



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 12, Num. 11

ABRIL 5, 1962

SAN JOSE 10, CALIFORNIA



Hank Coca and Family

Furniture Discount House young dedicated and successful president



Spares & Strikes



Mario R. Vazquez

SECOND BEST???

Well, I'm no golfer. So maybe that's the reason I didn't get an invite to the Los Amigos Golfing Club Party. When that happened, I decided to take the second best offer, that's going to see the KING OF JAZZ, Louis (Satchmo) Armstrong. I remember when he was an old man. I just came to the conclusion that he and Archie Moore will retire about the same time. Just don't forget Satchel Paige, who is still pitching them over the plate. Man, those cats can sure swing; music, boxing, or strikes.

THE LALO'S vs. THE BO3'S

Vera's Mixed Four ended with a surprise as the Alley Kats, Elsa and Bob Rodriguez along with always reliable Paula and Ray Sotelo, jumped from 3rd place into the lead during the last night of bowling. This qualified them to bowl Letty and Ted (PGA, PBA) Cervantez and Vera and Lalo (PBA) Ruiz for the championship. This should be a good match. Walking away with individual trophies will be Joe Santi with a 641 series and again Rafael Rodriguez with a 619 for the handicap series. High games will go to Ted Cervantez who had a 234 and Lalo Ruiz 230 for the handicap game. Since Rafael got the handicap series, he missed out on the league high game trophy of 241 while Joe Santi was next tied with Ted with a 234.

Among the gals, Mae Mendoza took high series with a 515 total while Shirley Hernandez took the handicap division with a 512 series. High game also was won by Mae Mendoza with a 217 and Shirley Hernandez with a 205, however, they can get only one trophy. High game trophies then, will go to Connie Sward who had a 201 and Soledad Rodriguez with a 188 in the handicap division.

ODD 'N ENDS

What happened to Candy and his San Felipe column last issue? And Gilbert, this magazine is EL EXCENTRICO, not Playboy. That also goes to Joel Aguilera. And if you ever want pictures of movie stars, you can always call Bob. Since mentioning I was going to Del Rio, I have a list a mile long on people who want some firewater, among other things. So if you haven't called, catch me on the next trip. It will probably be in 1967. Can you wait till then? IT'S A TOUGH LEAGUE

San Jose Refrigeration had it easy the first half of bowling. Now in the 2nd half, the other teams wised up and decided they too can win. As of now, Refrigeration holds a one point lead with two weeks to

play. However, the 7th place team is only seven points behind. Anything can happen.

SPONSOR OF THE WEEK

For this week, we have to pick Barney Scardina as sponsor. Barney is President of Scardina Bros., a General Contractor who specialized on homes and duplexes. However, he will build anything, for a price. Barney is a better than average bowler and has not missed a night for three years. Along with him, his wife Detta has only missed one night and is the official scorekeeper for that team. (They don't always win.) It sure is nice to have a scorekeeper and she is a good one. Scardina Brothers are located on Kings Row here in San Jose. His team also bowls in the 825 Scratch League at Ann Darling.

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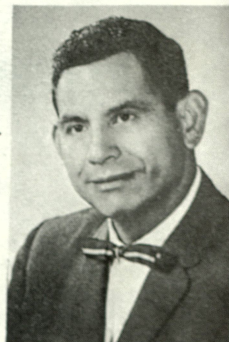
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Los esposos ALVARADO le prepararan su reporte de INCOME TAX rapida y efectivamente a un precio SUMAMENTE ECONOMICO.

Asuntos de INMIGRACION

Traducciones - Notario Publico

AGENCIA de CASAS

Cy 7 - 1275 152 W. San Fernando St.



En la grafica Orlando Rodriguez de 5 años y Gladys Esther Molina de 6 son capturados por la camara de Ricardo Lopez moctezuma, el azote del lente cuando se caban gusto interpretando el TWIST en el I.E.S. Hall. Los padres de Orlando son John Miranda y Maria Rodriguez de Miranda, la madre de Gladys es la Sra. Mercedes Molina.

Excentrico readers in Paris



Pictured above is Joe Flores, with the Eiffel Tower in the background.

Joe and his wife Lotty visited Paris recently. Joe is stationed in Germany and receives EL EXCENTRICO regularly. Lotty is the former Lotty Hernandez of Club Zanzaree. Joe was a member of Club San Felipe.

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EN PERSONA

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Easter Sunday

Gran Sorpresa !

Dom. 22 de Abril

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Entrada Gratis los Domingos

Hasta las 6:00 p.m.

DANCE from 6:00 to 10:30

Rainbow Ballroom



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Publicado los Dias 5 y 20 de cada mes en San Jose,
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HUMBERTO GARCIA
Director

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Assistant Editor

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Vista Elegantemente ! ULTIMOS ESTILOS Ropa para Hombre

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

Tome 6 MESES para PAGAR

6

MONTHS TO PAY BERNIE BERG, Prop.



En la grafica BERNARDO BERG y parte del atento personal, Dick Perez le atendera en Español.

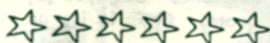


Quinceañera

En la grafica IRENE RODRIGUEZ al cumplir 15 PRIMAVERAS de edad el 18 de Noviembre de 1961, rodeada de su Corte de Honor, durante su Fiesta Quinceañera ofrecida por sus padres Oscar y Agnes Rodriguez. Las festividades comenzaron con una Misa a las 10:30 a.m. en la Iglesia de la Sagrada Familia y despues un Baile en el S.E.S. Hall en Santa Clara. Sus padrinos fueron Mike y Nina Flores. Irene atiende a la escuela James Lick. Es nativa de San Jose.



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian



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HORAS

de OFICINA

Ultimo DIA para INCOME TAX Abril 16

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

DOMINGO Abril 15, con CITA unicamente

LUNES ABRIL 16, de 9:00 a.m. a ????



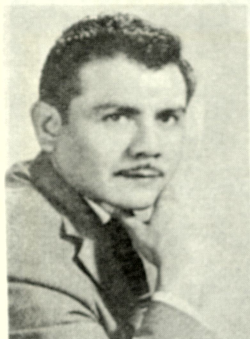
Lena Manriquez

CY 3-5323

1175 E. Santa Clara St.

Lena Manriquez

San Jose



CLUB San Felipe



Candy Veliz

Kilo Rabago and David Calderon were making like the Untouchables against James Glasser (tenia que ser gavacho) in a local bar. The witnesses to the fiasco were two infamous singers, Raul (Longi) Ramirez and Beto San Miguel. How in the hell did they get into this mess? Nicho, I would like to see Indio Valdez beat this one!!!

