



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 14. Num. 17

JUNIO 20, 1964

SAN JOSE 10, CALIFORNIA



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Peter J. Diaz

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**ENFRENTA DE
SEARS.**



Daniel Saldaña

La desunion del Mexico - Americano

Durante las ultimas semanas se han venido manifestando hechos verdaderamente vergonzosos para la poblacion Mexico-Americana de San Jose. En otros lugares tambien hay el mismo problema, o algo similar, pero no podemos analizarlos en la forma minuciosa en que podemos hacerlo en nuestro lugar de residencia, esto obedece a que no nos son familiares los factores que concurren, en el grado en que estamos familiarizados con esos mismos factores en San Jose y puntos cercanos.

Decimos arriba que son vergonzosos algunos actos que estan siendo solapados, provocados o cometidos, sin ningun sentido de responsabilidad o cordura. Da la impresion de que asistimos a un teatro sin pagar boleto de entrada, y no sabemos si entramos como espectadores o como comedia antes; en un momento se nos cambia arbitrariamente nuestro papel de observadores por el de actores, y viceversa. Pero lo peor es que tanto los unos como los otros estamos asistiendo a una farsa en la que es tan ridiculo y vergonzoso ser espectador o comediante.

Los que no entran en ninguna de las dos categorias, desde fuera mueven la cabeza sentenciosamente y con una sonrisilla medio burloma o piadosa dicen: "LO DE SIEMPRE."

No señores; y mil veces no; ya es tiempo de hacer nuestras cosas en orden, sin que para exponer una idea, hacer un cargo o ejercer nuestros derechos, sea necesario el escandalo, el insulto o la blasfemia.

SI GRITAMOS CON TODA LA FUERZA DE NUESTROS PULMONES QUE QUEREMOS SER RESPETADOS, TENEMOS QUE EMPEZAR POR RESPETARNOS NOSOTROS MISMOS.

Si no somos capaces de respetarnos entre nosotros; es tanto y hasta infantil esperar que otros lo hagan.

La ola de rumores, dimes y diretes, criticas, acusaciones, amenazas, provocaciones y baladronadas de machismo cursi y pueblerino, que se ha convertido en el platillo del dia de la colonia Mexico-Americana de San Jose, lo unico que hace es exhibirnos como grupo desordenado, inculto y torpe.

La mas elemental logica nos dice que mientras no demostramos nuestro valer como grupo, no tendremos ningun valor, esto no solo ataña al grupo, se refleja en forma individual tambien.

Asi las cosas cabe preguntar: Hasta cuando podremos demostrar que tenemos la madurez necesaria para entender, que con la misma consideracion y respeto con que tratamos a otros seremos tratados? Podremos algun dia curarnos de esa enfermedad de exhibicionismo que padecemos? Si no nos es posible encontrar el remedio para curarnos, por lo

menos hagamos exhibicion de nuestras causas nobles, no de nuestras miserias y egoismos. Si no podemos presentar nada noble o altruista, por lo menos no presentamos nuestra maldad ni nuestra egolatria con el desenfado vergonzoso con que lo hemos venido haciendo.

Nuestro deber es parar en seco todos esos chismes de comadres, todos esos dimes y diretes y dedicar nuestros pensamientos y actividades a empresas que puedan demostrar en si nuestra nobleza, nuestro deseo de mejoramiento y nuestra cooperacion civica.

Ha llegado a tal grado la desunion entre nosotros, que solo basta externar una idea o efectuar algun acto, para que sea atacado por unos y defendido por otros; es aqui donde entra el exhibicionismo, unos como defensores de causas buenas o malas y los otros como atacantes de todo y de todos con razon o sin ella pero con la mira puesta en el pequeno interes personal de exhibirse, mas que en el interes de la justicia o del prestigio del grupo.

La desunion de nuestra colonia es la llaga que tenemos que curar, en vez de hacer ostentacion de lo que nos llena de probio y de verguenza.

Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian



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Jovita Martinez

How long have you been working at your present job? Are you really doing the kind of work you'd like to do? Have you thought of looking into other job opportunities?

Have you ever had a chance to get together with other young working people and discuss the problems in your job? Or how you might go about solving them? Where to go and what you can do?

If you'd thought about this, you will be interested in the following program:

PROGRAM FOR YOUNG WORKING PEOPLE

A program on what is available here in San Jose in the way of jobs and educational opportunities for young working people (18 to 29) is being sponsored by the YCW on Wednesday, June 24, at 8 PM at Our Lady of Guadalupe Parish Center, 234 E. Jackson Avenue. You're all invited to attend.

ATTENTION PARENTS!

There will be a Buffet Dinner and Dance for the benefit of the National Little League of San Jose on Saturday evening, June 20th, at the IES Hall, 1401 E. Santa Clara Street, Here in the City.

The dinner is from 7-9 PM and the dance from 9 PM to 1 AM. Cost is \$1.50 per person.

So why don't you people come on over. What's \$1.50 anyway? You spend that much on gas, cigarettes and beer! Make it down, not only will you have fun, but you'll be contributing to something worth while, something that your own sons will profit from. IDLE youngsters can easily become TROUBLE-SOME youngsters, so let's give the kids a break by supporting community projects!

FROM RUSSIA WITH LOVE

They say that Blackie Hernandez is getting married soon??? (Ah, but where there's smoke, there's fire).

Rosie Gutierrez and Jerry Soriano will be married sometime during the summer. Ken Hermann I hear is also engaged. Irene Sandoval to be married this summer.

Carrie Villareal and David Navarro were married on June 6th. Carrie was once a member of Club Elite and David of the Bachelors Club. Color them Gone.....

A year ago this month Eleanor Solarez now Mrs. Art De Luna was married. Hi auntie Eleanor! I would have written further but I spotted an ant on

the typewriter and I didn't want the keys to smash it, so

Blowing in the Wind

Charlie Molina and El Machete are joining forces and talents to publish a Best Seller. Machete will write, Charlie will illustrate. Charlie is planning a trip to South America. Machete is going to Cuba, both will return of course. Their mission believe is one of the following: Philandering, False Pretenses, Coffee Inspection Tours, Prevention of Cruelty to Tropical Fish

Al Rodriguez says: (Quote) "I only have eyes for Roberta, but she doesn't have eyes for me."

