



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 13, Num. 1

NOVIEMBRE 5, 1962

SAN JOSE 10, CALIFORNIA



JOE RODRIGUEZ - Vice Pres.
ANNA DOMINGUEZ
Social Chairman



GASPER ESPINOZA
Sargent at Arms



Club Cuauhtemoc

9th ANNUAL

Formal

HAWAIIAN GARDENS
(Terrace Room)

SATURDAY, NOV. 10th
9:00 p.m. to 1:00 a.m.

RUDY MACIAS & His ORCHESTRA

BIDS \$6.00 per Couple

GILBERT SOLAREZ
President



MARIE GUTIERREZ - Treasurer
AL RODRIGUEZ - Historian



MELLO VEGA - Secretary





ART CUELLAR

The tense world situation has many people's nerves on edge and with good reason, but last Friday, October 26th, Club Elite-Bachelors Halloween Dance provided an atmosphere of pleasure and carefree entertainment for all who attended. Although the turnout was not exactly spectacular, the spirit which has always accompanied this annual undertaking in the past was everywhere to be seen.

After the dance a get together party was held at Tony Guillen's place where a good time was had by all. Diane Barrera had a ball playing around with a tape recorder, for this was the first time she heard her voice on tape and was fascinated by it. Rachel Andres gave in to the wishes of many and did an imitation of Elvis Presley while Tony Guillen, Joe Molina, Val Garcia and Tony Carvajal seemed to be in pain due to excessive consumption of alcoholic beverages.... or were you fellows singing? Esther Baca, as usual, scintillated with her jokes and shrewd sense of humor.

Other people present were Rosie Gutierrez, Carmen Molina, Lucy Gutierrez, Jessie Castillo, Al Rodriguez, Rudy Arriola, Joe Cararillo, Joe Rodriguez, Charlie Molina and many others.

SHORT FLASHES

Jimmy Cardenas, who has his shop on 13th and Taylor, will be cutting hair FREE all of this month. He bet seventeen different guys that the Giants would win the world series.

Val Garcia to spend the weekend at Fresno where he'll visit Mary Helen from Club Zanzaree. Tony will accompany him. Mary Helen is now attending Fresno State College. Dianne Hathaway, the girl with the bedroom eyes, may also make the trip.

Johnny Paredes, the rebel with a cause, must have felt very much at ease at the Halloween dance, for he did not even have to go out of his way to dress for it.... just a come as you are dance as far as he was concerned, but he was right in there competing for the most original costume or was it the most offending.

Overheard at the Halloween Dance: "Believe me the most disillusioned girl in the world is the one who marries because she is tired of working"..... the voice of experience.

There is someone in El Paso, Texas who may be interested to know I am still waiting to hear from GOOFY.

PLACES TO GO AND SOCIALS TO ATTEND

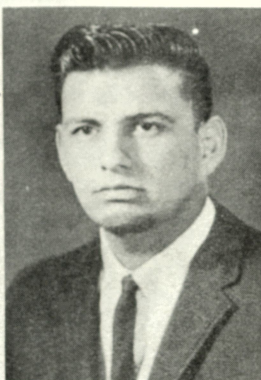
Club Cuauhtemoc presents its Semi-Formal Dance

on November 10th at the Hawaiian Gardens (Terrace Room). Rudy Macias will furnish the music. This club's formal has always been terrific in the past and this year club members are going all out to make it the best one yet. Plan to attend.

As always, the man that walked away with the empresario of the year award, Mr. Frank Davilla, contrives to bring us the best in dancing entertainment. Make it to the Rainbow on Saturdays or Sundays and find out for yourself like hundreds of people who attend every week, you can't go wrong.

The distinguished gent you see in the picture is one of San Felipe's most active members, he was recently elected Vice President of the club. His name is Tony Guillen, but is better known as "El Pato" or "Mr. Quack".

Presently he is one of San Felipe's likeliest choices for the LOVER OF THE YEAR AWARD, a title with which Candy Veliz has easily walked away the last three years in succession. Mr. Quack



has some kind of hidden shrewdness which no one has yet been able to find; head shrinkers from all over the world have come to try and find what makes him tick, but he still remains a mystery to mankind. Some have even proclaimed him the eighth wonder of the world, but the question still remains..... "Was he born or did he just happen?"

FOR YOUR

**WEDDING
INVITATIONS**

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

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Maria La Rosa, Prop.

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Maria Eugenia San Martin



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en las tiendas que aqui se anuncian

State Senate Reapportionment

Pres. KENNEDY says **YES**

Gov. BROWN says **YES**

Richard NIXON says **YES**

Vote for Senate Reapportionment

YES ON [#]**23**

ENDORSED BY

MEXICAN-AMERICAN POLITICAL ASSOCIATION

AND

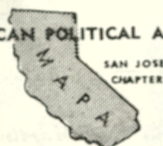
NATIONAL COMMUNITY SERVICE ORGANIZATION



Ignacio Galindo

PRESIDENT

MEXICAN AMERICAN POLITICAL ASSOCIATION



MAPA: Its Aims and PURPOSES

For some time there has been some concern felt by leaders of the Mexican-American community that we are not participating fully in political and civic activities in our respective communities. Several organizations have done very commendable work in conducting voter registration campaigns. Other organizations have organized fund drives for very worthy causes which have had a positive effect in bringing help to the less fortunate in our community.

The Mexican American Political Association (MAPA) feels that only through effective participation in the political and civic life of our community can we promote effective legislation which will improve the Mexican-American community. We must participate not only in the economic life of San Jose but also in the cultural and political life.

With these thoughts in mind, a group of Mexican-Americans from all over California met in Fresno in April 1960 to discuss and form an effective organization through which political expression could be voiced. The result was the formation of THE MEXICAN-AMERICAN POLITICAL ASSOCIATION.

MAPA has the following aims and purposes:

1. To seek the social, economic, cultural and civic betterment of Mexican-Americans and other Spanish speaking people through political action and civic participation.
2. To study and take stands on political issues and endorse worthy candidates for public office.
3. To carry out a program of political education by compiling and disseminating political information on issues and candidates.
4. To encourage active participation in both major political parties without being affiliated with a single party.
5. To elect and seek appointment to public office of Mexican-Americans who are highly qualified; and other persons sympathetic to our aims.
6. To launch voter registration and political fund-raising drives.
7. To establish constructive relationships for mutual cooperation and assistance with other community groups having similar aims.

