



El Escentrico



HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano

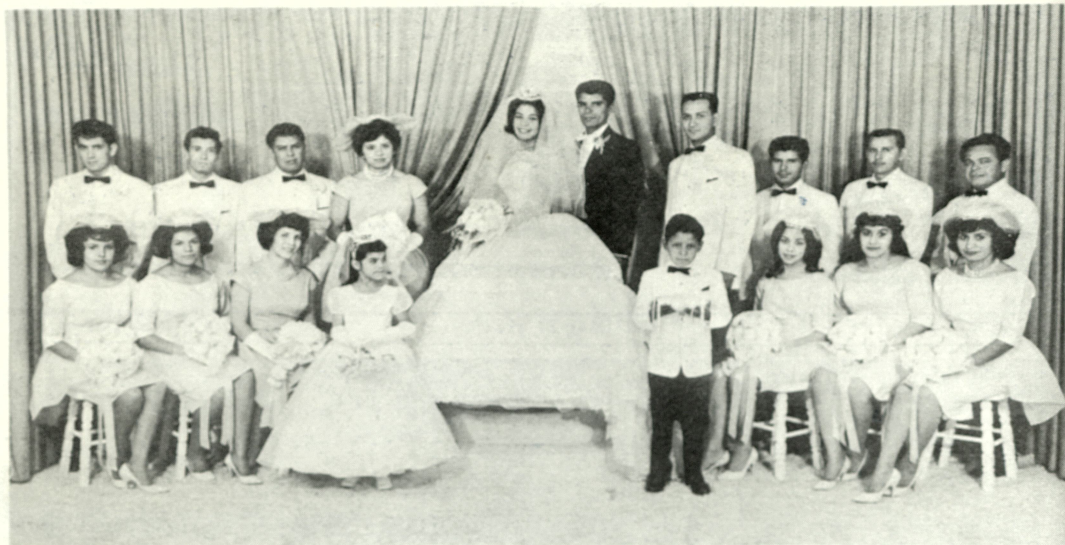
AÑO 12. Num. 24

OCTUBRE 20, 1962

SAN JOSE 10, CALIFORNIA



Bachelors - Elite Halloween Dance Fri. Oct. 26th 9 E. S. Hall



La Señorita DELLA GONZALEZ hija de Guillermo y Mary Louise Gonzales contrajo NUPCIAS con el joven PETE DURAN, JR. hijo de Pete Sr. y Lupe Duran el día 7 de Julio del año en curso, en la Iglesia St. John Vianney a las 11:00 a.m. en esta ciudad de San Jose. Oficio el Rev. P. Dillon. Della es procedente de El Paso, Texas y Pete de Bakersfield, California. La RECEPCION se verifico en el Red Barn asistiendo mas de 600 invitados. LUNA de MIEL en Lake Tahoe

establecieron residencia en esta ciudad.

En la grafica: Florence Duran, Louise Serrano, Dora Gonzalez -madrina, Frances Castrillo, Nellie Gonzalez, Lena Aguilar, Ofelia Gonzalez, Robert Muñoz, Johnny Guagliardo, Jr. Jesse Gonzalez, - padrino, Richard P. Castrillo, Johnny Duran, Pedro Guillen, Bill Gonzalez y los pajeitos: Robert Duran y Caroline Chavez.

RAMIREZ STUDIO

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ALVES

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ASSEMBLY**
25th District



NATIVE SON Community Worker
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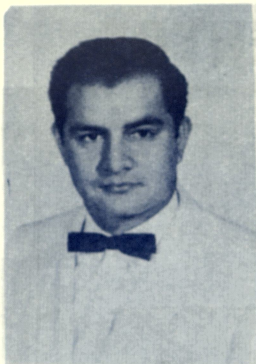
DEMOCRATS for ALVES

Latin American Committee

Chairman POMPEYO GARCIA
Co-chairmen Henry Plata, David Navarro



VOTE NOVEMBER 6



Daniel Campos

FORUM NEWS

The net profit from our recent dance will again enable the San Jose Chapter to continue with the Christmas Basket Program. The proceeds, combined with a generous donation from Reed & Graham, Inc., will enable the Forum to donate \$600 for this worthy cause. Congratulations go to Bill Lopez, Ways & Means Chairman, Louis Mosqueda, Welfare Chairman, and of course to their committees for making this project a great success. A thank you also goes to the San Jose Ladies' Auxiliary for their continued cooperation and for donating cakes.

UNITED FUND

Every year the United Fund turns to the people of the community in their efforts to raise money. The majority of the people are aware of the objectives of this organization, however, very few know where it began. In the early 1920's, several of the voluntary community service organizations joined forces in the appeal to the public for money. It was then known as the "Community Chest" and, as the population grew, new agencies joined in. The operation became so big that a full-time staff was needed to improve fund raising techniques and to administer the joint funds efficiently. After World War II, the County population really started to grow and there were demands for all types of service---Child care, home nursing, youth activities, family counseling, Rehabilitation, mental health and other information on resources. The organization grew in proportion until it finally came to be known as the United Fund Drive. In 1960 the Santa Clara County United Fund Drive was born and it now takes in 5 chapters in the Central Area. The United Fund is organized and directed by volunteers of this community. This year, the total County collection is \$1, 617, 960.00 and the Central Area Chapter's goal is \$1, 017, 723.00 in the end result, more than 40 community service agencies will share the funds raised. These agencies range from Red Cross to Legal Aid, Boy Scouts to Visiting Nurses, the Youth Village to Family Service, Catholic Social Service to the Jewish Community, plus numerous others. On Tuesday, October 23, 1962, the United Fund will stage it's annual residential fund raising campaign. The San Jose Chapter will assist the United Fund in their efforts, therefore, if a Forumer asks for your help PLEASE GIVE THE UNITED WAY.

end.....



Personable ANITA MALDONADO, Miss San Jose G.I Forum, represents the San Jose Chapter in the September 16 Fiestas Patrias Parade.

(Photo by Al Hernandez)



Jalisco **RESTAURANT**



Nazario Geniz

Especialidad: B. Q. TACOS

Los Tacos Mas Sabrosos en toda la BAHIA !

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de Comercio Mexicana

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de El Salvador C.A. de 9:30 a 1:30 a.m.

Dom. 21 de Octubre

TITO PUENTE

and his famous R. C. A. Victor
ORCHESTRA
Sunday, October 28th
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BECHO GLORIA
and his Orchestra



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BECHO GLORIA y Su Orquesta

Rainbow Ballroom



Maria La Rosa. Prop.

