



El Excentrico

HUMBERTO GARCIA
Director

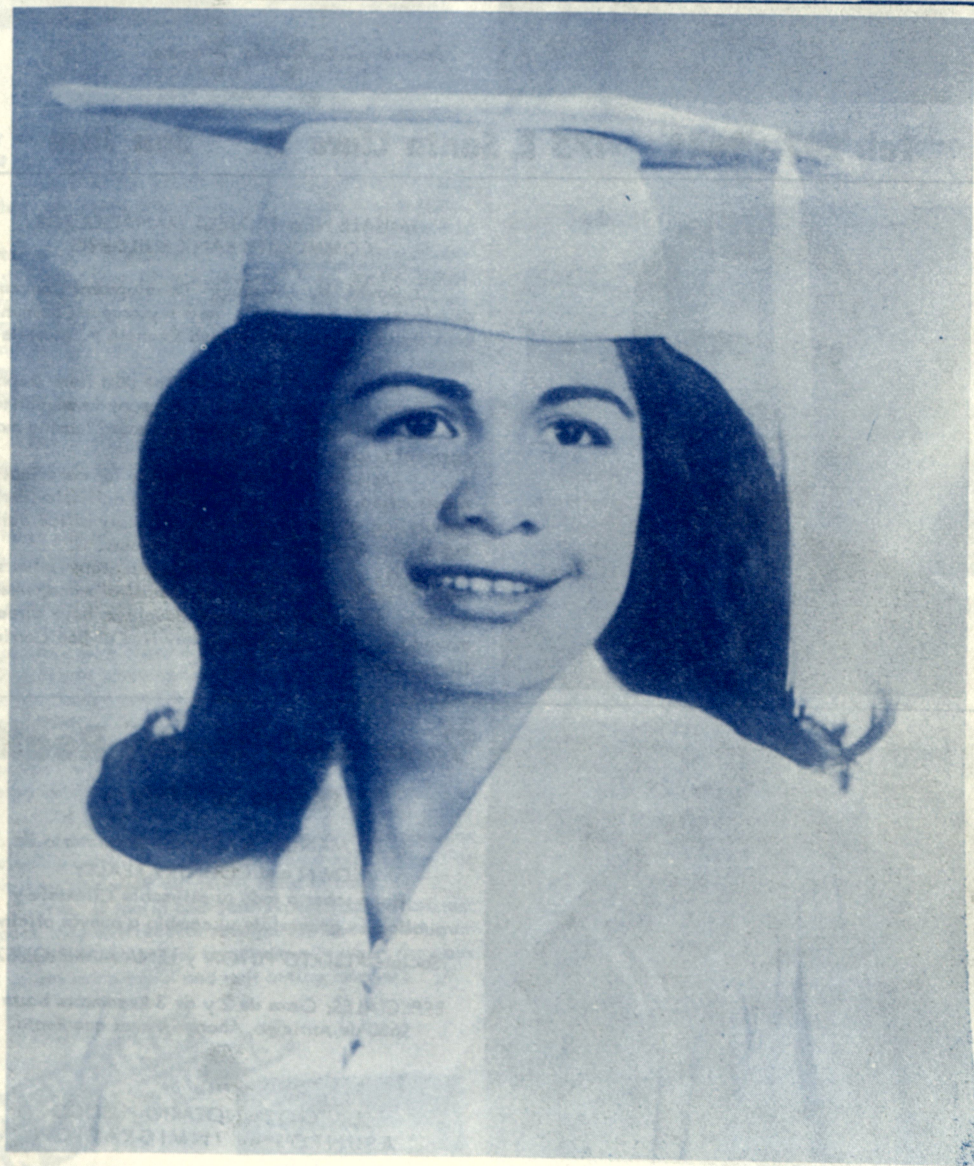
Magazin Social, Fotográfico Latino-Americano



AÑO 13. Num. 17

JUNIO 20, 1963

SAN JOSE 10, CALIFORNIA



Lovely Nancy Jean Vasquez graduated from James Lick High



RESTAURANT

*Complete Mexican
Dinner .90c*

***** OPENED *****

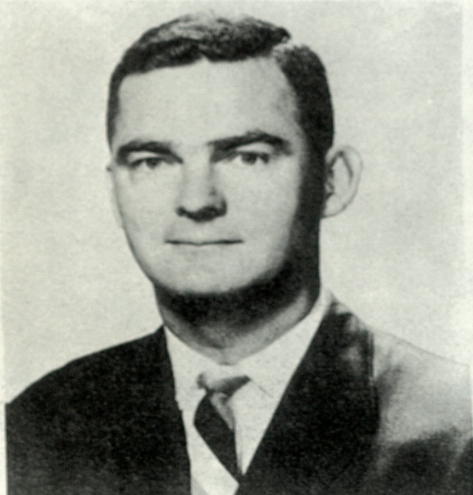
WEEK DAYS until 11:00 p.m.

WEEKENDS until 3:30 a.m.

Closed Tuesdays

Nacho and Rocky Props.

Tel. 297 - 9649 175 E. Santa Clara St. San Jose



McHALE NEW PROJECT MANAGER FOR COMMUNITY BANK BUILDING

David H. Murdock Development Company, developer of San Jose's new skyscraper Community Bank Building, recently named Kenneth P. McHale as project manager.

McHale will take over the post from Stephen H. Sherer, who will return to company headquarters, Phoenix, Arizona, to assume increased leasing management responsibilities.

McHale will be responsible for coordinating construction, leasing and financing activities during completion of the \$6,000,000, 12-story office building at San Augustine and Market streets.

He is a graduate of Arizona State University with a bachelor's degree in industrial management. McHale, his wife and two daughters have already moved to the Bay Area. They live at 366 Carriage Drive, Santa Clara.



En la foto: Alberto Piñon y Manuel Martinez quienes le ayudaran a encontrar la casita que a Ud. le conviene.

Town and Country Realty

Cambio de Oficinas

El Sr. MANUEL MARTINEZ propietario de
TOWN and COUNTRY REALTY

Hace saber a toda su estimable Clientela y
publico en general de su cambio a nuevas oficinas.

Socios: ALBERTO PIÑON y LENA MANRIQUEZ

ESPECIALES: Casas de 2 y de 3 Recamaras hasta de
\$650 de Anticipo, Abonos Menos que Renta.



SERVICIO de NOTARIO PUBLICO
ASUNTOS de INMIGRACION

Tel. 251 - 3626 1666 E. Santa Clara St.



