



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 14, Num. 23

SEPTIEMBRE 20, 1964

SAN JOSE 10, CALIFORNIA



Marce Mora charms Excentrico's Automatic Kluge with her Magic wand

Bonanza REALTY

BIENES RAIZES!

Si Ud. Quiere Una Carrera y No Simplemente Un

Trabajo Mediocre Investigue la Carrera de

BIENES RAIZES!

SI UD. DEMANDA MUCHO DE SU TRABAJO Y DESEA PONER ALGO DE SU PARTE, YA SEA TIEMPO O MUCHO DE SU ESFUERZO DESERIAMOS HABLAR con USTED AQUI en BONANZA REALTY.

Si Usted es apto, nosotros lo matriculamos en un grupo de ESTUDIO para que pase su EXAMEN para su LICENCIA DE BIENES RAIZES

GRATUITAMENTE nosotros lo INSTRUIREMOS en la REAL ESTATE, Una PROFESION que le dara independencia, DIGNIDAD y buenas entradas MONETARIAS.

Si USTED esta interesado en Ayudarle a la Gente a Conseguir Sus Deseos, Si es Graduado de High School Si Usted Habla Ingles - Español Haga una CITA con Nosotros. Llame a BONANZA a los telefonos: 295 - 2955. LLAME HOY, O Venga Personalmente a BONANZA estamos situados en 367 Meridian Rd. (En frente de SEARS.)

Bonanza REALTY

CY 2 - 7900 - CY 8 - 1966

367 Meridian Road



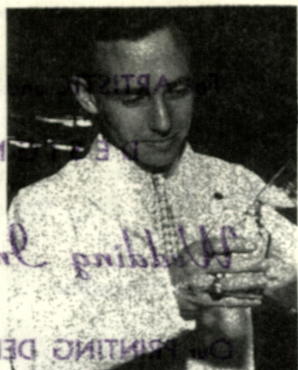
CY 2 - 7900 - CY 8 - 1966

367 Meridian Road

ENFRETE DE SEARS.

THE POLITICAL SCENE

William F. Ellis



The unprecedented scare tactics and complete political dependence upon character assassination of the Lyndon Johnson and Hubert Humphrey campaign cries for a closer analysis of these two candidates.

During the Truman administration, Congressman Johnson decided to run for the U. S. Senate against the popular Coke Stevenson. When the votes were counted the official tally gave the victory to Stevenson. However, upon the insistence of Johnson, a recount was made and the Johnson stronghold in Wells County, Texas, came up with a surprise. Wells County which had issued only 600 ballots produced 1000 votes to give Lyndon Johnson the victory which sent him to the Senate. From that time on the master manipulator has used pressures and political advantage to promote both his political career and his private fortune.

To believe that Johnson is continuing in the philosophies of the Kennedy administration is naive and dangerous. The influence of the Kennedy family upon the lives of all Americans was one of increasing unity and national pride. But today, less than one year after the death of President Kennedy, our nation is beset with unrest and we are experiencing domestic violence unsurpassed in the history of the United States. It is under the rule of Lyndon Johnson that the 50 mile hike has been replaced by the street riots in Harlem, in Ohio and in Philadelphia. It was under Johnson that the United States Ambassador to the United Nations accredited respectability to the jail sentence. It has been under Johnson that the key men in the New Frontier have been traded in on the old models from the Roosevelt New Deal. Then too, it is under Lyndon Johnson that Walter Reuther, well known for his sympathy for the communist movement, has become a frequent luncheon guest at the White House.

The picture we get when we take a close look at Senator Humphrey is equally perplexing. His ADA (the so-called "Americans for Democratic Action") proposed that the responsible members of the Democratic party disregard their convictions for freedom and self pride by adopting the following as the platform of the National Conventions:

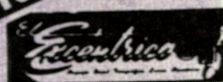
- (1) Abolishment of the House Committee on UnAmerican Activities
- (2) Doubling the Social Security deductions from the paychecks of employees
- (3) To emphasize that this continues to reflect his political goals, Senator Humphrey this past week an-

nounced only that he disagreed with his ADA on the issue of recognition of Cuba.

When we look to Washington, can it be with pride that we see a man who races his cream colored Lincoln Continental through the Texas hills at 80 miles an hour - with a cup of beer in his hand? Can we be proud too, of a First Lady who follows in her car and with a cup of beer in her hand? Is it Security we feel when a Vice Presidential candidate wishes to socialize the Private out of Enterprise to the result of governmental control over our businesses and jobs? Is it a responsible candidate who votes against economy in government? (Humphrey voted opposite to Kennedy 13 out of 15 times when the economy bills were before the Senate). These Two men who so carelessly hurl accusations of irresponsibility at their opponents as their only defense against the expose of their own records must be called to stand on the disgraceful records which they have built for themselves.

FOR YOUR

WEDDING INVITATIONS



Humberto Garcia

CY 2 - 4273 195 DEVINE ST

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

Citizens Television



En la grafica Ray Reyes Gen. Mgr. Charles Meredith
Service Mgr. Jose G. Motor Gen. (Ray) Kleczek Sales
Mgr. Lito Lopez y Adolfo Lopez en reparaciones

Televisores Usados desde \$19.95

CAR RADIOS - ANTENNA SPECIALISTS

2-WAY RADIO MOBIL FOR CARS

No job too big or small - All Work Guaranteed

Open Monday thru Sat. 9:00 a.m. to 9:00 p.m.

CY 2 - 9204 347 WILLOW ST.



For ARTISTIC and CORRECTLY
DESIGNED

Wedding Invitations

Our PRINTING DEPARTMENT

Is at Your SERVICE



CY 2-4273

195 DEVINE STREET SAN JOSE 10, CALIFORNIA



This PAGE is a PUBLIC SERVICE, there is no charge for readers wishing to express their views and opinions on matters of public interest. (Spanish or English.) Copy must be typewritten, double spaced. Manuscripts are not returned. Enclose wallet size picture.

San Jose, Calif.
Sept. 1, 1964

Sr. Humberto Garcia
Apreciable Sr. Garcia:

Por medio de esta carta deseo expresar a nombre del Comité Pro Kennedy Hostess.

Las mas expresivas gracias por su magnifica cooperacion que tubo a bien brindarnos a traves de las paginas de el magasin social EL EXCENTRICO.

Nos ayudo grandemente con su publicidad.

Gracias, muchas gracias! Pues vuelvo a repetir que se lo agradecemos infinitivamente.

Pro Kennedy Hostess Committee
President Marce Mora
Cordinadora Enriqueta Lorigo Guerrero

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Azteca Fishing Club

Señor Humberto Garcia
EL EXCENTRICO, CALIFORNIA
Muy Apreciable Compadrote:

Aquí le mando este retrato, haber que puede hacer con el. Esta muy chico, pero le dije yo al camarada este que tomara un retrato en donde se enseñara bien el pescado y no me hizo caso. Hoy le dejo a usted haber que puede hacer. Usted sabe mas de eso.