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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

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



LILY ANN REED

celebro su primer cumpleaños el día 10 de Marzo en casa de sus padres Kenneth y Alice Reed en el 2102 Yorkshire de la vecina ciudad de Mt. View.

Se obsequio a todos sus invitados con un grandisimo CAKE color de Rosa y Blanco.

LEITER STUDIO.

MADAM Zora

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

Mr. and Mrs. Carlos Martinez
request the honour of your presence
at the marriage of their daughter

María Guadalupe

to

Mr. Guillermo Anaya

Son of Mr. and Mrs. Juvenal Anaya
on Saturday, the thirteenth of October

12:30 . Mass

Holy Family Church

River and San Fernando Streets

San Jose, California

Reception 2-6 P.M.

V.F.W. Memorial Bldg.

430 South Fourth Street

Dance 7-11

Sandoval Rest Home



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

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1962 NATIONAL BEAUTY SALON WEEK

Certificate of Appreciation

presented to

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In recognition of generous support and cooperation with members of the National Hairdressers and Cosmetologists Association furthering the advancement of the Profession of Cosmetology in its observance of National Beauty Salon Week, this Certificate of Appreciation is awarded by

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CALIFORNIA

Handwritten signature: Juanita Sandoval
Handwritten signature: Willie R. Lopez

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Simon Villa



UNION CITY, CALIF.

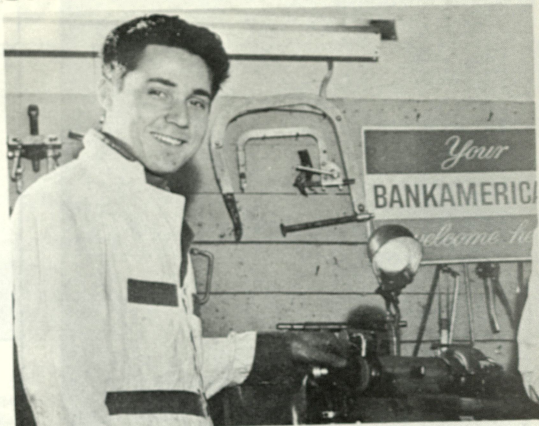
Pensamientos Cebres

1. La salud y la alegria, hacen la belleza.
2. Es mejor confiar en el ojo, que en el oido.
3. No es tardanza es peligrosa, pero a veces hace las cosas mas seguras.
4. Ningun hombre puede avanzar mas alla de los limites que su propio caracter le impone.
5. No es suficiente hacer el bien, sino hacerlo de una manera perfecta.
6. Dice un filosofo, que no hay cosa mas grande que un hombre, que un hombre que batalla, contra la adversidad, pero lo que es todavia mas grande, es aquel hombre que viene a ayudarlo.
7. Un grano de prudencia vale una libra de maña.
8. La semilla del saber puede se planta en la soledad, pero debe ser cultivada en publico.
9. La educacion hace del hombre un buen compañero de si mismo.
10. En la mas alta civilizacion, el libro es el mas alto placer.
11. Un cerebro bien preparado confia en la adversidad y es vigilante en la prosperidad.
12. Los puestos eminentes engrandecen mas aun, a los grandes hombres, mientras que los puestos inferiores los empequeñecen.
13. La lagrima de la mujer es incomprendible en ocasiones.
14. No hay cosa mas facil que hacer el mal, y mas dificultoso que sufrirlo.
15. Es mas facil quedarse con un libro que con los pensamientos que encierra.
16. El silencio es el partido mas seguro, del que desconfia de si mismo.
17. No fiarse de nadie y fiarse de todo el mundo, son dos excesos: En lo primero hay mas seguridad; en lo segundo, mas cariño.
18. Oiran decir frecuentemente a muchos que no encuentran a Dios. Preguntales si lo buscan y hasta donde llega su anhelo en hallarle. Si los buscan con mucho ahinco, tranquilizarles, porque ya lo han encontrado.....



Los establecimientos que anunciamos son de responsabilidad

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Quinceañera

La encantadora Señorita ROSARIO REYES celebró su fiesta de QUINCEAÑERA el Sábado 6 de Octubre del año en curso con una Misa a las 11:00 a.m. en la Iglesia Holy Family y después con una recepción - baile en el North Star Hall a la cual asistieron familiares e

invitados. Sus padrinos fueron Arturo y Angie Guardado, su escort Richard Rocha, acompañandola 15 damas y 15 chambelanes. Sus padres son: Sr. y Sra. A. Reyes. La Srita. Reyes nació en Raton, New Mexico con residencia en San Jose por los pasados 10 años, atiende a la escuela Woodrow Wilson Junior High. Cuenta con un hermanito Alfonso de 13 años.

Fotografía EXCENTRICO

State Senate Reapportionment

Pres. **KENNEDY** says **YES**

Gov. **BROWN** says **YES**

Richard **NIXON** says **YES**

Vote for Senate Reapportionment

YES [#] ON 23

ENDORSED BY

MEXICAN-AMERICAN POLITICAL ASSOCIATION

AND

NATIONAL COMMUNITY SERVICE ORGANIZATION



CLUB *Elite*



Diane Barrera

Big Big Halloween Dance

October 26, this is one night you don't want to forget. This will be the night of Club Elite & Bachelors Halloween Dance. The music will be provided by Los Pepes, a terrific orchestra from Texas. Many prizes will be given for best costumes and best dancers. Costumes are not essential. The dance will start at 9 p.m. to 1 a.m. For tickets call Carrie Varial at CLayburn 8-1929 or myself at RE 9-2281 anytime after 4 p.m. So plan to attend this dance, Hope to see each and everyone there.

Going to Town

Seen really going to town at the dance was Val Garcia. Where did you learn to do the Pachanga so well, Val?

Our actresses - models feigning horror of what to expect in the line of costumes and fun at BACHELORS - ELITE Masquerade HALLOWEEN DANCE on Friday, October 26th at the I.E.S. Hall. L to r: Helen Solarez, J. J. Rodriguez and Jessie Martinez.

EXCENTRICO STUDIO.



Out of Town

Girls from the club going to Belmont on Wednesday nights to lesson and dance to the music of Chico Ochoa. Boy there is some real terrific dancers over there.

Party

A party was given by Yolanda Fuentes at her home in Santa Clara. Attending were Charlie (Mevric) Molina, Mary Martinez, Pet Rojas, Tony Ruffello, Gloria Montonez, Willie Lopez, Louie Coca, Leon and Joe Fuentes, Josie Gata, Al (No. 1) Rodriguez and many others. If anyone would like to learn I would highly recommend Ray Gata, Boy can he shift that weight around.