Stimuli

Rachel Andres

Slop Acting Inferior

Maria and Jose feel inferior. Why? Because they act inferior. This may be a rather blunt statement but nonetheless true.

One of the problems that we as a people face is that of being stereotyped in one particular light. The majority of community knows of us by what is written in the newspapers, or what they witness across the street, or what Billy said about Jesse, by the gangs of brown-skinned adolescents standing in the corner on Thursday nights! In my opinion, this is a poor criteria to abide by, yet, this is usually the case. Can you blame public opinion when they judge us by these facts?

We, as a people, have much to be proud of. We boast of well-educated people in the professional field, prosperous individuals who are self-employed, plus countless others endowed with priceless talents and wonderful qualities. With all this in our favor, we have enough to break the barrier, disintegrate the malconception that exists and implement within the minds of others that we are up to par with the rest of the community and just as equal.

We can accomplish this by associating as much as possible with those active in city affairs. More of us should join civic and service groups within the community. Men have their choice of the Elks Club, Kiwanis, Rotary Club, only to name a few. Women with time, inclination, and their husband's blessings, can associate with the women's service clubs, assist in charity drives and fund raising campaigns.

The community's interest should be our interest. Let us prove to them that we have talents and leadership abilities, that we can stand side by side with them and work diligently hand in hand.

Yes, if Maria and Jose expect recognition and respect, they will receive recognition and respect, and be considered as one of the community when they begin to act as an equal and quit acting inferior!

YOUR

**WEDDING
INVITATIONS**

SEE



Humberto Garcia

CY 2 - 4273 195 DEVINE 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.

Jo-Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Cold Wave

Permanent

\$7.50

EXPERIENCED
OPERATORS

Who use only the finest
Solutions and Fully
GUARANTEE
Their WORK



JOSEPHINE MONTECINO

NO NECESITA CITA

ABIERTO Lunes a Sabado 9:30 a 6:00 p.m.

JOSEPHINE MONTECINO - MARGARET VAZQUEZ

Se localiza en la esquina Delmas y Auzerais

CY 2 - 2550 385 Delmas Ave.

Post BARBER SHOP

Abierto 7 dias de la Semana
Domingos de 9 a 4:00 p.m.
CORTE de PELO \$1.75
NIÑOS... \$1.50



Tres peluqueros para atenderle, Pete, Frank y Joe
JOE PERAZA, Owner

CY 7 - 9753 89 POST ST.



FRANK DAVILLA
AX 6-0306
Miembro de la Camara
de Comercio Mexicana

EN PERSONA

*Antonio
Maciel*

Y SU CARAVANA
ARTISTICA



Sabado 22 de Junio

EN PERSONA

RAY BARRETTO

" EL WATASI "

Domingo, Julio 7
9:00 p.m. a 1:30 a.m.

Directamente de Nueva York
RAINBOW BALLROOM

MANNY LOPEZ

Y SU ORQUESTA

Domingo 30 de Junio

Rainbow Ballroom



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

- RAQUEL ANDRES
- AMERICAN G I FORUM
- Club BACHELORS
- CATALINA BARRAGAN
- CLUB ELITE
- RICHARD DIAZ
- BOB RODRIGUEZ
- DANIEL SALDAÑA
- Maria de la LUZ SANCHEZ
- CLUB RIVIERA
- CLUB SAN FELIPE
- SIMON VILLA



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.

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



RJ
GH

Foto:
Manuel Fernandez

Mrs. Aurelia Castro
request the honour of your presence at the
marriage of her daughter

Jovita

to

Mr. Roy Herrera

Mrs. Josephine Herrera
request the honour of your presence at the
marriage of her son

Roy

to

Miss Jovita Castro

On Saturday, May 4, 1963 at 10:00 a.m. at Saint Martin's Catholic Church - 390 Central Ave.

Sunnyvale, California 1963

Netto's GARAGE

Servimos Bien para volver a Servir

SPECIAL

Chevrolet 6 - Ford 6 - Plymouth 6
Willis 4 Jeep

ENGINE OVERHAUL

\$99⁵⁰

INCLUDES: Grind Valves & Valve Seats, Cut
Cylinder ridges, Mike Cylinder Walls for Wear
Polish Hone all Cylinders, Mike Crankshaft for
roundness, Clean all Parts, furnish New Rings,
Piston Pins, Rod Bearings, Gaskets, Oil and
expand Pistons, all labor Furnished.

FACILIDADES de PAGO

CY 3 - 3363 o CY 3 - 7430

554 W. SAN CARLOS ST. SAN JOSE



En la grafica de iz. a der: Herb, Dave, Pete Netto, Prop.
y Bill atentos MECANICOS que le ofrecen el mejor
SERVICIO en todo el valle. GRATIS! le prestan un
CARRITO mientras le REPARAN el de Ud.



CLUB *Elite*



HELEN S. and
JOVITA M.

We have received a couple of phone calls with some bittersweet remarks. It's no use disguising your voice we know who you are. After all, we're not as dumb as you look!
Is that a fact.....

That Rachel Andres is receiving long distance calls from a Spanish Polo Player.

That if Josie Ramirez really meant what she said she should be in the Peace Corps right now.

That Candy Veliz has proposed and proposed and proposed to Velia Duran.

That Rose Mary Ramirez is the stewardess on the non-stop flight from San Francisco to Mexico City.

That some guy keeps bugging us for Trudie Jimenez's phone number. Seems Trudy always is giving him a number with ten digits!

That Rudy Belluomini has a new roommate. His name is Nando and the only way to spot him is that he sports a crewcut and always has the hiccups.

That Hector Garca's popularity went to his head, don't believe everything Eleanor wrote, did you know she can't see without her glasses? By the way we hear your nickname is Toyling, that sounds familiar, I had a classmate by the same name only she was a Japanese girl.

That Mr. and Mrs. Ruben Rivera are planning a jaunt to Las Vegas.

That good-looking Art "Alaska" Lopez is interested in coins. He'd make quite a numismatic.

That Anna Avila and Ken Herman are dating again.

That the biggest wedding splash of the year was that of Eleanor and Art de Lunas.

That Esther Gonzalez made it to the dance looking very chic in a Liz Taylor coiffure.

That some chick flipped her long tresses over George Plata. "He's so cute" said she, "I like to take him home and frame him."

That Tony Arriola was seen walking around town like a lost soul. What's the matter? Did somebody bust your pretty balloon?

That Mercy Escarsega ought to be seen more often.

That Carrie Villarreal is thinking like mad of ways to shorten her last name. How about something shorter, like Navarro? Maybe.....Huh.....

That Rose Marie Frasto is engaged and not at all to Tony Toro.

