



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO Once, Num. 18

JULIO 5, 1961

SAN JOSE, CALIFORNIA



Club San Felipe's FORMAL DANCE

FRIDAY, JULY 14, 1961 HAWAIIAN GARDENS (Terrace)



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El Baile sera FORMAL y estara amenizado por la orquesta de CHICO OCHOA (Los Tejanos) garantizan que este sera el evento Social mas lucido de todo el año. La camara de EXCENTRICO ha sido contratada para cubrir el aspecto fotografico.

Friday, JULY 14 (Terrace)

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Harry Lasnick, Prop.



El día 27 de Mayo del año en curso, marcando el reloj las 2:00 de la tarde, en la vecina cd. de Mt. View, la Sta. GUILLERMINA ALVAREZ hija de Francisco y Carmen Alvarez, tomo por esposo al joven ABELINO BERUMEN hijo de Abelino y Juanita Berumen en solemne ceremonia religiosa en la Iglesia ST. JOSEPH, oficio el Rev. P. Doyle. Guillermina es procedente de Mexico y Abelino de Texas. La recepcion fue en el Cervantes

Hall en Sunnyvale, asistieron mas de 300 invitados.

Su LUNA de MIEL la disfrutaron en Carmel, Calif. y a su regreso establecieron residencia en esta. En la grafica: Arturo Gardea, Salvador Macial, Larry Diaz - padrino, Pedro Gaitan, Tommie, Ismael Cardona, Olga Cardona, Mary Garcia, Rita Diaz - madrina, Lupe Gaitan, Carmen Alvarez, Margarita Valdez y los paje-citos Robert Romero y Rosa Victoria. (Leiter Studio).



Mabel Thorp. Prop.

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Machito

Arturo Marcus



CY 2 - 4273 195 DEVINE ST.

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California. (Condado de Santa Clara).

HUMBERTO GARCIA
Director

DAVE E. SIERRA
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HUMBERTO GARCIA, JR. Fotografo

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



Maria La Rosa. Prop.

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UNION CITY, CALIF.

Fiesta del Dia de Maria

Resultado muy lucida y concurrida la fiesta del dia de Maria verificada el dia domingo 28 de Mayo de 1961 en las amplias y bien condicionados patios de la iglesia Catolica de Nuestra Señora del Rosario en Union City, California; notandose entre la distinguida concurrencia algunos grupos de personas miembros de las Sociedades Guadalupanas de diferentes lugares y muchas personas de otras Sociedades.

Despues de la solemne misa; dio principio la fiesta. Los puestos de las ricas comidas y refrescos se veian pletoricos, saboreando los exquisitos manjares preparados con esmero, para satisfaccion del publico.

En seguida dio principio un bonito y atractivo programa artistico musical con la co-operacion de famosos artistas de diferentes lugares del Norte de California los que fueron verdaderamente aplaudidos por el todo el publico espectador.

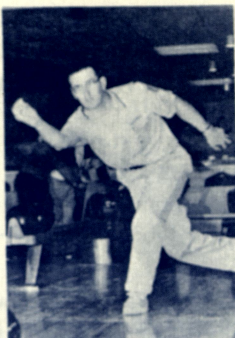
Primera Comunión



En el centro del photo aparece la simpatica niña Catalina V. Rojas

Un gran grupo de niñas y niños de Union City, California, recibieron su primera comunión en la misa de las 9 a.m. la solemnidad estuvo a cargo del honorable y bien conocido Rev. Padre Thomas C. Reilly en la iglesia de Nuestra Señora del Rosario el dia 28 de Mayo de 1961.

Nuestra revista EL EXCENTRICO felicita calurosamente a ambos grupos por haber recibido su primera comunión y les desea que Dios los bendiga y los guie por el camino del bien.



Spares & Strikes



Mario R. Vazquez

The powerful San Jose Refrigeration team of the 825 Scratch League at Ann Darling Bowl had done it again. Besides taking over first place, they set a record in bowling 396 pins over their average in rolling games of 974, -932-956 for a 2862 series. Lalo Ruiz, the hottest bowler this summer, bowled games of 222-225-215 for a 662, his personal high series, taking over high individual series for the league. The team took over high game of 974, high series of 2862, high individual series by Lalo and at the time, high game tie by Armando Guerra of 238.

Last week San Jose Refrigeration met Lawrence Barber Shop and with both teams tied for first place, Lalo Ruiz and Harry Lambert both struck out with Lalo stringing 7 to Harry's 6; however Harry finished with a 256 game, league high, and Lalo with a 224. Lalo beat Harry in series as he had a 606 to Harry's 591. Other high games were bowled by Mario Panatoni of Panatoni Farms who had games of 220-200-214 for a 634 series, teammate Gene Panatoni, a 220; Tom Smith a 214, and Jess Ortega a 208 and 211.

In the Irish Singles held at Uptown Bowl in Richmond, John (Chapo) Muraira, who last week had games of 220 and 200, put together games of 203-202-185-170-201-178 and with his handicap finished out with a 1304 good for sixth place and a possible \$500 prize with only three weeks to go in the tournament. Tony DeGeorge, another San Josean from Ann Darling Bowl is at present in first place.

In the 835 Scratch League at Futurama Bowl, Levi Strauss #2 team is at present ahead with Ann Darling Bowl team and Levi Strauss #1 tied in second place. Strauss #2 is captained by Mike Muscarella, Ann Darling Bowl by Mario Vazquez and Strauss #1 by George Iwata.

Thursday, Strauss #1 bowled a 1006 game featured by a 239 game by Bob Jordon. Ralph Mattos has high series of 617. Vince Echeverria paced the Ann Darling team with games of 213 and 224.

THOUGHT OF THE WEEK:

Practice helps, but if you are having trouble, instructions are necessary.

LATEST NEWS IN BOWLING:

The Mexican-American League, composed of social clubs in San Jose, will return to Ann Darling Bowl after bowling the summer in 4th Street Bowl. Ann Darling Bowl is the house in which this league was organized and where the only Mexican-American Bowling Tournament in the nation is held.



Aqui... MEXICO



Catalina Barragan

El domingo 19 de Junio celebramos aqui en Mexico el dia del padre. Aunque un poco con retraso, dedico esta seccion a felicitar a los padres de la colonia mexicana. Los siguientes versos son del gran poeta Mexicano, el cantor del hogar, Juan de Dios Peza.

Yo tengo en el hogar un soberano unico a quien venera el alma mia, es su corona de cabello cano, la honra su ley y la virtud su guia.

En lentas horas de miseria y duelo, lleno de firme y varonil constancia, guarda la fe con que me hablo del cielo en las horas primeras de mi infancia.

