore I stated that I intend to expose all of which I have absorbed in the past years in a associationism with these people of dubious character. And neither will I be labeled or branded as a member of any legitimate business before or after the 1st of January 1965. For I have in the past stand firm on my own policy that of doing it good and in so going all the way. And under any and all circumstances and conditions.

To us normal human beings the price of brief pleasure is high, yet some people turn to crime and personally my friend in my book crime is not a habit but a disease, found by anyone of a million reasons ignorance, greedy for fame or money, a desire for a "kick" and whether we phrase it as crazy or mentally retarded somehow reacts different in the minds of an individual with this type mentality and to him appears a personal satisfaction, and his price is paid with the big share of his life in prisons. Or the top of underworld fame death.

It was not long ago that I spoke about our friend the visitor. Let me just say that I've also been doing some visiting and needless to say the title of this issue is self-explanatory.

To many of us as ordinary human beings look at prisons as dark medevil duncence. The life behind Grey Prison Walls has long changed from the cane carring and human brutality, just

as the laws about our society have changed.

And personally it gave me this type of impression that our new outlook of human Psychology and Sociologists are finally beginning to be accepted by the cons they have helped in the sense of aiding, educating, and by compromising and studying the inmates personal abilities, interests and qualifications, and its to be known that 75% of the inmate population has the capacity of an 8th grade level educated person. So how possibly could these individuals construct, master, and organize racketeering, operate legitimate unions and loan companies, it is for this reason that all people of our society be informed about the facts regarding crime addiction. Let me furthermore note that all inside information has been contributed by a dependable source whom has had the opportunity of working in the prison testing rooms.

One of the best schooling programs being offered to our minority group is the group counseling classes, group counseling, it not only widens the inmates IQ, but gives individuals a chance to express themselves and bring out frustrations inbouded within their systems without causing violence.

And from one whom has been a victim of group counseling it slowly changes his attitude of bitterness toward the people of society.

Let us look at the bad side of the wall. And this is very seldom exposed to the public simply because the authorities are not up to par with the activities within this institution as a matter of fact according to a good source even behind these walls lies (the code of the underworld) never see anything know nothing, because if you do it may cost your life. Then comes the most notorious of all pressure groups.

(The Nazi group) Anglos against white superiority consists of highly syndicate type operators originated from La Mafia in the Eastern States and slowly moved to California.

(The Black Moslems) Against all justice operates on the basis of anger to outsiders of society, use any subversive and socialism aid to overthrow or weaken our Government policies. Goal-REVENGE. A known saying in the Moslem Code you walk in like a protestant and walk out a Black Moslem. A blood in the code is a person of trustworthy to the group.

(The Wheeling and Dealing) This pressure group is highly noted among members of the underworld as associated with gambling, narcotics, and gangster type accidents.

If you want a favor done you don't give a wheeler dealer any money. You give him a pack of cigarettes or a joint or a benny. These are term names given to drugs in the underworld

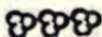
(. continued next page)

slang, or you may get a lousy pair of pants or a lousy meal all tailor shops in the joint are controlled by the inmates. All marijuana is sold and controlled by the wheeler-dealers and cigarettes serve the purpose of money instead of regular money. The chairman of the advisory committee is known to the underworld as the Conbust his job is the inmates spokesman and is elected by the mates themselves. In case of riots, sit downs or strikes, the conbust negotiates with the institution warden. No conbust stays in office for too length of time reason gains too much power and starts a chain reaction of action.

Many people believe that organized crime is being committed by the youth and to top it off by our minorities Mexican and Negro, tho by far distant acquaintances I've been able to find out that the large percentage fall into the middle or upper years of life and just sit back and run legitimate syndicate operations, and I don't speak about the button man tho the figurehead, all us minorities are is soldiers, suckers.

And if our local authorities don't realize this problem in one decade San Jose Racketeers will re-berth Organized Crime. And let me just say it's here either our authorities are not doing as good as they should or simply not being exposed to the public, I also add newly individuals are greedy young hoodlums from our City and abroad looking for a name of fame. Let it furthermore be known that these young hoods do not come from cheap slum background neighborhoods tho from the upper middle class of our Society.

Sincerely and truly,
Andrew G. Diaz



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Cut-Rite BARBER SHOP

Highest Quality Hair - Cutting
at Reasonable Prices

OPEN 7 DAYS - Daily 9:00 a.m. 7:00 p.m.

SUNDAY 9:00 a.m. to 3:00 p.m.

MEN \$1.75

Children (Under 12) \$1.35

Al Cano. Prop.

297 - 9705 1279 E. Santa Clara St.

MADAM Zora

ADIVINADORA



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

Esta Sra. ayuda a los ena-
morados y parejas separa-
das a que se CASEN o se
vuelvan a REUNIR.

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

La Cocina CAFE COMIDA MEXICANA

ESPECIALIDAD
COMIDAS MEXICANAS
y SABROSOS ANTOJITOS

Manuel y Elizabeth Morales
Propietarios.



CY 3 - 9864 131 W. Santa Clara St.

INCOME TAX SERVICE

Tel. 258 - 1366

1411 Sun Shadow Lane



GEORGE GOMEZ REALTY

BLANCA y JOSE J. ALVARADO

Asuntos de INMIGRACION

Traducciones - Notario Publico

Nuestra larga Experiencia en tramitar Documentos de
Importancia es su Mejor Garantia.