That Mary Hernandez spends her weekdays in Salinas and weekends in San Jo.

That psuedo-intellectual nut Jim Armandez is studying commercial art. Honest Jim we're very impressed, we weren't giggling at you.

That Patito has dated just about every girl in San Jose. Wait! We think there is one you missed Tony, her name is Margaret Arenas and she's dying to meet you.

That all the news we could gather up on Pete Rojas is that he's still playing for Casa Manana. Come on Pete, do something!

If you ever find yourself at a loss for something to do on a hot summer night try riding inside a shopping cart or better still on the back of a pick-up along bayshore. Why not?

Jovita and Helen

ST. JOSEPH'S SHOP ARTICULOS CATOLICOS

BIBLIAS - MISALES

NOVENAS

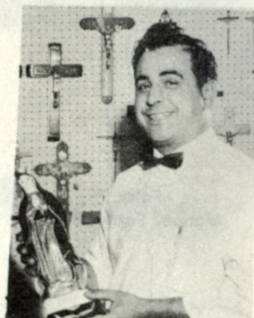
ESTATUAS - CUADROS

VELADORAS

(En seguida de PARISIAN
DELICATESSEN).

CY 5 - 2130

49 W. San Fernando



Asuntos de Inmigracion



Jo y Blanca Alvarado

**Asuntos de INMIGRACION
Traducciones - Notario Publico**

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

Cambio de Direccion

Tel 251 - 6756

2194 ALUM ROCK AVENUE.



Ordene su SUBSCRIPCION

24 Ejemplares

Le Seran Enviados a su DOMICILIO

por Salamente

\$ 2.99

IKE HERNANDEZ
Gerente de Circulacion

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

\$ 2.99



292 - 4273

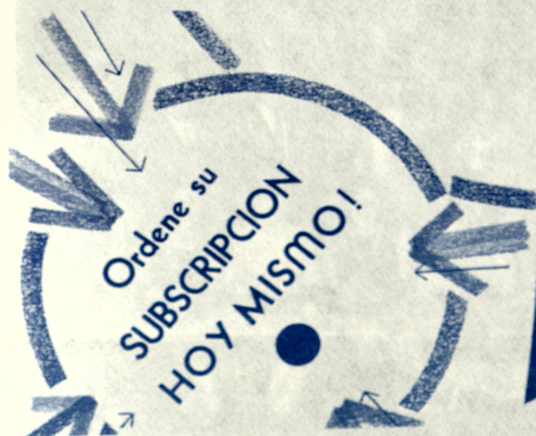
195 DEVINE ST.

SAN JOSE 10, CALIFORNIA

NOMBRE _____

Direccion _____

Ciudad _____ Zona _____ Estado _____



292 - 4273

195 DEVINE ST.

SAN JOSE 10, CALIFORNIA



CLUB
San Felipe



B. C. Clubb

Club San FELIPE'S Formal

Saturday, July 27th

Ladies, now is the time to prepare your outfits for this year San Felipe is going all out on their 4th Annual Formal Ball at the Hawaiian Gardens, Terrace Room, Saturday, July 27, 1963. San Felipe will have none other than the popular Salvador Guerrero and his orchestra. Our honored guest will be Del Rio's prominent physician Dr. Fermin Calderon. Buy your bids from San Felipe members or call CYpress 3-4049.

HAPPENINGS AROUND TOWN

San Felipe wishes to welcome to San Jose, people that have just arrived from the Lone Star State. Among those are Salvador Pena and family, Poncho Cortinas and family, and also Miss San Felipe of 1962, friendly Nora Elia Terrazas. Welcome you all.

Mr. and Mrs. Joe Gonzales vacationing in Texas. (Bring back some tequila, Gordo.)

Ex-member Joe "Lopez" Perez just back from Arizona State where he got a scholarship. Happy vacation, Joe!!!

The Distinguished Dozen - - -
Club San Felipe's members and wives at the American GI Forum Chapter of Santa Clara Noche Ranchera at Senter Park. From L to R Jess and Cuny Medina, Mr. and Mrs. Louie Melcher, Naro and Hilda Moran, Candy Veliz and Velia Duran, Bob, Odilia Clubb, Joe, Lottie Flores.



In the picture appears San Felipe Vice President Greg "Goyo" Gloria. Greg has been outstanding in San Felipe athletic events and has also served as treasurer. Greg is employed at Tri-Valley and is a proud father of four. His school days at San Felipe High School of Del Rio, Texas, are memorable, starring in football and basketball. Club San Felipe is sure glad to have Greg, also we wish we had more members like Goyo, he's very cooperative.



GREG GLORIA

SPORTS

San Felipe remains unbeaten in U.C.C. softball competition, outing Club Riviera 6-3 and slaughtering Los Toros 18-3. Congratulations, men!!

Eddie Valdez wins San Felipe's Fathers Day Golf Tournament, placing second was Raul Chapo, 3rd Arturo Sanchez, 4th Ramsey Valdez. Nice golfing men, even though the competition was strong. (ha ha) One foursome, four prizes!!!!!!

Subscribe to EL EXCENTRICO

Will be mailed to your home

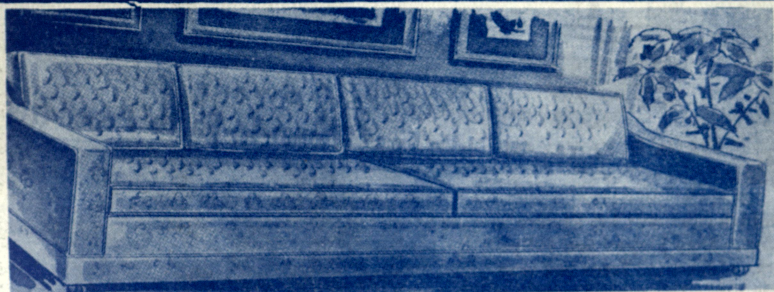
2.99 per year





FURNITURE DISCOUNT

House



CHECK THIS FEATURES: Glue Blocked, Doweled Frame
Non Allergenic Foam Seats - 5 year Guarantee Construction - Foam Pillowbacks, Quilt Tailoring - Moves Easily on Shepard Casters - Lowest Prices Ever.

\$199.00

PUBLIC NOTICE

HANK COCA Says:

The people of Santa Clara Valley have been very
Good to Us

In Return he feels he should do more for them
So STARTING THIS MONTH TILL ?

FURNITURE DISCOUNT HOUSE will GIVE AWAY
Absolutely FREE 4 Living Room Sets a Month

And the nice part about it you do not have to Buy
anything, just come in and REGISTER.

