



# El Escentrico

HUMBERTO GARCIA  
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 10. NUM. 17

MAYO 20, 1960

SAN JOSE, CALIFORNIA



*San Felipe's formal Dance. Friday, June 10. Hotel Sainte Claire*

# Sociales Personales



## MARIA de la LUZ SANCHEZ

Los estimables esposos Castulo y Paulita Loredo ofrecieron en su residencia una alegre y hermosa fiesta familiar en honor de su Sr. padre el Sr. D. Julian Loredo, quien es procedente del Estado de Texas, luego a San Jose con el fin de visitar a sus familiares aqui radicados. La fiesta se ofrecio, ademas, para festejar el cumpleaños del joven Julian Loredo Jr., hijo del mencionado Señor.

Dos conjuntos musicales amenizaron en forma por demas alegre y animada, la abundante y sabrosa cena que se sirvio a los visitantes, rociada con vinos y refrescos. Los agasajados atendieron amablemente a los concurrentes que los felicitaron con toda cordialidad.

Sinceramente deseamos al respetable Sr. Loredo, una grata permanencia entre nosotros.

Proximamente y como un homenaje a nuestra hermosa y floreciente ciudad de San Jose, California, al cumplirse 110 años de su fundacion, EL EXCENTRICO publicara una Monografia Historica de nuestra ciudad profusamente ilustrada con bellas fotografias y una compilacion ilustrada de todo lo que represente arte, belleza, y valor dentro de esta secular ciudad. La autora agradecera grandemente la cooperacion de cuantos quieran proporcionar datos o fotografias interesantes de San Jose.

Este Ud. pendiente de las noticias que a cerca de esto daremos en su oportunidad.

La distinguida y estimable dama Mrs. Marie Seeger, con domicilio en 1130 Harrison St. de esta ciudad de San Jose, California, quien es en esta localidad Consejera de Belleza Manager de los famosos STUDIO GIRL HOLLYWOOD COSMETIC, recibio ultimamente una mencion de honor LIFE STATE de la compaña que ella representa.



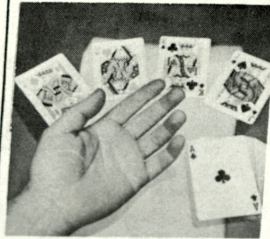
Entre mas de 6500 personas de su categoria que prestan servicios a esta gran Empresa Americana, Mrs. Marie Seeger fue una de las 25 ganadoras de este premio, lo cual es una prueba elocuente de su actividad y eficacia en los trabajos y artes concernientes a la belleza femenina. Ella personalmente escogio y enseno a cinco mujeres mas para que como ella, fuesen expertas en el delicado arte de la belleza, en el que ella tiene grandes y profundos conocimientos adquiridos hace mucho tiempo.

Mrs. Seeger declaro personalmente a quien esto escribe, que se encuentra en la mejor disposicion de ayudar y dirigir con sus consejos y experiencia a todas las personas, hombres o mujeres que deseen ganar dinero en esta linda ocupacion.

Tomen pues nota los lectores de EL EXCENTRICO interesados en este asunto, los cuales pueden ponerse en contacto con la Sra. Seeger llamando a su telefono que es el siguiente: Ax 6-4150, o viendola personalmente en su domicilio: 1130 Harrison Street, San Jose, California

Nuestras felicitaciones muy cordiales a nuestra distinguida Manager.

## MADAM Zora



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

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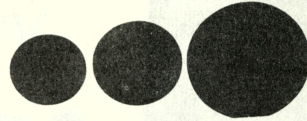
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HUMBERTO GARCIA  
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ESTHER MEDINA

Maria de la LUZ SANCHEZ

Club RIVIERA

Club GENIES

Club SAN JOAQUIN

Club SAN FELIPE

SIMON VILLA

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



*Maria La Rosa. Prop.*

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VICKIE GONZALEZ



### Peña - Briseño

La Srita. VIOLA BRISEÑO

hija de la Sra.

GLAFIRA BRISEÑO

Contrajo Nupcias con el joven

RAMON PEÑA

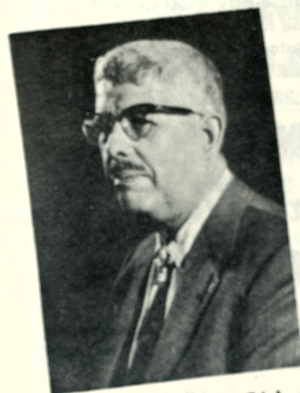
hijo de los esposos

Bernardo y Socorro Peña

En la Iglesia de la Sagrada Familia  
El Sabado 23 de Abril a las 11:00 a.m.  
San Jose, California

LEITER STUDIO

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*Pompeyo Garcia*

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LEITER STUDIO



Dorothy Moreno became the bride of Jesse Steward in wedding ceremonies officiated by Father Jose Peña at Holy Family Church on April 20th. She is the daughter of Margaret and Manuel Moreno. He is the son of Mattie and Carlyle Steward.

A reception at Armory Post Hall was attended by over 450 persons. The couple

honeymooned in Carmel and are presently making their home in San Jose.

In the picture, top row, left to right are: Jerry Steward, William Dean Mahitka, and Carl M. Settles. In the lower row, left to right: Donna Murencia, Dorothy Moreno (Bride), Jesse Steward (Groom), Judy Fries, and Elaine Tells.

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LLAMELES HOY MISMO quedara SATISFECHO.