Agencia de CASAS

Tel 251 - 6756

2194 ALUM ROCK AVENUE.



Gilbert Solarez

1965 RESOLUTIONS

GLORIA MONTANEZ: To get married if I can find someone to settle down with. I'm not getting any younger.

PAUL GARY, JR.: I will lose 30 pounds of ugly relaxed muscle for '65.

ALASKA LOPEZ: To be the best dressed dancer and drive the best looking convertible money can buy for '65.

CESAR ASCARRUNZ: To form a mixed social club of boys and girls and to give our customers better service here at the EL PATIO night club.

JESSIE CASTILLO: I will stop giving free permanent waves and hair bleaching jobs to my friends on my days off. That's my resolutions!

CHARLIE MOLINA: To have more will power when girls offer me money to take them out like George Plata.

GEORGE PLATA: I will rent myself a bigger apartment with wall-to-wall mattresses cause the one I have has seen its better days.

DAN AGUIRRE: I wish Willie Brown would stop talking so much and buy the house a drink here at Maria's Club once in a while.

WILLIE BROWN: I wish Dan Aguirre would stop asking me to buy drinks for the house. Doesn't this place ever pop?

AL RODRIGUEZ: I'll learn to dance and then I'll make Alaska look bad in front of all the girls at Fred Astaire's.

CESAR GARCIA: I'll fly Hank Paramo's P-51 Mustang down to Mexico City and sell it to the president of Mexico real cheap.

TRUDY JIMENEZ: To be real nice to Gil Solarez so he won't write anything bad about me.

DAVE SIERRA: To get Maria Felix a part time job as a scarecrow. Have you seen her

lately? They abolished the bracero program, P. L. 78, just in time.

ROY ORDONEZ: To be a happy-go-lucky son-of-a-gun like I used to when I used to pal around with the Bachelors Club in the good old days. To date more girls, to attend more parties and above all, to travel to more places.

HARRY EVANS: To have more good students at Fred Astaire's Dancing Studio like Alaska and Solarez.

DAVE ROBINSON: To have better teaching hours for teaching dancing lessons.

LYDIA JAQUEZ: To replace Barry Chase, Fred Astaire's dancing partner.

HANK COCA: To have better TV programs in Spanish on Sundays on Channel 11 and to give our customers the best service in the future at Furniture Discount House where you get the most for your money.

EDDIE BOJORQUEZ: I'll be the best furniture salesman here at Furniture Discount House.

TONY TORRO: I'll be a better salesman than Eddie Bojorquez.

HANK HAVARRO: I'll be a better dressed and best looking salesman than Eddie and Tony here at Furniture Discount House.

FRANK DAVILLA: To bring great stars like Cacho Sanchez and Rene Touzet to the Rainbow Ballroom the home of the main attractions.

MYSELF: I'm gonna give Alaska a baseball bat to carry in his new '65 Pontiac Grand Prix Convertible, so that he can keep all those crazy girls away from him.

ROBERT ROBAINO: To be extra nice to my wife Diane and not to smoke cigarettes when I get up first thing in the morning. To take her out to dinner more often.

COMISION HONORIFICA MEXICANA AND FIESTAS PATRIAS:

That was a beautiful Fiesta and Parade you had four months ago and we noticed you were very nice to thank all those that helped. Please forgive me for asking such silly questions but where is the financial report and did you come out O.K. in the expenses? Believe me, I don't mean to be catty, it just seems that way. Since it was a public function, I thought the readers would like to know. No hard feelings, OK???



Diga a nuestros Anunciantes que le vio en el EXCENTRICO



**FURNITURE
DISCOUNT**

House



HANK COCA

Spanish
TV SHOW
CHANNEL 11

Direct from Mexico City
Every Sunday 10 to 10:30 a.m.

SEE OUR WONDERFUL
WEEK END SPECIALS I

**FRENCH PROVINCIAL
BED ROOM!**



GIL COCA



JOE SANCHEZ



HENRY NAVARRO

Girl of the Month Contest

APPEAR on TELEVISION

Win a Beautiful Prize

ALL YOU HAVE TO DO IS:

REGISTER at FURNITURE DISCOUNT
HOUSE Bring a photograph of yourself
From all Contestants one girl will be selected per month.



EDDIE BOJORQUEZ



TONY EREDIA

WE GUARANTEE LOWEST PRICES
WE GUARANTEE SERVICE and What we SELL
WE GUARANTEE Style and Quality
No Carrying Chgs. just low Bank Interest terms

