



El Excentrico

HUMBERTO GARCIA
Director

Magazín Social, Fotográfico Latino-Americano



AÑO Once, Num. 13

ABRIL 20, 1961

SAN JOSE, CALIFORNIA



Elite's Bathing Beauty Contest. Mary Ann Gardens. Sat. May 13



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Advice from an Expert

Richard L. Plaut (left), New York, president of National Scholarship Service and Fund for Negro Students, advises Californians on proposed plan to help other minority youth complete education and qualify for careers. Others in picture, from left; Louis Zarate, San Jose, national President, CSO; Herman Gallegos, special representative, State Fair Employment Practice Commission; Leonard Ramirez, Assistant Superintendent, William F. James Boys' Ranch, Morgan Hill.

The occasion was a meeting in the State Building Annex, San Francisco, on April 3.



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Adair Insurance Agency

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



SABICAS

Over 15 recordings of Spanish flamenco music have been made by Sabicas, flamenco guitarist who will appear on Tuesday, April 25 at 8:30 at San Jose Civic Auditorium. The Spanish gypsy, who also appears on television and on the concert stage, is given much of the credit for a current revival of interest in flamenco music.

Sabicas' mastery of the guitar, its techniques, and of the music he plays upon it, have won him acclaim from guitarists all over the world, both classical and flamenco. In Spain, to which he has not returned for twenty years, his name is still at the top whenever the best are listed. Although he is more of a legend than a reality.

Tickets for Sabicas' concert at the San Jose Civic Auditorium are on sale at Wendell Watkins, San Jose Civic Auditorium Box Office, daily except Sunday from 10:30 to 5:30, and at Peninsula Box Office, Palo Alto. Mail and telephone orders are accepted.



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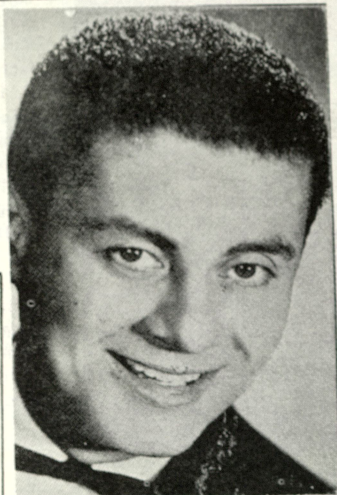
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Dom. 21 de Mayo

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California. (Condado de Santa Clara).

HUMBERTO GARCIA
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Assistant Editor

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en artículos firmados.



María La Rosa. Prop.

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MARIA de la LUZ
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Fiesta de Bautizo



En la casa marcada con el numero 255 de la Avenida Almaden en esta ciudad de San Jose, tuvo lugar una simpatica y animada fiesta con motivo del bautizo del niño Alphonso Galavez quien recibio las aguas bautismales el dia 15 del mes en curso en la iglesia de Nuestra Señora de Guadalupe en el Eastside.

Los señores Frank y Felicita Galavez son los padres del nuevo cristiano y sus padrinos lo fueron el joven Richard Ayala y la Srita. Armida Acosta.

Por la tarde fue servida una abundante y sabrosissima cena para festejar el acontecimiento. Hubo cerveza y refrescos en gran cantidad. Los numerosos invitados a esta simpatica fiesta fueron amable y finamente atendidos por los esposos Galavez.

Los establecimientos que anunciamos
son de responsabilidad



Estas graciosas nenitas que aparecen en la grafica son parte de los elementos artisticos que amenizaron la fiesta con la que la Sociedad Guadalupana de la iglesia de la Sagrada Familia celebro el dia de santo de su dinamico director el Revdo. Padre Jose A. Peña S.J. el 19 de marzo retroproximo. Estas niñas son discipulas de la Srita. Margarita Meza y actuaron en lindos numeros de baile que fueron muy aplaudidos. Ellas son de izquierda a derecha: Rachel Williams, Yolanda Dena, Maria Feliz Minor y Leticia Dena.

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Senor M. Epstein

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Esther Medina

"It's
No Secret"



Con todos los cañones que en estos casos se requiere nuestra distinguida Espi usando un cuchillo de plata parte su precioso pastel que fue especialmente decorado y obsequiado por los empleados de El Rebozo Restaurant. Asistieron como invitados especiales numerosas familias procedentes de San Francisco, Oakland, Gilroy, Salinas y lugares circunvecinos al valle de Santa Clara así como conocidas personas de San Jose de la farandula artística.

Actuo en forma especial en Gran Mariachi Los CAPORALES que hizo las delicias de toda la concurrencia el Restaurant fue verdaderamente insuficiente para dar cabido a todos los invitados especiales, ya que Espi ha sabido granjear la simpatía y el cariño de sus numerosas amistades.

Por medio de estas lineas en una forma especial, Espi agradece de todo corazon la precencia de todos los que asistieron a esta inolvidable celebracion.

Muchisimas Gracias!

"Espi"

Aspecto que presentaba la concurrencia en la celebracion de el cumple años de Espi el pasado 10 de Abril en el cual se brindo por la felicidad de la festejada.



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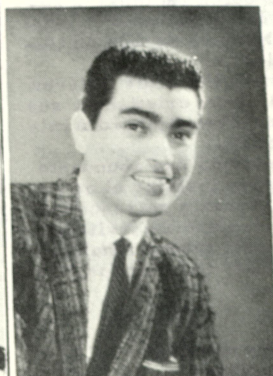
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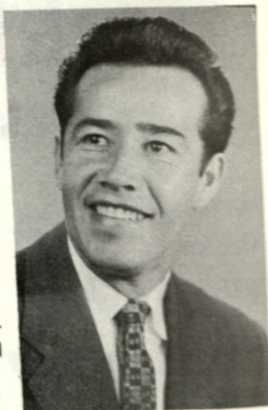
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El Domingo 12 de Febrero del año en curso, unieron sus vidas con el lazo matrimonial los jóvenes Sta. JULIA SANCHEZ hija de los esposos Sr. y Sra. Joe Olvera y ANTHONY MARTINEZ hijo de Sr. y Sra. Alex Rodriguez, Julia nacio en Denver, Colo. y Anthony en esta ciudad, la ceremonia religiosa se verifico en la Iglesia Holy Family a las 2:30 de la tarde, oficio el Rev. Peña. La recepcion fue en Sambos asistiendo mas de 350