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### *Moreno - Steward*

Miss DOROTHY MORENO  
daughter of Mr. & Mrs.  
MANUEL MORENO  
became the bride of  
MR. JESSE STEWARD  
The marriage took place at  
HOLY FAMILY CHURCH  
April 20, and the reception  
at Armory Post Hall was attended  
by over 450 persons.  
The couple honeymooned at Carmel.



Diga a nuestros Anunciantes  
que lo vio en el EXCENTRICO

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### *Herman Alvarez*

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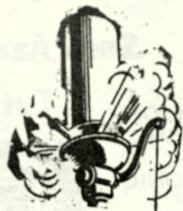


En la grafica la crita, ALICIA SOTO secretaria y el  
Sr. GILBERTO ADAIR.



Esther Medina

"It's  
No Secret"



So I'm back!! Just a few more tales.....  
RUMORS & TALES:

What's this I hear about Eddie Bojorquez and Dolores Coca, did someone say marriage???????

Chon Hernandez disappearing for a week-end he went to Tijuana for some fun.

Zanzaree elected new officers they are Pres. Esther Medina, Vice President Helen Solarez, Secretary Jess Castillo, Treasurer Mary Hernandez, Social Director Eleanor Solarez. Our installation dinner was celebrated at the Sinaloa in San Francisco.

Some of the members (the ones who admitted they were over 21) continued our little rendezvous at the New Yorker and finished the evening at the Copacabana.

Heard about the embarrassing situation at the Rainbow, seems that Art Cuellar was dancing with Alvin Valadez's girlfriend so as the story goes Alvin decided he wanted to dance with her himself, so he goes out in the middle of the dance floor and takes her away from Art, this of course left Art in a very awkward position. I can just see Art with his finger in his mouth. Oh, well it's all in fun. Isn't it???????

We HEARD that Rudy Belloumini and Rachel Andres broke up. Now why did you go do a thing like that for???????????

Rachel Reyes back in circulation after breaking her engagement.

Clara Alonzo and Johnny Flores playing the steady bit, wouldn't surprise me if she turns up with a diamond pretty soon.

Humberto Garcia cutting out everything I wrote about the cha cha contest, he thought it was nasty. Oh, well, I tried!!!!!!!

Helen Solarez and Rosie Macias getting sick on Club San Felipe's hamburgers, says Tony Carvajal, "my purpose was fulfilled."

Heard that Ann Dominguez is now a platinum blonde.....

Eleanor Solarez doing away with her Nicaraguence, but still keeping her other San Francisco buddies around.

Hear that Raul Eichner is back at the dances, so what happen to the luscious blonde?????

Jaime Alamillo seen having a blast at the Sands, even Juanita came off the bandstand to listen to his jokes.

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## NOTARIO PUBLICO



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### 50 Aniversario

(foto RICHARD DIAZ)

El Domingo 8 de Mayo del año en curso, estas elegantes Señoras cuyos nombres son, de iz. a der: Sally Rodriguez, Enedina Reyes, Rosa Elia Rodriguez, Julia Rodriguez, Oralia Rodriguez, fueron las cocineras quienes prepararon la deliciosa cena en honor de los esposos David y Dolores Rodriguez quienes cumplieron 50 años

de casados, la recepcion se verifico en el I.E.S. Hall de esta ciudad, consistiendo de Cena, Baile etc.

El Sr. David Rodriguez tiene 78 años y su esposa Dolores 68, son originarios de DEL RIO, TEXAS habiendo contraido NUPCIAS en Zaragoza, Coahuila, Mexico el dia 8 de Mayo de 1910.

# Louis Gonzales

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## Wrestling



RICHARD DIAZ



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WEDNESDAY NITE WRESTLING

San Jose, Civic Auditorium

### THE MAIN EVENT

Edwardo Carpentier most popular wrestler who hasn't lost a match for a long time, defeated Ben Sharp one part of the world's tag team champions which Ben and Mike hold the crown at the present time.

Carpentier won the 1st fall over Ben in 11 minutes. Ben Sharp took the second fall in 11 minutes 35 seconds. Carpentier won the last and deciding fall in 1 min. 10 seconds to win the match.

### THE SEMI

Ben Sharp and Bob "Legs" Willson lost the match to the most popular wrestler here in San Jose as any place he appears El Famoso Ronnie Etchison de Santa Cruz.

The 1st fall was awarded to Ronnie in 15 minutes 45 sec. on a disqualification.

Etchison won the 2nd fall in 9 minutes 40 seconds with a giant swing, Ronnie's favorite hold, to win the match. E. Torres was his partner.

### 20 MINUTE OPENER

Ramon Cernandez and Al Torres wrestled to a draw.

### EDUARDO CARPENTIER

Fastest Man in Wrestling. The Most Spoken Words Heard at the Civic Auditorium are "Que Viva EL FRANCES!!!!"



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LEITER STUDIO  
STEVEN FUMAGALLI  
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Padres:  
Louis y Yvonne Fumagalli



ELSA ANITA TERRAZAS  
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Padres:  
Fernando y Adele Terrazas

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## MAPA a new force is born

*Lic. Jose H. Moreno*



For the first time in the history of California, an organization has been established that has as its primary purpose the betterment of people of Mexican ancestry through political action.

In an all day State wide convention held in Fresno on April 23, 138 registered delegates from

all over California, including a very strong representative group from San Jose, formally established the Mexican American Political Association, MAPA.