Leaving San Jose

I would like to say I am very sorry to hear that Tony Cardvajal and Val Garcia are leaving to Texas. Tony and Val are going to finish college in Texas. It seems they can't get too much studying done with all those girls around here, seriously we sure will miss you both.

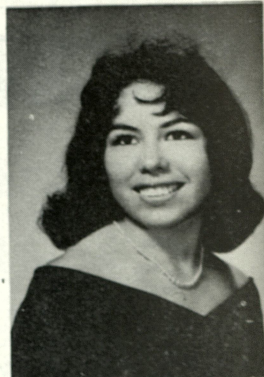
Rainbow Ballroom

The dance floor was just packed last Sunday when the orchestra of Marciano Merceron came to the Rainbow. Glad to see that all the crowd was there. Mary Hernandez making a big with Dondie a musician in the orchestra.

Don't forget to attend our Halloween Dance.



Here is a picture of cute Carmen Molina. She is 20 years old, is a steno at Lockheed Missiles & Space Company in Sunnyvale. Carmen hobbies are dancing, skating and reading. Carmen's dream is to go to Mexico City, but the way that girl buys clothes that girl will never make it. I see Art has been treating terrible mean Carmen. May I suggest something Carmen, kick him on the knee with your pointed shoes.



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YWCA 241-3056

JANE McCLELLAND

The San Jose YWCA opened its doors recently on a \$25,000 refurbishing job made possible by a legacy from the estate of E. J. Wilcox.

The summer-long decorating program was undertaken after the board considered using the legacy two ways, according to Mrs. Izetta Pritchard, president of the board. Members considered using the money as a nucleus of a building fund for a new YW outside the downtown area or as a start for a modernization program to bring the physical plant up to the standards being set by the downtown redevelopment program. The latter was chosen.

"For several years we have been carrying on active programs in neighborhood centers for women who feel they cannot come to downtown San Jose and in schools for Y-Teens," Mrs. Izetta Pritchard pointed out. "The Second and San Antonio Street location is just right for our other activities."

"Young women who come to San Jose from other communities need to be downtown because that is where the majority of business and educational opportunities may be found. The YW provides lodging for 90 young women. Those adults and children who participate in our educational and social events find the YWCA easy to reach either by bus or by car. Nearby lots provide adequate parking."

The exterior refurbishing amounted to a new coat of paint and decorative awnings. The first floor lobby, date lounge, meeting room and recreation room, have been completely redecorated under the direction of Mrs. Pauline Lively, A. I. D., and the YWCA building committee headed by Miss Florence Stahl.

In the residence wing, the redecorating program included painting, as well as replacement of considerable linens, rugs and drapes. This was done under direction of a YW committee headed by Mrs. W. B. Strohm.

The San Jose YWCA is a member of the Santa Clara County United Fund, through which it raises approximately 1/3 of its annual \$100,000 operating budget. A full-time staff of 17 is employed, augmented by part time employees. Director is Miss Lois Cullison.

In addition to housing YWCA activities, the Second and San Antonio streets building is the site of Mrs. Teresa Savio's Beauty Haven and of the new EmRae's College of Beauty. The latter is in the space which for years was occupied by the San Jose Merchants Association. The Merchants completed their own building this year.

Meeting rooms are rented by Lincoln University law school for night classes and numerous other non-profit groups use the YW for their sessions.



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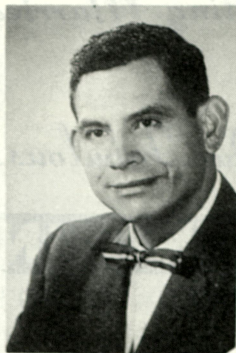
ABIERTO Lunes a Sabado 9:30 a 6:00 p.m.
JOSEPHINE MONTECINO - MARGARET VAZQUEZ

Se localiza en la esquina Delmas y Auzeiras

CY 2 - 2550 385 Delmas Ave.



● Agencia de Real Estate



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Naturalmente ha PRECIO de GANGA.

Asuntos de INMIGRACION

Traducciones - Notario Publico

AGENCIA de CASAS

Cy 7 - 1275 152 W. San Fernando St.

Herrera - Fernandez

La encantadora Señorita
ESTHER FERNANDEZ

hija de los esposos

Sr. y Sra. Cruz Fernandez
contrajo NUPCIAS con el caballero

PEDRO HERRERA, JR.

hijo de la Señora
Josephine Herrera

El Domingo 30 de Septiembre a las 12:00
del día en la Iglesia FIVE WOUNDS
San Jose, California 1962

La RECEPCION se verifico en el LION'S
HALL a las tres de la tarde a la cual asis-
tieron mas de 600 invitados.

ESTUDIO EXCENTRICO



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

Hallmark Home Furnishings

PASE A SALUDAR AL POPULAR

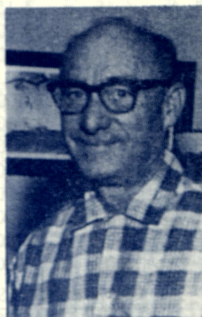
LUIS MOLINA

Quien presta sus servicios en esta acreditada
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LEE WATSON

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REFIGERADORES
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SAN FRANCISCO

LUNES a JUEVES

6:45 a 7:15 A.M.
 9:00 a 10:15 A.M.

11:00 a 12:00 M.
 12:00 a 1:00 P.M.
 1:00 a 2:00 P.M.
 2:00 a 3:00 P.M.
 3:00 a 4:00 P.M.
 4:00 a 6:30 P.M.

" LA HORA ARTISTICA con JESUS REYES VALENZUELA
 " THE PABLO SAAVEDRA SHOW " con Pablo Saavedra, Julio Paiz Giron
 " El Cronista del Aire " y LAURITA.
 " A QUIEN CORRESPONDA " con MANUEL RODRIGUEZ
 " LA VOZ de MEXICO " con DAVID ORTEGA CID
 " Mexico se Expresa a travez de sus Canciones con JUAN MANUEL FLORES
 " LA VOZ de HISPANO AMERICA " con POLITO ROSALES
 " LA HORA ARTISTICA con JESUS REYES VALENZUELA
 " MUSICA de LAS AMERICAS con DAVID ORTEGA CID

VIERNES

6:45 a 7:15 A.M.
 9:00 a 10:15 A.M.

11:00 a 11:30 A.M.
 11:30 a 12:30 P.M.
 12:30 a 1:00 P.M.
 1:00 a 2:00 P.M.
 2:00 a 3:00 P.M.
 3:00 a 4:00 P.M.
 4:00 a 6:30 P.M.