invitados, luna de miel en Lake Tahoe, estableciendo residencia en esta, en la grafica: 1ra. fila Benita Newton, Wynn Swanson, Josie Gaeta, Frank Rodriguez, padrino, (los novios) Mary Jo Muñoz, madrina, Tessie Teran, Rosaline Flores, 2da. fila: Robert Esquivel, Frank Cedillo, Walter Quintero, Donald Galvan, Frank Reza, Jessie Rodriguez y los pajecitos Gilbert Castañeda y Tim Olvera
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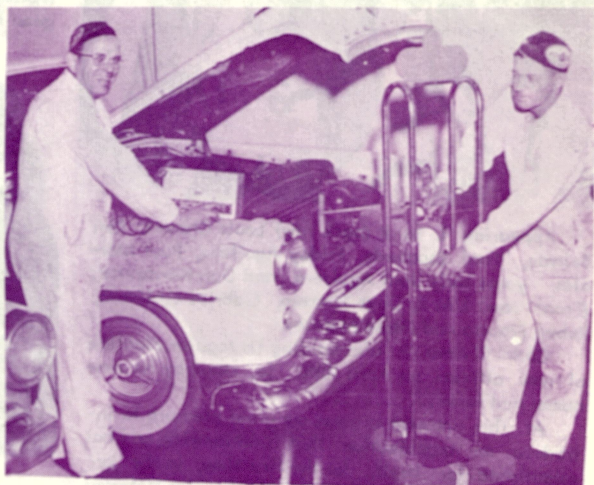
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Joel Aguilera

Club Riviera



On April 8th, Club Riviera celebrated its initiation party in behalf of Louis Chavez, Ronnie Beltran, Fred Escobedo and Joel Aguilera, at the home of new club member Louis Chavez who resides at 1492 Amesbury Way, San Jose.

The party consisted of an excellent beer bust and assorted drinks, for all the members and guests that attended. There was also a fine dance and various game that all new members had to participate in. We all had a terrific time and enjoyed ourselves tremendously.

The following photo was taken at the climax of our party and as you can plainly see some of us are still dressed in our initiation 'garb.'



Appearing L to R (back row) Louis Chavez, Ron Beltran, Fred Escobedo, Friday Aguilera, Paul Morales, yours truly Joel Aguilera, and Dan Navarette. (Front row) L to R; Dave Herrera, Gabriel Gallardo, Ruben Frausto and Eddie Morales.

Club Riviera is also holding its regular election of new officers on April 18th. So, stand by for new names and faces.....

At this moment it gives me great pleasure to introduce an organization that is nationwide and has established for itself, for the first time, in the San Jose area. It is non other than The Regular Veterans Association who first organized in 1880 as The Maimed Soldiers League. The name was changed about the turn of the century to The Regular Veterans Association and membership was restricted to Regular Service Personnel. Later the name was changed to The Regular Veterans Association and in 1934 it was organized to include all military personnel of the Armed

Forces of the United States, whether honorably discharged or still in service and today the requirements are the same.

The San Jose R.V.A. Chapter Post 1775 has established headquarters at the Hotel Ste. Claire and consists of a limited membership of 18 members consisting of 15 vets and 3 honorary members which are: San Jose Mayor Paul Moore, Hotel Ste. Claire mgr. Mr. Ralph Cobbs and Mr. Joe Manriquez.

R.V.A. Post 1775 is also proud to announce that a tremendous dance will be presented on Saturday, April 29, 1961 at the S.E.S. Hall at Lafayette and Lewis Sts., in Santa Clara, Calif., where everyone can enjoy themselves dancing to the music of Beto Torres and his Alegres from 9:00 p.m. to 1:00 a.m. Admission: Ladies \$1.00 Gentlemen \$1.25.....



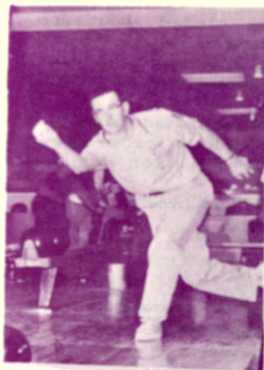
Appearing L to R, San Jose R.V.A. Post Commander Marcy Saucedo, Senior Vice-Commander Richard Gomez, Junior Vice-Commander Ray Salas, Chaplain Phil Vargas, Adjutant Jack Castro, Trustee Manuel Murray, Public Relations Officer Narciso Lopez, Surgeon Pete Pedroza and Guard Ralph Gomez.



Appearing L to R, Commander Marcy Saucedo and yours truly Joel Aguilera revising R.V.A.'s Post 1775 Charter.

(Photography by RICHARD DIAZ)

**Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO**



Spares & Strikes



Mario R. Vazquez

S. J. REFRIGERATION WINS SECOND HALF

In another Cliffhanger, San Jose Refrigeration, forced to win every game Tuesday April 11, came through with points to spare and win the second half of the 850 Handicap League at Ann Darling Bowl.

In his last game at Ann Darling, Fred Checchi, who had been having trouble with the lanes, seemed to have everything under control as he rolled a 267 game under terrific pressure to assure S. J. Refrigeration's win. Other games contributing to the victory were bowled by Lalo Ruiz who had a 211 and 202 and Randy Fitzgerald who rolled a 205. Mario Vazquez just missed 200 with a 199. Other members of the Refrigeration team are Armando Guerra and Al Erickson.

By the time this issue goes to press, trophies will have been awarded to both S. J. Refrigeration and Scardina Brothers, Victor Rodriguez, Fred Checchi, who had high series and Clint Rice and Harry Lambert who had high games.

Other high games rolled in the last night of bowling were by Tony Jimenez and John Garza who had 220 games, John (Chapo) Muraira a 217, Joe Santi a 213 and Pete Franco a 206.

In the Mexican American League, Club Cuauhtemoc defeated Club Del Mar in their roll-off to determine first place trophies. Congratulations!

Saturday in Salinas, the bowlers from the Santa Clara County Flood Control scored a 3006 handicapped series with Mario Vazquez rolling a 236-548, Al Codirolli a 217 and Bob Mitchell a 205.

Sunday at Bowlarium, the roll-off for first place in the Thursday Nite Owls League saw San Jose Bowling Supply win two out of three games from Pioneer Pump and Well as Fred Checchi rolled games of 212 and 202, George Lassalle games of 218 and 213 and Mario Vazquez, team captain, a 201.

