



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 13. Num. 6

ENERO 20, 1963

SAN JOSE 10, CALIFORNIA



Unique GROUND BREAKING

January 9, 1963

San Jose, Calif. today for new 12-story \$6,000,000 Community Bank Building featured the release of colorful balloon clusters tethered at the corners of the building site. Miss Sue James, Miss San Jose, snips balloons loose from moorings. Dignitaries L to R: City Manager A. P. Hamann, David H. Murdock, president of Murdock Development Co, building's developer; San Jose Mayor Robert I. Welch; James F. Boccardo, prominent attorney who is spearheading formation of Community Bank; and David G. Roesler, executive vice president of Murdock Development Company.

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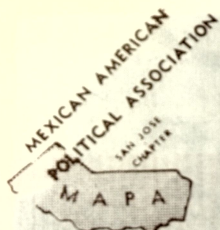
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Humberto Garcia

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Ignacio Galindo
Pres.



MAPA'S ACTIVITIES TO CONTINUE

First of all, MAPA would like to thank all persons who helped us conduct a very successful "Get out the Vote" campaign on Election Day. We set up a MAPA "Get out the Vote" headquarters on Alum Rock Avenue and did precinct work in about thirty-seven precincts. We learned the "hows and whys" of precinct work which we feel will help us in any future political campaigns which MAPA may undertake.

Now that the election is over, MAPA intends to stay on the political scene by concentrating on Issues and Programs which affect San Jose and Santa Clara County. We feel that it is of the utmost importance that more Mexican-Americans participate in the civic activities of our City and County governments. This means that we, Mexican-Americans - must be willing to serve on the different Boards and Commissions of our local governments in order to contribute our education, experience and heritage to them. This also means that our government officials must be made aware that we do have capable Mexican Americans who can serve in any capacity in City, County, State and Federal Government.

MAPA intends to promote and encourage appointments to Boards and Commissions that affect specifically the Mexican-American community in San Jose and Santa Clara County. We are doing this with the feeling that we have very much to contribute to the present and future welfare of our community.

Specifically, our research of local governments reveal that there are no Mexican-American representatives in the following most important commissions:

- County Grand Jury
- Hospital Commission
- Parks and Recreation Commission
- Juvenile Probation Commission
- Planning Commission
- San Jose Housing Board

Further, with more and more Mexican Americans obtaining civil service employment, we also need representation in the City Civil Service Commission and in the County Personnel Board.

How do we intend to approach the problem? First, we have done some research into the functions and make-up of the different Boards and Commissions. Secondly, we must depend on all local Mexican American organizations to encourage their members to volunteer their time to serve. We would like all organizations to provide MAPA with biographical sketches of any members wishing to serve on these Boards and Commissions. Next we intend to approach the

local appointing authority whenever a vacancy occurs, and to push for appointments of more Mexican-Americans.

MAPA is also functioning cooperatively on a State-wide basis to take a more active part in all future legislation to be passed. We feel that legislators in Washington and in Sacramento must hear from us concerning our feelings and needs. It is of the utmost importance that we study and discuss all areas relative to government functions which we feel need to be improved.

Therefore, MAPA will have an "Issues Convention" on Saturday, January 19, 1963, at the Lakeside Park Garden Center, 666 Bellevue, Oakland.

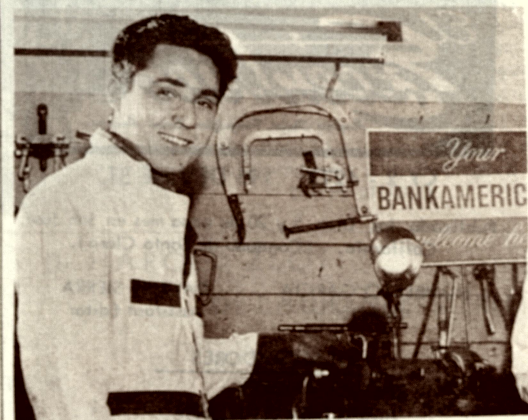
The agenda calls for discussion and the drawing up of resolutions covering these topics:

- A. EDUCATION: Curriculum Development in California Counselling and Guidance
- B. FOREIGN POLICY: Latin America and the Alliance for Progress
- C. AGRICULTURE: Future of the Bracero Program - Agricultural Labor Housing
- D. PLANNING: Housing in California
- E. FAIR EMPLOYMENT: Functions of FEPC

All organizations are being invited to attend and participate in this most important convention. All resolutions drawn up at the convention will be sent to our legislators in Washington and Sacramento.

Anyone wishing further information in regards to the convention should call me at CL 8-3684 or MAPA's Vice-President Isaias "Friday" Aguilera, CL 1-0843.

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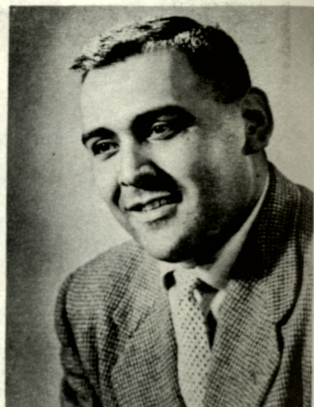
Chris Carmona

Sabado 19 de Enero

5 HOURS of
DANCING

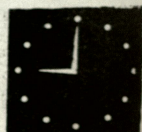


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Publicado los Dias 5 y 20 de cada mes en San Jose,
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La Señorita Maria del Refugio Guzman contrajo nupcias con el caballero Demetrio Hernandez el día 9 de Septiembre de 1962, a las 2:30 p.m. en la Iglesia Holy Family de esta ciudad. Maria es nativa de Guadalajara, Jalisco, Mex. y Demetrio de Panuco, Veracruz. La recepcion se verifico en el 1501 Ford St. asistiendo familiares e invitados. De iz. a der: Mario Silva, Enrique Martinez, Ponciano Cantu - padrino, Felix Nañez, Ramon Zamora, Jr. Crecencio Heredia, Estela Silva, Florencia Martinez, Leticia Guzman - madrina, Alicia Zamora, Maria Nañez, Simona Heredia y los pajecitos: Tomas Dominguez y Judy Dominguez
LEITER STUDIO



En la grafica el Dr. Lawrence Stern y la guapa recepcionista Sussan Molina.

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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Views & Reviews



Bob Rodriguez

STATISTICS ARE FLYING AGAIN

The papers continue to have a holiday writing about Mexican Americans. The latest blast at the Mexican American was a series of three articles in one of the local papers. Such goodies as 95% of gang members and delinquents are Mexican American youths and items such as "Alcohol flows real freely among these kids, alcohol being their biggest pastime, followed closely by sex and fighting." According to the paper these gangs have organized girls auxiliaries whose primary role is sexual.

While these incidents might be true there is no effort to indicate how much of a problem it really is nor what percentage of the Mexican American population contributes to it.

Should we be alarmed? Shall we keep our daughters under lock and key? What neighborhoods are they from? What schools do they go to? Articles of this sort are usually only half done. I guess it sells papers. I know that the readers do possess intelligence and can deduce that most Mexican kids lead a normal life and that the kids involved represent a small number.

A NEW SLANT NEEDED

It looks like we shall continue to be the subject of further study in other areas. I'd like to recommend other subjects for study such as:

- The Sex Life of the Cannery Worker
- Are Chile Jalapeños Leading the Mexican Astray?
- Menudo, Does it Keep the Mexican American Virile?
- 100% of the Mexican Americans Do Not Hold Major Office in Our City and County Government
- Should a Wetback Run for President?
- Promiscuity in the Mexican American After The Age of 92

There are many more subjects for further study but this should do for a starter. Do get suspicious if the next time you buy Menudo or Chile Jalapeños somebody punches an IBM card.

