



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 10. NUM. 20

JULIO 5, 1960

SAN JOSE, CALIFORNIA



Humberto Garcia

PUBLISHER

CLIFFORD R. RODRIGUEZ POST 809

Citation of Recognition
awarded to

HUMBERTO GARCIA SR.

In grateful acknowledgment of your unselfish and deeply devoted efforts toward community betterment, and public service, The American Legion, Clifford R. Rodriguez Post 809, awards this citation for outstanding meritorious recognition.

[Signature]
POST COMMANDEER

[Signature]
POST COMMANDEER

19 60

Excentrico receives award for Meritorious Publicity Service



Reporte de Finanzas

Lionel San Miguel
TESORERO

FIESTAS PATRIAS DE 1960
(Rendido por la Comision Honorifica Mexicana)
San Jose, California

ENTRADAS:

Juanita Delgado..... \$812.60
Rosa Maria Guerra..... \$374.20
Patricia Vasquez..... \$175.95
Virginia Rodriguez..... \$ 53.60
Alicia Montano..... \$ 91.60
Irene Corrales..... \$ 31.50

\$1,539.45

Baile del Civic Aud. ... \$522.00

TOTAL..... \$2061.45

SALIDAS:

Boletos de Candidatas.... \$ 27.00
Fotos, Ramirez Studio.... \$ 34.32
Cartulinas, Hillis Co. ... \$ 112.84
Gasolina, Sr. C. Loreda. \$ 6.00
Pago, Sr. San Miguel.... \$ 4.00
Pago, Sr. Ulloa..... \$ 15.00
Capa de la Reina..... \$ 90.00
Vestuario de Reina y su
Corte de Honor..... \$600.00
Banquete de la Reina.... \$ 83.00
Pago a Los Policías..... \$ 76.00
Renta del Civic Aud. ... \$176.00
(Stage Hands) Civic.... \$ 55.00
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para la siguiente celeb-
racion..... \$ 50.00
Decorado del foro-Civic. \$ 6.00
Gastos Extraordinarios... \$ 10.86

TOTAL..... \$1,701.46

Existencia por Concepto de Estas Fiestas:

\$2,061.45

\$1,701.46

TOTAL: \$0,359.99

San Jose, California
Junio de 1960

Gratitud

En visperas de dar principio a la nueva campaña para la celebracion de las Fiestas Patrias del Proximo 16 de Septiembre, la Comision Honorifica Mexicana de San Jose, Calif. quiere dar un cumplido testimonio de su gratitud a todos y cada uno de los elementos que cooperaron con ella para alcanzar la lucidez que revistieron las pasadas Fiestas del 5 de Mayo.

Especialisimamente reciba esta prueba de gratitud el Sr. Humberto Garcia, Director de este popular magazine EL EXCENTRICO, que es la tribuna del pueblo en esta comunidad, y que en todo tiempo ha probado su eficacia y su valiosa ayuda publicitaria en todas las obras grandes y de altura que aporten un positivo bien a la comunidad, a los clubs y logias que honraron con su representacion esas solemnidades, y a la gran joyeria A. Hirsh & Son y a su gerente Norberto Magobet, el gran amigo de los latinos por el presente del hermoso collar de finas perlas que fue obsequiado a la Princesa Rosa Maria Guerra.

Muchas Gracias a todos.

Leonel San Miguel
Tesorero de la Comision Honorifica Mexicana
de San Jose, California



August
• **RAMIREZ**
SALON of PHOTOGRAPHY

CY 3 - 7471

42 E. SAN FERNANDO ST.

San Felipe formal Dance

In the following pages are some of the personalities that EXCENTRICO camera captured at San Felipe's formal ball at the HOTEL ST. CLAIRE on June 10th.



Left to right: Bob Bernard, Esther Medina (Excentrico's Own) Cuny and Jess Medina, Rosie and Bart Cortez, Margaret and Alfred Medina.

Left to right: Miss Perez, Joe Molina, Alice Coca, Joe Rodriguez, Marie Gutierrez, Paul Chavez, Irene Martinez and Roy Ordoñez, representing Bachelors Club.



★ **BELLEZA** es *Suya*
★ Con *Lentes* de los Drs. LEWIS & LEVINE

CONTACT LENSES



En la grafica el Dr. Levine (quien usa Contact Lenses) y la atenta recepcionista Sta. Gloria Porras. Estos CONTACT LENSES son mas pequeños que un diez.

SELECCIONE UD. de la FABULOSA VARIACION de ESTILOS y DISEÑOS con que CUENTAN los Drs. LEWIS & LEVINE

EXAMINACIONES FRECUENTES son NECESARIAS
BUENA VISTA contribuye a BUENA SALUD

No Necesita Cita

Pero es mas CONVENIENTE si hace UNA

PAGOS FACILES

Obtenga el par-de LENTES que Ud. tanto necesita con tan solo decir: AGREGENLOS a MI CUENTA. y Naturalmente al ALCANCE de su BOLSILLO.

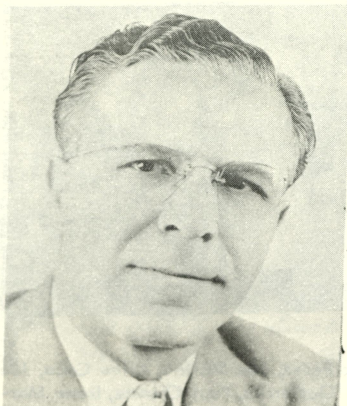
Drs. LEVINE & LEWIS *Optometristas*

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Pedro Bugarin

y su Orquesta

Domingo 17 de Julio

Rainbow Ballroom



PROXIMAMENTE

Grandes Espectaculos

Este UD. PENDIENTE !



CY 2 - 4273 195 DEVINE ST.

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

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

LEITER STUDIO - Fotografía

HUMBERTO GARCIA, JR. Fotógrafo

EDUARDO COLEMAN

RICHARD DIAZ

ESTHER MEDINA

Maria de la LUZ SANCHEZ

Club RIVIERA

Club SAN JOAQUIN

Club SAN FELIPE

SIMON VILLA

Esta Revista no se hace responsable de ideas
y opiniones expresadas en articulos firmados



Maria La Rosa. Prop.

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Adelina Hernandez - Jose Mora

Lucy Chavez - Paul Reyes



Vangie and Pete Navarro

Connie Rodriguez - Cheno Plata



Art Cuellar - Bernice Soto

Rosie Ramirez - Bonie Villegas



Sally Figueroa - Dan Castellanos

Paula and Juan Calvetti



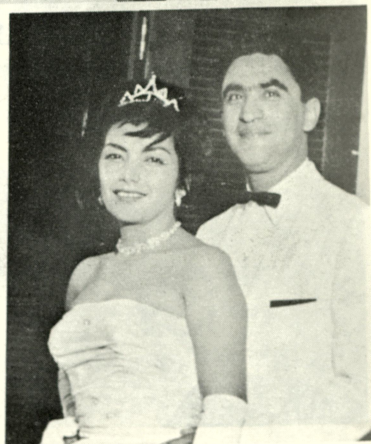
L to R: Rudy Belloumini,
Rachel Andres, Gil Solares
Rose Marie Ramirez, Hank
Paramo (alias the KID) and
Frances Huerta.

(BACHELORS CLUB)



Left to right: Cesar, Gilberto, Mrs. Bertha
Isais and Andres, Jr. Sitting: Minerva and
Andres, SR. Isais.

