



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 14. Num. 5

DICIEMBRE 20, 1963

SAN JOSE 10, CALIFORNIA



Season's Greetings

Simon's Salon of Beauty

Teddy Castillo

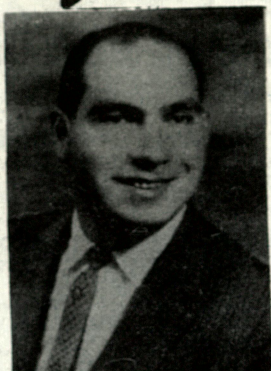
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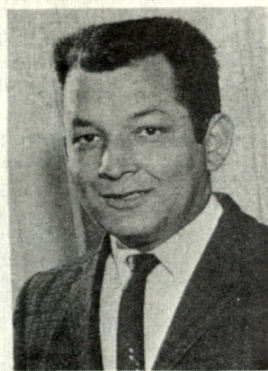
● Bonanza REALTY



Daniel Boone

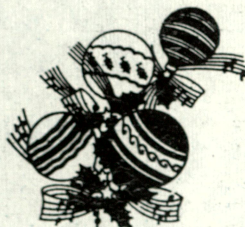


Bertram Shands



Peter J. Diaz

Nuestros mejores deseos
por unas
Felices Pascuas



y muy
Próspero Año Nuevo.



CY 2 - 7900 o CY 8 - 1966

367 Meridian Road

ENFRENTE DE
SEARS.



Season's Greetings

Bringing
all good wishes
for happiness
at CHRISTMAS
and in the
NEW YEAR

Excentrico Staff
and *Sponsors*





CLUB *Bachelors*



Gilbert Solarez

Dear readers I really didn't mean to shock you by coming out in the Bachelor column I haven't joined the club yet. The truth of the matter is that Gilbert kindly consented to let me write his column while he is on vacation. When I asked him he said, "Sure menza, but first there are a few things I want you to do for me."

Those few things were taking his dog on long long walks, painting his room, whitewash the garage, etc. etc. So huff here puff I am.

Meanwhile Gil and J. J. Rodriguez are spending long hours of leisure in Mexico. These two characters need a rest after a year of formals, hangovers, bawling outs or what have you. I have grand visions of them on burros and eating carnitas.

Roses, roses, who got the roses? Tony Guillen, local romeo, distributing roses around San Jose. I know one girl who received them, it's none other than Miss Elite of 1963, Josie Ramirez. Now will the other eleven please stand up! Although now it does seem that Josie has lost her taste in Patos cause her latest escort is a 6 ft. engineer from Lockheed.

Two years ago Louie Coca and his cronies gave a performance from a scene in the flick "West Side Story", since then he has taken lessons in modern dancing and shows promise of being another Russ Tamblyn.

To the poor individual who thinks she will achieve happiness by having a new car, a home or a mink coat to keep up with the Jones, she is only fooling herself. I'll admit these things are fine to possess but happiness is inside of you and cannot be purchased by a status symbol.

Why is there so much snobbery and conceit among our society? It wouldn't hurt to smile once in a while and show a little warmth. After all your not a thing of beauty and a joy to behold.

A novel on the best seller list is SEX AND THE SINGLE GIRL written by Helen Gurley Brown. It has been called witty, controversial, shocking, and funny. One amusing thing is that as many men read it as women and who says men aren't curious?

In the last issue Club Selene's name was misspelled. It's S-E-L-E-N-E, really Jovita it isn't very difficult.

Playing at The Pawn is a fantastic flamenco player answering to the name of Ken Newman. Among his talents is a degree in civil engineering, a yearning to give a concert at the Hollywood Bowl, and a fuzzy red beard. You don't think a fuzzy red beard

is a talent? OK, you grow one!

Club Elite girls had a tamale sale on the 7th of December. So how come nobody delivered the ones I ordered? I know, you forgot to put the arsenic in mine, or they didn't have enough arsenic, or or or ..

Trini Lopez was appearing at the Off Broadway in San Francisco two weeks ago. If you missed him don't despair, he'll be back come New Years Eve.

Club Selene had a carwash on the 8th of December. The girls were getting water all over themselves that there wasn't enough left for the cars. (water was rationed). Anyways we appreciate those who attended and to those who promised to come but didn't, pox on you!

David Ramirez, pictured here, stationed in San Diego, is making San Jose his destination for the coming holidays. His sis is the vivacious Josie Ramirez who plans to give a welcome home party in his honor. David is 21 years old and has a date with college when he is out of the service.



Armida Medina broke up with her boyfriend and is now dividing her time between her job as a legal secretary and modeling for the top stores in San Jose and Palo Alto. She is definitely the girl to bring glamour back with a capital G.

I kid you not, everything above is the truth.....er.....well maybe a little exaggerated but the truth.

I wish you all a Merry Christmas and a Happy New Year!

-- Helen Solarez

THE REGULAR VETERANS ASSOCIATION POST 1775
invite you to their

ANNUAL CHRISTMAS BENEFIT DANCE
Saturday, Dec. 21, 1963

SES Hall, corner Lewis & Lafayette Streets
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Music by Chris Carmona and his orchestra
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Engagement

Miss **DIANA GARCIA**
announced her engagement

to Mr.

CURTIS ARTHUR HALL

at a party held on October 19 of this year
40 guests attended.

The wedding date is set for February 15 of 1964
at the Holy Family Church here in San Jose

Diana graduated from Santa Clara High and Curtis from
Buchse High.

photo by " El Rapido de Zacatecas "



Art Martinez **MENS WEAR**

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*Club
Riviera*



FRANK D. KAWAKAMI

TRAVEL NOTE

Frank Espinoza and family recently went on a trip to Eureka to visit Johnny Rodriguez. Frank says John is doing all (rug) right up there. He's in charge of a restaurant. John says to say hello to everybody down here.

DRAGSTRIP NOTE

The Trillo boys tell me that they're going to go to Fremont Dragstrip again on Sunday, the 14th of December. So who knows by the time you read this they may have won another trophy. Best of luck, boys.

DANCE NEWS

The regular Veterans Association Post 1775 will have a Christmas Dance at the SES Hall (Lewis & Lafayette St., S.C.) Chris Carmona Orchestra.

ANNIVERSARIES

Congratulations to Mr. and Mrs. Paul Ramirez on December 10, their 12th Anniversary. They celebrated it on December 7th at Maria's Club. Mr. and Mrs. Tony Trillo on the 14th of December celebrating their 22nd anniversary, Mr. and Mrs. Frank Espinoza on the 22nd of December celebrating their 10th anniversary.