City Councilman and former candidate for Lieutenant Governor Edward Roybal of Los Angeles was elected State President. Attorney Jose Hector Moreno was named Vice President, Juan Asevedo, State Board member of the California Youth Authority, was elected Secretary and Julius Castelan, a civil engineer from San Francisco was named Treasurer.

In addition to state-wide offices, directing officers from both the northern and southern section of California were also elected. Attorney Henry P. Lopez, the 1958 Democratic nominee for Secretary of State, was named Southern Director with Agustin Flores of Riverside as his Vice Director.

In the north, Andrew J. Barrigan, of Sacramento a Staff Consultant to the State Legislature's joint

committee on Legislative Organization, was elected northern director and Attorney Louis Garcia of San Francisco as his Vice Director.

Louis Hevia, well known local businessman and civic leader, was named Congressional Director of the 10th Congressional District.

One of the first objectives of this new organization will be the election and appointment to public office of Mexican Americans and others sympathetic to their aims. It will also recommend increased activity and participation in all legal political parties, labor groups and civic organizations by: (1) seeking election or appointment to the Central Committee of both the Democratic and Republican Parties; (2) joining political clubs; (3) seeking office or committee appointments in labor and civic organizations.

"Lack of political cohesion and unity," Attorney Jose Hector Moreno pointed out, "within the Mexican American communities and between Mexican American voters has been the reason for the almost complete lack of Mexican American legislators, judges, commissioners, etc. etc. We hope that through MAPA we will be able to remedy this lack of recognition and respect for our people."

Louis Hevia, local Congressional Director, has initiated a strong campaign to recruit members locally. With enthusiasm running high, he has indicated that he is sure that we will have a very strong local organization within the very near future.

Among those local representatives who attended the convention and whose united participation contributed greatly to the success of the same were Alvin Valadez, Friday Aguilera, Rudy Belloumini, William Townsend, Anthony Martinez, Luis Juarez, Candy Veliz, Bart Cortez, and several others.



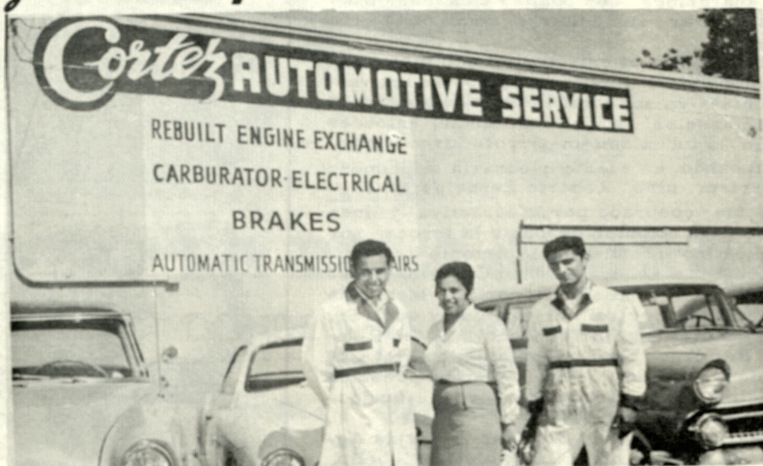


Pictured are left to right; Dr. Borrell, M.D., candidate for the State Senate, Attorney Henry Lopez, MAPA President Edward Roybal of Los Angeles, and Friday Aguilera and Attorney Jose Hector Moreno of the San Jose delegation to Fresno on April 23rd.

## *Cortez* **VENTA y COMPRA de AUTOS**

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*Simon Villa*

DECOTO, CALIF.

### *Simpatica Fiesta*

El sabado 7 del presente mes de Mayo se verifico una simpatica fiesta en el "Solar" propiedad de la Comision Honorifica Mexicana en Union City, California sito en las calles 9th y E.

La fiesta fue dedicada a los niños Mexicanos asi como a los demas nacionalidades residentes de Union City y pueblos circunvecinos, con el proposito de que pasaran un dia placentero y a la vez para inculcar a los niños en sus tiernos corazoncitos el porque se hace remembranza dentro y fuera de la Patria año tras año, la gloriosa fecha del 5 de Mayo de 1862, explicandoles con palabras inspiradas de altos sentimientos; nobleza y dulzura.

Durante la fiesta el bien conocido y apreciado Charro de Chihuahua Sr. don Pedro Henandez deleito a la pequeña juventud y a sus guardianes con bonitas canciones haciendo vibrar su guitarra como el lo sabe hacer.

En seguida el entretenimiento mas sano y noble donde a todos los niños se les veia la sonrisa en sus labios llenos de alegría al presentarseles la primer piñata, entonces se vio la lucha con un garrote largo y grueso tocando en suerte quebrarla al pequeño guitarrista niño Roberto Zendejas; la segunda fue quebrada por la atractiva y linda niñita Olga Montes de Oca y la tercera por el simpatico y robusto niño Antonio Robles.

Luego la Señora Soledad Cabello, Presidente de la Comision Honorifica Mexicana acompañada por el distinguido y culto Sr. Jose Zendejas Aguilar condecoro al Sr. Roberto Ramirez Expresidente de la CHM y al Sr. don Antonio Coria, quien ha prestado servicios muy apreciados desde la fundacion de la C.H.M.

Para terminar el Sr. Jose Zendejas Aguilar en nombre de la Sra. Soledad Cabello, Presidente de la Comision, dio las gracias a todos los presentes por su cooperacion.

#### MADRECITAS

El Excentrico felicita a todas las madrecitas de San Jose, Union City, San Francisco y demas lugares del Norte de California, deseandoles que hallan pasado un dia muy feliz y que Dios le preste mucha felicidad y mucha prosperidad en compania de todos sus hijos.