* AZTECA FISHING CLUB

El día doce de Junio, fueron Jimmie Cardenas, Hank Coronado y Louie Castro, que son miembros de este club a pescar salmon alas Farallone Islands. Los tres pescaron el limite, pero Louie Castro pesco el mas grande, que fue de 17 libras. Viene siendo el mas grande del club hasta la fecha. Al fin del año se distribueyn varios premios para los triunfadores. Si le interesa ingresar a este club, llame al presidente Jimmie Cardenas — 297-9900.

Gracias muchas — Su Compadre, que ganas tengo de verlo.

J. C.

Sorry:

Due to the delay of the Stage Coach writer's picture did not arrive on time to insert in column.



Leonard Ramirez

****EDITOR'S NOTE:** Chairman Bill Lopez informs us that Mr. Leonard Ramirez is an active Forumeer and is presently employed by the Santa Clara County Probation Department as Superintendent of Rehabilitation Facilities which includes the William F. James Boys Ranch, Boys Ranch #2, and the Muriel M. Wright Girls Ranch. Mr. Ramirez has had 11 years experience in the field of juvenile rehabilitation and has worked through the ranks to his present position.

EDUCATION, THE DROP-OUT, & EMPLOYMENT

How often have we, as advisors or counselors of youth, heard the following familiar responses when we are trying to persuade the young student to stay in school:

"Why do I need an education? My father made it through the eighth grade, and he is doing all right.... Besides, it's about time I started earning some money."

In all probability, the youngster has been waiting for the day he reaches sixteen in order to drop out of school. Those who have too long to wait, sometimes look for a short cut via the expulsion route. In most cases, he looks for support among his peers, cementing relationships with other fugitives from failure who, likewise, seek the same goal and who are also running from work half done, and from school half completed.

The unmotivated student who is, in fact, becoming a school failure usually "gives up" completely and rationalizes his failures by hating school, his teacher, and any school-connected activity. If he is sixteen, he merely drops out of school. If he has to wait for the magic age, he creates school problems in order to be expelled. The dropout who finds himself out of school with nothing to do because he cannot find a job, most often becomes involved in delinquent behavior such as stealing.

The student who perhaps uses the rationale that his father is doing alright without a high school education, fails to see the changing times. At one time, not so long ago, a man who was physically capable of working could, to be sure, find a job. Today, however, this is not so. A widening chasm lies between many of the unemployed and the jobs they seek, and more and more we are finding that the only bridge across the chasm is education and training.

If a new axiom is needed, it's as simple and persistent as this: The less schooling the less chance for a job. What is distressing about it is its provability

for among the estimated 4 to 5 million people who are unemployed today do not have even the modest academic tools.

People who are so ill-prepared are at an initial disadvantage in today's highly skilled labor market, and will become progressively more disadvantaged as the nation pushes its way toward greater automation and technological achievement.

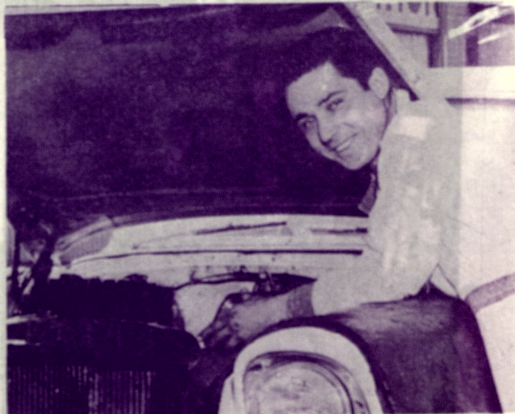
Our ethnic group, the Mexican-American, in the United States, suffers when one of our youngsters drops out of school or does nothing to prepare himself academically. The present leadership in the community is very concerned with the continual drain of human resource and leadership potential.

Though the article was not, in any way, written to commercialize on the subject, it was, to be sure, inspired by the tremendous and very satisfying work of the American GI Forum in various parts of the nation who labor to encourage and provide promising Mexican-American high school graduates with collegiate scholarship grants, made possible through the fund raising drives it conducts.

On October 3, 1964, the San Jose Chapter of the American GI Forum is sponsoring a dance in order to raise funds for scholarship grants to offer our promising young high school students. Every responsible member in the community should get behind this worthwhile project by attending the dance which will be held at the IES Hall in San Jose and will start with FREE REFRESHMENTS from 8 to 9 P.M.

Leonard Ramirez

Checkerboard **GARAGE** **TALLER de MECANICA**



Lionel Banda

ESPECIALISTAS en

TRANSMISIONES AUTOMATICAS

Tune - Up MOTOR OVERHAUL

Reparaciones en General

CL 1 - 0606 1991 ALUM ROCK AVE.

Lo MEJOR en COMIDA MEXICANA



FINE MEXICAN FOOD

Como en LAS PALMAS este Restaurant usa únicamente los Mejores ingredientes para todas sus comidas.

COMBINATION PLATES desde .90¢

Abierto LUNES a SABADO 11 a 8:00 p.m.

MARTIN MENDEZ & SON

294-4923 1310 AUZERAIS AVE.

Continental Cuisine
Atras de SEAR'S

Las Palmas Taco Bar

" San Jose's Original Taco Bar "

Only the BEST QUALITY FOODS USED

SPECIAL PARTY RATES

Open 7 Days a Week 9a.m. to 9:30 p.m.

1.000,000 TACO Mark

We are glad to announce to our patrons that just last week we passed the One Million Taco Mark. Thank you, Martin Mendez, Mgr.



295-3132

1495 The Alameda



REINA DE LAS FLORES 1963

Recuerdos del ayer....

Excentrico se complace en presentar a la encantadora
Señorita JOSIE SOLIS

Quien saliera electa reina de La Feria de Las Flores
el año de 1963.

THE WHITE HOUSE

Washington

March 25, 1964

Dear Mrs. Sanchez:

President Johnson asked me to acknowledge and thank you for your letter. He is deeply appreciative of the interest of all those who propose to honor the memory of President Kennedy, and he is pleased to learn of plans of Mexican residents of San Jose to erect a memorial as their symbol of love and gratitude. He extends his best wishes to you and the members of your committee.

The President is grateful for your warm personal expressions and sincerely hopes that he will continue to merit your confidence and support in the days ahead.

Sincerely,
RALPH A. DUNGAN
Special Assistant to the
President

Mrs. Maria de la Luz Sanchez
President
Mexican-American Committee Pro JFK Memorial
426 Royal Avenue
San Jose, California

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian



YO Y MIS CIRCUMSTANCIAS

Ana Maria
Dominguez

Destinacion, America! Una sensacion extraña recorria me cuerpo al montar el avion con destinacion a los estados unidos. Durante el año que vivi en europa habia montado tantos aviones, trens, y barcos y cada viaje habia sido una contingencia diferente y emocionante.

Pero esta manana cuando bordaba el avion en el aeropuerto de Holanda una emocion rara me dominaba. Era alegria y era tristeza a la vez. Una nostalgia enorme me entristecia al pensar que dejaba este viejo y melancolico continent, y simultaneamente al alegria de regresar a America se asomaba y aliviaba mi tristeza.

Mis primeras impresiones fueron de depresion. Estas las gobernaba la nostalgia que sentia por aquel pais que habia sido me casa por un año. Acostumbrada a vivir entre la cultura europea, principalmente española porque me casa fue Madrid, me habia preparado para aceptar la desorientacion con la cual me enfrentaria al regresar a la vida americana. Y mientras volabamos sobre el Atlantico mis pensamientos se fijaban en las diferencias de nuestras culturas.

