

El Excentrico



HUMBERTO GARCIA
Director

Magazine Social Latino Americano

Año 16, Numero 4

December 5, 1965

San Jose 10, California



Mexican - Americans Picket EOC

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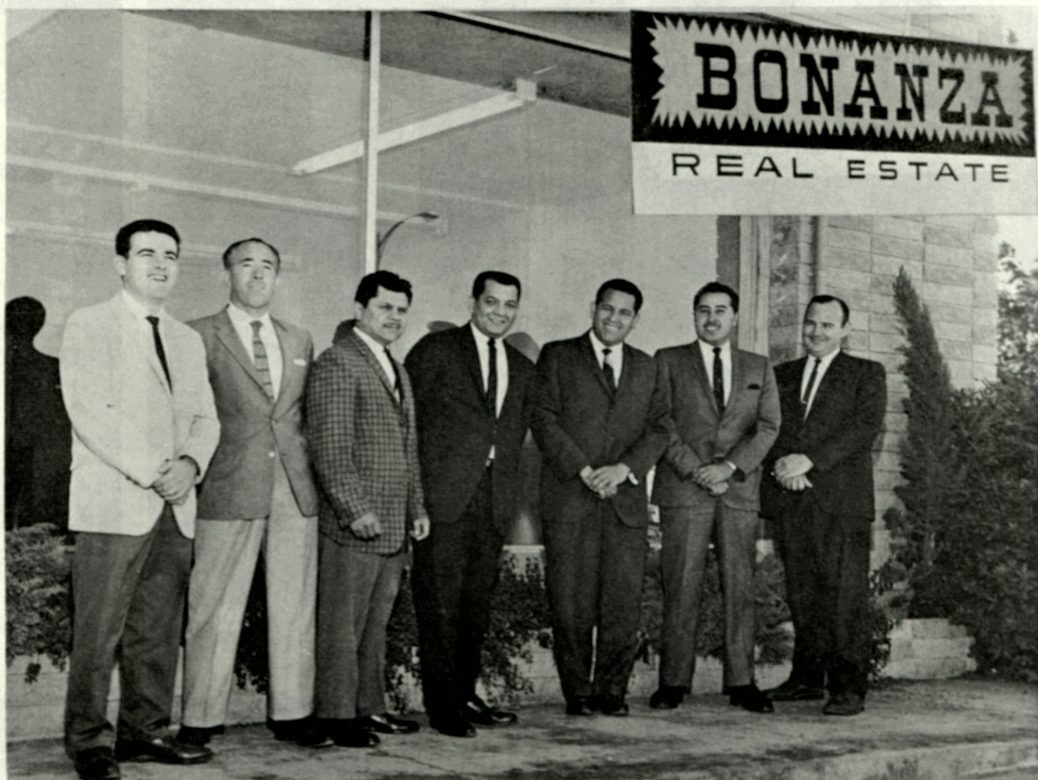
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GARZA



ANGIE
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CLUB ZANZAREE

Hi!

Once again we're helping out our good friend Marce Mora.

THIS AND THAT

Congratulations to KIKO MORALES on the release of his record "NO VOLVERE" and we hope it will be a big hit.

VOLO VOLO

Seems like Ray Martel flew the coop again! Sandy Vallejos and him are going steady no more.

GO-GO GIRLS

Heard that Lalo Caballero is looking for girls that would like to dance as GO-GO GIRLS at a local dance hall. We'd apply only NO LE HACEMOS AL JERK!

WORK - WORK - WORK

Heard Gabriel Rodriguez was seen working with a pick and a shovel. He must want to get married pretty bad with Olga Vasquez.

CONGRATULATIONS:

To Ernie Ruiz and Virginia Jimenez who have announced their engagement. They are planning on getting married in March.

Magdalena Aguirre waiting faithfully and patiently for the return of the Bernales.

FAREWELL:

To Joe Jimenez who left last month to serve Uncle Sam. Also to Frank Escobar who left for Japan. Like they said, "No voy, me llevan!"

Johnny Rodriguez le entra muy duro a la OLYMPIA. He has a good reason of course. Seems like somebody told him that if he found four stars in back of the label, he would get a girl for a prize!

Furniture Discount House not only has good bargains, they have some of the nicest and best looking salesmen in town!

Wonder where Lydia Rojas hangs out. We don't see her around the local dances anymore. Also miss seeing Helen Solarez around.

Mary Hernandez and Hope Alamillo are planning to go back to Mexico City on vacation again. Wonder what they found over there? Seems they can hardly wait to go back.

Sylvia Marquez, is it true that they call you "Grace" for short? Wonder why? No kidding, we're sorry about your accident.

Sarah Campista come out of hiding. R.B. is dying to see you.

Mike Carmona going around with a girl in Panama by the name of Sheena.

Mary Caudillo, how do you do it to stay young and trim? Let us in on your secret.

Richard and Ray Gonzalez "Los Mil Amores". Guess they can't help it, they are good looking and nice.

Well this will be all for now. We will leave you with this thought in mind: Do unto others as others do unto you.