Too bad but Rudy Torres is moving to San Francisco this month. He's been offered a job in one of the fashionable hairdressing salons at Union Square. There goes one "Contemporary."

Louie Coca who is presently stationed at Fort Ord will be transferred to Ft. Carson in Colorado this month. This is where he will reside for the next two years and he is ecstatically happy - you bet he is! He loves every phase of military life - there goes Contemporary No. 2.

Gloria Castro, Dora Gutierrez, and Rosemarie Gardillo have changed hairshades again - Color them "Temporary."



The Contemporaries

Left to right: Rosie Gutierrez, Jerry Soriano, Freddie Acosta, Carmen Molina, Rudy Torres, Gloria Castro, Louie Coca.



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(En el aniversario de su muerte)

por SOCORRO POSADA DE HERMOSILLO

Padre, escucha a tu hija que se encuentra triste
Recibe estos versos, escucha mi llanto
En el cielo te encuentres, del mundo te fuiste
Dejando tus hijos que te amaron tanto.

!Que triste y que frío dejaste este hogar!
Las que en el quedamos llorandote estamos
Tu esposa y tus hijas no te han de olvidar
Tu esposa y tus hijas por tu alma rogamos.

Tu tumba quisiera regar con mi llanto
Mas .. es imposible muy lejos moriste
Pero aqui te digo !Padrecito Santo!
!Que sufro, que lloro! !Que mi alma esta triste.

Hoy se cumplen años que de nos te fuiste
Tu hija Socorro te rinde memoria
Tu recuerdo es sagrado y a la vez es triste
Y le pido a Dios te tenga en su gloria.

Para mi no has muerto !Padrecito amado!
Y deseo te encuentres gozando en la gloria
Tu cuerpo ha muerto pero tu alma se ha quedado
Con tus hijas que veneran tu memoria.

Tres huérfanas hijas bendice del cielo
Protejenos siempre !Oh Padre Querido!
Velanos del cielo, es grande consuelo
Mira Padre mío, !Mucho hemos sufrido!

Ya que es imposible llevarte una flor
A tu fría tumba, pues lejos moriste
Recibe estos versos, mi llanto y dolor
De tu hija Socorro que tanto quisiste.

?Porque nos dejaste tu ausencia sufriendo?
?Porque te nos fuiste padrecito amado?
Vivir ya sin ti, no es seguir viviendo
Y quiero al morir reunirme a tu lado.

!Adios Padre Mío! Aquí me despido
Recibe estos versos de mi inspiración
Quisiera que vieras que nunca te olvido
!Recibe mi llanto y una oración!

YOUR

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Humberto Garcia

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Views & Reviews



Robert Rodriguez

GUS GARCIA . . . TOO MUCH TOO SOON

I first heard Attorney Gus Garcia speak at a convention in Austin, Texas, in 1950. That memory is still imprinted in my mind for wherever he spoke he held his audience spellbound. He was a courtroom wonder and the peerless champion of the Mexican American people of Texas.

The story of Gus Garcia is one of fame, acclaim, brilliance and tragedy. A debator, writer, scholar and student of the law, the young lawyer awed even the Supreme Court of the United States in appealing the famous Hernandez case. Hernandez had been convicted of murder and Garcia argued before the Supreme Court of the United States that Hernandez had not been tried by his peers. The Supreme Court handed down a reversal on grounds that persons of Mexican extraction had been purposefully excluded from the jury.

Another famous case he defended was the Longoria case where the young veteran who had been killed in the war was refused service by the local mortuary. Longoria was eventually buried in Arlington Cemetery.

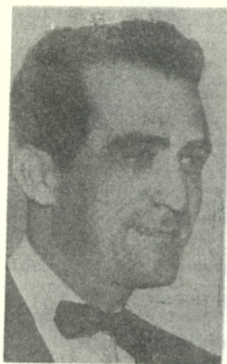
Across the State of Texas Gus Garcia fought in the courts against separate schools for students of Mexican extraction and is given much of the credit for the eventual consolidation of schools in south Texas.

It was not unusual for the people to get up and cheer Gus Garcia whenever he walked into his favorite restaurant in San Antonio where he practiced law.

Perhaps his brilliance and fame were too much for him. About 1955 his star began to fade, he had his ups and downs, and was in and out of hospitals. The brilliant mind who had championed so many causes for his people in Texas and who had been widely acclaimed was beset with personal difficulties the past few years.

On June 3rd Gus Garcia had a heart attack and died a lonely death in San Antonio. He had spent the night sleeping in a bench in an office of the Old Farmers Market. He didn't have a permanent address according to authorities and his body lay in the hospital unidentified for several hours.

The man who had graduated from the University of Texas at the age of 20 is gone. The spellbinder with the golden voice left a legacy of service to his people that will long hold a place in the hearts of those he served. May He Rest In Peace.



ATTORNEY GUS GARCIA
"A Champion has fallen"



JUDY AGUIRRE

"Now what in the world makes you think I voted for Goldwater"

The little belle in this column Judy Klare Aguirre is the daughter of Norm and Joan Aguirre. Norm is Superintendent of Operations for Reed & Graham Inc. here in San Jose. Judy is very interested in politics as you can see.

Do you have a picture of your little one with a cute expression. Send it to me at 2797 La Jolla Ave. S.J. We'll return the pictures after using them with some expressions that reflects our world today.

* * * * *

A BUFFET DINNER and DANCE for the benefit of the National Little League of San Jose will be held on Saturday evening, June 20, 1964, at the IES Hall, 1401 E. Santa Clara Street in San Jose. The dinner is from 7-9 P.M. and the dance from 9 PM to 1 AM.

Admission is only \$1.50 per person. Lots of luck to President Jimmie Garcia and his National Little Leaguers.

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

HORARIO: De LUNES a SABADO
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Sus padres son: Arnulfo y Jessie Reyes

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Holy Family de esta ciudad.

Para celebrar tan digna ocasion sus padres organizaron
una fiestecita en su honor.

RAMIREZ STUDIO.



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Art Martinez MENS WEAR

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Art Martinez

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Simon Villa



UNION CITY, CALIF.