Attorney Hector and Edith Moreno



Phil Hernandez

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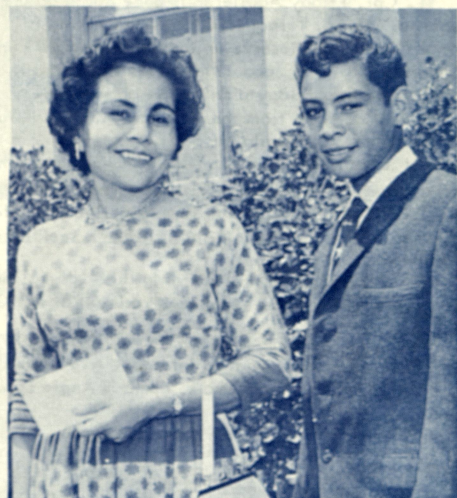
Termino Sus Estudios

El lente maravilloso de EXCENTRICO captura este
 hogarístico cuadro compuesto por el jovencito Roberto
 Eugenio Gonzalez y su radiante y abnegada madre Sra.
 Amparao Gonzalez. Roberto termino sus estudios en la
 escuela PETER BURNETT Jr. High, el Jueves 16 de Junio.

Roberto termino sus estudios con la clasificacion de
 " B " STUDENT. Al principiar el año escolar aten-
 dera a la escuela San Jose High y al colegio J.C. sien-
 do su objetivo la carrera de PLOMERO.

Roberto cuenta con 15 primaveras de edad y es pro-
 cedente de Brawley, Calif. con residencia en esta por
 los pasados dos años. Radica en compañía de su madre
 tres hermanos y dos hermanas.

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 en las tiendas que aqui se anuncian**



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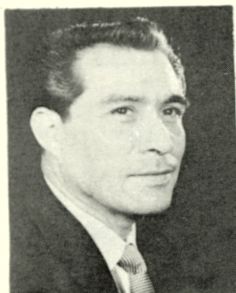
136 S. First St. - San Jose



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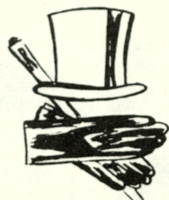
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 molded white rubber sole, In navy and red
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Joel Aguilera

Club Riviera



Hi Guys and Dolls!!!!

I have "Gala" of news and attractions for you on this issue.

ATTENTION!!!!!!

L. Cpl. Friday Aguilera, is gone again gals----- gone to "Camp," that is. As you all know, all National Guard, and Reserve units, leave on their annual 2 weeks training, about this time of each year, and I am afraid that Friday didn't have much choice.

He will be gone from the 3rd, to the 17th, of July, to 29 Palms, California, and his brush-up course will consist of missiles training. Wow!!! what a fourth of July, carefull where you aim those things, Friday.

"G.I. Forum," which is very active and effective in various Community activities, is seeking new members.

For all information concerning this "club" please contact Mr. Ernie Vasquez, President of the G.I. Forum.

First of all I want to introduce to you this very attractive, young lady, who's, name is **Angie Frausto**.

That's right fellows, she is single, and is 21 years of age, likes progressive jazz, and "dig" this she works for The Bell System as a telephone operator.

I for one consider you a very attractive young lady **Angie** and I am sure that all our fans will agree with me on that too.

Lots of luck to you, **Angie**.



"Happy Birthday" to you **Ruben Frausto**, Vice-President of our "Club Riviera," on your birthday, which was on July 2nd. Ruben predicted on his 25th birthday, that the MILWAUKEE BRAVES of the National League, would win the World Series this year. How about that fellows?

Mr. Frausto, also attests to one of our new theories that coast-to-coast TV may soon be continent TV..... In principle, the TV microwave might

be caused to behave in a manner similar to radio waves and be bounced around the globe. What is now fairly local gadget would then become a worldwide tool of information and communication in picture and sound.

Furious because he couldn't open the small safe he kept in his apartment the enraged businessman holstered it on to his shoulder and started off for the locksmith's. Emerging out of the building, he knocked down the landlady.

"What's the matter, stupid," snapped the woman, getting up, "can't you keep your money in a wallet like everybody else?!" How about that "yew all."

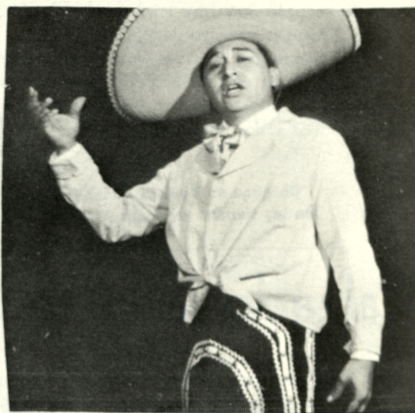
I would like to take this opportunity to say hello to you **Sal** and **Rae**. What happened kids I haven't heard from you in a long time.

Hi, **Vickie**, don't get to passionate!!!!--- he'll be back soon. so long until next issue---



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San Felipe

formal Dance

Left to right: RICHARD DIAZ (el azote del Lente) Sra. Vera Diaz, Sra. Lena Manríquez y Sr. Joe Manríquez.



Mr. and Mrs. LOUIS MANUEL HEVIA



ROSA SANCHEZ
ALVINO VALADEZ

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RITA GARCIA
1959



The former
SOCORRO RAMIREZ
1958



MARGO NAJERA
1957

The former
LIBBY SORTILLON
1956

?

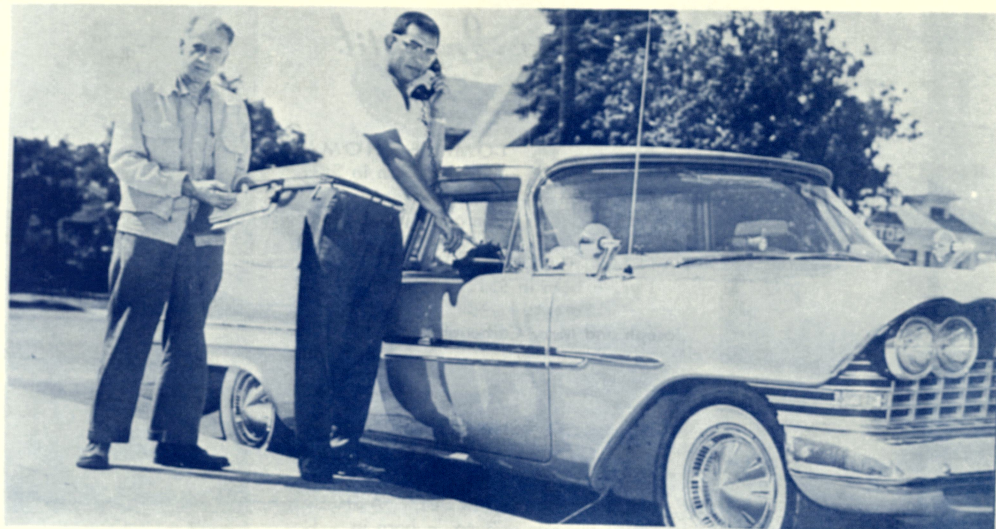
**Who Will be
Miss C. S. O. 1960**

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

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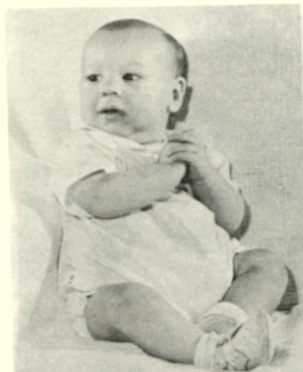
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Parents

Joseph and Mary Carbough



LEITER STUDIO

KELLY ASH

3 mo. - born in S.J.

Parents

Floyd and Willie Ash



BARBARA VINECKE

7 mo. - born in S.J.