We believe that the primary goal of the Mexican-American community is to make itself known and res-

pected for its many positive contributions at all levels of our society. Our aims in MAPA are to acquire for the Mexican-American community its rightful place in the political, social, and economic life of our community.

MAPA invites all interested people in Santa Clara County to participate more actively in our activities. Our officers are as follows:

Ignacio A. Galindo - President
 Juan Espinosa - Vice-President
 Sue Harper - Secretary-Treasurer
 Max Ruiz - Publicity Director
 Friday Aguilera - Membership Chairman

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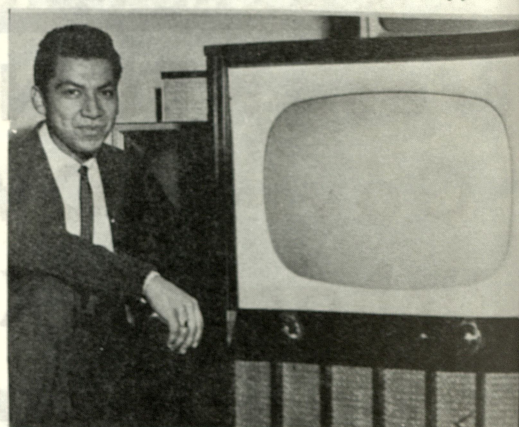
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para que te Vas ?*

Cuando lejos, muy lejos tu te vayas,
y me dejes hundido en mis tristezas,
al faltarme la luz de tu mirada,
la muerte sentire porque me dejas.

Quisiera no pensar en esa ausencia,
en ese abismo sin fondo, de locura,
que sera el requiem de mi existencia,
y la angustia final en mi amargura.

Me pregunto, que hice yo para perderte,
para asi merecer tan cruel castigo,
Que me hace clamar la misma muerte,
Porque no has de volver nunca conmigo.

Si hay cosas imposibles en la vida,
esta es una: que no pueda retenerte;
y sera como un sueño mientras viva,
Tu recuerdo inmortal entre mi mente.

Y el pobre corazon que tanto amara,
esa luz de tus ojos nacarados,
Dejara de latir cuando te vayas,
De mi triste vivir, lejos, muy lejos.

Paco M. Hernandez
Monterrey, N. L.
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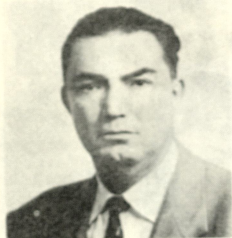
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En la grafica: de iz. a der: GILBERT ADAIR y HERMAN
G. ALVAREZ para atenderlo con toda cortesia.



Daniel Saldaña



CARTA ABIERTA

Al Sr. RODRIGUEZ

Sr. Bob Rodriguez
Magazin El Excentrico
San Jose, California



Muy señor mio:

Lei su artículo publicado en EL EXCENTRICO de fecha 5 de Octubre de 1962. Ud. lo titula "We're making Progress but....."

En realidad me parece interesante y a la vez me da la impresion de que se empieza a hacer una labor encaminada al mejoramiento de ese pequeño grupo de personas mexicanas o Mexico-Americanas que permanecen al margen del ritmo en que marcha el resto de la poblacion.

Es necesario hacer la pertinente aclaracion de que esos nucleos de personas que se amurallan en su mediocridad, cuando no en su indigencia, no es en ninguna forma exclusiva del mexicano; otras nacionalidades tambien tienen su "patito feo" lo que pasa es que no son tan grandes en numero y no le dan publicidad a lo que podemos llamar sus llagas. Nosotros, los mexicanos o Mexico-Americanos en un sano afan de curar esas llagas, las exhibimos con tezon y eso motiva el que llamen la atencion de todos.

Como Ud. sabe y menciona en su artículo, existen algunas organizaciones de marcada filiacion mexicana que se han formado con el fin de ayudar o de orientar a esos pequeños grupos motivo de artículos sensacionalistas y lastimeros, que de cuando en cuando aparecen; sin duda estas organizaciones tienen el mejor deseo de servir y de hacer algo para que desaparezca el estigma que se quiere hacer creer que llevamos todos los mexicanos. La mayor parte de las personas bien enteradas saben la inexactitud de tal cosa y la prueba de ello es que se forman organizaciones, con el fin de remediar ese mal, lo cual quiere decir que no aceptamos esa situacion y que tratamos de remediarla; pero desgraciadamente las organizaciones que se forman tienen un desenvolvimiento raquitico, no por culpa de las organizaciones en si o de las personas que las representan; me atravesaria yo a asegurar que mas bien se debe a la falta de interes y de iniciativa que prevalece en las tantas veces mencionadas pequeños grupos. Por otra parte, puedo asegurar que ha habido y hay personas en esta area, como en todas las demas, que han dedicado y dedican gran parte de su esfuerzo y de su tiempo, para hacer que desaparezca esa situacion que nos incomoda y en algunas ocasiones nos resulta hasta vergonzosa, no por que nos afecte en lo personal, pero sentimos que nos afecta en nuestra nacionalidad; nuestro orgullo seria,

que todos y cada uno de los mexicanos fueran los individuos mas brillantes y mejor preparados de todos; ya que vemos que la situacion no es esa, podemos al menos contrarrestar en parte esa exhibicion que se hace de la pequeña parte de mexicanos que estan fuera del medio, exhibiendo la gran mayoría que marcha al parejo con los mejores de otras nacionalidades, por lo que respecta a su laboriosidad y a su preparacion.

Tanto Ud. Sr. Rodriguez, como las organizaciones y como yo, estamos tratando de hacer algo que remedie esta situacion; pero ni Ud. ni las organizaciones ni yo, hemos podido encontrar la herramienta adecuada para romper el muro que se encierran estos grupos y que se llama indolencia. Si Ud. conoce una herramienta capaz de romper ese muro, cuente usted con migo para ayudarlo a ponerla a trabajar activamente.