The Club had a BINGO at the North Star Hall which was a big success--even if Diane Barrera was not there. Jess Medina carried home most of the prizes. He must have taken a rabbit's foot to the bingo. We are very appreciative to Mr. Frank Davilla for a month's pass to the Rainbow Ballroom which was one of the prizes. A major prize was a picnic cooler donated by Mel Cotton's Tent City on North San Carlos--Thanks a million.

Gilbert Solarez, our club president, JOE CAMARILLO, informed me that you are getting as bad as Hank Paramo (The Keed) when it comes to blowing the horn. In reality it was CLUB SAN FELIPE that finished second in the first half of the Mexican American Bowling League, losing to Cuauhtemoc 36-35. SO TAKE A GOOD LOOK AT THEM!!!!



Left to right: Tony (Patito) Guillen, Bonnie Reyes, President Joe Camarillo, Jane Kiner, and Luis (Butch) Martinez.

photo by RICHARD DIAZ

Perhaps the most comical thing I have seen in some time is when Tony (Colt 45) Reyes, Pete Silva, Jaime Alamillo, Chuy (Yul Brinner), Art (Alaska) Lopez, and yours truly were doing the TWIST, with the honor going to Alaska. The only thing wrong that I could find was that maybe Art is just a little bit too healthy.

My dear Mr. Mario Vazquez, I was highly impressed with the figures you wrote, but I will bet my marbles on Dave Sierra when you face him for the high stakes.

The United Food Drive Committee should know that the pressure does not come from our feet, but from our ears. Surely you can figure this one out.



The Baile Ranchero is on April the 14th so bring your cowboy outfit when you come over, Nene, and just look at some of the lovely dolls that will be there. Left to right: Irma Garcia, Connie Garza, Rose Mary Gardillo, Gloria Castro and Rita Romo. Incidentally, Gloria Castro is CLUB SAN FELIPE's representative to the GI Forum Fashion Show.

What Mr. Harvey "CHIF" (you know what I mean) Fernandez doesn't know is that pictures sell the Forumer--so I guess that he is the only one that will buy one. Doc, you guys should make him buy your quota. Chris is just an innocent bystander in this case.

The supposedly perrenial pigeons of Club San Joaquin trounced the living HELL out of a hefty San Joaquin basketball team last Sunday 18th. Dave Sierra, who has a nose for smelling disaster, was not around to see his mighty team, running scared and helpless, swamped, rinsed and dried almost single-handedly by Butch Martinez who sank 24 points to aid the San Felipe team to an easy victory. We thank Roman Hands for the article which helped to fire up our boys, and let's not forget Bob Garcia who was so willing to back up his faith on his mighty heroes with the roof of all evil.....MONEY. For the benefit of Bob Garcia, who found it so hard to believe, here it is once more in black and white: CLUB SAN FELIPE 60 and CLUB SAN JOAQUIN 30. The Bachelors suffered the same fate the week before. San Felipe downed them 47-32.

DIANA, I don't recall talking or writing bad about any girl in this column other than a small cut now and then, but even if the coat were to fit me I would have to gain 30 pounds to be able to wear your skirt. Patito Guillen says 50! IMPOSSIBLE!!

EL RANCHO DRIVE IN Starts Wednesday April 11 (2 weeks)

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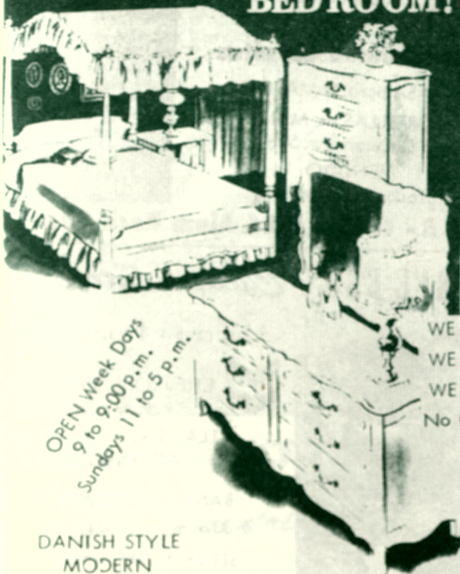
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Stimuli

Rachel Andres

IS YOUR BACKBONE LIKE A BOILED NOODLE?

"What a square! Come on you deadhead, try it!" Those words brought me to a halt. I listened intently for my curiosity was deeply aroused. There in the front of one of our local theatres were two boys and one girl not any older than 13 smoking cigarettes. These three it was quite obvious wanted to initiate a younger girl into the art. I busied myself by looking at the "coming attractions" with ears open to the pressure being put on this girl. I smiled when I heard the youngest boldly blurt out, "Ah, you guys are nuts, leave me alone. You think you're hot stuff by puffin' away!" She proudly sauntered away as the three in chorus repeated, "Square! Square! Square!"

I proceeded on my way but I couldn't help but assimilate this incident with many experiences we have every day. People and so-called friends constantly trying to talk us into new or out of present situations or habits.

No doubt you have at times been subjected to the influence of environment and suggestions that frequently are not of the highest caliber. And what is your reaction under fire? Do you allow yourself to be sold a cheap bill of goods? Do you go along with the crowd because everyone is doing it, even if it is against your better judgement? Are you easily swayed by opinions and suggestions given by friends who really care nothing of your well-being? Do you let others do your thinking for you in regards to moral and social standards?

You must look out for yourself, no one else can do this for you; you owe this to the greatest and most important person--yourself! It is you that is building your character and building your future, not your friends and neighbors. If suggestions are made that you know are against your conscience and may be deterrant to those things that are of greatest value and importance to your life--reputation, character, happiness, future, will you succumb to them? When these actions are taken, who will be responsible for the results, you are the party whose suggestions you conceded to?

Each individual has his own code and standard to live by. If it is of the highest quality, keep it and guard it jealously. You cannot afford to allow a stranger to come in and trample on your private property, you paid the price and you will continue paying the price, not they.

Is your backbone like that of a boiled noodle----

weak, and enfeeble or will you remain stalwart and undaunted like the girl who walked away from a cheap bill of goods?

Only you can answer this.

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STEVE & JIM, Props.