"COMIDA BUFETE-BAILE"

La National Little League de San Jose, Calif., esta preparando una Comida Bufete-Baile para beneficio de la National Little League la que se llevara a cabo el dia Sabado, 20 de Junio, del presente año de 1964; en el I. E. S. Hall, sitio en el No. 1401 E. Santa Clara Street en San Jose.

La comida sera de 7 a 9 P.M. y el baile dara principio a las 9 P.M. hasta la 1 de la mañana. El donativo sera solo \$1.50, un peso y cincuenta centavos por persona.

La Comida-Baile es con el sano proposito de recoger fondos para el sostenimiento de la National Little League. El Presidente Jimmie Garcia y sus mas entusiastas colaboradores tienen la esperanza que la comunidad Mexicana-Americana de San Jose y pueblos circunvecinos cooperen haciendo todo lo que sea posible para el sostenimiento de la National Little League de San Jose y esos jovenes sigan el deporte jugando el baseball.

Pedimos por favor a la comunidad Mexicana-Americana que nos ayuden concurriendo a la comida-baile el Sabado 20 de Junio.

Los boletos "tickets" los pueden obtener con Mrs. Elena Martinez, 295-8681 o con Mrs. Marie Mendoza, 298-2972. Ud. tambien puede obtener sus boletos en la Jimmie's Barber Shop en el No. 50 So. 4th Street en San Jose.

La National Little League agradecida anticipa las mas sinceras gracias por su valiosa cooperacion.

Colaboracion de EL EXCENTRICO

-- Por Simon Villa

SE RUMORA ALGO EN UNION CITY QUE ES NECESARIO

Desde la primera "Eleccion de Incorporacion" de Decoto y Alvarado, efectuada el dia 13 de el mes de Enero de 1959, fecha en que quedaron unidos los dos pueblos en una ciudad con el nombre de Union City, California; en la cual ya se notaban algunas calles pavimentadas con sus respectivas banquetas, quedando un gran numero sin banquetas, que en realidad deberian estar pavimentadas para el embellecimiento de la ciudad y proteccion del pueblo.

Pues bien se oyen rumores en los circulos sociales de la localidad, diciendo que una de las mas renombradas agrupaciones de la progresista ciudad de Union City ha tomado la iniciativa procurando todos los medios posibles para que las calles y banquetas en su totalidad sean pavimentadas asi, como tambien sus banquetas.

Despues que los iniciadores de tan importante proyecto hagan un estudio conciente lo pasaran al Concilio de la ciudad para que este lo haga saber a otras oficinas o departamentos si acaso es necesario.

Es posible que los dueños de propiedades que no han construido sus banquetas, en esta ocasion lo haran en caso que la sabia iniciativa sea aprobada y ordenado por quienes corresponden, se algunos propietarios opinan que si agregara una pequeña suma en los impuestos de propiedad cada año; los que no tienen sus banquetas las pondrian y no se les haria gravoso, pagarlas en unos cuantos años.

La iniciativa hecha por cualquiera de las agrupaciones debiera ser elogiada y respaldada por cada una de las demas organizaciones y pueblo en general, cosa que sera agradecida. Porque?

Porque si la ciudad tiene sus calles y banquetas pavimentadas se evitara el peligro de que las personas que transitan a pie en tiempo de lluvias camine por las calles porque las aceras estan llenas de aguazal y lodo; obligados a andar por la calle con peligro de los carros que corren por las calles los lastimen y causarle la muerte.

#

SE FESTEJO EL 5 DE MAYO DE 1964 AUDITORIO DE SEARLES SCHOOL UNION CITY, CALIFORNIA

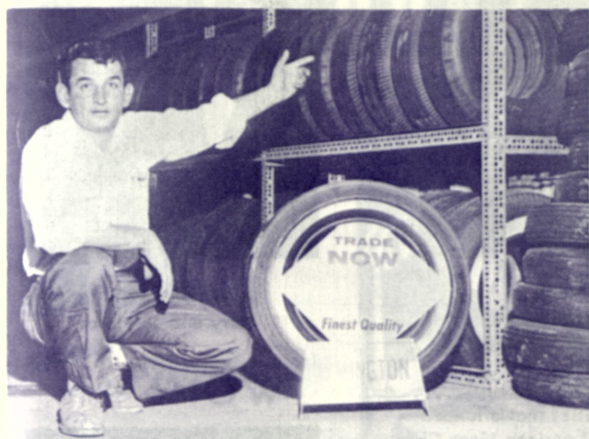
La simpatica fiesta fue organizada por el congreso de las Americas, festejando la gloriosa jornada de la batalla del 5 de Mayo de 1862 efectuada en la heroica ciudad de Puebla.

Programa

1. Presentacion de los colores: Por
Edmundo Rios
Larry Maurer
Roy Camarillo y
Michael Galindo
2. Introduccion Por Raul Fernandez (Relator)
3. Historia Importante del 5 de Mayo por
Mr. Alfonso Palacio
4. Grup de bailarines y musica
Las Chapanecas: Por las bailarinas
Maria Alvarado - Maria Flores
Olivia Jaches - Maria Bidaes
Patricia Pando - Carmen Coria
Maria Coria - Ana Maria Jaimes
5. El Jarabe Mixteco bailado por el mismo grupo.
6. Aires Nacionales y otros bonitas canciones por el
Señor Pedro Hernandez y su maravillosa guitarra.
7. Cancion y Bailes La Bamba y El Jarabe Tapatio
por las bailarinas Alicia Ortega - Carlos Bernal
Fernando Del Rio - Blas Barberena
8. El Jarabe Tapatio bailado por:
El niño Victor Cabello y
niña Aurora Duarte
9. Tierra de Mexico en colores y contrastes: por
Colored Slides Shown and Narrated by
Mexican students from the University
of California.
10. Himnos Nacionales: Americano y Mexicano.

El director de la revista EL EXCENTRICO, Sr. don Humberto Garcia y demas colaboradores felicitan cordial y sinceramente a los organizadores por su insistencia de recordar en suelo extranjero la gloriosa jornada de la batalla del 5 de Mayo de 1862.