Mientras no encontremos el medio para derribar ese muro, tenemos que seguir, Ud., las organizaciones, las personas con sentimientos patrióticos y humanos y yo, trabajando a la medida de nuestras capacidades, para lograr el incorporamiento de esos grupos, que por una u otra razon no han tenido oportunidad de marcar el paso al ritmo del progreso actual.

Por una nacionalidad mexicana orgullosa de su estirpe, quedo de usted Atto. y S. S.

Daniel G. Saldaña

#

CLUB 13

El 29 de Septiembre el Club Recreativo 13 organizo una Fiesta Tipica, el evento se llevo a cabo en el Women's Club of Campbell, Cal.

Las parejas ataviadas en su mayoría con llamativos trajes regionales, bailaron incansablemente a los acordes de una magnifica orquesta local. La cena estuvo compuesta de deliciosos antojitos mexicanos y la cantina surtida de bebidas de todas clases.

Los anfitriones de tan alegre fiesta fueron El Sr. y la Sra. M. Gutierrez, el Sr. y la Sra. A. Ocampo, el Sr. y la Sra. H. Go

el Sr. y la Sra. H. Gloria. las tres parejas estuvieron atendiendo a sus invitados con la amabilidad que les es característica.

Se presentaron tres nuevas parejas que ingresaron al Club, ellas son:

Sr. y Sra. A. Romero

Sr. y Sra. H. Guerra

Sr. y Sra. S. Ozuna

Muchas felicitaciones al Club 13 por el entusiasmo que ponen en sus fiestas.

**WEDDING
INVITATIONS**



Humberto Garcia

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y su atento, servicial propietario Pete Netto.

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Views & Reviews



Bob Rodriguez

CALA VERAS

When I was a youngster in Tejas it was the practice for the local paper to publish epitaphs for local personalities whom the spooks had carried away at Halloween. They were commonly known as "Calaveras" and written in Spanish. Since my Spanish is for the birds we'll do them in the local language. Strictly in jest here are a few for my dear departed friends.

CALAVERAS

HANK PARAMO

Here's a keed that's not a louse,
In fact he's quite a Mighty Mouse,
He flies thru the air with the greatest of ease,
At 200 an hour looking for cheese,
But the well dressed keed with the beautiful face,
He cracked up his plane and in a coffin he lays.

MARIO VAZQUEZ

This is the story of a guy that's tall,
Who got run over by a bowling ball,
He threw a ball right down the alley,
The ball came back and made him jelly,
So let's all give him a real big yell,
Cause there's no alleys down in Hell!



ELEANOR SOLAREZ

Now here's a blonde (?) that's hard to beat,
For she's the belle of Club Elite,
She's wrongly accused I have to say,
Of wanting to be President some lovely day,
She got hit by a train,
But all's not in vain,
For in her hand they found a note,
That read, "How will I make it without a vote?"

RACHEL ANDRES

Poor lovely Rachel put Rudy in a crate,
And tried to pass him by St. Peter's gate,
She said, "Here I am if that's my fate,"
St. Peter replied, "You're OK but a little late,
But that thing in the crate, it don't rate."
"So throw it into space,
You stay here and enjoy the place."

CANDY VELIZ

This is what happened to Candy Veliz,
He got killed by a gal who was mucho jealous,

She got her gun and fired point blank,
And laughed like Hell while Candy sank,
She felt real sorry for her Amigo,
And fired once more at his umbiligo.

GIL SOLAREZ

Here's the sad story of Don Quixote,
He met his death comiendo elote,
He's full of corn as you can see,
Poor Gil is gone, I'm full of glee!

RUDY BELLUOMINI

You know what happened to dear ole Rudy,
He thought he was something real purdy,
He asked Rachel for a date,
And you know about the crate,
Here an earth he looked alright,
But down in Hell he's a sorry sight.

DAVID SIERRA

Here lies the body of David Sierra
Six feet under the good ole tierra,
He drank a barrel of foamy Lucky
and died penniless in the local pokey,
He lays in his box and looks so lean
He's only missed by San Joaquin.

SO LONG TO OUR DEAR DEPARTED FRIENDS.
HOPE NEXT HALLOWEEN YOU'LL BE A
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UNION CITY, CALIF.

Belleza Corporal y Espiritual

Si una damita tiene nariz larga no debe preocuparse porque se encuentra el problema de solucionar la forma de una manera que se vea a la perfección. Como? Mediante un sencillo truco del maquillaje; usando tonos de polvos faciales empleando el mas oscuro para la nariz y en seguida con una mota pequeña esfume los contornos con el mas claro, que se extendera en el rostro. La damita de boca grande debe evitar los cosmeticos demasiado vividos, se le recomienda que escoja un tono mas palido y lo aplique en doble capa en el centro de los labios, esfumando suavemente el color hacia los extremos.

Los pendientes largos y escoles bajos estan indicados para la damita de cuello corto. Asi mismo deberan seleccionarse cuidadosamente los collares prefiriendo aquellos de varios hilos y de apariencia fragil, tales como los de cristal y oro.

Ahora que he expresado algunos consejos que tienen a resaltar mas la belleza femenina, pienso:

"Bueno, amigos lectores; acaso la belleza de la damita, consiste unicamente en que si la nariz larga, si la boca grande, si el pie chiquito, si los cabellos rizados, que si los cabellos largos, que si cortos etc. - y no puedo menos que dedicar unas cuantas palabras a los adornos espirituales en la damita, que tambien merecen un cultivo tan cuidadoso como los que refieren al cuerpo.

El atavio exterior es de gran importancia, pero es de mas importancia el vestido interior que viene representando el lujo espiritual, y la damita que sabe llevar estas prendas, que aun que oculta a los ojos humanos, no se puede pasar por alto, ya que esto adunando a la hermosura exterior, es un conjunto que hace un modelo encantador de la gracia unida a la belleza.

Para adquirir esta belleza es necesario hacer ejercicios mentales por medio de lecturas sanas, que al mismo tiempo que desarrollen el entendimiento reconcentrandose en lo que lean, bañar de paz el espiritu; nociones que daran una comprension acerca de la vida aceptando sus desoluciones y gozando de sus ideales.

Dediquen algunos momentos a deleitarse, con la musica selecta, creada por esos grandes maestros que han sabido poner en sus notas todo el sufrimiento y las alegrías de sus existencias.