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Villa - Solorio

La Srita. MARIA de JESUS SOLORIO contrajo Nupcias con el caballero ALFREDO VILLA el día 12 de Agosto del año 1961, a las 12:30 de la tarde en la Iglesia Holy Family de esta ciudad de San José.

La RECEPCION se verificó en el Horsemen's Assn. asistiendo mas de 250 invitados.

RAMIREZ STUDIO

Marge Castro le ayudara a establecer Su CREDITO



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Views & Reviews

Bob Rodriguez



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I am very leary of people who ring your doorbell trying to sell you something. Last year a salesman sold me a five year subscription to "Better Farming" and I haven't been able to grow a weed.

The man rang my doorbell two weeks ago and asked to come in. I let him in much against my better judgment as he told me he had something miraculous to show me and it wouldn't cost me a penny. He sat down, noticed that I was wearing glasses and asked me if I had trouble with my eyes.

I said, "Yeah."

"How much do you weigh?" he asked.

I took a deep breath to stick my tummy in and said proudly, "175."

He started to open his brief case and told me, "Two weeks from today you'll be able to see without glasses and you will be 25 pounds lighter. Your wrinkles will disappear and you'll look like 18 again!"

He handed me a jar of pills and told me that it was a special formula and it would cost me nothing to try them and at the end of two weeks if they did what he said he would come and collect \$14.95.

"Just take one a day", and he asked me for a glass of water and swallowed two pills to show me that they would have no ill effects. He looked to me to be about 40 years old but as he left he said, "I'm 73 and I take 'Looflirpa' every day."

He said goodnight and left me a jar of "Looflirpa" pills. I started taking them the next day.

Nothing much happened the first day but at the end of the third day I weighed myself and weighed 169. I had lost 6 pounds. At the end of five days I noticed that my vision was clearing and I was down to 160 pounds. I felt great but people started asking me if I felt well as my tummy had begun to disappear. By the end of 10 days I was watching TV without glasses and weighed 155 pounds. It was amazing and I was utterly stupefied. When the two weeks were up he rang my doorbell and asked me how I was doing. What could I do? I weighed 148 pounds, could see without my glasses and the skin of my face was like a baby's. I gave him a check for \$14.95 and he gave me his phone number to reach him when the supply of pills was exhausted.

Would you like to know where you can reach this salesman for some Looflirpa pills? I am going to take

a picture for the next issue so that you can see the amazing transformation. In the meantime all you have to do to find out where you can buy the amazing Looflirpa pills is to spell LOOFLIRPA backwards and the great secret is revealed. Like the man said, "better late than never!"

ALLEY KATS WIN BOWLING CHAMPIONSHIP

In the Vera's Mixed Foursome Bowling League Sunday nights at Ann Darling Bowl, the Alley Kats team composed of Paula and Ray Sotelo and Elsa and yours truly Rodriguez whipped the Go Getters composed of Vera and Lalo Ruiz and Ted and Letty Cervantez in the championship playoff. The Go Getters couldn't get going and the scrappy Alley Kats who came out of nowhere to win the second half took the first two games. The Go Getters made a desperate attempt in the third game but fell short by 12 pins to lose 3-1. That's the way the cookie crumbles!

FOR YOUR

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INVITATIONS**



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SEE

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DAN and MARIA AGUIRRE, Props.

Maria's COCKTAIL LOUNGE

BAILE VIERNES - SABADOS y DOMINGOS

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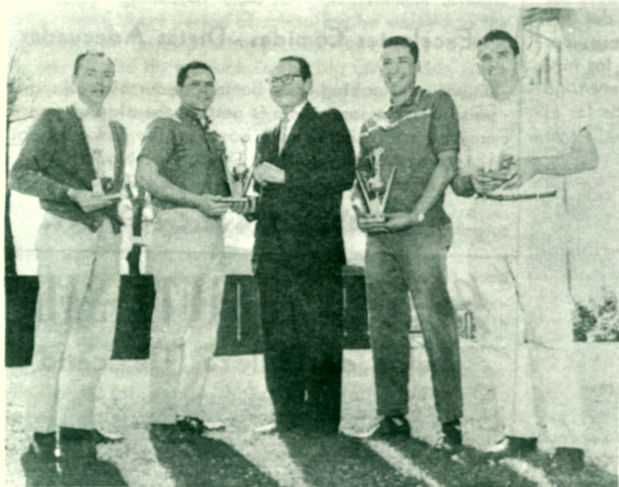
Mas Elegante

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.

Bobby Zamora y su Conjunto

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Post Office Golf

Tournament Winners

Postmaster William Lawrence (center) presents trophies to winners of the annual Post Office Golf Tournament held on March 4th at Pleasant Hills Golf Course.

The tourney had over 40 competitors and is limited to only employees of the San Jose Post Office.

In the photo, left to right, are: Paul Jenkins, Joe Formosa, Postmaster William Lawrence, Louie Luna, and Frank Travato.

The Publicity Chairman was Fred Flores.



RAY

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Simon Villa



UNION CITY, CALIF.



El 25 de Marzo de 1962 en la Iglesia Catolica de nuestra Señora del Rosario en Union City, California, un gran grupo de niñas y niños recibieron su primera comunión en la misa de las 9:00 A.M. El acto solemne estuvo a cargo del Rev. padre Leonard Herzberg, pastor de la Iglesia entre los niños se encontraba el pequeño Agapito Morales, hijo de los esposos Agapito y Paubla Morales Hernandez, con domicilio en el No. 33524 - 10th Street en Union City, Calif.

Deseamos a todos los niños y niñas que recibieron su primera comunión sigan siendo buenos niños con sus papas y mejores catolicos, que Dios los ayude y reine en sus corazones el sentimiento de amar, servir y honrar a Dios sobre todas las cosas.

**SHOWER EN HONOR DE LOS ESPOSOS
JOSE Y ELVIRA ZENDEJAS de Union City**

Con todo respeto y cariño damos las mas expresivas gracias a las personas que aqui mencionamos por la lluvia de regalos inesperada; que mandaron para el recién llegado, que es el numero 12 de esta pequeña familia. Organizadora, Cecilia Villarreal, del No. 3036 Quinto Way en San Jose, Calif.