La amarga proscripcion y la tristeza en su alma abrieron incurable herida, es un anciano, y lleva en su cabeza el polvo del camino de la vida.

Ve del mundo las fieras tempestades, de la suerte las horas desgraciadas y pasa, como Cristo el Tiberiades, de pie sobre las olas emcrespadas.

Seca su llanto, calla sus dolores, y solo en el deber sus ojos fijos recoge espinas de derrama flores sobre la senda que trazo a sus hijos.

Me ha dicho: A quien es bueno, la amargura jamas en llanto sus mejillas moja en el mundo la flor de la ventura al mas ligero soplo se deshoja.

Haz el bien sin temer el sacrificio, el hombre ha de luchar sereno y fuerte, y halla quien odia la maldad y el vicio un talamo de rosas en la muerte.

Si eres pobre, conformate y se bueno; si eres rico, protege el desgraciado, y lo mismo en tu hogar que el ajeno guarda tu honor para vivir honrado.

Ama la libertad, libre es el hombre y su juez mas severo es la conciencia; tanto como tu honor guarda tu nombre pues mi nombre y mi honor forman tu herencia.

Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian

Este codigo augusto, en mi alma pudo desde que lo escuche, quedar grabado; en todas las tormentas fue mi escudo, de todas las borrascas me ha salvado.

Mi padre tiene en su mirar sereno reflejo de su conciencia honrada !Cuan to consejo carinoso y bueno sorprende en el fulgor de su mirada.

La nobleza del alma es su nobleza; la gloria del deber forma su gloria; es pobre, pero encierra su pobreza la pagina mas grande de la historia.

Siendo el culto de mi alma su cariño, la suerte quiso que al honrar su nombre fuera el amor que me inspiro de niño la mas sagrada inspiracion del hombre.

Quiera el cielo que el canto que me inspira siempre sus ojos con amor lo vean y de todos los versos de mi lira estos dignos de su nombre sean.

Juan de Dios Peza.

FOR YOUR

**WEDDING
INVITATIONS**

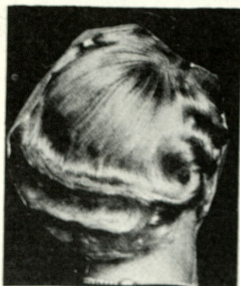
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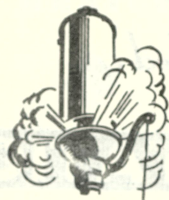
87 Post st.

San Jose, Calif.



Esther Medina

*"It's
No Secret"*



LATEST JOTTINGS SHORT ONES

Lucy Chavez and Paul Reyes to become Mr. & Mrs. July 8th. Wedding is only for family and close friends, anyway, many years of successful married life to you.

Rudy Lujan (from Frisco) got real mad at this chick at the Tropicana and asked her to kindly leave his table. Says he, "I'm too old to start taking anything like that from women..... Wow?????"

Freddie Sanchez, (Rudy's sidekick also from Frisco) won the pachanga with Diane Barrera at the Rainbow. He's considered the best pachanga dancer in the area.

Rosie Macias sad without the rest of the Zanzarees being that she's got to work nights.

Arturo Salinas had his lucky charm with him last week seems he won 25 dollars.

Jess Ochoa tells the funniest jokes, but refuses to tell any in front of his sister Terry, little does he know that she knows some pretty good ones herself.

Heard it say that Pete and Linda Cortez bought a beautiful home towards Los Altos. They got married last summer and they are both school teachers. Congratulations!



San Felipe members getting ready for the long-awaited evening of Friday, July 14th when Club San Felipe will celebrate its 2nd anniversary Formal Dance at the Hawaiian Gardens. Make plans to join the celebrity!!!!!!!!!!!!!!

Bejardo Velardez doing real good with his own combo at the Copacabana, he was formerly with Cat Tjader, Chico Ochoa and Manny Duran.

Chico Ochoa is suppose to be exceptional at the Casino in Belmont on Wednesday nights.

Trudy Jimenez always gets put outside the door at Zanzaree meetings, she's always being nominated for something, but the neighbors think we don't like her.

Gloria Cadena has got a tremendous sense of humor, eek!

Rosie Gutierrez was real good at reporting our conversation to Club Elite, that is about Terry Ochoa, tishn't true, we were joshing. Although we're glad Terry is now in our club.

To all the curious people before imagining anything terrible which I heard some of you did, I must inform you that Eleanor Solarez was sick at the dance, NOT INTOXICATED. She's under doctor's care now and has to take it easy. For heaven's sake, watch what you say, have mercy on something like a girl's reputation.

Glad to see Robert Carrasco up and around after that terrible ordeal he went through (car accident).

Hermelinda Garcia and Connie Garza having a ball at the Tropicana....

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Herman Alvarez

NOTARIO PUBLICO



CL 1 - 5541 o CL 1 - 5540



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Joel Aguilera

SPORTS HI-LITES

Northern California Latin League at Bocasto Park
Santa Clara 12 Club Mexico 8

The Santa Clara baseball club is still the hardest hitting team in the league. The Santa Clarans collected 18 hits to Stockton Club Mexico's 6.

Santa Clara got off to a good start in the first inning after Tony Delgadillo had lines out to the left fielder and Paul Morales (Club Riviera's vice-president) got on first by getting the first walk of the game. Johnny Flores then dropped a bunt down the 3rd base line to advance Morales to second. Morales then went to 3rd on a wild pitch. Joe Carrasco the leading R.B.I. producer of the club lined a single into left field to drive in the 1st run of the game.

After that the game was nip and tuck all the way. Club Mexico was ahead 8-4 in the 6th inning but by some timely hitting Santa Clara notched the score 8 all. The next inning proved to be the most important and decisive of them all. After Club Mexico got runners on 1st and 3rd the man on 1st proceeded to steal 2nd. Catcher Joe Carrasco threw a hard peg to 2nd which was cut off by pitcher Joe Bara who threw to Tony Delgadillo at 3rd to pick off the runner. From then on it was all Santa Clara.

Bob McClelland then hit a single into center field and then stole 2nd base. Paul Morales then drove a hard single down 3rd base line to drive in the tie-breaking run. Santa Clara produced 3 double plays to help spark the win.

Santa Clara is currently the hardest hitting team in the league with a better than 400 average per game and has two hitters with an average of over 400, Joe Carrasco and Ken Hayes.

Joe Bara, Paul Morales, Marcus Ortiz and Peter Firenzi are all hitting over 350.....

