



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 11. NUM. 2

NOVIEMBRE 5, 1960

SAN JOSE, CALIFORNIA



Cuauhtemoc formal dance Friday, Nov. 11, Hawaiian Gardens Terrace

Fabulas DE Aesopo

EE|

Eduardo Colman



Generacion perdida

Alguien me regalo un disco de musica Vienesa, los vales de Strauss, y aunque ya las piernas no me dan el ancho y el corazon no me acompaña, le hice el esfuerzo y di unas vueltas al compas de uno de los vales llamado "In The Vienna Woods," En el Bosque de Viena.

Para mi estos vales son encantadores y traen a la memoria los dichosos e inquietos dias de la juventud, medio siglo pasado, cuando nos pasabamos toda la noche del Sabado y la mitad del Domingo en tertulias, bailando al compas de Strauss o de algun otro compositor de moda en esos dias. Habia un valsito que era mi favorito. Creo se llamaba Rosas de Mayo y lo habia compuesto un musico Mexicano, Don Agustín Lara me parece. "ESAS ROSAS DE MAYO QUE AQUÍ, VAN A SER COLOCADAS POR MI COMO SI FUERA UNA ILUSION." Eso es todo lo que recuerdo del vals que no es mucho pero sí recuerdo todo el esfuerzo que habia que hacer para poder bailar con la rosa de nuestra ilusion. Ella estaba sentadita entre su padre y su madre y si habia hermanos tambien la resguardaban. Vestia ella un traje discretísimo que llegaba en borlas de tul hasta mas abajo de la rodilla y bajo su chaqueta o chaqueton que generalmente era de una pieza con el vestido se podia notar que llevaba un corpiño o jubon que mantenía su cuerpo con firmeza.

Empezaba la orquesta con unas cuatro o cinco notas para indicar que nos prepararemos. Vestidos correctamente, cabello bien alisado, zapatos en los que uno podia mirarse como en un espejo, cuello limpio, corbata impecable y con las piernas tiritando alla ibamos en busca de la que era nuestro delicioso dolor de corazon. Primero una venia ante la madre, en seguida ante el padre, en seguida tratábamos de decir en forma clara, "Me permite el honor de bailar con su hija?" y si la respuesta era favorable como siempre lo era si es que estábamos correctamente ataviados habia que salvar la proxima valla que era el permiso de la doncella. Aqui la genuflexion llegaba muy abajo y si ella sonreia y bajaba los ojos, nos adelantábamos, estirábamos el codo derecho, se lo ofrecíamos y a bailar se ha dicho siempre conservando cierta distancia a fin de que los padres no se negaran la segunda o tercera vez. Cuando los bailes eran de alguna etiqueta habia que tener una especie de programa y mucho antes de empezar la fiesta ya uno tenia anotado con el respectivo permiso el nom-

bre o los nombres de nuestras compañeras. Habia otras fases mas que considerar pero de ellas ya me he olvidado, pero el asunto era complicado y a veces complicadísimo.

Que es lo que vemos hoy día? Llegan las muchachas a los bailes sin padre ni madre. Los dejan en la casa lavando los platos y mirando T.V. Se han puesto la camisa del padre, los zapatos todos rotos en la parte del frente de manera que aparecen las uñas enrojecidas y larguísimas. Y con cigarrillo en mano esperan el chacha chacha chacha que va a tocar la orquesta.

Los muchachos estan todos a un lado, fumando y alisándose el cabello con bastante vaselina. Empezan el baile y alla se van de carrera, en busca de sus respectivos tomates. Le toman (debiera decir le agarran) el brazo y le dan un jalón que a veces tiene muy malas consecuencias pues salen bailando con el brazo y han dejado a la muchacha sentada o de pie menos el brazo.

Si el baile que viene se llama un vals, no lo bailan. Empezan a patear exigiendo que venga un verdadero hot-cha-cha hasta que el director de orquesta largando un suspiro les da en el gusto. Y allí empieza. Desgraciadamente para mí nunca he estado en uno de estos bailes modernos pero por lo que veo en T.V. casi me alegro que mi generacion se haya perdido. Lo curioso del caso es que cuando se invento el vals alla a mediados del siglo diecinueve, la sociedad no lo acepto y lo consideraban excesivamente plebeyo. En aquellos dias lo que se bailaba eran cuadrillos, y fue en los EEUU de Norte America, el pais democratico por excelencia donde el vals tomo verdadero ague. De aquí a unos cuarenta o cincuenta años los que hoy bailan cha cha cha se encontraran con una generacion mas moderna que consirara el cha cha cha cha cosa anticuada y quizas es lo que han inventado para esa fecha. Chacha atomico, a lo mejor. Y lamentaran, como yo lamento ahora, la perdida de su generacion.

Que tal es el progreso!



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

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

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

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Club RIVIERA

Club SAN JOAQUIN

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SIMON VILLA

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Maria La Rosa. Prop.

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Hace aproximadamente 5 meses que se formo el comite PRO - SALON.

(foto Richard Díaz).



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Su tío es el galan de moda:

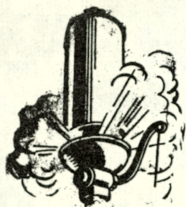
GILBERTO SOLARES

LEITER STUDIO



Esther Medina

*"It's
No Secret"*



MORE GRAPES FROM THE VINE.....

Izzit True?? That Luis Arcaraz sounded like he died and forgot to lie down. That Chavelita tried too hard to give it the umph it needed and instead over did it.

That Ismael Diaz would have made him look sick.

That Rosita Quintana besides having a tremendous voice also has a real sexy figure, you should have seen the boys!!!!

That Poco Miller and Don Roco stole the show.

That 'Big Daddy' and Ruby have made a fast dating switch he's making the scene with Hermelinda Garcia.

That Maria Najera is going steady with a childhood sweetheart and this love dilemma will probably end up in something permanent?????

That Rocky Lopez stands in front of the Sands and tells people that if they vote for Nixon, WE' LL SURE HAVE A DEPRESSION.....

That Trudy Jimenez went to the Rainbow's Halloween Dance in shorts with KENNEDY buttons all over her, with her legs she should do that more often.

That Larry Vega (Mosco) will vacation in Mexico till New Year's?????

That Pedrito Ramirez misses us loads and is at the Tabaru in Mexicali and hopes to come back to us in April.....

Olga Mendoza moved to San Jose which she plans to make her permanent home.

That if more men would cut the lines we'd have a conversation.

That Ray Caballero was playing it cool at the Masquerade Dance.