Other members of the team receiving trophies are Vince Echeverria, Joe Peraza and Ed Rom.

High game was won by Fred Checchi who had a 257 game and George Kamphen won high series with a 667 total.



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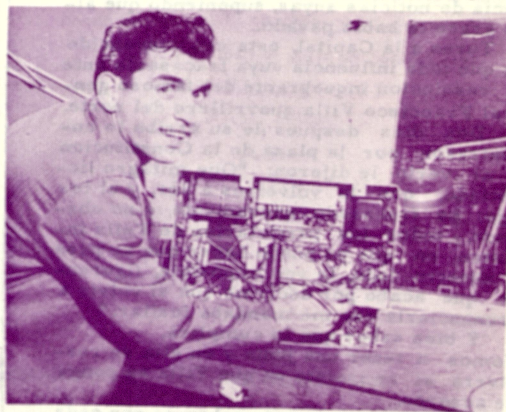
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Simon Villa



UNION CITY, CALIF.

Porque El Famoso Guerrillero Fusilo A..
(Continuacion del numero anterior)

Despues se supo que en Paderon habia logrado el licenciado dar alcance a Villa y que habia sido bien recibido, pero que al tratar el asunto de Felix Diaz, se habia enojado una vez mas el guerrillero y le habia dicho: "Ya le dije licenciado que lo quiero bien y que lo veo como amigo y que no olvido lo bien que me defendio cuando estaba preso, pero si me vuelve a tocar ese del triador Diaz....., mire licenciado lo mando fusilar."

Como la vez primera lo trato bien y cuando el licenciado Banales se despedia de el le hizo una obsequia en efectivo; indicando que se acordara de lo que le habia dicho.

El licenciado Banales regresaba para la Capital, pero una accion de guerra, la voladura de un puente interrumpio el transito y fue por esta causa por la que se carecia de noticias suyas, suponiendo que algo grave le habia pasado.

Turno a la Capital, esta vez convencido de que toda influencia suya fracasaria ante la resolucion inquebrante del famoso general Francisco Villa guerrillero del norte.

Dos dias despues de su arribo lo encontraron por la plaza de la Constitucion y al verlo le dijeron: "Que milagro licenciado, que lo volvemos a ver, y el les dijo: he fracasado nuevamente y no obstante, todos los partidarios de Felix insisten en que yo puedo hacer que se pase a nuestro lado, lo veo imposible, figurense que acabo por decirme que si volvía a pronunciarle eso me mandaba fusilar."

Y bien sabes que lo cumplira.
Vamos a tener una junta y en ella se resolvera si se insiste en que Villa se ponga de acuerdo.

Las noticias como sabemos son cada dia peores para el gobierno, pues avanza rapidamente el movimiento revolucionario y este como comprendemos hace menos accesible el asunto. Si quieren ir a verlo que sean otros, yo no.

Deberias ante todo dejarte de la politica, continuar tus negocios y administrar tus bienes, pues no vaya a ser que a lo mejor dejes a tus hijos sin tu ayuda.

Fue la ultima vez que hablaron con Pepe Banales Sandoval. Supusieron que despues de lo que les habia dicho, no habria de meterse en otro lio, con el general Villa.

Desaparecio de la ciudad y se supo que se debia a la persecucion ya sin cartel, que el general Huerta, hacia a todos los que simpatizaban o habian estado del lado de Felix Diaz.

Mas no fue asi, el licenciado Banales Sandoval, habia emprendido la tercera peregrinacion en busca de Villa y con el mismo fin.

'Fin del Relato' segun N.C.
Simon Villa

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Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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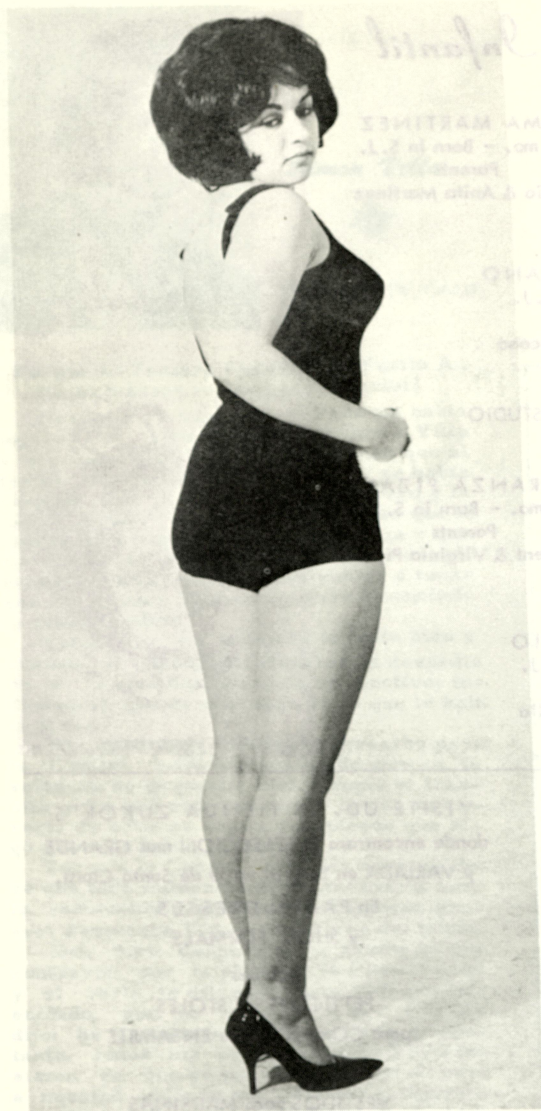
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OUR COVER

In our cover appears MISS CALIFORNIA of 1960
who will crown the winner of this CONTEST.

EXCENTRICO'S glamour photography department pre-
sents two of the many young contestants that will par-
ticipate in CLUB ELITE'S Bathing Beauty Contest and
SOPHISTICATED STARDUST BALL on May 13th at the
Mary Ann's Gardens here in San Jose.

On the left we have Miss ANITA MALDONADO
17 years old, 5 feet 5 inches tall, weighs 128 lbs. and
on the right Miss IRENE GALLO 17 years old, 5 feet 4
inches tall, weighs 118 lbs.