Mi viaje a Europa fue principalmente para estudiar. Y llege a Europa con la idea que la vida estudiantil era la misma in todas partes del mundo.

Claro esta que muchos aspectos son iguales. Pero desde el principio yo encontre las distinciones. Al llegar a España fui recibida por una familia española, la cual fue mi familia por casi toda mi estancia en Madrid. Digo, casi todo mi estancia porque la vida del estudiante es de viajar y de conocer.

Y aqui empearon las diferencias. No hablo de estas diferencias despectivamente sino con carino y admiracion porque son estas diferencias de culturas las que han enriquecido me vida y han creado este gran respecto que siento por las gente europea.

Mi primera diligencia era de matricularme en la universidad. Esta fue una tarea bastante fatigosa y de la cual podría escribir una novela!

Asiti a mis cursos en la Facultad de Filosofia y Letras in la Universidad de Madrid. Estos cursos habian sido organizados para los estudiantes extranjeros. Y en realidad, habiamos representantes de casi todos los paises del mundo y de todas las lenguas modernas. Los estados unidos tenia mas representantes que ningun otro pais.

Nuestros cursos consistian de temas muy generales, debido a la flata de tiempo. Era imposible cubrir una materia tan extensa como la historia de Es-

paña en tan corto tiempo. Y por esta razon nuestras materias se convirtieron en un resumen de los diferentes aspectos de la cultura española desde el siglo trece hasta el presente.

- mas siguiente edicion -

YOUR
**WEDDING
INVITATIONS**
SEE



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.

STRENGTHEN the
United Nations

Give your Social
Security dollar more
Buying Power

Discontinue Economic
Support of Communist
Countries

VOTE FOR
BARRY
GOLDWATER



Advanced AUTOMATIC TRANSMISSIONS



En la grafica: Jim McKelvey, Prop. y Azof Ferdinand

Reseal Trans. \$26.95 Labor plus parts.

OVERHAUL \$37.50 Labor plus parts.

FINANCING AVAILABLE

FREE COURTESY CAR

Jim McKelvey

286 - 4008

433 WILLOW ST.

SAN JOSE Drive - In THEATRE

LUNES - MARTES 28 - 29 de SEPTIEMBRE

a colores " SOL en LLAMAS "
Antonio Aguilar - Maria Cruz Oliver
- Ademas -

" EL ORGANILLERO "

MIERCOLES 30 de Sept. JUEVES 1 de OCTUBRE

" EL TORNEO DE LA MUERTE "

Elvira Quintana - Crox Alvarado
- Ademas -

a colores " BATACLAN MEXICANO "
Cristina Martell - Agustin De Anda

LUNES - MARTES 5 - 6 de OCTUBRE

" EL IMPOSTOR "

Pedro Armendariz - Amanda Del Llano
- ADEMAS -

a colores " LA GAVIOTA "

Maria Antonieta Pons - Joaquin Cordero

MIERCOLES - JUEVES 7 - 8 de OCTUBRE

" LA MASCARA DE HIERRO "
con LUIS AGUILAR

- Ademas -

" CABARET TRAJICO "

Kitty De Hoyos - Colombia Dominguez

CY 5 - 5005 13th St. Oakland Highway & Gish Road

BAILE BLANCO Y NEGRO

Como una reminiscencia del Baile Blanco y Negro que se verifico en el Sheraton Palace Hotel de la vecina cd. de S.F. A la mesa reservada para los de San Jose se sentaron las personas que figuran en esta fotografia. Ellos son de iz. a der: Richard Y. Sanchez, nuestra cronista, la escritora Maria de la Luz Sanchez, la poetiza mazatleca Elena Vazquez Somellera, Marce Mora representante del Comite, pro monumento a Kennedy, su chambelan Eleazar Martinez, Trudy Jimenez representante del Club Zanzaree y Ramon Casillas.



Simon's Beauty Salon Salon de Belleza Mexicano

Permanent Wave

PRECIO COMPLETO.

\$ 5.00

LAS MEJORES ESTILISTAS en EL
Norte de California

ABIERTO:

Lunes a Sabado de 9:00 a.m. a 9:00 p.m.

Domingos de 9 a 5:00

NO NECESITA CITA

SERVICIO DE BELLEZA COMPLETO

Corte de Pelo - ESTILO - PINTURA - PLATEADO

Teddy Castillo

Tel. 295 - 5391

32 South MARKET STREET
(Cercas de la Farmacia LA ROSA)





Directors Coats - Cuta Away
Bridal Hoopskirts
Fur Stoles



ALL NEW ---
Dinner Jackets, Pants,
Shirts, Cummerbunds
Suspenders
and Accessories

\$8.50

Daily 8 to 6:00 p.m. Mon. & Thurs. 'til 9
Sunday by Appointment.

Ida's TUXEDO RENTAL

CY 2 - 9102

380 S. First St.

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 Físico

RAYOS X y LABORATORIO

Consultas en Español e Ingles

CY 5 - 8870 565 Almaden Ave.



Maria La Rosa. Prop.

Nos Especializamos en Recetas

Preparadas EXACTAMENTE como su MEDICO indique

FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc...

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

CY 4-5030

30 S. MARKET ST.

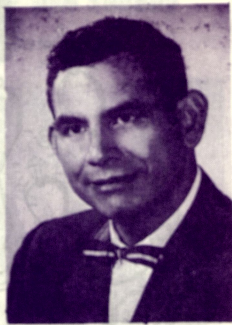
Toda Clase de Propiedades

Tel. 258 - 1366

1411 Sun Shadow Lane



GEORGE GOMEZ REALTY



BLANCA y JOSE J. ALVARADO

Asuntos de INMIGRACION

Traducciones - Notario Publico

Nuestra larga Experiencia en tramitar Documentos de
Importancia es su Mejor Garantia.

Agencia de CASAS

Tel 251 - 6756

2194 ALUM ROCK AVENUE.



DESFILE 16 de SEPTIEMBRE

El Domingo 13 de SEPTIEMBRE

bajo los auspicios de la Comision Honorifica Mexicana
de San Jose, California

Uno de los mejores desfiles vistos en esta ciudad
Gran parte se debe al Sr. PAUL BARACKER quien fue
al organizador como a sus diferentes comites.

En la grafica tres de los miembros del club de damas
SELENE son ellas: Rose Mary Villegas, Velia Duran y
Annie Saucido.

foto por el terrible prensista de EXCENTRICO
(el rapido de Zacatecas) Manuel Fernandez



(C) 1964

Diamond Juan

Sabia Ud. que Los DIAMANTES se DAN en NOPALES?

Claro que NO SE DAN en NOPALES

Por Eso DIAMOND JUAN recomienda a Usted que Revise sus DIAMANTES cada dos o tres meses

Llévelos con un Experto y el Mejor Experto es

DIAMOND JUAN el le Inspeccionara y Limpiara sus DIAMANTES sin COSTO ALGUNO.

DIAMONDS are a GIRLS BEST FRIEND

and Diamond JUAN is yours

He Suggests you take care of your Diamond Ring Sets

Rebuilt like New - Alterations & Repairs of all Kinds

RINGS CLEANED & CHECKED FREE While you Wait.