NAMES of WINNERS will be published
in EXCENTRICO.

COME IN and REGISTER TODAY !

**FREE 4 LIVING ROOM SETS
A MONTH !**



JOE SANCHEZ



GIL COCA



HANK COCA



LOUIE COCA



EDDIE BOJORQUEZ



HENRY NAVARRO

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

4 LOCATIONS to SERVE YOU !

1975 MISSION ST. San Francisco
7134 E. 14th STREET OAKLAND
2130 EL CAMINO SAN MATEO

Easy Credit Terms

CY 7 - 9486

82 E. Santa Clara St.

SAN JOSE



Club Riviera



FRANK D. KAWAKAMI

Here's a little information on Club Riviera's softball team on June 2nd. They played San Felipe and lost 6-3. On June 9th, played Los Toros and won 9-0. H. Payer hit a home run. This almost wasn't a shutout. In the bottom of the seventh inning with two outs, a Lps Toros man came up to bat and hit a long drive right between left and center field. It almost went to the fence. We team members thought we had lost the shutout for our pitcher, Joe Padilla. As it turned out, the Los Toros man was in such a hurry to get home that he missed first, second, and third bases. Our most alert fan "Babe" Espinoza noticed that he had missed them and made the fact known to the team. I tagged third base and the game was over!

Our newest ball player Ray Goza has announced his engagement to Ida Contreras of Santa Clara. Their marriage will take place this summer. Both are employed by Philco's Western Development Laboratories.

After the game we congregated at my house for my wife's birthday party. One of the games played was the bean game. Ask Frank Espinoza how it's played.

Another game played was the nylon race. You get this box of old nylons with holes and runs in them.

Then everyone, sitting in a big circle, takes off one shoe and stocking or sock. When the referee says go, everybody rushes to the box, in the middle, grabs one nylon and rushes back to his or her seat and puts the stocking on. The, repeat the procedure until the referee says stop. The champion nylon "putter-oner" was Lou Cedillo. Also green ribbons were pinned on everyone who attended. The purpose of this was whoever got caught crossing their legs had to give up their ribbon or ribbons to the catcher. At the end of the party Vivian Ramirez, who had the most ribbons, was awarded a prize. Oh, and if you ever want to find a Belly Dancer, just ask Johnny Rodriguez.

Congratulations to Mr. and Mrs. Isaias (Friday) Aguilera on the birth of their new daughter born June 3rd, 1963.

Birthday greetings to Paul Ramirez and Jesse Esparza, June 22, 1963.

Jesse Esparza and Vicki Espinoza announced their engagement, May 25th, 1963. They both graduated this month.

If it wasn't for the little lady, I'd never get this column written.



Another graduate is Margaret Martinez of Buchser High on June 14th. She will attend San Jose City College this fall and hopes to become a beautician.

Question: What's the best way to catch a squirrel?
Answer: Climb a tree and act like a nut.

Customer: What's that fly doing in my soup?
Waiter: The backstroke!

CATHOLIC Supply Store

Toda Clase de Articulos Religiosos



Mrs. LEE B. y MARY YOUNG le atenderan
MILAGROS - NOVENAS - ORACIONES
INCIENCIO - VELADORAS
ROSARIOS - ESTATUAS
LIBROS para OIR MISA etc, etc.

Se localiza en Macy's donde esta el correo.

CH 8-3365 En VALLEY FAIR

2801 STEVENS CREEK ROAD
San Jose, California

Atras de MACY'S (en el Subterraneo)

Galeria Infantil



LISA MARTINEZ
3 mo. - Born in S.J.
Parents
Edward and Phyllis Martinez



LAURA BARRERA
Born In Santa Clara
Parents
Martin and Mary Barrera



LEITER STUDIO

RONALD REED
Born in Mt. View
Parents
Kenneth and Alicia Reed



HUMBERTO FLORES, JR.
18 Mo. - Born In Cupertino
Parents
Humberto and Alicia Flores



MIKE'S RADIO and TV Service

Sales & Service

PACKARD BELL



DEALER

All Work Guaranteed

Graduado del Colegio J.C. en
RADIO y TELEVISION
(10 años de Experiencia)

ABIERTO:

Diariamente de 8:00 a.m. a 6:30 p.m.

Tel. Residencia: AM 2-1397

We Aim to Please

(En seguida de la tienda Hnos. Puentes)

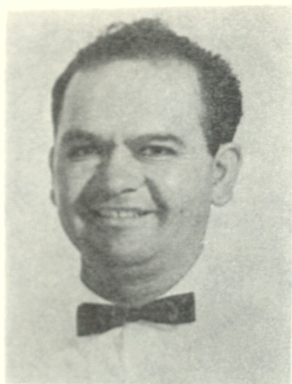


Miguel Espino, Owner

Tel. 294 - 7810

816 N. 10th St.

SAN JOSE



The Roving Photographer

Richard Diaz



NOCHE RANCHERA

El opuesto joven LEO LOPEZ y su gente esposa JENNIE disfrutaron de la Hospitalidad del A. G I Forum (Santa Clara) charter el Sabado 15 de Junio en el Santa Clara Park durante el Baile - Cena patrocinado por esta organizacion. Leo es nativo de estado de Michoacan. La familia Lopez cuenta con cuatro herederos.

Leo es un experto (finisher) trabaja cemento a las mil maravillas. Jennie es hermana del barba azul Patricio Vasquez.



FRONTIER VILLAGE

4885 Monterey Road es el lugar donde fue tomada esta foto. En la grafica de iz. a der: Sussie Perez, Angie Diaz, Davey Crockett y Bobby Diaz quien demuestra el enorme pescado que obtuvo. Para distraccion de jovenes y grandes, es un ambiente de vaqueros se pasa un show en persona donde asaltan el tren, matan al maquinista en fin un show de tiempos pasados.

UNITED BUSINESS SUMMER LEAGUE

En la grafica el equipo de peloteros
TIP TOP TROPHY

Softball team de iz. a der: 2nda. fila: Mario Rodriguez, Mgr. Manuel Palafox, Capt. Johnnie Ortiz - 1st. Base, Johnnie Valdez - Left F. Gabriel Stanley - C.F. Lou Delgado - R. F. Frankie Rodriguez 3rd base, Henry Garcia - Catcher, Vince Jimenez Short Stop.