U. C. C. LEAGUE AT COLUMBUS PARK

Club Casa Mañana DEFEATED Club San Joaquin 13-2. Club Bachelors DEFEATED Club San Felipe 9-2. TEAM STANDINGS:

Casa Mañana is 1st half champs, Bachelors 2nd, San Joaquin 3rd, San Felipe 4th, El Dorado 5th, and Señors 6th. Only no-hit game was pitched by Al Machado.....

MEXICAN AMERICAN BOWLING LEAGUE AT 4TH STREET BOWL

Tuesday June 27th Club Riviera defeated Club Bachelors 3 to 1 games.

TEAM STANDINGS

Cuauhtemoc 1st, Elite 2nd, Riviera 3rd, Venus 4th, Del Mar 5th and Bachelors 6th.

Club Riviera



Don't forget every Tuesday nite is bowling nite at 4th Street bowl at 9 p.m.

HOPE TO SEE YOU ALL THERE.....

ATTENTION! ATTENTION! ATTENTION!

ROARING 20's BENEFIT DANCE - JULY 8TH, 1961 at the SES Hall, Lafayette and Lewis Sts., Santa Clara, Calif.

FREE PRIZES!!! Sponsored by R. V. A. Post 1775.

Admission-----popular prices

Music by Beto Torres

Door prizes for outstanding costumes and Charleston Dance Contest.

Dance starts at 9 p.m. and will end at 1 a.m.

Everyone is welcome to participate in the Charleston Contest. Club Elite is also participating to make this dance a huge success. It was also brought to my attention that the post's Bar-B-Que was a huge success with a distinguished guest Mr. Rai Miller from Oakland, attending.



Standing L to R, Club Elite members Pat Tamez, Virginia Hernandez, Rosie Gutierrez (honorary mem.) Joe Manriquez, Dianne Barrera, Andy Figone, Samuel Gomez, Ralph Gomez, Ray Salas (Jr. Vice Commander), Philip Vargas, Narciso Lopez, Sitting-Mr. Marcelo Saucido (R.V.A. Commander), and Richard Gomez (Senior Vice Commander).

(PHOTO BY RICHARD DIAZ)

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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Bernadine Torres
and
Geronimo Guzman

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Los Baños, California 1961

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Elenore Vasquez Olga Miranda Lupe Jordan

Sr. Santiago y Sra. Rosa C. Torres
Sr. Ambrosio y Sra. Dolores D. Guzman

participan a Ud. el enlace de sus hijos

Bernadine Torres
'
Geronimo Guzman

Y tienen el honor de invitar a Ud. y su apreciable familia a la
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Los Baños, Calif. 1961

Padrinos:

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Pajes: Gabriel Villaseñor Jr. Elizabeth Espares

Chambelanes:

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Frank Castillo Eddie L. Cochea Manuel Arroyo



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Cesar Isaías - Shirley Perez
Miguel Beadle - Barbara Aragon



Excentrico takes pleasure in presenting some of the personalities that attended CLUB ELITE'S semi-formal ball and Bathing Beauty Contest, Saturday May 13th at Mary Ann Gardens here in San Jose. Winner was Miss ANITA MALDONADO.



L to r: Mr. and Mrs. Ted Casarez, Dan Campos and Mrs. Mr. and Mrs. Jimmie Lozano, Lillian Lozano and escort



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Mario Vazquez Mexican American Bowling Tournament



L to r: front row: Tony Flores, Frank Flores, George Manriquez, Eppy Cisneros, Emilio Rubalcaba, Josie Garcia and Mario Vazquez. Tournament was just recently finished and was held at Ann Darling Bowl.

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HIGH GAME TROPHY 246

Abel Acosta president, Mario Vazquez Sec. - Treas. and Founder.

Class A Singles 642 - Class A All Events 1240
George Manriquez and Abel Acosta





HIGH GAME Trophy for WOMEN 187
Mario presenting Josie Garcia

HIGH GAME WOMEN - 187
Elydio Garcia proud of his wife Josie



Class A DOUBLES winner 1226
Emilio Rubalcaba, Eppy Cisneros and Abel Acosta, pres.



Class B Doubles Winner 1314
Frank Flores, Mario Vazquez, Tony Flores



Scratch All Events 1076 - Class A Doubles 1314
Abel Acosta, pres. and Tony Flores.

CLASS A SINGLES 642
Mario Vazquez congratulates George Manriquez



Class B Singles 664 - Doubles 1314
Abel Acosta - Frank Flores



Class B All Events 1314 - Class B Singles 664
Class B Doubles 1314, Frank Flores needs help to hold
3 trophies, Abel Acosta, Frank Flores and Mario Vazquez



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Obtenga el par de LENTES que Ud. tanto necesita con
tan solo decir: AGREGENLOS a MI CUENTA.

En la grafica: el Dr. Val E. Sneed y la guapa recepcio-
nista Srita. Norma Reyes.

En Seguida de KAY JEWELERS

DR. VAL E. SNEED *Optometrista*

CY 5 - 4805

67 S. FIRST ST.



HAPPY NEWS

Esther Magana, of Ivanhoe, California, looks on as Joanne Graves of Orland writes home her plans for graduation July 7th from Santa Clara County Hospital School of Nursing. Fourteen girls of final graduating class will receive pins and diplomas at candlelight ceremony in St. Paul's Methodist Church, 405 Tenth Street, San Jose.

Although the 56-year old school is closing, girls will still be able to train at the Hospital by registering at either San Jose State College or San Jose City College nursing schools. Hospital has also instituted a highly successful new, paid nurse "Refresher" course of 30-weeks, to bring registered nurses back into active nursing.

* * * * *



Art Martinez MENS WEAR

La Tienda del Caballero Elegante

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para CABALLERO

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Abierto los Lunes y Jueves
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Art Martinez

CY 3 - 3236 290 S. FIRST ST.

Bautismo

El Sabado 24 de Junio recibio el santo sacramento
del BAUTISMO

el niño RICHARD RAMOS
de año y medio de edad

La ceremonia se verifico en la Iglesia HOLY FAMILY
a las 2:00 p.m. oficio el Rev. P. Jose A. Peña.

Richard cuenta con una hermanita Gale de 8 años.
En la grafica de iz. a der: sus padres Willie y Elenore
y sus padrinos Vera y Richard (el uzote del lente)
Diaz. Para festejar tan regia ocasion se ofrecio una
FIESTECITA en honor de Richard en casa de sus padres
en la avenida Jenne a la cual asistieron mas de 50
invitados, celebrando hasta las 5:00 de la mañana.

Las fotos capturan algunos aspectos de la reunion.





Mr. and Mrs. Manuel Valenzuela
Mr. and Mrs. Manuel Ayala

request the honor of your presence
at the marriage of their sons

Irene Figueroa
and
Gene Ayala

On Saturday July the fifteenth at eleven o'clock
at Saint Edwards Church in Newark, Calif.