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
 " THE PABLO SAAVEDRA SHOW " con Pablo Saavedra, Julio Paiz Giron
 " El Cronista del Aire " y LAURITA
 " A QUIEN CORRESPONDA " con MANUEL RODRIGUEZ
 " LA HORA NACIONAL del GOBIERNO de MEXICO "
 " LA VOZ de MEXICO " con DAVID ORTEGA CID
 " Mexico se Expresa a travez de sus Canciones " con Juan Manuel Flores
 " LA VOZ de HISPANO AMERICA " con POLITO ROSALES
 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA
 " MUSICA de LAS AMERICAS " con DAVID ORTEGA CID

SABADOS

6:45 a 7:15 A.M.
 8:00 a 8:30 A.M.
 9:00 a 10:00 A.M.

10:00 a 11:00 A.M.
 11:00 a 12:00 M.
 12:00 a 1:00 P.M.
 1:00 a 2:00 P.M.
 2:00 a 4:00 P.M.
 4:00 a 5:00 P.M.
 5:00 a 6:00 P.M.
 6:00 a 6:30 P.M.

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
 " TEMPLO del MONTE SINAI " Bellas Palabras de la Vida
 " THE PABLO SAAVEDRA SHOW " con Pablo Saavedra, Julio Paiz Giron
 " El Cronista del Aire " y LAURITA
 " ECOS de BORINQUEN " con DANIEL CHAMORRO IGLESIAS
 " LA VOZ de HISPANO AMERICA " con POLITO ROSALES
 " LA VOZ de MEXICO " con DAVID ORTEGA CID
 " DEBATE MUSICAL " con DON MENDEZ
 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA
 " MUSICA de LAS AMERICAS " con DAVID ORTEGA CID
 " CONTROL REMOTO " Sawdust Trail con Manuel Rodriguez
 " IGLESIA CATOLICA SAN BONIFACIO " Padre FRANCISCO

DOMINGOS

6:45 a 8:00 A.M.
 8:00 a 8:30 A.M.
 8:30 a 9:00 A.M.
 9:00 a 10:00 A.M.
 10:00 a 11:00 A.M.
 11:00 a 12:00 A.M.
 12:00 a 1:00 P.M.
 1:00 a 2:00 P.M.
 2:00 a 4:00 P.M.
 4:00 a 5:00 P.M.
 5:00 a 6:00 P.M.
 6:00 a 7:15 P.M.

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
 " TEMPLO de la CRUZ " con el Rev. JUAN AKINO
 " RELIGION BEEMAN.
 " EL VOCERO del AIRE " con ROBERTO QUINTANA
 " ECOS DEL BORINQUEN " con DANIEL CHAMORRO IGLESIAS
 " LA VOZ de HISPANO AMERICA " con POLITO ROSALES
 " LATIN AMERICAN PROMOTIONS " con OSCAR MUÑOZ
 " DEBATE MUSICAL " con DON MENDEZ
 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA
 " SAWDUST TRAIL " Control Remoto con MANUEL RODRIGUEZ
 " CONTROL REMOTO " Latin Quarter con DON MENDEZ
 " CONTROL REMOTO " NAYARIT CAFE con Manuel Rodriguez

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en
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VICKIE GONZALEZ, Mgr.



Cuahtemoc Formal

Cuahtemoc's president Gil Solarez signs contract with popular Los Angeles Band Leader RUDY MACIAS and his Recording Orchestra to play for Cuahtemoc's Formal BALL to be held on Friday, November 10 at the Hawaiian Gardens (terrace room) here in San Jose, this is Cuahtemoc's 9th Annual Formal Ball and promises to be the Best yet. Due to popular demand Rudy Macias who just recently played for the Black & White Ball at the Ambassador Hotel in Los Angeles was signed again this year for Cuahtemoc's FORMAL.



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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.

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Stimuli

Rachel Andrea

Inferior - Superior or Different ?

A few months ago, while waiting for a flight at the International Airport, I became acquainted with an elderly citizen of one of the South American countries when he approached me for an interpretation. The discussion that followed led to the subject of the prejudice existing amongst the latins. This gentleman, who was returning to his native country, was both dismayed and disgusted at the attitude the latins have towards one another. His opinions were of no amazement to me, as this type of problem I had previously heard of. Since then, in more than one instance, I have spoken with people who have been directly affected by this. This problem, though not prevalent, does exist.

It is a fact that we live in one world; it is a basic tenet of Christianity that we were created by one God, thereby making our world one home - housing one family. The question has been raised: Why all the bickering, the conflict, and animosity amongst this family? And, getting closer to home, amongst us the Guatemalans, Puerto Ricans, Mexicans, Peruvians, Salvadoreños, and the rest?

To the minority who fall into the group of being "cliquish", by this I mean, excluding an "outsider" from entering or joining a certain circle, group or organization, I say, let us be analytical. Does our opinion and attitude have a true, logical, and unbiased basis? Is the difference between us caused by the texture of the hair, a dark color pigment, or a dissimilar accent?

Mr. Fernandez's explanation to the problem was that people of one country felt themselves superior to others of another. They were pulling up their collars and saying, "I am from -----", would boast of the country's accomplishments, and look at you with a "holier than thou art" expression.

Can we honestly say that Mexico is superior to Peru, or Peru is far superior to Mexico? This is like saying, a car is superior to an airplane, or vice versa. Neither modes of transportation, nor countries can be compared as superiorities or inferiorities. It can only be said they are different. Different, yet, perfect in their own respect.

Nonsensical argumentation as to the superiorities of races and countries has caused much dissension amongst the latins. As American citizens, although holding with high regard the name of our native coun-

try, we should exterminate this attitude which is causing undesirable friction.

Oh what a beauty to be able to understand each other and to regard with highest value the differences or peculiarities of the other individual! To realize that it is only a difference, not an inferiority, or superiority that separates us, would be a little more than an iota of reaching that long, unaccomplished goal of attaining peace "amongst all men".