*** **

LOCAL ORGANIZATIONS ENTERTAIN KIDS AT JAMES BOYS RANCH

Richard Gomez from the RVA headed a committee from ULAC that took talent for a Christmas program for the kids at the James Boys Ranch. The kids at the ranch really enjoyed the program featuring the Villagran Sisters, talented dancers; Manuel Perry, a magician who has worked with the greatest magicians in the world; Raul Ramirez, popular singer and The Pharaohs, a rock and roll group.

Thanks go to the United Latin American Council headed by Mrs. Lena Manriquez for the interest and the American GI Forum, San Jose Chapter, who contributed \$25.00 for the kids' party.

The boys at the William F. James Boys Ranch need more entertainment more often and are really appreciative of what the ULAC did for them. Great thanks to all the talent who performed without pay for the kids. Big congratulations to Mr. Leonard Ramirez who was recently appointed Superintendent of the William F. James Boys Ranch and last but not least to Richard Gomez, a great guy, who made this project a reality and provided the youngsters with an memorable evening.



WILLIAM F. JAMES BOYS RANCH OFFICIALS
and ULAC REPRESENTATIVES

Top row: John Sinsera, RVA Post 1775; Bob Rodriguez, Los Amigos Golfing Club; Bill Lopez, GI Forum; Leonard Ramirez, Superintendent of the James Boys Ranch; Mack DeWater, Counselor; Sonny Amorosa, Counselor; Mr. Pennington, Counselor; Paul Rooney, Counselor.

Bottom row: Gil Salarez, Bachelors Club; Richard Gomez, Commander RVA Post 1775; Lupe Gomez, Jr. Vice President RVA Auxiliary; Lina Manriquez, President United Latin American Council; Joe Manriquez, GI Forum; Hogsstrand, Counselor, Boys Ranch.





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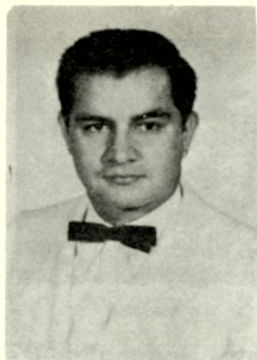
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CY 7-9486



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Salesman

82 E. Santa Clara St. Cor. of 3rd. SAN JOSE

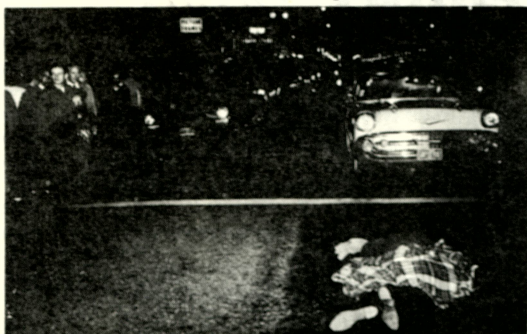


Daniel Campos

ONE A DAY

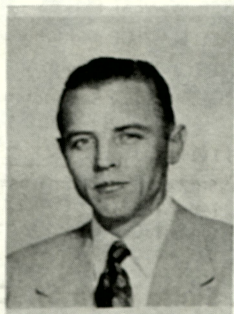
As of the early part of the year, Santa Clara County residents were dying on our highways at the needless rate of one a day. If this present trend would continue throughout the year, the results would be incredible. The California Highway Patrol reports they investigated 98,000 accidents on the highways in 1962, at the rate of 12 an hour, and an injury occurring every 5 minutes. The City of San Jose reported 7,597 accidents in 1962, resulting in 2,780 injuries and 19 fatalities. The statisticians estimate that two vehicles traveling at 50 and 70 MPH respectively, under normal traffic conditions and the same distance, will vary in time by only 8 minutes. Drive carefully--surely your life is worth more than 8 minutes.