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Mexican - American Lions Club
Dinner - Dance at LOU'S VILLAGE



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Miss A. G. I Forum S.J. Chapter
PATTY VALENTI

EDDIE HERNANDEZ
RUTH AMARO



TONY and CAROL



GILBERT SOLAREZ
ROSE MARIE GARDILLO





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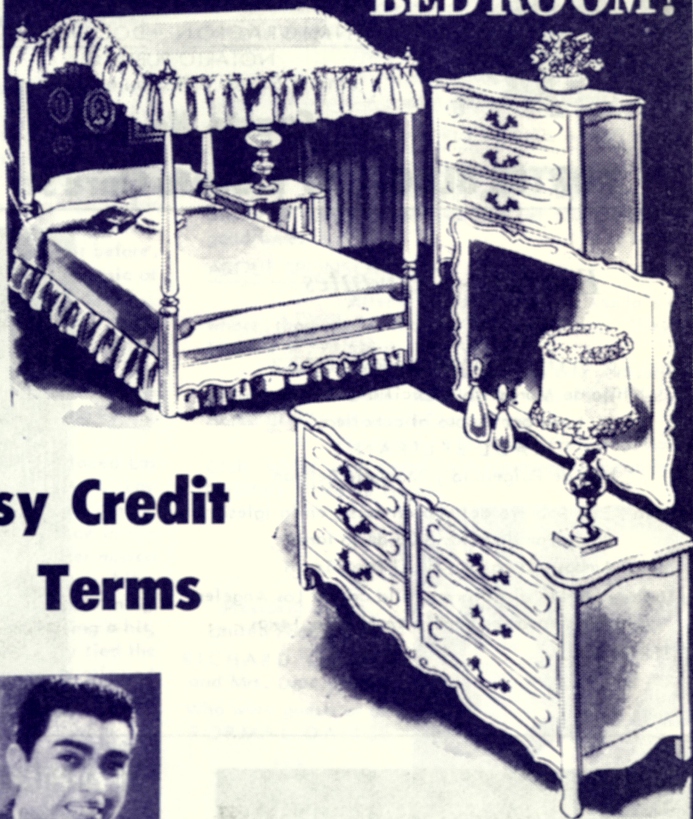
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82 E. Santa Clara St.

Art and Carolina Canales Agency

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Tiene Problemas con su Reporte de Income Tax?

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Desea enviar otro para que le devuelvan mas Dinero?

O para que no tenga que Pagar MAS ?
Nosotros le arreglaremos sus papeles para que obtenga
los beneficios maximos dentro de la ley.

INMIGRACION - DOCUMENTOS
NOTARIO PUBLICO

Lunes a Sabado 9:00 a.m. a 5:30 p.m.

Cuarto No. 221

PORTER BLDG. 57 E. Santa Clara St. Tel. 293-2824

Beltran - Cervantes

La Srita. EMMA CERVANTEZ
hija de Margarito y Cecilia Cervantez
tomo por esposo al caballero

RAUL BELTRAN

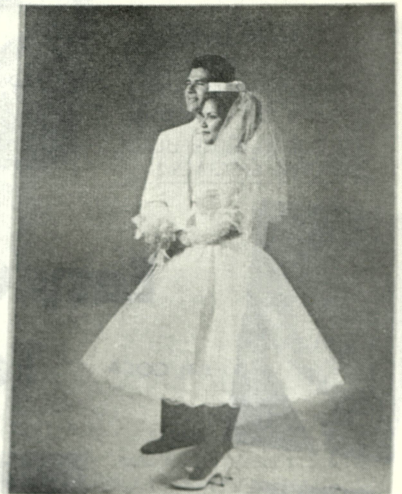
hijo de Fulgencio y Manuela Beltran

El dia 22 de Febrero del año en curso, en la Iglesia
Holy Family a las 3:00 de la tarde
Ambos son nativos de El Paso, Texas

Su Luna de Miel la disfrutaron en la cd. de Los Angeles

Estableciendo residencia en El Paso, Texas

LEITER STUDIO.



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Club Riviera



Harold Martinez

I would like to congratulate all of those graduates who, after all those years, finally made it. I'm sure you'll all go on to greater things, like standing in line at the (un) employment office, and going to Vic Tanny's after you gain those extra 30 pounds. To those of you going to college be sure to sign up for Music Appreciation. That's the only class in which you can sleep off the hangover from the night before. If you snore make sure you keep time to the music of Bach, Wagner or Beethoven.

The stage is all set this Sunday, June 21, for the UCC's top teams to square off at 1 PM at Columbus Park in the game that should decide the league championship. Riviera has breezed along on the pitching of Joe Lopez, and timely hitting by the club.

In the latest game Riviera faced Los Toros and came from behind to defeat them 4-2. Los Toros jumped off to an early lead with some timely hits. They scored once in the first and once in the third and missed another when a base runner missed third base in the same inning. Riviera, meanwhile, didn't get on the scoreboard until the third inning when they scored one run. In the fourth inning a hit, an error, a sacrifice bunt and sacrifice fly tied the score for Riviera. Then in the sixth an error allowed catcher Hillard Payer to get on base. That brought up Riviera's Mighty Mite, Frank Kawakami.

He jumped on one of Gil Marichlar's fastballs and drove it out of sight over left field for a two run homer. Meanwhile, Joe Lopez checked the Bulls the rest of the way to preserve the victory for the good guys.

NATIONAL LITTLE LEAGUE DINNER-DANCE

The National Little League of San Jose is holding a buffet dinner and dance to raise money for the benefit of their league. I urge all of you to help out this worthy cause. The event will take place at the IES Hall, 1401 E. Santa Clara Street, San Jose, on Saturday, June 20. The dinner is from 7-9 PM and the dance from 8 PM to 1 AM. All this will only cost you \$1.50 per person.

ATTENTION GRADUATES

The Mexican-American Project and San Jose State College are presenting a Nondestructive Testing Seminar as an introduction to industrial Radiography and to Magnetic Particle and Penetrant Inspection. The program will consist of eight lectures of two hours each. This course will be useful for those

who may want to seek employment or advanced training in the field.

The class will take place at the Aeronautical Building of San Jose State College at 1120 Coleman Avenue, San Jose, 7:00 to 9:00 PM, on June 24, July 1, 8, 15, 22, 29, and August 5.

The registration fee is \$2.00. Certificates will be issued to those completing the course.

COMING EVENTS

I goofed. In the last issue I wrote that the RVA installation of officers would be held in conjunction with the ULAC installation on June 27th at the International Fair Restaurant in the Moonlite Shopping Center in Santa Clara.

