



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 10. NUM. 21

JULIO 20, 1960

SAN JOSE, CALIFORNIA



C. S. O. BEAUTY CONTEST
SATURDAY, JULY 30
I. E. S. HALL (SAN JOSE)

Connie Rodriguez, Virgie Molina, Rachel Andres...dancing they will go



*Cartas
al director*

EL EXCENTRICO
195 Devine Street
San Jose, Calif.

Dear Sirs;

Being Interested and regular readers of your magazine, we have felt compelled to write you concerning the laxity of censorship of one of your regular staff reporters.

In the June 20th edition, as a case in point, the reporter in question wrote some repulsively connotative stories that we feel not only lowers the esteem of your otherwise excellent publication, but also that of your regular readers.

We can't completely ignore the obvious talent of this reporter for his excellent 'stag party' and 'bar-room' repertoire, but we must strongly interject that these shady stories are entirely out of their element in El Excentrico.

The diagnosis is self-implicating-- the difference between a good clean-fun gossip reporter and the type we are objecting to here is merely a question of upbringing. We suggest that a course of action for this sick reporter (and we sincerely hope that he is not yet beyond hope) is to grasp him firmly by the shoulders and shake him until his teeth rattle. This type of therapy has been known to work on even the most stubborn cases.

Your magazine shares with other great organizations in the honor of being a socially contributing factor in a greatly expanding community of Spanish-speaking peoples.

Please! Do not let one mediocre reporter give us all a bad name.

Being mindful of the feelings of everyone concerned, we will not name the reporter in question--but, being mindful also of the enlightenment of the recipients of this letter, we give you his initials, which are 'D' as in David, and 'S' as in Sierra.

Very Sincerely,
Interested Readers

Dear 'Interested Readers':

We have checked the June 20th edition and failed to uncover anything 'shady' in stories on Louie Molina & the James Ranch, both written by the reporter in question. We shook up the writer as you suggested, and sure enough, his teeth rattled. But, so did his brains, like beebees in a box car!!!!!!

The chastised reporter has this to say: "If you spent half as much time on your spelling lessons as you devote to being a self-appointed censor and literary critic, you wouldn't misspell such elementary words as recipient and enlightenment."

Why didn't you sign your letter? As a rule, publications hesitate to print unsigned letters. This one was printed to illustrate a perfect example of a person with little brains and less fortitude. If you do not like my work, that is T as in Tough, and S as in you-know-what."

Dave Sierra
Assistant Editor, EL EXCENTRICO.

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CY 2 - 4273 195 DEVINE ST.

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

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

LEITER STUDIO - Fotografia

HUMBERTO GARCIA, JR. Fotografo

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Esta Revista no se hace responsable de ideas
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Miss MARY HELEN GARY became Mrs. ROBERT CORDEIRO on June 4th, 1960 during nuptial rites at First Assembly Church officiated by the Reverend Eugene Giron.

A reception at 100 Clarview Avenue immediately after the 2 p.m. rites was attended by over 100 friends and relatives of the couple.

Mr. & Mrs. Cordeiro honeymooned in Las Vegas, Nevada and are now at home in San Jose.

In the photo are: (Top row, left to right) Dave Gary, Russell Ritchie, Manuel Cruz, and Ray Olivaras.

(Lower row, left to right) Lilly Quesada, Nolberta Rose, (Mary Helen & Robert) Rosie Romero, and Virginia Federico.

Ring bearers are Vickie Ranier and Ronnie Cauble.

LEITER STUDIO



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Bragg, Thomas, Norton

Set RECORDS
AT U. S. TRIALS

by DAVE SIERRA



Boston University sophomore JOHN THOMAS got off a tremendous leap of 7-3 3/4 inches in the high jump and husky DON BRAGG of the U.S. Army went 15-9 1/4 in the pole vault, as Uncle Sam's track and field forces flexed their muscles and flashed their speed before 65,000 delirious fans at Stanford Stadium on Friday and Saturday, July 1st and 2nd.

In other highlights of the two day track and field carnival held for the express purpose of selecting an American team to do battle against the world's best later this year in the Olympic Games at Rome, Santa Clara Youth Village's ramblin' RAY NORTON stepped off the 200 meters in 20.5, winning the finals by five yards over STONE JOHNSON of Grambling College who earlier in the day had won his heat, also in 20.5. Both times broke the established world record of 20.6 (200 meters around a turn) set by Andy Stanfield in 1951.

1956 Olympic Champion LEE CALHOUN flashed over the 110 meter high sticks in 13.4, tying the American record set by Jack Davis in the '56 trials at Bak-ersfield, Calif.

Like all other olympic trials in the past, this was a meet that had everything. There were world records, American records, stadium records, all time personal bests by a large number of competitors, there were injuries, heartbreaks, tears, anger, and elation. Probably the most conspicuous absence from the 1960 olympians will be burly BILL NEIDER of the U.S. Army who failed to qualify in the shot put. The big 245 lb. First Lieutenant had a put of 65-7 earlier in the year but a bandaged right leg hampered his efforts and he will be missing at Rome. Bill had a heave of over 62 feet on his last attempt but his foot crossed over the line and the throw was disallowed.

A dejected, sad, William Neider walked slowly out of the huge Stanford arena, as if not being able to believe that four years of hard work and exercises had gone for naught. But indeed they had.

GREG BELL, ex-University of Indiana broad jumper, finished 4th in his specialty. Four years ago he went over 26 feet and for a time was hailed as the man most likely to erase Jesse Owens' world mark of 26-8.

At Stanford he finished 4th, just 1-1/2 inches out of 3rd place, and a trip to the 1960 games.

The American 400 meter relay team at Rome will be composed of Ray Norton of Oakland, California; Frank Budd of the Philadelphia Pioneer Club; Paul Winder of Morgan State University; and Duke University's sprinting sensation Dave Sime, co-holder of three world records. They should win easily.



View of crowd in Stanford Stadium as starter Willard Greim raises gun to start 200 meter dash which produced world record of 20.5 by SCYV's big Ray Norton, former San Jose State College star.



RAY NORTON

The Oakland, California speedster will run the 100, 200, and anchor the American 400 meter relay team in the XVII Olympics at Rome, Italy.

Ray has his work cut out for him. Armin Hary of West Germany and Harry Jerome of Canada have recently bettered the world mark in the 100.

The 400 meter relay team is expected to break the world record set in the '56 games at Melbourne, Australia of 39.5 by Ira Murchison, Leamon King, Thane Baker, and Bobby Morrow.

(continued next page)



El día 26 de Junio del año en curso, a las dos de la tarde, en esta ciudad de San Jose, en el Templo LA HERMOSA contrajeron NUPCIAS la Srita. ANNIE GAITAN hija de Sr. y Sra. Marcos Gaitan y el joven MANUEL TORRES hijo de Albert y Phyllis Torres.

Acompañaron a esta boda Jessie Ayala, Johnnie Trujillo, Basil Mosqueda, Edward Grijalba, Lucy Ayala,

Frances Robledo, Mary Torres, Dolores Rodriguez, Rachel Gaxiola y los pajecitos Annie y Marcos Gaitan.