Parents

Harold and Betty Vinecke



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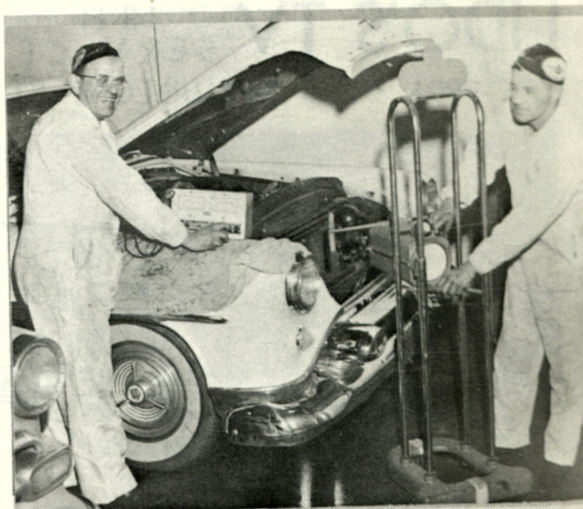
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Competentes Secretarias

Encantadas de la VIDA leyendo EL EXCENTRICO (cuando el patron no esta en la oficina) Sr. LOUIS GONZALES propietario de MAYFAIR y GONZALES REALTY con oficinas en seguida de la panaderia Gualajara BAKERY..... Perdon queridos lectores se nos olvido por un momento que este era un anuncio de Indole social y no comercial.

Volviendo a las simpaticas secretarias: sentada esta Sra. PAULA (Espino) CARRILLO ampliamente conocida en esta comunidad y quien ha prestado sus servicios en estas oficinas por largo tiempo. De pie la (huera) SUSANNE HJORTSVANG procedente de Copenhagen Denmark con residencia en esta desde el 1ro de Junio.

Susana habla el Español a las mil maravillas pues ha radicado en Venezuela, como igualmente atendio a la Universidad de Berkeley por tres años.



Vickie's HAIRSTYLING

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Aire Acondicionado

El salon mas ELEGANTE en San Jose que goza de
AIRE ACONDICIONADO
Secadores con AIRE ACONDICIONADO
y el EQUIPO MAS MODERNO.

Ademas cuenta con el famoso estilista de S.F.
RUDY GARCIA y la competente estilista Miss
GRACE INTORRE de Nueva York.

ABIERTO DIARIAMENTE: 9:00 a.m. a 9:00 p.m.



La Maur

Caprice
Permanent Wave

CY 7-8552

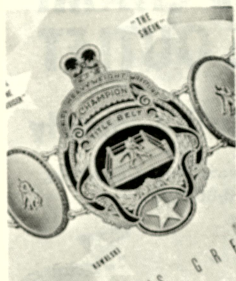
253 S. 2nd St.

San Jose



VICKIE GONZALEZ

Wrestling



RICHARD DIAZ



AMERICAN LEGION MEMORY POST 399

presents.....

WEDNESDAY NITE WRESTLING

San Jose, Civic Auditorium

THE MAIN EVENT

Lou Thez one of the best wrestlers in the world, who has held the World Championship Title longer than anyone else, won the main event from Sammy Berg in 20 minutes and 40 seconds.

With a back drop, Sammy Berg was unable to continue the match by order of the ring physician Dr. Amarel.

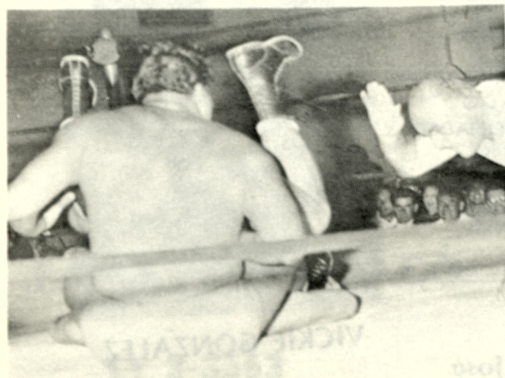
Sammy Berg suffered a slight concussion and was unable to make it to the dressing room from the ring. He had to be helped by some American Legion members, Mr. Stan Patton, and another member of Memory Post 399.

SEMI MAIN

Ricky Romero from Mexico City took two straight falls from Bud Curtis and Steve Stanly. The first fall was a disqualification on Steve & Bud Curtis by referee because they were kicking and choking Romero. Romero took the second fall over Curtis with a shoulder press to win the match for him and his partner Torres.

OPENER

Gene "Big Daddy" Lipscomb won the opener over Ramon Cernandes with a shoulder block and a bear hug in five minutes.



Introducing the Best of the Best Wrestlers from Mexico City, RICKY ROMERO.

Tipping the scales at 224, he is 6'0 in height. He is very well known in Texas and at one time held the Texas Heavyweight Championship title.

Most of Romero's matches were televised while in Texas. He also held the Rocky Mountain Wrestling Championship title, which included some of the states like Arizona, New Mexico, Wyoming, Colorado, Arkansas, etc. etc.

Ricky Romero made a big hit here in San Jose with all wrestling fans. He also was received a few hand shakes from the girls around the side of the ring.

They screamed their appreciation of his clean, good looks, his vigor, and clean wholesome style.

Romero's one of his favorite holds is called: "Cruzifixo" which means crossaffied in English..... This hold will paralyze a person in less then 2 seconds after it is applied.

It's a combination of a reverse chin lock and an arm lock. Ricky Romero also has a few friends in Del Rio, Texas which he sends them a greeting post card when every possible for his fan club.

● Gonzales Realty

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En la grafica de izquierda
a derecha PAUL GARCIA
Agente, LOUIS GONZALES
Propietario y el Agente
SAL MOSQUEDA
Dispuestos a ofrecerle el
MEJOR TRATO
de su VIDA.

Louis Gonzales, Prop.

Desea Vender su Casa?

Vaya a la Oficina de MAYFAIR REALTY, allí tiene compradores con dinero al contado por su CASA. También se anuncia por radio y en el periodico para que se VENDA su CASA inmediatamente. No deje de llamar ahora mismo a CL 1-0333. La oficina esta abierta hasta las siete de la tarde para servirle a Ud.

ATENCION !

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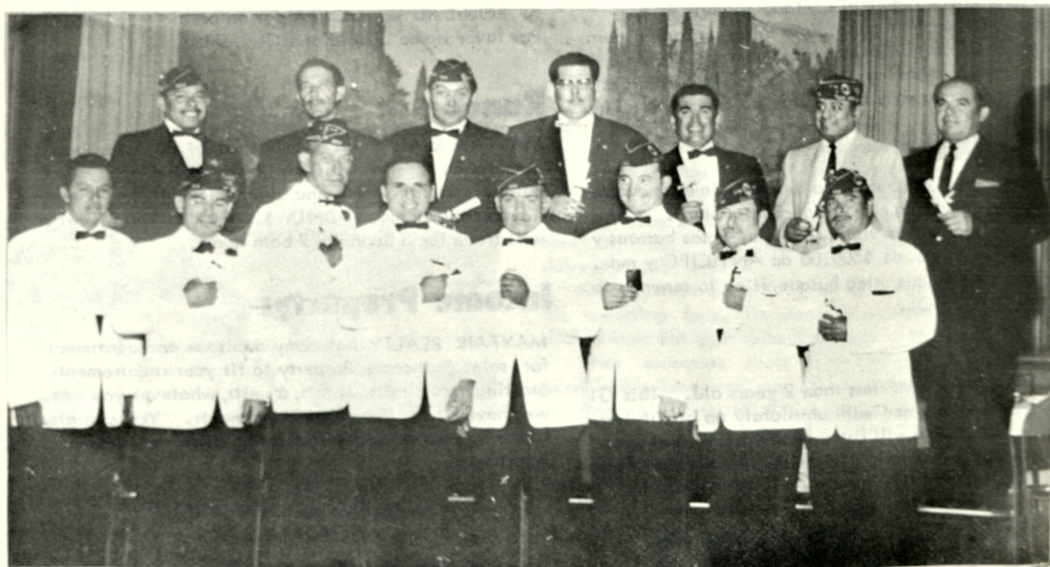
Excentrico receives award for Meritorious Publicity Service

The Clifford Rodriquez Post 809, American Legion, held its Annual Past Commanders Dinner on Friday, June 10th at Mary Ann Gardens.