Subscribe to EL EXCENTRICO

Will be mailed to your home
2.99 per year



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

SELIX
FORMAL WEAR
SALES-RENTALS

CY 4-2322

75 S. 2nd St.



A. G. I Forum S. C. Chapter
Black & White Formal Ball
Dick's Dragon
Saturday, April 20th, 1963
Excentrico photography.



JORGE MOYA
CARMEN BRAVO



CRUZ TAPIA
NELLIE VALENZUELA

MR. and MRS.
Martín and Candy Mendez



Teddy Rodriguez
and his "CHARANGA SENSACION"

Maria's
COCKTAIL LOUNGE
BAILE VIERNES - SABADOS
y DOMINGOS

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.



Simon Villa



UNION CITY, CALIF.

Corrido del Ingeniero Posada

Versos de la sentida muerte del hombre que
pudo ser sincero, amigo de los obreros y de los cam-
pesinos.

El doce de Marzo fue
la tragedia registrada,
por los hermanos Quevedo
y el ingeniero Posada.

En la tragica avenida
mataron al ingeniero
por un balazo en la espalda
que le dio un buen pistolero

Pobrecito de Posada
esa fue su negra suerte
que al entrar en un hotel
lo sorprendiera la muerte.

Posada saluda amable
al general y a su hermano,
sin saber que estos llevaban
ya su pistola en la mano.

El militar contesto
con un balazo certero
que le deja en agonía
y le tiro su sombrero.

Posada ya en agonía
saco tambien su pisto-
la y para demostrar su hombría
tiro tambien a la bola.

Pero con tan mala suerte
que andaba el pobre ingeniero
que al disparar su pistola
el cayo muerto primero.

Don Jose por ayudar
a defender a su hermano
recibió el senador
un buen balazo en la mano.

Ya sin poder disparar
por el dolor en su brazo
se fue de pronto a hospedar
en un hospital del Paso.

El Gobierno Mexicano
hoy pide su extradición
para obrar con la justicia
como pide la nación.

Don Jose y don Valentin
se resisten en venir
dicen que pueden morir
como cualquier chapulin.

Subscribe to EL EXCENTRICO

**Will be mailed to your home
2.99 per year**

Sandoval Rest Home

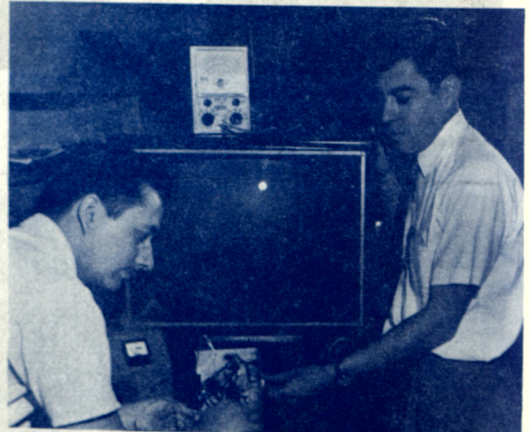


Casa para Ancianos

If you are looking for a
home for your old folks, or
if you are an Ancianito who
is getting the old age pen-
sion or Welfare Assitance,
we have just the place for
you. La Señora Sandoval
es Mexicana.

CL 1 - 2467 374 McCreery Ave.

Lorenhill TV Service



Jim Hill - Larry Flores

Picture Tube Replacement \$39

GUARANTEED SERVICE if we can not FIX IT
There is no Charge.

Graduates of ICS School of Radio & TV.

QUICK SERVICE

Tel. 298 - 3380



MR. and MRS.
Pat and Bessie Vasquez
" have hammer will travel "



Martin and Candy Mendez
Connie and Mary Caudillo



JESSIE ZERTUCHE
CARMEN CORTEZ



Art and Helen Sanchez
Greg and Olga Gloria

G. A. Isais, Irene Marquez
Gilbert Isais, Elvira Leanos



Excentrico photography.



For ARTISTIC and CORRECTLY
DESIGNED

Wedding Invitations

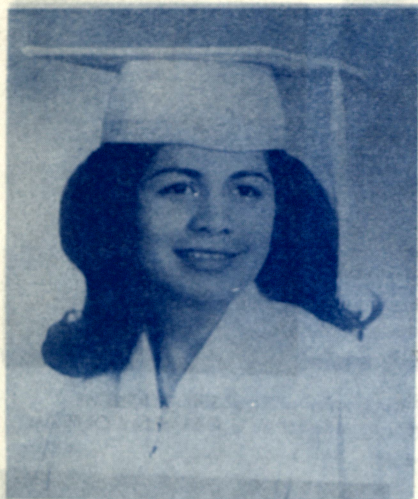
Our PRINTING DEPARTMENT

Is at Your SERVICE



CY 2-4273

195 DEVINE STREET SAN JOSE 10, CALIFORNIA



Nuestra Portada

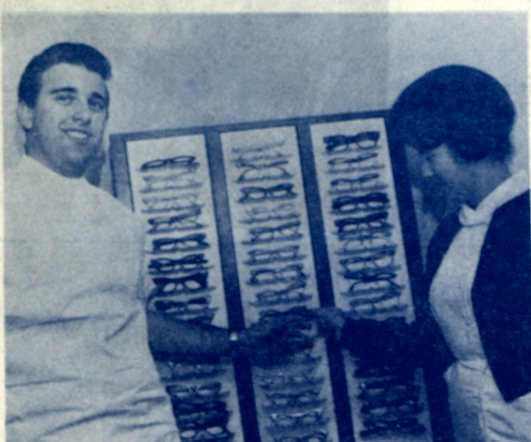
Engalana nuestra PORTADA en esta edicion la encanta dora jovencita NANCY JEAN VASQUEZ de 19 años de edad, quien el dia 14 de Junio termino sus estudios en la escuela JAMES LICK HIGH

Nancy cuenta con una hermanita Rose Marie Anita de 17 años quien tambien graduara el proximo año.

Su hermano menor es Patrick John Vasquez de 15 años y el heredero a la fortuna de sus padres Patricio y Bessie Vasquez.

Nancy es nativa de esta ciudad, siendo sus pasatiempos favoritos el Roller Derby y la natacion. Su cantante predilecto es Ricky Nelson.

Su padre el controversial PAT recientemente fue electo CHAPLAIN del American GI Forum San Jose Chapter. Nacio en Van Nuyes, Calif. (edad un misterio) Bessie su gentil esposa es originaria de Clifton, Arizona, contrajeron nupcias en Santa Ana, Calif. El dia 6 de Julio cumpliran 20 años de casados. Ejerce la profesion de evanista (carpintero) y no es por decirlo pero sabe lo que hace.



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

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

EXAMEN CIENTIFICO

Los Doctores Zlot y Stern le ofrecen el examen mas completo en todo el valle de Santa Clara.