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Furniture Discount House young. dedicated and successful president

It is indeed a rare and great pleasure to present a short biography of one of San Jose's accomplished citizens of Spanish speaking origin. His name is Henry Coca, Jr., actual President of FURNITURE DISCOUNT HOUSE, a Furniture Stores operation with offices and stores in:

San Francisco	1975 Mission Street
Oakland	7134 E. 14th Street
San Mateo	2130 El Camino Real
San Jose	82 E. Santa Clara Street

Henry was born in San Jose exactly 30 years ago. His father is Mr. Enrique Coca, Sr., a native of Mexico, with residence in San Jose for most of his life. His mother, Mrs. Guadalupe Coca, is a native of this city. Hank Coca comes from a family of seven, three sisters, Dolores, Alice, and Margaret, and three brothers, Louie, Raul, and Gilbert, all with residence here in San Jose.

Henry graduated from Jackson Grammar School. After this short period of schooling he worked in the agricultural fields picking prunes, cots, etc. In 1950 he decided to try his luck in the big city of San Francisco performing odd jobs and decided to attend Gomer Trade School. His goal, to become a cabinet-maker, which he successfully mastered. The knowledge of wood, construction, and finishes of all pieces of furniture has been immensely valuable to him in determining quality and durability.

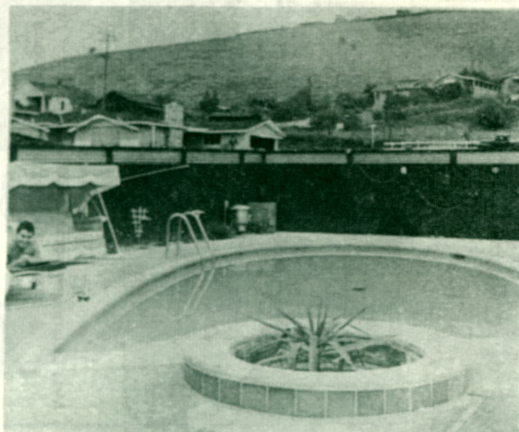
During his spare time he was selling cookware at night until his apprenticeship was completed.

Around the time of his graduation he had a good offer to work for Constitution Life Insurance Company. Although distant from his profession he stayed with insurance for two years. Still, the love of fine furniture was throbbing in him and decided to answer an ad for a salesman with Great Western Furniture Co. here in San Jose. He stayed with Great Western for over three years, working himself up to the responsible job of Manager for the Redwood City store.

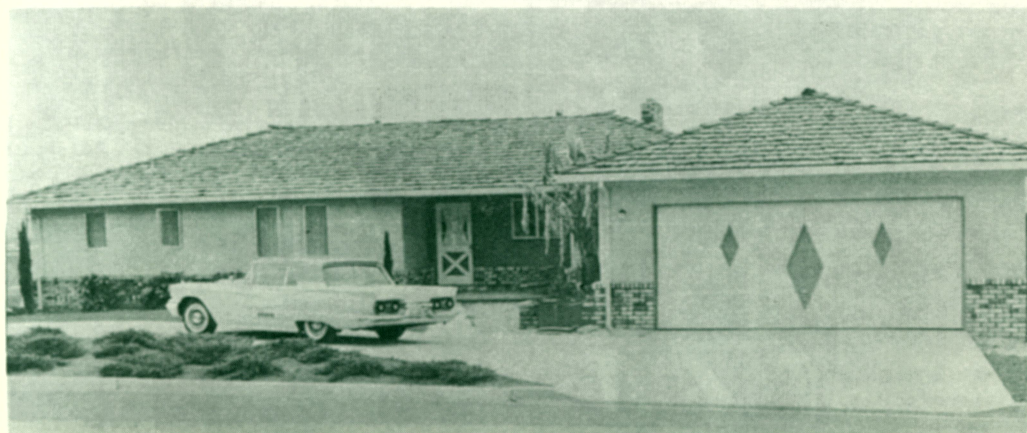
Front view of the Coca's residence, beautifully landscaped and luxuriously furnished, located at 14907 Reynaud Dr. in the East Foothills estates.



A delicious cup of hot coffee at 6:30 a.m. served by his lovely wife Salome, Hank appears to be more interested in the cook than the coffee.



Hank relaxes in the quite serene atmosphere of his outdoors, water heated swimming pool.



(continued next page).....

With his thorough knowledge of furniture, great experience in selling and the administrative end, he felt that he was ready to venture on his own. With a fairly small investment formed FURNITURE DISCOUNT HOUSE CORPORATION, opening their first store on Market Street in San Francisco, with complete dedication and extremely long hours, more often than not from 7:00 A.M. to 11:00 P.M. (including Sundays!) the store began to prosper until they opened the second one in Oakland. After that came a third store in San Mateo, followed by the one here at 82 E. Santa Clara Street where Henry now spends most of his time.

All the stores have proven extremely successful. Henry attributes this to the principles of the Corporation, SERVICE, LOW PRICES, and QUALITY MERCHANDISE, which due to their tremendous buying power, they can offer the general public a better deal than their competitors. A great portion of his success Hank attributes to his devoted wife, Salome Sanchez, whom he married in his struggling years; to be exact, December 20, 1953 at the Holy Family Church of this city.



Mrs. Coca enjoys some outdoor fun with her two children Henry Anthony and Renee Marie.



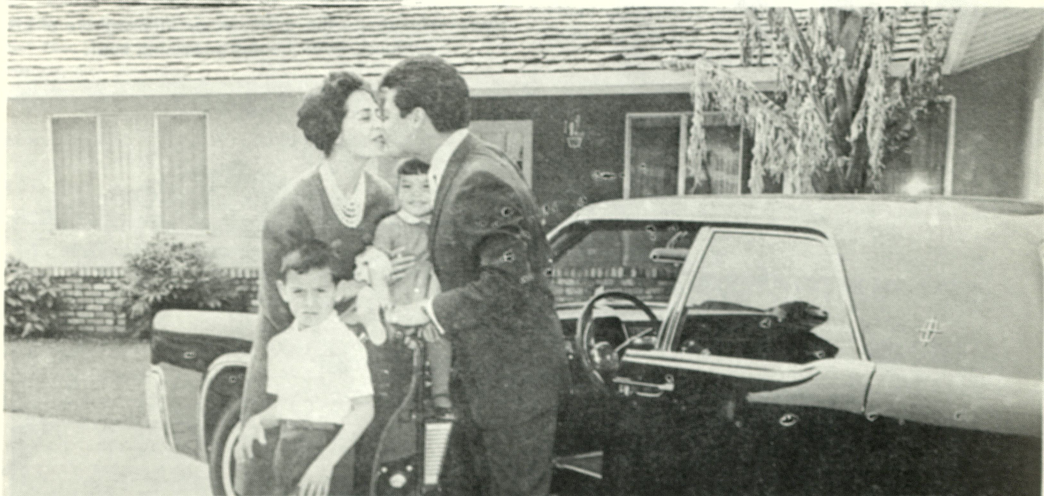
TWIST HEP CATS

Henry III and Renee go to town doing their interpretation of the present dance craze "THE TWIST" and we'll add they are not bad at all.