6 LOCATIONS to SERVE YOU !

1975 MISSION ST. San Francisco

7134 E. 14th STREET OAKLAND

2130 ELCAMINO SAN MATEO

836 E. Sonoma Blvd. Vallejo, Calif.

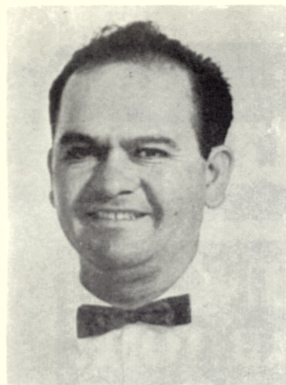
607 E. MARKET ST. SALINAS

82 E. SANTA CLARA ST. San Jose

**Easy Credit
Terms**

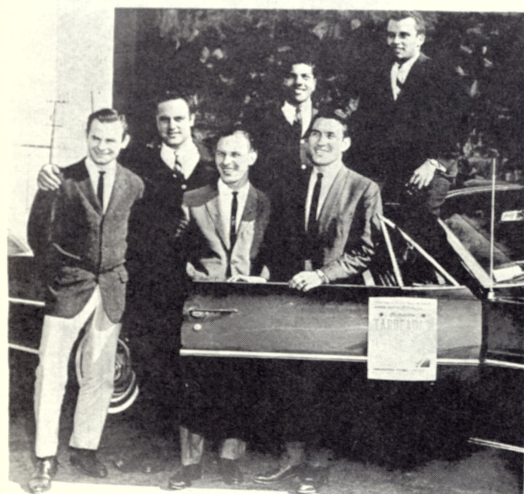
CY 7 - 9486

82 E. Santa Clara St.



★ ★ ★
EL FOTOGRAFO
de las
ESTRELLAS ...

Richard Diaz



CESAR'S MEN

Dennis Reed, Guy Hoffmann, Mike Hermosillo, Harold Martin, John Nelson and Cesar Franco band leader.

You can hear band nitely at Ceasar's Restaurant Bar on West San Carlos St.



Bailarina EXOTICA LUCERITA LUCERVO

Haciendo derroche de su arte con interpretaciones de bailes exóticos y ritmicos en el Club nocturno Sinaloa en la vecina ciudad de Morgan Hill.

En la foto de iz. a der: Abigail, Eva, Connie y Adelina Haro, Salvador Garcia, Rinaldo Padilla, Teresa Haro - Madrina, Isidro Haro - padrino Estevan Ramirez, Ricardo Ramirez y los pajecitos Isidro Haro y Sindy Gallegos.

FELICIDADES I

El día 31 de Octubre del año 1964 la Srita. MONICA HARO sobrina de Martin y Lucy Haro contrajo nupcias con el joven BENJAMIN ROBELES hijo de Patricio y Elvira Robeles en la Iglesia de Nstra. Sra. de Guadalupe a las 12:00 del día.

La Recepcion fue en el Azteca Hall asistiendo mas de 200 invitados. Ambos son originarios de Mexico.

Despues de su Luna de Miel en San Francisco establecieron residencia en esta.





FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

EN PERSONA..... El popular compositor
y cantante del cine Nacional

CUCO SANCHEZ

Presentacion especial de la despanpanante

★ *Baby Dee*

SABADO 16 de ENERO

Generous George Motors

LOTE de CARROS USADOS

100% MEXICANO

No Hay Oferta Razonable

que no se Acepte ●

GRATIS I Con la compra de Un Carro se le
regalara 10 Lineas de BOLICHI I

Toda Clase de Autos - Muy facil de Financiar

ABIERTO de 9:00 a 9:00 inclusive Domingos

GEORGE BURGUEÑO, Prop.

294 - 7241 1045 E. Santa Clara St.



DON la encantadora GAY y ART
MARTINEZ lo atenderan con
toda cortesia y esmero.

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

Continental and Ivy Suits SPORT COATS

Ropa INTERIOR CORBATAS SOMBREROS

ROUGH RIDER - Slacks and Sport Coats

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.



Pat Vasquez

After spending a real wet Christmas Day, and I mean wet, because of rain and a dry New Years Eve at home, I got up New Years Day bright and early to watch the Tournament of Roses Parade and Football all day.

It is nice to do this without a hangover. New Years Eve, sitting in my favorite chair, I realized that old age was upon me. What with a new born baby at home and everybody calling me "abuelito", I feel just like an old man. But then I console myself when I know that Joe Manriquez, Richard Gomez and Dave Sierra are all grandfathers and belong to GI Forum.

The holidays are over and your supply of alka-seltzer is gone, and now you say that you are ready to get down to business. But you do not know what to do, well join the American GI Forum and we will keep you busy. For I can tell you that we are in need of new blood in the organization because our members all have tired blood. They are starting to drag their feet.

And with new blood we can conquer new horizons.

The American GI Forum thanks the Pink Elephant Market at 400 S. King Road and at 1098 N. First Street, Reed & Graham, Mr. Silas March and Joe & Lena Manriquez for their contributions to the Christmas Baskets. It is people like this that help make our Christmas Baskets possible.

The Christmas Baskets this year were packed by 13 of our members and delivered by 10. Out of the 72 members, these 13 men seem to be the same members that always do all the work. They keep asking me where are the rest of the 72 members, and all I can say is that they were all notified, and I tell them maybe next time they will take a little interest in our organization and come to help us with some of the WORK.

The American GI Forum passed out 52 Christmas Baskets this year. To the people that Dave Sierra and myself delivered baskets to their homes, I can say that they were in need.

But then I received reports from other members that when they delivered the baskets there were new cars in the driveway and color TV in the house. And one address was a \$25,000 home. Some of these people are a lot better off than most of us members. And how many of our members eat turkey on Christmas Day?

Maybe next Christmas we can find our own list and just give to those people who are in need.



Dan Tellez, Louis Melchor and Pat Vasquez load up pickup truck with Christmas Baskets for distribution the week before Xmas.

Pat is the one with the Gung-Ho helmet at extreme right, Louis is the one in the middle and the other one is Tellez.