1961

Reception

J. D. E. S. Hall at 3:00 p.m.
Mission San Jose, California



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Radio Club
Social
D. C. O.

1050 KLCS.



ESCUCHE UD. a

David Ortega Cid
Radio KOFY

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

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

Marie's THRIFT SHOP USED CLOTHING



ROPA USADA
Hombres - Mujeres - Niños

Trajes desde \$3.50 Vestidos
desde .25¢ Zapatos .10¢
ABIERTO de Lunes a Sab.
10:00 a.m. a 6:00 p.m.

Maria Espinosa

CY 5 - 3379 1294 E. San Fernando St.

REAL ESTATE



Blanca y Jose Alvarado

PARA COMPRAR o VENDER SU CASA
vea a los esposos Alvarado que cuentan con toda clase
de oportunidades en BIENES RAIZES.

Asuntos de INMIGRACION
Traducciones - Notario Publico

AGENCIA de CASAS

Cy 7 - 1275 152 W. San Fernando St.

FREE DANCE ! Baile Gratis

The officers and members of the
AMERICAN LEGION
Clifford Rodriguez Post 809

Cordially invite you to attend this dance held in
honor of INCOMING OFFICERS 1961-1962

"Los Pepes Orchestra"

I.E.S. HALL - MAIN HALL
SATURDAY, JULY 8

Herman Alvarez

Chairman CL 1-5540



Montoya - Macias

SIMONA MACIAS

tomo por esposo al caballero

ANTONIO MONTOYA

El Domingo 14 de Mayo a las 2:30 p.m.
en la Iglesia HOLY FAMILY
de esta cd. de San Jose, Calif.

(LEITER STUDIO)



Berumen - Alvarez

La Sta. Guillermina Alvarez contrajo nupcias con el
Sr. Abelino Berumen el dia 27 de Mayo, en la Iglesia
St. Joseph's en Mt. View, Calif. a las 2:00 p.m.
Francisco y Carmen Alvarez son los padres de la novia
y Abelino y Juanita los del novio.

(LEITER STUDIO)



Leo Fassnacht, Prop.

Llantas de Primera GATES

Cambiamos Cheques de Trabajo

Accesorios - Descuentos

LEO'S SERVICE STATION

CL 1-9963

2370 ALUM ROCK AVE.

San Jose



Views & Reviews

Bob Rodriguez

Mrs. Mary A. Hoelck, International Grapho Analysis Society, analyzes the following handwriting specimen submitted by D.S. of San Jose, a married female.

*To err is human
To forgive divine*
D.S.

"D.S. is a friendly and warm person. She reacts to situations not calmly and with poise and coolness but like the majority of people of today, impulsively. She has the urge to forge ahead but irritability plays an important part in her makeup when comes she into contact with a slow moving or slow speaking individual. Her inner urge will be to use the toe of her shoe (foot inserted) with extra force to propel the slow moving individual along at a much greater speed. The inner urge could easily be put into force, only procrastination automatically checks this desire and defers her from putting the toe into action.

There is frankness also shown here but the brevity of the specimen prevents me from properly evaluating as to whether or not frankness is a trait that will keep D.S. in hot water or in the good graces of others."

..... Mary A. Hoelck

Several people have written asking Mrs. Hoelck a variety of questions. She will be answering some of these questions in future issues, however, Mrs. Hoelck cannot predict the future so don't ask if you hold the winning ticket in a drawing (odds are that you don't). She will evaluate two or three personal traits that will help you to understand yourself better. The lack of space, of course, prevents her from going into great detail. So keep the letters coming to 2797 La Jolla Ave., San Jose and you may sign your letter with your initials only.

The GI Forum State Convention in Riverside was well represented by local Forumers. Ike Hernandez, Danny Campos, Pete Gonzalez, Joe Lopez, Gene Avila, Ed Camunez, Ernie Vasquez, Lauro Jaro, John Garza and yours truly were there and we were successful in bidding the State Convention for San Jose for next year.

Only bad note was on the way back when Danny Campos made a wrong turn and we woke up somewhere near the Nevada border!

Tacho Banales continues to be the hottest golfer in the Los Amigos Golfing Club as he added to his laurels the Father's Day Tournament trophy at Hillview. Something has to be done with this boy!

See you at the Club San Felipe Formal Ball July 14th at the Hawaiian Gardens.

San Felipe will award a trophy to the member of each club who has done the most for their organization. It seems to me Club Elite should have no problem, their trophy should go to CANDY VELIZ!

Ideal BARBER SHOP

Se solicita Barbero Maestro
Trabajo Permanente

CORTE de PELO...\$1.75

SERVICIO de PRIMERA
ADULTOS y NIÑOS

ABIERTO

9:00 a.m. a 7:00 p.m.

Sebastian Hernandez, Prop.

Raul R. Hernandez

Lo atenderan con esmero!



CY 5-2688

70 W. St John St.



Trajes de Novia \$39.95

Cocktail Dresses \$13.95
Cottons \$6.95

Vee (Davilla) Chargin gerente le ayudara hacer una seleccion propia que vaya con su personalidad y al mismo tiempo ahorrándole mucho dinero.

First Natl. Chg. Plan - Lay - Away - Plan.

Audrey's Bridal Wear

CY 4 - 4348 85 W. San Antonio St.



*Maria de la
Luz Sánchez*

LA BODA DEL AÑO

El calificativo de "La boda del Año", no es exagerado al aplicarlo al enlace matrimonial de dos jóvenes que perteneciendo ambos a nuestros mejores círculos sociales unieron sus destinos el sábado 3 de junio retroproximo en el templo de la Sagrada Familia de esta ciudad de San Jose. Boda postinera y rumbosa como pocas resulto la de SALLY ALARCON y FRANK SEPULVEDA los dos jóvenes esposos que al fundir sus vidas mediante al sagrado vinculo matrimonial, han formado un nuevo hogar.

Los señores Joe Alarcon, su esposa la señora Maria Alvarado Alarcon Francisco M. Sepulveda y su esposa Candelaria Garcia de Sepulveda padres respectivamente de los dos contrayentes, firmaron las elegantisimas participaciones matrimoniales que circularon con profucion entre las numerosas amistades de los novios.