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Wrestling



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EDUARDO CARPENTIER WORLD'S HEAVYWEIGHT MAT CHAMP APPEARS IN SAN JOSE

Ed Miller lost to Eduardo again, trying to lift the title from Carpentier. This was Miller's 2nd attempt. Big Ed won the first fall with a hammer lock and chin lock in 21:45 seconds.

Carpentier won the second fall with a reverse crab in 3:15 seconds.

Miller was disqualified on the third fall for jumping out of the ring and disobeying the referee on the time limited out of the ring.

COWBOY DICK HUTTON WHIPS NICK KEOLONIS

Dick Hutton, two-time conqueror of Lou Thesz, won the semi from Nick Keolonis with two straight falls, first with a cradle hold in 11:25 and the 2nd fall with the same hold in 5:05.

VARGAS-TORRES DRAW WITH SHARP & PARTNER

Pedro Vargas and Ramon Torres wrestled to a draw against the team of Ben Sharp, U.S.A. Champion.

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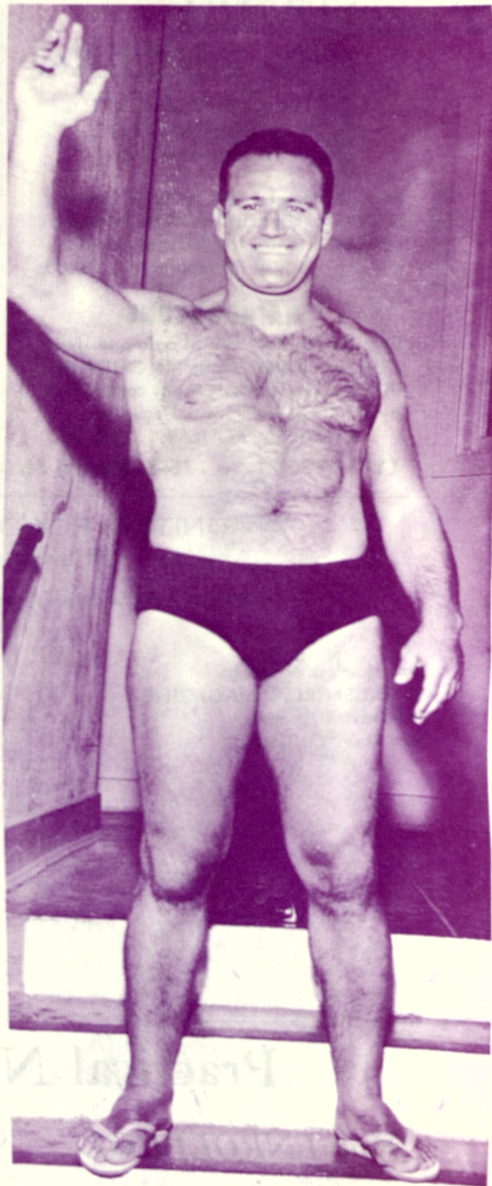
BARBERIA MEXICANA
CORTE de PELO...\$1.75
SERVICIO de PRIMERA
ADULTOS y NIÑOS
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9:00 a.m. a 7:00 p.m.

Sebastian Hernandez, Prop.
Raul R. Hernandez
Lo atenderan con esmero!



CY 5-2688

70 W. St John St.



* INTRODUCING PEDRO VARGAS *

Vargas is a 6 foot, 230 pounder who has wrestled professionally for 15 years, holding the Portuguese crown for six years.

He also held the amateur titles in Portugal and in Brazil. Pedro's favorite hold is the reverse full nelson. He always fights barefooted and claims he can slap a man 6'7" on the face with the bottom of his foot.

Pedro Vargas is a family man and his family is presently in the South American country of Brazil.

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



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Saco Blanco

LA MAS AMPLIA
VARIACION

Saco Azul

Cut Away

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



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75 S. 2nd St.

Martinez - Sanchez

La Srita. JULIA SANCHEZ

hija de los esposos

Sr. y Sra. Joe Olvera

Contrajo NUPCIAS con el joven

ANTHONY MARTINEZ

hijo de los esposos

Sr. y Sra. Alex Rodriguez

El Domingo 12 de Febrero a las 2:30 de la tarde
en la Iglesia HOLY FAMILY

San Jose, California

1961

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Aqui... MEXICO



Catalina Barragan

Piropos al Rebozo

GREGORIO de GANTE.

Rebozo sin rival de Tenancingo
 Rebozo negrizul de Tulancingo;
 Rebozo queretano
 de la reata de lazar hermano;
 verde rebozo de Santa Maria,
 que copias el color de los nopales
 y autotonos maizales;
 rebozo oaxaqueño,
 oloroso a mezcal tlacoluleño;
 rebozo moteado,
 palomo o granizado
 de Puebla, que recuerdas al camote
 y al mole peculiar de guajolote;
 rebozo de hilo o seda,
 rojo como la flor del organillo,
 que pasas por el hueco de un anillo,
 rebozo mexicano cuya punta
 a las caderas femeniles se unta
 como a las aras de un altar, querido
 rebozo de mi Patria
 que guardas la tibieza confortante
 de la tortilla y de la barbacoa
 mereces que te entone yo un "corrido"
 o te escriba una loa.

Porque eres un discreto confidente
 en idilicos trances de mi gente;
 y en las horas romanticas y bellas
 de las declaraciones amorosas,
 ocultas el rubor de las doncellas,
 pueblerinas, y sabes muchas cosas
 del "te quiero" y "te adoro"
 tantas, que en los dibujos complicados
 de tus flecos, se quedan enredados
 suspiros y miradas,
 besos que no son dados
 y palabras de amor no pronunciadas.
 Porque enjugas los lloros desolados
 de las anonimas tribulaciones
 y eres paño de lagrimas
 de humildes y sencillos corazones.
 Porque paseas por ferias y mercados
 rebozo mandadero,
 queriendo atesorar el mundo entero.
 Insurrecto rebozo de bolita

que arropaste el amor de "La Norteña"
 y de la "valentina" y "La Adelita"
 Bien vales un mariachi michoacano,
 unas madrugadoras "mañanitas,"
 una dulce "valona del bajo"
 un huapango febril veracruzano,
 y un jocundo jarabe tapatio.

Que te arrullen, brava o dulcemente
 las notas de la "Marcha Zacatecas"
 o el mestizo vals "Sobre las Olas".

..... Catalina Barragan

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JACOBS & FARBER PRESENT.....