The truth is the RVA already had their installation at the restaurant. I hope you're not disappointed because I want you all to attend this affair.

SAN FELIPE CLUB HAS FREE DANCE AT IES HALL!

Club San Felipe is holding a FREE DANCE on July 3rd at the I.E.S. Hall in San Jose. Bring plenty of money so that you can get drunk and have a good time.

ABOUT SPONSORS

After a hot day, relax at Maria's Club where they serve the best drinks in town. They are located at 728 North 13th Street.

For further relaxation buy yourself that chair you've been wanting at Furniture Discount House at 82 East Santa Clara Street.

For Father's Day take Father to Maria's Club while you sneak in the present you can buy at Furniture Discount House.



President of the United Food Drive
RICHARD GOMEZ
and Mrs. Lupe Gomez
Who were guests at our
FORMAL DANCE

ST. JOSEPH'S SHOP

ARTICULOS

CATOLICOS

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ESTATUAS - CUADROS

VELADORAS

(En seguida de PARISIAN DELICATESSEN).

CY 5 - 2130

49 W. San Fernando



Luna - Fernandez



El Sabado 30 de Mayo, a las 11:30 de la mañana, en la Iglesia Holy Family de esta ciudad la Srita. MARIA de JESUS FERNANDEZ hija de la Sra. Lupe Fernandez contrajo matrimonio con el Sr. REYES LUNA hijo del Sr. Jose Luna. La Recepcion se verifico en el 461 de la Avenida Royal. Luna de Miel en Monterey y a su regreso establecieron residencia en esta.

En la foto de arriba: Jesus Gomez, Luis Ruiz, Miguel Perez, Pilar Fernandez, Roberto Rocha, Antonio Fernandez - padrino, (Los Novios) Delfina Fernandez - madrina, Otilia Viramontes, Lupe Fernandez, Celia Carrillo, Estela Lopez, Mary Fernandez y la niña Elizabeth Fernandez,

Foto a la derecha: La niña Carolina Fernandez felicita a la novia Maria de Jesus Fernandez.

En la foto de abajo: Maria de Jesus rodeada de su CORTE de HONOR



fotografía por el incomparable
Manuel Fernandez - " El Rapido de Zacatecas "



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

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.
★ Lunes y Jueves esta abierto hasta las 9:00 p.m.
Se localiza en el edificio de Kay's Jewelers

PAGOS FACILES

CY 5 - 4805

67 S. FIRST ST.

New Commissioner



NEW COMMISSIONER. Ben Gutierrez (left) of Gilroy is sworn in as new County Juvenile Justice Commissioner by Judge Harold Holden as Chief Juvenile Probation Officer Robert E. Nino and Commission

Chairman Austen D. Warburton (right) look on.

Gutierrez, Spanish Language Program Director for Gilroy Radio Station KPER, succeeds Gardner Bullis, Los Altos attorney, whose term has expired.

The seven member commission serves as a volunteer advisory board to the County Juvenile Court and Probation Department. One of its major functions is to inspect all jails in the County each year where juveniles have been held to determine whether the facilities are properly equipped and organized for juvenile inmates.

The Commission was originally known as the County Juvenile Probation Committee but was renamed three years ago. In addition to Warburton and Gutierrez, the present members are Frank L. Crist, Sr., Palo Alto; and Mrs. Art Daly. James W. Foley, Mrs. M. A. Paslaqua, and Miss Muriel Wright, all of San Jose.

Simon's Beauty Salon

Salon de Belleza Mexicano

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Teddy Castillo



Gilbert Solarez

GIANTS & DODGERS FANS:

If you want to see these two teams in action at Candlestick Park on Sunday, June 27, phone MARIA'S CLUB - and the number is 295-9872. Buy your tickets now.

For only \$6, Dan Aguirre will see to it that a bus loaded with beer and sandwiches will be prepared for your convenience. The bus will leave at 10:00 A.M. MEN ONLY PLEASE

Look! Trudy, now do you believe my fish story? Pictured with me Left to right is Bahalia Bombo, an exchange student now attending Stanford and the one with the beer-belly is Mr. Moto, the wrestler.



TITO RODRIGUEZ AT THE RAINBOW, JUNE 28

For the finest in Latin dancing plan to go Sunday, June 28th, to the Rainbow Ballroom. An all girl orchestra will be touring our way around the last of July by Mr. Frank Davilla.

Cesar Garcia is off at boot camp for two weeks at Camp Roberts. Cesar is the son of Mr. Humberto Garcia, boss man of EL EXCENTRICO. Now Mr. Garcia will have to do his own cooking and washing. I keep telling Garcia to get himself a mate but the old boy wants none of that jazz.

A line a mile long of people still waiting for a

magazine that comes from Los Angeles which they paid for and have not received want their money back.

Miss Velia Duran is one of them. Dave Sierra is going to see that Rudy Belluomini gets run out of town on a rail. They want their money back, Rudy!!

El (known as Carmen's) Patio was really jumping last Friday and Saturday nights. Norma Minjares, Trudy Jimenez, Marcy Mora, Raul Coca, Daniel Boone, Jorge Macias and countless of others it was just too much.

I don't care what anybody says I don't think that Trudy Jimenez uses cooking oil for her complexion instead of powder. Oh, she may use a little Dixie Peach but not cooking oil.

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Ed Camunez

The June elections were rough on the 3 C's - Cranston, Castro and Camunez. Anyone need a Tax Appraiser, Plumber, or T.V. man?

Best of luck to Bill Lopez, newly elected as Chairman of the San Jose Forum. Congratulations to Mrs. Bob Rodriguez and Mr. Manuel Delgado, voted the Outstanding Members of the Auxiliary and the Sr. Forum.

A strong delegation of at least 10 couples plan to attend the State Convention at Pico-Rivera. They have been instructed to bring the 1966 National Convention back to San Jose.

Peter Hernandez, Gilroy winner of the Forum scholarship, won an additional scholarship to Saint Mary's, and Philip Garcia also of Gilroy, a runnerup in our contest, was another scholarship winner.

Thanks to Mr. and Mrs. Ralph Aldama who made the trip to Gilroy to make the presentation.

The San Jose Ladies Auxiliary held its annual awards banquet on Saturday the 13th. A great turnout and many surprises made it a highly successful affair.