Despues de la Ceremonia Religiosa se les ofrecio una alegre recepcion en el Horseman's Assn. a la cual asistieron mas de 350 invitados. Despues de su LUNA de MIEL establecieron residencia en esta.

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1960 U. S. OLYMPIC TEAM

100 meter dash:

Ray Norton	Oakland, California
Frank Budd	Asbury Park, N.J.
Dave Sime	Fair Lawn, New Jersey
Paul Winder	Pleasantville, N.J.

200 meter dash:

Ray Norton	Dallas, Texas
Stone Johnson	Akron, Ohio
Les Carney	

400 meters:

Jack Yerman	Woodland, California
Earl Young	San Fernando, Calif.
Otis Davis	Los Angeles, California
Ted Woods	Pittsburgh, Pennsylvania

800 meters:

Tom Murphy	Brooklyn, New York
Jerry Siebert	Willits, California
Ernie Cunliffe	Claremont, Calif.

1500 meters:

Dyrol Burleson	Cottage Grove, Oregon
Jim Grelle	Portland, Oregon
Pete Close	Manchester, Conn.

Steeplechase:

George Young	Silver City, New Mex.
Phil Coleman	Champaign, Illinois
Deacon Jones	Iowa City, Iowa

110 meter hurdles:

Lee Calhoun	Gary, Indiana
Willie May	Chicago, Illinois
Hayes Jones	Pontiac, Michigan

5000 meters:

Jim Beatty	Charlotte, N.C.
Bill Dellinger	Springfield, Oregon
Bob Soth	Long Beach, Calif.

400 meter hurdles:

Glenn Davis	Barberton, Ohio
Dickie Howard	Los Angeles, Calif.
Cliff Cushman	Grand Forks, No. Dak.

Hammer Throw:

Al Hall	Southington, Conn.
Hal Connolly	Santa Monica, Calif.
Ed Bagdonas	Hubbardston, Mass.

Shot Put:

Dallas Long	Phoenix, Arizona
Parry O'Brien	Santa Monica, Calif.
Dave Davis	Canoga Park, Calif.

Broad Jump:

Ralph Boston	Laurel, Mississippi
Anthony Watson	Okla. City, Oklahoma
Bo Roberson	Philadelphia, Penn.

Javelin:

Al Cantello	Norristown, Penn.
Bill Alley	Short Hills, N.J.
Terry Beucher	Overland Park, Kansas

High Jump:

John Thomas	Cambridge, Mass.
Joe Faust	Culver City, Calif.
Charles Dumas	Los Angeles, Calif.

Pole Vault:

Don Bragg	Penns Grove, N.J.
Ron Morris	Burbank, California
Dave Clark	Grand Prairie, Tex.

Hop, Step, Jump:

Ira Davis	Philadelphia, Penn.
Herman Stokes	Los Angeles, Calif.
Bill Sharpe	Philadelphia, Penn.

Discus:

Rink Babka	Palo Alto, California
Al Oarter	West Babylon, N.Y.
Dick Cochran	Brookfield, Missouri

Decathlon: (Finals at Eugene, Oregon)

Rafer Johnson	Kingsburg, California
Dave Edstrom	Eugene, Oregon
Phil Mulkey	Memphis, Tennessee

JOHNSON REPEATS IN U.S. DECATHLON TRIALS:

Rafer Johnson, pride of little Kingsburg, California, in the heart of the sprawling San Joaquin Valley, again bested the best all around athletes in the U.S. to capture the American Decathlon Championship contested at Eugene, Oregon.

With the title goes a trip to Rome to compete in the XVII Olympiad.

In winning Johnson established a new world record of 8683 points in the grueling 10 event grind, breaking the old mark of 8357 held by Vasily Kuznetsov of the Soviet Union.

The 24 year old graduate student at U.C.L.A. broke into tears when his first attempt with the javelin sailed 233 feet 3 inches to crack the old mark.

Rafer will attempt to bring the Olympic Decathlon title back to the San Joaquin Valley after an absence of 8 years. Bob Mathias of Tulare won the title in 1948 and 1952.

NOTES AND QUOTES:

Dyrol Burleson, winner of the 1500 meter run: "No, I wasn't tired. This wasn't my best race."

Bill Alley of Kansas University heaved the javelin 282-3, just ONE HALF INCH from Cantello's world record but it was a foul throw. Alley broke the world mark a week later, with a bum leg!!!

ALL shot putters threw better than Parry O'Brien's Olympic Games record of 60-10 inches!!!!

JOHN THOMAS cleared 7 feet for the 35th time!!!!

FIVE MEN cleared 6-10" in the High Jump!!!!

FIVE MEN cleared 25 feet in the Broad Jump!!!!!!

Fortune Gordien, American record holder with an all time best of 194-6, finished SEVENTH in the discus in this meet!!!!!!!!!!!!

SIX men jumped over 15 feet in the pole vault!!!! Bob Gutowski, the world and American record holder finished in a TIE FOR SEVENTH PLACE!!!!!!!!

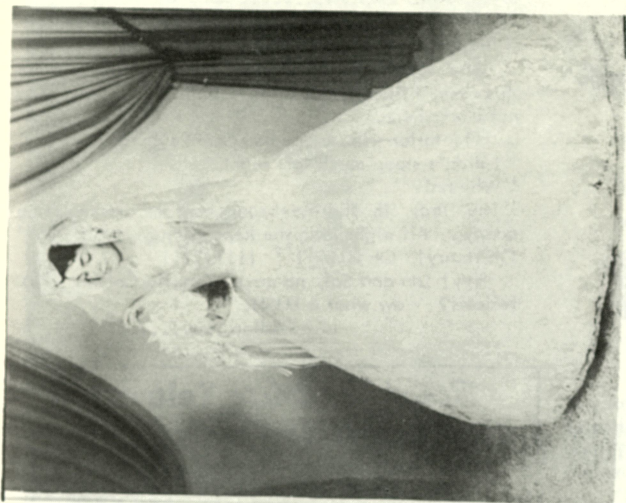
Unlike other countries, including Russia, where the olympic teams are sponsored by the government, the American team is dependent on contributions from interested U.S. citizens.

If you would like to donate to the U.S. OLYMPIC FUND, send your dollars to:

United States Olympic Committee

Biltmore Hotel

New York 17, New York



Valadez-Garcia

La Srita. YOLANDA GARCIA

hija de los esposos

Sr. y Sra. Reynaldo Garcia

contrajo NUPCIAS con el joven

NICOLAS VALADEZ

El Sabado 25 de Junio del año en curso

En la Iglesia HOLY CROSS

a la una de la tarde

SAN JOSE, CALIFORNIA

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La encantadora Señorita

YOLANDA GARCIA

procedente de la ciudad de

GUADALAJARA, JALISCO

MEXICO

Cumple 15 años el 18 de Abril del año en curso

y por tal motivo sus padres

Jimmie Garcia y Lupe Garcia

le organizaron su FIESTA QUINCEAÑERA

en esta ciudad de San Jose, la cual resulto

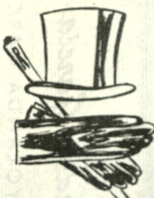
de lo mas alegre y concurrida.