La ceremonia religiosa fue emotiva y brillante. El lucido cortejo nupcial abrianlo los novios acompañados de sus padres y lo cerraban los integrantes del fastuoso cortejo nupcial, en el que como padrinos de lazo figuraban el Sr. Enrique G. Sepulveda hermano del novio y su esposa Josefina M. Sepulveda. Como padrinos de ramo, lucian muy bien los Sres. Leopoldo y Margarita Arroyo venidos exprofe de la ciudad de Mexico. Como damas las Sritas. Yolanda Disperati, Linda Camacho, Margaret Lee y Esther Gonzalez. Como chambelanes los jovenes Joe Solorio, Joe Alarcon, Joe Hurtado y Julio Puentes; como pajecitos, los niños Yolanda Rue Alvarado y Oswald San Miguel.

La recepcion tuvo lugar en IES Hall, en el 4001 al este de la calle Santa Clara en donde la numerosa y selecta concurrencia vivio horas inolvidables de esparcimiento. Hubo acopio de elementos artisticos. Un acordeonista consagrado que actua en television inicio el desfile de artistas que amenizaron con su arte esta excepcional boda. Momentos despues llego el afamado mariachi Los Jilgueros que despues alterno en su actuacion con el mariachi Los Michoacanos, luciendose ambos en sus interpretaciones de nuestras gustados canciones folkoricas.

Sobre todo arranco tempestades de aplausos la bella y elegante madrina, Sra. Margarita Arroyo quien a mas de su belleza y de su gracia posee un temperamento artistico destacado y una voz privilegiada con la que interpreto magistralmente las mas gustadas canciones mexicanas.

El banquete fue magnifico y abundaron en las ricas viandas.

El adorno del hall artistico y del mas exquisito gusto. El gustado Trio del Puerto tambien hizo acto de presencia en el banquete aumentando la animacion con gustadas canciones de su vasto repertorio.

El baile animadisimo, amenizado por una bien nutrida orquesta, los innumerables y valiosos regalos que recibio tan simpatica pareja, hacen, con todo lo descrito que su boda resultara de las mejores y mas elegantes que se han visto en San Jose.

Despues de la fiesta los nuevos novios esposos salieron rumbo a Mexico a pasar su luna de miel en las soleadas y ardientes tierras sinaloenses, en el hermoso y cosmopolita puerto de Mazatlan.



**Los establecimientos que anunciamos
son de responsabilidad**

Catholic **SUPPLY STORE** ARTICULOS RELIGIOSOS

ESTATUAS de la Virgen de
GUADALUPE
Medallas de Todos los Santos
Escapularios, Rosarios, Libros
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CUADROS RELIGIOSOS



Mrs. Lee B. Young

CY 5 - 1317 36 W. San Fernando St.



Club San Felipe's FORMAL DANCE

HAWAIIAN GARDENS (Terrace)

FRIDAY, JULY 14, 1961

La camara de EXCENTRICO se vestira de gala para atender el BAILE de los " TEJANOS " que prometen sera de lo mas elegante que se haya visto aqui en San Jose, sera amenizado por la popular orquesta del gran CHICO OCHOA. Las fotos que se tomen seran publicadas en la revista EXCENTRICO.



GRATIS!

Ganase un ENCENDEDOR
o un PEARL PENDANT

Complete el nombre de un astilo
del CINE NACIONAL
Sin ninguna obligacion recibira
el hombre un encendedor y para
las damas un Pearl Pendant.

Complete el Nombre

P _ _ _ A _ _ _ _ _

Panchito Cera

Un BUEN AMIGO de la COLONIA

INTERNATIONAL Plan 1st. NATIONAL Plan
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AMPLIAS Facilidades de PAGO

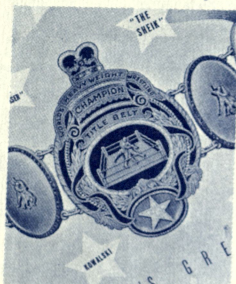
CEROS JEWELRY

CY 5 - 2220

34 S. FIRST ST.

San Jose

Wrestling



RICHARD DIAZ



AMERICAN LEGION Memory Post 399
presents.....
WEDNESDAY NITE WRESTLING
San Jose Civic Auditorium

MAIN EVENT

Fred Blassie defended his North American Heavy-weight Wrestling Alliance Title Wednesday night at the San Jose Civic Auditorium, defeating Big Ed Miller after Miller won the first fall in just 12 minutes with a grapevine.

Blassie won the match as he took a fall in 8-25 with a reverse neck lock and a drop and then when Miller was unable to continue, referee Jack Wagner awarded the fall and the match to the champ **FRED BLASSIE**.

THE SEMI

Magnificent Maurice won the semi from Don Duffy as he took the first fall with a body slam and a press in 6:00 and the second fall with a **MAURICE SPECIAL BALLET LEAP** and a press in 4:00.

20 MINUTE OPENER

Lord James Blears was awarded the match when Lorenzo Parenti fell out of the ring accidentally but Lord Blears refused the fall and the match ended in a draw.

Pedro Vargas and Joe Swiderski wrestled to a draw in an exciting added attraction of the evening.



INTRODUCING DON DUFFY of DETROIT

Duffy tips the scales at 220 lbs. and stands a husky 5' 11 inches tall.

This guy possesses a very punishing hold called **THE NECK BREAKER** which applies his whole 220 lbs.

He has been wrestling for over 4 years and held the South Pacific Title in 1956.

He served with the United States Marine Corps for six years in Korea and held the Gung-Ho Group's wrestling championship for two years.

Prestamos dinero en Prendas



En la grafica; el caballero del Clavel **ELIAS CHAVEZ** y el propietario **Sr. ALBERT MORRIS** lo atenderan.
PRESTAMOS - Toda clase de **GANGAS** en **PRENDAS**
Sin REDIMIR. GUITARRAS... RELOJES... Etc.

Big Ben

LOAN OFFICE

CY 4-3143

63 S. Market St.

Vistase de Pies a Cabeza

ULTIMOS ESTILOS

para Hombre y Mujer

En esta acreditada TIENDA Ud. encontrara los Ultimos estilos y repetimos los Ultimos porque aqui se especializan en MODAS, visítela y se convencerá.

Tome 6 MESES

para PAGAR

6

MONTHS TO PAY BERNIE BERG, Prop.



En la grafica DICK PEREZ ampliamente conocido entre nuestra colonia le atendera en ESPAÑOL si Ud. lo desea ayudandole a establecer su CREDITO!



Maldonado-Payne

La Srita. ROSA ELIA PAYNE

hija de Frank G. y Juana S. Payne

contrajo NUPIAS con el

Sr. REYNALDO MALDONADO

hijo de Frank y Cypriana Maldonado

El Sabado 20 de Mayo a las 11:30 a.m.