DEAD ON ARRIVAL
Violation of Pedestrian Right-of-Way



It gives me great deal of pleasure to introduce Mr. Paul Mansfield, one of our newest members. Paul was born in Seoul, Korea, where his father was a medical missionary. At the age of 7, Paul and his family moved to California and settled in the city of Taft.

During World War II Paul served as 1st Asst. Engineer with the U. S. Maritime Service. After the war Paul entered the University of California and in 1956 received his degree from Hast-



ings School of Law. He passed the State Bar in 1957. Paul went to work for the District Attorney's office under the late Judge Menard and also under the present District Attorney, Louis Bergna. In 1961 Paul went into private practice and is presently associated with Carmen and Mansfield located at the Swenson Building. Paul lives in Saratoga with his lovely wife, Norma, and two children.

*** **

DE KAPLANY DREW A BLANK

The trial of acid murderer Dr. De Kaplany is finally in its initial stages. It always amazes me how people who commit the most hideous crimes "black-out." I suppose this is his best defense, although he appears very sane and rational. Another factor in De Kaplany's favor is the jury---it doesn't matter how good a case Mr. Bergna and staff present, juries in this County just don't believe in the death penalty. It has been quite a spell since a murderer from this County has been sentenced to the gas chamber, and De Kaplany may prove to be no exception. I have often wondered what the reaction of Mr. JFK would be if the average citizen drew a "blank" about April 15th - due date of Federal Income Taxes.

Our deepest sympathy to Forumeers Ben Garza and Andy Mendoza on the recent loss of their mothers.

Our congratulations to Leonard Ramirez who was recently appointed Superintendent of the William F. James Boys Ranch in Morgan Hill.

MADAM Zora

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hija de los esposos

Teodoro y Maria R. de Guzman

Contrajo nupcias con el caballero

DEMETRIO HERNANDEZ

hijo de los esposos

Demetrio y Adelaida Hernandez

El día 9 de Septiembre del año 1962 a las 2:30 p.m.

en la Iglesia HOLY FAMILY.

San Jose, California

LEITER STUDIO.



Teddy Rodriguez

and his "CHARANGA SENSACION"

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COMMUNITY BANK BUILDING
San Augustine & Market Streets
San Jose, California

THE
COMMUNITY BANK BUILDING
GROUNDBREAKING

Ground was recently broken for the new 12 story Community Bank Building in downtown San Jose.

Speaking at the ceremonies on January 9, 1963, San Jose Attorney James F. Boccardo said:

"Speaking for those of us who have envisioned a new era in banking for San Jose and Santa Clara Valley, I wish to extend to each of you our sincere thanks and appreciation for your participation in this memorable event.

Some time ago a group of public spirited men conceived for this community a banking facility which would be unique in many respects and perhaps a departure from the old staid school of banking -- a truly community bank -- one dedicated to courteous and expeditious service to supply the banking needs of the citizens of this community from every walk of life -- a bank to serve the little man as well as the great corporation -- a bank with innovations in banking facilities that would make it outstanding among banks throughout the land.

By a strange quirk of fate these dreams for a community bank coincided with the dreams of a human dynamo by the name of David Murdock, who simultaneously was conceiving the erection of a multi-storied modern office building for downtown San Jose. It was only logical, therefore, that these dreams should merge one with the other and culminate in the erection of this great building and the organization of this new bank.



JAMES F. BOCCARDO

With the tremendous growth of San Jose and Santa Clara Valley, a new high rise office building of the type about to be built on this corner is logically necessary, and that it should house a banking facility equipped to serve the needs of this rapidly expanding metropolis is a happy coincidence.

The Community Bank is not only a bank you will want to come to but one you will have to come to if you want to avail yourselves of its services, for it is contemplated that it will have no branches, irrespective of its growth and expansion. Branches tend to separate you from your bank and banker. Your banking problems will be solved here on this corner. All decisions will be made here on this corner by the people you will come to know as your bankers -- people who will become intimately acquainted with you and your banking problems and who shall be in a position to assist you expeditiously and through direct personal contact.