BIRTHDAY WISHES

Happy birthday to Anthony Trillo Jr. who was 21 on the 12th of December. Congratulations to Mr. and Mrs. Bob Carrera who were given a baby shower by relatives Saturday night the 7th of Dec. This will be their first baby, he or she will be here in about three weeks.

Mr. and Mrs. Paul Ramirez attended the shower and had a very nice time.

At this point I would like to wish everybody a very Merry Christmas and a Happy and Prosperous New Year.

The recent kidnapping of Frank Sinatra Jr. came as quite a surprise to me. It seems to me that someone would have suspected that something of this sort would eventually happen. Precautions should have been taken to prevent such a thing. At the same time the place where Frank Jr. was appearing should have taken some precautions. As a result of this some lawbreakers are \$240,000 to the good. Let's hope this doesn't make it open season for kidnappers.

Merry Christmas!



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Joe Lopez

TODA CLASE de ASEGURANZA

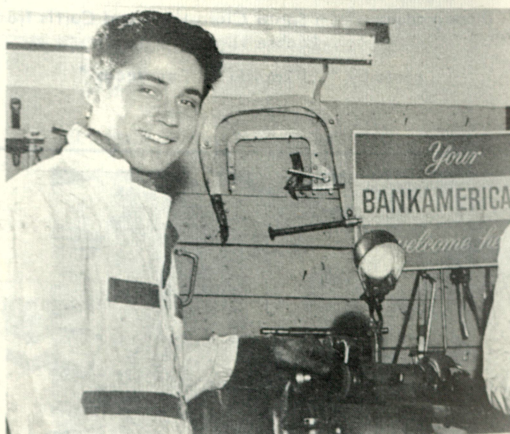
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OSCAR OROPEZA
ARMIDA MEDINA



Mr. and Mrs.
Bernardo Escobar
and Excentrico Publisher
Humberto Garcia

EXCENTRICO presents
personalities that attended
Club Cuauhtemoc's Formal Dance
Nov. 16 at Ricky's Hyatt House



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Christmas Eve

Tues. December 24

Los Marcianos

Christmas Day Becho Gloria

Wed. December 25

NEW YEAR'S EVE

TUESDAY, DECEMBER 31

NEW YEAR'S DAY

WEDNESDAY, Jan. 1st.

Ladies Free! Men \$1.00

**Season's
Greetings**



Ed Camunez

COMING EVENTS

Saturday, December 21st - Distribution of the Christmas baskets to those less fortunate than ourselves.

Congratulations to Club Cuauhtemoc and the Santa Clara Forum on social and financial successes with their dinner dance and Baile Ranchero.

To our decoration committee, Bonnie Hernandez, Rudy Diaz, and Louis Mosqueda, for their wonderful job on our entry in the Veterans Day Parade which won first prize. Vice President Eddie Torrez will have to build us another trophy case if this keeps up. Our thanks to Paul Mansfield and the Grant Chevrolet agency who provided us with the car.

We are angry over recent articles in area newspapers warning us that if the Bracero Program is abolished, we will have to build more schools to take care of migrant children. Since when have Americans been afraid to educate their children? And how come when the Lockheed and Ford plants moved into Santa Clara County a few years ago no mention of the need for new schools was made. Does it make any difference whose child is to be educated? Are we willing to build schools for the children of Ford and Lockheed employees and not for the children of the farm worker who harvests our crops? This cheap appeal to the pocketbook is apt to backfire on the Grower-Farmer bloc which is trying to get still another extension of the slave labor PL 78. Tactics such as this, make us more determined that the Bracero Program must go.

Merry Christmas!
Happy New Year!

In the photo are Bob Rodriguez, Mrs. Louis Mosqueda and Ernest Vasquez, packing Christmas baskets. This year the San Jose Forum through a generous donation from Reed & Graham, and the cooperation of the Pink Elephant Market, is donating 80 baskets to needy families in Santa Clara County.

PAT VASQUEZ, coming through like the champ he is, helping us to write a column and doing so well, we would like to have him join our staff.

FORUMER OF THE MONTH - TED CAZARES, who was appointed to the National Guard Commission and elected Vice President of the Santa Clara Veterans Council.

A THOUGHT FOR CHRISTMAS: In our hearts which are filled with sorrow for our slain president, admiration and respect for his beautiful widow, let there be room for pity and compassion for those other two widows like Jackie who were innocent victims of a distorted mind. The wife of the Dallas police officer, and yes, the widow of the assassin, who through no fault of her own, will have to go through life bearing the stigma of his horrible deed.

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*Merry &
Christmas!*



Happy New Year!



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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.

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HUMBERTO GARCIA
Director

CY 2 - 4273

195 DEVINE STREET

SAN JOSE 10, CALIFORNIA



CY 2 - 4273 195 DEVINE ST.

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Assistant Editor

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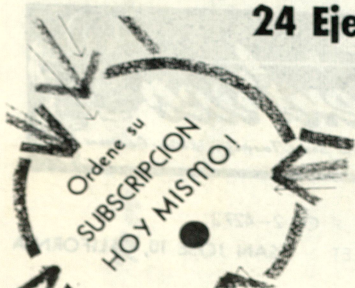
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24 Ejemplares



195 DEVINE ST.

SAN JOSE 10, CALIFORNIA



CLUB
San Felipe



Candy Veliz

On Monday, November 25th, a sad day in History, our late President was put to rest. The employees of Tri-Valley Growers were given the day off to attend services. Even though they did not have to, the management later compensated the employees for that day. It was a very fine gesture in the part of the management. We the employees of Tri-Valley thank you.



This young gent is Frank Gallego. He is a June graduate of Del Mar High School, where he starred in wrestling, taking second place in Northern California and North Coast High School Wrestling Tournaments. He is now serving with Uncle Sam. A paratrooper stationed in Fort Bragg, North Carolina. Thus far he has 6 airborne jumps to his credit. His residence is on Page Street here in San Jose where his lovely wife Gloria is waiting for him. Good luck & hurry back, Frank.

Club San Felipe has taken out the welcome mat for Cesar Isaacs. Cesar has just received an honorable discharge from the U.S. Army. His wife Shirley, baby Eric, Minnie and Andres Isaacs couldn't ask for a better present.

Art Cuellar will receive his Lieutenant's bars on Dec. 20th. Congratulations, Art!