That I'm tired of writing that.

KEYHOLE KAPERS:

The Halloween Masquerade that Zanzaree and San Felipe gave was a success. Winning first prize was JOE ROSE (La Baby), MAX BACEDA (A Woman), and ANGEL GONZALEZ (A Caveman.)

Club Cuauhtemoc busy selling their bids to their formal dance.

I very sincerely believe that JOHN KENNEDY is the greatest man since Roosevelt.

Chon Hernandez cruising a new '61 Bonneville. Its red and white it's so beautiful it makes me nervous when other cars get too close.

Carlos "El Gallo" Gomez higher then a kite having some menudo at the Acapulco Taco Bar across

from the Rainbow. Angel G. was hurt cause he kissed my hand and not his..... Shame Carlos!!!!!!!

Mr. & Mrs. Lupe Carrillo expecting in March.

Mary and Frank Rivera took in Luis Arcaraz and decided that it wasn't the same with out Maria Victoria.

Rosemary Ramirez at the dance with a real doll he was about six-one, blondish hair, they looked very cozy.

Bueno, I guess that's all I had to tell you except
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..... Esther.

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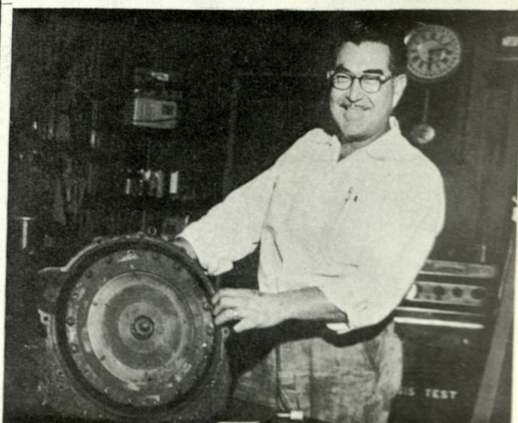
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In photo: left to right: Gil Solares, Roy Ordoñez, the fabulous KID Hank Paramo making eyes at cute Sussie Carrasco all members of club CUAUHEMOC and are making preparations for their coming Formal Dance, Friday, Nov. 11th at the Hawaiian Gardens Terrace Room.

Photos: by EXCENTRICO camera.

Commercial aspect: courtesy THE KID and GIL SOLARES.



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En la grafica aparece el candidato Demócrata para la Asamblea del 29th Distrito JACK KENNON (con lentes - de perfil revisando un ejemplar de la Revista EXCENTRICO durante su reciente visita a una de las

juntas del Mexican American Political Association o sea MAPA. Algunas de las personas en la foto: Felix Leon, Luis Juarez, Phil Hernandez y Dr. Juan Espinoza. (foto Richard Diaz).

NETTOS GARAGE

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volver a Servir"*

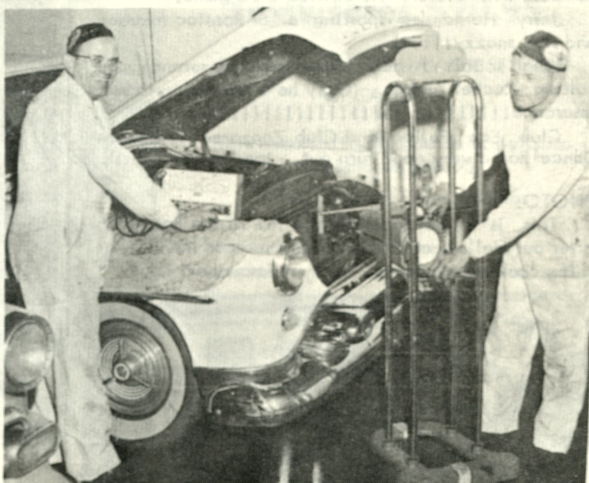
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CLUB *Elite*



Connie Rodriguez

NEWS, NEWS, NEWS, GOSSIP, GOSSIP, GOSSIP!
(But everybody reads it...)

ELITE and BACHELORS Halloween Dance was a huge success. Thanks to everyone who attended.. The turn out of costumes was terrific. There were prizes and trophies given away for the most original, the ughest, the funnest, and their runnerups. I hope to have a few pictures of some of the costumes in the next issue.

Club Elite would like to express our condolences to Shirley and Delia Perez and the Perez family on the loss of their dear uncle. We would also like to express our sympathy to Diane Barrera on the loss of her cousin.

Hank Paramo taking a big flip down the bowling alley. He tried to knock down the remaining pins. No Fair Hank!!!

Victor Rodriguez bowled a 269 game, one of the highest games in the brief history of Ann Darlin Bowl. He had a series of 625. Both game and series are new league highs. While Ralph Rodriguez is trying to compete with Victor. He bowled a 211 game.

Jerry Hernandez sporting a '61 Pontiac (maroon and real snazzy!!!!!!)

What's this I hear about a rich Insurance man calling Rachel Andres. (Only he's not trying to sell Insurance!!!!!!!!!!!!!!!!!!!!!!)

Club San Felipe and Club Zanzaree Halloween Dance had a very good turn out. Joe Rose took first,

PHOTO:

This is a get together of a few of the Bachelors after our Halloween Dance. They seem to have something cooking as always. Let you know next issue.



Angel Gonzales taking second, Ray Gaeta stole third, and Johnny Zamora placing fourth. Everyone danced to the music of BOBBY ZAMORA and PETE REYES.

Congratulations to both clubs.

Delia Mendoza and Danny Ramirez (from Frisco) busy planning for Dec. wedding.

Larry (Mosco) Vega taking a trek to Mexico City and taking in the sights.

Freddie Espinosa and Carrie Villrreal real chummy at the Elite and Bachelors Halloween Dance.

Several boys calling me and inquiring about Virgie Molina. Seems they like what they saw on the cover of the last issue. Now boys I gave you her phone number, now the rest is up to you.

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Louis Zarate

Louis Zarate, Santa Clara County Juvenile Probation Officer and well known young San Jose civic leader, has been appointed to Governor Edmund G. Brown's Advisory Committee on Children and Youth for 1960-61.

Zarate, a native of San Jose, and a graduate of the University of Santa Clara, is prominent in youth welfare work throughout the county. He is a member of the Community Service Organization, a statewide association of Spanish-speaking people devoted to improving relations between the Spanish-speaking minority group and the rest of the community.

The CSO is eight years old and now has thirty chapters in California.

The new appointee centers much of his energies, as a Juvenile Probation Officer, on handling situations involving young delinquents.