RAMIREZ STUDIO



Joel Aguilera

*Club
Riviera*



Hi Fans!!!!

First of all I would like to say Hello, to all of you once again, and at the same time extend a hearty welcome to our president of 'Club Riviera' Friday Aguilera, who arrived recently from his two weeks of active duty training in the Marines Reserves.

We are very glad to have you back with us again, Friday--- don't you agree with us Vickie???

Well Friday, since you were away, there seems to have arisen a slight criticism about your activeness and over-emphasis (as they put it) in reference to M.A.P.A. and its' top echelon members. Well from my point of view I think that this particular organization and the posts for which various of its members are running for are very worthwhile and advantageous projects for the benefit of All Mexican Americans; (and I consider myself one) but, oh-well, I know that it's impossible to convince everyone, and, that anyone who has participated effectively, on various organizations such as you have Friday, is apt to come across some criticism.

I personally think that if any person participates on any post regardless of what organization it might be, should serve whole-heartedly, and convincingly in its favor or not serve at all, and for all accomplishments acquired this person or persons should receive recognition and consideration due for all their efforts involved, instead of criticism.....

SPORT'S REVIEW.....

Johansson to Become Hermit!!!!

Ingemar Johansson will become a semi hermit while training for his next fight with Champion "Floyd" Patterson.

Seems that since Ingemar lost the heavy weight crown to Patterson on a fifth round knockout, June 20th, the reports have been increasing that his training "left much to be desired."

So, since Patterson trained in semi hermit seclusion to regain the worlds' crown Ingo, figures that he can do it to.

GIANTS HOPE FOR CHANGE!!!!

Seems that from an early harvest from the farm system, pitcher Juan Marichal, joined San Francisco last Friday in a move to strengthen the skidding Giants.

The move marks the first player change for Tom Sheehan since he took over as Manager June 18. He can only hope that the Pacific coast league stikeout "King," brings the electrifying change the addition of Willie McCovey did a year ago.

BARBS AND LAUGHS.....

If dad uses slang he's setting a bad example----- if he doesn't his kids think he's old fashioned.

The Republicans do not have a war hero to run this time. Nixen might be some kind of hero, but he's not a war hero.

Quotation-House Speaker Sam Rayburn (D-Texas)
"I didn't sleep much last night."

"Why not?"

"The lady in the next room kept me awake eating candy. All night long she kept saying, 'Oh Henry! Oh Henry! Oh Henry!'" I!!!!!!

Hey! Lou and Sal, no more 'Tequila Collins,' OK fellows? Wow what a LUSH."

Adios.....

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Unieron sus destinos el día 8 de Mayo del año en curso, la señorita MARTHA NAVARRO y el joven JOE CABRERA, ambos de esta ciudad de San Jose.

La ceremonia religiosa se verifico en el TRINITY EPISCOPAL CHURCH a la una de la tarde.

Acompañaron a esta boda (izquierda a derecha) Terry Navarro, Lidia Perez,

Connie Cisneros, (Los Novios) Walter Garza, David Gonzales, Eppy Cisneros, y los pajecitos Jodi Valdez y Frankie Singh.

Al terminar la ceremonia religiosa se les ofrecio una alegre recepcion a la cual asistieron innumerables amistades.

Despues de disfrutar de su LUNA DE MIEL establecieron residencia en esta bella y hermosisima ciudad de San Jose, Calif.

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Simon Villa



UNION CITY, CALIF.

Mutualismo

Mutualismo es la palabra sublime, que se pronuncia mucho, pero que se comprende y se practica poco.

Segun mi obscuro entendimiento, voy a hacer una mediana explicacion de lo que es el mutualismo y el origen de el.

En la edad de hierro, cuando los reyes y los nobles abusando de su poder animado, eran los absolutos señores, dueños de vidas y haciendas. Cuando mataban y robaban a los debiles, sin piedad y con crueldad inaudita; los caballeros Templarios se unieron y juramentaron, para luchar y morir si era necesario en defensa de los oprimidos.

Aquí vemos necer la idea de la sublime palabra el Mutualismo de la union para defender y defenderse mutuamente unidos con otros, contra la tirania y los abusos de los despotas sanguinarios.....
[Todos Para Uno Y Uno Para Todos!!!!]

Esta idea sublime y justa, con el transcurso de los siglos, se ha perfeccionado, se ha robustecido y en la que existe ahora bajo el nombre de mutualismo.

Pero como antes dije, no se practica mucho aunque se pronuncie mucho.

Unos por su ignorancia no la comprenden y no la practican, y otros por su mala fe aunque la comprendian, tampoco la practican y abusan de los pobres ignorantes.

El Mutualismo segun mi manera de pensar, es ver en cada semejante un hermano; aconsejarlo en sus errores, ayudarlo en sus necesidades y consolarlo en sus degraçias.

El sublime decalogo del Cristo dice: "Amaras a tu proximo."

"Partiras tu pan con el necesitado."

"Consolaras al afrightido."

"Ampararas el desamparado."

[Que pocos habra que cumplan con esas santas sentencias]

La humanidad es imperfecta; pero ya que no podemos ser enteramente perfectos hagamos por ser lo mejor posible luchando por perfeccionarnos mas y mas cada dia.

No hagas el mal, que no quisieras que ellos te hicieran a ti.

Has a los demas el bien que quisieras que ellos te hicieran a ti.

Cumpliendo con estas dos reglas ya se ha hecho mucho; ya se camina hacia la perfeccion; ya se camina con el mutualismo. Amar a nuestros semejantes es sembrar cariño para recoger amor.

Partir el pan con los necesitados es sembrar caridad para recoger bendiciones. Consular al afligido es cicaltrizar del corazon, para recoger sonrisas de felicidad. Amparar a los desamparados es sembrar favores para recogerlos en la tierra gratitud y en el cielo la bendicion de Dios.

Es cierto que por desgracia hay en este mundo hombre ingratos; hombres que roban y matan, calunian y traicionan, bajo la mascara de la hipocracia.

Unos buscan solo el bien de ellos sin importarles el bien de los demas; y otros que aunque no se benefician el hacer el mal lo hacen por saborear el placer de hacerlo. Estos hombres criminales de la peor especie y mas venenosos que las vivoras; los encontramos diariamente en todas partes.

En los templos, en los teatros, en los bailes, en las calles, en las reuniones sociales y sociedades, en las ciudades y en los campos.

A estos hombres dejados de la mano de Dios, hay que verlos con lastima y hacer por regenerarlos, y si no se consigue hay que pedirle a la Providencia Divina que obre el milagro de hacerlos reconocer sus errores, y que vuelvan al camino del bien. ¡Para Dios no hay imposibles!

Debemos amarnos como hermanos buscar la sinceridad de nuestros corazones para ser buenos mas y mas cada dia, agrupandonos para practicar el verdadero sentimiento de esa sublime palabra mutualismo, y recibiremos las bendiciones de Dios Padre Todo Poderoso, como premio de nuestras buenas obras.