Excentrico's Humberto Garcia, Sr. accepted an award from the Post for MERITORIOUS PUBLICITY SERVICE.

Club Riviera was awarded the Community Service Award for 1959.

Below: Members of Post 809 who were presented Awards for Outstanding Service to the American Legion for 1959.





Simon Villa



UNION CITY, CALIF.

Catorce Candidatos a Reina En UNION CITY, CALIF.

Segun se nos ha comunicado las Fiestas Patrias Mexicanas del 15 y 16 de Septiembre se celebraran con toda la brillantez y resplendor que se merecen.

Tomando en cuenta que las catorce candidatas para reina estan trabajando sin descanso para disputarse el trono; las simpaticas señoritas y niñas en la lucha son:

Señoritas:

Carmen Maria Velasquez de Hayward
Rosa Rede de Union City
Gloria Aguilar de Fremont
Francisca Torres de Sunnyville
Maria del Carmen Rodelo de New wark
Adelina Benavides de Union City
Genoveva Feguerora de Newark

Niñitas:

Antonia Rodriguez de Union City
Yolanda Katich de San Jose
Leticia Martinez de Irvington
Gerardina Basurto de Union City
Josefina Gomez de Union City
Juanita Uribe de San Jose
Uranda Brawn de San Jose

Deseamos a cada una de los candidatos mucho exito en la campaña.

La señora Soledad Cabello, Presidenta de la Comision Honorifica Mexicana de Union City y el distinguido Sr. Jose A. Zendejas y demas miembros de la Comision piden la cooperacion del comercio de Union City y pueblos circunvecinos asi como la de cada uno de los compatriotas Mexicanos y publico en general.

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En la grafica: Los esposos ALBERT y ETTA MORRIS y el distinguido caballero ELIAS CHAVEZ lo atenderan. PRESTAMOS - Toda clase de GANGAS en PRENDAS Sin REDIMIR. GUITARRAS... ALHAJAS...etc.

Big Ben

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Fabulas

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Eduardo Colman



LEYENDA AZTECA

Muchos, muchos años atras cuando pase por Mejico, no me quede en la capital ni en ninguna ciudad que oliera a mucha civilizacion pero me fui a pasar unos pocos dias cerca de una reduccion de indios de extraccion Azteca.

Quien diga que el azteca esta extinto en el pais vecino, no conoce lo que es tequila.

En conversacion casi diaria con los descendientes de la gloriosa tribu, escuche algunas leyendas que ya se van perdiendo del conocimiento del nuevo pueblo mejicano que se levanta tarde a desayunar ya que las muchas comodidades y los muchos artefactos para hacer la vida mas--- mas productiva a los galenos, a los manicomios; y a las droguerias que han aumentado mil y miles por ciento la venta de drogas tranquilizantes etc. etc. etc.

Una de estas leyendas (se me ocurre que algun dia las voy a recopilar en un libro) tiene relacion con los tres platillos nacionales mas sabrosos de la cocina mejicana: la enchilada, el taco, y el tamal.

Segun la famosa leyenda que me la contara una india de trenzas muy largas y muy negras, de cara bronceada, pomulos muy sobresalientes, y de ojos hundidos al final del cerebro y mas negros que un azabeche, la enchilada era una princesa descendiente en linea directa de unos monarcas de cierto apellido que terminaba en xomopletzlada, o algo asi. La enchilada misma tenia un nombre muy complicado con muchas t's, x's, l's extra que mientras mas letras extras tuviera un nombre mas noble se le consideraba. Ya se me van olvidando algunos de estos detalles pero no importa por cuanto son insignificantes.

Lo importante es que la joven princesa como toda muchacha empezo a suspirar y sus suspiros nada tenian que ver con los suspiros que se preparan en la cocina. Se la veia deslizarase por los jardines del palacio, detenerse ante las rosas, cortarles sus petalos, acercarlos a la nariz, inhalar profundamente, mirar al cielo y a las estrellas, a la luna y lanzar suspiros.

La vieja hechicera (que en toda leyenda tiene que haber una tal por cual) Txchapiatlazal (y de este nombre si que me acuerdo muy bien) se acerco a la reina-madre y le dijo:

"La muchacha esta mal de amores. Hay que buscarle novio."

La reina-madre que era al estilo de la reina Victoria de los Ingleses dejo caer el puño sobre la carpeta del escritorio y dijo:

"Ya no van quedando principes de letras suficientes para hacer un matrimonio de estado ventajoso. El unico de mas categoria en la vecinidad es el principe Xenophonteh y ese no tiene muchas letras de sobra."

"Como sea," dijo la hechicera, "pero el gran agujon de la vida ya ha hecho presa de la princesa-heredera y no se puede detener la avalancha. Txchapiatlazal era vieja y por ende muy sabia; que la sabiduria es hija de experiencia y no de los libros."

Pero de nuevo la reina-madre puso los codos sobre la carpeta y dijo: "No-hok."

Y despues de decir otras cosas agrego "de aqui en adelante tu seras responsable de la virginidad de la princesa. Y sino alli esta el patibulo."

Y le mostro la horca que ondeaba alta en el centro del gran patio del palacio.

Asi y todo, la princesa continuo suspirando e internandose mas y mas en el bosque florido que circundaba el palacio. Un dia caminaba lentamente por la orilla de un remanso en el cual flotaban lirios y volaban mariposas y picaflores cuando sintio una leve conmocion entre unos arbustos muy mullidos y su oido agudo la hizo escuchar unos leves suspiros que no provenian de su propio corazon.

Inmediatamente, la intuicion natural que empapa el alma de toda juventud le canto una dulce cancion de aventura y de amor. ¡Y quien no es aventurero a una edad tan joven!

La princesa escudriño con sus ojos y noto entre los arbustos dos ojos negros que la miraban tristes, solitarios y llenos de deseos. Y ya iba ella a investigar esas llamas cuando sintio los pesados pasos de la dueña.

"¡Cuidado!" suspiro la princesa. Inmediatamente los ojos negros desaparecieron y la princesa diose vuelta para sonreir a Txchapiatlazal.

"Parece que senti unos ruidos extraños," dijo la vieja con su poco de recelo.

"No; no he oido nada," dijo la princesa elevando instantaneamente una plegaria por la suerte de quien quiere que fuese el dueño de esos ojos y de esos suspiros.

¡Ah! si la hechicera se daba cuenta y sorprendia al galan intruso en el bosque del palacio, la horca era el castigo mas liviano que darian al que habia osado poner ojos sobre la heredera del trono. Ademas perdia todo derecho a la racion diaria que recibian todos los subditos de la tribu.

Escudriño la hechicera en derredor y no viendo nada sospechoso y despues de darle sus buenos consejos a la muchacha de como comportarse (que cuando uno llega a viejo es muy aficionado a dar consejos) se retiro a continuar tejendo una bota bajo una encina afosa y carcomida poblada de murcielagos y lechuzas.