P. S. Vera Sanchez would like everybody to know that her name is not Sanchez but BELLO. OK, Vera?

Connie Garza and Angie Medina ---

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Margo's BEAUTY HOUSE

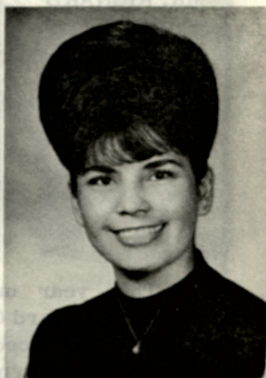
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DAN
TELLEZ

WELFARE COMMITTEE PREPARES

The San Jose GI Forum Chapter once again commences its preparation for distribution of Christmas Baskets. Although we could never provide a basket for all of the families in the Santa Clara County who are in need, we do try our best for those whom we are able to assist.

In the past we have spent up to \$900 on turkeys and food stuff, to provide a full and complete Christmas Dinner with all the trimmings. We gratefully thank and appreciate the generous donation by Reed and Graham Corporation for their substantial contributions.

MR. RICHARD
GOMEZ

Welfare
Committee
Chairman



This year our Welfare Committee Chairman is Richard Gomez who is a devoted and well experienced person along the line of helping those in need which assures the program of another successful year.

Mr. Richard Gomez, who has been a Forumeer now for several years, is always one of the first to volunteer his services and is forever doing something or other to assist in any way he possibly can.

The San Jose Chapter is proud to have such a fine member and we take our caps off to a gentleman who has among other endeavors been: Commander of RVA Post 1775, a Member of ULAC, Former Chairman of

the United Food Drive, Cub Master, and also presently Welfare Committee Chairman for the Forum.

IN MEMORIAM

Joseph G. Villarreal

Joseph G. Villarreal of Santa Clara passed away early on the morning of Nov. 24, 1965. He is survived by his wife, Lilia Villarreal and three sons, Joe, Carl, and Robert. Joe, a native of Leander, Texas, was a member of the DAV of San Jose, the American GI Forum, San Jose Chapter, and also was responsible for organizing the Little League in Santa Clara.

There were approximately twelve members of the San Jose Chapter who paid their respects at a rosary held at the Harmon A. Smith Funeral Home in Santa Clara. A requiem mass was held at St. Justin's Church on Friday morning.

AMERICAN GI FORUM

SAN JOSE CHAPTER

6th ANNUAL WELFARE DANCE

Music by Connie Caudillo and his orchestra

The American GI Forum, San Jose Chapter, invites all to attend our 6th Annual Welfare Benefit Dance, to be held on Saturday, December 11th, from 9 PM to 1 AM. Music will be by Connie Caudillo and orchestra. Donations at \$1 and there will be a door prize. The place will be the IES Hall at 1401 East Santa Clara Street, San Jose. We hope and look forward to seeing you there.



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The War on Poverty

Why Mexican - American Organizations Are Fighting Back

by bob rodriguez

BIG TURNOUT BY M-A COMMUNITY AT WAR ON POVERTY MEETING

Over 500 people jammed into the County Welfare Auditorium on November 18 for the meeting of the Economic Opportunity Commission (EOC). They gave solid support to the demands of the Mexican American organizations for a bigger voice in the local War on Poverty.

Never in San Jose's history had the Mexican American community stood as solid as in the show of unity they made at the EOC meeting. There was no question but that the Mexican American community was now up in arms and demanding action. Only through the skillful conducting of the meeting by EOC Chairman Dr. Stanley Skillicorn was a show-down avoided. It really wasn't avoided, rather delayed until the next EOC meeting on December 16th.

The Economic Opportunity Commission is the governing body of the local War on Poverty. The people to be helped by the War on Poverty program at the present time have only a small voice as there are only three representatives of the poor on the 18 member commission.

Eight Mexican American organizations have had a running fight for the past 3-1/2 months with the EOC and its Executive Director Arthur W. Potts who is about as flexible as a concrete wall.

The Mexican American organizations have demanded that more representation be given on the EOC to the poor and to minority organizations. They have also demanded that a Spanish-speaking Deputy Director (2nd in command) be appointed.

A partial victory was achieved when the Regional Office of the War on Poverty instructed the EOC to add nine Commission-

ers to the EOC. One Commissioner will be seated representing the poor from each of the nine areas to be served by the program. This came after the M-A organizations had filed a list of 10 grievances and demands for changes in the local War on Poverty program.

ORGANIZATIONS PICKET

While the EOC meeting raged inside the County Welfare Building, outside sign-carrying pickets walked for five hours. The signs said:

NO MANIPULATION WITHOUT
REPRESENTATION

THE ALL AMERICAN CITY
FOR ALL AMERICANS



Anti-Poverty Chief
ARTHUR W. POTTS

...under attack by M-A organizations

When Monico Amador of the Santa Clara GI Forum, speaking for the organizations, asked the people in the jammed auditorium for a show of hands in support nearly every-

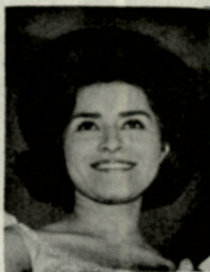
(continued next page)

Mr. and Mrs. Martin O. Soto
request the honour of your presence at the
marriage of their daughter

Ninfa

to

Mr. Ricardo Eli Cardenas



Mr. and Mrs. Gustavo F. Cardenas
request the honour of your presence at the
marriage of their son

Ricardo

to

Miss Ninfa Carrizales

On Saturday, December 11th at La Trinidad Methodist Church, King Road and Hollmer Way
at 10:00 o'clock in the morning, the Rev. Joseph B. Garcia will officiate.