His main interest is in working with minority groups to prevent juvenile delinquency.

Zarate expresses eagerness to join in the work of the Committee, described to him by Governor Brown as the development of a "dynamic statewide program to deal with the needs of all of our children & youth."



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Simon Villa



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Sra. Esther V. Cardenas



Nuestra amable y distinguida amiguita Sra. Esther V. Cardenas que radica en el No. 24868 Diadon Drive en la ciudad de Hayward, California quien obtuvo su certificado de Ciudadania en los Estados Unidos, hace algunos meses, esta recibiendo felicitaciones de todas sus amistades, como tambien de algunos altos personajes que nos representan en algunas Oficinas Publicas, ahora ultimamente recibio una carta de felicitacion escrita por el Senador de los Estados Unidos SR. JOHN F. KENNEDY, candidato legalmente nominado para PRESIDENTE DE LOS ESTADOS UNIDOS.

La Sra. Cardenas estudio sus clases de Ciudadania con el Sr. Simon Villa, colaborador de nuestra revista EL EXCENTRICO.

EL EXCENTRICO y sus colaboradores felicitan a la Sra. Esther Cardenas, deseando que cumpla con sus deberes y obligaciones prescritas en la ley Fundamental de la Nacion, y que goce de todos los privilegios y derechos que la Constitucion de los Estados Unidos le concede a cada uno de los Ciudadanos.

Para terminar damos a conocer la carta mencionada.

JOHN F. KENNEDY
WASHINGTON

United States Senate

WASHINGTON, D.C.

October 20th, 1960

Mrs. Esther V. Cardenas
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Dear Mrs. Cardenas:

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Ademas de ABSOLUTA GARANTIA el cortez y atento personal de esta tienda: Don, Ray y Harry le daran toda la instruccion que Ud. necesite GRATIS para que así tome BUENAS FOTOGRAFIAS.

Harry Jacobs

CY 7-2908 179 S. FIRST ST.

Richard Diaz

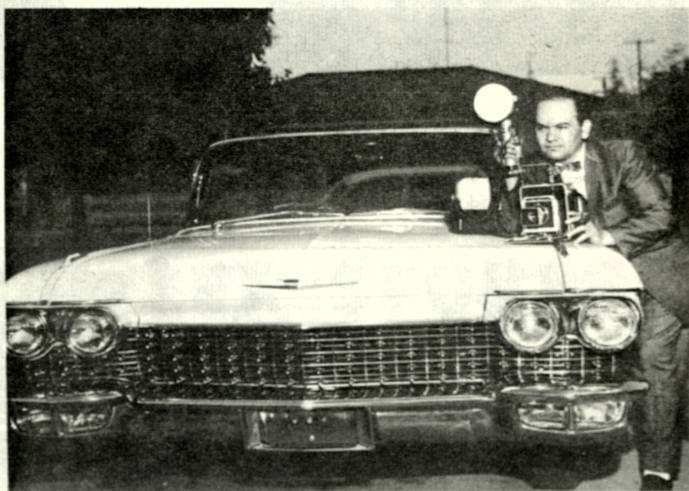
En la foto: Richard Díaz (alias el azote del lente) cronista deportivo de la revista EXCENTRICO con su poderoso y flamante CADILLAC (CAD) del año con el speedometer marcando 20 millas.

Nos comunica Ricardo que la unica razon de haber obtenido su Cad es por que hace juego con su Super Graphic camara fotografica de formato 4 x 5 una de las mejores en el mercado.

Nuestras mas sinceras felicitaciones a Ricardo y su gentil esposa Vera por su reciente adquisicion.



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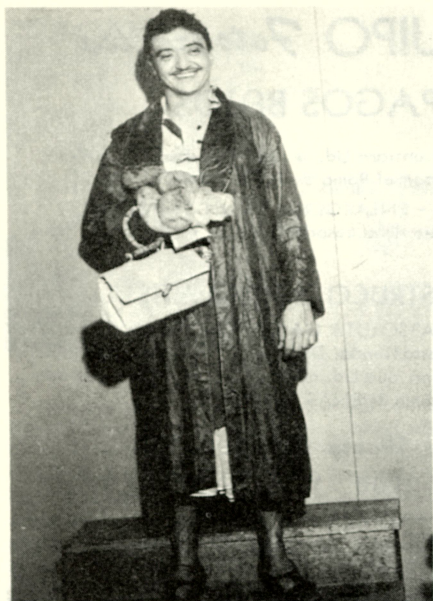
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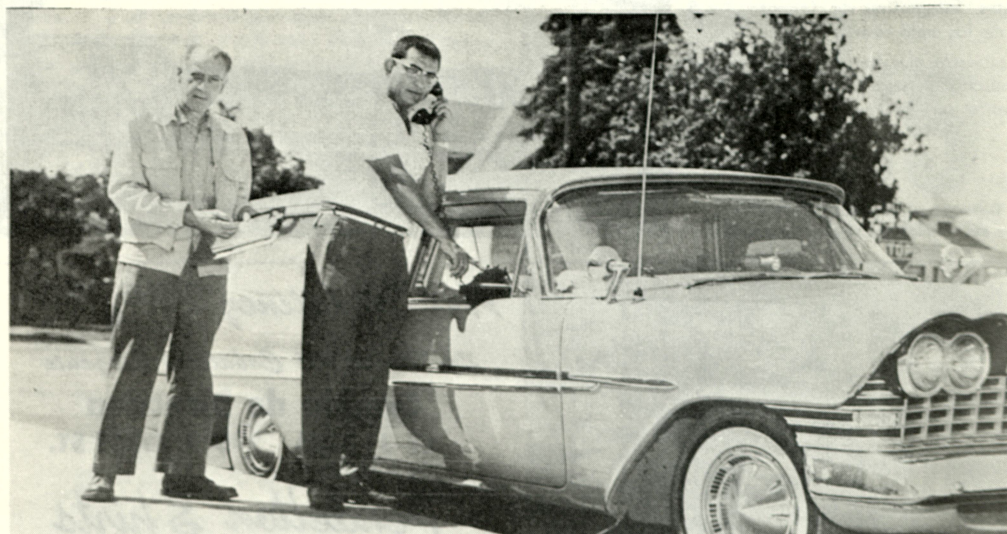


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Cy 3-3211 1687 S. First St. San Jose



Spares & Strikes



Mario R. Vazquez

Victor-alias Manuel-alias Teddy Rodriguez, however you might know him, has been working with a survey crew for the City of San Jose. And it seems he also surveyed the lanes at Ann Darling as he has indicated lately. Two weeks ago, he started a game with four strikes and then could not buy a spare. Last Tuesday, he started with his usual spare, then three strikes, a nine pin pickup and a spare in the next frame, then he struck out. And it takes seven strikes to do it. Total for one game, 10 strikes, two spares and a 269 game, nearly twice his average. That game overshadowed his brother Ralph's game, a neat 211 par for the course.