Have you seen the scrapbook that Mrs. Bill Flores, Historian of the Ladies Auxiliary, has made up of all the Forum doings? It's terrific and she deserves a lot of credit for the time and effort she has put into the project.

One of my favorite persons, fellow DODGERS fan Dave Sierra, busy on a fund raising campaign for the National League little leaguers. This time a buffet dinner and dance. Your support for this project will make it possible for many little leaguers to continue to play baseball.

This event will be held Saturday evening, June 20th, 1964, at the I.E.S. Hall, 1401 East Santa Clara Street, San Jose. Dinner from 7-9 P.M. Dance from 9-1 A.M. Price \$1.50 per person. The entire Mexican American community should support this worthy cause. Get your tickets from Mrs. Helen Martinez at 295-8681 or Mrs. Marie Mendoza at 298-2972 or at Jimmie's Barber Shop, 50 So. 4th Street, San Jose.

Attend Saturday's game at Candlestick Park. Don't look over your shoulders, Giants, the Dodgers are making their move, and you will have to play better ball than you did today, even the great Willie Mays made an error. They won 6-4 but they did not look like pennant contenders to this baseball fan.

This will be the last of my columns. Thanks to Humberto Garcia, bossman of the Excentrico. It has been a pleasure working with him.

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Becho Gloria y su Conjunto

We take great pleasure in introducing Mrs. ROSEMARIE ANITA MARTINEZ, 18 years of age who recently graduated from James Lick High School, quite an accomplishment and strenght of perseverance to continue in school after marriage. John Martinez is her proud husband they were wed on Feb. 1 of this year.

Rosemarie is the daughter of Mr. Pat and Mrs. Bessie Vasquez and sister of Nancy Jean who will wed on Sat. June 20th at the Holy Family Church at 1:30 in the afternoon also has a younger brother Pat, Jr. 16 yrs. known as the " Little Bulldozer ".

Patricio, Sr. alias the big devastating " BULL..... DOZER " was recently appointed Vice - President of the American G I Forum, San Jose Chapter.

He is not letting any grass grow under his feet, in his new executive role attending Conventions all over the state, JET FLIGHTS, Limousines etc. Excentrico hopes that this doesn't prove too much for his advanced chronological age. It's O'K to be young at heart up to a realistic point.



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★ ★ ★
EL FOTOGRAFO
de las
ESTRELLAS ... !

Richard Diaz



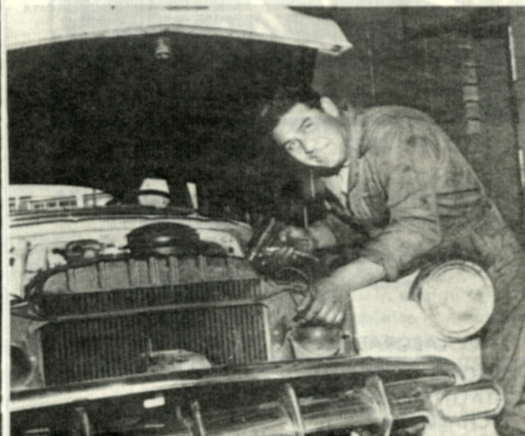
EL PECAS

Comico, artista de Radio y Television en la ciudad de Mexico se presenta en la difusora KOFY en el Paseo de Las Flores el dia de las Madres en esta ciudad de San Jose, California

Enjoying themselves
at the RAINBOW BALLROOM
were Mr. and Mrs.
Ray and Beatriz Barajas



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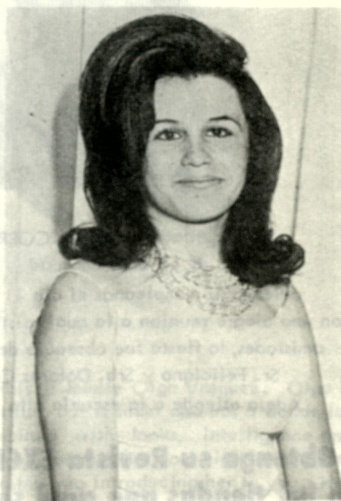
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GLORIA CALVETTI

Age 15 years

Received the sacrament of Confirmation at the Holy Family Church. Gloria attends Woodrow Wilson and belongs to Teen Toppers Club.





CY 2 - 4273 195 DEVINE ST.

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HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

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Maria de la Luz SANCHEZ

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

Cumpleaños



La encantadora ADELA CORRALES
de 16 años de edad

celebro su cumpleaños el día 11 de Junio
con una alegre reunión a la cual asistieron todas sus
amistades, la fiesta fue obsequio de sus padres
Sr. Feliciano y Sra. Dolores Corrales
Adela atiende a la escuela alta Overfelt

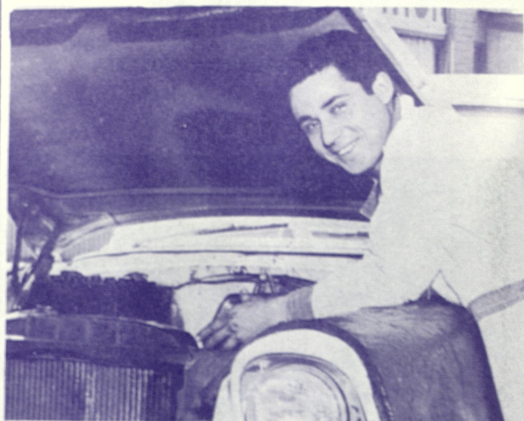
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Certificate of Merit



Emilie Romaine - Master Photographer and Director of
West Coast School in Santa Barbara presents Diplomas
to Mac Hernandez alias (El fotografo de la Sonrisa
interminable) Proprietor of LEITER STUDIO 255 1/2 S.
First St. on completion of Advanced Portrait and
in Natural Color Photography. Date: April 30, 1964
Beautiful commercial... But as the saying goes: Do
into others as you want them to do into you. Amen.

Checkerboard **GARAGE** TALLER de MECANICA



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Reparaciones en General

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CLUB San Felipe



Candy Veliz

NATIONAL LITTLE LEAGUE NEEDS YOU!