World's Greatest

FLAMENCO GUITARIST

SABICAS

Tuesday, April 25 at 8:30

TICKETS: \$1.50, \$2.40 \$3.60 (tax Included)

MAIL ORDERS:

Enclose stamped, self addressed envelope

----- PROGRAM to END by 10:30 -----

SAN JOSE

CIVIC AUDITORIUM



United Food Drive



Gilbert Solarez

In a recent article regarding the efforts of the United Food Drive Committee some of the names of individuals and business concerns were omitted because of lack of space. It is for this reason that we are including them in this issue. Those of you that attended the UFD dance will remember that many items were raffled away. Below is a list of business firms that donated either a service or an item:

- Everybody's Furniture
- Farmacia Lucero
- Furniture Discount House
- Flores International Sundries
- Padgett's Jewelers
- La Rosa Pharmacy
- Cero's Jewelers
- Hauser's Men's Wear
- Paul's Jewelers
- Economy Men's Wear
- Simpson's Jewelers
- Berg's Clothing Store
- Jo-Mar Beauty Salon
- Linda's Cafe
- Lu-Re's Beauty Salon

To the above firms, to Sam Della Maggiore for his cash donation, to the Willow Glen Lumber Co. for the generous use of their lumber, to the Union Gazette, The Resident and the Night Letter for making public our drive; together with the many persons that were listed previously, we give our utmost, sincerest thanks for helping make a very worthwhile cause a huge success.

Below is the final treasurer's report regarding our drive as given by Rachel Andres, Treasurer.

We of the UFD would like to thank Rachel for a job well done.

OFFICIAL TREASURER'S REPORT - 1961

Balance from 1960 \$66.27

Donations

Mrs. Mary Fierros	\$32.50
Mrs. Lena Manriquez	60.00
Central Labor Council	25.00
Central Lab. Coun. (Individuals)	13.00
Rainbow Ballroom	25.00
Club Zanzaree	25.00
Club Riviera	15.00
Bachelors Club	10.00
Willow Glen Lumber Co.	5.00
Mr. Teaford	3.00

Collected at dance (2-26-61)	149.65	
TOTAL - - - - -	\$ 363.15	363.15
BALANCE		\$ 429.42
<u>Profits From Dance</u>		
Beverages	699.09	
Snack Bar	127.85	
Raffle-at Liberty Theatre	36.00	
Raffle-at Dance	57.75	
TOTAL	\$ 920.69	920.69
BALANCE- - - - -		\$ 1350.11

<u>Expenses</u>		
I. E. S. Rental	\$ 105.00	
Beer License	5.70	
State Board of Equalization	33.08	
Tickets	5.41	
Dance Permit	2.00	
Printing of checks	1.56	
El Excentrico Magazine	45.80	
Richard Diaz, Photographer	28.00	
Foothill Printers (posters)	20.80	
Stamps	2.00	
Gasoline	6.15	
Police Officers for Dance	55.00	
I. E. S. Kitchen cleanup	12.50	
Santa Clara Valley Distributors	154.56	
Falstaff Brewing Company	84.75	
Royal Crown Bottling Co.	30.94	
Walker Beverage Company	144.11	
John's Ice Delivery	13.00	
Plata's Market (Groceries)	10.34	
Puentes Bros. Grocery (Groceries)	418.38	
Tico's Tacos	58.00	
James Garcia - Rent (to reimburse)	30.00	
TOTAL	1278.08	
BALANCE- - - - -		1278.08
PRESENT BALANCE 3-15-61		\$ 82.03

FOR YOUR

**WEDDING
INVITATIONS**

Wide Assortment
Reasonable Prices



SEE . . .

Humberto Garcia

CY 2 - 4273 195 DEVINE ST

LINDA'S CAFE

Comidas Mexicanas

" The place with a Personality "

TACOS - ENCHILADAS
TAMALES

We Serve Family Style

Dinners and Dishes to take OUT



Linda Valdez, Prop.

CY 5 - 9547 42 FOUNTAIN ALLEY



CONCERNING C. S. O.

Louis Zarate

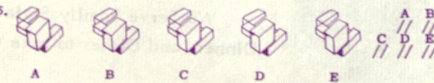
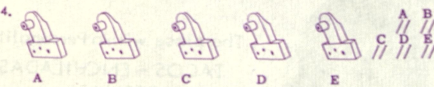
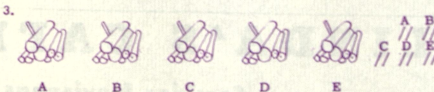
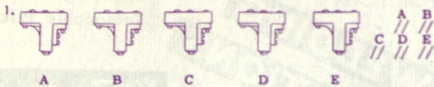
In previous articles we have written about examinations of various types. We have written about the difficulty of entering the service of a boy or girl who gets involved in delinquent activities. It is important to state that these problems can be overcome.

In many conversations with people involved with assisting youngsters, it has been stated that the passing of the original examination at the local office is important.

Youngsters wishing to enter the service should, however, prepare themselves for the examination. This is of vital importance since the grade that they get in the test will largely determine what they will be doing in terms of schooling and a trade.

There is a book which assists youngsters in preparing them to take the test. This book can be located at any library and also can be purchased. From this book "Practice for the Armed Forces Tests" I have taken parts which we hope will give you an idea of what to expect.

Below is one of the tests. In each question there are five drawings lettered A, B, C, D, and E. Four of the drawings are alike. You must find the one that is different from the other four drawings.



Answers are: 1-E, 2-C, 3-D, 4-B, 5-A, 6-D.

Many people have asked about the CSO meetings. These are held on Fridays at the Horace Mann School located at 7th and East Santa Clara Street. The next meeting will be on April 21.



**Los establecimientos que anunciamos
son de responsabilidad**

Catholic SUPPLY STORE

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Con CORTE de PELO
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Los Lunes, Martes y
Miercoles Unicamente.

PERMANENTE (suelto) o a su GUSTO
Especialidad CORTE de PELO por

Alberto Mendez

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Just Phone or
Visit for
Prompt Attention

Primorosos Bouquets

PLANTAS

TODAVIA es TIEMPO de PLANTAR
ARBOLES FRUTALES y plantas de ROSAS
Lo atendera el Sr.