Quedamente se acerco la princesa al arbusto y bajando la voz pregunto:

"¿Quien, quien anda por alli?" Hablo no como una princesa sino como una triste

(continua en la siguiente plana)

LEYENDA

muchacha enflorada en amor.

Se sintio que alguien descendia de la copa de un arbol vecino con agilidad de simio y fuerzas de leon.

"Yo, yo divina princesa. Yo."

"Y quien eres tu?" pregunto la princesa ahogada en un dulce extasis que solo los enamorados pueden comprender.

"Soy un desgraciado que puso sus ojos en Vd. princesa y ya soy feliz. Mi vida ha cambiado. Todo mi anhelo es besarle sus pies."

A la princesa le agrado mucho ese "parle vous francais." Se veia que el pretendiente tenia labia.

"Aun no he puesto ojos en ti," dijo la princesa, "pero ya me tienes cautivada. Como te llamas?"

"Me da verguenza decirle mi nombre, divina princesa. Me da verguenza. Soy tan pobrecito y de familia tan atrasada."

"Nada importa tu familia ni tu vestuario. Tu me traes el amor. Es tu alma la que quiero. Como te llamas?"

"Ah," suspiro el invisible pretendiente. Antes me llamaban Tacuatepex, pero ahora me han quitado todas las letras extras y me han reducido al horroroso nombre de..... T A C O."

(.....Continuara...)

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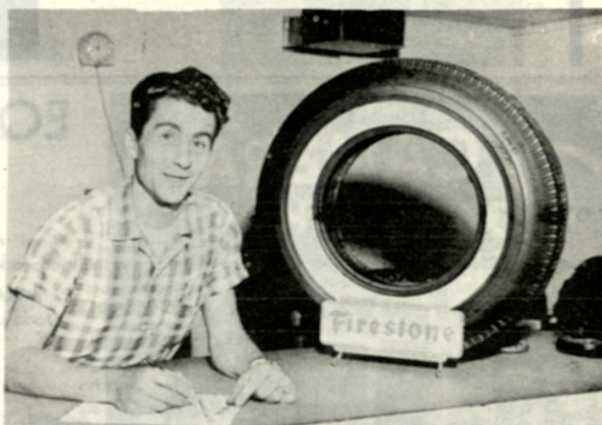
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El niño ALBERTO ARISTA de siete años de edad hizo su PRIMERA COMUNION el día 8 de Mayo del año en curso en esta ciudad de San Jose, Calif.

Y por tal motivo se le obsequio con una Fiestecita en su residencia en la calle 13, asistieron muchos de

sus amiguitos y amistades de sus padres Sr. Louie y Sra. Jessie Arista.

El Sr. Paul Gonzalez quien hoy día se encuentra seriamente enfermo en un hospital local, apadrino el acto religioso.



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De 8 años de edad

Hizo su PRIMERA COMUNION

En la Iglesia HOLY CROSS

el día 8 de Mayo de 1960

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Sus pddres son: Calistro García procedente de San Angelo, Texas, y Sra. Elodia García procedente de Del Rio, Texas. Radican en el 371 N. 13th St.

(foto AZOTE del LENTE)



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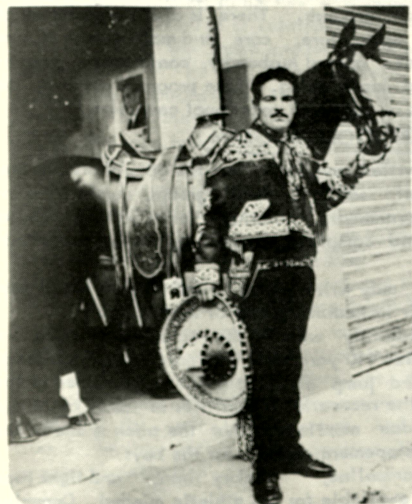
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Jose De Anda

La foto fue tomada durante la reciente visita a San Juan de los Lagos, Jalisco, Mexico hecha por el joven

JOSE DE ANDA

Opuesto CHARRO quien tiene 15 años de radicar en la vecina ciudad de Mountain View.

Nos comunica Jose que pertenece al club DE LEONES en San Juan de los Lagos, contando con una membresia de 97 CHARROS quienes participan en Jarípeos, Desfiles etc., recaudando fondos para niños necesitados.

Ademas de su afición a su club, Jose es un experto bailarín, Tango, Cha-Cha y baile folklórico.

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

Judge William F. James Ranch

(SECOND INSTALLMENT)

by DAVE E. SIERRA

In the preceeding issue of EXCENTRICO we described the physical layout and site of the JAMES BOYS RANCH near Madrone, Calif. In this edition we will delve into the Work, Recreation, and Counseling programs, go over a typical day at the ranch, and give brief biographical sketches of Mr. Lee C. Jordan, Ranch Superintendent; Mr. Leonard C. Ramirez, Assistant Superintendent; Miss Muriel M. Wright, Chief Juvenile Probation Officer; and Judge William F. James, for whom the ranch is named.

A TYPICAL DAY AT JAMES RANCH

The day begins at 6:25 A.M. when all boys are awakened after a long night's sleep. He has twenty minutes to bathe, shave, and dress himself. From 6:45 to 7:20 he is busy cleaning up the area around his bed and making his bed.

At 7:25 the boys stand at attention as the Stars & Stripes and the California state flag are raised on a common pole.

Breakfast is at 7:30 and usually over by 7:55.

At 8:15 school begins for those attending morning sessions. Half of the 54 man group goes to classes in the morning and the other half goes to work. In the afternoon, vice versa.

At 11:30 the entire group is assembled to prepare for luncheon. Lunch is served from 11:40 to 12:10.

Afternoon school sessions start at 12:20 and end at 3:30.

At 3:45 there is a one hour physical education period for the entire complement of boys.

At 4:45 the boys go into the dormitory to clean up and prepare for flag lowering ceremonies. "Taps" is played on a phonograph and echoes out over the entire camp area.

Dinner is served promptly at 5:30 P.M.

Immediately after the evening meal the boys re-



turn to their dormitory to wash their socks. They are issued three pairs apiece and must wash them and keep them clean.

From 6:30 until 9:30 the boys are free to do as they wish.

The day ends at 9:35 in the evening when a boy leads the group in prayer. Shortly afterward, the lights are turned out and the day has ended.

THE WORK PROGRAM:

Work teams made up of 50% of the boys operate on a daily three hour schedule. Details are assigned for work consisting of kitchen clean-up, store rooms, poultry and animal care, and general maintenance of the ranch grounds. There is also a program which teaches agriculture, care and maintenance of farm equipment, animal husbandry, construction, gardening, and landscaping. These programs are under the direction of qualified vocational counselors.

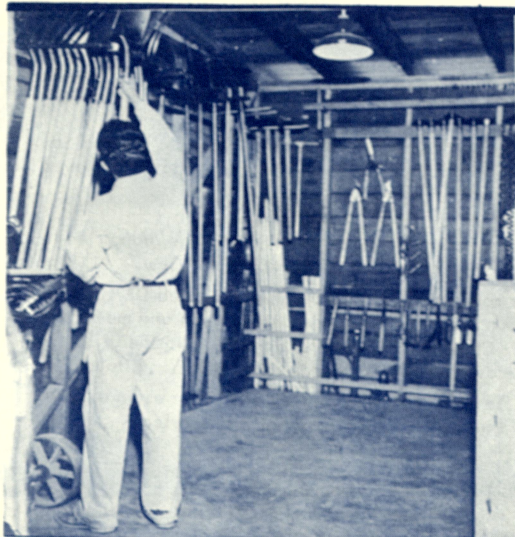
THE RECREATION PROGRAM

Activities available for the boys at present are: basketball, softball, hobby groups, competitive indoor tournaments, painting, letter writing, outdoor meals and campfires, swimming, and an occasional dance.