In short, ladies and gentlemen, it is contemplated that this will be your bank -- your Community Bank -- ready to serve you courteously and promptly.

We anxiously await the completion of this magnificent structure which will be its home, and look forward with anticipation to the day when you and your friends may cross its threshold as its first customers."

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COCKTAIL LOUNGE

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ART CUELLAR

The notice for the U. C. C. League meeting have been receive by all concerned and our club is sending Luis "Butch" Martinez, Jess Medina, Joe Camarillo, Candy Veliz and Greg Gloria to negotiate.

Congratulation to Rose Marie Ramirez. She has reached her life ambition. Miss Ramirez is now an Air Line Stewardess. All I can add to this is that the man from the cold country will never reach her now.

Sorry to hear that Eleanor Solarez was in an automobile accident and is confined to a hospital in Chowchilla. We all wish her a speedy recovery.

Diane Hathaway gift to Tony Guillen was a plastic duck. They should have gives him a (Pata) para el "Patito" maybe she would wash the dishes for us. What happened to Esther?

"Big difference between peace and war..... nobody ever hear of good war!"

Club San Felipe wishes to express its most deepest sympathy to Mr. and Mrs. Naro Moran in their loss of their baby girl, Maria. May she rest in peace.

The mirror mirror on the wall lied to Yolanda (look at me) Fuentes.



Since Gil Solarez favorite past time is putting people down, therefore it is only proper that he should be named the Bob and Bear (say Bear in spanish) of this year.

We would like to thank Mike from Mike's Barber Shop on East Santa Clara Street for his cooperation with the club.

Numerous are the congratulation that are being received by Mr. and Mrs. Danny Marquez for their recent arrival, Baby Danny Marquez Jr. Mr. and Mrs. Jose Marquez and Mr. and Mrs. Juan Sefuentes are the grandparents of baby Danny. Again may we congratulation you.

Hear say that the deer that Doctor Calderan killed was so skinny that the Furumeers believe it frozed to death and shot by the good doctor while in that state. Como son lenguones.

MAPA, according to President Nach Galindo is making plans for an installation banquet. More details later.

Our thanks to Mr. Frank and Ray Davilla for their excellent cooperation with the club. Mr. Frank and Ray Davilla present dancing at its best every Saturday and Sunday at the Rainbow Ballroom.

Our basketball team will have a couple of new faces, namely Sergio Cerna and Gonzalo Moya, Jr. More on basketball on the next issue.

Felicitaciones a los recién casados Gilberto San Miguel y Papita Flores.

Confucius say:

"When 'woman say 'no' like comma...do not mean complete stop!"

.....FINIS.

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Parents
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DANNY ALCANTAR
3 mo. - Born in San Jose
Parents
Mke and Margie Alcantar

LEITER STUDIO



DENISE ZAPATA
6 mo. - Born in S.J.
Parents
Vince and Adele Zapata



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6 mo. - Born in Sacramento
Parents
Rod and Connie Haverland

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CLUB San Felipe



ART CUELLAR

The notice for the U. C. C. League meeting have been receive by all concerned and our club is sending Luis "Butch" Martinez, Jess Medina, Joe Camarillo, Candy Veliz and Greg Gloria to negotiate.

Congratulation to Rose Marie Ramirez. She has reached her life ambition. Miss Ramirez is now an Air Line Stewardess. All I can add to this is that the man from the cold country will never reach her now.

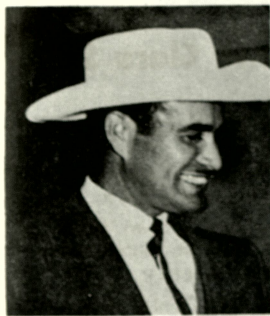
Sorry to hear that Eleanor Solarez was in an automobile accident and is confined to a hospital in Chowchilla. We all wish her a speedy recovery.