Salome is the daughter of Basilio Sanchez. She graduated from San Jose High School. After that she worked for Sutherland Paper Co. in Santa Clara and with I. B. M. on the assembly line.

The Cocas are the proud parents of two children, Henry Anthony Coca III, 6 years old, and Renee Marie Coca, 2 years old. Both were born in San Jose. Henry III attends first grade at St. John Vianney. They reside in their beautifully furnished and decorated home at 14907 Reynaud Drive in the East Foothill Estates.

Moral support, trust, the feeling of being loved, mutual respect are all indispensable ingredients for a person's healthy state of mind giving strenght to face the complexities of a cold business world.



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HARRY LASNICK, Prop.

U. C. C. LEAGUE *Baile Ranchero*



Sat. April 14 I. E. S. HALL

These five San Jose beauties, shown in front of the City Hall, are typical of the hundreds of pretty young things which will attend the United Club Council League's BAILE RANCHERO on Saturday, April 14, 1962.

The girls are Hermalinda, Connie, Rose Mary, Gloria, and Rita.

The dance is a fund-raising affair to run the athletic programs of the UCC for the coming year.

Adair INSURANCE REAL ESTATE

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

Gilbert Adair

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REAL ESTATE

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1508 E. SANTA CLARA ST.



En la grafica: de Iz. a der: GILBERT ADAIR y HERMAN G. ALVAREZ para atenderlo con toda cortesia.



Galeria Infantil

TOM SANTA CRUZ

7 mo. - Born in S.J.

Parents

Tom and Angie Cruz



ANTHONY RANGEL

1 yr. - Born in S.J.

Parents

John and Cruz Rangel



WILLIE VIGIL, JR.

1 yr. - Born in S.J.

Parents

Willie and Josephine Vigil

LEITER STUDIO



MARIO JUAREZ

1 yr. - Born in S.J.

Parents

Guadalupe and Alicia Juarez



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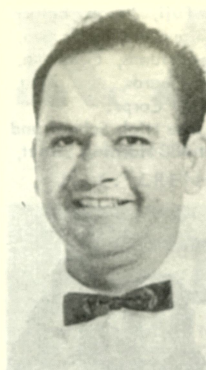
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SAN JOSE, CALIFORNIA



*The Roving
Photographer*

Richard Diaz

The Regular Veterans Ass. Post 1775 had an election of officers jointly with the newly formed Ladies Auxiliary on March 12, 1962.

Regular Richard A. Gomez was elected as Commander for the coming year and Mrs. Lena Vargas was elected president of the Ladies Auxiliary.

Installation of officers will be on April 28th at the Hotel St. Claire with the national officers from the R. V. A. in San Francisco coming in to install the incoming officers.

The R. V. A. is also having a "Sabado de Gloria" dance on April 21st at the S. E. S. Hall, Lewis & Lafayette, in Santa Clara. Last year's dance at this same date was a tremendous success.

Elected Commander Richard Gomez believes strictly in Charity & Welfare for our community & hopes to cooperate fully with other similar clubs for the betterment of the Mexican-American people.



(Left to right), Newly elected Judge Advocate Marcelo Salcido, Commander Richard Gomez, newly elected Quartermaster Philip Vargas. Extreme right is Sgt. at Arms Ralph Gomez.

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Quinceañera

La grafica capta a la Srita. IRENE RODRIGUEZ
el pasado 18 de Noviembre de 1961
al festejar su FIESTA QUINCEAÑERA

De iz. a der: Oscar y Agnes Rodriguez sus padres y sus
padrinos Mike y Nina Flores.

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



Joel Aguilera

Club Riviera



It was a festive night aboard the huge ocean liner and a magician was performing for the guests. First he threw a deck of cards into the air, and poof----- they disappeared. A parrot, perched near the ceiling, blinked his eyes in astonishment but said nothing. Then the magician took a goldfish bowl, passed a cloth over it and poof-----that too disappeared. The magician prepared to do his greatest trick. He was going to make a table and all the dishes on it disappear. He was just passing the cloth over it, when suddenly the lights went out. Bells clanged, whistles blew, a loud explosion thundered up from below and beams of wood came crashing down. Within moments the ship had gone under, and only the parrot was left floating on a piece of driftwood in the moonlight.

Suddenly the magician's head bobbed up, cried "Help!" and went under. The parrot stared in awe. Then the magician came up again, struggled and went down. The parrot watched gravely. For the third and last time the magician came up, gurgled and went under. Then the ripples died away. The boat, the passengers, the magician-----all had disappeared. The parrot sat quietly on his piece of wreckage, thought about it for a long time and then said, "Marvelous!"

A movie star, fearing that she had appeared too thin in her last film, asked her cameraman if there was anything he could do to make her look round, so he did and she slapped him in the face.

One nudist to another: "Who says Ringling has the Greatest Show on Earth?"

TOUR OF DUTY: Appearing is Ruben Cabigas,



while being stationed at Camp Fuji, Japan, before his tour of the Pacific Ocean and the China Sea, before he visited the Philippine Islands, Okinawa, and various other American van-guards, as a guest of Uncle Sam, serving in the Marine Corps.

Ruben is a graduate of San Jose High School and was residing with his parents at 483 Horning Street, San Jose, prior to his enlistment.



25TH ANNIVERSARY: Mr. and Mrs. Fabian Badillo and family celebrating their 25th anniversary upon their return trip from Mexico, where they spend a glorious anniversary and second honeymoon and visited relatives at Ciudad Juarez, Mexico City, and Acapulco. Mr. and Mrs. Badillo and family live at 505 Baltic Way, San Jose.

They received their guests, at this celebration, with a tremendous dinner of turkey, gallina en mole, an immense cake and a large assortment of cocktails.

Appearing L to R: (back row) Marino, Robert, Mr. Badillo and Arthur. (front row) Alice, Eleanor, Mrs. Badillo, Mrs. Helen Brotherton and Eva.