San Jose, California 1965

Brides of Honour

Lita Gonzales Zaida Botello

Bridemaids

Cruzio Gutierrez Mary Lopez

Flower Girls: Dorothy Marie Flores

Best Men

Rudy Gonzales Alejandro Botello

Ushers

Gee Ramirez Ernie Barrera

Lori Ann Leonard

Ninfa is a native of Harlingen, Texas
and is employed at O' Connor Hospital in the
Business Office. Ricardo is a native of Del

Rio, Texas and is employed as a construc-
tion worker in this area.

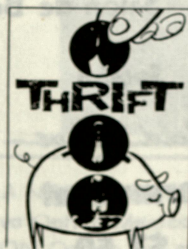
-EXCENTRICO PHOTO-

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GRATIS! Un par de Aretes

A Todas las DAMAS que presenten este
ANUNCIO.

297 - 2079 912 E. Santa Clara St.



CY 2 - 4273 195 DEVINE ST.

Publicado los dias 5 y 20 de cada mes en San
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JOVITA MARTINEZ DANIEL SALDAÑA
ROBERTO RODRIGUEZ CLUB ZANZAREE

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

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en las tiendas que aqui se anuncian

one raised their hands except the EOC commissioners.

Major Joe Sarzoza from the Clifford Rodriguez American Legion Post 809 slammed the EOC for wasting \$900 for a management consultant report which said that a Deputy Director was not needed at this time. Sarzoza said Potts had already made up his mind not to hire a Deputy Director before the report was ordered.

At one point Dr. Stanley Skillicorn threatened to adjourn the meeting if the crowd would not maintain order. This came after Albert Piñon from CSO, taking a shot at Potts, shouted from the audience, "Let's put policy back in the hands of the Commission where it belongs, you are the ones who have to answer to the community." The crowd responded with thunderous applause.

Dr. Skillicorn, EOC Chairman, delayed the showdown when the Commission referred the matter of the appointment of a Deputy Director to a public hearing on Dec. 2nd. A request by the M-A organizations for five commissioners was referred to a citizens Ad Hoc Committee who will recommend a new commission structure.

EOC MEETS ON DECEMBER 16TH

The next meeting of the EOC will be on Thursday, December 16th at 7:30 PM at the County Welfare Building Auditorium. It is located at 55 W. Younger Street in San Jose, just north of the San Jose City Hall.

The EOC will again consider the matter of appointing a Deputy Director and restructuring the EOC.

The M-A organizations will continue with the picketing until these issues are resolved.

Once again we ask you to come to this **IMPORTANT MEETING** to give support to the Mexican American organizations. You are also welcome to join the picket line outside the auditorium.

We must continue to show our concern. This can only be accomplished by turning out in force at the next EOC meeting on December 16th like we did on November 18th. We will fight for as long as necessary.

LET'S STAND UNITED! NOW!



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Gilbert Adair

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1508 E. SANTA CLARA ST.**



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

EL DEERSLAYER CHICANO -- Joe Peraza, president of the Latin American Hunting Club, is shown with one of his recent kills. Joe is known far and wide as one of the best hunters in these parts. The reason he hasn't rid the woods of all game is that the animals know of his prowess with rifle and bow and hibernate when Joe is in their locality. Happy Hunting, Mr. President!!



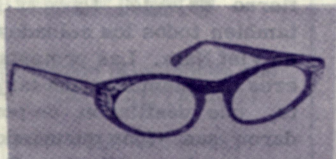
NECESITA UD. ANTEOJOS ?

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Sr. Director:

En el reciente numero de EL EXCENTRICO, un hombre escribio sobre las demostraciones anti-vietnameses, sin conocer a fondo ese profundo sentir de los jovenes estudiantes y de muchos adultos, especialmente de las madres de esos soldados que son forzados a matar y morir por la patria. Solo quiero dar mi opinion, opinion que la mayoria comparte conmigo, y que no esta de acuerdo con el Sr. DAVE SIERRA.

"NO MATARAS Y AMARAS A TU PROJIMO COMO A TI MISMO" . . . (Exodo 20)

Ahora los adolescentes ya tienen la edad para morir. Mil quinientos jovenes de 17 años pelean y mueren la guerra de Viet-Nam, de la misma manera que mueren los soldados vietnamitas por una cause que todavia no se justifica porque hasta la fecha el president Johnson ha decidido NO NEGOCIAR el asunto diplomaticamente.