Diane Hathaway gift to Tony Guillen was a plastic duck. They should have gives him a (Pata) para el "Patito" maybe she would wash the dishes for us. What happened to Esther?

"Big difference between peace and war..... nobody ever hear of good war!"

Club San Felipe wishes to express its most deepest sympathy to Mr. and Mrs. Naro Moran in their loss of their baby girl, Maria. May she rest in peace.

The mirror mirror on the wall lied to Yolanda (look at me) Fuentes.



Since Gil Solarez favorite past time is putting people down, therefore it is only proper that he should be named the Bob and Bear (say Bear in spanish) of this year.

We would like to thank Mike from Mike's Barber Shop on East Santa Clara Street for his cooperation with the club.

Numerous are the congratulation that are being received by Mr. and Mrs. Danny Marquez for their recent arrival, Baby Danny Marquez Jr. Mr. and Mrs. Jose Marquez and Mr. and Mrs. Juan Sefuentes are the grandparents of baby Danny. Again may we congratulation you.

Hear say that the deer that Doctor Calderan killed was so skinny that the Forumeers believe it frozed to death and shot by the good doctor while in that state. Como son lenguones.

MAPA, according to President Nach Galindo is making plans for an installation banquet. More details later.

Our thanks to Mr. Frank and Ray Davilla for their excellent cooperation with the club. Mr. Frank and Ray Davilla present dancing at its best every Saturday and Sunday at the Rainbow Ballroom.

Our basketball team will have a couple of new faces, namely Sergio Cerna and Gonzalo Moya, Jr. More on basketball on the next issue.

Felicitaciones a los recién casados Gilberto San Miguel y Popita Flores.

Confucious say:

"When woman say 'no' like comma...do not mean complete stop!"

.....FINIS.

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Parents
Tom and Juanita Flores



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3 mo. - Born in San Jose
Parents
Mke and Margie Alcantar

LEITER STUDIO



DENISE ZAPATA
6 mo. - Born in S.J.
Parents
Vince and Adele Zapata



STEVEN HAVERLAND
6 mo. - Born in Sacramento
Parents
Rod and Connie Haverland

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Daniel Saldana



NUEVA MESA DIRECTIVA DE M. A. P. A.
Mexican American Political Association of San Jose

El 21 de Diciembre de 1962 se llevo a cabo la eleccion de los dirigentes de MAPA. El resultado es como sigue:

- Presidente Ignacio Galindo
- Vice-presidente Isaias Aguilera
- Tesorero Henry Mercado
- Secretaria Susan Harper
- Sargento de Armas Cipriano Gonzalez



JOHN H. GLENN, JR.
Project Mercury, Astronaut

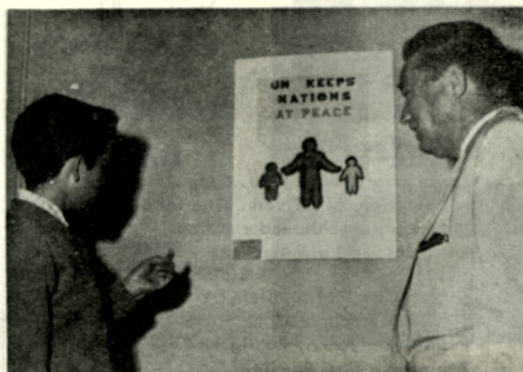
"Most of the time I am learning more about how to explore outer space. In my spare time, though, I explore the outdoors with the Boy Scouts. I'm an associate explorer-advisor with the Scouts and my son Dave is an Eagle Scout of whom I am very proud."

"We have a time of it, just as you will. You will learn how to take care of yourself in the outdoors, how to live in the woods, how to tie ropes, pitch tents, make camp, how to wield an axe, send

signals, paddle a canoe. You'll learn how to handle emergencies. Most important, though, you'll learn that when Scouts get together, all systems really are "Go!"

"Believe me, it's a lot of fun. Scout is all-OK."