In the second game Vic hit a slump and could only muster a 202. He finally struck out in great style in the last game for a nice 625 total. Both game and series are high for the league. His parents, Mr. & Mrs. Jose Rodriguez, who missed their first night in a long time, also missed Vic's fine exhibition.

Jose Rodriguez Orchestra taking four points Tuesday night, moved from fifth to third place. Incidentally, Vic also plays golf as a sideline. And he won the City of San Jose Golf Tournament this summer. In his spare time he plays in his father's orchestra.

In other games, Bill Smith of Scardina Brothers, rolled a 227 game and a 590 series, in leading his team into first place. Tom Guido had a 212 game and a 583 series for Jimmie's Head Hunters'

STAR OF TOMORROW*****

Tony Jimenez, in his first league competition, has won the respect of many bowlers in the league.

His games are not outstanding, for he only carries a 145 average. On Sunday the 23rd of October, he won the Ann Darling Bowl Sweepstakes with a 635 scratch series with a 106 handicap for a total of 741. His style of bowling is in line with the way the top bowlers bowl. With his patience and more practice, he should become one of the top bowlers in the area.

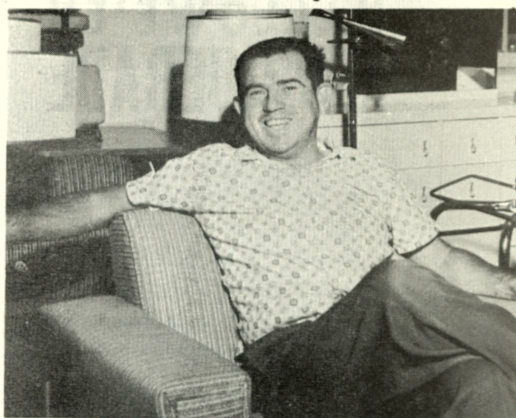
CLUB DEL MAR, the defending champions of the summer league, went back into first place defeating CLUB CUAUHEMOC 3-1. Oscar Vazquez rolled a 201 game and averaged over 169 pins for the night.



Obtenga su Revista EXCENTRICO
en las tiendas que aquí se anuncian

Tyson's Furniture Store

Muebles Nuevos y Usados



BEN TYSON Manager

Maquinas de Lavar - Estufas - Refrigeradores
Muebles para la Sala - Recamara etc.

La unica manera de que Ud. se convenciese de las muchas ESPECIALES que aqui se ofrecen es viendo. Le aseguramos que no encontrara precios mas BARATOS.

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En la grafica NICK CHIMENTI y LEO FASSNACHT
Le ofrecen la MEJOR COMPRA en llantas marca Hood
National y Gates, como igualmente toda clase de llantas
RECAPS y USADAS.

Leo Fassnacht, Owner

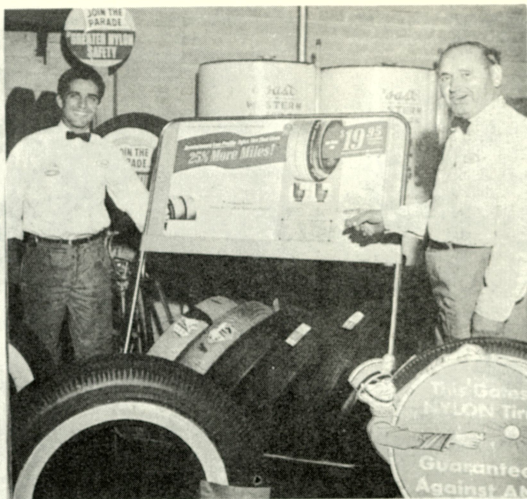
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Esq. VIRGINIA y ALMADEN Ave.



Boosters for Nixon

BOOSTERS FOR NIXON - LODGE

Leaders of the Spanish Speaking peoples of Santa Clara County today reported that their campaign in support of the NIXON AND LODGE ticket is steadily gaining momentum.

Shown above at the Nixon-Lodge campaign headquarters, 335 S. First St., are, left to right, John Hernandez, Josephine Montecino, Lalo Rodriguez, Lupe R. Lopez, Joe Peraga, and Margaret Vasquez.

They are working with Atty. Anthony Anastasi (not shown in photo) chairman of the county executive committee for Nixon and Lodge who is in charge of organizing special groups.



The Finest Latin Nite Club

New TROCADERO CLUB

presents . . .

Miguelito Martinez

Y SUS BOHEMIOS

TARDEADA: Los Domingos

Dando Principio a
las 7:30 de la tarde

Floor Show

Dancing:

FRIDAY, SATURDAY & SUNDAY

Cy 5 - 3853 288 S. Market St.





Ray Reyes el As del Volante

En su poderoso GOCCAR (Midget Racer) Modelo 1961 de 3 1/2 hp. el AS del VOLANTE o sea Sr. Ray Reyes Propietario de LIDO STV. nos comunica de la extraña

sensación que se experimenta al correr a una velocidad de 125 millas por hora en el Evergreen SPEEDWAY todos los Domingos, además agrega que esto tiene sus ventajas, pues hasta la fecha la policía no le ha dado ningún TICKET por correr a 125 millas por hora.

● REAL ESTATE ●

Julian Perez

Agente de Casas

Estoy a sus ORDENES como Agente de Ventas de Casas y Terrenos, asociado con la Empresa de

GEORGE GOMEZ REALTY
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Si Ud. tiene pensado VENDER su CASA nosotros se la ponemos en el Mercado para que se venda. Ahora es cuando puede Aprovechar nuestro SUPER PLAN de VENTAS, aquí le damos todos los INFORMES.

Pregunte por JULIAN PEREZ

Comprar una Propiedad

Si Ud. tiene pensado comprar su Casa para tener su Hogar, nosotros le ofrecemos una GRAN VARIEDAD de CASAS en diferentes colonias del condado de Santa Clara de donde puede Ud. seleccionar la Casa de su gusto. Estas propiedades se venden con gran facilidades de pago.