Tambien afrezcan la caricia de una sonrisa, y la bondad de una palabra, dulce. Una conversacion

interesante, atrae mas que una cara hermosa.

Cuantas veces se admira una cara de bellas facciones y que desencanto cuando de esos labios rojos bien formados se desgranran las vulgaridades, las sandeces, que formados dentro una linda cabecita bien rizada y perfumada hieren los oidos dejando un rafaga y un algo de desprecio.

Amigos lectores cultivar hasta donde nos sea posible la gracia fisica, la belleza espiritual y procurar con mas afan la educacion moral, que mediante esta hermosura logran las del cuerpo. Los encantos fisicos terminan con la edad, sin embargo los de el espiritu se acrecian tan con el tiempo, llegando a ser un "anciana" elegante cariñosa y amable, digna de consideracion y aprecio; y no una vieja ajada, gruñona y despota.

Jalisco RESTAURANT



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Los Tacos Mas Sabrosos en toda la BAHIA !

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(TODOS los DOMINGOS).

CY 4 - 8737

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If you are looking for a home for your old folks, or if you are an Ancianito who is getting the old age pension or Welfare Assitance, we have just the place for you. La Señora Sandoval es Mexicana.

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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, Visitela y se convencerá.

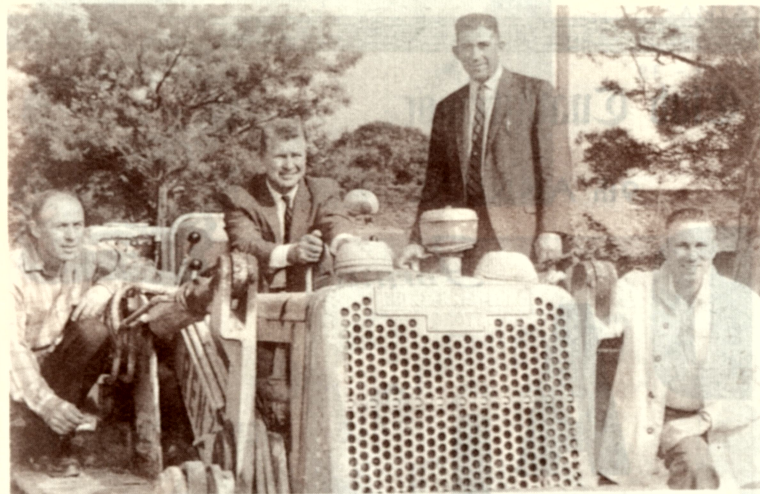
Tome 6 MESES para PAGAR

6

MONTHS TO PAY BERNIE BERG, Prop.



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



Gilroy New Justice Court

WEICHERT AT THE CONTROLS - Board of Supervisors Chairman, Howard R. Weichert, Morgan Hill, enthusiastically took over ground-breaking job Wednesday for the new Gilroy Justice Court.

Left to right are Gordon Farotte, Gilroy, general contractor; Supervisor Weichert; Mayor Sig Sanchez, Gilroy; Don W. Renz, Gilroy, excavating contractor.

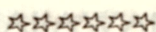


Maria's COCKTAIL LOUNGE

BAILE

VIERNES - SABADOS y DOMINGOS

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.

Teddy Rodriguez

and his * CHARANGA SENSACION *

DAN and MARIA AGUIRRE, Prop.

CY 5 - 9872

728 N. 13th St.



IRENE MONTEZ

Member



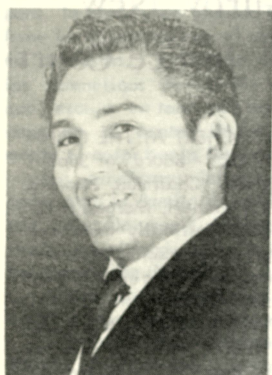
DAVE SALAZAR

Member



AL SANTILLAN

Member

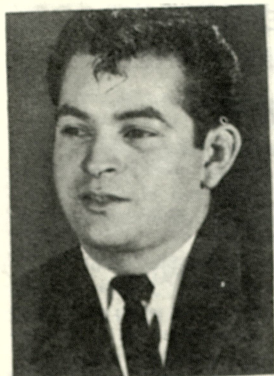


LOU FIMBRES

Member

GEORGE PLATA

Member



Club Cuauhtemoc

9th ANNUAL

DANCE Formal



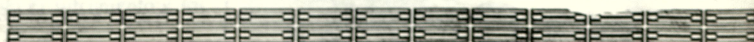
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MACIAS**
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**ON NOV. 6TH, LET'S
RE-ELECT GOVERNOR
BROWN, WHO HAS
PROVED HE KNOWS
CALIFORNIA AND ITS
PROBLEMS, CARES
ABOUT CALIFORNIA'S
PEOPLE, WORKS FOR
ALL OF CALIFORNIA'S
CITIZENS, AND LEADS
THE NATION'S N°1 STATE**

**SANTA CLARA COMMITTEE
TO
RE-ELECT GOVERNOR BROWN**
John Raconelli, Chairman



Moronez - Ayala



El día 17 de Febrero del año en curso, marcando el reloj las 11:00 de la mañana, en Solemne Ceremonia Religiosa la Señorita ELBA LEONOR AYALA hija de los esposos Arnulfo y Carmen Ayala tomo por esposo y marido al joven AGAPITO MORONEZ hijo de la Señora Juanita Moronez en la Iglesia Nuestra SEÑORA de GUADALUPE en esta ciudad de San Jose.

La RECEPCION se verifico en el Horsemen's Assn. asistiendo mas de 200 invitados. LUNA de MIEL la disfrutaron en Eagle Pass, Texas y a su regreso estable-

cieron residencia en esta ciudad. Elba Leonor es nativa de Mexico y Agapito de Eagle Pass, Texas.

En la foto: Humberto Sanchez, Jesus Murillo, Jose Murillo, Frank Rios, Antonio Florez -padrino, Jose Trinidad Maya, J. Ernesto Ayala, Hilda Cuevas, Maria Ayala, Christine Ayala, Eleonor Rico, Vicky Flores -madrina, Margarita Ayala, Norma Pantoja, Efrén Martínez María Elena Murillo y los pajeitos Carlos Murillo y Hilda Ayala y Silvia Jimenez.