Apenas hace 7 años estos muchachos norteamericanos que hoy tiene 17 años jugaban a los soldados y bandidos con pistolas y tanques que Santa Claus les habia regalado. Ahora reclutados como soldados aprenden a morir de verdad, bajo el juego cruzado del enemigo de una diplomacia que mancilla en ambos frentes la palabra de "PAZ".

Pero el secretario de defensa McNamara es un buen "cristiano" humanitario, los de 17 podran volver a sus casas y esperar un año mas para morir. A los 18 años ya han de estar maduros, para ir a aprender a matar en los cuarteles y saber que la vida es violencia y que nunca sera posible que nunca sera posible que haya paz en la tierra, por culpa de los hombres de mala voluntad.

En tiempos normales y en paises como Estados Unidos a los 17 años no puede un muchacho entrar a un cine que no sea para niños y adolescentes. Esto es porque ofrecen escenas de una cruda brutalidad, que reviven las ocurridas durante la segunda guerra mundial que destrozó al mundo.

Ahora vemos que a los 17 años no pueden ver una película de guerra pero si

pueden hacer una guerra brutal. A los 17 años, el joven americano, no tiene derecho a contraer matrimonio sin permiso de papa, a votar en las elecciones, a efectuar operaciones comerciales cuando representa una important cantidad de dinero. A los 17 años, por lo visto, solo tiene derecho a morir en un pais lejano.

Ironicamente, mandan a los mas inteligentes, a los mas fuertes y a los mas sanos. Por que no mandar tambien a los de 12 y 13 años? Despues de todo ya saben leer y escribir y jalar el gatillo. Tal vez seria mejor enviar a esos hombres viejos y ricos, ya retirados, pues han vivido y gozado la vida mas años y deben mas a la sociedad, pues ya no sirven para nada y pueden morir por su pais. Aunque la verdad pocos, o ninguno, estaria fisicamente competente para ser buen soldado.

Ud. querido lector, posiblemente tenga hijos en plena adolescencia. Levante la vista de estas letras y mirelos: un poco irresponsables, si ud. quiere; alocados, sin bolar sus zapatos; con poca dedicacion a sus estudios y con mucha tendencia a caminar por la calle de la mano de una muchacha. A veces Ud. se impacienta con ellos, cuando los mira jugando futbol en la calle, perdiendo el tiempo en dar la vuelta, o haciendole al tonto con el radio transistor. Bailan y cantan la musica de Los Beatles, que a Ud. le parece horrorosa, y tienen la casa llena de banderines deportivos. Entonces ud. se da cuenta que se trata de chamacos con pantalones largos. Y chamacos asi son mandados a morir en la guerra, mientras señores satisfechos y sin conciencia, de cualquiera de los dos lados de la trinchera, se quedan haciendo planes militares, engordando la tripa en mesas diplomaticas y hablando de paz en todos los medios de comunicacion.

Bienvenidos de regreso los muchachos norteamericanos que seran sacados del infierno de Viet Nam. Bienvenidos serian tambien todos los soldados norteamericanos en Viet Nam. Las protestas de sus compañeros que quemaron sus tarjetas de conscripto, que desfilaron, de personas que ofrendaron sus vidas quemandose vivas, rinden ya sus primeras frutas. Pero hay otros soldados adolescentes en Viet Nam. No son norteamericanos, sino vietnamitas y hay niños, madres y ancianos que no saben a ciencia cierta por que los estan bombardeando.

(continua en la siguiente plana)

Ha empezado la NO-NECESARIA tercera guerra mundial? Podria ser, pero sera una guerra que nadie ganara, porque la humanidad habra fracasado en enseñar el verdadero cristianismo, la base de la paz en el mundo.

Manuel Hernandez Valadez
422 Bestor St., San Jose, Calif.

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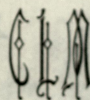
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San Jose, California 1965

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de las
ESTRELLAS ...

Richard Diaz



THE LUGO SISTERS, Eva, Maria and Emilia, who dance the twist, jerk, and the rhumba who appeared at the Rainbow Ballroom on Halloween, October 31, 1965.

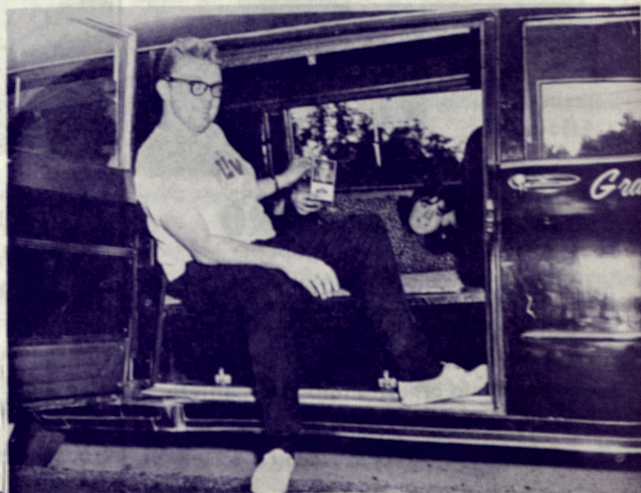


MANUELITO CHAVEZ, centro, Jilguero de la cancion ranchera, con el dueto Aguila y Sol que estuvieron en el Rainbow Ballroom hace unos dias.