Union City, California Julio de 1960

..... Simon Villa.....

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San Felipe formal Dance

Mr. and Mrs.
BENIGNO MONTES

Continued from last issue EXCENTRICO presents some of the personalities that attended Club San Felipe's FORMAL DANCE at the HOTEL ST. CLAIRE on Friday June 10th. commemorating San Felipe's first Anniversary

Mr. and Mrs.
STEVE CORONADO

Mr. and Mrs.
WESLEY JASSO



NETTO'S GARAGE

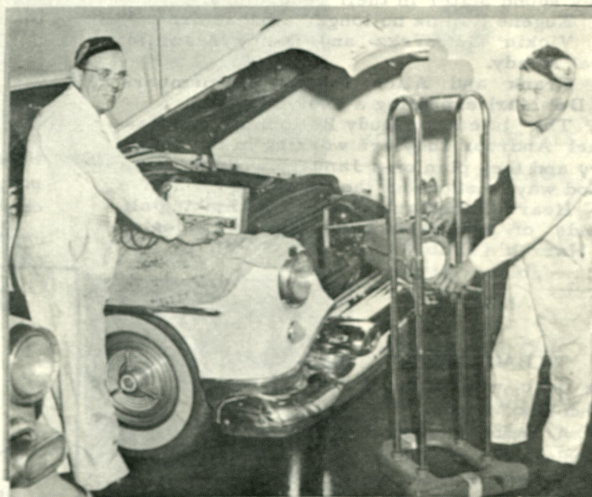
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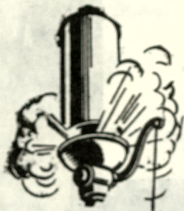
CY 3-3663

564 W. San Carlos St.



Esther Medina

"It's No Secret"



Back with a pocketfull of notes on the latest happenings. Sorry about last issue, I was busy celebrating the 4th of July.

JOTTINGS:

Lucy Chavez and Toby Alvarado took trek to Reno to become Mr. & Mrs. Marty (Sanchez) and Frank Rivera real proud cause they now have a daughter. Hear that Frank is real good at mixing formulas.

Club Zanzaree and Club San Felipe had a picnic in Santa Cruz and I might add that Cesar Isais burnt the beans deliberately to blame the girls of being poor cooks.

Cesar trying to play Samson and carry Art Cuellar across a big mud puddle, but when Eddie Valdes climbed up too it proved too much for Samson and they all looked very sweet rolling in the mud.

Art Cuellar was very upset cause he took Angelica Perez on the roller coaster and he screamed more then she did, she looked kind of bored over the supposedly dangerous contraption.

Los Ruffinos were quite good, although they sound better in their recordings.

Eugene Ramoz no longer a bachelor.

Vickie Gutierrez and Danny Alamillo real steady.

Frank and Alice Garcia (ex-members of Del Mar) expecting a baby this fall.

The latest on Rudy Belloumini and Rachel Andres, they are working in the cannery and they plan on a January wedding, darn good way to start out the year.

Hear that Raul Eichner is making all kinds of money in Lake Tahoe as a dealer at Harrah's Club.

RICHARD PEREZ

He is a new member of Club Casa Manana.

A member of the entertainment committee, his favorite pastimes are dancing and playing basketball.

Dick is a graduate of SAN JOSE HIGH.



Mandy & Gil Minjarez expecting a child this winter. Also saving for a home which accounts for their disappearance from the dances.

Rosie Montez went to Reno and got married.

Sorry to hear that Clara Alonzo is sick, but she always has Johnny Flores to console her.

Chon Hernandez gave up ballet porque se frego un dedo. Hear his latest hangout is the Latin Quarter where the excellent music combo of Pedrito Ramirez.

In fact everyone seems to head for the Latin Quarter since he's there.

Eleo Castanuela my sidekick and Lockheed's most valuable mathematician to vacation in Mexico City and Vera Cruz.

He doesn't trust me with his Jaguar, I don't know why!!!

Marge Ochoa broke her engagement and is back in circulation.

Joe Molina and Delia Perez going steady.

Hank Paramo says his boss will give him a Cadillac.

Emma and Paul Belloumini now have a son his name is Pocolo.

Connie Garza and Rudy Arriola no longer engaged.

The Bachelors gave a farewell party for Johnny Hughes, after spending the weekend galavanting in Tiajuana. They took in the bullfights and some of that Tiajuana entertainment. Heard what happened to Joe Rodriguez down there, but I don't believe it.

LOUIE MOLINA couldn't fight due to a dislocated rib.

Manny Duron (from the Copacabana) now at the Hilo Club in Redwood City.

I'd like to introduce a new personality, from Los Angeles hails CESAR GUZMAN a very nice person. He's in San Jose to open an office for Golden West Stainless Steel Co. He specializes in Hope Chest items such as pots, pans, silver, and china.



Look him up if you need any of these.

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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Miss Magdalena Martinez, daughter of Mr. & Mrs. Carlos Martinez, became the wife of Guadalupe Carrillo, son of Mr. & Mrs. Donaciano Carrillo, in 12:15 p.m. rites at Holy Family Church on May 1st, 1960.

A reception at Newman Hall was attended by over 300 friends of the newly-weds.

The couple honeymooned in Mexico City and Acapulco and are now residing in Santa Clara.

Members of the wedding were: (left to right) Ana Maria Dominguez, Lupe Martinez, Lupe Castañeda, Josefina Garcia, Christina Hernandez, (Bride & Groom) Victor Hernandez, Elidio Garcia, Frank Sepulveda, Carlos Martinez, and Frank Mercado. Ring bearers are Linda Mendez and Rene Hernandez.

RAMIREZ STUDIO

Phil Hernandez

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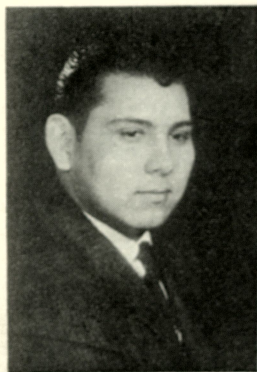
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**CLUB
San Felipe**



Joe Gonzales

Who Will Be Miss C. S. O. for 1960?????

CSO Beauty Contest and Anniversary Ball promise to be as great an affair as the memorable ones of years past. Personality, Looks, and Beauty in that order are the main aspects contestants are judged by.

Club San Felipe's representative to this gala event is the charming nineteen year old Senior at Mt. View High School, Nellie Melenudo. Her favorite pastime is dancing, bowling, boat riding, and her favorite hangout is El Reboso where her sister works. Club San Felipe wants to wish you lots of luck Nellie and we are all behind you all way.

CONDOLENCES:

Club San Felipe sympathy goes to Gene Moran and Butch Martinez on the death of their grandfather.

CAR WASH

Club Elite lost a lot of business for their fund raising car wash on account of having had the address changed. I'll send you the bill for half a tank of gas I spent looking for you girls----- to get my car wash.

WHO??? ME???

Art Cuellar was walking down First Street when a cute young girl came up to him and greeted him. Realizing she had made a mistake she blushing said, "I am sorry, but I thought you were the father of my two children," promptly walked away, Art was left with a puzzled look on his face, but later found out she was a school teacher.