..... May 8, 1960

## *Jo-Mar* BEAUTY SALON

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## SEAT Cover KING



*Joe Moya, Prop.*

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EXCENTRICO'S camera captures from left to right: Tomas and Alicia Sanchez, Rudy Belloumini and Rachel Andres all spruced up eagerly awaiting San Felipe's gala event at the HOTEL ST. CLAIRE.

*San Felipe's formal Dance, Friday,  
June 10, Hotel Sainte Claire*



## LA BOLA de ORO

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Calzado para SALIR

ROPA INTERIOR

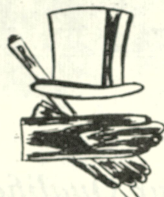
*Señor Ellis Gold*

## 86 N. Market St.



PAUL CASTAÑON

Club  
Riviera



14. Eddie may all your financial troubles be safety pin troubles.

REMINDER:

Don't forget the fabulous dance Club Riviera is giving on May 29th at the SES Hall in Santa Clara.

Don't forget the presentation of:

EL CHARRO AVITIA

by Frank and Ray Davilla on May 22nd.

Obtenga su Revista EXCENTRICO  
en las tiendas que aqui se anuncian

#### HI FANSI

I have just returned from a fishing derby which was held by Club Alegre. This event took place in Princeton on May 14. There were prizes, drinks, and good food. Everybody who attended had a good time especially me.

In the picture we see Joe Salinas (left), and Manuel Peña. Joe Salinas was awarded 1st prize for having caught the largest fish and Manuel Peña was awarded second prize for having caught the smallest fish which happen to be a booby prize. By the way it took Manuel Peña 20 minutes to land his fish

boy what a fight while in Joe's case it was a different thing he landed his in five minutes. Once he had his fish on the pair he stomped it to death as you can tell by the picture.



#### SPORTS:

Rumors are that the new league has broken up due to the fact that some clubs having heard that Club Alegre was too powerful in softball decided to stick to the U.C.C. If they only knew.

Tuesday night was a big nite for me as I got two hits in two official times at bat. Man, what a way to start my comeback. For those wanting to see a good first baseman come out to see Safeway Independent team play every Tuesday night. I won't tell you who he is come see for yourself.

I would like to thank Castroville for their wonderful hospitality which they showed us and the artichokes were real good thank you fellows. By the way we lost 4-0.

#### CONGRATULATIONS:

To Jess Aguilar on his marriage to Jeanette Cisneroz on April the 30th. They said it couldn't be done but Jeanette has gone and done it.

Congratulations also to Eddie Bojorquez and Dolores Coca on their marriage which took place on May

## Ideal BARBER SHOP

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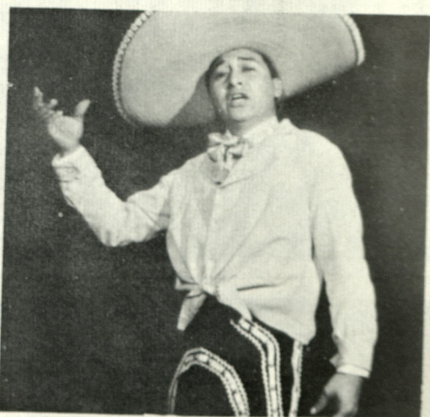
9:00 a.m. a 7:00 p.m.

*Sebastian Hernandez, Prop.*

CY 5-2688

70 W. St John St.

*Reyes Balderas*



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JOHNNY HERNANDEZ

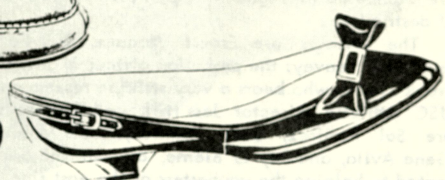
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### *Pensando en ti...*

Te vi hace muchos años,  
preciosa mujer adorada  
y aunque tanto me gustaste  
quede silencio, no dije nada

La sigo amando hasta siempre  
es tanta mi ceguedad  
que amo mas en usted la esperanza  
que en otras mujeres la realidad.

..... e. dave sierra.

Model CESAR GARCIA



ROYAL CAMERA SHOP

## EQUIPO *Fotográfico* PAGOS BAJOS

Aqui encontrará Ud. un amplio surtido de todo lo  
relacionado con el Ramo de FOTOGRAFIA.

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toda clase de accesorios (Nuevos y Usados).

### INSTRUCCIONES GRATIS!

Ademas de Absoluta GARANTIA el personal de esta  
tienda: Don, Harry, Don y Ray le daran instrucciones  
GRATIS para que así tome BUENAS Fotografias.

*Harry Jacobs*

CY 7-2908 179 S. FIRST ST.

# Eastside Boys Club

## SHOWING STEADY PROGRESS

*Dave E. Sierra*

Three City of San Jose policemen, one Santa Clara County probation officer, a number of other interested adults, and a group of hard working boys in the 9-18 age bracket are presently in the process of showing what can be accomplished when a group of civic minded men get together with boys whose efforts are channeled into something CONSTRUCTIVE instead of destructive.

The officers are Ernest Vasquez, Dan Campos, and Jack Leavey; the probation officer is gray haired Frank James who bears a very striking resemblance to USC Athletic Director Jess Hill, and their assistants are Sal Ramirez, John Ramirez, Louis Mosqueda, Gene Avila, and Ray O'Bierne, all men who are dedicated to helping the youngsters of the east side.