CLUB BACHELORS & ELITE
 present their third annual
 MASQUERADE HALLOWEEN DANCE
 Friday, October 26, 1962 9-1 A.M.
 I.E.S. Hall 1401 E. Santa Clara St.
 Donation: \$1.50

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*Art (Alaska) Lopez
Norrie Lira at Elites Ball*

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compuesta por el galan de moda

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y la Señorita
NORRIE LIRA

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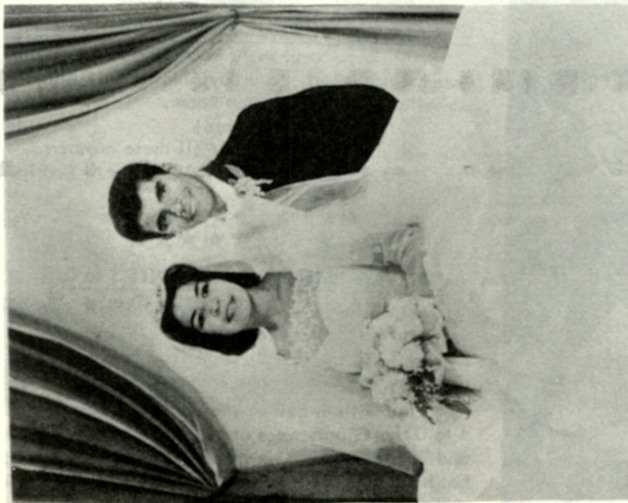
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Guillermo y Mary Louise Gonzalez
tomo por esposo al joven

PETE DURAN, JR.

hijo de los esposos
Pete Sr. y Lupe Duran

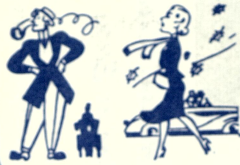
El día 7 de Julio del año en curso
En la Iglesia SAINT JOHN VIANNEY
a las 11:00 de la mañana

San Jose, California

RAMIREZ STUDIO.



CLUB Bachelors



Gilbert Solarez

HALLOWEEN HALLOWEEN HALLOWEEN

On Friday night, October 26, Club Bachelors & Club Elite proudly present their Third Annual Halloween Masquerade Dance at the I.E.S. Hall, 1401 E. Santa Clara St. (downstairs).

MUSIC: LOS PEPEs de TEXAS.

The Masquerade Dance Chairman is none other than J. J. Rodriguez known as Chepe or the tough "punk".

In charge of the decorations is Elenor Solarez and the head bar Chairman is Gasper Espinoza.

All the clubs are invited to attend this crazy mad affair Friday October 26. Get your costumes ready and make it! Remember trophies and prizes will be given away for the best outfits. SEE YOU THERE.

Buy your tickets from club members now and pay \$1.25. Tickets at the dance \$1.50.

Appearing in the front cover is "Mr. Bachelor" J. J. but I don't know who the girls are and I could not care less. Photos for this dance were taken by our Excentrico's Top Photographer Mr. Humberto Garcia. Garcia (tira valasos con la camara).



In this picture of next week's Halloween Dance we have the Hatchetman in action. See that poor soul in the bucket still smiling? He must be drunk or dead.



(Photo by RICHARD DIAZ)

Here we have a photo of last year's best costume winners. Now you know what to expect.

Rudy Belluomini took off to L. A. last Saturday, October 13. I spoke to him before he left over the phone and told him to drop in at Lalo Guerrero's Night Club & Club Boom Boom, El Playboy, El Tropic, 50-50 Club, Garden Club, Latin Lover & Agnes Club, where they asked J. J. for his I.D. card. J. J. and I just returned two weeks ago after spending an interesting week in L. A., Mexicali, Baja California, San Luis, Sonora, Mexico, and Arizona.

A TIP FOR THE NITE OWLS

A quiet place to eat at night when you're out with a chick and you don't want to be seen is the restaurant behind the Guadalajara Market on 10th & Empire St. That place is open all night long and the food is better than my mother's cooking. I'm just kidding, it's my father's cooking!

GEORGE PLATA still continues to chase BARMAIDS

Club Cuahtemoc Ball, November 10th

Rudy Macias L. A.'s Recording Artist to play for Cuahtemoc Ball, Saturday, November 10th, at the Hawaiian Gardens Terrace Room.

Remember The Date!

Bids will be on sale soon. Call these numbers:
CY 3-3337 - Gil CY 3-0051 - Al Rodriguez



YANKEES defeat GIANTS 1 to 0

In one of the most spectacular and thrilling games of the year the Yankees defeated the Giants on Tuesday, October 13 in Candlestick Park in San Francisco to WIN the WORLD SERIES.

In the bottom half of the 9th inning the score being 1 to 0 the Giants were at bat, had Willie Mays on 2nd and another runner on third with two outs, McCubby at bat hit a bee line to third base, caught by the Yankees and so ended the World Series.



MR. and MRS.
Juan and Clara Flores



BOB GUERRA
LYDIA GARCIA



Hermerlinda Garcia
Carlos E. Martinez
Connie Garza

SAN FELIPE'S FORMAL BALL
Hawaiian Gardens - Friday, July 27
Excentrico Photography
(to be continued.....)



MR. and MRS.
Joe and Mary Louise Flores
Luis and Frances Martinez



MR. and MRS.
Luis and Lupe Amescua
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Herrera - Fernandez



Marcando el reloj las 12:00 del día, el Domingo 30 de Septiembre del año en curso, en la Iglesia de las CINCO LAGAS la señorita ESTHER FERNANDEZ hija de los esposos Sr. y Sra. Cruz Fernandez, unio su destino con el del joven PEDRO HERRERA, JR. hijo de la Sra. Josephine Herrera, en solemne Ceremonia Religiosa. El acompañamiento fue compuesto por Albert y Evelyn Lewis -padrino y madrina, damas: Ruth Herrera, Gloria Bañuelos, Benita Aguilera, Helen Herrera, Connie Cobar rubias, Lupe Rodriguez, Mary Fernandez, Chambelanes: Daniel Herrera, Peilar Fernandez, Phillip Fernandez, Rudy Herrera, Manuel Cobarrubias, Alfonso Barrera,

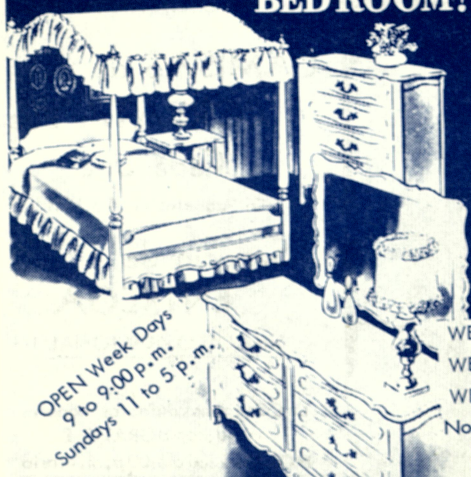
Carlos Gallegos y los pajecitos Robert Fernandez y Sandra Lewis.