LEITER STUDIO



Joel Aquilera

*Club
Riviera*



A group of ministers and a salesmen's organization were holding conventions in the same hotel. The catering department had to work at top speed serving dinners to both. The salesmen were having spiked watermelon for dessert but the harrassed chef discovered this alcoholic tidbit was being served to the ministers by mistake.

"Quick," he commanded a waiter, "If they haven't eaten the watermelon bring it back and we will give it to the salesmen."

The waiter returned and reported it was too late—the ministers were eating the dessert.

"Well," demanded the excited chef, "how did they take it? What did they say?"

"Don't know how they liked it," replied the waiter, "but they are putting the seeds in their pockets!"

On October 20th Club Riviera's team D and R was awarded a trophy for winning the second-half championship in the Santa Clara County League.

Trophies were also given to the most valuable players Bob Read and Harold Martinez and smaller trophies were awarded to all of the other players which were:

E. Ramirez
F. Espinoza
K. Cody

J. Herrera
J. Rodriguez
R. Santos

J. Freitas

This trophy award presentation was held at the UAW Hall in Milpitas and manager Paul Ramirez was master of ceremonies and in charge of the presentation of awards.

On September 22, 1962, Mr. Ray Navarrete and Mrs. Maria Navarrete of 930 Tennyson Lane, San Jose, had their daughter Anna Maria Carmen Navarrete baptized at the Guadalupe Church located at Kammerer Street by Mr. John and Mrs. Anna Manzo of 1781 Chaucer Drive, San Jose. Such aforementioned baptism was climaxed with a exquisite dinner and an exceptionally fine dance at the American Legion Hall, White and McKee Roads, San Jose.



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Appearing in above photo (left to right) are: Anna Manzo, John Manzo, Ray Navarrete, Maria Navarrete and Anna Navarrete.

LOUIS AND SARA ROCHA

Whom reside at 2015 Sarasota Street, San Jose, and are the proud parents of four lovely children: Dorothy, Debbie, Louis Jr., and Frank. Louie is originally from Fresno, California, and is presently employed by the Monarch Match Co. of San Jose.



MARIA DE LA CRUZ ORTIZ
Young hostess for Dales and Ruben beer and billiards parlor, Milpitas, sponsors for Club Riviera's team D and R.

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SAN FRANCISCO

Gerente
Programas en Castellano
JESS CARLOS

LUNES a JUEVES

6:45 a 7:15 A.M.
9:00 a 10:15 A.M.

11:00 a 12:00 M.
12:00 a 1:00 P.M.
1:00 a 2:00 P.M.
2:00 a 3:00 P.M.
3:00 a 4:00 P.M.
4:00 a 6:30 P.M.

VIERNES

6:45 a 7:15 A.M.
9:00 a 10:15 A.M.

11:00 a 11:30 A.M.
11:30 a 12:30 P.M.
12:30 a 1:00 P.M.
1:00 a 2:00 P.M.
2:00 a 3:00 P.M.
3:00 a 4:00 P.M.
4:00 a 6:30 P.M.

SABADOS

6:45 a 7:15 A.M.
8:00 a 8:30 A.M.
9:00 a 10:00 A.M.
10:00 a 11:00 A.M.
11:00 a 12:00 M.
12:00 a 1:00 P.M.
1:00 a 2:00 P.M.
2:00 a 4:00 P.M.
4:00 a 5:00 P.M.
5:00 a 6:00 P.M.
6:00 a 6:30 P.M.

DOMINGOS

6:45 a 8:00 A.M.
8:00 a 8:30 A.M.
8:30 a 9:00 A.M.
9:00 a 10:00 A.M.
10:00 a 11:00 A.M.
11:00 a 12:00 A.M.
12:00 a 1:00 P.M.
1:00 a 2:00 P.M.
2:00 a 4:00 P.M.
4:00 a 5:00 P.M.
5:00 a 6:00 P.M.
6:00 a 7:15 P.M.

" LA HORA ARTISTICA con JESUS REYES VALENZUELA
" THE PABLO SAAVEDRA SHOW " con Pablo Saavedra, Julio Paiz Giron
" El Cronista del Aire " y LAURITA.
" A QUIEN CORRESPONDA " con MANUEL RODRIGUEZ
" LA VOZ de MEXICO " con DAVID ORTEGA CID
" Mexico se Expresa a travez de sus Canciones con JUAN MANUEL FLORES
" LA VOZ de HISPANO AMERICA " con POLITO ROSALES
" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
" MUSICA de LAS AMERICAS con DAVID ORTEGA CID

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
" THE PABLO SAAVEDRA SHOW " con Pablo Saavedra, Julio Paiz Giron
" El Cronista del Aire " y LAURITA
" A QUIEN CORRESPONDA " con MANUEL RODRIGUEZ
" LA HORA NACIONAL del GOBIERNO de MEXICO "
" LA VOZ de MEXICO " con DAVID ORTEGA CID
" Mexico se Expresa a travez de sus Canciones " con Juan Manuel Flores
" LA VOZ de HISPANO AMERICA " con POLITO ROSALES
" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
" MUSICA de LAS AMERICAS " con DAVID ORTEGA CID

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
" TEMPLO del MONTE SINAI " Bellas Palabras de la Vida
" THE PABLO SAAVEDRA SHOW " con Pablo Saavedra, Julio Paiz Giron
" El Cronista del Aire " y LAURITA
" ECOS de BORINQUEN " con DANIEL CHAMORRO IGLESIAS
" LA VOZ de HISPANO AMERICA " con POLITO ROSALES
" LA VOZ de MEXICO " con DAVID ORTEGA CID
" DEBATE MUSICAL " con DON MENDEZ
" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
" MUSICA de LAS AMERICAS " con DAVID ORTEGA CID
" CONTROL REMOTO " Sawdust Trail con Manuel Rodriguez
" IGLESIA CATOLICA SAN BONIFACIO " Padre FRANCISCO

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
" TEMPLO de la CRUZ " con el Rev. JUAN AKINO
" RELIGION BEEMAN.
" EL VOCERO del AIRE " con ROBERTO QUINTANA
" ECOS DEL BORINQUEN " con DANIEL CHAMORRO IGLESIAS
" LA VOZ de HISPANO AMERICA " con POLITO ROSALES
" LATIN AMERICAN PROMOTIONS " con OSCAR MUÑOZ
" DEBATE MUSICAL " con DON MENDEZ
" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
" SAWDUST TRAIL " Control Remoto con MANUEL RODRIGUEZ
" CONTROL REMOTO " Latin Quarter con DON MENDEZ
" CONTROL REMOTO " NAYARIT CAFE con Manuel Rodriguez

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en
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Tel. TE 6-9649

Jesus Reyes Valenzuela

en
San Jose, California
Tel. CY 4-6223
CY 5-9160



EDWARD CAMUÑEZ



(The political views expressed in this column are the writer's and not necessarily those of the American GI Forum or El Excentrico.)