The United Food Drive is going to hold nomination of officers Monday, January 11th, at 7:30 P.M. at Lena Manriquez's office, at 1246 E. Santa Clara Street. So if you are interested in running for some office in the United Food Drive, come over Monday, January 11. But a word of caution, don't run for office if you can't devote your time to it. Some run just to get elected and get their picture in the paper and then quit, not knowing or caring that they put all the load on the rest of the officers and committee members. And again this goes to those who get elected and then don't attend the meetings. (This rule does not only apply to the Food Drive, but other organizations also take notice.)

HEN-PECKED HERNANDEZ TO WED

The San Jose American GI Forum is proud to announce that one of its members is so brave that he makes the Congressional Medal of Honor winners look like they were playing war games with snow balls. For this member is ready to give up his freedom and go into slavery. In his sacrifice, he will give up his bowling on Monday, Women on Tuesday, Poker games on Wednesday, Women on Thursday, GI Forum meet-

(.... continued next page)

ings on Friday, Women on Saturday, and Women on Sunday.

He will sacrifice all this just to become another henpecked husband. For Bonnie Hernandez will give up his freedom and marry lovely Edith Navarette on Saturday, January 16, 1965, at 12:00 noon at the Most Holy Trinity Church.

To Bonnie and Edith I wish you both all the luck in the world. To Edith I plead with you please let Bonnie come to some of our meetings and I'll make sure he goes home early!



In the photo are lovely Edith Navarette and Bonnie (I'm gonna be the boss in MY house, baby!) Hernandez. The wedding is Jan. 16th.

Dr. JUAN de HERAS, D.C.

PRACTICA GENERAL

Horas de Consulta:

Lunes - Miercoles y Viernes
9:30 a.m. a 6:00 p.m.

FACILIDADES de RAYOS X y Laboratorio
Casos de Accidentes de Trabajo
Automobilisticos o Welfare
Aceptables.

(Esquina con The Alameda)

CY 5 - 5390 11 CLEAVES ST.

Liberty Barber Shop

295 - 9719 79 S. MARKET ST.

Barberia Mexicana
\$1.75 CORTE DE PELO

Los DIAS del LUNES a VIERNES
ABIERTO LOS DOMINGOS

Alberto Mendez

Payless TIRE COMPANY



LLANTAS GARANTIZADAS

De la Mayoria de las

Grandes Marcas desde

\$7.95

TODOS TAMANOS

●●●●

CHEATER SLICKS

Facilidades de Pago

Abierto de 9:00 a 8:00 p.m.
Sabados 8 a 5:30 p.m.

FLATS .69

WHEEL BALANCING .88

Jerry Hartline Mgr.

Tel. 251 - 8360

1815 ALUM ROCK AVE.



*Maria de la
Luz Sánchez*

En los Umbrales del Gran Misterio

Ignoro porque, desde pequeña, me ha subyugado, fascinandome, la magia cautivadora de las palabras. Que grande y que hermosa es la lengua castellana, que ofrece en sus diez mil verbos, y en su casi infinita gama de palabras, recursos humanos verdaderamente suavizadores para decir sin que suenen a tragedia las cosas terribles y muchas veces espantosas y aterradoras que forman el acervo de la vida del hombre sobre el haz de la tierra. Por ejemplo, el tropo que puse por titulo al presente articulo, amortigua y reviste de cierto encanto poetico la terrible verdad de que este pequeño, simpatico y en apariencia saludable niño, cuya foto ilustra las paginas de EL EXCENTRICO, sobre la espantosa enfermedad de la leucemia y en consecuencia, segun el dictamen de los medicos, esta irremediablemente condenado a morir.

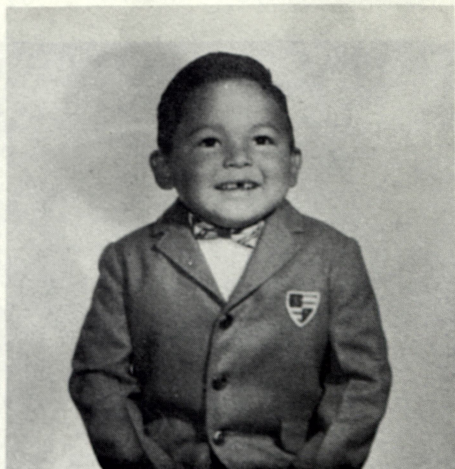
La hermosa y bendita edad de la inocencia, de la pequeña victima del terrible mal, que es de solo cuatro años y algunos meses, vela con una luminosa sonrisa la gran tragedia de una vida que ya no en flor, sino en tierno capullo, cegara la parca inexorable. El pequeño Eduardito, es hijo de los Sres. Carlos y Maria Garcia, domiciliados en el numero 823 de Meridian Road en esta ciudad de San Jose.