WORLD'S MOST CONCEITED DISK JOCKEY

Angie Diaz, a great admirer of Grant Plummer—the world's most conceited disk jockey, takes a fitting for Pat Vasquez, David Sierra, and Bert Garcia Sr.

Grant works for KLIV and Angie thinks he is the greatest. Yeah, yeah, yeah!!





In the photo, newlyweds Mr. and Mrs. Juan Jose Flores are surrounded by their wedding party. Left to right, back row, are Humberto Garza, Victor Miramontes, Frank Payne, Fernando Terrazas, Heriberto Beatty, Joe Alarcon, Homer Flores, Humberto Flores, Raul Rojas, and Abelardo Flores.

Front row, left to right, Lydia Garcia, Maria del Socorro Villareal, Uvelia Payne, Isabel Aguilar, Elsa Beattie, Rosie Alarcon, Sukie Wells, Alicia Flores, Maria Elena

Gonzales, and Maria del Real.

Ring bearer is Lydia Irene Beattie and flower bearer is Nora M. Beattie.

The couple were married on Sept. 5, 1965 at Holy Family Church in San Jose in ceremonies officiated by Father Jose Peña.

Over 700 friends and relatives of the couple attended a reception at IES Hall. The Flores' honeymooned in Las Vegas, Nevada and Los Angeles, California and have established their residence in San Jose.

Dr. JUAN de HERAS, D.C.

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Daniel Saldaña



PERIODISMO

LIBERTAD o LIBERTINAJE?

Al periodismo se le ha llamado (con mucha razon) el cuarto poder.

Atravez de la historia de la humanidad se ha podido observar que lo primero que hace un dictador o un gobierno despotico es suprimir la prensa libre; esto es ovio, donde hay libertad de expresion no puede haber opresion. Los dictadores no pueden soguzgar a un pueblo, si este cuenta con la prensa libre. La libertad del periodismo es una de las mas grandes conquistas por las que ha luchado el hombre.

En nuestro mundo actual, en el que las noticias, los comentarios, los debates o polemicas son conocidas por el mundo entero en unos cuantos minutos aun cuando esos sucesos se hayan registrado al otro lado del mundo o en las regiones mas apartadas de nuestro planeta; la radio las capta y las transmite, la television las pone dentro de nuestras propias habitaciones; pero tanto la radio como la television, son ramas del periodismo (en lo que a informacion se refiere), sin embargo estas dos ramas tambien tienen fuerza, su base esta en el periodismo.

Los escritores que representan una publicacion tienen el deber de hacer la descripcion del acontecimiento con toda la veracidad, sin aumentar o disminuir la importancia de cualquiera que sea la informacion. Por lo general todas las personas que se dedican a escribir para los periodicos, son personas con una solida preparacion y un gran sentido de responsabilidad, (hay excepciones), reflejando en sus informaciones o en sus escritos, lo mejor de sus conocimientos y su mas buena voluntad; logrando asi, que muchos lectores lean sus columnas.

Hay otra clase de escritores, los del tipo sensacionalista, estos abultan los acontecimientos por pequenos que sean, los ha-

cen aparecer de gran magnitud, falseando la verdad. Esta clase de noticias sensacionalistas, pueden ser un exito economico, pero perjudica grandemente a la opinion publica, que puede tomar derroteros equivocados si toma como base una informacion que no esta apegada a la verdad, originando con ello desorientacion y trastornos que pueden conducir a males mayores.

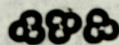
Por ejemplo: se registra un temblor en algun lugar, no pasa de ser un movimiento telurgico que deja como saldo, algunas casas cuarteadas y el consiguiente susto de los pobladores del lugar. El reporter sensacionalista considera que esa noticia no llamara la atencion del publico y pone a trabajar su imaginacion; en lugar de decir; Ligero temblor en tal parte; hace un reportaje que dice: Fuerte terremoto arrasó el lugar fulano. Todos los edificios destruidos, hasta el momento de enviar este informe, no se sabe a cuando asciende el saldo de muertos y heridos; entre los escombros, las brigadas de salvamento buscan a las victimas. Ni fue terremoto ni se cayeron edificios, no hubo ni muertos ni heridos, ni fueron necesarios las brigadas de salvamento. Como resultado de una informacion asi, las lineas telefonicas se congestionan, todos los medios de transporte son insuficientes; todos quieren saber de sus familiares o llegar a ellos para acompañarlos en su desgracia. Esta clase de noticias agotan las ediciones de los periodicos.

En el renglon de los crímenes hace algo parecido, con el beneplacito de cierta clase de publico morboso, y en perjuicio de los que por desgracia estan conectados con el crimen, aunque no tengan culpabilidad.

Pero donde los estragos son de gran efecto es cuando informando las acciones de los frentes en combate; una informacion que no sea la absoluta verdad, puede ser un impacto de muchas malas consecuencias en la opinion publica.

El Papa Leon XII dijo: "La libertad de pensar y de escribir lo que se quiera, es el origen de muchos males."