Joe Rodriguez, Roy Ordonez, the kid Hank Paramo (and sure act like one) and Gil Solarez were cured of the strip teaser watching fever, and Joe is still trying to figure out what happened: Is that what babies feed on Joe???????

A certain person after reading a certain book on Plato's philosophy summed it up very neatly by saying:

C. S. O.

BEAUTY CONTEST & ANNIVERSARY BALL

Saturday JULY 30th
9:00 p.m. to 1:00 a.m.

JOE RODRIGUEZ
& his Orchestra

I. E. S. HALL
(San Jose)

"It makes as much sense as Dave Sierra Diary."

By way Dave, getting drunk is one thing but when you start missing your mouth and pour beer on your belly (whoop) excuse me, I meant to say 'table muscle' It's time for you to change to seven-up.

Congratulations to Mr. & Mrs. Ray Davilla the proud parent of a newly born baby girl.

Vangie Navarro gave Pete a pair of Beach comber about three week ago and he is still wearing them. "Ya quitatelos!"

ON VACATION:

Our baseball coach Jess Medina is making a trip to OLD MEXICO. The club obliged him by giving him a 5-0 shutout oven Casa Manana as a fare well present. Have fun Jess, we'll carry on.

REWARDED

Esther Medina being rewarded for putting her head against a car's windshield.

SPORTS

On July 17th the first shutout of the U.C.C., went into the records as a 5-0 shut-out over Casa Manana. Casa Manana who they got mad at each other, threw there glove and did every think but score run seem Club San Felipe had all the good breaks. The big gun for Casa Manana was Ron Blonder who had 2 for 3 for Club San Felipe was the short stop who hit a triples and a home run his name is Joe Gonzales--- me tengo que dar madera Verdad compadre

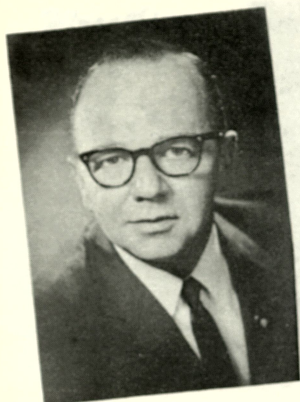
Remember the CSO Anniversary Ball Sat July 30th 9 to 1 at the I.E.S. (San Jose) music by Jose Rodriguez & his orchestra. Come one, come all and see who will be Miss C.S.O.

Below is beautiful black haired beauty **NELLIE MELENUDO**, who will represent **CLUB SAN FELIPE** in the CSO Beauty Contest.

(Glamour Photography by Humberto Garcia, Sr. of EL EXCENTRICO.)



Nellie Melenudo



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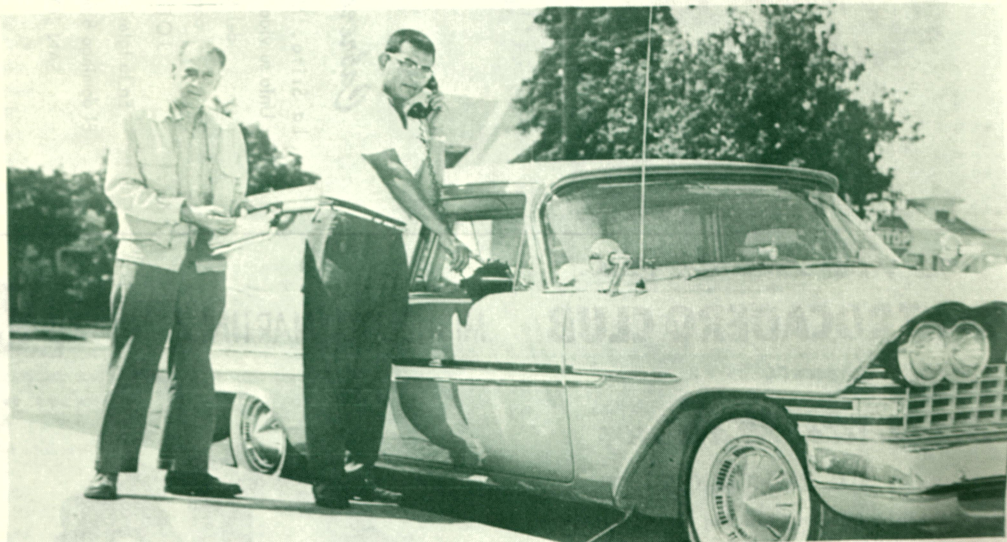
ISAIAH LUNA
3 mo. - born in S.J.
Parents:
Pedro and Guadalupe Luna

KAREN MENDENCE
1 yr. - born in S.J.
Parents:
Mr. and Mrs. Frances Mendencia

LEITER STUDIO

SANDRA GARCIA
3 mo - born in Cupertino
Parents:
Joe and Rose Garcia

JOHN BLASQUEZ
9 mo. - born in Sunnyvale
Parents:
Gus and Elaine Blasquez



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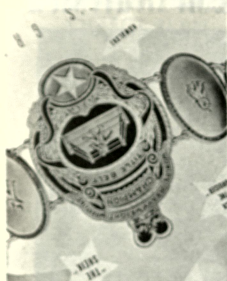
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WEDNESDAY NITE WRESTLING

San Jose, Civic Auditorium

MAIN EVENT

The Great SANDOR SABO from Los Angeles, one time San Jose's favorite wrestler and still is, teamed up with Ricky Romero from Mexico City to win the match over Steve Stanlee former Mr. America and Art Mohalik.

Romero won the 1st fall over Art in 22 minutes 45 seconds with a knee lift and a body press. And Al Tupen disqualified Steve Stanlee and Art on the second fall for unnecessary roughness.

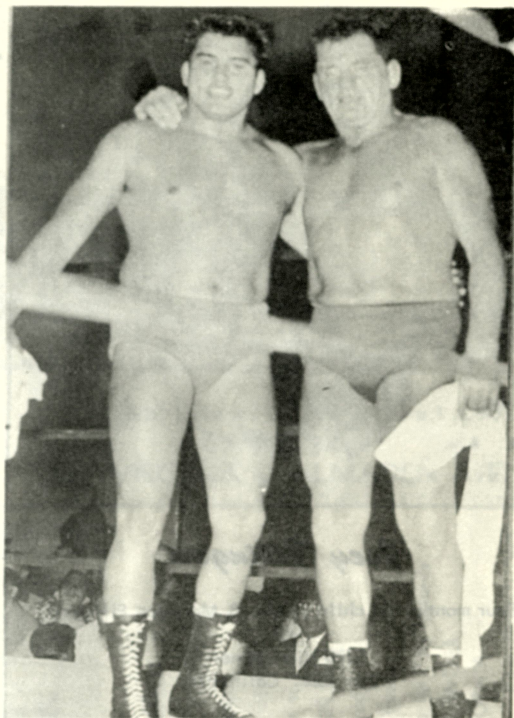
S E M I

Hombre Montana from San Francisco lost the semi against Torres.

20 MINUTE OPENER

Sammy Berg and Kid Fox wrestled to a draw.