Los escasos recursos con los que cuenta el matrimonio Garcia, y lo exorbitante de los gastos de medicos, hospitales y medicinas que requiere a diario el pequeño enfermo, nos mueven a una compasion, que nos impulsa a hacer un publico llamado a la caridad y buenos sentimientos de mis lectores que quieran en alguna forma socorrer a esta familia practicando una obra de caridad urgente. Vosotros, padres y madres de familia, que en el tibio calor de vuestros hogares disfrutais las inocentes caricias de vuestros hijos, vosotros que os estais preparando para elegrar la Navidad de vuestros chiquitines, comprandoles el juguete con que soñaron, percataos del tremendo dolor de los pob-

res padres que saben que la Navidad de 1964 sea acaso la ultima que pase sobre la tierra su pequeño hijo. En estos dias en los que el espiritu de la Navidad se extiende sobre el mundo disipando oídos, extirpando egoismos y haciendo mejores a los hombres, hemos criado oportuno hacer un llamado a la publica generosidad para que socorran con sus donativos a esta familia en necesidad grave. Al efecto hacemos del conocimiento de nuestro publico, que todos los donativos deberan ser enviados a cargo del Reverendo Padre Jose A. Peña, S. J., 91 So. River Street, Holy Family Church, de esta ciudad. El buen sacerdote tan querido y respetado en toda nuestra colonia latina del Norte de California, ha accedido a ser el representante del pequeño Eduardo a quien muy pronto podran todos ustedes conocer a traves de su presentacion en el Canal 11, de nuestra Television local, ya que la gerencia de este Canal, y su jefe de Programacion en Español, Eduardo El Guero de Oro Grigg Patoni, han convenido en hacer una amplia promocion a este triste y conmovedor caso.

Personalmente, exhorto a mis lectores a que ayuden generosamente al pequeño paciente, por amor y en recuerdo de aquel otro Niño Divino del Pesebre de Belem, que habiendonoslo dado todo, no tuvo ni un rincon de la casa mas humilde para venir al mundo. Nunca como ahora debeis grabaros en el corazon este hermoso lema que alienta e impulsa todas las obras que la beneficencia y la caridad publica realizan en mi amada y lejana tierra de Cocula, alla en mi Jalisco:

"LA CARIDAD DE CRISTO, NOS URGE"



Niño Eduardo Garcia, quien contando con solo 4 años y 6 meses de edad, es victima de la incurable leukemia. El simpatico chiquitín sonrie a la vida ignorante de su tragico destino.

Simon's Beauty Salon

Salon de Belleza Mexicano

Permanent Wave

PRECIO COMPLETO.

\$ 5.00

LAS MEJORES ESTILISTAS en EL
Norte de California

ABIERTO:

Lunes a Sabado de 9:00 a.m. a 9:00 p.m.

Domingos de 9 a 5:00

NO NECESITA CITA

SERVICIO DE BELLEZA COMPLETO

Corte de Pelo - ESTILO - PINTURA - PLATEADO

Tel. 295 - 5391

32 South MARKET STREET

(Cercas de la Farmacia LA ROSA)



Teddy Castillo



Our Cover

REBECCA KIM was born in December 16, 1963

at 9:56 p.m. At San Jose Hospital

Tipping the scales at 6# 14 ounces

Her parents are Al and Yvonne Cook

Al is a native of Grand Rapids, Michigan

Yvonne of El Paso, Texas

Grandparents: Ace and Ruth Stevens

Yvonne is the favorite daughter of Excentrico's
publisher Humberto Garcia.

In picture is proud papa Al with lovely Rebecca

Kim Cook bundle of bouncing energy.

photos by uncle Bert Garcia, Jr.



Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

EXAMEN CIENTIFICO

Los Doctores ZLOT y STERN le ofrecen
una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS

Se Aceptan Casos de Old Age Pension

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

Se Localiza en el edificio de Kay's Jewelers.

PAGOS FACILES

En la grafica el Dr. Lawrence Stern y la
guapa recepcionista Sussan Lopez.

CY 5 - 4805

67 S. FIRST ST.



Daniel Saldana



Propositos de Ano Nuevo

Año nuevo vida nueva. A la llegada de cada año de nuestra existencia oímos decir o decimos nosotros mismos: Año nuevo vida nueva. Sin embargo la vida sigue igual año tras año, pero a la llegada de cada año hacemos propósitos de organizar nuestras actividades en una forma mas ordenada.

Cada persona a la medida de sus posibilidades o del medio en que actua, trata de ajustar su vida por derroteros mas amplios o mas rectos; estos caminos o derroteros de nuestras vidas quedan representados por nuestros problemas. Pondremos por ejemplo el de una persona que empieza a ahorrar algun dinero desde el dia primero del año; cuando sus ahorros sean suficientes, podra tener para el pago inicial de la casita, o del automovil, o de alguna otra cosa que ha estado en su mente por tanto tiempo sin poderla adquirir, esto refiere lo que toca a la parte economica.

Pero tambien hay otros aspectos que nos proponemos reorganizar a la llegada de cada año; por ejemplo en el aspecto social, nos proponemos hacer nuevas amistades, frecuentar al club o a la organizacion que no ha estado invitando y que no hemos hecho caso de sus invitaciones; hacer tiempo para visitar a nuestras amistades que por tanto tiempo no hemos sabido de ellas, tambien le pondremos unas lineas a nuestro pariente lejano, del que no hemos tenido noticias por mucho tiempo y tantas otras cosas que tenemos que hacer para fortalecer nuestro radio de accion social.

En la parte sentimental hay muchos propósitos tambien, segun las circunstancias, como el joven que se propone hacer su declaracion de amor a la joven que ha captado sus sentimientos y se resuelve a hacerlo en este año que empieza; algun otro tendra como meta para este año pedir la mano de la mujer amada, que por diferentes razones ha estado aplazando. Cada quien tendra su meta en el terreno sentimental y todos pensamos alcanzarla en este año.