La libertad de prensa es la mas cara conquista de los pueblos libres, es la tribuna de la verdad, pero cuando falta a la verdad esa libertad se transforma en libertinaje.



Souvenir Photo

the supremes

This talented trio
appeared
recently at
Paul Catalana's
SAFARI ROOM
in East San Jose.
Excentrico fotog
Richard Diaz
was on the spot
to photograph and
interview the
lovely girls.



Miss Nora Elia Terrazas, daughter
of Mr. and Mrs. Frank Terrazas, became
the wife of Mr. Juan Jose Flores, son of Mr.
and Mrs. Adauto Flores on September 5,
1965 at Holy Family Church in San Jose.

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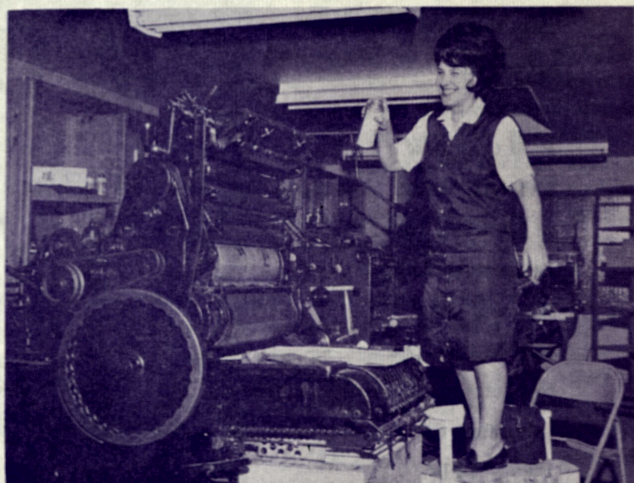


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Personalities of 1965

by marce mora



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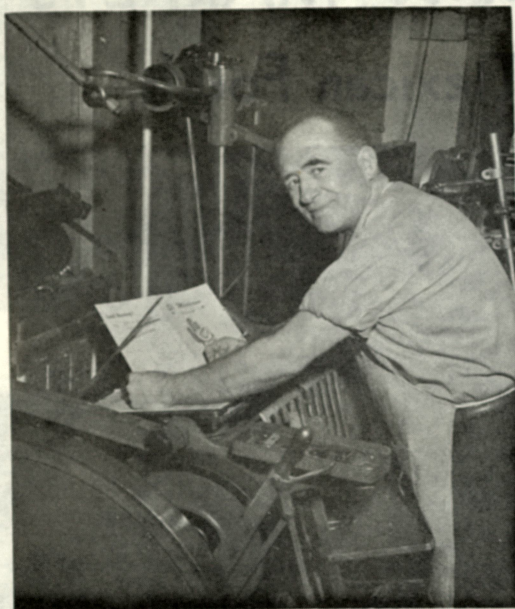
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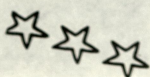
Personalities



HUMBERTO GARCIA
EL EXCENTRICO
Publisher of the Year



SUZANNE GUTIERREZ
Prettiest Queen
American GI Forum
San Jose Chapter



KIKO MORALES Y SUS SATELITES
Band of The Year

ESPI & FRANCISCO MOLINA
Most Romantic Couple



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Dos Salones de Belleza Mexicanos

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MEXICAN AMERICANS PICKET EOC--On Thursday, November 11th, members of the American GI Forum were among the pickets marching outside the Santa Clara County Welfare Department auditorium protesting lack of representation by the poor on the Economic Opportunity Commission in Santa Clara County.

Eight Mexican American organizations were backed by a crowd of over 550 people who showed up to register their dissatisfaction with the present program.



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Wetback of the Year



SUEGRA OF THE YEAR
Yours?

Personalities of 1965

MARIA AGUIRRE
Best Dressed Woman



HANK COCA
Best Dressed Man





Galeria Infantil

ANTONIO OROZCO
1 yr. old - from San Jose
Parents
Mr. and Mrs. Raul Orozco

RANDY ROCHA
6 mo. old - from Santa Clara
Parents
Mr. and Mrs. Edward Rocha



LEITER STUDIO
LESLIE MADRIGAL
1 yr. old
Parents
Mr. and Mrs. Larry Madrigal

LINDA MIA RODRIGUEZ
3 mo. old - from San Jose
Mother
Mrs. Aurora Rodriguez



LITO
SANCHEZ



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R. IRIZARRY

Ahorre hasta \$1000 en un Ford 1965

Nosotros podemos consolidar sus cuentas es decir pagarle sus diferentes creditos y de esta manera Ud. tiene su carro nuevo, ninguna otra cuenta pendiente, solamente un pequeño pago MENSUAL.

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7:30 a.m. a 12:00 p.m. Los Viernes y Sabados
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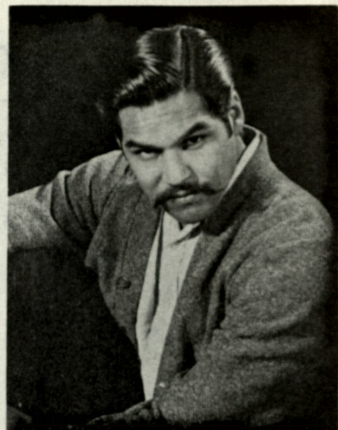
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BOB RODRIGUEZ
Most Witty Writer



DAVE SIERRA
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Most Controversial Writer

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Figure of the Year



VERA & RICHARD DIAZ
Most Social Minded Couple



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Better than Ever !