298 - 2423

80 W. San Carlos St.



EXCENTRICO presents
personalities that attended
Club SAN FELIPE FORMAL
Sat. July 25 - Cabaña Motel

MR. and MRS.

Manuel and Eloisa V. Ramirez



MR. and MRS.

Tony and Helen Barajas
Los Charros de San Jose, Pres.



JOEL REYES

GLORIA GOMEZ

Farias & Canales Agency AND TRAVEL SERVICE

Servicio de Oficinas en su casa

Documentos de Inmigración

Aplicación para Seguro Social

Dificultades con su

INCOME TAX

Certificados de Nacimiento

Notario Publico

Teneduría de Libros

Tel. 293-2824

53 E. Santa Clara St. San Jose

Tel. 724-9782

129 Main St. Watsonville, Calif.



TEL. 293 - 2824 53 E. SANTA CLARA St. SAN JOSE



FRANK DAVILLA
AX 6 - 0306



Rainbow Ballroom

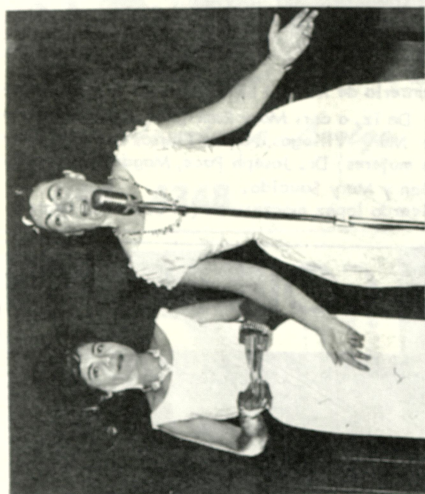
Dancing Every Saturday and Sunday
The Home of all the Main Attractions

LOS MARCIANOS

con sus cantantes ELENA y NANDO
Todos LOS SABADOS

Chris Carmona

Y su popular ORQUESTA
Todos LOS DOMINGOS



Nueva propietaria de Audry's

Bridal Salon

Hennietta Loriga

Hace del conocimiento de todas sus amistades
y Publico en General
de la adquisicion de la Tienda de Ropa para Novias
que antes llevara el nombre de AUDRY'S
Ahora opera bajo el nombre de MAYO BRIDALS
Se localiza en el 85 W. SAN ANTONIO ST.
(formando esquina con la calle Market)

Para celebrar este acontecimiento ENRIQUETA esta
ofreciendo una GRAN VENTA que dara principio el
Sabado 26 de Septiembre durando hasta el Miercoles
30 de Septiembre. TRAJES para NOVIA, Long and
Short Formal - COCKTAIL reducidos al bajisimo precio
de \$5.00 - \$10. - \$20. APROVECHE nada le CUESTA
admirar esta GRANDISIMA SELECCION.

(En la grafica) a la izquierda Enriqueta y Audry.



DON la encantadora GAY y ART MARTINEZ
lo atenderan con toda cortesia.

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Black MOHAIR Continental SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS
ROUGH RIDER - Slacks and Sport Coats

Pendelton Shirts

Abierto los Lunes, Juev. - Vier.
hasta las 9:00 p.m.



INTERNATIONAL
and
Bank of America
Chg. Plans

Art Martinez

CY 3 - 3236 290 S. FIRST ST.

EL MAYOR JOSEPH PACE



El popular Mayor de la ciudad de San Jose, California Dr. JOSEPH PACE posa con este grupo de modelos durante el BRIDAL FASHION SHOW auspiciado por el pro-monumento a Kennedy Hostess Committee, que se verifico recientemente en LOU'S VILLAGE. Marce Mora es la presidenta y Enriqueta Lorigo la coordinadora. Los trajes lucidos en este evento fueron

una galanteria de MAYO BRIDALS - 85 W. San Antonio St. De iz. a der: Mary Rodriguez, Frances Herrera, Rose Mary Villegas, Nance Fierro, (bendito entre todas las mujeres) Dr. Joseph Pace, Magdalena Saucido Ruth Piñon y Mary Saucido.

foto ricardo lopez moctezuma (el azote del lente).

California BUSINESS COLLEGE

MEN WOMEN

CALIFORNIA BUSINESS COLLEGE

OFFERS a CAREER in
THE FOOD BUSINESS

TRAIN NOW FOR

GROCERY CHECKING

ADVANCED MANAGERIAL TRAINING
FINANCING ARRANGED

Day and Evening Classes

Call or Come in: 294 - 7782, 294 - 1802
1098 E. Santa Clara St. San Jose, Calif.

FREE PLACEMENT SERVICE

★ **EARN TOP WAGES**



EXCELLENT WORKING CONDITIONS
UNBEATABLE INSURANCE PLAN
for YOU and YOUR FAMILY.
RESPECTABLE JOB and FUTURE

Tel. 294 - 7782

1098 E. SANTA CLARA ST. SAN JOSE

Change of Ownership SALE

Formerly AUDRY'S Bridal Salon now MAYO BRIDALS

Sat. 26 - Mon 28 Tues. 29 Wed. 30th of Sept.

Cocktail - Formals

LONG and SHORT

VALUES from \$29.95 to \$49.95

DRASTICALLY REDUCED to

\$5 \$10 & \$20

BRIDAL GOWNS priced to CLEAR

Do not MISS this 4 DAY SALE



Mayo Bridals

Henrietta Lorigo

294 - 4348

85 W. SAN ANTONIO ST.



EXCENTRICO presents
personalities that attended
Club San FELIPE FORMAL
Sat. July 25 - Cabafia Motel

JOSE ROLANDO VILLAREAL
ENRIQUETA GARZA



MR. and MRS.
Guadalupe and Elida Valdez



MR. and MRS.
Alex and Mary Zamora



Luis and Elvia Melchor
Heriberto and Elena Calzadías

Miss San Felipe 1964 Lillian
Lozano and Miss San Felipe 1963
Dora Gutierrez and escorts.





★ ★ ★
EL FOTOGRAFO
de las
ESTRELLAS ... !

Richard Diaz



Benjamin Ulloa President of the Comision Honorifica Mexicana crowns her Royal Highness Queen of the 16th of SEPTEMBER FIESTAS ANITA SAMANO during the LITERARY - PROGRAM held at the Civic Auditorium Sunday, Sept. 13.



Miss Patricia Sandoval daughter of Simon and Jenny Sandoval exchanged vows with Mr. Richard Rubio on August 14th during a civil ceremony held at 14555 Jerilynn Dr. at 5:00 p.m. Judge Dempsey officiated. The couple honeymooned in Reno, Nevada. On left Ray and Alice Alvarez witnesses.



Mr. PATRICIO (Bulldozer) VASQUEZ Vice - Chairman of the American GI Forum San Jose Chapter on the left was Dance Chairman for the recently held ULTIMATE Dance at the I.E.S. Hall, Door Prize winners are: Peter Cuen, Sue Eddy, Lotty Flores and Lena Manriquez. Editors Note: That flashy polka dot coat Patricio is wearing is sharp looking but getting monotonous, and we urgently recommend a collection be taken up so that it can be replaced, you can pick up our .25¢ anytime. After all a Dance Chairman must look the role.