Boys may write letters to and receive letters from only their immediate family or legal guardians.

Immediately west of the recreation building is a regular size 440 yard track with pole vault, high jump, and broad jump pits. It is not as developed as the rest of the recreational facilities at James Ranch but Mr. Jordan mentioned that the track is one of the next development projects for the boys.

A trampoline, "monkey bars," and tight rope are also available for the athletic minded. Damming



(continued next page)

The boy is often surprised to find an atmosphere that is not as restraining as life at Juvenile Hall.

The JAMES RANCH counseling staff is made up of college trained men who are quite skilled in handling men. They have a wide variety of interests and their diversified talents are very useful at the ranch. Mr. Pete Sanchez, for example, was a B-25 bomber pilot in World War II. Mr. Mitsuro Mihara is an expert on gardening. Mr. Bill Pryor has supervised the construction of chicken houses, hog pens, and tool rooms on the ranch grounds.

Each counselor is assigned from 6 to 7 boys and he makes monthly reports on their progress. These reports are reviewed at the reclassification conference which takes place every 30 days. Items taken into consideration when classifying a boy are:

1. Reason for Placement at James Ranch.
2. Placement Adjustment.
3. Family and Home Status.
4. Health.
5. Recreation Interests.
6. Moral Habits.
7. Social Relationships.
8. Authority Relationships and Attitudes.
9. General Appraisal and Recommendation.

One of the sample questions under Social Relationships was: "How does boy react to being called a 'square'?"

The counseling staff is composed of Lou Gucinski, Gene Weir, Mike Irving, Bill Pryor, Thad Murrin, Robert Pennington, Mitsuro Mihara, Emmanuel Landeros, Pete Sanchez, Howard Kim, and Charles Alexander.



up Coyote Creek where it flows lazily through the grounds has turned it into a fine swimming hole for the boys. There is a lighted picnic area on the banks of the creek, even a fresh water faucet!!!!!!

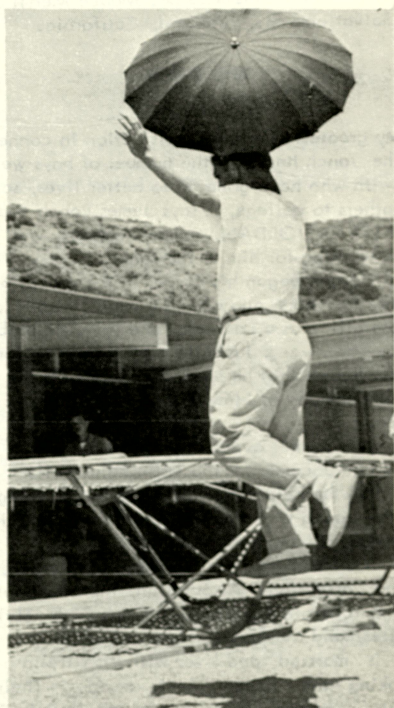
THE COUNSELING PROGRAM:

After a boy arrives at the ranch, he is given 10 days to adjust himself to his new environment.

A 30 day period of orientation is used to acquaint the boy with the ranch and he is told what can be accomplished if he will apply himself. This is the time when a concentrated effort is made by ALL staff personnel to find out as much as they possibly can about the new boy. He is encouraged to talk about his troubles, problems, and likes and dislikes. Only by really knowing him can he be helped. The readjustment period is a crucial one in each boy's life at the James Ranch and care is taken to see that he is accepted into the ranch's way of life.

Intensive Counseling is the rule during this period.

After the boy has lived on the ranch for 30 days, a re-classification conference is held. All ranch personnel, superintendent, assistant superintendent, counselors, supervisors, teachers, etc. discuss each boy's progress. If he has made a satisfactory adjustment and fits well into the ranch, he is advanced from C Section rating to a B Section. He is on the way to rehabilitation.



(continued next page)

FURLOUGH:

When a boy is deemed fully rehabilitated and is ready to go home, the probation officer in charge of the ward makes a visit to the boy's home to make arrangements with his parents for a supervision program upon his release.

After that, periodical check-ups are made to be sure that the boy has made a satisfactory adjustment to his community.

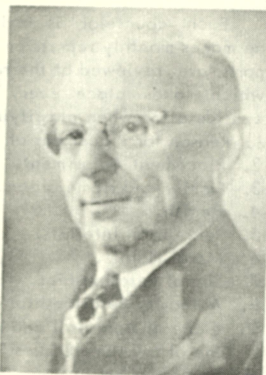
Judge

William F. James

The JAMES BOYS RANCH is named after Judge William F. James of the Superior Court.

Judge James was Admitted to Practice Law in California in 1896 and has been associated with William P. Veuve, and the late Louis O'Neal.

He was appointed to the Superior Court bench in 1933 by Governor Rolph.



He is a member of Elks, Odd Fellows, Masons, Monterey Historical Club, and many other outstanding organizations. Judge James is a director of the First National Bank, Scottish Rites Association, Franklin Hospital in San Francisco, American Jersey Company, and President of the Directors of the Boy Scouts Memorial Foundation.

He lives with his wife Dr. Maude Merrill James at 708 Salvatierra St., Stanford, California.



"My greatest personal satisfaction in connection with the ranch has been the number of boys we have dealt with who have gone on to better lives, some to jobs, others to college," says James Ranch Superintendent LEE C. JORDAN, a man evidently well liked by those working for him at the ranch.

Mr. Jordan began his career in the probation department 15 years ago when he went to work for the San Jose office as a counselor and juvenile probation officer. He was a Juvenile Traffic Referee for over 4 years. Before that he spent 23 years with the Standard Oil Company of New Jersey, 15 of them as Chief Engineer.

He has spent over 13 years of his life in South America and understands the Latin mind well.

In 1953 he helped design the ranch buildings and when the ranch was ready for operation, Mr. Jordan was subsequently made Superintendent.

He is a member of the California Probation, Parole, and Correctional Association, the National Probation and Parole Association, Lions Club, Shriners, York Rites, and Masons.

He is married and lives with his wife in a home overlooking the James Ranch campus. Their only son, Lee C. Jordan, Jr. is an attorney in Palo Alto.

Muriel M. Wright

Miss Muriel M. Wright has been Chief Juvenile Probation Officer of Santa Clara County since her appointment by the Superior Court in 1945.

She is the only woman chief juvenile probation officer of an area as large as Santa Clara Co.

Miss Wright took post-graduate work at Western Reserve University in Cleveland, Ohio and came to California during the depression. She became a social worker for the state and then, in 1940, she served as Superintendent of Detention Home, now Juvenile Hall.

Miss Wright is a member of Vendome Parlor Native daughters of the Golden West, the Santa Clara Pioneer Society, the Sunnyvale and Mt. View Historical Society, and Quota International of San Jose.



Leonard Ramirez

"Leonard Ramirez was the first man I hired after we opened the ranch," says Mr. Jordan of his Assistant Superintendent.

"He's a fine man, an excellent worker."

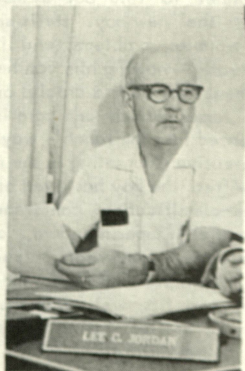
Mr. Ramirez is a graduate of Woodlake High School, Woodlake, California; College of Sequoias in Visalia, California; and earned his B.A. degree in Sociology from San Jose State College.