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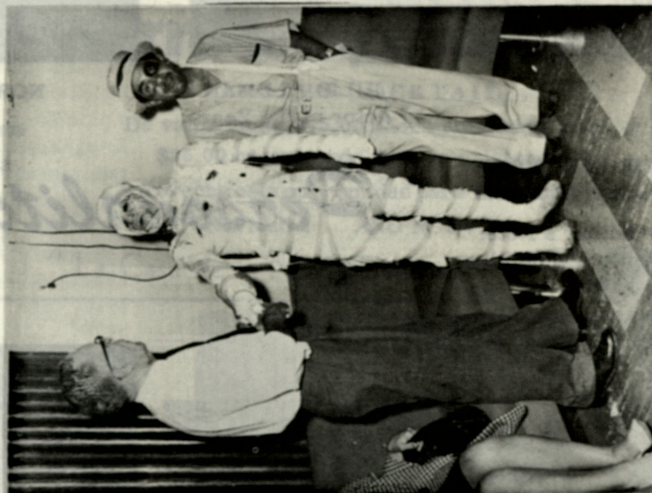
728 N. 13th St.

THE WINNER!

Frank Davilla, left, proprietor of the Rainbow Ballroom in San Jose, is shown shaking hands with the Mummy who showed up for the Halloween Dance at his popular dance hall.

Accompanying the Mummy is Mr. Ramon Ruiz. Can you guess who the Mummy is? (Answer below **)

**Mr. Lupe Figueroa



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

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JULIO ALEMAN
Actor of the Year



NORA & JUAN JOSE FLORES
Wedding of the Year

VIRGINIA MORA
Cook of The Year

*Editor's Note:
Marce had nothing
to do with this se-
lection but Mrs.
Mora is an excel-
lent cook.

Personalities of 1965

BENJAMIN GUTIERREZ
Radio Announcer of the Year



(CONTINUED NEXT ISSUE)

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La Casa de la Novia Elegante
Esta llevando a efecto esta

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De valor hasta \$45.00 ahora solamente por
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Aproveche esta oportunidad para Thanksgiving

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Originals for the Holidays !

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That can be ready for the coming holidays

Thanksgiving Christmas New Year's

Plenty of Fabrics Plenty of Styles

ORDER EARLY so you won't be disappointed

Ofrecemos los ultimos

ESTILOS en TRAJES para

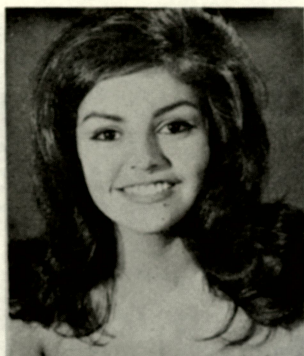
NOVIA y CORTE !

Henrietta Lorigo, Prop.



Tel. 294 - 4348

85 W. SAN ANTONIO ST.



*Jouita
Martinez*



SHEETS WITH PZAZZ!!!

Latest in the spring fashions collection for Alabama and other Honeysuckle states will be a new cut for the Klu Klux Klan. The sheets will take a new turn in '66. They promise to be provocative, well-seasoned, interesting.....They will be cut four inches at the neckline and eight inches at the hem, in chiffon. So very Dior....

THE GIRL FROM F. A. D. S.

Part One The How Obnoxious Affair

Are you tired of the way you look? Do you feel you're in a rut appearance-wise? Why not give one of the new fads a try? They seem to be so many this year. Let's choose one that will project the real you. Ha!

GRAN MOD

At the head of the list is the MOD look. Created in England by Mary Quant (when she was smashed). Also the Beatles. The MOD Look is the inmost way to look provided you aren't over 80! Looking MOD consists of having a sweet and innocent aura on your charming face, and if you're a guy the same still applies. Some other things are: White lace stockings, boots, pale lips to match your pale face. This can best be achieved by using Pillsbury Flour and biting your lips HARD! Caps for your head and queer shoes. Clod-hoppers actually. They have thick wide buckles in front and the noise of an ox. Gives you that dainty look. Ask for them at your nearest store.

Say, "Pilgrim shoes, please!"

Hair should be extra long on both sexes or the girls should have the Sassoon look ----- (mans haircut).

SURFER LOOK

Those of you who do not succumb to the English prissy look could well try out the more casual look that is being affected by the surfer. For this you should have some extra

bright, stripped, bold-colored teeshirts. Sandals or bare feet. Note: Feet must be dirty. There is absolutely nothing surfer about clean feet! Pale tight blue denims I can't emphasize enough that they should be tight. This also applies to fat surfers! No make up on girls, but OK on men. Also OK to bleach hair with Ajax, very enlightening. Blond hair a must! Flat feet. Equally important, you should have a look reminiscent of the beach, ocean etc.