That was the thought in mind when Mr. Vasquez, Campos, and Leavey approached Sister Maria Jose Bravo and Father Donald McDonald over seven months ago and told them of their idea of starting a youth organization where it was most needed, on the east side. Sister Bravo and Father McDonald were overjoyed that someone, finally, was going to do something for the young men of their parish.

Four weeks later, the first meeting was held and 10 boys showed up to see what this EASTSIDE BOYS CLUB noise was all about. They found a group of men who were willing and able to work hard to see that the project was an immediate success.

After the first meeting the number of boys who made their way to the youth center on Thursday nights and Saturday mornings increased rapidly. Approximately 55 boys are in the program now and more are joining every week.

The boys were allowed to nominate and elect officers and chose Romero Reyes, a husky 16 year old student at James Lick High School to lead them. Secretary Bob Wilson, Sergeant at Arms Ronnie Zarate, and Chaplain Mel Santiago are the other officers.

Boys who attended the meeting of Thursday, April 28th are pictured below. At extreme left are two of the Adult Supervisors helping out at the Youth Center.

FOUR RULES OF CONDUCT were established by the boys. They are:

1. NO SMOKING.
2. NO DRINKING.
3. NO PROFANITY.
4. NO ACTION UNBECOMING A MEMBER.

A Disciplinary Board was set up consisting of three boys whose duty is to "dish out" punishment to the delinquent members. Punishment consists of cutting weeds around the baseball field, cleaning up around the buildings, sweeping off the basketball courts, and for the more serious infractions, suspension from the Eastside Boys Club.

The club emblem, an inverted red triangle with three stars and a white dove of peace in the center, was designed and drawn by Pete Salazar, a 16 year old freshman at Lick High School. The club colors are Red, White, & Blue.

Week day recreational activities are offered beginning at 4:00 P.M. and ceasing at dusk.

The club meets every Thursday night at the Youth Center of the Guadalupe Parish. This meeting is for boys from 14 to 18 years of age. On Saturday morning the 9 to 13 age group meets at 10:30 A.M. and after



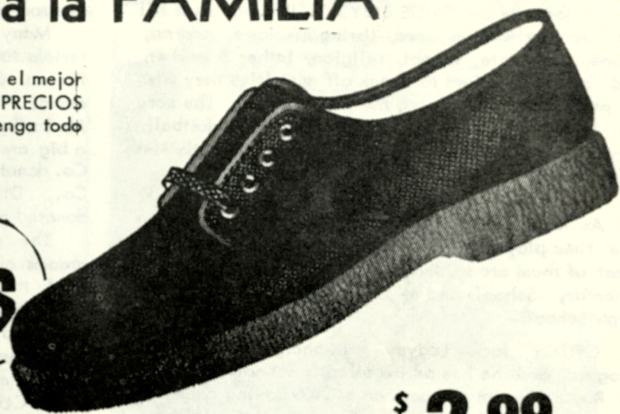
THE OFFICERS OF THE EASTSIDE BOYS CLUB  
In the back, an Adult Supervisor.



(Continued Next Page)

# Calzado para toda la FAMILIA

RECUERDE que esta GRAN ZAPATERIA tiene el mejor CALZADO en Todo San Jose y ademas LOS PRECIOS MAS BAJOS. Hagale una VISITA y obtenga todo el CALZADO para TODA la Familia.



136 S. First St. - San Jose

\$ 2.99

## EXCENTRICO'S camera gets ready for San Felipe's Formal



CLUB SAN FELIPE has obtained the services of San Jose's BEST PHOTOGRAPHER, Mr. Humberto Garcia, Sr. to cover their FIRST ANNIVERSARY FORMAL Dance to be held Friday evening, June 10th at the HOTEL ST. CLAIRE in San Jose.

C.S.F. is going FIRST CLASS all the way with the music of Salvador Guerrero, and now the photo-taking artistry of EXCENTRICO'S Humberto Garcia, Sr.

Humberto is oiling his \$600 Speed Graphic to insure that there will be no slip-ups on this very important occasion. He knows that SAN FELIPE expects the finest pictures for that evening and he isn't taking any chances on displeasing the Texans and winding up on the end of a rope after the dance. He being a native Texan, Mr. Garcia is well acquainted with "Rope Dances" and "Necktie parties" and wants nothing to do with either.

By the way, will YOU be captured by Mr. Garcia's Magic Lens on Friday, June 10th?



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## 50 Aniversario

La grafica presenta a los esposos DAVID de 78 años y DOLORES RODRIGUEZ de 68 al cumplir sus 50 años de haber contraído NUPCIAS en Zaragoza, Coahuila, Mexico el día 8 de Mayo de 1910.

Son originarios de DEL RIO, TEXAS con residencia en esta por los pasados 14 años. Cuentan con siete hijos, Gilbert el mayor de 49 años de edad, David, Demencio, Raymundo, Esteban, Santiago, y Enedina de Reyes, ademas cuentan con 36 nietos y 12 biznietos.

La Ceremonia Religiosa se verifico en la Iglesia de Nstra. Sra. de Guadalupe el Domingo 8 de Mayo, a las 10 de la mañana. Se les ofrecio una alegre recepcion en el salon I.E.S. de esta ciudad a la cual asistieron mas de 300 invitados.

(foto RICHARD DIAZ).

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Detiene la CAIDA del PELO, quita la CASPA por com-  
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irritacion de la sangre, comezones entre los dedos de  
los pies. No Olvide RASCALIN.