THE MEXICAN HAT DANCE

Gil Solarez and Rose Mary Gardillo practice up on their old time Mexican dance steps in preparation for the U.C.C. League's BAILE RANCHERO to be held on April 14th at I. E. S. Hall in San Jose.

Admission is \$1.00. Everyone be there!!!!!!

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LUNES a VIERNES

6:00	a	7:00	" HORA ARTISTICA " con JESUS REYES VALENZUELA
11:00	a	1:30	" LA VOZ de MEXICO " con DAVID ORTEGA
1:30	a	2:00	" CARROUSEL MUSICAL " con MANUEL RODRIGUEZ
2:00	a	3:00	" EL CIRCO de DON MENDEZ " con DON MENDEZ
3:00	a	4:00	" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
4:00	a	6:00	" MUSICA de las AMERICAS " con DAVID ORTEGA CID

SABADOS

6:00	a	7:00	" HORA ARTISTICA " con JESUS REYES VALENZUELA
10:15	a	10:45	" CRUZ DEL CALVARIO "
10:45	a	11:00	" POLITO ROSALES
11:00	a	12:00	" LATIN AMERICAN PROMOTIONS " con OSCAR MUÑOZ
12:30	a	1:00	" LA VOZ de MEXICO " con DAVID ORTEGA CID
1:00	a	2:30	" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
2:30	a	4:00	" EL CIRCO de DON MENDEZ " con DON MENDEZ
4:00	a	5:00	" MUSICA de las AMERICAS " con DAVID ORTEGA CID
5:00	a	6:00	" CARROUSEL MUSICAL " con MANUEL RODRIGUEZ

DOMINGOS

7:00	a	8:45	" EL VOCERO del AIRE " con Roberto Quintana
9:00	a	10:00	" LA VOZ de HISPANO AMERICA " con POLITO ROSALES
10:00	a	11:00	" ECOS de BORINQUEN " con DANIEL CHAMORRO IGLESIAS
11:00	a	12:00	" LATIN AMERICAN PROMOTIONS " con OSCAR MUÑOZ
2:30	a	3:30	" LA HORA NACIONAL " Programa Diferido desde Mexico
3:30	a	4:00	" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
4:00	a	5:00	" EL CIRCO de DON MENDEZ " con DON MENDEZ
5:00	a	6:45	" LA HORA ARTISTICA " con JESUS REYES VALENZUELA

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del BAILE TWIST

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en el RAINBOW BALLROOM

Los Triunfadores obtuvieron la suma de
\$40.00 dolaritos cada uno.



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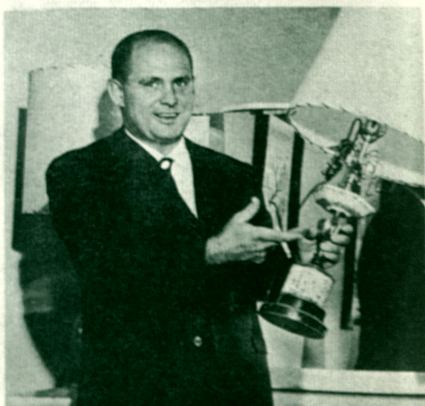
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ABIERTO los DOMINGOS

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



The Hernandez

SPECIAL ISSUE: LADIES AUXILIARY
by Mrs. Bertha Mosqueda
Publicity Chairman



INSTALLATION OF OFFICERS

An informal banquet held at the Hofbrau recently was the setting for the installation of 1962 officers for the GI Forum Ladies Auxiliary. New Officers being installed by Mrs. Louis Mosqueda, outgoing Chairman, are from left to right: Jo Flores, Chaplain; Clementina Vazquez, Treasurer; Linda Minjares, Secretary; Connie Aldama, Vice-Chairman and Anita Campos, Chairman. On behalf of the Auxiliary, Mrs. Maria Hernandez was honored as outstanding member of 1961 for her voluntary efforts and interest in the success of the Auxiliary.

MEMBERSHIP DRIVE DINNER

On Wednesday, March 14th, a potluck dinner for members and prospective members was served at the lovely home of Mrs. Eddie Torrez. There was a large turnout of members and twelve guests were present. Of these twelve guests, eight became new members of the Auxiliary. Since there has been quite an interest in membership shown lately, we would like to announce that our next meeting will be held on April 11, 1962. Anyone interested in attending or in membership information is invited to call Mrs. Mosqueda (CL 8-5010) or Mrs. Campos (FR 8-2987).

FASHION SHOW

"Parade of Fashions" is the theme which was selected by the membership from several sketches

submitted by our artist member, Mrs. Linda Minjares. Plans and arrangements are in full swing for the presentation of a Dessert and Coffee Fashion Show at Lou's Village on Sunday, April 29, 1962 from 2:00 to 5:00 P.M.

These are two of the girls who will be modeling fashions from Silber's of San Jose. They are: Mrs. Katy Haro and Mrs. Helen Torrez.



Miss Christina Cadena will accompany the girls on the piano as they walk down the ramp modeling Spring Fashions from Silber's of San Jose and Coiffures by Vickie's Hair Styling and L & M Beauty Salon. The highlight of the afternoon will be the selection of Miss American GI Forum of San Jose from contestants who will be judged for their beauty, poise, and speech. Several of our social clubs are sponsoring girls to vie for the title. The girl who is chosen will then represent San Jose and will compete with girls from other GI Forum chapters who will attend the State Convention to be held in San Jose on June 22, 23, & 24th at the Hyatt House. Clubs include Bachelors, Elite, Los Amigos, San Felipe and Zanzaree.

As this is our first endeavor in presenting a fashion show, the girls are excited and hopeful of a successful event. Tickets and reservations may be obtained by calling the ticket chairman, Mrs. Pete Gonzalez at CY 5-0336.

YOUR

**WEDDING
INVITATIONS**

SEE



Humberto Garcia

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Dr. NOE ARRAZATE, D.C. **PRACTICA GENERAL**

HORARIO: De LUNES a SABADO
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La Srita. GLORIA SIFUENTES hija de los esposos Sr. Juan y Sra. Maria Sifuentes tomo por esposo al joven DANNY MARQUEZ hijo del Sr. Joe E. y la Sra. Maria Marquez el dia 20 de Enero del año en curso en la Iglesia de Nuestra Sra. de Guadalupe a las 10:30 a.m.