*** **



Antonio Sole estudiante de la escuela Woodrow Wilson explica a nuestro columnista Sr. Daniel Saldana, el significado de su cuadro que merecio mencion honorifica en el festival de las Naciones Unidas. Antonio tiene 15 años, es de Coahuila, Mexico, y radica en 1437 Pomona Ave. de San Jose, California.

*** **

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Club Riviera



Joel Aguilera

On January 8th, 1963, Club Riviera held its biannual elections of officers. The following are the results of the aforementioned elections:

- President - Harold Martinez
- Vice-President - Frank Espinoza
- Secretary - Joel Aguilera
- Treasurer - Bob Read
- Publicity - Johnny Rodriguez
- Athletics - Paul Ramirez
- Sergeant at Arms and Committee:

1. Frank Kawakami
2. Eusebio (Chebo) Ramirez
3. Jesus Jacobo Jr.

Let it be known, also, that our outgoing Chairman Isaias (Friday) Aguilera was recently elected Vice-President of MAPA Mexican American Political Association of the Santa Clara County, I would also

like to express my cordial thanks and appreciation to EXCENTRICO Magazine, Club Riviera, Richard Diaz, the other clubs and the public, for their sincere cooperation with me while I held the position of Publicity Director for the club. I enjoyed it very much and for this I thank youAdios!



Appearing L to R are: Candelario (Candy) Veliz, Richard Diaz and Joel Aguilera at a recent R. V. A. Post 1775 dance that was held at Santa Clara.

Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian



RVA commander shaking hands with Manuel Perez, 50 years as a magician, 70 years old, his performance accounts for 1 and 1/2 hours.

RVA Post 1775 Commander Richard Gomez gives thanks to Manuel for a fine performance before huge audience and visitors at the Boys Ranch.

The show took place on Dec. 19, 1963.

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*The Roving
Photographer*

Richard Diaz

Carvajal - Pantoja

El día 2 de Diciembre del año 1962, la Señorita BETTY PANTOJA hija de Gil y Molly Pantoja, tomo por esposo al joven ARMANDO CARVAJAL hijo de Vicente y Guadalupe Carvajal en la Iglesia HOLY FAMILY de esta ciudad, a las 2:30 de la tarde, oficio el Rev. Jose A. Peña. Ambos contrayentes son procedentes del estado de Texas. La RECEPCION se verifico en el I. E. S. Hall asistiendo mas de 300 invitados.

En la grafica Ruben Pantoja - padrino, Richard Pantoja, Jesse Zertuche, Robert Lomelin, Manuel Urrubazo Irma Garcia, Alice Barajas, Mimmie Ortiz, Luisa Pantoja, Gloria Pantoja - madrina y los pajecitos Rudy y Leonor Pantoja.

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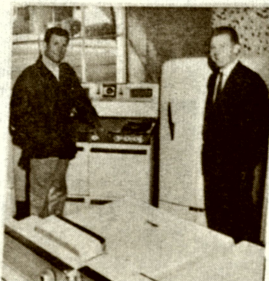
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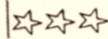
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Art Martinez

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San Jose Nudes



C. Dave Sierra

NOT NEWS, BUT

My pet peeve, the San Jose State College spirit, continues deader than ever. We took in the San Jose State-St. Mary's basketball game at Oakland recently and were very surprised that the Spartans had a pep band on the premises. Just before the half, with San Jose State leading the Gaels 24-21 the band struck up a song. The University of Southern California fight song!! (I know how proud we all are of the Trojans football team but this is ridiculous, men!)

At halftime the band rendered such goodies as "The Peanut Vendor" which probably helps the sale of peanuts but I doubt if it does anything for the Spartans. Now that I think of it, peanuts are supposed to be good for charging human batteries, so there may be some connection there. Kinda subtle though.

Then came "Alexander's Ragtime Band." For this piece I have no comment. Have you?