TAMAÑO regular.....\$2.00

*Jose Lucero Canseco*

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## Galeria Infantil

PAULINE SANTA CRUZ  
6 meses - nació en S.J.  
Padres:  
Tom y Angie Santa Cruz

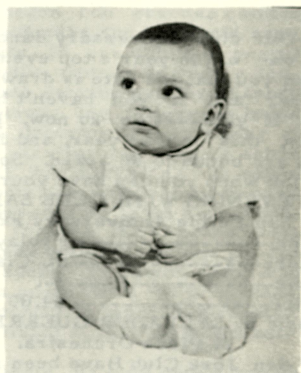
ANTHONY DA PONTE  
3 meses - nació en S.J.  
Padres:  
John y Tony Da Ponte



### LEITER STUDIO

PAULA MUNSON  
3 meses, nació en S.J.  
Padres:  
Paul y Vilma Munson

REYES GOMEZ  
6 meses - nació en S.J.  
Padres:  
Reyes y Connie Gomez



## Ida's TUXEDO RENTAL



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ABIERTO: Lunes y Jueves  
Hasta las 9:00 p.m.  
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RED, WHITE, BLUE  
Dinner Jacket  
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*Mike Diaz, Prop.*

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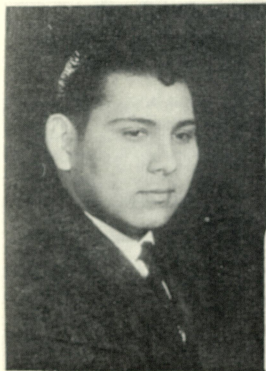


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PARTICULAR  
MAN

121 S. First St.

CY 5 - 8338



# CLUB San Felipe



Joe Gonzales

Our club anniversary dance promises to be one of the year's top events. I must remind you that the date is drawing closer and closer and if you haven't bought your bid for it yet----- do so now. Remember you guys, this is leap year, and if you don't ask you are bound to be asked. So why take such a risk when you can have your choice.

**AN EVENING WITH CLUB SAN FELIPE**  
San Felipe Anniversary Formal Dance  
When----- Friday, June 10th  
Where----- St. Claire Hotel  
Time----- 9-1  
Price----- \$4.00 a couple.  
Music by SALVADOR GUERRERO and His 14 Piece Orchestra.

San Jose Club Have been invited to send a representatives, and they are to be presented during intermission. The U.C.C. League trophies are to be presented also with the First place championship trophy going to the Champion Casa Mañana. Second Place to the Knights, and best sportsmanship trophy going to the very deserving Club Del Mar.

**MOTHERS DAY serenades BIG SUCCESS:**  
The very well known and liked singers Reyes Balderas and Humberto Villareal combined voices and guitars to make serenity of slumberness come awake in the most delightful way. We pulled some boo boos and serenaded some old bachelors ----- pero hay se ba.

Good thing we didn't let Paul Gary and Dave Sierra sing for us----- (un par de coyotes son pobres) comparatively speaking.  
**CONGRATULATIONS!**

To Jess and Jenet who got married two week ago and also Club San Felipe and Reyes Balderas along with all the latin quarters personnel wish to congratulate Eddie and Lolly for getting married and wish them a long and happy life together.

Buena suerte-- you need it.  
\*\*\*\*\*

Bernice Soto, a young and lovely girl from Redwood City was chosen to represent Club San Felipe at our Formal dance. She is to be escorted by our Club President Art Cuellar----- who ever said club president doesn't get all the breaks?

Club Zanzaree must have had a very hard time trying to elect their most beautiful member to represent their club at our

Formal (Club Zanzaree noted for its Beautiful girls) I was informed that Eleonor Solares was chosen and I most say it was a very wise choice. I can hear Candy and Art agreeing in the background--- Si! Si! Si!

I heard that the bachelor's club members are having a hard time finding girls--- no proposals could be the reason MEN.

Hank Paramo mistaken for the Elephant Boy----- to much muscle.

Amparo Valdes got stuck with a blind date----- so she say.

Happy Birthday to Loraine from the CSF and especially from E.V.

Tony Carbajah has got a crush on RED-Candy has too for that matter.

Ann Dominguez threw a sneaky party??? Esther Medina Will now Wears a football helmet every time she ride in a car. No es miedo, --- hes precausion.

Miss Gloria Sifuentes was a noted figure on saturday's parade, my cousin Danny was sure booking her way.

We have receiving call from two different boys club. that we should have a contest for the girl with the most beautiful Artificial eyes. "What do you say girls?" Do you think it will be a hard thing to judge?

A certain party brought to my attention the fact that Mr. Gil Minjares has been assigned by the U.S. Government to the sound department of our national defense. Good luck Gil we are depending on you, Keep turning around!!!!!!

Where will I get my Tuxedo? Ida's Tuxedo Shop is the place to go. I know that Ida will give you the best. So go to Ida Tuxedo Shop at 174 S. 2nd St.

The Rainbow Ballroom get better and better every weekend, so drop in Sat or sun and enjoy yourself. MONEY GIVEN away every SAT. Sports!!!!!!

Club San Felipe scored its second straight victory in defeating an Alviso softball team by a score of 17-6. that was the last of the pre-season games and next come league play.

Coach Jess Medina has been doing a great job in managing the club, keep it up Jess. Look Out!!!!!! The invincible Ronnie Gonzalez and Synonymous with Success softball team were tagged for a 5-0 shut out by the up and coming Casa Manana club. Like I said Look Out for them.....

## Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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

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# Fabulas DE Aesopo

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Eduardo Colman



## Algunas Reglas de buen vivir

Si Vd. quiere morir joven, y quien no quiere en vista de tantas dificultades domesticas, nacionales e internacionales en que nos encontramos, le doy al final de esta cronica la receta infalible para obtener exito en tal empresa sin necesidad de cometer suicidio.

Ahora si Vd. pertenece al pequeño grupo de los que desean una larga vida a fin de continuar martirizandose con dolores de cabeza, de muelas, asma reumatismo artritis, peligro de cancer, ataques al corazon, enfermedades de los riñones, al higado, al estomago, sarampion, dispepsia, calvicie, para nombrar solo unos cuantos de los dolores que afligen a la humanidad en su organismo; Si Vd. quiere continuar bregando en la lucha por la existencia, con trabajo pesadísimo en la caneria, o en la fabrica, con los estados de Income Tax al Gobierno Federal y al Estado de los cuales acabamos de salir por este año pero que se presentaran el año proximo; pago de abonos a la refrigeradora, al T.V., al automovil, a la maquina de lavar, y las mil y una preocupaciones que hacen la vida un interesante episodio de la revolucion, entonces sirvase hacer lo contrario de lo que aconsejo aqui.

Tenga la completa seguridad de que mi receta le dara temprano pasaporte para un viaje placido y sereno hacia el cementerio donde gozara de la gran dicha de dormir en un cajon hecho a su medida, sin bulla de automoviles ni olor de gasolina quemada, ni bulla de peleas, ni juergas ni jaranas en la casa o apartamento del lado, solamente rodeado de otros seres tan felices como Vd. que descansan amortajaditos, ojos cerrados en placida contemplacion del alma y sus misterios; rodeado de flores, con una cariñosa lapida que mas o menos dice: Aqui yacen los restos mortales del que en vida fue.... (aqui su nombre completo) quien en los años de vida gozo de la estimacion de sus amigos, quien no tuvo enemigos, quien fue amante e ideal esposo o esposa, dedicado a sus hijos y a su hogar, quien nunca tuvo un vicio o mintio, quien siempre hablo bien del proximo, quien nunca tuvo una queja para con nadie (en fin que no hay muerto que no sea el acme de perfeccion.)

Bueno, si quiere ir a gozar de tal Paraiso, en un cementerio de su propia eleccion donde no hay rejas que lo circundan puesto que estarian de mas ya que los que estan afuera no quieren entrar y los que es-

tan adentro no pueden salir, siga las siguientes reglas al dedillo y Vd. vera coronado de exito su empresa.

Esta receta que doy al final y que me la diera un bohemio que demostro su eficacia despachandose al otro mundo antes de los veinte abriles, mantengala a la cabecera de su cama y leala todas las noches hasta que la asimile completamente si es que no se despacha Vd. antes. Practiquela como si fuera la leccion de bridge o palitroque. Y vayase despacio, no se impaciento y haga lo que unos feligreses hacian en una iglesia abajo en la ciudad, donde despues del servicio religioso bajaban a un lobrego subteraneo y empezaban a golpear el pecho y a proclamar a voz en cuello sus pecados y su arrepentimiento y finalmente ya impacientados se daban con la cabeza contra la pared hasta el extremo que hubo muchos que salieron con grandes cotos y aun heridas profundas que los hacia sangrar profusamente lo que obligo al pastor a gastar en algodón, tintura de yodo y vendas. El que esto escribe que iba pasando cuando iban saliendo los feligreses todos vendados fue al interior a entrevistar al pastor a fin de escribir una cronica sobre el asunto para EL EXCENTRICO y al saber que el pastor estaba muy preocupado pues uno de los feligreses se habia desnudado, le propuso que forrara las paredes hasta una altura de unos seis pies de una gruesa capa de goma o caucho. El pastor agradecio la idea y ahora da gusto ver a los feligreses irse de cabeza contra la muralla y rebotar con la mayor facilidad al piso de donde salieron.

Bueno, suficiente de todo esto y vamos a la receta:

1. Engulla mucho a toda hora. No mastique; los dientes se han hecho para iluminar la sonrisa no para ensuciarlos con comida.

2. Use el automovil todo el tiempo. Aun para los mandados a la esquina. Los pies se han hecho para usar calzado apretado y tacones de alfiler, no para torturarlos en andar.

3. Mantengase en tension permanente. No relaje sus nervios. Solo los que tienen ambicion de surgir pueden darse el lujo de relajar los nervios de vez en cuando a fin de entrar a la brega con mas energias.

4. Afligase por cualquier nimiedad. No permita que pase una contariedad sin que la triture en su cerebro hasta que logre asimilarsela en su mente y se vaya por la sangre a envenenar el higado y los riñones.

5. Trabaje todo el tiempo. No descanses un momento. El descanso se ha hecho para los flojos. Y acuerdese que mientras mas trabaje mas ganara para pagar mas taxes y tener con que comprarse un entierro mas regio.

6. Duerma lo menos que pueda. Al cabo se va a dar una buena dormida una vez llegado al cementerio. Mantengase despierto todo el dia; y toda la noche visitando los sitios de entretension.

Estas son las reglas principales. Ellas le dan la oportunidad de ingerir todas esas nuevas drogas para tranquilarse. Como deciamos anteriormente estas son reglas infalibles para un temprano viaje al cementerio. Apliquelas y vera que buenos resultados obtiene.