The proposed water bond issue is of great interest, and we have listened to both Mr. Currin in favor of and Mr. Scott who opposes it. There is no question that we must import water into the Santa Clara Valley if we are to continue to prosper. However, who will pay for it and how?

It is estimated that the cost of importing and treating the water will cost \$61.83 per acre foot. It is proposed to sell it for \$40.00 per acre foot; the only way this can be done is if the taxpayer will absorb the loss. 80% of this loss will fall upon the small home owner, you and I. The cities of Sunnyvale, Milpitas, Mountain View and Los Altos who are already importing water from the Hetch Hetchy system will get little if any benefit from the project, but will have to help pay for it. Can you blame them for opposing it?

We believe that those who use the water should pay for it, instead of the general public, and that a more equitable method of paying for it can be found.

Be an informed voter, study this and all other issues carefully before voting. Remember that education and political participation are the keys that will open the lock to first class citizenship for the Mexican American.

Proposition 1A, which provides for the construction of additional facilities for our colleges and more junior colleges, as well as mental hospitals, merits our support.

In the interest of fair play, and because we admire the man, we will point out that Republican Senator Thomas Kuchel voted for the president's medicare bill.

To all members of local 679 Thursday, Nov. 1st, is Turkey Day at your union hall, be sure and attend your union meeting.

Rumors are that the San Jose Forum who defeated the Santa Clara Forum in a softball game last Sunday, will issue a challenge to the Union City Forum for the regional championship with the usual beverage as a prize.

It was a very enjoyable day at Los Gatos, scene of the ball game and picnic for the two Forums. "Profitable" too.



IN MEMORIAM

We lost a friend and Labor and the Democratic party a strong supporter when I. B. Padway passed away.

In view of the present tense situation in regards to Cuba. We can only say that in keeping with our oath to combat Communism whenever the opportunity presents itself, that We are 100% in support of our president's stand on world affairs.

San Jose Forums making plans for a Scholarship Dance to be held on Saturday, November 24, 1962, at the I. E. S. Hall, San Jose, for the benefit of the Forum's Scholarship funds. I understand that there is to be FREE BEER from 7:30 P.M. to 8:30 P.M.

Los Reyes Del Ritmo will furnish the music. More about this important event later.

Ideal BARBER SHOP

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

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MR. and MRS.
Hermilo and Matilde Peña
Edmundo and Eustolia Dominguez



JOE ARREDONDO
and lovely companion



VAL GARCIA
MAIDA HERRERA



SAN FELIPE'S FORMAL BALL
Hawaiian Gardens - Friday, July 27
Excentrico Photography

Rudy Belloumini - Rachel Andres
Nancy Atwell - Gil Solarez

MR. and MRS.
Jesus and Maria Maldonado



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DEPARTMENT OF
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SAN JOSE, CALIFORNIA

To
Your
Health
by



LUIS G. JUAREZ R.S. M.P.H.

BLEACH CAN RELEASE CHLORINE

The housewife scrubbed at a sink stain with detergent, then tried a bleach. An acrid gas stung her hands and eyes and the membranes of her nose. A complaint came in to the Department of Public Health.

The gas was chlorine, contained in hypochlorite bleaches such as Clorox and Purex. Mix a hypochlorite with an alkali, acid, or reducing agent, and you liberate chlorine. You can release chlorine by mixing Purex or Clorox with vinegar, Sani-Flush, Drano, Lysol or many common detergents. Such a mixture usually occurs when you try to unclog a pipe or remove a stain by using one household chemical and then immediately try another.

The experience is unpleasant, because chlorine is highly irritating. Any part of the body exposed to chlorine should be thoroughly flushed with water. If the eyes are burned, a physician should be called at once.

Reading labels on the household products you use may help you avoid the chemical pitfalls that certain mixtures may bring. It is also wise always to flush away thoroughly with water one chemical before using another.



K. O. POLIO Vaccine Sun. Nov. 4th

Keep November 4th free to take your second polio vaccine. Remember that the first dose immunizes against Type I polio virus and the second against Type III. This vaccine is virtually 100% effective in protecting you against all known types of paralytic polio if you take all three types. Furthermore, the vaccine eliminates the possibility of your being a "carrier" and transmitting polio to others.

The first mass immunization given September 23rd was an immense success to all those concerned; 82% of the Santa Clara Counties' residents received the vaccine. I sincerely hope you and your family were among those fortunate ones.

Remember that it is a vaccine taken on a sugar cube. A nominal charge of 25¢ per dose is charged. However, the vaccine will be given free to anyone who cannot afford it.

LUIS G. JUAREZ
Public Health Sanitarian

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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

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On Proposition No. 22

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CLUB *Elite*



Diane Barrera

Halloween Dance

Elite and Bachelors Halloween Dance was a real nice turnout. Congratulations to all the winners. Engaged To Tie The Knot

Junco Byavana and Miss Judy Zavala who will be married in July of '63. Mando Carvajal and Miss Betty Pantoja who will be married in December of '62. Richard Gaxiola and Miss Annie Barrera who will be married in '63.

Decoration Committee

It all happened last Friday while a couple of the kids from the Bachelors and Elite got together to decorate the hall for the dance. When Rachel Andres stumbled into a piano and was fooling around with it. Suddenly she found herself playing a slow piece on the piano. It seems two characters got together and started to dance. Can you imagine who it was? It was none other than J. J. Rodriguez and Gasper Espinoza. It seems after a while they got carried away and were dancing cheek to cheek.