En la Iglesia HOLY FAMILY

San Jose, California

FARMACIA LUCERO

ESPECIALISTA en RECETAS

JOSE LUCERO CANSECO
Químico - Farmaceutico

RASCALIN

Para comezones de la piel, rasquera producidas por la irritación de la sangre comezones entre los dedos de los pies.
TAMAÑO regular.....\$2.00

HAIRGROTONE

El unico tonico para el pelo que lleva TRES en UNO detiene la CAIDA del PELO, quita la CASPA por completo y ayuda el crecimiento del cabello.
TAMAÑO REGULAR.....\$5.00

CY 7 - 7258

75 S. Market St.





CLUB *Elite*



Shirlou Perez

NEWS AROUND TOWN GOSSIP:

Danny Alamillo seen quite often with cute Elena Diaz.

Larry 'Mosco' Vega and Joe Guardado trying to get into the HI-SPOT but were turned away at the door by the cop cause they weren't old enough to get in.

Rosie Gutierrez dancing real cosy with the (.45) Tony Reyes.

Mr. & Mrs. Martin Barrera welcomed a baby girl, Laura Barrera. Congratulations!

Larry Spurr spending half his time in his swimming pool, while his other half he spends in a nite club in Belmont doing the pachanga.

Carmen Aguilar spending two weeks in Yosemite National Park.

Velia Chavez back from a week-end in Mexico.

Johnny Flores laying out in the sun for 4 hours trying to get a sun tan without putting on sun tan lotion. Results? He ended up in the doctors office with nasty, nasty burns. Only Johnny would think of doing such a clever thing.

Birthday greetings to Rudy Roman-June 10 and to Candy Veliz-June 25th.

Congratulations to Diane Barrera and Freddie Sanchez from Frisco for winning the pachanga contest at the Rainbow Ballroom.

Connie Rodriguez up until 2 a.m. hunting for the Mercury treasure. Heard Rudy Belloumini and Rachel Andres went so far as to look in the cemetery.



In the photo above the Elite members Virginia Hernandez, Pat Tamex, Diane Barrera and Rosie Gutierrez demonstrate the Charleston.

SUMMER RESERVES IN TRAINING

George Plata in San Diego for two weeks. Joe Molina leaving for Okla. July 9th.

ROARING 20's DANCE COMING UP!!!!!!!

This dance will be held July 9th at the SES Hall in Santa Clara and will be sponsored by the popular Club R.V.A. Many fine prizes will be given away for the best costume and best Charleston dancer. For tickets call Mr. Salcido at CH 8-1055.

Donations will be \$1.25 for gentlemen and \$1.00 for ladies.

Music will be provided by Beto Torres y Sus Alegres.

Vickie's HAIRSTYLING

SALON de BELLEZA

La Maur Special

PERMANENTES

de \$15.00 ... ahora \$7.00

de \$18.00 ... ahora \$9.00

Lunes, Martes y Miercoles

Unicamente

CY 7-8552

253 S. 2nd St.



VICKIE GONZALEZ

SAN JOSE LINOLEUM AND CARPET STUDIO

ICMFOZ-L
URADIM
RUGS

TAPETES de
LINOLEUM
tamaño 9 x 12
desde el bajísimo
PRECIO de

\$6.95

Carlota y Nick lo
atenderan.

CY 7 - 3171

736 S. FIRST ST.



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Manuel y Elizabeth Morales
Propietarios

ANTOJITOS MEXICANOS

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas... 50¢

MENUDO

Todos los Domingos

CL 8-4702

1730 Alum Rock Ave.



Galeria Infantil

SANDRA FRAASCH

1 yr. - Born in S.J.

Parents:

Carl and Joana Fraasch

MARIO JUAREZ

3 mo. - Born in S.J.

Parents:

Guadalupe & Alicia Juarez

LEITER STUDIO

PETER CARLOTTO

9 mo. - Born in Sunnyvale

Parents:

Fred and Edith Carlotto

DANIEL TORRES

9 mo. - Born in S.J.

Parents:

Daniel and Eloise Torres

NETTO'S GARAGE

*"Servimos bien para
volver a Servir"*

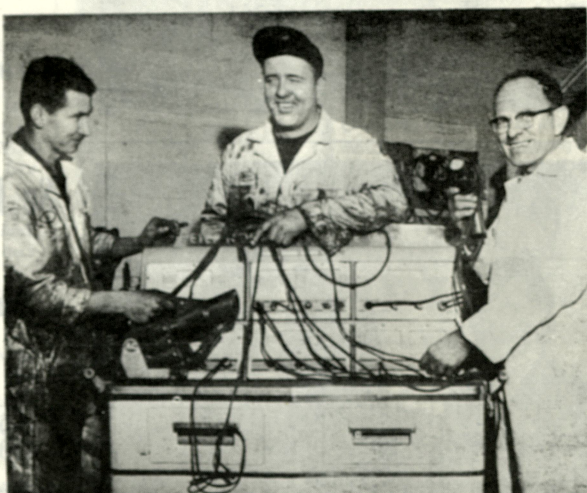
*Spring Tonic your CAR
with a*

TUNE - UP

Job for SAFE Summer

Driving & Economy

FACILIDADES de PAGO



Para un SERVICIO de PRIMERA de MECANICA lleve su carro con NETTO'S GARAGE con la completa seguridad de que quedara satisfecho, en la grafica: Vic, Dave y su atento, servicial propietario Pete Netto.

CY 3-3663

564 W. San Carlos St.

Quince primaveras

La encantadora jovencita
MARY LOU LEAÑOS

cumplio 15 años el día 4 de Julio y por tal motivo sus padres Tony y Hope Leañes le organizaron su fiesta QUINCEAÑERA el Sabado 24 de Junio a las 5:00 p.m. en el CENTRO del ESPIRITU SANTO que se localiza en la calle Jackson de esta ciudad. Mary Lou nació en San Jose, su padre Tony en Santa Barbara y su madre en Ventura, Calif.

Acompañaron a Mary Lou durante su fiesta los siguientes chambelanes y damas.

Steve Flores, Pete Austin, Peter Jimenez, David Lopez, Ricky Martinez, Bobby Ruiz, Eddie Lucero, Hector Leañes Raul Leañes, Jesse Balderas, Lionel Ortiz, Charlotte Sotelo, Elvira Leañes, Alice Prender, Sussie, Lilly Balderas, Olivia Rivera, Victoria Guerrero, Rose Mary Guerrero y Carol Galindo.

La fiesta resultado de lo mas alegre, bailaron, tomaron refrescos, como igualmente ensaladas, sandwiches etc.



Mary Lou Leañes

La camara de EXCENTRICO captura a la Sta. Mary Lou Leañes en todo el esplendor de su vida, 15 primaveras.



Tony y Hope posan con su hija Mary Lou Leañes para la camara de EXCENTRICO.