Ambos desposados son procedentes de Del Rio, Tex. Gloria ha residido en esta por 14 años y Danny por 5. Se les ofrecio una RECEPCION en el S.E.S. Hall

en Santa Clara a la cual asistieron mas de 300 invitados. Su LUNA de MIEL la disfrutaron en San Francisco y a su regreso establecieron residencia en esta ciudad. De iz. a der: Carl Vazquez, Jessie Zertuche, Jessie Quesada, David Palacios, Letty Sifuentes, Sylvia Marquez, Mary Sifuentes-Madrina, Johnny Sifuentes-Padrino.

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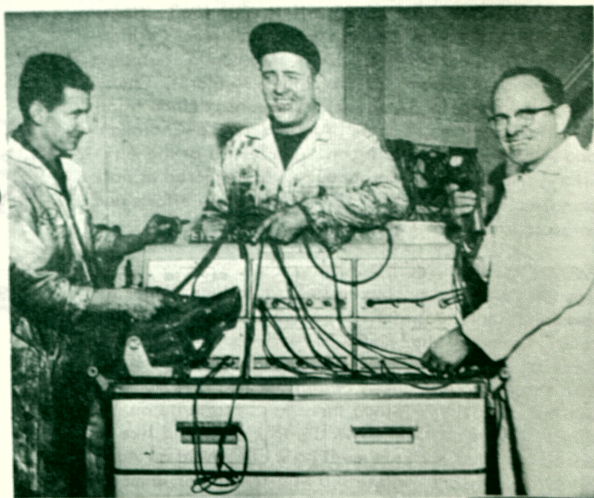
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Le proporcionamos un carro
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Para un SERVICIO de PRIMERA de MECANICA lleve su carro con NETTO'S GARAGE con la completa seguridad de que quedara satisfecho, en la grafica: Vic, Dave y su atento, servicial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

564 W. San Carlos St.



Villa Solorio

La Señorita

MARIA de JESUS SOLORIO

contrajo NUPCIAS con el
caballero

ALFREDO VILLA

El día 12 de Agosto del año 1961

a las 12:30 de la tarde

En la Iglesia Holy Family de esta ciudad.

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Mrs. LEE B. y MARY YOUNG le atenderan.

Shelter Survey Begins

Commander H. L. Murphy, U.S.N., points to map being used in Santa Clara County Shelter Survey. Others in picture: (left to right) Ned H. Abrams, San Jose engineer; Bruce D. McCreary, survey group leader; Ralph H. Mehrkens, County Supervisor District #4; Frank E. Holt, Santa Clara County Civil Defense Coordinator.

* * * * *

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que lo vio en el EXCENTRICO



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De las FABULOSAS marcas Rayette & Carol Richard
Nuestro famoso
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Janet Brooks Prop.



DRUMMER OF THE YEAR
Stan Flores, drummer from San Jose, lives at 505 Baltic Way. He has been playing for over 5 years with different bands. Rudy has played with most of the popular bands in and around San Jose.
This picture was taken in Hollister on New Year's Eve at a dance in the American Legion Hall. Stan was playing that night with Augustin De La Grande.



CY 2-4273 195 Devine St.
San Jose, California

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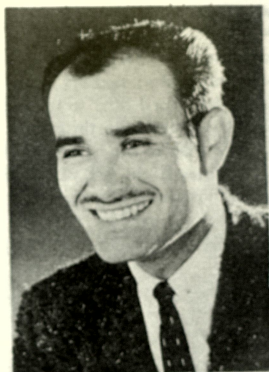
ABIERTO: De Lunes a Sabado 9:30 a 5:30 p.m.
Los JUEVES hasta las 9:00 p.m.

Se HABLA ESPAÑOL

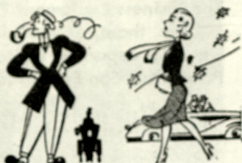
CY 5 - 0246

204 S. FIRST ST.





CLUB Bachelors



Gilbert Solarez

BAILE RANCHERO, APRIL 14TH!!!!

On April 14, Saturday night, the U. C. C. Athletic League proudly presents their first annual Baile Ranchero at the I. E. S. Hall, San Jose.

DONATION: \$1.00

MUSIC BY PETE REYES & THE UNTOUCHABLES
time: 9:00 P. M. until 1 A. M.

Everybody's invited for the craziest Mexican hoedown ever to appear here and 20,000,000 miles northwest from Del Rio, Texas, to the south shores of Cucamonga. Yes, my friends, this dance is guaranteed to be the best Mexican Baile Ranchero ever to be held here in this wonderful city of San Jose and in the Bay Area. You can bet your life on that, Buster!

There are six clubs that belong to the U. C. C. League. These clubs are the best, the strongest, and of course the most popular, in all northern California. Top Rated Clubs are:

SAN JOAQUIN *****

EL DORADO *****

CASA MANANA *****

LOS TOROS *****

SAN FELIPE *****

BACHELORS*****

Sorry, but we don't allow golfing clubs in the U. C. C. League. They just don't have it. Tam-poco girls. Girls have the tendency to fold under heavy pressure and collapse.

SEE YOU THERE, APRIL 14th!!!!!!!!!!!!

LETTER THROUGH THE MAIL:

Dear Gilbert Solarez:

I am just a good friend of Rudy Belluomini, and I would like to find out who is Rudy's secret love. If you like to find out who she is, you could ask Paul Belluomini, Rudy's brother. He has a picture of her and him dancing together at the Tropicana Club. The picture was taken there about two weeks ago. The way it looks to me is that Rudy is very much in love with a Puerto Rican girl and when a Puerto Rican girl loves someone, their love is pretty strong. She feels sorry for Rachel Andres, but Rudy really loves her very much. Gil, they call her "The Puerto Rican Princess". Gil, I would like to see something about this in your next column. By the way, you said that Rudy Belluomini can't be tamed, but you are very wrong about that because this girl really loves Rudy and when you love someone you don't have to be tamed.

Yours truly
"MITA"

P.S. That's my nickname, but nobody knows that. Maybe Rudy does.

Mita, Mita, you are 99 & 1/2% right, but I may not always be right, but I'm never wrong. Knowing Rudy the way I do he loves anything in skirts. Just keep writing those letters in care of EL EXCENTRICO the hottest piece of news circulating in Post Street Barber Shop all the way through Sal Si Puedes.

LUIS MOLINA WILL STOP KENNY LANE, April 14. BACHELORS, BACHELORS, BACHELORS!!!!!!