Private Party

A party was given by Al (No. 1) Rodriguez at his home last Saturday. There was food and drinks to throw up. Attending were Mr. and Mrs. Molina, Jenny Ortiz, Carmen Rodriguez, Gasper Espinoza, George Plata, Pattie Tamez and Glora Fuentes, by the way Gloria I hear you are going out with Pete again. Are you ever going to make up your mind who is the richest?????????

\$10,000 Question

Who is this handsome young looking boy? It is none other than????????? The name will be printed in my next column, and a picture of how he looks now.

Diane Barrera



● Agencia de Real Estate



Jose y Blanca Alvarado

Antes de comprar su CASITA visite a los esposos Alvarado que cuentan con un gran numero de casas de Venta y le aseguramos que encontrara la casita que tanto ha buscado Naturalmente ha PRECIO de GANGA.

Asuntos de INMIGRACION

Traducciones - Notario Publico

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Cy 7 - 1275 152 W. San Fernando St.

ST. JOSEPH'S SHOP

ARTICULOS

CATOLICOS

BIBLIAS - MISALES

NOVENAS

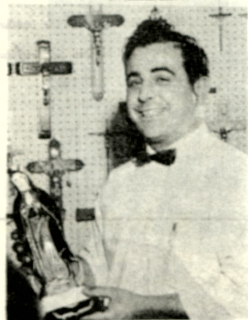
ESTATUAS - CUADROS

VELADORAS

(En seguida de PARISIAN DELICATESSEN).

CY 5 - 2130

49 W. San Fernando



MADAM Zora

ADIVINADORA

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



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VARIACION

Saco Azul

Cut Away

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



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Asturo y Rafaela Vazquez

participan a Ud. el enlace

de su hija

Irma

con el señor

Jose Galvan

JJG

Marcial y Anita Galvan

participan a Ud. el enlace

de su hijo

Jose

con la señorita

Irma Gomez

*U tienen el honor de invitar a Ud. y a su apreciable familia a la Ceremonia Religiosa
que se verificara el Sabado 3 de Noviembre a las 12 del dia
en la Iglesia Saint Mary.*

Gilroy, California

1962

Recepcion

J. D. E. S. Hall 1:00 a 4:30

Baile

Wheeler Auditorium 9:00 a 1:00 a.m.



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Caprice
Permanent Wave

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VICKIE GONZALEZ, Mgr.



The Roving Photographer

Richard Diaz

En la grafica: Shillinsky, Carlos e Isabel Gomez - Maestro de Ceremonias del eternamente popular Rainbow Ballroom y Manolin artistas de Cine, Radio y Television durante su reciente presentacion.

CAROLINE GARCIA recientemente celebro su PRIMER CUMPLEAÑOS, sus padres son Tim y Martha Garcia con residencia en el 1688 E. San Fernando St.



Hallmark Home Furnishings

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LUIS MOLINA

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MUEBLERIA.



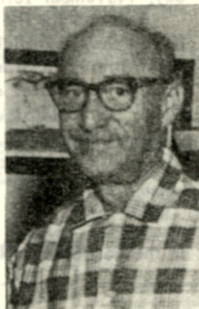
LEE WATSON

TELEVISORES
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MUEBLES para TODO
SU HOGAR

TAPETES de Orilla a Orilla



La Sra. Rose Mary Watson y el popular boxeador local LUIS MOLINA demuestran una de las primorosas lamparas que Ud. puede obtener en esta muebleria.



EDWARD COP



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CLUB Bachelors



Gilbert Solarez

CUAUHTEMOC SEMI-FORMAL NOVEMBER 10TH

The BIGGEST social event of the year takes place next Saturday, November 10th, at the Hawaiian Gardens (Terrace Room).

Club Cuauhtemoc noted for their fine formals in all northern California will be making their 9th annual Semi-Formal on November 10th.

Rudy Macias and his orchestra will play at this function. Mr. Macias just recently played last month for a Black & White Ball at the Ambassador Hotel in Los Angeles and will be making his second appearance here in San Jose for Club Cuauhtemoc.

I went last year and the year before that one and the one before and we had a ball. Don't forget to go if you can, make it. We shall see you there Saturday, November 10th.

The bids for the formal are going at a fast pace so if you want any pick them up at Ace Loan Office, 65 Post Street, in front of La Campana Grocery Store, from Helen Solarez or call these numbers:

CY 3-0051	Al Rodriguez
CY 2-9592	J. J. Rodriguez
CY 5-1689	Gasper Espinoza
CY 3-1483	Dave Salazar
CY 3-1040	Al Santillan
CY 3-3337	Gil Solarez

In the East Side call these numbers:

CL 1-2388	Irene Montez
CL 8-3716	George Plata

In Santa Clara call this number:

CH 3-3697	Anna Dominguez
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In Mountain View call this number:

YO 8-2036	Marie Gutierrez
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LUIS MOLINA BATTLES AL MEDRANO - NOV. 20TH

The pride of San Jose, Luis Molina, will meet Al Medrano of Hayward here at the Civic Auditorium on November 20th. In Molina's last fight he defeated former world lightweight champion Joe Brown here on August 24. Medrano's last fight he whipped Eddie Chavez here several weeks ago. If Molina defeats Medrano he may get a shot at the junior welterweight champ Eddie Perkins or the lightweight king, Carlos Ortiz sometime in January or February. I'm saying Molina to stop Medrano Nov. 20th. See all you fight fans there that night.



Appearing in this photo are two of San Jose's most popular young men and they are single. Seated L to R is Edward Grigg and Rudy Belluomini. Rudy is our Grand Master in the Bachelors Club. Mr. Grigg is an outstanding Radio m. c. for K L O K and his program is known for its fine Mexican music. They are probably discussing the conclusion of the Cuban crisis or ideas on how to do away with Mr. Castro with one fast nuclear Atomic Bomb. Mr. Grigg will be a very special guest at the Cuauhtemoc Formal.



This is Hank "The Keed" Paramo getting ready to break another world record. If anybody doesn't need an introduction, it's the Keed. Everybody knows the Keed. He buys a new car every year, a boat, new home, suits, and takes trips now and then. He has just gassed up his P-51 Mustang and ready to blast off to Miami, Florida, to see how the situation looks down there but will be back in time for the Cuauhtemoc Formal. The Keed's motto is:

"Bend over and touch your toes and
I'll show you where the wild goose goes!"