DEAR SANTA:

Please honor the following requests for:

Armando Rosales - a never ending honeymoon.

Luis Melchor - more tape for his tape recorder, he only has 100 tapes now!!!

Velia Duran - Copies of MAS GRAFICA, she paid for a year's subscription in June and now gets it no mo!!!!

Greg Gloria - a couple of seven footers for his basketball team. He was just elected coach for 1964.

Joe Gonzales, Jr. - a ton of nerve pills.

Richard Martinez - Twins to make it an even dozen.

Eppie Gallego - a pack of Razor blades - that beard has got to go!

Bertha Perez - A truck full of cold tablets.

Reynaldo Paredes - 1000 customers with feet small, medium and large, just so they buy shoes from him.

Salvador Piembert - Ten attentive Forumeers that will listen to his ancient football stories.

Beco Bejarano and Manuel Silva - no more menudo the rest of the year.

Patty Tames - A ring - Look Gaspar - A ring - yes A ring.

Ollie Holsted - The patience to put up with Jerry Villareal.

Fred Flores - Time!!!!

Carmen Molina - Wants World Peace.

Lule Ramirez - a sure footed mule.

This way if he can't see where he's going the mule can.

Dear Santa: last year you failed me and didn't bring

Naro Moran a barrel of Metrecal. Look at him!!!!

Please don't fail me this year!!!!

Neomi Sierra - records for her stereo.

Alex Duran - a letter from Mary.

J. J. Rodriguez - He says nothing.

I am just like Dave Sierra - a giant size bottle of alka seltzer!!!!!!

A MERRY CHRISTMAS and HAPPY NEW YEAR . . .

To all the Club San Felipe Friends and to all the merchants who have helped the club throughout 1963 - such as Maria's Nite Club, 728 North 13th Street, Furniture Discount House - 82 E. Santa Clara Street, Rainbow Ballroom - the Home of the Main Attractions - presented by Mr. Ray and Frank Davilla, El EXCENTRICO - Boss Bert Garcia, Cesar, Bert Jr., El Rapido Fernandez and Dave Sierra.

Our sincere thanks and we hope that you can cooperate with us in the coming year.

-- FINIS

Candy

FOR YOUR

WEDDING
INVITATIONS

SEE



Humberto Garcia

CY 2 - 4273 - 195 DEVINE ST

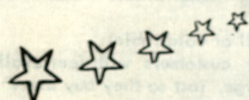
NEW YEAR'S EVE

TUESDAY, DECEMBER 31

CHICO OCHOA

and HIS 12 PIECE ORCHESTRA

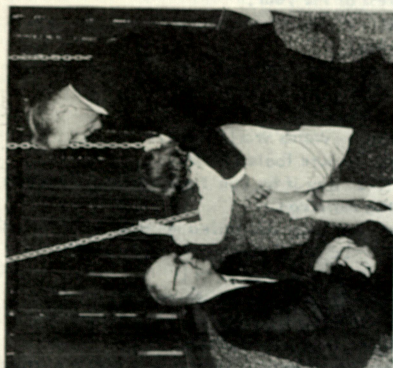
FREE NOISE MAKERS - FUN for EVERYONE



CIVIC AUDITORIUM



CHICO OCHOA
"Musica Florida"



SWING HIGH! Phillip Nolan (right) West San Jose Kiwanis Club President, gives lift to Children's Shelter youngster as R. Eugene Arnold, West Valley Junior College District gives "preflight" instructions on swing donated to County institution.

Playground equipment worth \$1,000 was officially donated to the Santa Clara County Children's Shelter by several civic organizations and one private citizen of the San Jose area, Chief Probation Officer Robert E. Nino has announced. The Juvenile Probation Department operates the Shelter.

Representatives of seven service clubs and other private organizations, plus one individual donor, gathered at the Shelter to present a permanent plaque memorializing the gift. The plaque was hung on the office wall of Miss Loretta Gullie, Director of the institution.

Contributing to the fund, which was raised in a one-man campaign by R. Eugene Arnold, of the West Valley Junior College District, were these organizations: Cabrillo Club No. 21, San Jose Civitans, West San Jose Kiwanis Club, Civic Center Kiwanis Club, South San Jose Lions Club, San Jose Women's Traffic Club, and Pacific Telephone and Telegraph Company Hostess Club. The individual donor was Mr. Frank Saliciccia.

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SAN JOSE, CALIFORNIA



EL FOTOGRAFO
de las
ESTRELLAS ... !

Richard Diaz



LUCKY WINNER

ANGIE DIAZ daughter of Richard and Vera Diaz with residence at 1131 Melbourne Blvd.

Won \$265.00 dollars on KYA KASH KARD program on December 9. Angie is 11 years old and attends the 6th grade at McKanley School, her teacher is Miss Gruber. Asking Angie what she is going to do with her money she replied: start a Loan Business My father seems to have an endless need for money, he is a good prospect.



NUEVO CLUB en SAN JOSE

Recientemente formado este Club lleva por nombre

LOS MEXICANOS SOLTEROS

Cuyos propositos principales son unir fuerzas para no sucumbir a los embrujos del sexo femenino.

El presidente es Reymundo Martel (en brazos)



A WELCOME HOME DINNER

in honor of Congress man

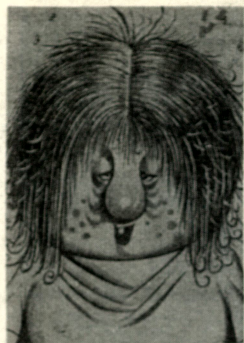
DON EDWARDS

9th District

Was held on December 6th at Alpine Park

In picture is Congressman Don Edwards and his lovely wife on left is John C. Castro Vice President of the 25th Assembly District Democratic Club.

Mr. John C. Castro, Plumbing Contractor belongs to the State Board of Directors of MAPA Mexican-American Political Assn. and at a later date will officially announce his candidacy to the Board of Supervisors of the 2nd District.



CLUB *Elite*



Jovita Martinez

Hello Dere!