Tambien nos proponemos buscar la forma para que este año aumente nuestro salario y en

esa forma nivelar nuestro presupuesto domestico, alguien mas, espera terminar ese curso especializado, que lo capacitara para obtener un trabajo mejor que el que ha tenido hasta ahora. Otros tal vez puedan en este año tomar esas vacaciones que se han estado planeando año tras año sin que se hayan logrado. En fin, todos hacemos nuestro programa para llevar a cabo nuestros propósitos de este año.

Acabamos de cerrar nuestro balance del año anterior, es imperioso por lo tanto, abrir nuestro nuevo libro de contabilidad con sus 365 paginas en blanco que nosotros nos encargaremos de llenar; al finalizar la ultima pagina el ultimo dia del año, totalizaremos el debe y el haber, por esos totales sabremos si nuestro balance es equilibrado.

Este año que empieza y que nosotros podemos imaginar como un gran libro de contabilidad de 365 dias o paginas, que tienen que llenarse dia a dia con nuestros exitos o con nuestros fracasos, con nuestros triunfos o nuestras derrotas, con nuestras penas o nuestras alegrías, con nuestros aciertos o nuestros errores; al llegar la ultima hoja haremos un recuento para saber si tenemos saldo deudor o saldo acreedor.

En cualquier forma que se cierre este balance, nos dara la clave para que el siguiente libro de 365 dias, arroje un balance cada vez mas a nuestro favor.

Al decir año nuevo vida nueva, no se quiere decir que se va a vivir una nueva vida, pero si se entiende, que en el año que empieza vamos a emplear una nueva forma de lucha en la vida, aprovechando la experiencia que nos dejo el año anterior; en esa situacion son muchos los propósitos de mejoramiento, de felicidad y de prosperidad con que recibimos la llegada de cada uno de los años que podemos contar en nuestra existencia.

Año Nuevo Vida Nueva.

-- Saldana



Directors Coats Cuta Away
Bridal Hoopskirts
Fur Stoles



\$8.50

ALL NEW ---
Dinner Jackets, Pants,
Shirts, Cummerbunds
Suspenders
and Accessories

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

Ida's TUXEDO RENTAL

CY 2 - 9102

380 S. First St.



En la grafica: Parte del A'ento Personal.

CY 3 1773 363 AUZERAIS AVE

Familia Vasquez

En la foto aparece la elegante familia VASQUEZ son ellos de iz. a der: Tim, James, Margaret, Richard, Sr. Richard, Jr. quien recientemente contrajo nupcias con la Srita. Judy Schaffer. Richard es un magnifico estilista en peinados ultra modernos su madre Margaret antes prestaba sus servicios en Jo - Mar Beauty Salon.

La foto fue tomada al cumplir 23 años de casados los esposos Vasquez Richard, Sr. presta sus servicios con la compañía de transportes Valley Motor Lines.

FELICIDADES I

Ozuna

PRODUCTS

PANADERIA y FABRICA de TORTILLAS

Aqui encuentra Diariamente
TORTILLAS - PAN MEXICANO y TAMALES Calientitos
Tambien encontrara Ud. todos los ingredientes

ORDENE SU MASA CON TIEMPO
RICA BARBACOA y Sabrosa MENUDO
Todos LOS DOMINGOS.

SAN JOSE, CALIFORNIA



Mexican

COMBINATION
PLATE

DINNER

CHILD'S Plate

69¢

39¢

MANUEL CALSADILLAS
gerente de este acreditado Drive In
y personal lo atenderan cordialmente.

Pink Elephant Drive - In

MEXICAN & AMERICAN FOOD

Catering Service

Receptions - Weddings - Parties

Todo lo que Ud. necesite para PARTIES o BODAS
con referencia a comida nosotros Solucionaremos su
PROBLEMA con un Servicio Rapido y Esmerado.

ABIERTO: Diariamente de 11:00 a.m. a 10:00 p.m.
VIERNES y SABADOS hasta media noche

251 - 2141

401 S. KING ROAD

Sociales - Personales

En la foto, aparece acompañada de su esposo, el Sr. Lorenzo Sanchez, la señora Josefina Martinez de Sanchez, quien fue festejada por sus hijos con motivo de su día de días.



Con una alegre, cordial y bien preparada fiesta familiar, los hijos naturales y políticos de la virtuosa y simpática señora Josefina Martinez de Sanchez, fue agasajada en ocasión de su onomástico el domingo 22 de noviembre retroproximo.

La fiesta tuvo lugar en el VALENTE HALL ubicado en el este de la calle Julian de esta ciudad, donde se dieron cita mas de 70 personas entre familiares, amigos y conocidos de la festejada. El salon lucio un sobrio y elegante adorno y en las mesas artísticamente dispuestas, se pudieron saborear deliciosos platillos rociados con abundante cerveza, refrescos y champagne.