You can easily manage this by carrying a dead fish in your pocket to anything soggy will go.

Another "In Look" is the SONNY BONO and CHER LOOK.

Sonny Bono. The last name gets me. These two are the sweethearts of Teenage-Romances also the not over 25 romances. To dress like them the most important item on your list are pants. Bell Bottoms. Tight at the hips and wider at the bottom. Pre-requisite for Bells are: Pot Belly and/or Fat ankles. Also fur jackets, fur vests, fur furs, anything that's fuzzy wuzzy (if you ever wanted to look like a Woolly-Bully here is your chance! If you can't afford a fur, dead cats casually draped over your shoulder will do nicely. Also to give you that Bono-Plus look you should have a big nose or saber teeth are cute. PoorBoy sweaters for the girls. Also Eskimo or Indian mocassins, but preferably boots. Then there's broken zippers very arresting. Jewelry - the kind that brings back memories of the folks back home in Mozambique. The men must sing revolution songs and indulge in self-pity, the girls should look rugged and be shy.

Other looks are the Granny Look very popular on Saturday morning downtown. The dresses since they are floor length are very convenient. You can wear them all week and then to bed at night as a night gown. No one need know that you probably never wash it! They are also good for covering tatoos on your arms or legs.

Other looks are James Bond and Hells Angels look. Put zeros in front of your name and learn to do gigantic feats. I predict that there may be a Cassius Clay look soon. And then we will all think that were wonderful and go out and buy all kinds of mirrors and then I'll beat you up!!!!

Who Ever Heard of a Mexican Surfer???



UNION CITY NEWS

Simon Villa

THANKSGIVING DAY

The Pilgrims came from England to America in 1620.

They built houses and worked hard.

In the spring they planted corn, barley and peas.

They were happy in their new homes.

One day they asked the Indians to come to a feast.

They wanted to give Thanks to God.

They called this day THANKSGIVING DAY.

We keep this Holiday the last Thursday in November.

THANKS FOR EVERYTHING

For all that God in mercy sends;
for health, and children, homes and friends,
for comfort in the time of need,
for every kindly word and deed.
For happy thoughts and holy talk,
for guidance in our daily walk,
for everything give thanks!

CATALINA
VILLA
ROJAS



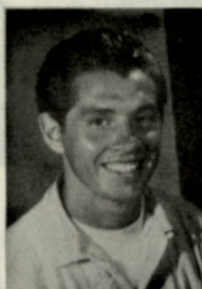
This poem, a small token of my affection, is dedicated to my beloved daughter, Catalina Villa Rojas, whose picture I proudly enclose.

by Simon Villa

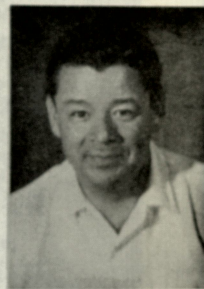
November 25, 1965

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Taby Perez



Ray Magaña

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La Internacional Tienda de Abarrotes

Se Cambio al Flea Market

Manuel Morales esta hechando
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Todo a MITAD de PRECIO
Visitelo en el FLEA MARKET
BERRYESSA ROAD.



MARTA JEAN FOSTER

made her First Communion at
Our Lady of Peace Church
in Santa Clara

Her parents are
Mr. and Mrs. Robert Foster

Payless TIRE COMPANY

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*Dave
Sierra*



BEAUTY AND THE BEAST

#####

AMERICAN GI FORUM

WELFARE DANCE

Saturday, December 11th

IES HALL

1401 East Santa Clara Street

San Jose

Music by Connie Caudillo
and his orchestra

DOOR PRIZES!

#####

LADIES AT THE DANCE

Mrs. Jo Flores and Mrs. Linda Minjares are shown during the recent American GI Forum Scholarship Dance. Both report having had a swell time and are looking forward to the next Forum dance on December 11th at the IES Hall.



FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

Christmas Eve Dance

Friday, December 24

WATCH for COMING ATTRACTIONS
During the coming Holidays !

Sonora Santanera

Ademas MARIA LUISA LANDIN
DOMINGO 26 de DICIEMBRE

COUNTY-CITIES COUNTDOWN was in progress as this picture was taken recently at official ceremonies opening the new 8.1 mile Lawrence Expressway. San Jose City Manager A. P. Hamann monitors watch, County Supervisor Ralph Mehrkens and Mountain View Councilman Joseph Musso team up on scissors and Santa Clara Councilman Robert Maynard lends support.



Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

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Los Doctores ZLOT y STERN le ofrecen una EXAMINACION CIENTIFICA.

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PAGOS FACILES



En la foto el Dr. Lawrence Stern y las atentas recepcionistas Annette Obeso y Susana Lopez.

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Tony De Noia
Gerente
SAN JOSE, CALIF.



" EL ESPADACHIN "

Ariadna Welter - Dagoberto Rodriguez

EL ESPADACHIN #3

MIERCOLES 8 de DICIEMBRE



" UNA MUJER MAS "

Elsa Aguirre - Ignacio Lopez Tarso