Christmas Rules for Semi-Fools.....That will be the title of this week's message. Yes! Yes! Christmas is here again as usual, so are the usual Christmas problems like mailing Christmas cards, Gifts, Visitors, Relatives, and Christmas Seals. I have made out a few helpful suggestions to help you get through the Holidays. NOTE: I will not be responsible for the advice given

SITUATION NO. 1 Your Christmas List

The important thing is to sit down and tackle this gigantic problem by taking a piece of paper and pencil (like I'm doing now) and ask yourself, "Why, oh why, am I doing this? #@?!". Number your paper and jot down the names of those people whom you have to buy a present for. (you say you have amnesia?) Now that you have numbered and chosen, ask yourself: Do I really like this person? Write down Yes immediately before you change your mind. Concentrate very hard and try to remember how helpful and nice this person was to you during the year..... but wait!!!! You suddenly recall a little incident that happened back in July.....Yes! now you remember clearly! What a nasty remark that person made - Egads! What a scoundrel! An Eye for An Eye - A Tooth for a Tooth - Cross this person off your list, congratulate yourself on correcting your mistake in time. Now with that extra money you'll be able to buy that cool Beethoven Plays Ray Charles Album or that other one you heard - Jimmy Reed Plays Leonard Bernstein diamond needle groove.....

SITUATION NO. 2 - The Relatives and Visitors at The Holiday Table:

You have been invited to someone's house or you are having company over for dinner - (preferably company over) Everyone dashes to the dining room and grabs the chairs, but you will make a Loretta Young Entrance. Sit down very calmly, and you look down and what do you see? By the side of your paper plate are two forks, two spoons, two knives, a screwdriver and a spatula perhaps. Don't panic you are not in a surgical room. These are merely utensils to aid you. Maybe you're wondering which one you should pick up first? No problem! Simply start from the outside and work your way in, or start from the inside and work your way out! Heh, heh, the important thing is to start from someplace! The spatula is to help spread the butter on your tortilla, you idiot! The screwdriver is to make a hole on the coconut

shell.....The hostess will probably bring some hot soup to begin with, this is to limber your tongue. Put your little finger into the bowl first so that you won't burn your tongue. Don't stick your finger in just any old way! Use a little class - remember two fingers are better than one! By the way, most people carry on a mild conversation while they eat or drink, you would be wise to keep quiet and utilize this period by observing the exact distance of the olives or the salt & pepper so that you will get them first, because let's face it, olives are very much in demand! So are drumsticks and the salad and you do want the choice portions don't you? I can't stress this enough, that when you take your seat at the table you should always avoid (at all costs) not to sit in the center of the table because this will automatically put you in a position where you will have to pass down things to the unfortunates at the other end. Also if there are any foods on your plate that you do not happen to care for it would be very rude to leave the darn vittles there..... you might hurt the hostess's feelings..... sooooo instead quietly askher if what you don't want is Poly-unsaturated? Chances are she'll say No and then you tell her that you have to lower your Cholesterol intake.....Doctor's orders you know.

SITUATION NO. 3 The Christmas Cards

Lose your address book! You can't very well mail out cards without the proper address now can you?

OTHER LAST MINUTE ADVICE Gift suggestions For Mother: Something that you really like and that would fit you in case you had to borrow it later on maybe.

For Father: A man's Roll-on Deodorant, another brand of cigarettes (something with a more pleasant smell), a bright red plaid Scotch-type cap that he could wear around the house, he may not like it but you'll get a good laugh out of it!

For Sister: Reducing pills, Dixie-Peach Hair Wax, A Scotland Yard Detective Coat, also some recommendable books would be: Warren Beatty at Sunnybrook Farm, How to Twist with Meaning, How to spell backwards and still make Sense like: "Anna".

For Brother: Progressive Literature on How to Outsmart Mama on Bath-night! How to Get Away with Ear Wax and the Like and The Persuasive Game of Darts and The Pitfalls of Rooming with Big Sister!

For Friends: Same as above - in variations of course.. Well, that'll just about cover it.

Have a nice Holiday and if you get that Run Down Feeling, try jaywalking.

P.S. The handsomest salesmen will be found at Furniture Discount House.

GOODBYE ALREADY!!!!!!

-- Jovita

FOR YOUR

**WEDDING
INVITATIONS**



CY 2-4273 195 Devine St.
San Jose, California

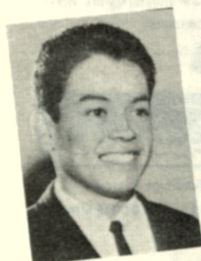


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DISCOUNT**

House



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LOUIE COCA



GIL COCA



JOE SANCHEZ

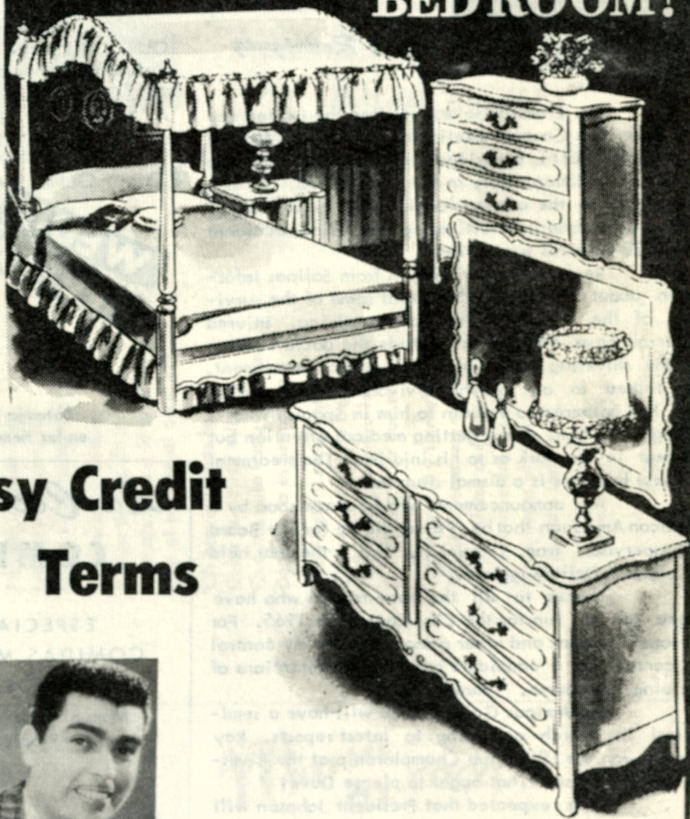


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Views & Reviews



Bob Rodriguez

Dr. Ernesto Galarza visited the United Latin American Council meeting on December 14th and spoke briefly of his experiences in Washington and the need for political unity in the times ahead. He is a consultant to the congressional committee on Education & Labor and is investigating the Salinas accident where 32 braceros were killed.