CONTACT LENSES - Cientos de ESTILOS

Se Aceptan casos del Welfare y 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.

Mrs. Cecilia Meraz
request the honour of your presence at the
marriage of her daughter

Edna

to

Mr. Frank Zuñiga

Maid of Honor
Maggie Marquez

Flower Girl
Ramona Abino

Ring Bearer
Manuel Abino

Mr. and Mrs. Silverio Zuñiga
request the honour of your presence at the
marriage of their son

Frank

to

Miss Edna Meraz

Best Man
Mario Celaya

Bridemaids
Sylvia Zuñiga
Vera De La Cruz
Sally Duran

Aurora Contreras

Carmen De La Cruz

Vickie Cone

Ushers

Charlie Zuñiga

Rudy Navarres

Tony Duran

Florence Contreras

Mickey Castañeda

Henry Rodriguez

On Saturday, June 29th at 11:00 o'clock at Saint Mary's Church.

Gilroy, California 1963

Reception

Rt. 2 Box 104D Center Avenue
at 1:00 p.m.

Gilroy, California



Daniel Saldaña

Crystal City, Texas

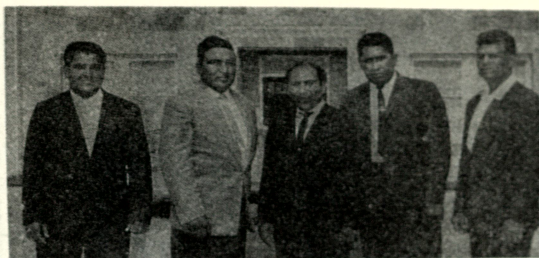
Se ha llamado al Mexico-Americano el Gigante Dormido y efectivamente el nombre era muy adecuado hasta el día de las últimas elecciones en la Capital de las Espinacas en el mundo (ese nombre se le ha dado a Cristal City). Una estatua de Popeye el Marino colocado frente a las oficinas de gobierno de la ciudad, pone de manifiesto la principal producción del lugar que tiene como emblema la estatua del gran consumidor de espinacas.

La población de Cristal City es como de diez mil habitantes, de los cuales ocho mil son mexicanos o de ascendencia mexicana, los otros dos mil están representados por los Anglo-Americanos y otras nacionalidades. A pesar de la mayoría de los M-A sobre los A-A los puestos públicos siempre fueron ocupados por los segundos, los primeros habían hecho esfuerzos para tomar participación en el manejo de los asuntos oficiales pero no habían tenido el respaldo de los votantes.

Ahora la situación ha cambiado, El Gigante Dormido ha despertado y se ha puesto en marcha; cinco son los M-A que lograron triunfar en las elecciones para el Concilio, ellos son: Juan Cornejo que fue electo Mayor de la ciudad, los otros cuatro son: Manuel Maldonado, Reynaldo Mendoza, Antonio Cardenas y Jose Mario Hernandez. Todo el Concilio de la Ciudad quedó en manos de M-A después de treinta y ocho años de estar en manos de los A-A. Los Cinco Latinos como ellos mismos se llaman, pertenecen a un organismo político que usa las siglas PASO, Political Association of Spanish-speaking Organizations.

De sobra es conocida la apatía del M-A para actuar en política no solo como candidato sino como votante, pero en esta vez sacudió la apatía registrándose como candidato y pasó lista de presente como votante; esto a pesar de que en Texas hay que pagar uno setenta y cinco para tener el privilegio de votar. El triunfo fue completo en Cristal City el gigante ha despertado, ese ejemplo se seguirá en todos los lugares en donde la población de M-A es numerosa y esto dará oportunidad para demostrar que hay calidad y capacidad suficiente para marchar al parejo de cualquier otro grupo étnico, sea cual sea su origen o extracción.

PASO puede estar satisfecha del triunfo alcanzado por su esfuerzo y es seguro que en el futuro trabajara con ahínco para alcanzar metas más altas. Todos los M-A a una sola voz debemos felicitar a PASO y a los Cinco Latinos igual que a Cristal City y sus habitantes por que han demostrado que civismo haciendo uso de los derechos que como ciudadanos les otorgan las leyes de los Estados Unidos de Norte América. Viva Cristal City.....Vivan Los Cinco Latinos! Viva PASO.....Vivan los Mexico-Americanos.



EL NUEVO CONCILIO DE CRISTAL CITY

De izquierda a derecha: Jose Mario Hernandez, Antonio Cardenas, Mayor Juan Cornejo, Reynaldo Mendoza y Manuel Maldonado.

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

Especialidad Carnitas

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas....50¢

MENUDO

Todos los Domingos

CL 8 - 4702 1884 Alum Rock Ave.



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

We're proud of our new shop
Come in and see it!

When the Occasion is Formal
Wear a Tux from IDA'S

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



Ida's TUXEDO RENTAL

CY 2 - 9102

380 S. First St.

Bob's CHEVRON Service

ATLAS TIRES - BATTERIES
& ACCESORIES

Abierto hasta las 9:00 p.m.

Inclusive DOMINGOS

Se le atiende en Español

Tel 295-2224

Robert Payan, Prop.

Cor. Virginia & Almaden Ave.





Ernie Vasquez

SJ FORUM DELEGATES TO STATE CONVENTION

A group of eight delegates will converge on San Diego on June 21st, 22nd, and 23rd for the 6th Annual California American GI Forum State Convention. The convention will be held at El Cortez Hotel in San Diego. The following delegates are attending from the San Jose Forum: Danny Campos, Edward Camunez, Ted Cazares, Bill Lopez, Eddie Torres, Al Pelayo, Robert Rodriguez and Frank Bacerra. Mr. Robert Rodriguez will be running for the office of State Chairman, and it is expected that he will bring back the State Chairmanship to San Jose. Highlights of the convention will be the selection of the State Queen on Saturday night, June 22nd, and the election of State Officers, Sunday, June 23rd. Miss Suzie Reyes will be carrying the colors of the local Forum into the Queen contest and will be shooting for a trip to Chicago, Illinois, for the National Convention to be held in August.

NEW BOARD OF DIRECTORS FOR LOCAL FORUM

On Friday, June 7, a new slate of officers for the San Jose Forum were elected at a special meeting held at the North Star Social Hall at 2nd and Jackson Sts. Mr. Edward Camunez was elected Chairman for the coming year. Ed is a charter member of the local Forum and has been very active in the Scholarship Program since its inception. The following is the list of members who were elected with Ed to serve on the Board of Directors and whose responsibility it will be to lead the local Forum to better and greater things.