Entre los concurrentes, quienes testimoniaron a Chepita su estimación y cariño con preciosos regalos, anotamos los siguientes nombres:

Sr. Lorenzo Sanchez y su esposa Josefina, que fue la festejada

Sra. Carmen Martinez
Sres. Carlos y Margie Chiono
Sres. Rodrigo y Amelia Chiono
Sres. Dick y Eloisa Bayless
Sres. Bill y Bertha Brown
Sres. Ysidor e Irene Sanchez
Srs. Bob y Josephine Sanchez
Srs. Richard y Maria de la Luz Sanchez
Srs. William Wayne y Angie Kleinsmith
Sra. Amelia Battaglia e hijos
Srs. Bob y Carmelita Shiplay
Sra. Manuela Gonzalez
Srs. Manuel y Tita Maldonado
Mrs. Gloria Lira
Mrs. Amelie Bayless

Miss Elena Vidal
Jess y Florencia Felix
Srs. Caballero
Mrs. Amelia Rodriguez
Srs. Ricardo Gomez y esposa
Mrs. Aurelia Spasaro
Miss Lupe Lara
Srs. Salvador y Mary Ramirez
Petretia Garcia
Lucia McDonall
Dolores Hernandez, y otros mas.

Todas estas personas fueron amablemente atendidas por los hijos de los Sres. Sanchez



"La Joya"

JEWELRY
REPAIR SHOP

Original Hand made
JEWELRY
Alterations
& Diamond
Setting

80 W. SAN CARLOS STREET

Located in the Sainte Claire Hotel

Tel. 298-2423

80 W. SAN CARLOS ST.

Jo - Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Cold Wave

Permanent

\$7.50

EXPERIENCED
OPERATORS

Who use only the Finest
Solutions and Fully

GUARANTEE

Their WORK

JOSEPHINE MONTECINO

Open SUNDAY'S 10:00 a.m. to 4:00 p.m.

OPEN Tuesday thru Saturday 9:30 to 6:00 p.m.

CLOSED MONDAY

Thursday and Friday Open Evenings by Appointment
Corner Delmas and Auzerais

CY 2 - 2550 385 Delmas Ave.



Ideal BARBER SHOP

BARBERIA

MEXICANA

14 Años en el mismo Local

3 BARBEROS

SERVICIO de PRIMERA

ABIERTO

9:00 a.m. a 6:00 p.m.

Cerrado Domingo y Lunes

Sebastian y Raul Hernandez

Propietarios

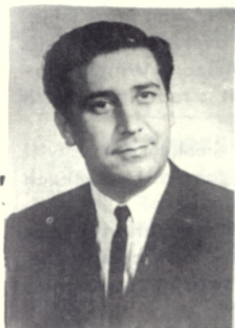
CY 5-2688

70 W. St John St.



"Kennedy, you've been going to the stock car races again!"

Dr. Ivan T. Hendren



QUIROPRACTICO

Tel. 295 - 4202

416 E. Santa Clara St.

HORAS de CONSULTA

Lunes a Viernes 9 - 12 y 2 - 5

Martes y Sabados 9 - 12

Lunes y Juev. 7 a 9:00 p.m.

Sufre de Dolor de Cabeza, corto de resuello, del corazón, presión de la sangre, del estómago, hígado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que torceduras de la espina dorsal ponen presión en los nervios y cierra las fuerzas necesarias de los nervios que se transmiten del cerebro todos los órganos del cuerpo. Esta fuerza de los nervios dirige la función de los órganos y cuando hay interferencia causa mal funcionamiento de estos órganos. Su doctor QUIROPRACTICO buscará las causas de este mal funcionamiento de sus órganos con análisis científicos quiroprácticos. El doctor consultará con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiroprácticos.

Nick Guerrero

INCOME TAX SERVICE



10 years Experience in Income Tax Service

Office Hours:

9:00 a.m. to 9:00 p.m. Monday thru Sunday

BOOKKEEPING - Notary PUBLIC

IMMIGRATION SERVICE

REASONABLE RATES

(In front of Roosevelt Jr. High School)

297 - 2079

910 E. Santa Clara St.



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.



*Dave
Sierra*

FORUMatters: * * * *

Domingo Rodriguez, a Private First Class in the San Jose GI Forum Color Guard, headed this year's Christmas Basket program as Chairman of the Welfare Committee. He would like to express his sincere thanks to Pink Elephant Market, 400 S. King Road; Reed & Graham; Silas March; Joe & Lena Manriquez; and California Paste Company for their help in making our Christmas Basket program a success.

Through the help given by these and many other generous individuals, those less fortunate than ourselves were able to enjoy a nice Christmas dinner, complete with 18 pound turkey.

Mingo says he's not sure if the committee showed up to take advantage of the free drinks or to work, but these are the men who made it to Ben Garza's home for the work detail:

Bob Rodriguez, Bill Lopez, Pat Vasquez, Manuel Delgado, Andy Mendoza, Fred Vazquez, Eddie Torres, Ben Garza, Louis Mosqueda, Louis Melchor, Dave Sierra, and Bonnie (I'M gonna be the boss in MY home, baby!) Hernandez.

Saturday morning's Delivery Detail consisted of Manuel Delgado, pushing a pencil; Eddie Torres, eating Mexican donuts and working; Ben Garza and Louis Melchor, installing a powder blue phone in the playroom (honest!) & working; Al Pelayo, photographing the affair for the San Jose Police Department; Richard Gomez and Pat Vasquez, discussing construction methods (Pat with one eye closed and using a beer bottle for a measuring stick); Ed Camunez furnishing the beer and pitching in to help; Dan Tellez giving advice, working, and then leading the expedition to the Capri for Beerunch; and yours truly, seeing San Jose on a rainy day from Pat's pickup.