Left to right; Promoter George Ireland and HOMBRE MONTANA meet the new Post Commander of Memory Post, Don Jones.



RICKY ROMERO & SANDOR SABO

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DOMINGOS de 9:00 a.m. a 5:00 p.m.

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Joey Filingeri

Four months old child of Mr. & Mrs. Joe Filingeri
of
1298 Vine Street
San Jose, California

Joey was born on February 2nd, 1960

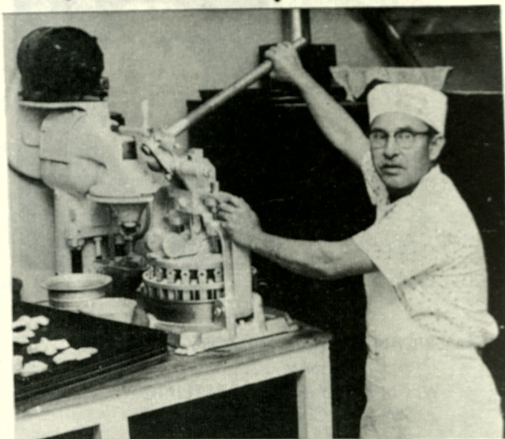


Bernice Soto

This lovely young Miss will represent CLUB SAN JOAQUIN at the C.S.O. BEAUTY CONTEST to be held on Saturday, July 30th at the I.E.S.Hall.

C. S. O. BEAUTY CONTEST

La Fama Bakery & Mexicanessen



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DELICIOSO PAN MEXICANO

Preparado por su propietario, considerado como uno de los MEJORES Panaderos en toda la Bahia.

MENUDITO todos LOS DIAS, Carne Adovada, Tamales Chile Verde, Quesitos, Frijoles, Arroz, en otras palabras toda clase de ANTOJITOS para LLEVAR a casa.

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La Srita. ANNIE GAITAN

hija de los esposos

Sr. y Sra. Marcos Gaitan

contrajo NUPCIAS con el caballero

MANUEL TORRES

hijo de los esposos

Albert y Phyllis Torres

El día 26 de Junio de 1960, a las 2 de la tarde

En el TEMPLO LA HERMOSA

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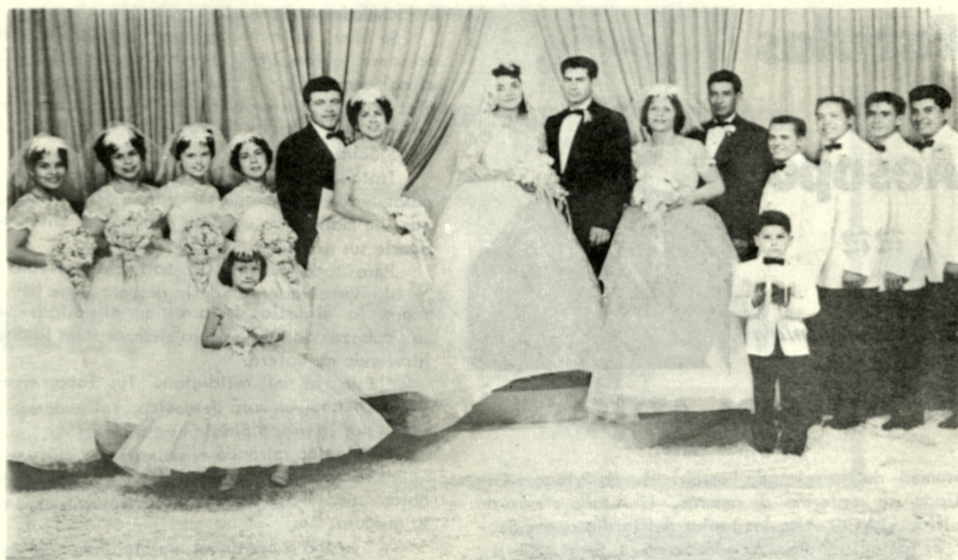
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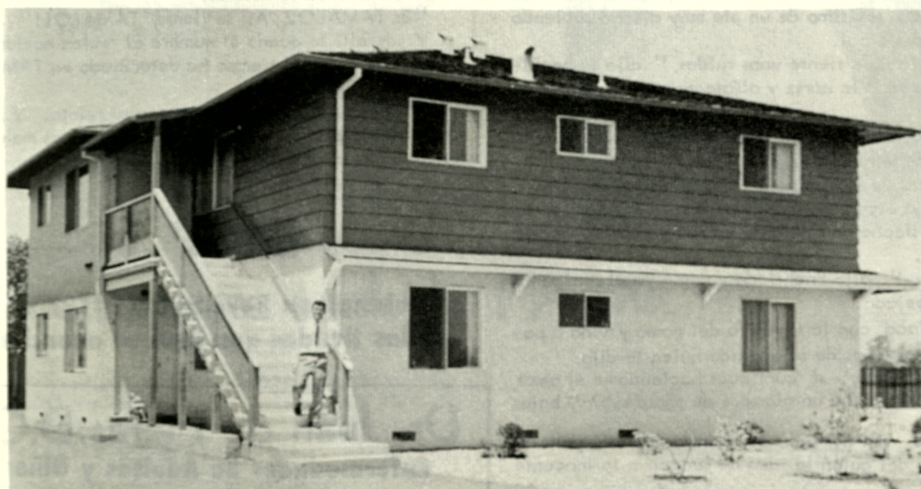


La encantadora Sta. YOLANDA GARCIA hija de la Sra. Reynaldo Garcia contrajo NUPCIAS con el caballero NICOLAS VALADEZ, JR., hijo de los esposos Nicolas Valadez, Sr. y Sra., el Sabado 25 de Junio en la Iglesia HOLY CROSS, marcando el reloj la 1:00 de la tarde.

Despues de la Ceremonia Religiosa se les ofrecio una alegre RECEPCION en el Onishi Hall a la cual asistieron mas de 300 invitados. Al regresar de su

LUNA de MIE en Santa Cruz, establecieron residencia en esta ciudad de San Jose.

Acompañaron a esta boda las siguientes personas: Irene Navarrete, Margaret Valadez, Lucy Valadez, Irma Garcia, Jo-Ann Valadez, Carolina Sanchez, Rose Marie Valadez (pajecito) y Henry Navarrete, Baldo Valadez, Ralph Rose, Joe Venegas, Jr. David Valadez, Renaldo Garcia, Jr. y el pajecito Carlitos Betoya.



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Eduardo Colman



LEYENDA AZTECA

(Segunda Parte)

(Resumen de lo relatado hasta aquí: La Princesa Enchilada se enfermó de amores. Un osado charro de apellido TACO saltó las tapias del jardín que rodeaba el palacio y empezó a darle en el gusto. De por medio estaba la reina madre que haría ahorcar a quien pusiese ojos sobre su hija agregando además la muerte para la dueña, Txchapticatlazal, responsable de la virginidad de la princesa. Hemos dejado a Enchilada en la primera amorosa conversación con Taco..... cuando.....)

Se sintieron de nuevo los pesados pasos de la hechicera.