JULIAN PEREZ

Agente de Casas

**George
GOMEZ
Really**

2194 Alum Rock Ave.

CL 8-4942 Res. CY 2-2960

EDWARD R. ROYBAL



Councilman EDWARD R. ROYBAL was born in Albuquerque, New Mexico. He was raised in the Boyle Heights area and attended public schools. During the depression he was graduated from Roosevelt High School and then went to CCC camps to save money for college. He later trained in business administration at U.C.L.A. and at Southwestern University.

His interest aroused by the serious health problems in his neighborhood, ROYBAL became a public health educator with the California Tuberculosis Association. After serving in the United States Army, ROYBAL became one of the directors of health education for the Los Angeles County Tuberculosis and Health Association.

ROYBAL was first elected to the Los Angeles City Council from the 9th district in 1949, which, because of its great mixture of many racial and religious groups, is called "the melting pot" of the city.

He has served in the City Council continuously since that time, and was re-elected to the Council the last two times without opposition. During his terms as

Councilman, he has been Chairman of the Council's Public Health and Welfare Committee.

To prevent juvenile delinquency, ROYBAL has devoted considerable time and energy with youth groups and agencies established for the purpose of promoting civic responsibility among our young people.

ROYBAL is married. He and his wife, Lucille, have three children: Lucille, 17; Lillian, 15; and Edward Roybal, Jr., 7.

Among the many groups in which he has been active are the following:

- Community Service Organization
- American Legion
- Boy Scouts of America
- United States Mexico Health Association
- County Committee on Human Relations
- Welfare Planning Council of Metropolitan L.A.
- Belvedere, Hollenbeck and Downtown
- Coordinating Councils
- Knights of Columbus
- Eastside Boys Club
- Variety Boys Club
- Holy Family Adoption Service.



Joel Aguilera

*Club
Riviera*



After all the treats and trickings and those tremendous masquerade parties and dances, I bring, once again, to all of you by CLUB RIVIERA, happenings and events that are about to occur.

Introducing, another of the many Club Riviera fans, Miss Margie Mapala who celebrated her 17th birthday with a tremendous party at her home on October 28, 1960.

Margie is a Junior at SAMUEL AYER HIGH and resides at Milpitas, Calif.

She also inspires to establish a career in secretarial work.

Happy birthday Margie from yours truly and all of CLUB RIVIERA.

Well now!! Here is another attractive CLUB RIVIERA fan, Miss Rachel Cabigas, who is 16 years old, attends SAN JOSE HIGH SCHOOL, loves rock 'n roll and cha cha and whose main ambition is to continue her education by majoring in secretarial work. Rae at this moment would like to wish a happy birthday to Margie and a hardy hello to David Salazar, Johnny and Mandy, Ray and Lydia, and all the girls at school.

*** HI! to Margaret Madrid from a secret admirer....

ATTENTION!!!! ATTENTION!!!!

The Ladies Auxiliary of Local 560, are having their annual Bazaar on Saturday, November 12th, 1960, at the U.A.W. Hall, which is located two miles north of Milpitas, Calif. at 51 Dixen Rd. and old Oakland Highway.

CONGRATULATIONS!!!!!!

Mr. Hugo Garcia, Jr., for meriting the international second highest award presentation, the Chev-

alier Degree of DeMolay on October 28th, 1960 at the Scottish Rite Temple here in San Jose.

Hugo is a very dedicated and ambitious young man, who, is presently employed as a draftsman by Lockheed Polaris Missile Division, is majoring in Math at San Jose State and is THE son of Mr. and Mrs. Pompeyo Garcia Sr., whom, of course, are very proud to have an accomplished son worthy of such an exceptional award.

Clubs San Felipe--Zanzaree and Elite--Bachelors for the exceptionally fine Halloween dances that were held on October 21 and October 28, 1960 at the I.E.S. Hall in San Jose.

The public is invited to attend in general this gala event, which will consist of games, food sales, refreshment, sandwiches, etc., etc.

Admission--- absolutely FREE !!!!!

This is a very worthwhile event, since, all of the Bazaars' proceeds will go to a welfare fund to assist needy families on the coming hollydays. Let's all of us help make those needy families happy and gay too.

A friendly reminder--- Ring the Bell for Liberty. VOTE as you think, but, VOTE on November 8th.

I will VOTE-----will you?



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian



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**1000 people
to receive**

FREE

**A BEAUTIFUL
ST. CHRISTOPHER**

MEDAL



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To be attached to your WATCH absolutely FREE
See MAURO ANCHONDO assistant manager for your FREE MEDAL. Help us celebrate OPENING of our GIFT DEPARTMENT S. Christian of Copenhagen.
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MEDALLAS MISALES ROSARIOS

VELADORAS

TARJETAS y NOVENAS

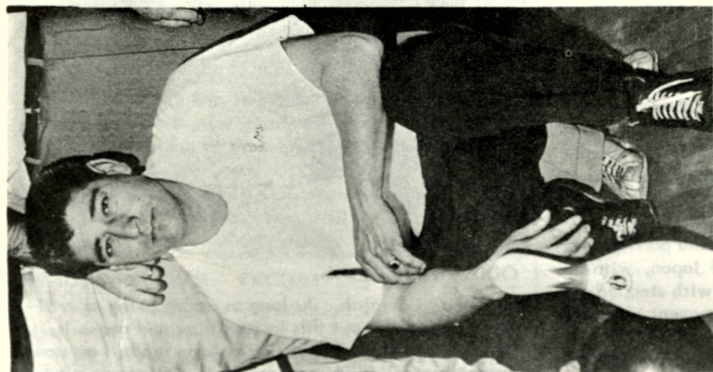
EN ESPAÑOL

CASI ENFRETE de la IGLESIA de ST. JOSEPH'S
(Por la Calle San Fernando)

Abierto LOS JUEVES hasta las 9:00 p.m.

Mrs. Lee B. Young

CY 5 - 1317 36 W. San Fernando St.



LOUIS VASQUEZ, bartender at San Jose's favorite night club, THE LATIN QUARTER at 1620 Almaden Road, is a man of diversified talents.

He recently won the Singles Championship during the MEXICAN-AMERICAN BOWLING TOURNAMENT held at Ann Darling Bowl.

Louis rolled a 597 series and was presented a trophy for his fine effort by Ann Darling Bowl manager Don Konecne.

CONGRATULATIONS, LOUIS

Vistase de Pies a Cabeza

ULTIMOS ESTILOS

para Hombre y Mujer

Para vestir elegante y economicamente visite esta
GRAN TIENDA donde le aseguramos quedara Ud.
completamente SATISFECHO.