..... Gil

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Spares & Strikes

Mario R. Vazquez

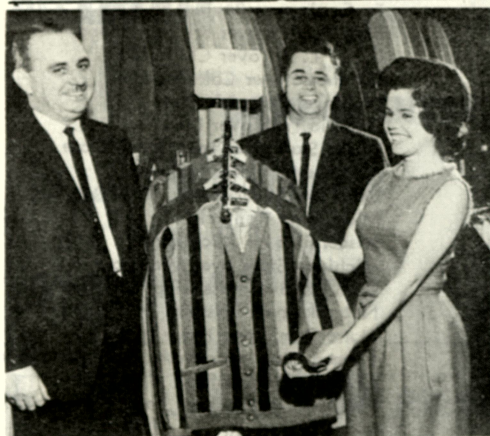


As I write this column the Yankees are leading the Giants three games to two and 17 to 16 in runs, and there is still a chance the Giants will win. Shortly after the Bums (formerly Dodgers) gave every Giant a minimum of \$7,000 the phone in my office rang, and since I have few friends that remember me, I was surprised when one offered me a ticket to the second game of the World Series. That same day I had received my check for tickets from the front office. They weren't taking any more orders by mail. I didn't turn my friend, who was a veteran of the German Army and an escapee from East Germany, and we en-

joyed quite a game. Sanford pitched a three hitter for a 2-0 shutout, the first for the Yankees in 16 world series games. And in Yankee Stadium, they'll always remember a Hiller for his grand slam homerun.

Bowling is the same, San Jose Refrigeration in 1st place. After hunting last week we decided to try our luck at Lake Tahoe Casinos. We came out the same, no deer, no winnings. But I learned quite a lesson. I saw a guy lose \$2300 in ten minutes shooting dice. He either robbed a bank or took part in the Brink's robbery. Incidentally, he still had enough bills to choke a horse—all \$100's too. This week we try Burney Falls up north.

This column has been printed twice monthly since October 1960. Since then I have accepted other responsibilities and positions that at times it is hard to get a column out. I just can't find time. And for that reason, I am turning in my last column this issue. I appreciate Mr. Garcia for his generosity and the best of luck to the writers and the magazine, and thank everybody (if any) for reading my column.



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DON DAVID MADSEN

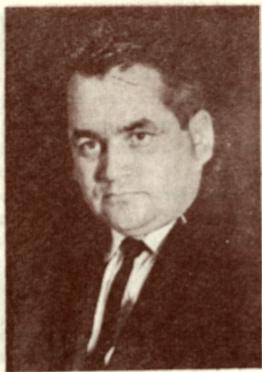
3 mo. - Born in San Jose

Parents

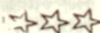
Jordan and Hope Madsen



LEITER STUDIO



San Jose Nudes



E. Dave Sierra

CALIFORNIANS VOTE FOR GOVERNOR ON 6TH

The citizens of the State of California will go to the polls on November 6th to vote for their state officials. We think they should re-elect incumbent Governor Edmund G. "Pat" Brown. Go by the record. Do not be fooled by desperate talk centering around Communism, Cuba, International Experience, Narcotics, Education, & Water. Read the records of both men, then decide. Richard Nixon is running for governor today ONLY because Big John denied him the right to live in Washington. The way Nixon keeps stressing his knowledge of international affairs leads me to deduce that he would make a good candidate to the South Pole. His knowledge of Communism would make him a fine ambassador to the Soviet Union. His knowledge of Narcotics makes him a good candidate for Border Patrolman. His knowledge of Education should make him a fine President of the University of Mississippi. His knowledge of Water should make him a good watermaster for the Guadalupe River. He is well qualified for many jobs, but not Governor of the great State of California.



A GREAT RECORD

RE-ELECT GOVERNOR

PAT BROWN



FOOTBALL PREDICTIONS

by

Ugubugu Zamboangatu

Prior to games of October 20th your fearless prognosticator had a record of 25 wins, 11 losses, and 2 ties. Last week we had a record of 24 wins and 5 losses which gives us a 49-16-2 record for the year.

We predicted the Georgia Tech-Auburn game would be a close victory for Tech. Auburn won 17-14. Our BEST GAME nod went to the Northwestern-Ohio State battle at Columbus, Ohio, a 18-14 win for Northwestern after trailing by two teedees early in the game. The Upset of the Week was the Pitt win over UCLA even though the Bruins were favored all over by most sportswriters and sportscasters.

This week's special? I like Washington to whip Southern California in their Big Six struggle in L.A. Other Selections for November 3rd:

Alabama over Mississippi State
Arizona State over Utah State
Arkansas over Texas A & M
Auburn over Florida
T. C. U. over Baylor
New Mexico over Brigham Young
U. C. L. A. over California
Oklahoma over Colorado
Utah over Colorado State
Georgia Tech over Duke
Fresno State over Long Beach State
Northwestern over Indiana
Ohio State over Iowa
Miami over Kentucky
Wisconsin over Michigan
Michigan State over Minnesota
L. S. U. over Mississippi (best game)
Nebraska over Missouri
Notre Dame over Navy (upset?)
Oregon State over Wash. State (fireworks)
Oregon over Stanford
Pacific over San Jose State

Cuauhtemoc Semi Formal Ball

SATURDAY, NOVEMBER 10th



In the photo is Jose J. Rodriguez, a native of the old country. This photo was taken a few years ago, during the Eisenhower administration. Jose is shown on his car, a 1950 Hayburner Special with automatic shift. Notice the fine bridle (which Jose says was all he was able to afford in those days) and the exquisite hand-made saddle imported from Mexico.

This photo was made as Jose was preparing to ride into town to hear a politician from the south, Reechard Neexon, speak at the San Jose City Hall on what he knows about California's problems.

Amigos, you know what the shovel is for, no?

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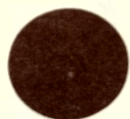
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MIERCOLES 7 de NOVIEMBRE



" LA MUJER de LAS CAMELIAS "
Zully Moreno - Carlos Thompson