I think the San Jose GI Forum owes Mr. Domingo Rodriguez a big vote of thanks for the excellent job he has done as Welfare Chairman. I must remind Fred Vazquez to buy him a beer.

LOS ANGELES

Dodgers

L. A. DODGERS INK ACES FOR '65 SEASON

General Manager Buzzie Bavasi recently announced the signing of Dodger stars Don Drysdale, Sandy Koufax, Tommy Davis and Willie Davis. Drysdale and Koufax signed for about \$75,000 each. T. D. will draw in the neighborhood of \$40,000 and Willie Davis got the biggest raise of any Dodger player, bringing his salary up into the \$30,000 bracket.

Also signing recently were Howie Reed, John Purdin, Jim Brewer, and infielders Bart Shirley, Derrell Griffith, Dick Tracewski and Pee Wee Oliver.

The story of John Purdin is one of the most interesting tales of the year. The Dodgers received advance notice of his discharge from the U. S. Air Force in Germany and had a scout waiting for him when he returned to his home in Adams County, Ohio. Without even seeing him in a ball game, Cliff Alexander warmed up Purdin in his backyard and offered him a Dodger contract. Purdin signed on the spot. Forty-five minutes later a scout from the Cincinnati Reds arrived with the same idea!!!

Brought up to the Dodgers late last season Purdin was given two starts, won both games and hurled a 2-hit shutout over the Cubs. His next assignment was in the Arizona Winter League where he was the circuit's top pitcher with a 6-1 record.

You can be sure that Smokey Alston will take a good long look at Big John at Vero Beach next Spring.

The Dodgers kick off the National League season this year in New York against the Mets. They will not be seen in Los Angeles until April 20th.

Don Drysdale dropped his earned run average to 2.98 last season, joining four other active veterans, Warren Spahn, Whitey Ford, Robin Roberts and Juan Marichal in the Under-Three-Runs-Per-Game club.

The Dodgers' 22nd victory of the 1965 season will be No. 1,000 for Walt Alston as skipper of the club. This does not include a 15-9 record in World Series play.

If those guys that L. A. traded to the Senators are harboring any grudges, they won't have long to wait for revenge. The Dodgers are in Washington for a two game set vs. the Senators on April 10th and 11th.

Obtenga estos Valiosos Certificados al Comprar su Traje de NOVIA en

MAYO BRIDAL'S

Formerly AUDRY'S

Trajes para Novia y su Corte

ABIERTO Lunes de 12:00 del día a 9:00 p.m.
Martes, Miércoles, Viernes y Sábados 9:30 a 5:30 p.m.
Jueves de 9:30 a.m. a 9:00 p.m.

LAY AWAY PLAN - First Natl. Bank Card

Se ofrece un SERVICIO COMPLETO para la Novia
Fotografía, Florería, Invitaciones, Pastel de Bodas

Descuento Especial

Henrietta Lorigo, Owner

294 - 4348 85 W. SAN ANTONIO ST.



For BRIDES to Be FREE BRIDAL GUIDE BOOK get yours NOW.

EXCENTRICO PRINTERS

THIS CERTIFICATE is Good for Publishing
Engagement or Wedding Picture
Wedding Invitations - Humberto Garcia
CY 2 - 4273 195 DEVINE ST.

LEITER STUDIO of Photography

THIS CERTIFICATE is good for 1 - 16 x 20
\$39.50 worth with purchase of 16 photo
Wedding Album Mac Hernandez, Prop.
CYpress 3-3343 66 W. San Antonio St.

Rogers JEWELERS

THIS CERTIFICATE IS WORTH \$20.00
To apply on Purchases of \$100.00 or more
Wedding rings - Silverwear - Diamond watches
Tel. 295-2056 200 SOUTH FIRST ST.

SIMON'S Beauty SALON

This CERTIFICATE is Worth \$1.00
To Apply towards Beauty Work
Teddy Castillo, Owner
295-5391 32 S. Market St.

ATTEND THE CHURCH of YOUR Choice

COTTAGE WEDDING CAKES

THIS CERTIFICATE is Worth \$10.00
To Apply towards the purchase of
WEDDING CAKE
292-6880 27 E. San Antonio St.

Navlets Flowers

THIS CERTIFICATE is Worth \$10.00
Towards purchase of Bridal Unit
Jack Mieuli, Jr.
292-8311 2nd and San Fernando St.

TEATRO LIBERTY

CY 7-1456

67 S. MARKET ST.

Tony D. Maria
Gerente
SAN JOSE, CALIF.



▪ LA VENGANZA del JINETE SOLITARIO ▪
Demetrio Gonzalez - Maria Rivas

MIÉRCOLES 13 de ENERO

PELICULAS RODRIGUEZ, S. A. presenta a

LUZ MA. AGUILAR
ROSITA ARENAS
MARINA CAMACHO
Mauricio GARCÉS

Con
CESAR DEL CAMPO
y **RAUL MERAZ**

En

Mujeres
ENGANADAS

Dirección de FERNANDO MENDEZ

DISTRIBUIDA POR **CLASA-MOHME, Inc.** LOS ANGELES - SAN ANTONIO - DENVER
CHICAGO - NEW YORK