Los Amigos Golfing Club
DINNER - PARTY
held on August 12, 1964

held at the international Restaurant. Ltr: Mr. and Mrs. Arturo Sanchez, Mr. and Mrs. Abelardo Sotelo, Mr. and Mrs. Ramon Garcia, Mr. and Mrs. Charlie Padilla, Mr. and Mrs. Tom Nava, Mr. and Mrs. Benito Garza - Club President, Mr. and Mrs. Chico Prosada, Mr. and Mrs. Memo Garcia and Mr. and Mrs. Phil Cruz.



En la grafica el Dr. Lawrence Stern y la guapa recepcionista Susan Lopez.

Dr. HAROLD ZLOT
Dr. LAWRENCE STERN
OPTOMETRISTS

EXAMEN CIENTIFICO

Doctores ZLOT y STERN le ofrecen una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS
Se Aceptan Casos de Old Age Pension

ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.
El Lunes y Jueves esta abierto hasta las 9:00 p.m.
Se Localiza en el edificio de Kay's Jewelers.

PAGOS FACILES

CY 5 - 4805 67 S. FIRST ST.



Marce Mora charms Excentrico's Automatic Kluge with her Magic wand

Miss MARCE MORA was elected QUEEN of Los Charros de San Jose de Guadalupe she was born in Hillrose, Colorado and is currently attending San Jose City College majoring in law-enforcement. She is an active member of Club Zanzaree ULAC, the United Food Drive etc.

In the short time that she has lived here she has made very many friends. Her hobby is dancing and helping other people.

Her parents are Mr. and Mrs. Joe Mora, she has 6 brothers. Her greatest wish is to see the John F. Kennedy Statue go up in San Jose.

Marce charmed Excentrico's high speed automatic KLUGE 12 x 18 printing press with her magic wand initiating a new era of fine quality printing.

Maria's COCKTAIL LOUNGE
BAILE VIERNES - SABADOS

El Centro Nocturno

☆☆☆☆☆☆

Mas Elegante

MARIA'S COCKTAIL LOUNGE se ha convertido en el CENTRO NOCTURNO mas popular en toda la Bahia por su ELEGANCIA, HI - Balls bien preparados y lo Mejor en MUSICA para BAILAR.

DAN and MARIA AGUIRRE, Prop.

CY 5 - 9872 728 N. 13th St.

TEDDY RODRIGUEZ Y SU CONJUNTO





Gilbert Solarez

Biggest Happenings of last week was a party given by Club Selene at my pad. Lydia Riojas and Dolores Melendriz were celebrating their birthdays. They are supposed to be 22, I say suppose because women never tell their actual age. Getting back to the party, the pad was really swinging! Annie Saucedo making her grand entrance on the arm of Mike the hairstylist from New York.

Hey, Jovita, you thought you could fool me but I spotted your false eyelashes!! Man, where did you get those crazy webbed stockings??

Can anybody tell me who the creep was that walked into the party, grabbed a drink, and walked out? Oh! No! That was me!

Eddie coming down from Palo Alto to see Annie S. and bringing all his buddies.

My nutty sister Helen was suppose to be the hostess but she took off in the middle of the party with Mike The Hairstylist to attend another party. She set the place in a panic with all the members looking for her. What did you want her for, to hold your hands?

Rudy Belluomini looking like a lost soul. John Flores and Andy Sepulveda were parked outside the house and refused to come in. Charlie Molina had to work that night but that didn't stop him, or Kenny Hansen who came after he got out of work at El Patio.

The gals in the club invited all the members of the band at El Patio. Cesar and his men were all raring to go only the girls neglected one itsy bitsy thing: TO GIVE THEM THE ADDRESS!

It seems that Velia Duran was the only member that didn't show up. Club Zanzaree was invited but none of them came, I guess they considered these girls too young. After all Club Selene girls are all under 25. It really was a hell of a party only I think this will be the last one held at the house because nobody helped my mom clean the mess afterwards.

No Respect For His Elders

My 200 lb. 12 year old nephew Ruben Rivera, Jr., told my mother this riddle:

Ruben: "What is black and white with a cherry on top and two nuts inside?"

Mom: "I give up."

Ruben: "A cop car with Rudy Belluomini and my uncle Gil inside!"

* * * * *

MEN: Married Life is a Drag!

After all the facts I've been able to gather in all my years of research, I've come to the conclusion that marriage is a drag.

If you don't believe me just read these questions below and find out for yourself what I mean.

Now, I don't mean all married men are bored, but we'll allow a few exceptions just to prevent any arguments.

1. Does your husband come home early on pay day?
2. Does your husband pal around with bachelors?
3. Was it after your first year of marriage that he started coming home at all hours?
4. Was it after the 5th year of marriage that he stopped coming home at all?
5. Are you a nagging wife?
6. How many times has your husband been married?
7. If he had been married before what makes you think you can hold on to him when someone else failed?
8. Do both of you work at the same job together?
9. Does your husband pay for child support?
10. If you both work together and you see each other every day, that by evening time don't you just feel like running down the street like a mad person?
11. Does your husband ever say he is going hunting with his buddies and will be gone for a certain length of time?
12. Does he ever bring home any proof?
13. The question was, what was he hunting?
14. Does he own a rifle?
15. Does your husband belong to any clubs?
16. How many times a week does he stay out and tell you he is attending real important meets?
17. Are you sure he isn't staying out simply because he is bored stiff of staying home?
18. When you both get in a silly fight just to kill the monotony does he wind up sleeping on the sofa?
19. When was the last time he brought you flowers and candy for you and whisper sweet nothings? And I don't mean Valentine's Day?

AMERICAN GI FORUM - San Jose Chapter SCHOLARSHIP BENEFIT DANCE

Saturday, Oct. 3, 1964 9 to 1 AM

Chris Carmona & His Orchestra

FREE REFRESHMENTS from 8 PM to 9 PM

I. E. S. Hall, 1401 E. Santa Clara Street

Door Prize

Donation \$1.25

COMMERCIAL PRINTING
PUBLISHING
PHOTOGRAPHY

Spanish - English Magazine
Reaching 30,000 Readers

Humberto
Garcia
DIRECTOR



CY 2 - 4273

195 DEVINE ST.

SAN JOSE, CALIFORNIA



FURNITURE DISCOUNT

House



HANK COXA

Spanish

TV SHOW

CHANNEL 11

Direct from Mexico City
Every Sunday 10 to 10:30 a.m.

SEE OUR WONDERFUL
WEEK END SPECIALS!

FRENCH PROVINCIAL BED ROOM!



Easy Credit Terms

GIL COCA



EDDIE BOJORQUEZ

WE GUARANTEE LOWEST PRICES
WE GUARANTEE SERVICE and What we SELL
WE GUARANTEE Style and Quality
No Carrying Chgs. just low Bank Interest terms



JOE SANCHEZ



HENRY NAVARRO

6 LOCATIONS to SERVE YOU!

1975 MISSION ST.	San Francisco
7134 E. 14th STREET	OAKLAND
2130 EL CAMINO	SAN MATEO
836 E. Sonoma Blvd.	Vallejo, Calif.
607 E. MARKET ST.	SALINAS
82 E. SANTA CLARA ST.	San Jose

CY 7 - 9486

82 E. Santa Clara St.



Club Zanzaree

Trudy Jimenez

Gee, Sweetie, it looks like we're here for your rescue again. Even though she's not sick this time, it seems she had a very important dinner date for tonight, we wonder whose that important person whose keeping you busy these past few weeks??