The National Little League needs your help. Won't you help by going to their Buffet Dinner & Dance, Today, Saturday, June 20, 1964? It is from 7 PM to 1 AM and it will be at the IES Hall on E. Santa Clara Street. Admission is \$1.50 per person.

Congratulations to Don Garza who just recently graduated from high school. May he succeed in whatever his endeavor may be.

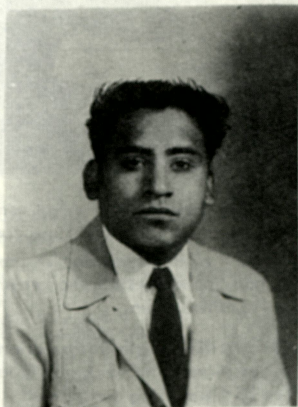
This 'N that

Happy birthday on June 16 to lovely Dora Galindo and many happy returns.

Ray Barron, club photographer, busy taking photos for our album. Ray, hurry up and take one of Patito or you are going to have to get a giant camera. Esta creciendo mucho el señor!

Taco time! The best tacos in town in yesteryear were made at Leon's Gardens by Nazario Genis and now he makes them even better in his own restaurant, EL MEXICANO at 32 West San Fernando Street. Try them and see for yourself. Taco time!!

En viaje de placer salio para Del Rio, Texas, la señora Esperanza Zertuche su hija Cookie y la señora Minnie Isais. Que se diviertan mucho.



This is David (LA DIABLA) Morales, everybody's friend. He is the bartender at the 277 and he is dedicating this photo to his pal Armando (JANO) Bejarano.

Newly accepted members of Club San Felipe are Henry and Pete Ramirez. Welcome, we know that you will be a big asset to the club.

Jimmy Baeza's broken foot is almost mended. He asked his doctor if he could dance the pachanga after he took off the cast. The doc said, of course, why? Says Jimmy: "I couldn't dance the pachanga before I broke my foot!" Oh no!!!!

COME ONE!!

FREE DANCE!!

COME ALL!!

free dance!!!!

Given by Club San Felipe at the IES Hall on East Santa Clara Street on July 3, 1964. It is from 8:30 PM to 1 AM. You are welcome. Won't you help us have a good time? Joel Reyes is in charge of getting the band and I have been unable to contact him to find out who is playing, but one thing that you can be sure of is that he'll get us good music. Bailamos?

The United Latin American Council Installation and the United Food Drive Award Banquet will be at the International Fair on 2656 El Camino Real in Santa Clara. Time 6 PM to ??? The date is Saturday, June 27th. See any club, forum, or organization for tickets. A good time is assured to all.

On June 14th there were big doings at the Civic Auditorium to raise funds for the Kennedy Monument. Remember, Ladies and Gents, the only one that cooperated was the Empresa Davilla. They always do. Let's support their dances on Saturday and Sunday. The best shows and orchestras come to the Rainbow.

For Sale - 1957 CADILLAC

It is in good condition, clean, etc. etc.

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This is lovely Olga Vasquez. Olga is not only beautiful but is smart and has a wonderful personality, combined with looks, intelligence and poise. If you want to meet her you might talk to her cousin Gloria Castro into introducing her to you. Her phone number is -- (not a chance).



Los Famosos

CHARROS de SAN JOSE de GUADALUPE
Estan haciendo grandes preparativos para su proximo **BAILE** que indudablemente sera un exito ya daremos a conocer el lugar y la fecha en el proximo numero de **EXCENTRICO**. El taller de imprenta de esta publicacion empezara a trabajar en los cartulinas y boletos para este gran evento.

En la foto: Tony Barajas - Presidente de esta asociacion y su gentil esposa Helen Barajas.

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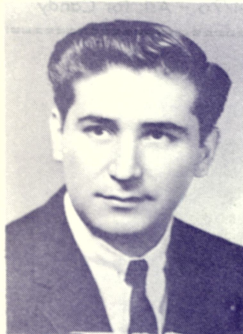
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Martes y Sabados 9 - 12
Lunes y Juev. 7 a 9:00 p.m.

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.

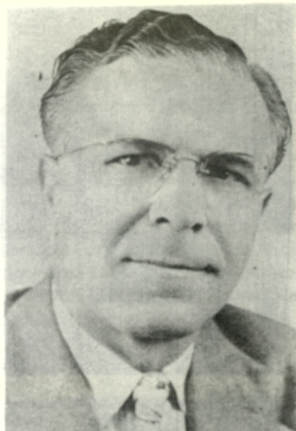
Su doctor QUIROPRACTICO buscara las causas de este mal funcionamiento de sus organos con analisis cientificos quiropracticos. El doctor consultara con usted de sus problemas de Salud GRATIS para determinarsí usted es de aquellas personas que responden a los tratamientos Quiropracticos.



COUNTY PLANNING DIRECTOR HONORED. Karl J. Belser (left) accepts membership in Lambda Alpha, international honorary land economics group, from Douglas V. Cannon, chief western market analyst for Federal Housing Administration.

Belser's certificate said his election was "in recognition of his pioneering work and leadership in the use of green belt planning and of exclusive agricultural zoning to arrest urban encroachment on the prime agricultural land of California, and his efforts to restrain speculative excesses in land development."

Lambda Alpha was founded in 1930 at Northwestern University in recognition of Professor Richard P. Ely, known as the father of land economics.



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Su madrina Esther De Leon

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Parents
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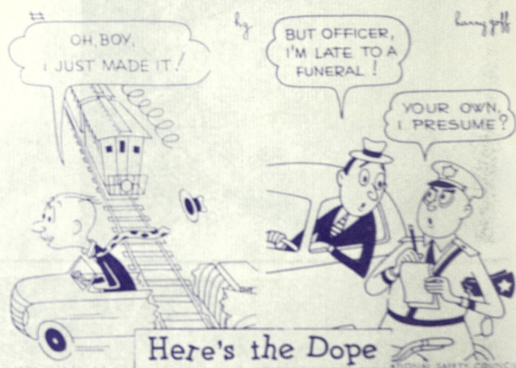
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Receives Scholarships

This is the lovely Miss IRENE GARCIA, Miss Santa Clara G I Forum, and a graduate of San Jose High School. Irene was the recipient of two scholarships. She received \$100.00 from the San Jose Woman's Club and \$200.00 from the K.J. Long Memorial to attend San Jose State College where Irene plans to major in Social Science and enter the teaching profession. She is a member of various honor societies such as Torch and Laurel and the California Scholarship Federation. Irene is the daughter of Mr. and Mrs. Sam Garcia of San Jose.