*Harry Lasnick, Prop.*

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## *Cumpleaños*

En nuestro ALBUM INFANTIL presentamos al gracioso niño

GEORGE MERCADO

Momentos en que se preparaba a apagar la velita en su pastel con motivo de su

PRIMER CUMPLEAÑOS

George nació en Harlingen, estado de Texas. Son sus padres Ruben y Guadalupe Mercado. Cuenta con dos hermanitos mas Ruben de 2 años y Beatrice de 4. Su tia es Gloria Garcia.

LEITER STUDIO



## 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.

**6**

**Nueva tienda BERG'S**

MONTHS TO PAY BERNIE BERG, Prop.



En la grafica LEO CARDEA y DICK PEREZ ambos ampliamente conocidos en nuestra comunidad le atenderan en correcto ESPAÑOL si Ud. lo desea.



# ★ SAN JOAQUIN

"SYNONYMOUS  
with SUCCESS..."

Dave E. Sierra



## U.C.C. Season Opens May 22

### CASA MAÑANA IS TITLE FAVORITE

With seven teams ready to swing into action on May 22nd, the U.C.C. League launches its 3rd year of softball competition and indications are that this will be the most successful year ever.

Club San Joaquin, San Felipe, Casa Mañana, & The Knights have been joined by Señors, Club Riviera, and Club Torreon for the '60 softball campaign.

Señors is composed of players formerly with Club Del Mar, Torreon is made up of men who quit The Knights after basketball season, and Riviera is made up of ANY players in the city that Lou Cedillo can get to come out to Columbus Park on a given Sunday afternoon.

As of the moment Casa Mañana must be rated the overwhelming choice to annex the league title. They will present an infield touted as the finest the league has ever seen. The unit of Blonder at 1st, Frank Lopez at 2nd, Adam Celaya at 3rd, and fielding whiz Fred Santos at short is very sound. Add Eppie Gallego, if he decides to play, and you can't beat 'em.

In two games against top-flight title contender Club San Joaquin, the Mañanamen have lost 3-0 and on May 12th at Columbus Park, won a 4-0 victory.

Coach Bob Garcia's defending Champions look basically like the CSJ team that won the title a year ago, though infielders Jess Aguilar and Joe Rodriguez and outfielder Alex Navarro, and pitcher Eddie Plata should aid the All Stars considerably.

Look for Ron Gonzales, ousted as a pitcher in the "watered down" loop, to occupy a permanent post in the C.S.J. outfield. Last year Ron hit a steady .318 to rank 2nd among San Joaquin batters.

### Spring Special...

It looks from here like Bubbles Castañon, supposed-to-be-Club-Riviera-columnist-but-actually-pushing-Alegres-in-his-column, is going to have to eat his words about the "new" league, cleaner if not better than the U.C.C. League, etc. etc. etc.

By the way Bubbles, if ALEGRES is so anxious to play softball, why not join the U.C.C. and get your feet wet against San Joaquin, Casa Manana, etc???

### HERE & THERE:

The newspapers persist in referring to Beverly Aadland as Errol Flynn's "protege." I think if they tried real hard they could find a more suitable word to describe what Miss Aadland is.....

Chessman is ded. One instant in history when the pen DIDN'T prove mightier than the word.....

And there is the one about the very well built girl who showed up at a baseball game in S'Frisco wearing a too tight T-shirt with GIANTS inscribed across her ample bosom. The first man that saw her exclaimed, "Whew! Yes, indeed!!!!!!!".....

And while we're on the "Joints," that organ music between innings has got to GO, GO, GO, Horace Stoneham. It's strictly bush league.....

Last year's Mayfair Realty softball team is now operating as the BOB ZAMORA STARS, with "Sugar" Zamora as playing manager. Beat Ferea, men!.....

Reyes Balderas, EL REY DE LA CANCION RAN-CHERA, asked us to wish Latin Quarter proprietor Eddie Bojorquez a happy marriage to Dolores Coca. Happy wedding days, Eddie!!!.....

Also enjoying the first days of wedded bliss is C.S.J. shortstop Jess Aguilar. Congratulations!.....

As Joe Rodriguez tells it, an Army squad consists of 11 riflemen and one machine gunner. In the Marines it consists of 6 riflemen and 6 photographers!....

Hey Alvin, your buddy Khrushchev is on the war-path again.....



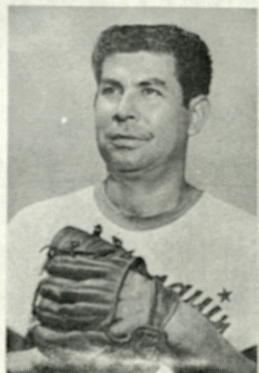
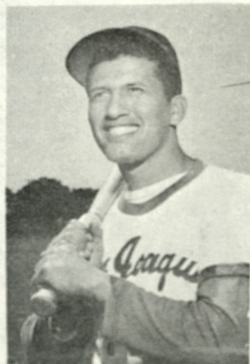
### BATTERY MATES:

Ray Villegas (left) & Larry Valadez, expected to be San Joaquin's top catcher-pitcher combination in 1960 U.C.C. League play.

Both were All Conference selections in 1959 and are given good chances of repeating this yr.

Ray batted a brilliant .470 to pace C.S.J. at the plate and proved himself easily the best defensive catcher in the league.

Valadez hurled good ball for C.S.J. all year and made the All UCC team for the 2nd consecutive season.



# TEATRO LIBERTY

*Tony D. Maria*  
GERENTE

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