We would like to welcome Maïda and Frances Herrera who have been vacationing in San Diego area and it seems they had quite a time around Camp Pendleton, the boys outnumber the girls 10 to 1. We wouldn't be surprised to see them going back next year. Sounds like fun, huh, girls???

Congratulations:

Wedding bells will soon be ringing on Sept. 26 for Miss Silvia Jaquez and Mr. Manuel Moreno. We wish them lots of happiness.

We also hear that wedding bells will also be ringing for Mr. Val Garcia.

Members from Club Zanzaree would like to express their congratulations to Mrs. Enriqueta Lorigo, new owner of Mayo Bridal Shop formerly Audrey's. Also, we would like to thank Mrs. Audrey for all the help she gave in the August 30 Fashion Show which was held at Lou's Village for the JFK Memorial.

Past Events

We were standing there watching the 16th of September Parade and guess who was riding with Mayor Pace, none other than lovely Irene Maldonado representing our club.

A pretty newcomer Ninfa Carrivales also represented The Committee for J. F. Kennedy.

Looks like Charros - San Jose took first place in the Mounted Units with a very nice decorated convertible with Queen Marce and her two lovely princesses Becky Sandoval and Becky Ortega.

Latest Gossip

Joel Reyes, you have a certain someone very disappointed, she's been sitting near the phone on weekends.

Armida Medina looking very lovely as usual at The Rainbow Ballroom on Saturday nite.

What's this Paul Barracker doing a corrido at the 16th of September dance with Miss Maria Luz Araiza?

Cesar, whose that certain girl we seen you with Saturday after you closed your place?

People are wondering about a certain girl who was riding in the 16th of September Parade with a

crown on her head.

What were you queen of, Sweetie??????

Clara Aguilar seems to be on Cloud 9 these days, could these mean wedding bells???



LARRY and LYDIA MORA

From Pittsburg, California participated with Los Charros de San Jose, took 1st Place in the 16th of September celebration. Larry plays an accordion and has played for the United Food Drive, has won many honors.

His proud parents are Mr. and Mrs. Louis Mora.



Steaks \$1.25 Abierto 24 Horas

Originarios de los famosos Steaks por \$1.25
Incluye Ensalada, Pan y Mantequilla

ALMUERZO - LUNCH - CENA
Nunca Cerramos Las PUERTAS

FREE PARKING - 38 S. 3rd St. Carl & Al's
" Visitenos despues del Show o Baile "

CY 7 - 7184

72 E. Santa Clara St.



*Club
Riviera*



Harold Martinez

If you haven't heard of the Mexican-American Community Project and you would like to do something to help the Mexican-American or learn of his culture, I would advise you to contact Mr. Leno Lopez, head of the project, at 259-3940. The project sponsors seminars, conferences, panel discussions, and has initiated several classes in the various colleges in the county dealing with the various problems in the Mexican American community.

My good friend and Goldwater man, Bill Ellis of Flores Pharmacy, informs me there will be a rally in the near future for those who wish to learn more about the Arizona Senator. The main speaker will be Joe Benitez, Republican from Arizona who recently won the primary for the State Assembly. Mr. Benitez will answer any questions you might have about Mr. Goldwater. The time, date and place will be announced in the magazine somewhere.

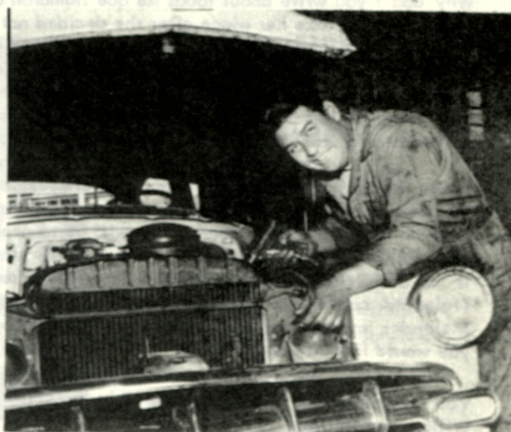
Our Boys were very disappointed in the parade for the September 16th celebration. They worked their hearts out in decorating the best looking decorated car in the parade and were not even considered in the voting. The winners didn't even express the theme of the celebration. The picture of the car will appear in a future issue.

Our club President, Frank Espinoza, will write the next two issues while "me" takes a little vacation.



Mrs. Christine Henry displays the trophy won at the Parkside Beauty College style show on June 16th at the Hawaiian Gardens. The award is for 1st Place in the Freshman Division.

Fred & Sam's Sunland Service



Gasolinera - Taller de Mecanica

FRED ROCHA and SAM OCHOA, PROPS.

ONE STOP AUTOMOTIVE SERVICE

Rebuilt Motors - Radiator Repairs - Starters
Generators - Smog Control Devices Installed
BATTERIES - TIRES - ACCESSORIES

241-1317 2511 Newhall Santa Clara



The beautiful girl in the picture is Miss Della Martinez (no phone number) daughter of Bill and Rebecca Martinez. She just recently completed her fifth month of life.



CLUB San Felipe



Candy Veliz

In this issue we will try again to publish the picture that was taken by the ace of the lens Richard Diaz. Mr. Diaz took this photo in La Feria de Las Flores Parade sponsor by Los Charros. In the photo are the Club President Cruz Tapia, Joe Ruiz, Joe Flores and Armando Rosales and representing the club are lovely Yolanda Cortinas and Velia Duran. The car doesn't belong to Paul Gary, it's Maria's. Thank you again, Maria.

While Club San Felipe barbeque steak & dance tardeada was O.K. it wasn't as expected, mostly because of the cold weather so the club will come up with something different for next year hope you can be with us then.

Note to Trudy Jimenez:

In reality the reason Velia Duran was upset in regards to picture taking was because she had to leave the place of her employment to get her picture taken and when she got there una ofrecida had replaced her. Says she, Why take me away from my job for that. Why don't you write about todas las que llamaron ofreciendose to take her place after she decided not to help anymore. Furthermore it's the first time I hear of models having to pay for the privilege of modeling. And, furthermore contribution to the Kennedy Memorial from Fashion Show - NOTHING!! Haber cuando hacen otro, the publicity was great.

El Sol, the luxurious restaurant where they serve the best food in town seven days a week, now has dancing Thursday thru Sunday nites and commencing on the 27th of this month there will be tardeadas and floor shows on Sundays - talented Willie Vargas is an able leader and has with him Carlos Del Campo (talented comic), outstanding piano player Richard Melendez and three other musicians that play just what you would like to hear.

So, for an evening of evenings go to El Sol. You'll be glad you did. It's located in the corner of Willow and Delmas.

THIS N' THAT:

Jimmy Baeza dating Art Sanchez sister-in-law, cute Gloria Guevara.

Congratulations on their recent marriage to Beto Chavira and name of spouse not available at this time. Also recently married was the fairest of the fair Dora Galindo. Congratulations.