Se Rentan y se Venden Tuxedos
Todas Clases y Tamaños

Saco Blanco

LA MAS AMPLIA
VARIACION

Saco Azul

Cut Away

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



CY 4-2322

75 S. 2nd St.



CLUB
San Felipe



Tony Carvajal

MANY ANTICIPATE AN ENJOYABLE
EVENING WITH SAN FELIPE !!!!!!!

The main topic of the month is still San Felipe's Formal Dance which will be held on Friday July 14th at the Hawaiian Gardens.

The main features of the evening will be the presentation of Club Representatives and the trophy awards to one outstanding member of each club. So make preparations to join the band wagon and have an evening of delightful entertainment and fun!!!

DIZ N' DAT

Trudi Jimenez returns to the Zanzarees and needless to say more charm and glitter is added to the club.

Diane Barrera and Freddie Sanchez were the first couple to win the pachanga contest last week at the Rainbow Ballroom.

The winners last Saturday were John Williams and Stella Martinez. This couples were the winners of \$50 in cash. Be at the Rainbow next Sunday to witness the next winner.

The club wishes Eleanor Solarez a quick recovery and a very soon appearance at the Rainbow. Just like Art says, 'dances just aren't complete without her.'

Our courteous salute and welcome to Mrs. Hector Barrera daughter of Mr. & Mrs. Raul Rodriguez who is attending Stanford University for the summer.

A hearty welcome also goes to Mr. & Mrs. Mauro Paz who will spent the summer in San Jose. Mr. Paz will honor us at our Formal Dance by being the master of ceremonies for the evening.

For your Formal Wear we strongly recommend SELIX Tuxedo Shop on 75 South 2nd Street. Be sure to visit them for courteous and efficient service.

Rosie Gutierrez getting ready to go on a trip to Dallas, Texas. We wish her luck and a very fast return.

Heard that Shirley Perez is going back to her old steady. She was seen leaving the theatre with Jess Martinez. The question remains --- what about Ceasar??????????

Club San Felipe is proud to announce that Maria Del Carmen, daughter of Mr. & Mrs. Dario Cuellar has been chosen to represent us in the evening of July 14th at our Formal Dance.

SPORTS!!!!!!!!!!

By slaughtering Club San Joaquin in the second game at Columbus Park 13 runs to 2, Casa Manana won the first half championship in the U.C.C. League.

After suffering a spanking at the Irish Bar on Friday night by L. Cedillo, Mr. Dave Sierra had the privilege of witnessing the massacre and slaughtering of his San Joaquin-ers on the softball diamond Sunday.

The San Joaquin dugout sounded like the inside of a mortuary, when the crying started.

We would not be surprised if Mr. Sierra declared Columbus Park a disaster area.

After the game Casa Manana could not hear enough of the song 'Never on Sunday' at one of the local bars.

P.S.

Club San Felipe also lost 9-2 on B. Machades No-Hitter.

In picture is the engaged couple Joe Gonzalez and Dolores Sanchez. The couple are having a social gathering before the Formal Dance.



MADAM Zora

ADIVINADORA



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

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

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

Seb's GARDENS



"Where good friends
Meet"

BOTTLED & DRAFT
BEER

CARTA BLANCA

Manuel Resendez, Jr.

Manager

CL 1-9932 1616 E. Santa Clara St.

Maldonado-Payne



El Sabado 20 de Mayo del año en curso ataron el lazo MATRIMONIAL la Sta. ROSA ELIA PAYNE hija de Frank G. y Juana S. Payne, y el Sr. REYNALDO MALDONADO hijo de Frank y Cypriana Maldonado.

La ceremonia religiosa se verifico en la Iglesia HOLY FAMILY a las 11:30 a.m. La recepcion fue en el American Legion Hall, asistieron mas de 300 invitados Su LUNA de MIEL la disfrutaron en Santa Cruz y a su

regreso establecieron residencia en esta. Rosa es procedente de Del Rio, Texas, igualmente Reynaldo.

En la grafica: Cecilia Maldonado, Candy Hernandez, Lupe Gonzalez-madrina, Mary Torres, Maida Herrera, Tony Gaitan, Joe Maldonado, Alfred Gonzalez-padrino, Robert Knoble, Joe Baeza y los pajecitos Rudy Gonzalez y Diana Payne.

FELICIDADES !

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Llantas Nuevas y Usadas

Llantas Recaps	\$5.95
Llantas Usadas	\$3.95
White S.W. full caps	\$10.95

FLATS 79c

Credit TERMS No Money DOWN
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Wheel Balance 99c

WEIGHTS FREE

OPEN Mon, Thur. & Fri. 'till 9



El popular DON CUTLER le ofrece el MEJOR TRATO en Llantas Nuevas, Recaps o Usadas para su CARRO. Eleazar Morales y Don lo atenderan en ESPAÑOL. Distribuidores de las famosas Llantas H O O D.

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CL 8-1639 2250 Alum Rock Ave.

Cy 3-3211 1687 S. First St. San Jose

★ SAN JOAQUIN

"SYNONYMOUS
with SUCCESS..."

Dave E. Sierra



CASA MANANA WINS

Casa Mañana went undefeated to take the first half of the U.C.C. League when they won their game of Sunday, June 25th from San Joaquin 13-2.

C.M. scored 10 runs in the first inning on NINE base hits and one base on balls to take the driver's seat in the hotly contested U.C.C. League race.

CSJ scored their first run in the 4th when Jess Aguilar and Bob Garcia drew consecutive walks off C.M. hurler Manuel Martinez. Cheno Plata followed with a single, driving in Aguilar.

The final CSJ run on a bad afternoon was scored by Cheno Plata as he walked and then came in when Frank Murguia singled to left-centerfield.

Casa Mañana second baseman Tom Silva rapped his third homer of the year in the 5th, a long shot to deep left field which bounced against the fence, easily the longest poke ever in U.C.C. League play.

FINAL STANDINGS FOR THE FIRST HALF:

1. Casa Mañana
2. Bachelors
3. San Joaquin
4. San Felipe
5. El Dorado
6. Señors

San Joaquin and Casa Mañana come face to face again on SUNDAY, JULY 9TH at 12 O' Clock. Those of you who get an erotic charge out of seeing San Joaquin get beat should make it a point to be there, it may happen again. Frankly, I was disappointed with the crowd at the June 25th game. Usually when it looks as though San Joaquin may lose one, the stands are full. Though we have disappointed some people many many times, no one who hates San Joaquin came away disappointed on the 25th.

DICK GREGORY AT THE hungry i

Comedian Dick Gregory, billed as the Negro Mort Sahl, opened an engagement at the hungry i and is drawing huge crowds to the San Pancho nitespot.