He teaches Citizenship classes at Roosevelt Jr. High School at night and plays the saxophone for enjoyment.

He lives with his wife Erma at 14703 Joanne Ave. in San Jose.



Lee C. Jordan





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Clarence and Dorothy Galart

JOHN ROBLEDO

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Parents

Eliseo and Isabel Robledo



LEITER STUDIO

DANNY LA CORTE

10 mo. - born in S.J.

Parents

Joe and Donna La Corte



LOURIE ALAIMO

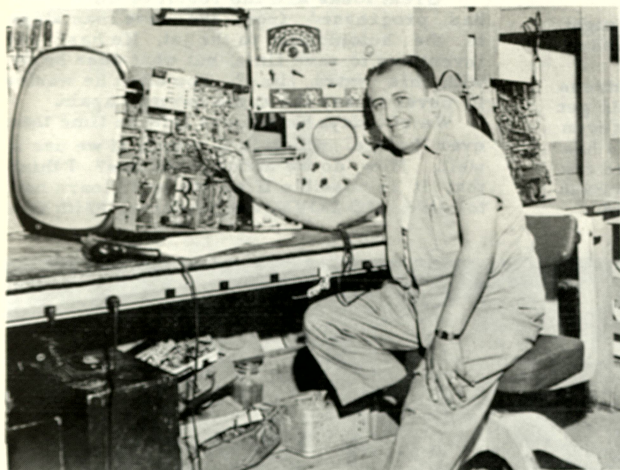
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CLUB San Felipe



Joe Gonzales

SPORTS:

The U.C.C. League softball league were on able to play last week because of the 4th of July Softball Tournament sponsored by the San Jose Recreation Dept.

But will continued the follow Sunday at Columbus Park.

As I understand Club San Joaquin are the First Half Champions with Club San Felipe in 2nd place. I will say that San Felipe will be in the playoff with San Joaquin in the second half. What do you say, Dave, you looking forward to it?

We be right up there.....

BOWLING:

Paul Chaves, Rachel Andres, Margie Coca are few of many people that got together and form the Mexicana and Americana Bowling Association League.

Clubs that are representatives in this league are Club Elite, Del Mar, Venus, Bachelors. (and two other clubs that I forgot-how nice.) Action take place every Thur nite at 9 o'clock at Ann Daring Bowl.

TIME FOR GOSSIP- GOSSIP:

Anita Collins what happen the other night at you house, Oh to strong, maybe a glass of M I L K will be better for you.

What this I hear about Rudy get dress like or try to dress like girl so he could get into the Y.W.C.A. Now Rudy you don't even have to do that. This is one place he is having trouble, I also hear that you were try to put a show to some kids in from of Paul Chaves house and ending up in First-Aid.

TROPHY PRESENTATION:

Joe Gonzalez, UCC League Basketball Commissioner, presents 1959 1st Place Cage Trophy to Tom Nava of Club Casa Mariana.

Far left is Abel Acosta of Club Del Mar. He is holding SPORTSMANSHIP AWARD which went to his organization.

The girl in photo is Susie Carrasco, C.M. representative to San Felipe's First Anniversary Formal Dance on June 10 at St. Claire Hotel.



Going to Kanas City, Kanas City here I come. and that what connie Rodriguez did. She took a trip around the world in two weeks, you also went to Tex. No que no.

Art Cuellar taking over at U.S. product. (cannery.)

Candy stay away from girls. (that will be the day.)

Nellie Melenundo (Mt. View) known to some of her friend as Bebita. No she don't drink milk in the bottle.

Tony Carvajal running away from the draft board-- He is now P.F.C.

LOOK TO THE FUTURE:

-- What will the future hold for us? This thought is in the minds of many of us as we progress through school and through life.

During the teenage years we are constantly searching to find our talents and our place in life. With the world in the troubled state that it is in we have good reason to be concerned about what tomorrow has in store for us. But no matter whether the future will bring a part of the life that we lead, we must set goals for ourselves and plan for the future, but the future will never fulfill our aspirations unless we begin working today.

If we think of our lives in terms of a day at the time, fresh and undaunted by the past, we will be continually striving a little harder, and our enthusiasm will shine through to others. Many of us are going to do great things----- Tomorrow, But we cannot wait until tomorrow, for tomorrow may never become today.

The demand that life make on all of us is to be ready at all time to remember the past and think of the future, but to live in the present.

Great ideas are the result of time. Man has progressed from the cave man stage to the automobile to the jet. He has many inventions to save time, but what does he do with his extra time? Too often he wastes it, never to see the same moment again.

We of today, have more leisure time than ever before, which is fortunate if we use it well. How do we accomplish this? I think that it is possible if we strive to learn how to live, TO LOVE, and to serve. With this

San Felipe.....

motto on our lips, not only today, not only tomorrow, but every day we can make our lives more worthwhile and meaningful.

If we could only realize that we were meant to use our time wisely, that is in kind thoughts and charitable deeds, we would be doing our part in making the world a better place in which to live.

There are occasions when we wish that we had worked harder and not let so many opportunities pass by, but all through life we will have these thought for the world has so much to offer us, if we will accept it.

If our minds and hears are open, knowledge can readily be obtained, but if we lack enthusiasm and interest we are passing up a wonderful, precious gift that has been bestowed on us. Education would lose its value, if we did not apply whatever knowledge we possess to improve humanity. We are the leaders of tomorrow and we realize the responsibilities that go with this.

Our ancestors have fought many difficult battles to make this land the wonderful, democratic land that it is. We will do our best to carry their work and uphold their high standards. You, our parents, teachers and friends, have given us the opportunities we need to find and fulfill our place in life. We sincerely appreciate this and with your guidance we will do our best to be worthy of you faith and trust.

Tomorrow will be determined by what we make of today. The decision is our.

So we must remember "God's gift to us is life and what we make of our life is our gift to Him."

If we have hope and let our hearts take courage, faith will lead us into that wonderful, long-awaited future.



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ofrece Carnes de PRIMERA. MENUDO etc.

CY 5-3712 893 DELMAS AVE.

John Abbing

Escuela Internacional de Baile

Aprenda a Bailar el Mambo, Cha-Cha,
Corrido, Bolero y Swing

Estudio: **BALCONADES Ballroom**

TODOS LOS SABADOS: de 10:00 a.m. a 12:00 p.m.
Para todas las personas que deseen REGISTRARSE
y ASISTIR a Nuestras CLASES.

Loretta Mendez ASISTENTE.

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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

ENFERMEDADES de SEÑORAS y NIÑOS

Facilidades para Completo Examen Fisico
X - RAY y LABORATORIO
CONSULTA GRATIS
A Personas Necesitadas.

CY 5-8870 565 Almaden Ave.

Jo-Mar BEAUTY SALON

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Permanent Wave \$7.50

ABIERTO DIARIAMENTE de 9:30 a.m. a 6:00 p.m.
Los DOMINGOS con Previa CITA
JOSEPHINE MONTECINO - MARGARET VASQUEZ

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385 Delmas Ave.

La Fama Bakery & Mexicatessen



Pan y Antojitos Mexicanos

DELICIOSO PAN MEXICANO

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

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

Ralph & Dolores Ortiz

CY 5 - 6034

278 Willow St.



Primera Comunion

La angelical niña HELEN NAJERA recibió el PAN de LOS ANGELES el día 21 de Mayo del año en curso, a las 8:30 de la mañana, en la Iglesia St. John Vianney de esta ciudad. Son sus padres Frank y Lucy Najera.