Nueva tienda BERG'S

6 MONTHS TO PAY BERNIE BERG, Prop.



En la grafica: el popular BERNARDO BERG, Propietario de esta elegante y moderna tienda de ropa para hombre y mujer. Tome 6 largos MESES para pagar.

★ SAN JOAQUIN

"SYNONYMOUS
with SUCCESS..."

Dave E. Sierra



KENNEDY FOR PRESIDENT

At a recent gathering of the SAN JOSE KEG KILLERS ASSOCIATION, it was decided that the group, some 200 strong in this area, would back the Democratic candidate JOHN F. KENNEDY for President of the United States at the Nov. 8 election.

SJKKA president Herb E. Hind reminded members that a vote for KENNEDY was essential in the 1960 election. If America was to regain overseas prestige lost during the Golfing Reign of Eisenhower and his sidekick "Slippery Dick" Nixon.

"Don't forget they threw rocks at Slick Dick in South America!" he said, attempting to clarify a few of the campaign issues.

Speaking before a crowd of some 150 card-carrying members of SJKKA, Mr. Hind also stated "If you are satisfied with the way things are right now both on the domestic as well as the foreign scene, then vote for Nixon, because then they'll stay that way."

If you want an America that is moving ahead, recovering its prestige around the world and particularly in Latin America, Africa, India, and Japan, with an economy that is balanced and stable, with stepped-up progress in education, housing, employment, and aid to the aged, VOTE FOR JOHN F. KENNEDY!"

When asked why Mr. Nixon continually mentioned Henry Cabot Lodge in his campaign talks while Mr. Kennedy rarely mentioned Lyndon Johnson, his running mate, Mr. Hind answered that "Richard Nixon alone isn't going to fool the American people into casting a vote for the Republican ticket, he needs the prestige of Henry Cabot Lodge and his work for the U.S. at the United Nations to impress the voters."

SAN JOAQUIN WINS, LOSES IN U.C.C. PLAY ***

Club San Joaquin gridiron legions, led by fullback Eppie Gallego, tailback Jess Aguilar, and a hard charging forward wall, posted a 14-0 win over Casa Manana in their first game of the year.

It was C.S.J.'s first shutout in U.C.C. grid play.

DAN BITTEL PACES EL DORADO OVER CSJ, 28-7

Fleet halfback Dan Bittel tallied two touchdowns on long runs down the sidelines to pace a victory hungry El Dorado Club to a smashing 28-7 win over Club San Joaquin.

The lone San Joaquin score came on a Jess Aguilar to Bonie Villegas pass late in the 1st quarter. The big CSJ flanker made a terrific catch for what amounted to San Joaquin's lone score of the afternoon.



ODDZ 'N ENDZ:

Tony Carvajal: As long as we're going to criticize each other, put this in your pipe and smoke it: The 2nd sentence of your first column reads: I am now presently enrolled at San Jose State College as a senior with an English major and a Speech minor.

NOW PRESENTLY used as you used it constitutes redundancy in its most unadulterated form, dad, and if you're an English major you should know better!!!

A mi no me gusta el chisme, PERO, One of San Jose's just-married young men has been keeping Verylose company with a female other than his new bride.....!!!!!!!!!!!!!!!!!!!!

Jess Medina: Every club in town now has the letters you mailed them: The question is: "What in hell are we supposed to do with them?"

To keep the record straight: I have never in my life collected Social Security as you accused in your letter in the last issue, because not being 65 years of age, I am not eligible. Unemployment Insurance Compensation, YES, and if that is a crime, tell Chief Blackmore to have me arrested!!!!!!!!!!!!

I DID criticize Maria Felix, but how can you compare yourself with her? You're not even built alike!

I have played a little softball and football for San Joaquin in the 3 year history of the club. That is exactly ONE MORE sport than you've played ever for San Felipe. (more on this subject later.....)

(continued next page)

Cuahtemoc formal dance

Friday, Nov. 11.

Hawaiian Gardens



CUAUHTEMOC SEMI FORMAL ON NOV. 11th:

Club Social Cuahtemoc's 7th Annual Semi-Formal Ball will be held Friday evening, November 11, 1960 in the beautiful and spacious HAWAIIAN GARDENS.

Club Cuahtemoc president Roy Ordonez and his dance committee have worked hard to make this year's dance the best ever in a long line of highly successful formals.

The music of RUBEN REYES & His Orchestra will highlight an evening of dancing and "refreshments" for hundreds of dance enthusiasts who look to CLUB CUAUHTEMOC year after year for the very best Semi Formal in Northern California.

Again, as in past years, Mr. Humberto Garcia of EL EXCENTRICO will attend the Grand Ball to snap glamour photographs of San Jose's loveliest women and their impeccably attired gentlemen escorts.

Plan to attend. You'll always remember NOCHE TROPICAL at the Hawaiian Gardens, November 11, 1960.

BOB ZAMORA reopens E. Santa Clara St. Office:

Real Estate men Bob Zamora, Johnny Zamora, and John Madrid are now ready to assist you with your REAL ESTATE needs at their office located at 1049 E. Santa Clara St., San Jose.

Phone CYpress 3-7620 if you wish to buy, rent, or sell any real estate. They will be happy to help you get the kind of deal you want.

IN THE NEXT ISSUE: EXCLUSIVE! *****

Wanting to keep abreast of all the news, all the time, this column will bring you in the next issue, a report of the San Joaquin-San Felipe football contest, results of the presidential election, the Cuahtemoc Semi Formal, a visit with a popular Hollywood film star, and for the VERY FIRST TIME, the All Opponent Softball Team of Clubs San Joaquin, Casa Mañana, San Felipe, and The Knights, as selected by their respective Athletic Directors.

You'll read what the managers REALLY think of the league's top players. !!!!!!!

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

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Oferta Especial

Para los Proximos Dias de Fiesta

Permanente

\$7.50

De un valor de \$12.00

De un valor de \$15.00

Permanente

\$9.00

ESTO INCLUYE:

HAIRCUT - STYLE SET
SHAMPOO

En alguna fecha despues

de su PERMANENTE

2do Shampoo GRATIS !