A birthday party was given by Club Selene for Lydia Riojas and Dolores Melendrez. I am sure everybody had loads of fun. Too bad I couldn't make it.

Again from Club Selene Mary Vagara has just becomes Mrs. Vince Erevia. Here is hoping you have an eternal honeymoon.

Hiram Cortinas sporting a 1964 Corvair.

ULAC has its regular meetings on the second Friday of each month at Mrs. Lena Manriquez Hall on 1246 E. Santa Clara Street. All clubs and organizations are invited to attend.

For delicious taquitos and all other Mexican goodies Las Palmas Taco Bar on the corner of Alameda and Magnolia.

Empresa Davilla strikes it big with the presentation of Pablo Beltran Ruiz. The Rainbow Ballroom is where Saturdays and Sundays you find dancing at its best.

I know of a cute girl that's going to be very disappointed - Art Cuellar will not date her while in San Jose in the near future!!!!!!



This is WILLIE VARGAS as he appears at El Sol.

Galeria Infantil



DEBRA ANN DONEZ
9 mo. - Born in Cupertino
Parents
Epimenio Jr. and Lydia Donez



DONALD ALCANTARA
3 mo. - Born in S.J.
Parents
Mike and Margie Alcantara

LEITER STUDIO



STEVEN PAUL GONZALES
3 mo. - Born in Santa Clara
Parents
Tony and Anita Gonzales



PATRICIA ARREDONDO
6 mo. - Born in S.J.
Parents
Angelo and Carmen Arredondo

Payless TIRE COMPANY

La variacion mas
Grande de Llantas
Usadas
desde \$2.95

Featuring the famous
REMINGTON TIRE
for as little as \$9.77 with your
old tire regardless of condition

Facilidades de Pago

Abierto de 9:00 a 8:00 p.m.
Sabados 8 a 5:30 p.m.



Ed Gonzalez

BRING THIS AD to us FOR A FREE FLAT REPAIR

Tel. 251 - 8360

FLATS .69
WHEEL BALANCING .88

1815 ALUM ROCK AVE.



Las Tiene
PINK
ELEPHANT

SUPER MARKET
400 S. KING ROAD

Hechas por
OZUNA
Products



MR. and MRS.
Fred and Mary Garcia

EXCENTRICO presents.....
personalities that attended
Club San FELIPE FORMAL
Sat. July 25 - Cabaña Motel



MR. and MRS.
Rudy and Lita Gonzalez



MR. and MRS.
Joe and Lotty Flores

Generous George
LOTE de CARROS USADOS

100% MEXICANO

No Hay Oferta Razonable que no se Acepte
GRATIS!

Con la Compra de Un Carro se le regalara
10 Lineas de BOLICHE !

Toda Clase de Autos - Muy facil de Financiar
ABIERTO de 9:00 a 9:00 inclusive Domingos
GEORGE BURGUEÑO, Prop.

294 - 7241 **1045 E. Santa Clara St.**



Lujan - Lagunas

El día 20 de Junio 1964, a las 2:00 de la tarde, en esta ciudad de San Jose, la Srita. GUADALUPE LAGUNAS hija de Luis y Estefana Lagunas tomo por esposo al joven RICARDO LUJAN hijo de Jose y Lucy Lujan. Unieron sus destinos en una ceremonia civil oficiando el juez Dempsey. Guadalupe es nativa de Yuma, Ariz. y Ricardo de Mesa, Arizona.

Despues de la ceremonia civil se verifico una recepcion a la cual asistieron familiares e invitados.

Su LUNA de MIEL la disfrutaron en Tiajuana, Mexico, estableciendo residencia en San Diego, California.

En la grafica: Richard Lagunas -padrino, David Lujan, Zoila Arizpe -madrina, Bertha Lagunas.

LEITER STUDIO.



MR. and MRS.
TORRES

EXCENTRICO presents
personalities that attended
Club SAN FELIPE FORMAL
Sat. July 25 - Cabafia Motel

ST. JOSEPH'S SHOP

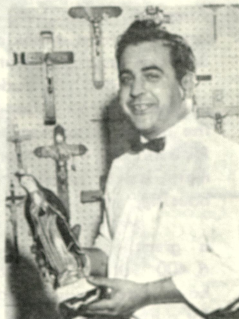
ARTICULOS

CATOLICOS

BIBLIAS - MISALES
NOVENAS
ESTATUAS - CUADROS
VELADORAS
(En seguida de PARISIAN
DELICATESSEN).

CY 5 - 2130

49 W. San Fernando



Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

ALL BRAND NEW

White Dinner Jackets & Black Tuxedos

Red Coats, Grey & Blue

Directors - Cutaway

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



CY 4-2322

75 S. 2nd St.



JOHN CASTRO

448 Royal Avenue
San Jose, Calif.

Dear Friend:

For weeks I've been meaning to write to you who worked so enthusiastically in my Supervisorial campaign. Catching up on the backlog of work has kept me from thanking you earlier, but my tardiness does not lessen my gratitude to you.

I don't delude myself that any of you campaigned on my personal behalf but, rather because of the clear need for real representation in the Second District. We all worked hard for satisfaction on the main issues: peacetime reconversion of industry, fair housing, low-income housing, parks, etc.

We worked to win, but I am sure we achieved a great deal in piling up the votes as we did. The 6,400 voters who cast their ballots in my direction have been heard, and they will continue to be heard for quite some time to come.

I am sure some of you are wondering about my stand in the Supervisorial race next November. I am in the process of analyzing the two remaining candidates, separating truth from fiction, and deciding the best way to get the most for the people in the Second District. I will let you know the results of my thinking in the near future.

Gratefully and sincerely,
JOHN CASTRO

MANUEL MORALES presenta

GRAN CHARREADA

Domingo 27

de Septiembre

De la 1:00 de la tarde a las 8 p.m.
GRANDES TARDEADAS I
REFRESCOS - CERVEZA
MARIACHIS - ANTOJITOS



TRADER LEW'S PARK

12880 S. FIRST ST. SAN JOSE, CALIF.

FLORES Pharmacy

**La FARMACIA MEXICANA
del Condado de Santa Clara**



William T. Ellis

FARMACEUTICO

Abierta de 10:30 a.m. a 7:30 p.m. Lunes a Sabado

RECETAS - Hierbas Medicinales
Remedios de Casa COSMETICOS

Para Recetas de Emergencia diga a su Doctor que llame
A Flores Pharmacy 294-4181 a cualquier hora.

294 - 4181

97 S. MARKET ST.



CY 2 - 4273 195 DEVINE ST.

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

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

COLABORADORES

AMERICAN G I FORUM
CATALINA BARRAGAN
RICHARD DIAZ
CLUB SAN FELIPE
CLUB RIVIERA
BOB RODRIGUEZ
DANUEL SALDAÑA
GILBERT SOLAREZ
SIMON VILLA
CLUB ZANZERE
Maria de la Luz SANCHEZ

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

Remito en Check () Giro Postal () Efectivo ()
 favor de Enviarme el EXCENTRICO por un AÑO

\$2.99 a mi DOMICILIO.

992-4273 195 DEVINE ST.