Mr. J. J., "El Tapon" Plata, Roy Ordenez, Rudy & Tony Arreola, Ed "Bruno" Baltierra, Charlie Molina, Gasper Ortega Espinoza, Benny Guzman, & Manny Gonzales, don't squawk, your name is coming out, I hope.



THE MEXICAN TWIST

Rose Mary Gardillo, Rudy, Gloria Castro, Gil Solarez, Rita De Quen Sabe, Paul Gary, Connie Garza, Hermelinda Garcia, and Candelario Veliz, Jr. getting ready for the big dance on April 14th.

Ideal BARBER SHOP

BARBERIA
MEXICANA

CORTE de PELO...\$1.75

SERVICIO de PRIMERA
ADULTOS y NIÑOS

ABIERTO

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

Sebastain y Raul Hernandez
Propietarios
Lo atenderan con esmero!



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Para ayudarle en Problemas
de SALUD - ENFERMEDAD
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Traigame sus Problemas

Esta Sra. ayuda a los ena-
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Roman Hands



LIZ TAYLOR AND EDDIE FISHER PART I

I hate to break the news to the daily newspapers that are making such a big fuss about the Liz Taylor-Eddie Fisher break-up, but EXCENTRICO'S Robert Rodriguez predicted that one over two months ago.

Mr. Dave Sierra
EXCENTRICO MAGAZINE
San Jose, California

Once before I have sent you some material. Here is more:

CLUB CUAUHEMOC:

Seems some girls went into a local bar to hear mariachi music (Cuahtemoc members). The next day one of them told me, "It was exactly like T. J., a lot of drunks, hot beer, the place is a dump, and we were underage. "FIJATE QUE SUAVE!"

According to certain reports Hank never flew a P-51, never broke a record, and took the pictures where he said he did. THE TRUTH IS..... The pictures were taken at Mt. Hamilton, the P-51 is at San Jose airport, and the only record he ever came close to breaking was called Cha Cha Cha by Tito Puente. Come on, KEED!!!!

Some Rumors are Out.....

That Paul is part owner of Maria's Club. What you do Paul, sell your oil fields in Cucamonga??? WARNING!

To a certain photographer for El Excentrico: Your camera is not a pass or invitation to crash private parties. Unless invited.....STAY OUT!!!

Heard a bride to be called off her marriage cause she just couldn't stand her boyfriend's brother's wife. "Que Gasha!"

IS IT TRUE???

A girl from Zanzaree was heard to say,
"Everytime I see him, my heart beats faster:
(talking about a San Felipe member)(
Only, she finished, "He is married!"
QUE SUERTE!!!!

ROVING REPORTER

U. C. C. LEAGUE

Baile Ranchero

Sat. April 14 I. E. S. HALL



Off to CHICAGO

EXCENTRICO Director Humberto Garcia, Senior, and yours truly, the Assistant Editor, are off to the Windy City on Sunday night, April 8th, to attend The Business Equipment Exposition April 9th thru 13th.

For those of you who may wish to bid us farewell we will depart on United Airlines flight 578 at 10:30 P.M. from San Francisco International Airport.

The Business Equipment Exposition

MCCORMICK PLACE, CHICAGO
APRIL 9 THRU 13, 1962
NOON TO 10 P.M. DAILY

ADMIT ONE
Adults Only

A SERVICE OF BUSINESS EQUIPMENT MANUFACTURERS ASSOCIATION
BUSINESS EQUIPMENT MANUFACTURERS EXHIBITS, INC. 1000 PHILADELPHIA AVENUE, CHICAGO, ILL. 60606

RICHARD M. NIXON FOR GOVERNOR!!!

Being a registered Democrat doesn't mean a damn thing this time of year because your old dad is getting ready to back none other than Richard M. Nixon for Governor of California. No, I haven't changed political parties, I'm still a 'Cat, but I think Richard M. Nixon is the man that California needs right now just as Kennedy was the man the nation needed in Washington a year ago last November. When you hear about Nixon wanting to use the Governor's mansion as a stepping stone to D. C., don't forget that Pat the Guvv was all set to jump Potomac-way too, except nobody tapped him on the shoulder and said, "Jump, Patsy!" VIVA NIXON!!!!!!

CLYDE L. FISCHER FOR CITY COUNCILMAN ***



Amigos, voten por el señor CLYDE L. FISCHER para miembro de la asamblea del Concilio de la Ciudad de San Jose, o sea, San Jose City Councilman. CLYDE es amigo de los Mexicanos y ha hecho mucho para ayudar a nuestra colonia.

CLYDE L. FISCHER
FOR
SAN JOSE CITY COUNCIL

John Popovich, left, of San Jose City Recreation Department, buys tickets to the U. C. C. League's big BAILE RANCHERO on Saturday, April 14th from Club San Joaquin's Paul Gary. The six team UCC is sponsoring the dance to raise funds to finance their athletic program for the ensuing year. Tickets are only \$1.00, dress like a Mexican, and have the time of your life!!!!





Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

Saco Blanco

LA MAS AMPLIA
VARIACION

Saco Azul

Cut Away

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



CY 4-2322

75 S. 2nd St.

Marquez - Sifuentes

La Srita. GLORIA SIFUENTES

hija de los esposos

Juan y Maria Sifuentes

Contrajo NUPCIAS con el caballero

DANNY MARQUEZ

hijo de los esposos

Jose E. y Maria C. Marquez

El dia 20 de Enero del año 1962
a las 10:30 de la mañana

En la Iglesia de Nuestra Sra. de Guadalupe
San Jose, California

LEITER STUDIO.



Belleza es SUYA con Lentes

Del DR. VAL E. SNEED

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

NO NECESITA CITA

PAGOS FACILES

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

En la grafica: el Er. Val E. Sneed y la guapa recepcio-
nista Srita. Susan Molina.

En Seguida de KAY JEWELERS

DR. VAL E. SNEED *Optometrista*

CY 5 - 4805

67 S. FIRST ST.



TEATRO **LIBERTY**

Tony D. Maria
GERENTE

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



" ANSIEDAD "

Pedro INFANTE - Libertad LAMARQUE

Dos de sus Mejores Peliculas
como un homenaje a Pedro Infante

Juev. 19, Vier. 20, Sabado 21 de Abril



" ESCUELA DE MUSICA "

Pedro INFANTE - Libertad LAMARQUE