(Cerrado Los Domingos)

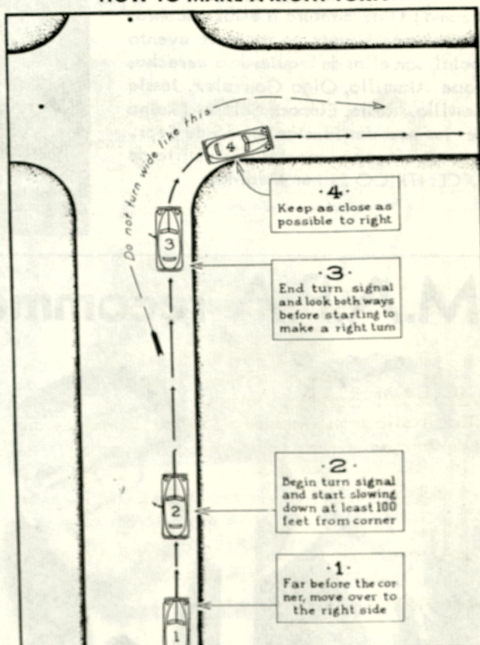
JOSEPHINE MONTECINO - MARGARET VASQUEZ



CY 2 - 2550

385 Delmas Ave.

HOW TO MAKE A RIGHT TURN



Obtenga su Revista EXCENTRICO
en las tiendas que aquí se anuncian

Adair Insurance Agency

Casa del Buen Servicio

Licencia de Manejar

Si por algun motivo Ud. ha perdido su LICENCIA de MANEJAR, el Sr. GILBERT ADAIR le ayudara a RECUPERARLA, Proporcionandole ASEGURANZA IRRESPECTIVO de su EDAD.

Gilbert Adair

ASEGURANZA

NOTARIO PUBLICO

REAL ESTATE

**CL 1 - 5540 o CL 1 - 5541
1508 E. SANTA CLARA ST.**



En la grafica: de iz. a der: GILBERT ADAIR y HERMAN G. ALVAREZ para atenderlo con toda cortesia.

De tin - marin de - do - pin - buev

Nunca nos habiamos imaginado que el Editor poseia talento poetico, con el encabezado no nos cabe la menor duda quiza con una poquita mas practica resultaria un AMADO NERVO o alguno de esos poetas inmortales.

La camara de Ricardo (Lopez Motezuma) Diaz captura a estas encantadoras damas durante un reciente evento social, son ellas de izquierda a derecha: Hope Alamillo, Olga Gonzalez, Jessie Castillo, Rosie, Elenore Solares (Reina de las pasadas Fiestas del 16 de Sept. y nuestra temperamental columnista de EXCENTRICO Esther Medina.



M.A.P.A recommends



RUSSEL B. BRYAN
DEMOCRAT
U.S. SENATE



JACK KENNON
Democrat
29th District Assembly



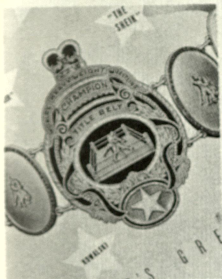
ROBERT C. DOERR
SUPERVISOR
4th District



SAM P. DELLA MAGGIORE
Councilman
2nd District

Vote November 8

Wrestling



RICHARD DIAZ

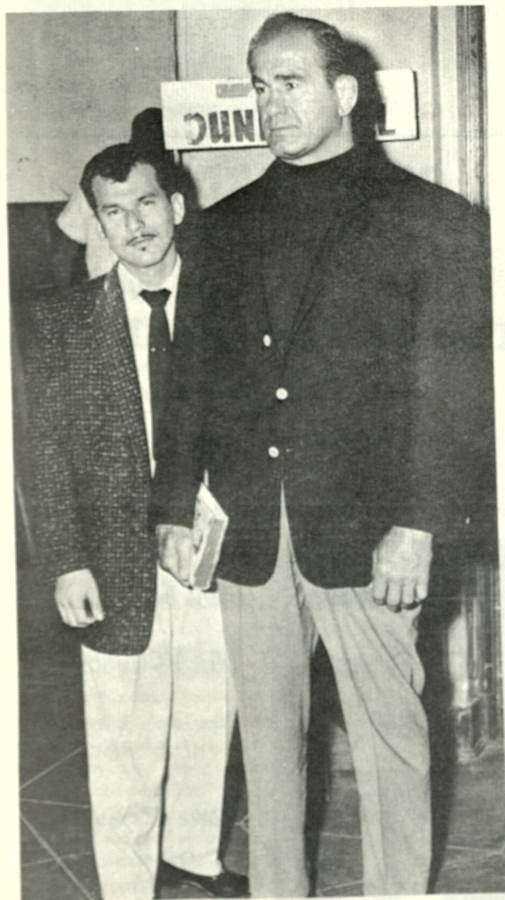


AMERICAN LEGION MEMORY POST 399

presents....
WEDNESDAY NITE WRESTLING
San Jose, Civic Auditorium

Mr. Villalobos from San Jose with his favorite wrestler LOU THE Z.

Mr. Villalobos very seldom misses a wrestling match. (PHOTO by EL AZOTE DEL LENTE)



***** CARPENTIER WHIPS MIKE SHARP *****

Edwardo Carpentier is still the North American Wrestling Champion.

Mike Sharp who always wanted to wrestle Carpentier for the crown didn't accomplish very much.

Edwardo Carpentier won the match with two straight falls with the Civic Auditorium about 3/4 full of wrestling fans.

Mike Sharp was disqualified on the first fall for choking in 21 minutes by Art Williams.

Carpentier came right back and pinned Mike with a reverse crab hold to win the main event.

FOUR MAN TAG TEAM MATCH IS WILD BRAWL!

Popular Ronnie Etchison from Santa Cruz and Ramon Torres were awarded the first and only fall to win the match against Ben Sharp and Don Campbell.

The referee disqualified Ben & Don for working

Ronnie over in their corner. He was kicked, choked, and his eyes were gouged, they just threw the book at him of dirty tactics.

THE 20 MINUTE OPENER

Vic Christy from Malibu Beach, California and Steve Stanley wrestled to a draw.

Diga a nuestros Anunciantes
aue lo vio en el EXCENTRICO

Starbrite MARKET



Grandes ESPECIALES todos los FINES de SEMANA

Abierto diariamente de 8:00 a.m. a 8:00 p.m.

AL y LEATHA FERLA lo atenderan.

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

Dept. de CARNICERIA

VINCE FERLA jefe del departamento de Carniceria le ofrece Carnes de PRIMERA. MENUDO etc.

CY 5-3712 893 DELMAS AVE.



Galeria Infantil

RUBEN BURGUEÑO

1 yr. - Born in S.J.

Parents:

George and Rita Burgueno

SANDRA FRAASCH

3 mo. - Born in S.J.

Parents:

Mr. and Mrs. Carl Fraasch



LEITER STUDIO

ADOLFO CELIO

3 mo. - Born in S.J.