La RECEPCION se verifico en el elegante LION'S CLUB a la cual asistieron mas de 600 invitados y familiares, se obsequio a la concurrencia con un delicioso MOLE POBLANO que era una verdadera delicia, hubo Champaña, Hi-Balls y cerveza al mayoreo, cerrando con un animado baile en el cual tocaron dos orquestas. La foto capta parte de las damas que acompañaron a la Señorita Fernandez. ESTUDIOS EXCENTRICO.

Director tecnico de Fotografia Manuel Fernandez.

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EDDIE BOJORQUEZ
Saleman



Joel Aquilera

Club Riviera



2ND HALF TROPHY WON BY CLUB RIVIERA'S TEAM D and R

A trophy will be given to Club Riviera's team D and R for taking second place in the Santa Clara Co. Softball League. The first year in the league proved to be a challenge for D and R. The victory in the final game came by tremendous efforts by all the players, said Captain Paul Ramirez.

Exceptional plays by Harold Martinez, were especially noted. He went 4 for 4 and made brilliant catches in the outfield. Cheb Ramirez went 3 for 3. Joe Padilla pitched the winning twin bill. Ideal Barber Shop was the first victim by a score of 8 to 2, and the Sheriff's Department was downed 7 to 0 to insure second place honors.

Club Riviera extends a warm welcome to another new member, Frank D. Kawakami of 127 N. 17th St., San Jose. Frank is a graduate of Live Oak High School in Morgan Hill and is presently employed by the Ford Motor Co.

Also our sincerest thanks to Peter Campa for the Club Riviera emblems that were used on the Club's entries on the 16th of September parade.



Appearing left to right are Mr. and Mrs. Richard Diaz, Mr. and Mrs. Robert Perez, enjoying themselves at the recent Litton Industries annual Fall Dance and Banquet which was held at the Sheraton-Palace Hotel in San Francisco.

On Friday, October 5, a GRAND birthday party was celebrated at the home of Mr. and Mrs. Richard Diaz, 1131 Melbourne Blvd., San Jose, in behalf of Mrs. Diaz. The following set of photos were taken at the afore mentioned social gathering by (el azote de el lente) Richard Diaz and as they plainly demonstrate everyone had a T-E-R-R-I-F-I-C time.



Left to right are Esther Perez, accompanied by Helen and Nando (Los Marcianos) about to sing "La Enorme Distancia", one of Jose Alfredes Jimenez' top hits, which song and various others were recorded by Carlos Gomez (master of ceremonies of the Rainbow Ballroom).

LAS MAÑANITAS

Appearing left to right are: Isabel Rae, Dora Cordova, Vira Diaz, Isabel Gomez, Carlos Gomez, Esther Perez, Ally Espinoza, (background) Robert Perez, Amparo Gonzales, Helen and Nando (los Marcianos) and (in immediate foreground) Paula Calbetti.



*The Roving
Photographer*

Richard Diaz



Con inmenso placer presentamos
esta foto como un RECUERDO
de la despanpanante actriz-cantante
MARIA VICTORIA
durante su presentacion en el popular
RAINBOW BALLROOM de esta ciudad



JOSE ALFREDO JIMENEZ
Fiel Interprete de la Cancion Ranchera



SR. BARTOLO VASQUEZ
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JARABE TAPATIO con la Bailarina
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JOSE ALFREDO JIMENEZ
en su presentacion en el Teatro
GRANADA
el 20 de Septiembre
En Hollister, California





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Mr. and Mrs. Manuel Martinez
request the honour of your presence at the
marriage of their daughter

Judith Linda

to

Mr. Larry Ray Davis

Mr. and Mrs. Tom Davis
request the honour of your presence at the
marriage of their son

Larry Ray

to

Miss Judith Linda Martinez

L
J
D

On Saturday, November 10th. at 2:00 in the afternoon, at St. John Vunney Church - 4609 Highland Ave.

San Jose, California 1962

Maid of Honor

Cora Martinez

Bridesmaids

Vivian Over

Jo Ann Davis

Nettie Zavala

Marlene Tenyson

Flower Girl

Jacque Martinez

Ring Bearer

Jory Pommier

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Bill Martin

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Fidel and Rosa Hernandez



Sra. Margarita Terrazas
Nora Elia Terrazas
Club San Felipe Queen



MR. and MRS.
Gabriel Jr. and Eloisa Ramos



MR. and MRS.
Juan and Magdalena Landin

San Felipe's FORMAL BALL
Hawaiian Gardens - Friday, July 27
Excentrico's Photography
(to be continued.....)

MR. and MRS.
Richard and Trini Martinez
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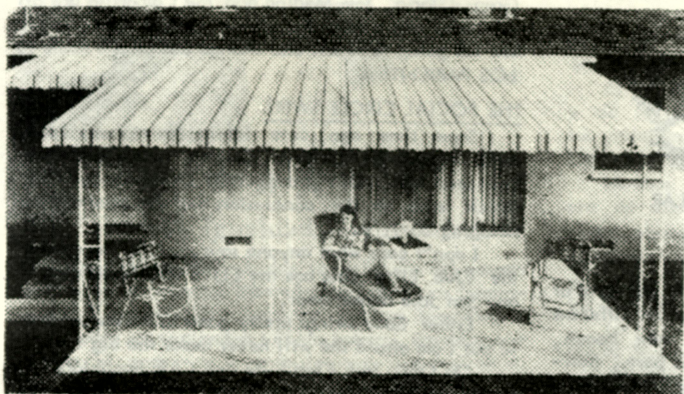


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dad de que quedara satisfecho, en la grafica: Vic, Dave
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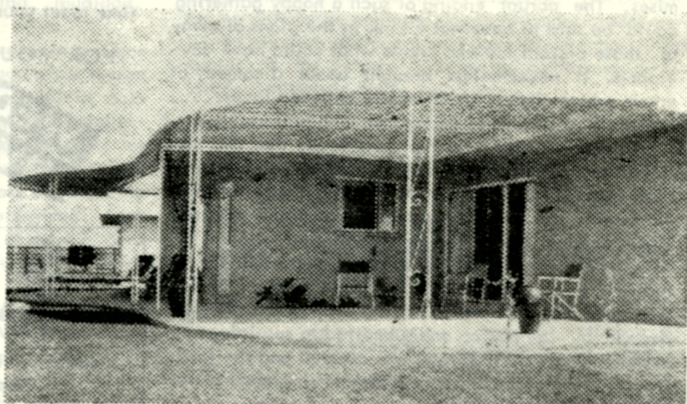
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San Jose

IRMA

Todos los días, cuando la tarde muera,
y tus ojos de milagro se extasien contemplando,
que allá en el horizonte se hunde el sol como un Dios
agonizante,