JOHN P. JACK MIEULI, JR.
Propietario

Pompeyo Garcia

2da y SAN FERNANDO

CY 2-8312

491 PREVOST ST.

Ingresa al GI Forum

Ricardo Lopez Moctezuma Diaz (alias) el azote del lente, recibio su "gorrita" con el emblema del G I FORUM de esta ciudad el Viernes 9 de Febrero del año en curso durante la ceremonia de su iniciacion que se efectuó en el North Star Hall

En la grafica de iz. der: William Lopez, Ernie Vasquez - past chairman Richard Diaz, Ike Hernandez, chairman y Mario Vasquez (excentrico's sports) comentator.

El GI Forum celebra su junta reglamentaria el PRIMER VIERNES de cada mes en el North Star Hall de esta ciudad.

Los establecimientos que anunciamos
son de responsabilidad



Vistase de Pies a Cabeza

ULTIMOS ESTILOS

para Hombre y Mujer

Para vestir elegante y economicamente visite esta GRAN TIENDA donde le aseguramos quedara Ud. completamente SATISFECHO.

6

Nueva tienda BERG'S

MONTHS TO PAY BERNIE BERG, Prop.



En la grafica: el popular y ampliamente conocido caballero LEO GARDEA quien lo atendera en español si Ud. lo desea. Tome 6 MESES PARA PAGAR.

Santa Clara County Mental Health Association

Mrs. Robert Ross, Staff Director
CY 8-0100

465 Porter Bldg. San Jose, California

May is Mental Health Month

Local plans for the 1961 Bell Ringer Campaign for Mental Health were announced here by Elliot Wax, prominent attorney, and president of the Santa Clara County Association for Mental Health.

The Santa Clara County drive is part of the nationwide fund-raising campaign of the National Association for Mental Health and includes Bell Ringer marches in Los Gatos, Saratoga, San Jose, Campbell, Sunnyvale, Cupertino, Los Altos and Palo Alto.

It will be launched with Mental Health Week, April 30th to May 6th, and continue throughout May, which has been designated Mental Health Month.

Mrs. Phyllis Doloff, of San Jose, has been named chairman of the campaign, Mr. Wax said, and added:

"Our goal here in Santa Clara County has been set at \$30,000.— a minimum estimate of funds needed to maintain and expand the association's work to help the community's mentally ill."

The evening of Tuesday, May 2nd has been chosen for The Bell Ringers' March for Mental Health. This door-to-door drive will be the high spot of the campaign. Other events include a business, industry and labor solicitation, plus a letter going out to all professional people. Cannisters in the shape of the Mental Health Bell will be placed in all shops and businesses in the area.

The Santa Clara County Mental Health Association is not a member of the United Fund, but does participate and benefit from the Federal Services Fund.

For a second year, the slogan of the mental health campaign will be "Next, let's conquer Mental Illness."

"We are continuing to use this slogan," explains Doctor William Closson, member of the Mental Health Association Board of Directors, and practicing psychiatrist, "because mental illness is the nation's number one health problem. Public support has made it possible for science to conquer many diseases. If the public will get behind this effort, we can rid mankind of the scourge of mental illness, too."

Projects helped through funds given by Santa Clara County Mental Health Association and also by interesting volunteer workers in the problems of mentally disturbed individuals are: Agnews State Hospital; The Quarters, a transition home for men leaving the mental hospital; a new women's Quarters, serving the same purpose; referral and information about mental health facilities in the county, free to all; booklets and pamphlets compiled by the State and National offices of Mental Health, available to all; speakers with professional backgrounds to explain films on mental health problems for all groups and organizations interested in this information; training films purchased for the use of the local law enforcement officers involved in emergencies with mentally

disturbed persons; and the education of the general public as to mental health problems in the community.

Of 424,170 population potential in Santa Clara County, each will receive a pamphlet apprising him of the Santa Clara County Mental Health Association aims.

If each person contributes only 14 cents to the drive, the county's quota of \$30,000 will be reached, but if each person contributed \$1.00 each, think of what good could be accomplished!

Recently it has been noticed that serious emotional disturbances have been encountered in chronic diseases, such as tuberculosis, heart trouble, arthritis, cancer, multiple sclerosis, et al. The reason behind this fact is evident in that patients are often bedridden for months or years at a time, and develop severe emotional disturbances due to the difficulty of adjusting themselves to a passive, inactive life after having been accustomed to a highly active, normal existence. To this end, the Santa Clara County Hospital in San Jose has developed a therapeutic community of invalids (mostly tubercular) who are undergoing psychiatric treatment to alleviate their mental problems.

Doctor William Closson, who is actively associated in this program states that this is one of the most important developments in the recent studies of mental illness, and augurs much for the future enlightenment and easing of this ages-old burden of mankind.

"For the past four years," Dr. Closson adds, "The population in mental hospitals has been rapidly dropping, due to the increased interest and understanding of the general public. In fact, one California State Mental Hospital in the planning stages was completely and irrevocably scrapped, because of increased interest in mental health programs throughout the State."

The Santa Clara County Mental Health Association welcomes those interested in this cause into its offices at any time, and needs volunteer help at all times to initiate and implement its programs.

By telephoning CYpress 8-0100 or by visiting the office at 465 Porter Building, San Jose, you may be put in touch with a vital, growing community project which needs your personal interest.

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

ANTOJITOS MEXICANOS

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas...50¢

MENUDO

Todos los Domingos

CL 8-4702 1730 Alum Rock Ave.





CLUB *Elite*



Shirley Perez

To CLUB SAN FELIPE & Company:

Did you think for one minute that we, THE POOR MISGUIDED SHEEP of Club Elite believed the so called facts that you stated and quoted in your column of April 5th? They just simply made us split a GUT!!!

Here then, are the answers to your facts which leave YOU with just plain NOTHING.....

1st-OUR DESPOT...Connie Rodriguez.....I would like Candy Veliz to know just what I said to Mr. Paul Gallegos. I said, and I quote, "profits from our dance were going to the scholarship foundation. I never for once said all of it. The least amount was set for \$50 and more, according to our profits, which certainly isn't 1%.

2nd-OUR DEMAGOGUE.....Rachel Andres..... as for Rachel changing the date of our formal, the entire membership is well aware of her position.

True, she did change the date, but she HAD the right, being that she is the Social Chairman. The members had even voted on the fact that she could make final decisions outside the club.

1st-MISGUIDED SHEEP: Diane Barrera..... When I said, quote: "I like what he writes..... nothing but the truth", I DIDN'T mean Tony Carvajal of Club San Felipe. I MEANT DAVE SIERRA OF CLUB SAN JOAQUIN. I also said that what Dave had to say he said it and proved it with facts. NOT RUMORS!!!!!!