Vice Chairman - Eddie Torres
Recording Secretary - Rudy Diaz
Corresponding Secretary - Paul Mansfield
Treasurer - Pete Gonzalez
Chaplain - Pat Vasquez
Sergeant at Arms - Louis Castro

Congratulations men, and good luck in the coming year.

INSTALLATION BANQUET ON JULY 13th

The new officers of the Forum will be installed at a combined installation and awards banquet to be held at the Hotel DeAnza on July 13th. Awards to the outstanding member of the Forum and individuals and organizations in community who have assisted the Forum in their activities will be given. More about this event later.

FORUMEERS TAKE PART IN MEMORIAL DAY FETE

On May 30th a group of members from the GI Forum took part in the Memorial Day Parade which was held in downtown San Jose. Decorated cars with Forum members participated with Miss Suzie Reyes local GI Forum Queen featured.



MR. ED CAMUNEZ, New Chairman of local chapter of American GI Forum.

Dr. Ivan T. Hendren



QUIROPRACTICO

Tel. 295 - 4202

416 E. Santa Clara St.

HORAS de CONSULTA
Lunes a viernes 9-12 y 2-6
Sabados 9 a 12:30
Lunes y Jueves 7 a 9:00

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 buscará las causas de este mal funcionamiento de sus órganos con análisis científicos quiroprácticos. El doctor consultará con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiroprácticos.

Eastside Barber Shop

2 BARBEROS MEXICANOS

Caballeros \$1.75

Ninos \$1.35

ABIERTO: Diariamente

Lunes a Sabado

9:00 a.m. a 6:30 p.m.

BEN MENDEZ, Prop.

Tel. 251-9881

2005 ALUM ROCK AVE.

ALCOHOLICOS ANONIMO

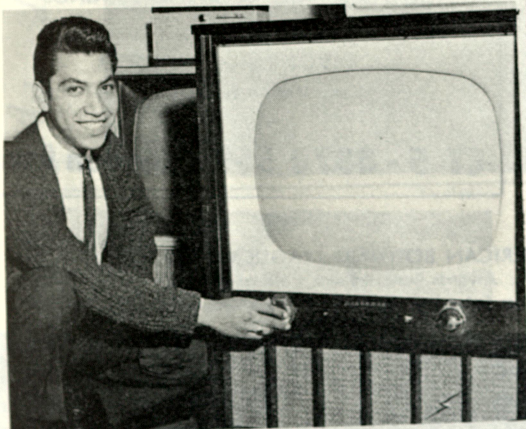
SI TIENE UD. PROBLEMAS

Con EL ALCOHOL

Escriba a P. O. BOX 2

SAN JOSE, CALIFORNIA

Black & White T.V. and Appliances



Leo Saavedra, Mgr.

Televisores Usados desde \$22.50

Mas de 300 televisores para seleccionar

Reparacion completa, partes, Trabajo y PICTURE TUBE
Solamente....\$49.50 1 año de GARANTIA

ABIERTO: Lunes a Viernes 9:00 a 9:00 p.m.

Sabados hasta las 6:00 - Abierto los DOMINGOS

CY 4 - 3100

468 W. Santa Clara St.

Club San FELIPE'S Formal

Saturday, July 27th



Lovely NORA ELIA TERRAZAS

San Felipe's 1962 Queen

All spruced up to attend the TEJANOS Semi-Formal Ball at the Hawaiian Gardens. Excentrico's camera has been contracted to cover this event.

Maestro **Teobaldo Moreno**
Clases de Piano ADULTOS Y NIÑOS



Enseñanza Rapida y Simplificada

Para PRINCIPIANTES y Clases ADELANTADAS

Clases Privadas en Nuestros Estudios
y Tambien a DOMICILIO

PRECIOS RAZONABLES

CY 7 - 1150

1374 Fremont Ave.



CLUB *Bachelors*



Gilbert Solarez

THE PERFECT FORMULA for the Perfect HANGOVER
Take 2 small pkgs. of Chili Piquin, 1 garlic head, 1/2 onion, 1 cup of Water, 1/4 teaspoonful salt, 1/4 teaspoon pepper, 2 slices of butter, 1 shot of Tequila or 1-16 oz. can of beer. Boil for 5 minutes, let it cool for 5 mi. Drink as fast as possible. Wait for 15 minutes for your body to perspire. Take a warm shower. Relax for a few minutes. Run to the nearest Ice Cream Parlor and order a milk shake with fresh strawberries and wait for results. This fabulous formula was given to me by RAY INCLAN of CITIZENS RADIO and TV.
347 Willow St.

Editor's note: If this formula does not work Mr. Inclan will receive a bill for obtaining FREE PUBLICITY under FALSE PRETENSES.



MR. and MRS.
Roy and Millie Ordoñez



FATHERS DAY BARBECUE

In behalf of the Bachelors Club and myself we extend our utmost thanks y MUCHAS GRACIAS for the wonderful Barbecue our Sponsors Dan and Maria Aguirre prepared for their favorite customers on Fathers Day. In the picture are several of the CLICK putting away the Barbecue with all the trimmings. L to r: Mel Espinoza, Bob "Tubby" Garcia, Kid Kawuama, Dan Aguirre, Al Rodriguez, Paul Gary, Gasper Espinoza and George "Tapon Plata".

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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

ENFERMEDADES de SEÑORAS y NIÑOS

Facilidades para Completo Examen Fisico

RAYOS X y LABORATORIO

Consultas en Español e Ingles

CY 5 - 8870 565 Almaden Ave.

MEXICAN AMERICAN BOWLING LEAGUE WINTER TOURNAMENT. Awards Banquet was held at the Futurama Bowl on Saturday, April 27th in San Jose.