Entre celajes de oro y de cinabrio, acuerdate de mi;
y que tus labios piadosos salmodien una plegaria,
por aquel que se fue, que yo también a esa hora de
vesper,

En que febo doliente se amortaja,
Pensare en la dulce amada que me inspiro esta prosa.
Pensare en que las brisas primaverales e inquietas,
llegaran donde estes y dejaran en el caliz de tu boca,
bellamente dibujada por los Dioses,
La suavísima caricia que te enviare en sus alas,
Y la cual te hablara de mi mas puro sentir;

Y si el nombre que llevas simboliza amor, piedad y
sacrificio,

no te extrane que un bohemo y eterno peregrino
como yo,

implore de ti un lenitivo para su pobre vida;

que en un ruego ferviente yo le pida a tu alma

virginal,

un poquito de su sabio;

que cual balsamo ideal,

cerrara las heridas que dejaron en mi los zarzales

de todos los caminos;

porque se que eres linda,

porque se que eres buena,

que murmures te pido una dulce plegaria

por tu eterno errabundo,

todos los días cuando la tarde muera.

Paco M. Hernandez
Monterrey, N. L., Mexico



CLUB San Felipe



ART CUELLAR

BOO300 OF THE YEAR

Last Saturday, October 13th, a party was held at Yolanda Fuentes's home. This party was no different from any other, for there were girls, men, booze, music and a very lively atmosphere. This party, however, was still young when a nice lady kindly asked everyone present to remove themselves from the premises. The abrupt ending of such a happy gathering could be said to have put a kink in the plans of many of those present for who knows what could have developed. It nevertheless brought about a comedy of errors which left a lot of people with red faces..... especially a couple of young men who hollered cop.

It was shortly after the party broke that two distinguished young men found themselves with some of their apparel (outer garments) missing. After a heated search for the missing clothing articles, the most level headed of the two gentlemen, one whom is always poised, arrogant, and in full command of the situation, trying as it may be, decided to bring the law into the matter. After having been given the third degree by the police and submitted to suspicious clandestine looks, everyone was cleared and the futility of the attempt to recover the missing apparel was self evident.

Having given up the search but with their giddy little minds still working double time, the two gentlemen drove up to El Rebozo Restaurant, for trying to figure out who the culprit was on an empty stomach was no fun. It was here that they met the ever gay and fun loving Dianne Barrera whom, at the time, was completely unaware of the antecedents, having left the before mentioned party long before the fireworks started. Can anyone imagine the look on these two young men's faces when Dianne Barrera, in a very nonchalant manner stated, "You boys left your overcoats, raincoats or something in my car, be sure and remind me to give them to you before I leave." Anyone For A Game of Cops and Robbers????????

* * * *

CLUB HAPPENINGS

What ever happened to Joe Ruiz, our club photographer, when we finally got La Diabla Moralez to take a bath and all dolled up for one of our meetings. He looked as beautiful as a picture. It will never happen again in a thousand years.

Seems like Greg Gloria and Joe Camarillo forgot to order Armando Menchaca's jacket..... and they claim that two heads are better than one.

Joe Flores and Ben Garcia are doing a great job for the club. Joe Flores was one of our basketball aces before Uncle Sam took him, let's hope he hasn't lost his touch with the ole round ball.

Joe Gonzales, Bobby Sanchez, Naro Moran, Greg Gloria, Jess Medina and Joe Camarillo are all related in one way or the other. Rumors are that they are all going to revolt and change our club's name to LOS PARIENTES.

THE SOCIAL CIRCLE SWIRL

Some time ago cute Margo Najera was dating radio announcer Gustavo Guerra, recently she has been seen with KOFY's announcer David Ortega Cid, which leads to the conclusion that she must dig the swinging D. J.'s.

I don't care what anyone says.....for my money the Club Elite girls are the ELITE female dancers on any San Jose dance floor.

Esther Baca swings pretty good to Burlesque music but I am afraid she will never make the big time.

On Oct. 26th Club Elite and Club Bachelors join forces to bring once more their annual Halloween Dance. Let's all turn out in full force for it is the time to let your hair down and really enjoy yourselves.

FOR YOUR

WEDDING INVITATIONS



Humberto Garcia

SEE

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Masquerade Ball

Los Pepes Orchestra

Saturday, October 27

9:00 p.m. to 1:00 a.m.

PRIZES for BEST COSTUMES

1. E. S. Hall (1401 E. Santa Clara St.)

DONATION \$1.50





Daniel Saldaña



Libertad, Igualdad, Fraternidad

sin base, sin sentido, sin fuerza; reliquias del pasado que adornan escritas incendiarios y oratorios fulminantes. Palabras con recursos magicos que halagan multitudes y encienden su celo patrio. Palabras que tienen el poder de levantar legiones que morirán en los campos de batalla, en olocausto a la patria. Todos los patriotas de todos los pueblos, de todas las épocas, murieron por ellas. Libertad. Igualdad. Fraternidad.

Se podrá llamar Libertad a la obediencia con que el hombre tiene que acatar de su agrado o por fuerza la voluntad de otro aun en su propio perjuicio, solo por que una ley o reglamento inadecuado lo establese???? Igualdad. Se podrá llamar Igualdad a los abismos que separan las clases sociales? Sera Igualdad las barreras que levanta el hombre a los que no tienen el mismo color de su piel? Fraternidad. Sera Fraternidad el abuso del fuerte hacia el debil? Sera Fraternidad cubrir los campos de cadaveres de hombres que ni siquiera se conocen?

No, no pueden ser estas los significados de estas palabras; sin embargo tal parece ser la forma en que se aplican, olvidando su verdadero significado.

Hace apenas unos años, el caso de discriminación racial en Little Rock, ocupó la atención mundial. En estos días es Jackson el punto de atención nuevamente, con otro caso de discriminación para la raza negra. La raza que llegó a América, no en plan de conquista, ni en pos de riquezas no despojo a nadie de sus bienes o de sus tierras, ni desplazó a nadie de sus lugares de origen; trabajó los campos en donde empezó a crecer la riqueza y el progreso del blanco. El negro no vino por su voluntad, a el lo obligaron a venir, sus antepasados vinieron como esclavos, no por su voluntad sino obligados por el blanco, todos ellos han muerto y sus descendientes no conocen otra patria, ni otras leyes, ni otra lengua, mas que la patria en donde han nacido, respetan las leyes que le gobiernan y su lengua es la misma que hablan sus conciudadanos. La única bandera que los ampara es la bandera de las barras y las estrellas, y por ella han luchado en todos los campos de batalla, en donde comprometida, en peligro, o victoriosa, ha ondeado su única bandera, simbolo de lo que es su única patria, del único pedazo de tierra en el mundo que ellos tienen como patria.