NOMBRE _____

Direccion _____

Ciudad _____

Zona _____

Estado _____



SAN JOSE 10, CALIFORNIA

SUBSCRIPTION BLANK



MR. and MRS.

Tony and Angelica Guillen



MR. and MRS.

Naro and Hilda Moran



FREDDIE ACOSTA

JOVITA MARTINEZ

American Electronic Service



**SPECIAL ON
TV REPAIRS**

\$2.95 SERVICE CALL

PLUS PARTS

1 Hour Service in Most Cases 40% Less on Tubes
 90% Repairs Completed in Home Antenna Specialists
 No Extra Charge for Color TV
 Service Saturday and Sunday, 24 Hours.
 FREE LOANERS ON SHOP JOBS

We carry our own contracts - Financing Available

251-3347 2193 ALUM ROCK AVE.



ROBERT GARCIA



Dave Sierra



CRIME IN BARRY'S HOME TOWN

The people of America are currently getting more laughs per line from Barry Goldwater than even Jack Benny, who for many years was our favorite comedian. I don't know who writes Barry's jokes but they are humorous indeed.

In a talk recently in Prescott, Arizona, Barry Goldwater (The All American Boy and Protector of the Rights of All Americans with White Skins) promised "to restore law and order, to make our streets safe, without losing liberty."

Near the end of his blabbering he complained that "our wives, all women, feel unsafe on the streets."

HE COULD HAVE BEEN TALKING ABOUT PHOENIX, ARIZONA - the city where he was born, grew up, directed a business, served on the City Council, and from which he got much of the men that direct his campaign for President.

PHOENIX, not Johnson City, Texas; nor Minneapolis, nor Los Angeles, nor San Francisco, nor Birmingham, nor Philadelphia, Mississippi; has one of the HIGHEST CRIME RATES in the country.

Phoenix has more crime in proportion to population than New York City!!
TO THE FACTS, SHERLOCK!!!!!!!!!!!!

(Number of crimes per 100,000 population)

CRIME	PHOENIX	NEW YORK
Murder	6.4	5.2
Forcible Rape	18.6	8.0
Robbery	74.9	65.4

Maybe Barry would like to eat his words and one of his advisors can tell us what he REALLY means when he says "our wives, all women, feel unsafe on the streets."

Even the men don't feel safe on the streets considering the fact that a man of Goldwater's intelligence (?) is walking America's streets.

In Brief, What Exactly Has Goldwater Done Beside Desegregate The Phoenix Airport And Have Those Fainting Spells ??????????

POQUITO DE TODO

Private Jack Rice, U. S. Army, paid the employees of the Hillis Printing Company a surprise visit on Tuesday, Sept. 22, and shocked all the old Army men by insisting that he likes the Army!

The American GI Forum held its yearly recruiting party on Saturday and it reminded old men like Pat Vasquez, Mingo Rodriguez and Carlos Padilla of the "good old days." Beer was 13 cents and mixed drinks went like hotcakes for 33 cents each. An enchilada dinner was 50 cents for guests, \$1 if you were a member. If you take your ear muffs off, Carlos Padilla will repeat: "I made the beans!!!!"

All you drinking dancers, or dancing drinkers if you prefer, remember the GI Forum's Scholarship Dance on Saturday, Oct. 3, IES Hall, San Jose.

Some big football games on tap this weekend:

OKLAHOMA vs. SOUTHERN CALIF.

PENN STATE vs. UCLA

ILLINOIS vs. CALIFORNIA

STANFORD vs. SAN JOSE STATE

I like the Okies by 6 over USC, Penn State easy over UCLA, Illinois by 12 over California and Stanford by 3 touchdowns over San Jose State.

Don't bet your beer money on these prognostications, we've been wrong before.

PHILLIES vs. YANKEES IN WORLD SERIES

The Giants are still waiting for Los Angeles to fold and meanwhile Philadelphia, St. Louis, and the Cincinnati Reds just go on and on like old man river.

Alvin Dark says the Giants still have a chance. About as much chance as Liberace in a gang fight - About as much chance as Goldwater in Boston - About as much chance as Patterson vs. Liston - About as much chance as an idiot at Harvard - About as much chance as the 49ers vs. Green Bay - About as much chance as the Beatles in a girls dorm -

DEAR BARRY:

SEND ME A BOMB.

CAPT. SCHROD VIET NAM

Jo-Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Back to School

Cold Wave

Permanent

\$6.95

EXPERIENCED

OPERATORS

Who use only the Finest
Solutions and Fully

GUARANTEE

Their WORK

JOSEPHINE MONTECINO

Open SUNDAY'S 10:00 a.m. to 4:00 p.m.

OPEN Tuesday thru Saturday 9:30 to 6:00 p.m.

CLOSED MONDAY

Thursday and Friday Open Evenings by Appointment

Corner Delmas and Auzerats

CY 2 - 2550 385 Delmas Ave.

Dr. Ivan T. Hendren

QUIROPRACTICO

Tel. 295 - 4202

416 E. Santa Clara St.

HORAS de CONSULTA

Lunes a Viernes 9 - 12 y 2 - 5

Martes y Sabados 9 - 12

Lunes y Juev. 7 a 9:00 p.m.

Sufre de Dolor de Cabeza, corto de resuello, del corazón, presión de la sangre, del estómago, hígado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que torceduras de la espina dorsal ponen presión en los nervios y cierra las fuerzas necesarias de los nervios que se transmiten del cerebro todos los órganos del cuerpo. Esta fuerza de los nervios dirige la función de los órganos y cuando hay interferencia causa mal funcionamiento de estos órganos. Su doctor QUIROPRACTICO buscara las causas de este mal funcionamiento de sus órganos con análisis científicos quiroprácticos. El doctor consultara con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiroprácticos.

Cut - Rite BARBER SHOP

Highest Quality Hair-Cutting at Reasonable Prices

OPEN 7 DAYS - Daily 9:00 a.m. 7:00 p.m.

SUNDAY 9:00 a.m. to 3:00 p.m.

MEN

\$1.75

Children (Under 12) \$1.35

Al Cano, Prop.

297 - 9705 1279 E. Santa Clara St.

MADAM Zora

ADIVINADORA

Poseedora de SABIDURIA
Para ayudarle en Problemas
de SALUD - ENFERMEDAD
TRABAJO - NEGOCIOS
Traigame sus Problemas

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

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

Netto's GARAGE



Gracias Mil...

PETE NETTO quien por los pasados 9 años opero el Taller de Mecanica NETTO'S GARAGE Anuncia a sus cientos de Clientes de Habla Hispana que debido a motivos de salud se encuentra obligado a CERRAR LAS PUERTAS de su TALLER Por medio de estas lineas envia su mas sincero agradecimiento a su innumerable clientela.

Pete Netto

TEATRO LIBERTY

Tony Di Maria

GERENTE



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



LA HISTORIA DE UN JOVEN QUE EMPEZO SU
VOCACION EN RADIO DIFUSORAS PEQUEÑAS...
SIGUIO EN CARPAS PUEBLERINAS...

Y TERMINO EN LOS MEJORES TEATROS DE AMERICA!



MIERCOLES 30 de SEPTIEMBRE



LA CALAVERA NEGRA

Luis Aguilar - Jaime Fernandez