"Cuidado!" dijo la princesa.

De nuevo se sintió el leve chasquido de las hojas y el sonido levisísimo de un pie muy diestro subiendo a la copa del árbol.

"Juraría que siento unos ruidos," dijo la hechicera arriscando la nariz y olfateando con su nariz de gancho.

"También siento un olor a cebollas y ajo. De donde puede venir."

"Quizas de la cocina," dijo Enchilada.

La bruja escudrino por todos lados pero nada pudo ver. Satisfecha de que todo estaba en orden, volvió a su tejido.

"Okay," dijo Enchilada cuando ya el horizonte estaba despejado.

Bajo Taco con la ligereza del gamo y vino a ponerse a las ordenes de su adorada quien le dijo:

"Pobre Taco, si continuas haciendome el amor vas a quedar hecho un alambre de tanto subír y bajar arboles."

Un día, el demonio que nunca duerme, puso en la cabeza del galán la idea de seducir a la inocente princesa.

Y es así como al poco tiempo la princesa hubo de usar un corset para disimular la gordura que iba acumulándose en su estómago.

Hasta que cuando ya la cosa no podía ocultarse mas, Taco trajo un alazán que le prestaron y se las arregló para evaporarse con su amada en el bosque cercano.

Y mientras el galán sudaba la gota gorda hacien-dolas de doctor y de dueño de casa preparando un lecho de pajas en la rendija de una encina, la reina echaba chispas y culebras de colera. Y a la desafortunada hechicera le dio tres días para encontrar

a Enchilada y retornarla a palacio.

Se fue la hechicera por la selva en busca de la princesa quien en el intertanto daba a luz a un precioso chamaco. Y allí estaban admirando al pequeño cuando sintieron los pesados pasos acercarse a la encina.

"Schttsh. Shsttsh."

Trataban de hacer callar al pequenín, y como los pasos ya venían cerca tomaron unas cuantas hojas secas de maíz y las echaron encima del chico para ahogar-le sus grititos.

Pero todo fue inútil. La hechicera vino a ellos. Y al darse cuenta de la deshonra que había caído sobre la dinastía de la reina y el peligro que corría su cabeza de perder para siempre toda la caspa dijo hirviendo de colera:

"Esta es mi maldición. Tu, Taco, siempre andarás hecho en roto descosido, saliendotese las hilachas por la única pierna que tienes."

En seguida mirando el bebesito le dijo:

"Te condeno a ser siempre un gordo rodeado de hojas secas de maíz y de un cinturón para contener tu gordura."

Y ya iba a continuar maldiciendo cuando un loro vino a posarse en una rama del árbol cercano y empezó a gritar a voz en cuello.

"Con que alumbamiento tenemos, hah!"

La hechicera al darse cuenta de la llegada del intruso y como este pasaría la voz a la reina-madre grito en alta voz:

"ESTO ESTA MALO!"

Y el loro que escucho las palabras creo que ese era el nombre del recién nacido y se fue volando por la selva llevando la noticia:

"Es TAMALO! Así se llama, TAMALO!!"

Y de allí le quedó el nombre al recién nacido de Tamalo que con el tiempo ha dejenado en TAMALE y luego en TAMAL.

Y aquí termino la india azteca su relato. Y aquí lo termino yo antes que me echen sus buenas maldiciones por lo insulzo de la relación.



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

Dr. Juan de Heras, D.C.
Enfermedades de Adultos y Niños

PRACTICA CHIROPRACTICA

HORAS: 9:30 a.m. a 6:30 p.m.

FACILIDADES de RAYOS X y LABORATORIO

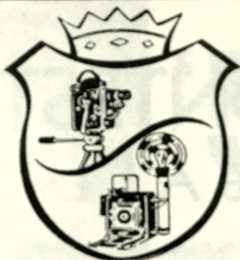
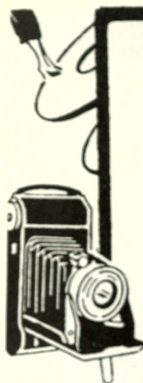
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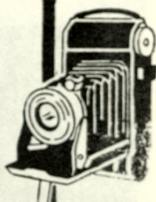
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Cordeiro-Gary

MISS MARY HELEN GARY
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were united in marriage

on June 4, 1960

The Wedding took place at
FIRST ASSEMBLY CHURCH
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The Couple Honeymooned
in Las Vegas, Nevada.

LEITER STUDIO



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MAS BAJOS. Hagale una VISITA y obtenga todo
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C. S. O. BEAUTY CONTEST & ANNIVERSARY B A L L



Band leader JOE RODRIGUEZ and his modern orchestra will provide music for DANCING during this gala event left to right: Virgie Molina, Connie Rodriguez and Rachel Andres get music pointers from leader Joe Rodriguez. Photo by Excentrico's staff photographer BERT GARCIA, JR.



Saturday JULY 30th

9:00 p.m. to 1:00 a.m.

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Who Will be
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MARY LOU MORUA
8 años de edad

La linda niña Mary Lou Morua, hija de los señores Frank y Amada Morua, hizo su Primera Comunión el día 5 de Mayo del año en curso en la Iglesia de la Sagrada Familia.

RAMIREZ STUDIO

Prestamos dinero en Prendas



En la grafica: Los esposos ALBERT y ETTA MORRIS y el distinguido caballero ELIAS CHAVEZ lo atenderan.
PRESTAMOS - Toda clase de GANGAS en PRENDAS
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Big Ben

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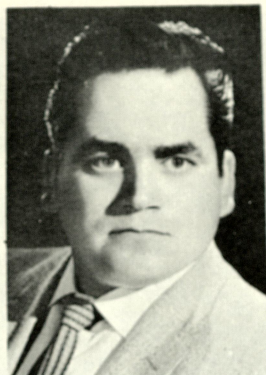
CY 4-3143

63 S. Market St.

★ SAN JOAQUIN

"SYNONYMOUS
with SUCCESS..."

Dave E. Sierra



(THIS COLUMN IS ALL SPORTS, SO YOU GIRLS
READ SOMEBODY ELSE'S)

Batting averages for the 1st Half of Wagon League play have been released by the City Recreation Dept. and just scanning them it is very readily evident why the BOB ZAMORA STARS stomped everybody and raced to the 1st half championship.

Tops were Carl Sabatino .538, Bob Garcia .500, Frank Murguia .438, Ron Blenders .438, Al Zamora .318, John Zamora .316, and Larry Valadez .300.
ZAMORA STARS TROUNCE SAFEWAY 7-1 *****

In a head-on clash between two league champions BOB ZAMORA STARS stomped safeway in a game that Zamora's men had eagerly awaited. By the way, we heard about the 1st baseman who rolls in the dirt. Polish the act up a bit Bubbles, and let's try it on Broadway!!!!

McCovey LOVE AFFAIR OVER-- for the time being:

The Willie McCovey-San Francisco Giants love affair ended with worthless Willie's being shipped back to the bushes, Tacoma, Washington.

The next move is to farm out Clancy Sheehan (who dahell ever told him he was a manager?) to Agnews for batting a .244 hitter in 4th place.