2nd-MISGUIDED SHEEP: Rosie Gutierrez..... It seems to me the majority rules and Rachel was voted by a majority to be the Social Chairman for our formal dance, with the authority to make final decisions outside the club. I also said that I have the right to quit the club any time I want to, and nobody has anything to say about it. I will make the final decision. And as for Esther Medina I have my heart set on R.M. and NOT on Art Cuellar.

ANITA COLLINS: As for Anita, all that we the members of Club Elite can say is that she didn't quit the club. She was SCREENED OUT.

Now we say, ASK HER WHY!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

VICKIE GUTIERREZ: Ask Candy Veliz about that....

In closing, the FLOCK OF SHEEP, with the despot and the demagogue, would like to thank you for all the wonderful publicity you gave us. We also again would like to invite you and the entire membership of San Felipe to attend our Spring Formal wh-

ich is being held at the Mary Ann Gardens on May 13.

We also like to wish you, the officers, and members of San Felipe all the success and luck possible on your formal which is now being planned for sometime in July, and if we could be of any help whatsoever, please be free to call on us. We would more than gladly be willing to help you.

...THE OFFICERS AND MEMBERS OF CLUB ELITE..

Los establecimientos que anunciamos son de responsabilidad

MADAM Zora

ADIVINADORA

Poseedora de SABIDURIA y PODER para Ayudar a la HUMANIDAD. Ha dedicado su vida entera a este trabajo.

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



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

*Radio Club
Social*

1050 KLCS.



ESCUCHE UD. a

David Ortega Cid

Radio KOFY

Lunes a Viernes 12:30 a 1:30p.m.

Sabados 1:00 a 2:00 y 4 a 5:00 p.m.



*Maria de la
Luz Sánchez*

UNA POETISA ENTRE NOSOTROS

Recientemente llegada a nuestra progresista y bella ciudad de San Jose, a donde traslado su residencia, he tenido el gusto de conocer a la Sra. Maria G. Flores quien a mas de poseer un fino trato,



MARIA G. FLORES

vino al mundo dotada por Dios de un don singular, como es divino don de los poetas. La Sra. Flores es uno de esos seres privilegiados que saben encontrar la belleza donde quiera que esta se encuentre; de entender el lenguaje de las flores, de los pajaros y de las bellas obras de la naturaleza. Ella ha llevado anidada en su alma sensitiva la dadiwa del cielo que implica amor, mucho amor y mucho dolor tambien, por que el dolor es quien comunica al espíritu del poeta la exquisita sensibilidad de que da muestra al expresar sus sentimientos en versos que son y seran para siempre la expresion más genuina del amor y del dolor.

Quizá alguno objetar que los versos de la Sra. Flores se desentiendan de las reglas que rigen y pulen el arte literario; pero con todo y ser esto verdad tienen el innegable merito de entrañar ideas delicadas y bellas de ser espontaneos y ser sentidos.

Las flores del campo no son menos flores ni menos bellas y lozanas que las cultivadas en un jardín o en un invernadero; tal pasa con los versos de lo poetas y tal es el caso de esta modesta hija de las Musas que compone versos con la fluidez y naturalidad con que brota el agua de los manantiales.

La Sra. Flores siente un vivo amor por Mexico su patria, y siempre esta dispuesta a hacer labor mexicana donde quiera que se encuentre.

Ella fue tesorera del Club Internacional de Chicago en el año de 1955. En la foto se ve a la Sra. Flores en compañía del consul general de Mexico en Chicago, D. Raul Michel.

Ofrezco a los lectores dos poesias de la mencionada poetisa:



Tu Anheló

Que el cielo imprima en tu mente
La inspiracion redentora,
Y brille la eterna aurora
de esa luz omnipotente

Y en tu vida, con destreza
Crearas ferviente la fama
Del honor, fulgente gama
Que cubrira tu cabeza.

Que no desmaye tu empeño
En llevar serenamente
la fe invencible y potente
De la albura de tu sueño.

Lleva la bondad suprema
adelante en tu constancia
Derramando la fragancia
Del amor, blanca azucena.

Levanta con osadia
La grandeza de lo ideal
Que en marmoreo pedestal
Lucira con gallardia.

Y así tu mas caro anhelo
Por tí mismo procreado,
Te hara vivir sin pasado
Dandole gracias al cielo.

Un Beso

Oh sí, un beso,
Un beso de esos que anidan muy hondo
muy dentro en el fondo del alma,
Que dulce caricia, que arrulla
Que ríe, y que canta.

Un beso de esos que muy silencioso
Fragante y sedoso, nos limpia y no mancha,
Que lleva en su aliento la esencia bendita
La fiel sinfonia de amor en el alma.

No quiero de esos que suelen a veces,
perversos, traviesos, mi aliento manchar.
Que queman el alma en su llama voraz
No quiero, no quiero del beso indeceable
Que incita pasiones insanas, desleales,
Y llevan el alma a un abismo infernal.

Yo quiero de aquel que blanco, cual lirio,
Supo darme tu alma behemente y creadora,
Templandome fuerte, con fe en el martirio,
Y volvio mis tristezas en ave cantora.

Yo quiero de aquel que con suma alegría
Me dio en su ternura un himno de paz.
Que alzo un paraíso de amor y poesia
Y en mundo de dicha volvio mi penar.

...Maria G. Flores

Largest Selection in the
Santa Clara Valley.

**WEDDING
INVITATIONS**



Humberto Garcia

CT 2. 4273 195 DEVINE ST.



Chapalita Tortilla Factory and Restaurant

Especialidad. " Carnitas "

Visite el CHAPALITA TACO BAR donde se sirve toda clase de TAQUITOS, BURRITOS, TOSTADAS
MENUDO para comer alli o llevar a casa
TAMALES..... \$1.40 la docena.
Los esposos CERVANTES lo atenderan con toda cortesia

Masa para Tamales 12c lb.

Tortillas 3 doc. x 50c

CY 5 - 1568 499 W. San Carlos St.