Dick's repertoire includes jokes about the Kennedy administration, "Man, any cat that goes to France is gonna return with back trouble!"

On the racial prejudice issue: "Nobody likes us, from the Klu Klux Klan to the people who make sun tan lotion! We were the ones that got Kennedy elected. Some of us voted six and seven times, but that's just making up for all the times they didn't let us vote down south! I was born so far south if my mo-

ther had taken one more step backward it'da been a Mexican! They're going to have colored cowboys on television next year----and the INDIANS are gonna win!!!!!!

WHAT'S LEFT OVER:

Norm Swan, 19 year old pitcher from PLATA'S MARKET team in the Santa Clara Baseball League, was signed by the Kansas City Athletics. Norm is a product of Shasta J.C. in Redding. He will go to Albuquerque, New Mexico in the Sophomore League.

In case someone asks: The two Californians enshrined in the National Hall of Fame in Washington D.C. are Father Junipero Serra and Thomas Starr King. No doubt you have heard about the daddio--Tommy is the stud credited with talking Californians into staying in the Union during the Civil War.

Now, don't you girls worry yourselves silly about those Bachelors caught in that raid. They've got Hank Paramo for a legal advisor!!!!!!!!!!!!!!!!!!!!

Lady on the phone, talking to operator: "But operator, back in TEXAS, I can call to Hell and back for what this local call just cost me!"

"True, true, m'am," the operator replied, "but from Texas, HELL is a LOCAL call!!!!!!!!!!"

Elberta Gray, steady girlfriend of C.S.J. left-fielder Bert Garcia, Jr. had a 3.9 grade point for the semester just concluded. An 'A' in Humanities, one of the roughest courses the local college offers, has helped this brilliant young lady to maintain an overall average of 3.6. Congratulations!

TONY CARVAJAL:

The hardest thing to open is a closed mind.

Greetings



This St. Bernard is feeling the warmth of the recent heat wave which enveloped the Santa Clara Valley recently.

Those of you who were fortunate enough to be able to bug out to Santa Cruz probably didn't share the hot-as-hell feeling of this mutt. Do they sell beer to dogs? Not even if they're over 21?

City of San Jose

HEALTH DEPARTMENT

John Hayakawa, Chief Health Educator
CYpress 2-3141, Ext. 357
June 30, 1961

Parents were cautioned today by Dr. R. C. Miller, Acting City Health Officer, of the hazards of an inexpensive toy locomotive, the "Huff 'N Puff". Before the toy was withdrawn from the market, some were sold in the San Jose area.

The State Health Department has notified local Health officers that the smoking locomotive contains an extremely corrosive chemical. The chemical, phosphorous tri-chloride, can cause severe burns to skin and eyes.

Dr. Miller took action immediately to remove the "Huff 'N Puff" from sale in San Jose. City sanitarians traced all sources of sale. Toys were removed immediately from store shelves.

There were several dozen "Huff 'N Puff" locomotives sold prior to knowledge of the toy's dangers. If you have one of these toys at your home, remove the bottle containing the chemical substance. Care should be taken to destroy the chemical in such a way that a child will not be able to get hold of it. It can be thrown into the garbage can.



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

Despite odds, Self application



She sells used clothing in A-1 condition and baby clothes.

Once in a while one hears of a person who does not let a handicap interfere with their desire to do something useful in life.

A perfect example is Mrs. MARIE ESPINOSA, owner and operator of the new MARIE'S THRIFT SHOP at 1294 E. San Fernando, San Jose. She is handicapped and in a wheelchair and still works a six day week. Her shop is open till 9 P.M. on Thursday night.

SMILE Please ...



Humberto Garcia

Club San Felipe's FORMAL DANCE

EXCENTRICO'S Boss Man and Chief photographer Bert, Jr. all set to take pictures of San Felipe's formal Dance at the Hawaiian Gardens (Terrace) on Friday, July 14. Pictures will be published in Excentrico.



Bert Garcia, Jr.

ED'S Square Deal

Ahorre hasta el 60 %

CALZADO

para Hombres
Mujeres y Niños

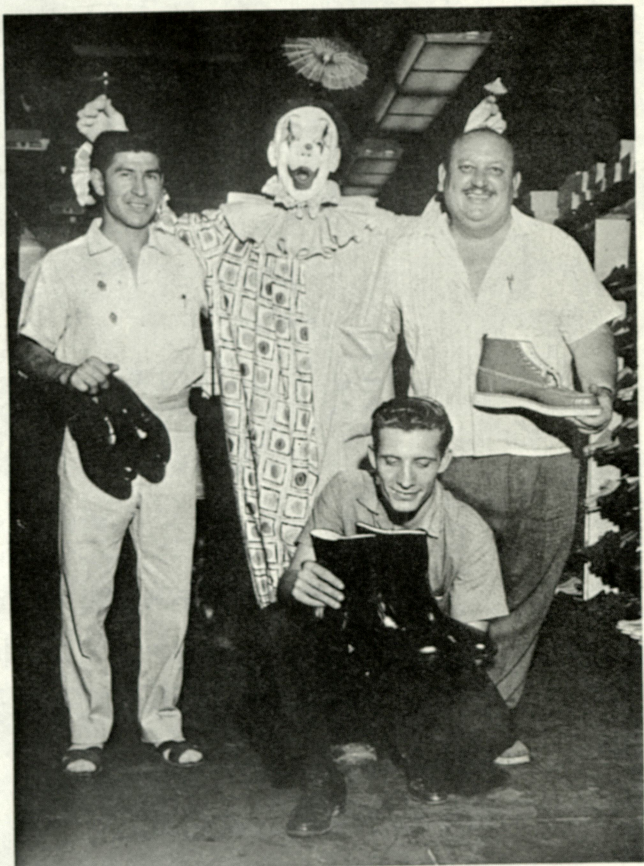
ROPA de
TRABAJO



BOZO

"Payaso"

De A. S. KREIDER SHOE CO. featuring
FOOT-KING SHOES para hombres y niños
en la nueva tienda ED'S SQUARE DEAL.



En la grafica "Sat" Hernandez, BOZO "El Payaso" quien regala juguetes a todos los niños que visitan esta gran tienda de ropa y calzado, EDDIE el propietario y Bob Atento Dependiente.

ABIERTO los DOMINGOS

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



■ DOS HIJOS DESOBEDIENTES ■
Pedro Armendariz - Tony Aguilar

Miercoles 19 de Julio



■ LAS VIUDAS del CHA-CHA-CHA ■
Amalia Aguilar - Evangelina Elizondo