Parents:

Trino and Lupe Celio



YVONNE NUÑEZ

9 mo. - Born in S.J.

Parents:

Paul and Lydia Nuñez



Prestamos dinero en Prendas



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

Big Ben

LOAN OFFICE

CY 4-3143

63 S. Market St.

GRAN TARDEADA

EVERY SUNDAY TIME: 2:30 p.m.

Dancing: Fri. Sat. & Sunday

The LATIN QUARTER

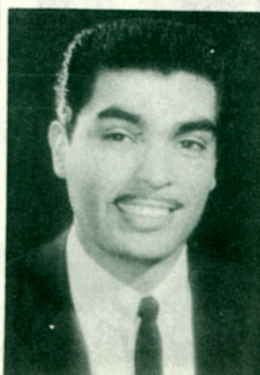
Al & Eddie Bojorquez

TELEPHONE CY 3-9452

1620 ALMADEN RD.

SAN JOSE, CALIF.

The LATIN QUARTER presents



*finest of
Entertainment*

San Jose's favorite
NIGHT SPOT.

Eddie Bojorquez

Owner.



EL BAILE RANCHERO que tubo verificativo el 15 de Octubre en el SES Hall en Santa Clara, Calif. estuvo muy concurrido. Lo organizo el COMITE-PRO SALON.

A continuacion, diremos el origen y los fines que persigue el Comité Pro-Salon.

Es verdaderamente lamentable que nuestra numerosa colonia mexicana y mexico-americana que reside en San Jose y en Condado de Santa Clara, que no tenga un Salon propio en donde las logias, sociedades, y clubs, puedan celebrar sus sesiones, reuniones, bailes o festivales de indole social o particular.

Un gran numero de personas y grupos de otras nacionalidades, tienen sus salones, centros recreativos e iglesias, en cambio nosotros no tenemos nada de eso, apesar de que diariamente se nos presenta la necesidad de alquilar salones o parques y desafortunadamente, tenemos que aceptarlos en fechas inadecuadas por que la preferencia es para los grupos que son dueños de los ya mencionados centros recreativos.

Un grupo de personas progresistas, honorables y bien intencionadas, todos miembros activos de las Logias Alma Mexicana Num. 34 y Amado Nervo Numero 54, ambas sucursales de la Sociedad Progresista Mexicana, Inc. en el Estado de California.

El personal o membresia de estas dos logias, se unieron y nombraron a siete personas de cada logia para que se formara el Comité Pro-Salon quien daria principio a la dificil y grande tarea de levantar fondos para la compra o ereccion de un Salon, como podran ver nuestros lectores, la tarea es dura y costosa, pero los decesos y la voluntad que este grupo tiene de trabajar y de vencer los multiples obstaculos, aun es mayor y para que se realice con mas rapidez tan loable proyecto, este comité atentamente solicita la valiosa cooperacion de todos los grupos sociales y del publico en general, con la ayuda personal, asistiendo a las festividades o actividades que este comité en lo sucesivo lleve a cabo.

Como punto de informacion, anunciamos que este Comité decaendo trabajar dentro de la Ley, ya ha

Las graficas capturan algunos de los miembros y concurrencia que asistieron al BAILE RANCHERO que se verifico el dia 15 de Octubre en el salon SES de la vecina ciudad de Santa Clara, dicho baile fue organizado bajo los auspicios del COMITE PRO - SALON.

(fotos Azote del Lente).



dado principio para incorporarse, de acuerdo con las leyes de Incorporacion del Estado de California.

Personal de la mesa directiva del Comité Pro-Salon:

Presidente.....	Acencion H. Ramirez
Vice Presidente.....	Rafael de la Rosa, Sr.
Secretario.....	Conrado C. Villareal
Pro Secretari.....	Lucio Bernabe
Tesorero.....	Tony Valerio
Pro Tesorero.....	Max Galindo
Vocales.....	Enrique Castillo, Uvaldo Garza, Antonio Castaneda, Julian Perez, Maria Ceren- cia, Bartolo Blanco, Agustin Muñoz y Manuel Canales.

San Jose, Calif.
Oct. de 1960

TEATRO **LIBERTY**

Tony D. Maria
GERENTE

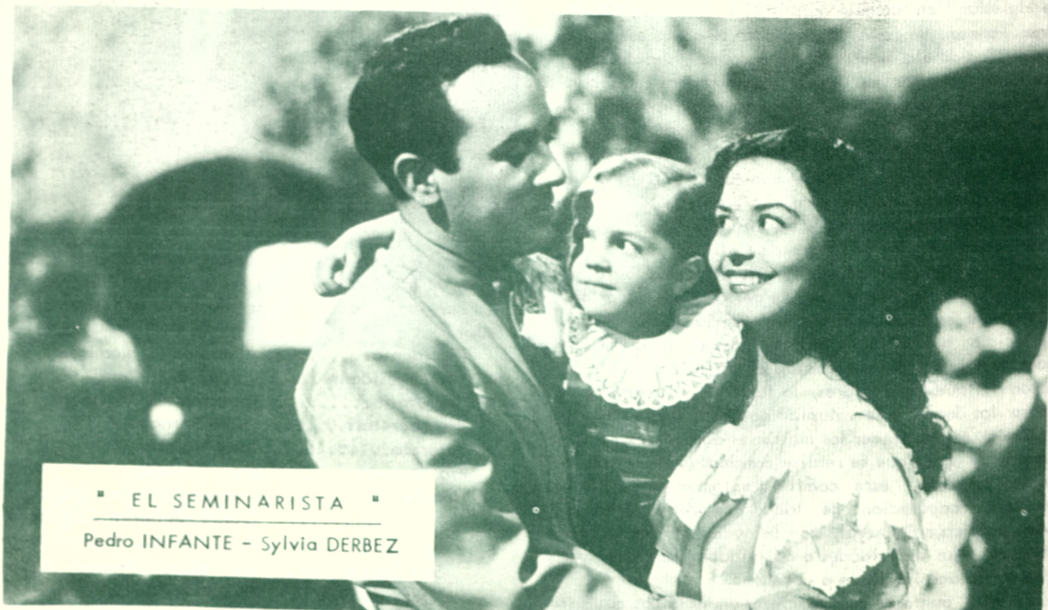
CYpress 7-1456 67 S. Market St. San Jose, Cal.



" EL HOMBRE y el MONSTRUO "

Abel SALAZAR - Anita BLANCH

Miercoles 9 de Noviembre



" EL SEMINARISTA "

Pedro INFANTE - Sylvia DERBEZ