El color de su piel no lo exime de pagar impuestos, que en parte se usan para la educación; pero se le impide el color de su piel asistir a los planteles que en parte sostiene.

El color de su piel le impide ocupar puestos importantes en las instituciones de la nación; pero ese color no le impide morir en el frente para proteger las instituciones nacionales.

También su color le impide asistir a la escuela para adquirir educación superior; pero no le impide hacer los trabajos mas duros y ordinarios, en donde descansa el progreso y el bienestar de su nación.

El mundo observa el pueblo líder de la igualdad y de la democracia, en que forma pone en practica las palabras descansas sus leyes y su nacionalidad. Libertad. Igualdad. Fraternidad.

Muchos son los problemas que la nación tiene fuera de sus fronteras, que la obligan a vivir en constante alerta; y da un aspecto antipatriotico crearle problemas internos, por el capricho de unos cuantos y por un asunto que esta afuera de los postulados de los derechos de el hombre.

La constitucion de los Estados Unidos de America dio al negro su libertad, su derecho al voto y con ello sus derechos de ciudadano; por eso tiene derecho a ser tratado como todos los ciudadanos, con las mismas obligaciones y con los mismos derechos. Democracia es un sistema de gobierno donde todos los ciudadanos tienen iguales obligaciones e iguales derechos, y los negros de los Estados Unidos son ciudadanos de los Estados Unidos de Norte America.

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Nudes



E. Dave Sierra

LEE C. JORDAN IS GONE

Mr. Lee C. Jordan, Superintendent of the William F. James Boys Ranch in Morgan Hill, died of a heart attack on Monday, October 8th, 1962. He was 61 years of age.

We could not let the passing of Lee C. Jordan occur without making note of it here. We had occasion to make his acquaintance about two years ago when we did a story on the James Ranch. He was a man well loved by the boys at the ranch, his fellow Juvenile Probation Department workers, and, undoubtedly, all who were privileged to know him.

That he will be missed is so obvious that it hardly merits mentioning. He is survived by his wife and a son, Lee Jordan, Jr. Our condolences.

LA MERDE

October 22-26 is NATIONAL WINE TASTING WEEK. Ahoy there, Ray Garcia, Mac Alva, Bob Garcia, Chris Trujillo, Kenny Saucedo, Bob Ochoa, Montana, Paul Gary, Cheno Plata, Richard Gallardo, Chendo Ronquillo, Eddie Plata, Frank Diaz, Julio Camacho, Frank Madrid, and Alex Navarro.

Anyone for some San Joaquin Valley champagne?

I've been using that "greasy kid stuff" hair oil all my life. Recently I made the change to () because I figured if it was good enough for Ray Berry, Bart Starr, Jack Kramer, and Don Drysdale, it was good enough for me. I used it for a week and then discovered that my hair was always getting dry about the middle of the day. I made some pretty dry martinis out of the rest of the bottle and went back to my greasy kid stuff. More people use IT!

If any politician ever runs for elective office in Milpitas and promises to get rid of that horrible smell out there, he'd get elected so fast it would make his head spin. Milpitas smells worse than the City Jail drunk tank after New Years. I know. Don't it?

INTERPRETING THE NEWS

Mayor Bob Welch of San Jose telegraphed S. F. Giants officials to ask if they were willing to allow San Jose's Moreland Little League World Champs to see the Giants play the final game of the world series FREE....if they brought along their own folding

chairs. The report concluded with: A total of 40 people are involved.

The Moreland team roster consists of 18 players, Mayor, and even for a city the size of San Jose, that is one helluva lot of freeloaders!

PIGSKIN PROGNOSTICATIONS

Greetings, football fans, are you making a lot of bread with Fearless Dave's pigskin prognostications?

Our record for the year shows 25 wins, 11 losses and 2 ties. Both ties were on games that we predicted would be the GAME OF THE WEEK. Right?

Last week's special was the Washington State-Arizona State game at Tempe, Arizona, which we had figured on being something like a 35-34 game. It wound up as a 24-24 standoff. The best game?

If you will note your last Excentrico we also picked the Southern California upset over Iowa!

Anyway, on to this week's choices:

- Oregon over Air Force Academy
- Alabama over Tennessee
- Arizona State over San Jose State
- Texas over Arkansas
- Army over Virginia Tech
- Georgia Tech over Auburn (a close one)
- Navy over Boston College
- Southern California over California
- Clemson over Duke (upset of the week!)
- Utah State over Colorado State
- Georgia over Florida State
- Fresno State over Los Angeles State
- West Virginia over George Washington
- Minnesota over Illinois
- Washington State over Indiana
- Wisconsin over Iowa
- Nebraska over Kansas State
- Oklahoma over Kansas
- L. S. U. over Kentucky
- Miami over Maryland
- Purdue over Michigan
- Michigan State over Notre Dame
- Mississippi over Tulane
- New Mexico State over West Texas State
- Ohio State over Northwestern (best game)
- Oregon State over U. of Pacific
- Pittsburgh over U. C. L. A. (upset?)
- Washington State over Stanford
- T. C. U. over Texas A. & M.

Probably the most underrated man on the Giants roster is shortstop JOSE PAGAN

He played a very vital part in the S.F. success in 1962.



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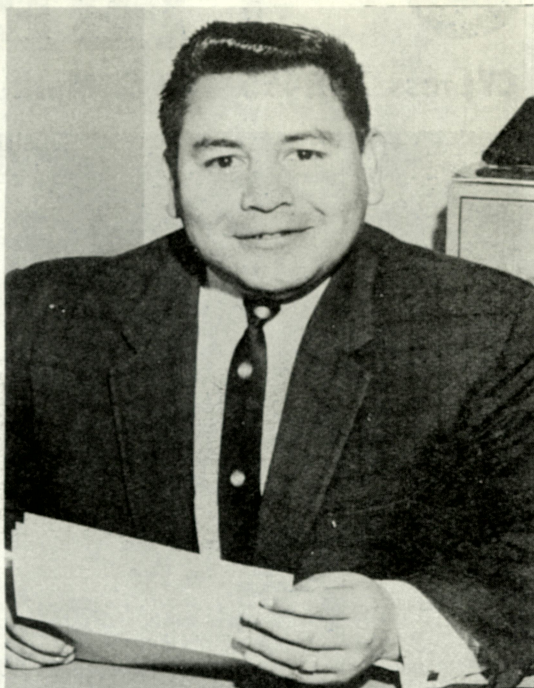
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