Elaine Jordan

La graciosísima niña ELAINE JORDAN arribo a esta cd. hace exactamente 8 meses, sus padres son: Sr. y Sra. Bonnie Jordan, miembro de Jordan's Orchetra and Band, sus abuelitos son: Sr. y Sra. Martin Candelaria, Elaine cuenta con un hermanito, Bonnie, Jr. de 2 años.
LEITER STUDIO



FOR YOUR

**WEDDING
INVITATIONS**

SEE



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.

Sandoval REST HOME

Casa para Ancianos

Excelentes Comidas - Dietas Adecuadas

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 assistance, we have just the place for you.

La Sra. Sandoval tiene este lugar para todos los ancianitos que no hablan ingles, ella es Mexiana.

En la grafica: SRA. ISABEL SANDOVAL, PROP.

Un Ambiente Feliz y Sereno

CL 1 - 2467 374 McCREERY AVE.



★ SAN JOAQUIN

"SYNONYMOUS with SUCCESS..."

Dave E. Sierra



NO NEWS IS GOOD NEWS:

"Ah, 'tis Spring, and a young man's fancy turns to..... FORMAL DANCES!!!!!! (That's getting to be a dirty word)

ACADEMY AWARDS:

Best Actor: Big Ed Miller, the wrestler.

Best Actress: Mrs. Dickie Nixon.

Best Picture: Don't remember the title, but I know I saw it in a garage on the eastside.

Have you seen that cute gal riding around town in a '61 Bonneville with the sign: MADE IN HOLLYWOOD BY FRANK SINATRA.....

Some guys in San Francisco gave us the inside scoop on some San Jose girls..... SHAME ON YOU!



BOB GARCIA

Manager of the def- ending U.C.C. League Champion Club San Joaquin Stars, Bob Garcia.

Bob's teams have won 40 games and lost 7 in the past two years.



C.S.J. SHORTSTOP
EPPIE GALLEGRO

A fleet and hard hitting shortstop, Eppie got 3 hits in 4 trips on Sunday, April 15, when CSJ massacred Gilroy Victory Market II-I at Hoover.

S.J.S Student -3 S.J. Police -0

The recent riots by students in the vicinity of San Jose State College, aren't, as authorities and the local rag may have you believe, on-the-spur-of-the-moment demonstrations by restless undergraduates bitten with touches of Spring Fever.

They are, we believe, planned demonstrations by publicity-seeking young men and women who evidently don't have enough homework to keep them busy nights. We would almost be willing to bet that most of the "kids" involved arise early next morning to buy the papers and see what they did the nite before.

We can understand their motives because as a college student in Los Angeles in the early fifties, we did the same thing, albeit not in complete disregard for the police, as has been done in the State College incidents.

Take for example the bonfire, fireworks, screams, and the squealing of coeds at 8th & William on Thursday night, April 13th. The students seemed to be laying siege to Wendy Glen, a girls' dorm on the northwest corner of the intersection.

Fireworks which resembled a brightly blazing shooting star rocketed across the street and over the rooftops of nearby homes. Firecrackers popped loud enough to be heard five blocks away. Down on the sidewalk, hundreds of immature boys urged the girls to throw down their underwear, panties, brassieres, and other feminine undergarments. The girls responded by reaching out the windows and letting articles of clothing flutter down to the waiting boys below. Each garment was greeted with loud cries of approval, followed by loud clapping and cheering for the co-operative coed.

Three police cars arrived on the scene but got no closer than a half block away, doused their lights and enjoyed a short, sociable chat with a SJS policeman. Then both cars flipped a U turn and got the hell away from the scene!

Some of the comments we heard from the students later were, "Hey, Jerry, this wasn't planned, OH NO!" "What'd them guys tell that cop?" ... and then the kicker.....

A guy comes walking down the street, cheering himself and waving a girl's brassiere.

(From where we stood it looked like about a 36-B, but that's another story, for another day!)

An elderly woman standing on the sidewalk commented, "That's probably the only way he'll ever get his hands on a girl's brassiere!"

This story has a moral but I'll be damned if I can figure out what it is!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

BOB ZAMORA STARS will play El Amigo in San Francisco this Sunday, at Big Rec Playground on Army Street, just to the left of the Lick Freeway. If you're riding around Sunday, drop over and cheer for 'em.

The Bachelors beat San Felipe 2-1 and from what we hear, they didn't take it too well. Get used to it, San Felipe, it won't be the last one you'll lose. And if the team you had out there Sunday is all you have, it's gonna be a loooooooong summer.....

Obtenga su Revista EXCENTRICO en las tiendas que aquí se anuncian



Contrajeron Nupcias

El Lunes 20 de Marzo fue el día en que unieron sus destinos en MATRIMONIO la pareja que aparece en la foto o sea ESPERANZA DELGADO hija de Manuel y Juanita Delgado y el Sr. DEMETRIO HERNANDEZ procedente del estado de Veracruz.

El enlace se verificó en Reno, Nevada y a su regreso se establecieron residencia en esta ciudad en el 439 de la calle nueve al nte.

Los esposos Louie y Teresa Viorate les ofrecieron una alegre recepción en su residencia del 458 N. 12 a la cual asistieron numerosos familiares y amistades de los recién casados.

La Sra. Esperanza D. de Hernandez es procedente de la ciudad de Del Rio, Texas.



*Cartas
al director*

EL EXCENTRICO
195 Devine Street
San Jose, Calif.

Dear Sir:

Boy, I like a good fight as well as the next guy, but after 'naive, verbiage, impudent, acrimonious, perfidious, incongrous, conjecture, ambiguous, equanimity, compunctions, despot, demagogues, antipathy, amity, calumny, ostracizing and subjugated' will somebody tell this poor Mexican boy who won!

....Bob Rodriguez

Dear Mr. Rodriguez:

We too, love to see two determined factions, both insisting they are right, defend their views, in print or otherwise.

Evidently the person writing the San Felipe column is unaware of the age-old saying "Hell hath no fury like a woman scorned.... or ridiculed."

The last time we looked it was still a dead heat and getting hotter than Castro's War. Between you and I, Bob, I think the girls ought to stop talking and challenge the San Felipans to a duel.

We think the weapons should be obvious: Dictionaries at ten paces!

Dave Sierra,
Assistant Editor



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▪ RETORNO A LA JUVENTUD ▪
Charito GRANADOS - Enrique RAMBAL

Domingo 30 de Abril, Lunes 1, Martes 2 de Mayo



▪ BENDITO entre las MUJERES ▪
Luis AGUILAR - Maria DUVAL