Montes AUTO SALES

NOSOTROS SOSTENEMOS CONTRATOS

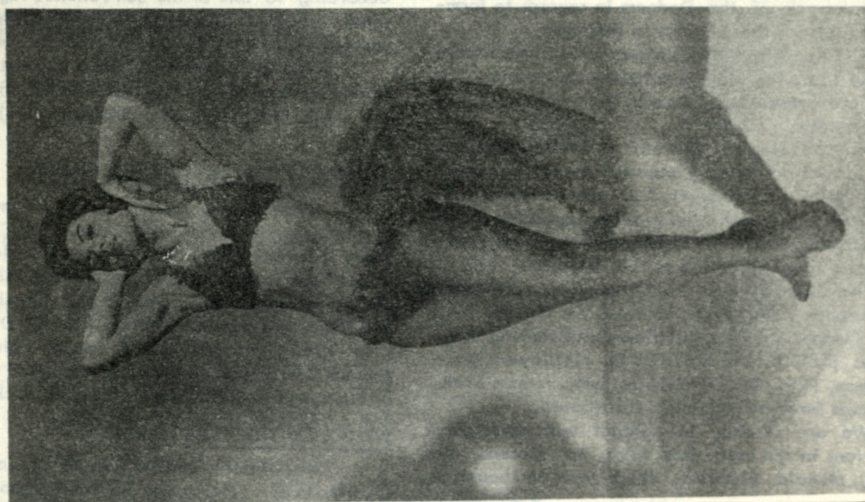
BUENO o MAL CREDITO

o FINANCIAMOS por UD. sin MADA de ENTRE

Tel. 251 - 7645 1665 E. Santa Clara St. San Jose



Astros del Cine Nacional



Lydia Prado



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

Pendelton Shirts

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



INTERNATIONAL
and
Bank of America
Chg. Plans

Art Martinez

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

CY 3 - 3236 290 S. FIRST ST.



Dave
Sierra



DODGERS FANS TO FORM FAN CLUB

Los Angeles Dodgers baseball fans in the San Jose area are forming a fan club for their heroes. On a recent trip to Los Angeles, we met with George (Tuck) Stainback of the Dodgers in regards to forming a Fan Club for the Dodgers in this area.

We learned from the Dodgers official that there is no other L.A. fan club in northern California. All of them are presently located in the southern half of the golden state.

A. E. Patterson, Director of Public Relations, was not in that day but his beautiful secretary proved extremely helpful and answered all our questions concerning the Dodger policy of players appearing at fan club functions, ticket arrangements for groups, publicity photos for publication in this magazine, etc.

The Dodgers were kind enough to provide the 1963 Yearbook, 1963 Press, Radio & TV Guide, AAA Map of Dodger Stadium and diagram of seating location, plus pictures and statistics for all players in the 1962 season, FREE OF CHARGE to Dodgers fans in the area. Some have already been distributed.

We are already in contact with some good Dodgers fans in the area: Mac Alva, Bob Moreno, Ken Saucedo, Arnold Fimbres, there must be thousands.

If you are interested in becoming a member of the LOS ANGELES DODGERS FAN CLUB OF SAN JOSE, Please fill in and return the form below to:

David Sierra
41 Grant Street
San Jose, California

NAME: _____

ADDRESS: _____

PHONE NO. : _____

SEX: _____

AGE: _____

WHY DO YOU HATE THE GIANTS? _____

HOUSECLEANING:

If the women in your neighborhood are walking around in curlers all day, wearing pedalpushers to the supermarket and serving TV dinners, it is because Man's Best Friend - Count Marco - is on his yearly vacation. When the cat's away, the mouse will play. Women who think nothing of smacking their beast across the chops for misbehaving tremble at the thought of displeasing Count Marco!!

It was our pleasure to listen to an all-Schubert piano recital at Dominican College recently. I have to mention that I didn't like the way William Corbett Jones plays Schubert. I particularly did not care for his rendition of the 1828 Sonata in A. Jones's lack of rhythm was disgusting. Most pianist seem reluctant to accept a Schubert sonata at its face value. They should be played with the same rhythm, dynamics, structure and melodic clarity as the composer intended. A Minus for William Corbett Jones.

The world's letter writing champion is a man from California who wrote a letter 530 pages long, according to one of the San Francisco rags. My personal record is 82 pages. Anyone care to try for the record?

The only comment I have to make about those recent probes by Mrs. Shaffer into the city's business is: GIVE EM HELL, Mrs. Shaffer!!!!!!

A BOY FOR MR. & MRS. BOB GARCIA

Socorro and Robert Garcia are proud parents of a baby boy born on Friday, June 14th, 1963 in San Jose. It is their first after two chubby little girls. Let us all hope that he grows up to be the athlete that his daddy was and that he goes on to Bellarmine, UCLA, and then signs a bonus contract with the DODGERS!! I've already bought him a Dodgers t-shirt and will present it to him when he is big enough to sock daddio in the eye if he tries to take it off his back!

WRITER OF THE YEAR

Mr. Daniel Saldaña gets my vote as the writer of the year. He turns out the best columns in the magazine by a very simple method: Read Rob Rodriguez's columns of three or four issues back and translate them into Spanish. Presto!

Et Tu Translatum, Mexicano?

THE REST OF IT:

Robert Rodriguez, The Witty One, is running for State Chairman of the American GI Forum, Dept. of California, and we sure hope he makes it. Good luck, Roberto!

While we're on the Forum, congratulations to Ed Camuñez on being elected Chairman of the San Jose Chapter.

Ike Hernandez signed the Court of Honor in Excentrico's printing plant with his name in all caps and his trademark:

(He's a policeman)



Someone who is in solid with the city fathers please ask them when in hell they're going to have that big bump on First Street just north of San Carlos flattened out. If this is the All America City then that must be the All American Bump. Getwithit!!!!

● AGENCIA de REAL ESTATE

\$750 de ENTRE

POSESION INMEDIATA
VACANTE
PINTADA por DENTRO y por FUERA

TRES RECAMARAS

OLDER HOME
BIG YARD CLOSE to TOWN

\$10,500



Bob Zamora

CUATRO RECAMARAS

PISOS DE ENCINO
Se Localiza en la Avenida Jackson

\$600 de ENTRE

Si no tiene lo suficiente en
efectivo un lote o casita le
servira de Entre.

Phil Hernandez



CY 8 - 5700

La larga EXPERIENCIA de

Bob Zamora - Phil Hernandez

EN EL RAMO DE
PROPIEDADES

Es su MEJOR GARANTIA para obtener la AYUDA
Maxima en la Venta - Compra - Cambio - Prestamo
o INVERSION en BIENES RAIZES.

Llamele HOY MISMO !

TENEMOS MUCHAS
PROPIEDADES
TODOS ESTILOS
TODOS PRECIOS

Llamenos antes de vender
o Comprar.

Don O'Neal

CY 8 - 5700

SERVICIO 24 HORAS
del DIA

**1261 LINCOLN AVENUE
SUITE 213
SAN JOSE, CALIFORNIA**



TEATRO LIBERTY

Tony Di Maria
GERENTE

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



" SIMITRIO "

Jose Elias Moreno - Julio Aleman

Domingo Junio 30 al Martes Julio 2



" TRES ANGELITOS NEGROS "

Miguel Aceves Mejia - Yolanda Varela