There is talk of Leo Durocher taking over as manager of the GNATS. They don't need a manager, they need a baby-sitter!!!!!!

Victory Mkt. beats San Jose All Stars 6-0

Manager John Vasquez's Victory Market nine turned in a 6-0 win over a San Jose All Star team on Sunday, July 17 in Gilroy.

The All Stars had players from San Joaquin, Casa Mañana, Knights, and the Bob Zamora Stars. Larry Valadez, Eddie Plata, and Enos Moreno shared the hill duties for the 'Stars.

After the game, the 'Stars turned in their usual fine performance drinking beer with their hosts.

On the way home, a two car rear guard of John Madrid, Eddie Plata, Alex Navarro, David Navarro, Freddie Dominguez, and Julio Camacho stopped at LA FIESTA RESTAURANT in Morgan Hill for a few more.

We would like to thank Marcy Zamora for the fine hospitality extended, and at the same time urge everyone traveling down in that section to stop in at 980 Monterey Highway and see what a FIRST CLASS Mexican Restaurant and bar looks like.

A LETTER FROM LOU CEDILLO:

Dave Sierra, you have "Diarrhea of the Mouth."

If you weren't so afraid of "Club Riviera" maybe you would agree to let us play in the U.C.C. with our complete baseball team.

Our trophies should be enough proof as to which team is best.

I think you are just jealous.

Why don't you get some better ball players and quit crying so much.

..... Lou Cedillo.

***Editor's note: the above letter is in reciprocation for an open letter to Club Riviera which appeared in the last issue.

Dear Lou;

Thank you for the diagnosis of my mouth condition. Now that you have entered the field of dentistry perhaps it will prove more fruitful than clashing with San Joaquin on the athletic field. Riviera has not scored a win over C.S.J. in ANY VARSITY sport since way back in 1958 when they took a 8-3 decision. Dentistry is an honorable profession and it is my hope that you will pursue it enthusiastically.

Our policy with Riviera has always been never to beat them too bad because they would threaten to quit the league, maintaining that the opposition was using "professional" players. Or don't you remember the 1959 basketball season?????????

We are so afraid of Club Riviera that in the last issue I made it public that we were going to play so that all Riviera players could be there and you would have an even chance. The players were there and you still lost 2-1. I would suggest a change of manager!!!!

Trophies? Club Riviera has won ONE trophy in U.C.C. League play, a B Class Basketball championship in 1959!!!!!!!!!!!!

And even that "championship" team was defeated by a San Joaquin team that is the WORST TEAM that we have ever had in any sport!!!!!!

C.S.J. has won 4 trophies after six seasons of U.C.C. VARSITY COMPETITION. Yes, I am very jealous of your B class title!!!

Telling me to get better players is like telling Rockefeller to get more money. We're both doing very well with what we've got!!!!

Who was it that once said: "14 players is all I need to win this league!"

"We're going to beat San Joaquin, just wait and see!"

"If you didn't have Ronnie, you wouldn't have a team!!!!!!"

"Valadez is no good. We'll blast him!" Anyway, Lou, thanks for writing. Keep reading my column and write me whenever you feel that things aren't going your way. Uncle Dave is always willing to listen.

Lots of luck in the UCC,
Dave Sierra



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hija de Carlos y Maria Martinez
contrajo NUPCIAS con el joven

GUADALUPE CARRILLO

hijo de Donaciano y Dolores Carrillo

En la Iglesia HOLY FAMILY a las 12:15 p.m.

El Domingo 1ro. de Mayo de 1960

SAN JOSE, CALIFORNIA

(RAMIREZ STUDIO)

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RUDY GARCIA y la competente estilista Miss
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ABIERTO DIARIAMENTE: 9:00 a.m. a 9:00 p.m.



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Caprice
Permanent Wave

CY 7-8552

253 S. 2nd St.

San Jose



VICKIE GONZALEZ



NENDA RODRIGUEZ
8 años de edad
Mayo 26, 1960
Padres:
Ramon y Lola Rodríguez



DIANNE ROBLES
8 años de edad
Iglesia HOLY FAMILY
Padres:
Agustín y Ruth Robles



EDDIE PACHECO
9 años de edad
Iglesia HOLY CROSS
Padres:
Rudy y Cecilia Pacheco

Primera Comunión

RAMIREZ STUDIO



MARGARET RANGEL
9 años de edad
Iglesia ST. PATRICK
Padres:
Henry y Hortense Rangel



SYLVIA ELENA DOMINGUEZ
8 años de edad
Iglesia HOLY FAMILY
Padres:
Jose y Tina Dominguez

KAREN LEE PACHECO
7 años de edad
Iglesia HOLY CROSS
Padres:
Rudy y Cecilia Pacheco



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942 E. SANTA CLARA ST.

El SR. RAMIREZ
anuncia al
publico en general
el cambio de
DIRECCION
de su excelente
ESTUDIO de
FOTOGRAFIA



Nuevo Local

August

• **RAMIREZ**

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!LA INTELIGENCIA DE LA MUJER CONTRA LA MALICIA DEL HOMBRE!
UN DUELO DE MUSICA Y RISAS EN LA DIVERTIDA MUSICAL RANCHERA

DONDE LAS DAN LAS TOMAN

con **LOLA BELTRAN y DEMETRIO GONZALEZ**

La gracia, la música y la sabiduría de un refrán popular, se han puesto al servicio del cine para deleitar al público con una película ranchera tan alegre como "DONDE LAS DAN LAS TOMAN." LOLA BELTRAN interpreta a una mujer con fuerza y atracción que quiere reirse de un hombre abusadillo, encarnado por Demetrio González. De este duelo entre dos caracteres fuertes, que se batan con la canción en los labios y se atacan con salidas de hirviendo buen humor, surge una película alegre, movida y de gran fuerza musical.

POMPIN IGLESIAS y SUSANA CABRERA también se batan en el mismo duelo, resultando un inolvidable encuentro provocador de risas sin fin, las dificultades entre estos dos grandes chaparros.

Una verdadera catarata de canciones se vierte en la cinta "DONDE LAS DAN LAS TOMAN," cuyo tema nos presenta a una estrella de la canción engañada por un vividor, lo que hace que después no crea en el verdadero amor, representado por un ranchero bonachón y buen cantante. Del encuentro de estos dos temperamentos, sale el conflicto que intriga y divierte con las más lindas canciones, entre las que destacan: "A punto de llorar," "Esa Merece un Trago," "Cucurucucu Paloma," "Por mi orgullo," "Mi adorado tormento," "La Noche y tú," "Qué bonito y qué bonito," y por supuesto, la canción tema "DONDE LAS DAN LAS TOMAN."

La interpretación de un dúo de amor entre Lola y Demetrio es una de las experiencias musicales más inolvidables de la película, que dirigida por JUAN BUSTILLO ORO, tiene el sabor genuino de una gran cinta musical ranchera, con gracia, emoción y alegría



Dom. 31 de Julio Lun. Mar. 1 - 2 de Agosto



■ EL DERECHO A LA VIDA ■

Yolanda VARELA - Enrique RAMBAL