● ● ●
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Gene's MEN'S WEAR

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Los atentos caballeros Jose Mendoza y Hermilo Gloria le demostraran las muchas gangas que aqui obtiene.



REAL ALUMNAE of County Hospital nursing programs are Mrs. Belle M. Chapman, R.N., (right) of Los Gatos, and her daughter, Mrs. Bonnie J. Bailey, R.N., (left), both of whom graduated from hospital's original school of nursing. Mrs. Chapman be-

came an Alumna again Friday when she completed Nurse Refresher training, winning congratulations from Mrs. Katherine S. Schnorr, R.N., who has taught both mother and daughter.

At the graduation tea held in the hospital, Mrs. Alice S. Pelletaire, R.N., Director of Nursing Services, presented Certificates of Completion to the eight returning "women in white," all of whom have completed a comprehensive twelve week course in modern nursing theory and techniques.

Mrs. Mineola Pollock, R.N., Director of Nursing Education, said that applications from RN's with California licensure are now being received for the September class. The course is designed specifically to update nurses who have been out of service for five years or more.

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*Dave
Sierra*

VAYANSE A LA REVOLUCION!!!

The last issue of PALADIN, a poor excuse for a newspaper to begin with, had the headline VAMOS A LA REVOLUCION!! MUERA MIGUEL ALEMAN!!

Does this mean, Publisher Mark Diaz, that you and your staff are going to Mexico for the big revolution which your paper says is brewing down south of the Rio Grande?

Does this mean that the publication of Latin American periodicals will be left once again in the hands of more responsible and competent journalists?

Does this mean that sensationalism, prestige by association articles, and articles condemning our San Jose Police Department (one of the big Police Departments in the nation in the eyes of experts) are a thing of the past?

Does this mean that we Americans can go back to thinking about Abraham Lincoln, George Washington, Davy Crockett, Junipero Serra, Jacques Cartier, David Starr King, Ulysses Grant, George Patton, Ike Eisenhower, and Sandy Koufax?

If so, I say amen. Vayanse! PRONTO!!!

Somehow or other I can't get too excited about something happening in Mexico, or something which an irresponsible publication tells us is happening in Mexico.

Let me give your newspaper a scoop, Mister Diaz (I hesitate to address you as Attorney Mark Diaz because I have not yet seen your Law Degree and to my knowledge you are not a member of the Santa Clara County Bar Association). On the weekend of June 25th a group of approximately 25 men are coming north from the southern portion of our state to wage a civil war in the Bay Area. They will be met by a strong band of defenders from this area. The southern force, as well as the northern group, will be manned with hickory clubs and leather covered pellets which are very hard and painful if hurled against a human face. The leader of the southern band is a man known only as Smokey. It is known that he is intensely hated in many areas of our nation, particularly New York. The Bay Area force is led by a man known simply as Big Al. Los dos son gavachos but that doesn't make any difference to their men which are loyal to the leaders and are pledged to fight to the bitter end. El grupo de la bahia tiene muchos latinos and it is known that they are among the better fighters in either group.

If you will contact me before June 22nd I can

arrange for you and a couple of photographers and reporters to be eye witnesses to this battle. War is occurring right here in your own backyard. Cover it! Mexico will take care of itself. It always has.

BUT, if you insist on going south to the revolution, may I suggest routes and methods of arriving at your destination? If you are driving, perhaps the fastest route is Highway 101 south to Gilroy, then to Route 152 over Pacheco Pass, through Los Baños, and to highway 99 just north of Madera. The town 22 miles south of Madera is Fresno. Just wave as you whiz by. Highway 99 takes you over the hot San Joaquin Valley, through Bakersfield, and over the Grapevine to Los Angeles. Just as you enter Los Angeles you will see a sign which says SAN DIEGO FREEWAY. Take that. It is a six lane high speed expressway which should have you through San Diego and at the Mexican border within 12 hours after you leave our beloved City of San Jose.

By AIR, Mexicana Airlines flies non-stop to Mexico City from Los Angeles twice daily and Western Airlines flies nonstop to Mexico City from San Francisco for something like \$85.00.

For a long journey like this loneliness is a thing which most overcomes travelers. I can even suggest two excellent traveling companions. They are Luis Miguel Valdez and Roberto Rubalcava, two brilliant Mexican-American scholars. These men are interested in the politics of Mexico and I understand they are planning a southern journey to begin with. Maybe they could be persuaded to exchange their political views for your legal ones as you merrily make your way out of AMERICA - Home of the Brave and Land of The Free!

Naturally, we of the publishing fraternity will regret to see your departure. Competition stimulates us to even greater heights of accomplishments. It makes us strive even harder to maintain our high standards of journalism and makes us more aware of the depths to which a publication can sink when allowed to fall into the hands of people who know nothing about the publishing business and who care little about the whims of its readers.

We would miss seeing our ads being pilfered and used in your publication without our permission but then, WHAT THE HELL, imitation is the sincerest form of flattery.

In closing I say only that I pledge allegiance to the Stars and Stripes. My president is Lyndon B. Johnson. I am proud of the way America acquitted itself at San Juan Hill, Veracruz, The Alamo, Verdun, Chateau Theirry, Tarawa, Guadalcanal, Pearl Harbor and Utah Beach. I am proud of the rockbound shores of Maine, the grainfields of Kansas and Nebraska, the endless plains of Oklahoma and Texas, and the majestic redwood forests of California:

QUE VIVA AMERICA!!!

QUE VIVA LYNDON JOHNSON!!

QUE VIVA LA DEMOCRACIA!!!!!!

Buffet-Dinner-Dance

A million thanks to Joe Molina and Joe Gonzalez, and EL EXCENTRICO writers for their help in publicizing the National Little League Buffet Dinner and Dance on June 20th at I.E.S. Hall, San Jose.

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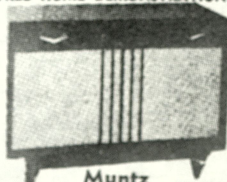
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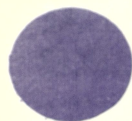
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