Reports keep drifting in from Salinas informants about the shabby treatment some of the survivors of the Salinas accident are receiving. Injured braceros have had to wait outside the doctors office in the shivering cold waiting for medical treatment. We talked to one of the survivors recently and no one had bothered to explain to him in Spanish what's wrong with him. He is getting medical attention but is kept in the dark as to his injuries. The treatment of these braceros is a dismal situation.

An announcement will be made soon by a Mexican American that he is a candidate for the Board of Supervisors from District II. This is the seat held by big Sam DellaMaggiore.

Thanks to all the many friends who have urged me to run for the City Council in 1965. For personal reasons and other reasons beyond my control I cannot be a candidate and have no intentions of pursuing this course. Thanks, again!

Los Amigos Golfing Club will have a semi-formal in March according to latest reports. Ray Garcia won the 1963 Club Championship at the Riverside Golf Course. That ought to please Dave!

It is expected that President Johnson will accelerate the appointments of Mexican Americans to governmental agencies. Some M-A leaders are wondering that it's possible for the M-A leadership in California to be wiped out by state and government appointments. That's interesting!

The newspapers continue to praise President Johnson but insiders in D.C. give Mr. Lyndon Johnson no more than a 50-50 chance of being elected. The M-A vote will be crucial, so expect to be wined and dined before the next election.

Dear Rudy:

If you have reached the stage where you have to call me dirty names to defend yourself we have reached the end of our little "funfest". There is a difference between clean fun and vulgarity. BR

Women are not to be outdone. Fran Flores from Riverside, California, who is National Chairman of the GI Forum Auxiliary is very seriously considering running for Mayor of Riverside.

San Jose is the only city in the United States with a City Manager form of government where the City Manager has to face a vote of confidence. Managing a city and answering to politicians is a bad deal. Dutch Hamann has been a great City Manager and should be retained. KNTV (Channel 11) in a recent editorial called for a recall of the whole city council. A petition with 7,000 names is all it takes for it to be placed on the ballot next year.

FROM MR. AND MRS. RODRIGUEZ AND OUR CHILDREN Robert Jr., John Anthony, Yvette Yolanda, our twins, Rose Marie and Laura Lee, TO ALL OF YOU....A VERY MERRY CHRISTMAS AND A NEW YEAR THAT WILL BRING YOU ALL THE GOOD THINGS IN LIFE.

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SEE



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

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Dr. LAWRENCE STERN

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Navidad

A un dulce nacimiento
Has venido a saludar,
Y a traernos nuevo canto
Para tener que cantar.

Cantaremos al amor,
A la paz y a la luz,
Y hablaremos del Pesebre
Donde nacio el buen Jesus.

¡Oh Navidad de mi vida!
Encanto de todo bien,
Eres fiesta prometida
Desde el cielo hasta el Eden.

Eres carifio y ternura,
Pureza de paz divina
Que anuncias a la criatura
Que al Hombre al cielo encamina.

Oh Navidad eres bella
Como la majica estrella
Que nos guia hasta la altura
Donde todo es hermosa.

Eres Fiesta y eres canto
Que se aprende de memoria,
Porque en ti empezo la historia
Del tierno Señor que es Santo.

Tienes gracia y tienes vida
Porque a todos nos contentas,
Con tu llama que encendida
Nos das fuerzas nos alientas,

Y nos haces olvidar
En el alma toda pena,
Para asi poder cantar
Un canto en la Noche Buena.

Augusto Medel
San Jose, Calif.
Diciembre 1963



Teddy Rodriguez

and his "CHARANGA SENSACION"

Maria's

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BAILE

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y DOMINGOS

El Centro Nocturno

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*Maria de la
Luz Sánchez*

El proyecto de erigir una estatua al Presidente Kennedy en San Jose

Sin Hiperbole, puede decirse que todavia no se seca en los ojos de la humanidad la humedad de lagrimas que le arrancara la tragica muerte de uno de esos hombres que para honra y prez de la especie humana se suscitan de cuando en cuando sobre el escenario del mundo.

Aun estan frescas, sobre la recién abierta tumba del procer norteamericano, las flores que el amor y la piedad de los familiares, amigos y simpatizadores del joven gran presidente de los Estados Unidos de Norteamérica, John Fitzgerald Kennedy, 35avo presidente constitucional de este gran país, depositarán sobre ella.

La gran tragedia de la muerte del gran estadista que no solo altero, sino que paralizó de sorpresa y de dolor el pulso del mundo, ha despertado en todos los sectores sociales, haciendo que se desborden las simpatías de que mercedidamente gozaba el presidente martir, agigantado su ya de suyo magnífica figura. Los latinos a quienes Kennedy protegió, y mas explicitamente los mexicanos, de quienes fue gran amigo y particular bienhechor, ya que fue el, quien entre otras muchas dio a Mexico una enorme prueba de su buena voluntad y proba justicia con la devolución del terreno de El Chamizal, cuyo conflicto era tan viejo que casi se secularizo abarcando una vintena de Presidentes de la Union Americana. Fue el malogrado presidente Kennedy quien tras de sus pláticas con el presidente de los Estados Unidos Mexicanos, Lic. D. Adolfo Lopez Mateos, actual primer magistrado de nuestro país, dirimio la vieja contienda acatando el derecho del mas debil. Este solo hecho, ya es suficiente para que los mexicanos tengamos con el llorado mandatario americano una deuda impagable.

Desde a raíz del nefasto magnicidio, quien esto escribe concibió la idea de que los mexicanos residentes en el Norte de California rindiéramos un tributo de amor y veneración al presidente Kennedy erigiéndole una estatua hecha por un gran escultor mexicano, en esta nuestra bella y progresista ciudad de San Jose. Por una misteriosa afinidad de ideas, los populares locutores de la estación radio difusora KOFY, Pepe Luis Figueroa y Manolo Rosi, concibieron una idea similar a la mía de erigir un busto del Presidente Kennedy y promover que el Highway 101, cambie su nombre por el de KENNEDY HIGHWAY. Sin pretender discutir ni reclamar prioridad en la concepción de este proyecto, que desde luego fue dado

a conocer al publico por los mencionados señores antes que yo lo hiciera, puedo decir, que mediante los buenos oficios de un competente profesionista mexicano que tercio en el asunto, se consiguió fusionar en una sola ambas ideas, y que previa junta en centricas oficinas, con el fin de sacar adelante el proyecto multicitado, se constituyo un comite que quedo integrado en esta forma:

Maria de la Luz Sanchez	Presidenta
Benjamin Ulloa Leon	Primer Vicepresidente
Jose Luis Figueroa	2do Vicepresidente
Daniel Saldaña	Secretario
Enriqueta Lorigo Guerrero	Pro-Secretaria
Efren G. Velasco	Tesorero
Richard Y. Sanchez	Pro-Tesorero
Bert Shaws	Secretario de Protocolo Internacional
	Publicidad

Rudy Belluomini

Vocales Ejecutivos

Raimundo Flores	Primero
Amanda Flores	Segundo
Carlos Manuel Rojas	Tercero
Fidel Guerrero	Cuarto
Eleazar Martinez	Quinto
Arturo Salinas	Sexto
Manuel F. Morales	Septimo

El mencionado comite, que me honro en presidir, inicia desde luego sus labores pro estatua de Kennedy en San Jose, lanzando la siguiente

CONVOCATORIA:

Los suscritos, integrantes del Comité pro estatua de Kennedy en San Jose, cordialmente hacen un llamado al noble corazon de todos los mexicanos residentes en el Norte de California, para que secunden y apoyen moral y pecuniariamente el proyecto de erigir un monumento en la ciudad de San Jose, California, a la memoria del gran presidente de los Estados Unidos de Norteamérica, JOHN FITZGERALD KENNEDY. Los que encabezamos tan bella como significativa empresa somos personas ampliamente conocidas en este medio, asi como nuestra honradez y solvencia moral.

El publico estara ampliamente informado de la marcha de nuestras actividades, y por lo que hace al envio de donativos, estos deberan enviarse a nombre del comite cuya tesoreria dara cuenta semanalmente, por medio de la prensa y de la radio del progresivo aumento del activo en fondo, extendiendo previo recibo por cada donativo recibido. Oportunamente tambien, se informara a la colonia de los progresos alcanzados en esta empresa, y demas cosas a ella inherentes, como donde sera colocado el monumento, cual sea su costo total, nombre del escultor que realizara el trabajo, fecha de inauguración, etc., etc.

Por lo pronto, el mero hecho de ser nuestra ciudad la primera entre todas las demas ciudades de esta bella y uberrima California que acomete la empresa de eternizar en bronce la venerada figura del Campeón de los Derechos Humanos y gran amigo de los mexicanos, John Fitzgerald Kennedy, es algo que debe llenarnos de un legitimo orgullo y de una noble emulación. Probemos a los demas pueblos que los mexicanos-americanos y los mexicanos, sobre todo, no nos dejamos vencer en generosidad; que pensamos en una estatua, porque una estatua es además de su alta

(continua en la plana siguiente)....

y nobilísima significación, un regalo que hacemos a nuestra querida y bella ciudad de San José, un adorno para este suelo que nos da hospitalidad, y que ya para muchos es sagrado, por descansar en él las sagradas cenizas de sus mayores. Por lo mismo debemos ser generosos en nuestros donativos. Si como esperamos, el éxito corona nuestros esfuerzos, y se erige la estatua, esta será el libro siempre abierto que hable del pasado, del presente y del porvenir, algo que pruebe a las generaciones del futuro que tanto los integrantes de este comite, como los directivos de este su magazine EL EXCENTRICO, que por tanto tiempo ha servido a los intereses de las Colonias del Condado de Santa Clara, y los latinos en general, acometen esta empresa queriendo hacer suya la luminosa verdad que encierra este bello apotegma:

"LA GRATITUD ES LA ETERNA MEMORIA DEL CORAZON"

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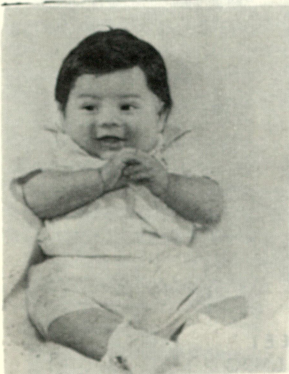


PATRICIA PEREZ
6 mo. - Born in Gilroy
Parents
Rudy and Janie Perez



FRANKIE TALLNER
1 yr. - Born in S.J.
Parents
Sandra Tallner

LEITER STUDIO



VINCE HERNANDEZ
1 yr. - Born in S.J.
Parents
Eugene and Margaret Hernandez



ALBERT VENEGAS
3 mo. - Born in Campbell
Parents
Mr. and Mrs. Albert Venegas



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Back to the Books!

Dorothy V. Fanning, resigning as County Bond and Tax Specialist, bones up on the books in preparation for return to law school.

"I have been very happy here," Miss Fanning said. "The work is fascinating and the people are wonderful, but I have always wanted to finish my legal training." So the County's expert on bonds, extremely busy in recent years with the many multi-million dollar issues voted to keep pace with County growth, tucked her law books under her arm and went back to school.

With approximately one year already behind her, she expects to emerge a fledgling attorney within four years. She will attend Lincoln University School of Law in San Jose.

Born in Chicago, Miss Fanning now lives in Saratoga and has lived in the Santa Clara Valley for

41 years. She attended St. Leo's School and Notre Dame High School in San Jose and Santa Clara Union High School, from which she was graduated in 1927. Her prior legal schooling was at the University of Santa Clara School of Law.



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WANDA WILDE



Mr. and Mrs.
Manuel and Frances Lira





Daniel Saldaña

DIVERSION PARA MUCHACHOS

Al traves de los ojos del muchacho, el escultismo es diversion, aventura al aire libre y amistades. El escultismo es un grato juego para el.

El muchacho se hace Scout porque le gusta ir de excursiones, acampar, jugar, aprender a hacer cosas. Le gusta pertenecer a una "Pandilla" que en el Escultismo es la Patrulla. Le gusta el Escultismo porque es una actividad de adultos, adaptada a su tamano, y que el es un hombre en ciernes, ansioso de crecer y ser tratado ahora como un hombre.



UN PLAN CON UN PROPOSITO

Al traves de los ojos de un adulto, El Escultismo es un juego con un proposito - preparar muchachos para que sean hombres. Las experiencias Scouts desarrollan caracter y salud, rapidez mental y habilidad manual, confianza en si mismo, trabajo de grupo y el deseo y habilidad de ayudar a los demas. En otras palabras, el Escultismo es adiestramiento en ciudadania.

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Aventura saludable al aire libre - campismo, exploracion, y una indentificacion con los pioneros y Scouts indios que abrieron el camino del Oeste.