Then came a song which I don't believe anyone in the audience recognized. Suffice to say that most of the band members seemed reluctant to play it. If you don't know it, you can't knowingly knock it. Right? Right.

The San Jose State rooting section? I feel certain they were there. They must have been. But I didn't hear them.

"Didn't anyone ever give YOU a monkey bite?"



I know that sooner or later people on the Spartan campus will awaken and give the college the type of spirit at ball games that fans can be proud of.

These happy, contented, men have just polished off one of those delicious breakfasts for which Dan Aguirre deserves the thanks of his loyal clients. I believe the occasion was Gasper Espinoza's birthday and I think that Gasper is in the photo somewhere but I confuse him with the man on the extreme left so I couldn't swear which one is he. Okay?

Dan Aguirre is in here somewhere but I don't know which one is he. I know that the man in the white shirt and necktie is not Dan Aguirre, I teenk!

The notorious gunfighter, Georgie Plata, is in here somewhere also. Girls, bartenders, and crooks will be able to identify him right away.

Paul Gary, San Joaquin Club president, is in here also. Johnny Hernandez of Little Champ Shoe Store should be able to tell who he is.

If you know everyone in this picture, you're probably a policeman or a bartender. If you don't know everyone, don't worry about it, you'll live.

Joe J' Rodriguez is not in this picture either.
(KID CAHUAMA PHOTO by Gil Solarez)



PRESIDENT OF THE YEAR
PAUL GARY, JR.
Club San Joaquin
(Sorry, JFK!)



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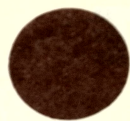
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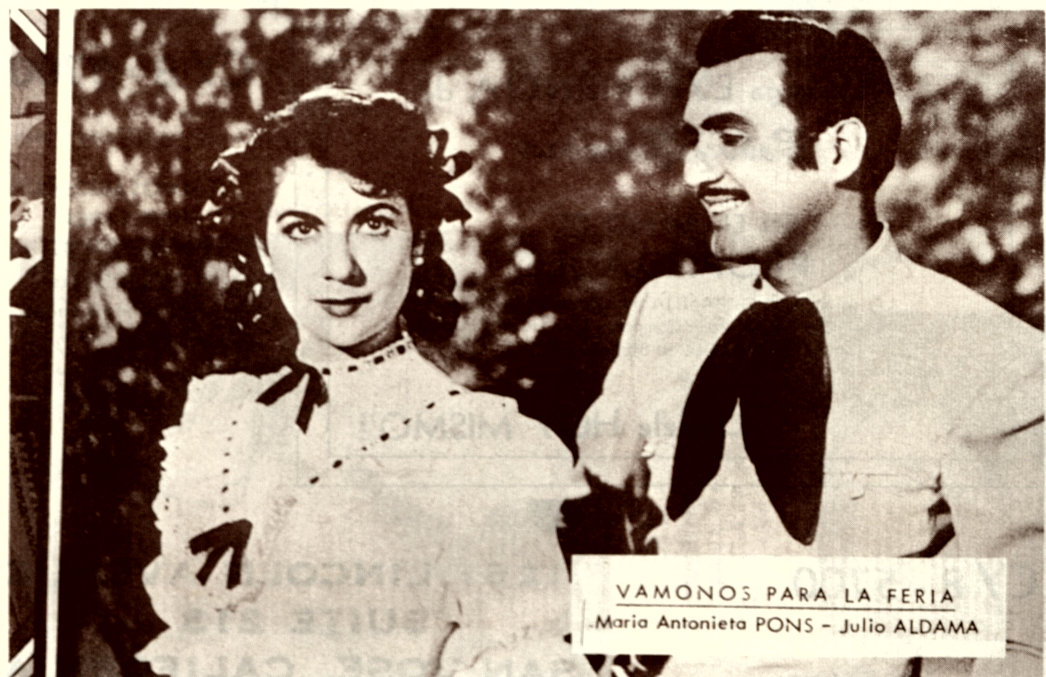


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