LEITER STUDIO

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

CASOS de ASEGURANZA de TRABAJO

WELFARE y ACCIDENTE son ACEPTADOS

Teléfono DIA
o NOCHE

CYpress 5-5390

872 THE ALAMEDA

San Jose

MADAM Zora

ADIVINADORA



Traigame sus Problemas y PREOCUPACIONES yo se los Solucionare
AMOR-MATRIMONIO
TRABAJO-NEGOCIO
ENFERMEDAD

CY 5-6210

144 S. 2nd. St.



Harry Lasnick, Prop.

San Jose *Kiddie Shop*

CY 3-0104 279 S. First St.

SPECIALISTS IN *Christening Clothes*

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Exquisite Long GOWNS SHORT DRESSES SETS
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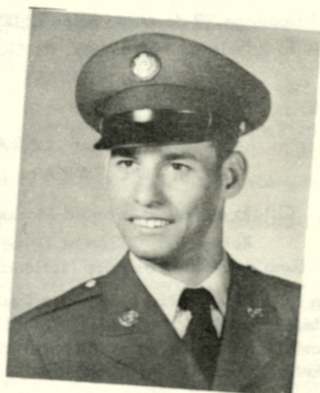
Adorna nuestro ALBUM MILITAR el joven MANUEL URRABAZO de 22 años de edad, nativo de Del Rio, Texas, con residencia en esta por los pasados 10 años.

MANUEL ingreso a las fuerzas del TIO SAMUEL el día 3 de Marzo del año en curso.

Sus padres son Sr. Trinidad y Sra. Refugio Urrabazo con residencia en el 868 al nte. de la calle 19.

Recientemente sus padres organizaron una reunion con motivo de su visita a esta, a la cual asistieron mas de 50 Invitados.

De pasadita añadimos que Manuel es hermano de Amador Urrabazo (artista) quien se encarga de todas las fotografías pintadas a color del departamento fotografico de EXCENTRICO.



Leo Fassnacht, Owner

Use BANK of AMERICA
CHARGE PLAN



Llantas Nuevas y Usadas

GASOLINA BLANCA PETROLEO
SOLVENTE PARA LIMPIAR

ABIERTO todos los DIAS de 7 a.m. a 9 p.m.

CY 5-2224

Esq. VIRGINIA y ALMADEN Ave.



LA BOLA de ORO

DONDE Su CREDITO es BUENO
Nada al Contado

Gratis! CAMISA "GAUCHO"

Con la Compra de un TRAJE el Sr. GOLD le regala una elegante y primorosa CAMISA estilo "GAUCHO"

FRISCO JEANS

Sport SHIRTS

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BOTAS

CAMBIAMOS CHEQUES del TRABAJO

Pantalones LEVIS

Pantalones SLACKS

Calzado para SALIR

ROPA INTERIOR

Señor Ellis Gold

86 N. Market St.

Payan - Lara

El Domingo 29 de Mayo a las 12:00 del día
En la Iglesia de Nstra. Sra. de Guadalupe
Contrajeron NUPCIAS
Los Jovenes

SRITA. POLLY LARA

SR. RAUL PAYAN

Oficio el Rev. P. Donald McDonald

Recepcion: 3822 Cas Drive

Luna de Miel: Yosemite National Park

En la grafica de iz. a der: Rita Cosío, Albert
Mendoza (LOS NOVIOS) David Bonilla y
Josie Castro, los pajecitos: Stella Baillon y
David Gonzalez.

LEITER STUDIO



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"SYNONYMOUS
with SUCCESS..."

Dave E. Sierra



OPEN LETTER TO RIVIERA MEMBERS:

-- This is to inform you that Club Riviera is meeting CLUB SAN JOAQUIN in softball on Sunday, July 10th at 11:30 A.M.

Riviera manager Lou "Trophy Hound" Cedillo has vowed to win this game at all costs. It is very important that all good Riviera members be there to cheer for the raviolis.

Yours is a team that "Trophy Hound" said was good enough to win the U.C.C. League easily IF RON GONZALES DOESN'T PITCH.

Ours is a team that is lucky every time they win a game.

Riviera now has as much chance of winning the U.C.C. crown as Liberace has of making an All Pro lineman next season!!!!

(This is all I can do to get your team out on the field Sunday, Louie!)

SPORTSNOTES:

-- LOU MOLINA, hard punching San Jose lightweight, goes after Art Ramponi in a bout at Civic Auditorium on Tuesday, July 12th. Fight Fans, BE THERE!!!!!!

Eddie Plata is a red-hot candidate for CSJ's MOST VALUABLE PLAYER trophy after chalking up four straight wins. The strong-armed righthander needs two more wins to break the club record of five wins set by Ron Gonzales in 1959.

Joe Rodriguez has switched his batting stance. (AGAIN?)

A full report on the U.S. Olympic Track and Field Trials and exclusive interview with Dyrol Burleson, winner of the 1500 meters run, IN THE NEXT ISSUE.

LETTERS TO THE EDITORS:

Dear Dave:

My girl friend's name is Maria Victoria. I am a Frenchman. What does that mean?

Pierre Nasbuenas,
Cocoliso, Jal., Mexico.

Dear Pierre:

It means that you're telling a fib, or, you are one lucky s.o.b.

Dave Sierra,
DANTE'S
805 Lincoln Ave.
San Jose, Calif.

GUNG HO!

JOE GONZALEZ would like to have everyone know that he plays softball for FMC. That explains why he walks into Ray's Place every Wednesday night wearing his cherry red (How Appropriate!) uniform complete with SPIKES!! Clack! Clack! Clack! Clack! The groan you hear in the background is just Candy Veliz moaning about his floor. Gung Ho, Joe!

LOCAL RADIO ANNOUNCER: "Y no olvide esta noche la pelea de peso welter entre Carmen Basilio y Gene Fullmer. La pelea sera por el campeonato del N.B.A., o sea, NATIONAL BROADCASTING....." (NO! MAJE, es National BOXING Association! Bruto! Burro!etc.)

ODDZ N' ENDS: * * * * *

-- Sign on marquee of Anna Lane Hotel in S'Frisco: WELCOME WORLD SERIES FANS (Sure hope you people got a TV set handy!)

Happy Wedding Anniversary to Mr. and Mrs. Bob Garcia (1st) on July 4th, and to Mr. & Mrs. Dan Vasquez (2nd) on the 27th.

Mr. & Mrs. Nick Perez were hosts of a "Bautismo Party" at the Manor House on June 26th. Their daughter: Sabina Antoinette. Padrinos: Josephine Lastra & Tony Macias. Guests: Lot of 'em.

That "Fightin' First Marines" band at the Olympic Trials at Stanford sounded like some of those tinny Salvation Army bands you hear on Market St. at Xmas time. Ugh!

Why do they call the Casa Mañana girls "THE TROOPERS?" I dunno.

BARTENDERS, BE ON THE LOOKOUT: Montana is back in town.

Friday Aguilera's suggestion that C.S.J. members write to Governor Brown (a personal letter, yet!) is about as silly as telling Orval Faubus to run for mayor of Harlem!

It isn't that the boys don't approve of Mr. Moreno, Friday, it's just that you don't interrupt MEN DRINKING to talk politics. NO!

Pictured are Mary Lou Mercado and Johnny Zamora, official CLUB SAN JOAQUIN representatives at san felipe's first anniversary formal dance on June 10th.



TEATRO **LIBERTY**

Tony D. Maria
GERENTE

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



▪ **MUSICA EN LA NOCHE** ▪
Maria VICTORIA - Lola BELTRAN

Jueves, Viernes, Sabado 14-15-16 de Julio



▪ **LA RED** ▪
Rossana PODESTA - Armando ILVESTRE