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fuego encontrar alimentos, y hacer muchas otras cosas que desarrollan confianza en si mismo. Incrementa su habilidad para ayudar a los demas en casos de emergencia.

Un codigo de honor - La Promesa Scout, mediante la cual el muchacho afirma su deber para con Dios y su Patria, su obligacion de ayudar a sus semejantes, y su meta de mantenerse fisica, mental y moralmente apto.

Season's Greetings



Dr. NOE ARRAZATE, D.C.

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La Pena Mia

La claridad del dia,
La sombra de la noche,
La hamaca misteriosa
Que mece al ancho mar,
Asi como unos ojos
Mas claros que el cristal
Saben la pena mia.

A nadie se la cuentan
Porque se enoja el viento,
Porque la mar se siente
Porque la noche llora,
Porque es un gran secreto
Que se formo en el aurora,
Y mientras ella viva
O mientras ella muera
Sera la pena mia
Como reliquia santa
Que la sabre adorar.

O pena misteriosa
De un amor que arde ...
De un amor que siempre
De mi se ha de acordar,
Llevandome en el alma
Por dondequiera que ande,
Porque juro adorarme
Al disparar el dia,
Al refrescar la tarde,
Al empezar la noche
Y sobre el mar llevarme
Al puerto donde se hallan
Los lindos ojos claros
Que siempre he de soñar.

Augusto Medal
San Jose, Calif.
Nov. 1963

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Accepting the keys to their new
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from David H. Murdock, president of
Murdock Development Company, were,
left to right, Sutro & Company resident
general partner, Harvey D. White, and
San Francisco general partners Alfred
Barnston and John C. Hoyt.



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Hernandez - Rodriguez



El Sabado 30 de Noviembre del presente año, marcando el reloj las 10 de la mañana, en esta ciudad de San Jose la señorita MARGARET RODRIGUEZ hija del Sr. Domingo Rodriguez contrajo NUPCIAS con el joven EUGENE HERNANDEZ hija de los esposos Maclovio y Edna Hernandez. El Sr. Hernandez es el propietario del estudio fotografico LEITER 255 1/2 S. First St. ampliamente

conosido como el " fotografo de la sonrisa interminable "

Oficio el Rev. P. Jose A. Peña. La recepcion se verifico en el 3780 Sorci Dr. asistiendo familiares e invitados. La LUNA de MIEL la disfrutaron en San Francisco y a su regreso establecieron residencia en esta. En la grafica: Gloria Rodriguez - madrina (Los Novios y Dave Rodriguez - padrino.

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Mr. and Mrs.
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San Jose, California



Engagement

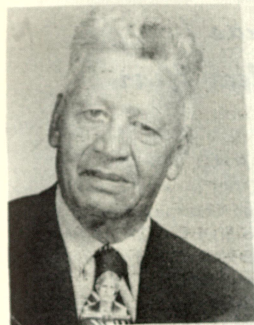
Miss Beatriz Perez
daughter of
Basilio and Silvina Perez
announced her engagement
to Mr.

Edmund Priana

Couple originates from
El Paso, Texas

Wedding date is for January





Simon Villa



UNION CITY, CALIF.

Gloria Eterna al ilustre Presidente

John F. Kennedy

Honda consternacion sintió el pueblo de Estados Unidos y demas paises del mundo al escuchar la triste noticia de la tragica y dolorosa muerte del ilustre Presidente de Estados Unidos de America John Fitzgerald Kennedy, y las heridas mortales del honorable John Connally, Gobernador de el estado de Texas, ocurrida el dia viernes 22 de Noviembre de 1963, a las 12:30 A.M. en Dallas, Texas.

El acontecimiento fue causado por manos de un maniaco asesino de nombre Lee Harvey Oswald.

¡Que dolor! ¡Cayo el inerte Presidente, y fiel ciudadano! ¡Su memoria sera inmortal en la mente y corazon de sus conciudadanos!

Su voz autorizada y cariñosa no sera ya oida; sus consejos nobles y sinceros no seran ya escuchados por sus dignos amigos y familiares.

¡Porque! Porque el asesino corto el Presidente el hilo de la existencia, al digno ciudadano en el pueblo habia puesto toda su confianza con gran optimismo, porque era justo, noble y su corazon sincero.

Su muerte dejo en el corazon de su distinguida y honorable esposa e hijos y demas familiares y amigos, el mas profundo y doloroso recuerdo, quizas el mas amargo en la vida. ¡Que horror!

Y las esperanzas de un pueblo fracasaron con la desaparicion del honorable Presidente John F. Kennedy quien fue electo presidente de los Estados Unidos el 8 de Noviembre de 1960, haciendo su protesto como Jefe Ejecutivo de la nacion el 20 de Enero de 1961. Principiando sus labores presidenciales con el proposito de dar a su pueblo sin distincion de raza, color o credo sus derechos civicos que la constitucion de este pais concede a cada uno de sus ciudadanos como lo hizo el gran inmortal honorable Presidente Abraham Lincoln hace cien años el que fue electo presidente de Estados Unidos en Noviembre de 1860 e hizo su protesta como primer mandatario Ejecutivo el dia 4 de Marzo de 1861.

El Presidente Lincoln durante su administracion presidencial uso toda benevolencia y a la vez energia, en su honrosa labor dando muestra de su pureza en su alma, aboliendo la esclavitud, dando la libertad a la raza de color, basado en Dios Padre Todopoderoso, quien crio a los hombres, libres e iguales, pero antes de cumplir su periodo como Presidente fue muerto por manos asesinas el dia 14 de Abril de 1865. Como acontecimiento recientemente con el

ilustre valiente y honorable Presidente John Fitzgerald Kennedy, siendo su muerte inditica al inmortal Presidente Abraham Lincoln.

Esta coincidencia, nos confundo haciendonos creer que todo ser humano, cuando sus obras son justas expone su propia vida, para hacer el bien en beneficio de su pueblo.

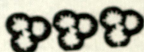
Hacer el bien a otros es hacer el bien a si Mismo.

Dios nos de luz en nuestras mentes y amor en nuestros corazones, como dijo Jesucristo: Amaos los unos a los otros, para que la paz sea efectiva.

Para terminar pedimos a Dios Padre, Todopoderoso, por el descanso del desaparecido Presidente John F. Kennedy.

"Que Descanse en Paz"

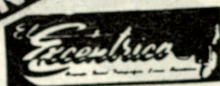
Por Simon Villa
Union City, California
Noviembre de 1963



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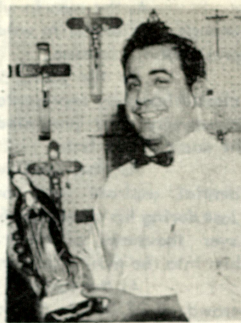
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I REMEMBER JOHN KENNEDY

As the young Massachusetts Senator who won his way to the Congress of the United States with a smashing 800,000 votes edge over Cabot Lodge.

As the man in whose political future we had enough confidence to vote for the first time in a U.S. presidential election.

As the young Senator met at the San Francisco Airport by representatives of our Latin American community who presented him a mariachi hat even if he doesn't like hats.

As the confident, smiling, genial presidential aspirant who rode through the streets of San Jose during his campaign for the White House and won over thousands of cheering citizens who helped lift him into the most important office in the world.

As the forceful speaker who thrilled a huge crowd of 22,000 in the San Francisco Cow Palace on a chilly Wednesday night. I remember the never-to-be-forgotten ovation Mr. Kennedy received when he proposed the formation of the Peace Corps to help young America contribute to their country's prestige and help unfortunate peoples abroad.

In the television debates with Richard Milhaus Nixon, making a complete shambles of 'young and inexperienced' accusations before millions of TV viewers.

On inauguration day, looking like a boy from the country wearing his first high silk hat.

Addressing the people of the State of Mississippi the day prior to enrollment of James Meredith in that previously segregated institution.

Making the speech during the Cuban crisis, making everyone proud to be an American.

... Now he is gone.

Merry Christmas! Happy New Year!

MERRY CHRISTMAS AND

To RAYMOND GARCIA who recently won the Los Amigos Golfing Club Championship. We're still waiting for someone to give the OK for the full cover treatment and pictures and results of the entire tournament. Your move, President!

To PHIL CRUZ, who broke 80 for the first time and quietly sipped a beer to celebrate it.

To CHARLIE GARCIA & RUDY GARCIA, members of the Los Bandidos Golfing Club of Visalia.

To MARIA & DAN AGUIRRE, excellent hosts of San Jose's most popular cocktail lounge.

To CHRIS TRUJILLO (what the hell can you say about this guy?) C'mere, Chris!

To JOVITA MARTINEZ, still my all-time favorite female Excentrico columnist.

To MR. AND MRS. CHRIS CARAVAYO, SR., the best inlaws a married man could hope for.

To ED LEON, our favorite drinking buddy.

To JIMMIE GARCIA, our favorite barber, and the world's only exponent of the two-day haircut.

To MARCY & JOHN ZAMORA, our favorite bartenders..... and dice-rollers!

To STEVE CAMPOS, who backs up his convictions on baseball and pro football with CASH!

To HANK COCA, who would win a San Jose Mexican-American Businessman of the Year Award hands down, if there was such a prize.

To BOB RODRIGUEZ, a helluva sharp guy going places. Just wait.

To FRED ASEBES, who is the kind of man any woman would like to have for a son.

To the world champion LOS ANGELES DODGERS, who made every baseball dream come true in 1963.

To the LOS ANGELES RAMS, for polishing off the San Francisco 49ers three in a row!

Merry Christmas also to:

Kenny Saucedo	Bob Garcia
Jess "Montana" Munoz	
Eddie Plata	Enos Moreno
Joe Rodriguez	
Cheno Plata	Eddie Camunez
Joel Aguilera	
Julian Camacho	Andy Santiago
Pete Rojas	
Paul Gary	Dan Vasquez
Ray Villegas	
Richard Diaz	Chato Reyes
Pete Sanchez	
Ernie Portillo	John Lira
Ike Hernandez	

ALSO to each and everyone of you who read the columns we write throughout the year and especially those of you who take the time to write us a note now and then to let us know if you liked something or if you didn't like it.

Merry Christmas!!!!!!



This PAGE is a PUBLIC SERVICE, there is no charge for readers wishing to express their views and opinions on matters of public interest. (Spanish or English.) Copy must be typewritten, double spaced. Manuscripts are not returned. Enclose wallet size picture.

Salud:

Aprovechando "La Pagina Abierta" de el magazine a su digno cargo, me permito escribir estas lineas sobre el tema: "La Asociacion".

En nuestra bella y cultural ciudad de San Jose, California, particularmente dentro del circulo Latinoamericano, se ha pugnado en ultimas fechas la organizacion por medio de grupos llamados clubes y otros de tinte politico/religioso. Los planes/proyecto de los mismos son siempre los mejores al comenzar; posteriormente se degeneran sus buenas iniciativas y practicas iniciales y decaen! Se forma un circulo vicioso que a nadie beneficia sino a los directores y movilizados quienes su pretexto de distinta indole y haciendo union y pacto con el vicio y la licenciosidad dejan una lacra y espantosa hella dentro de nuestro amado pueblo.

Pregunto: No seria posible que se formara un grupo depurador que informara y disolviera a estas organizaciones para provecho innato de nuestros incautos hermanos de raza?

-- Servidor, H. E. Pizano

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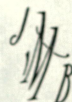
HORAS de CONSULTA

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 corazon, presion de la sangre, del estomago, higado, 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 presion en los nervios y cierra las fuerzas necesarias de los nervios que se transmiten del cerebro todos los organos del cuerpo. Esta fuerza de los nervios dirige la funcion de los organos y cuando hay interferencia causa mal funcionamiento de estos organos. Su doctor QUIROPRACTICO buscara las causas de este mal funcionamiento de sus organos con analisis cientificos quiropracticos. El doctor consultara con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiropracticos.



St. Alfredo y Sra. Emma Montaño
participan a Ud. el enlace
de su hija

Maria Celina

con el señor

Jesus Burciaga

Sobrino de Sapopa Burciaga

Ud. tienen el honor de invitar a Ud. y a su apreciable familia a la ceremonia religiosa que se verificara el Sabado 11 de Enero a las 12:15 de la tarde, en la Iglesia de la Sagrada Familia.

San Jose, California 1964

Burciaga - Montaño

YOUR

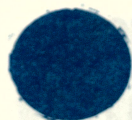
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Humberto Garcia

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Tony Di Maria

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*May all the bright
and beautiful
blessings
that Christmas
brings —
be yours*

LIBERTY THEATRE
TONY D. MARIA, Mgr.
and staff.....

Happy New Year!