



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino - Americano



AÑO 12. Num. 22

SEPTIEMBRE 20, 1962

SAN JOSE, CALIFORNIA



Josie Ramirez is crowned Miss Elite 1962 by Miss Elite 1961



RADIO



Gerente
Programas en Castellano
JESS CARLOS

Gerente General
J. T. CRENNAN

K.O.F.Y.

Tel YU 2 - 9933

100 California St. Suite 700

SAN FRANCISCO

LUNES a JUEVES

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

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

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

VIERNES

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

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

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

SABADOS

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

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

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

DOMINGOS

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

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

Radio KOFY presenta Noticias Especiales
A las 9:30 y cada hora despues de las 11 a.m.

Radio KOFY

100 California St.
Suite 700
San Francisco, Calif.
Tel. YU 2 - 9933

La Voz de Mexico

727 MARKET ST.
en
Oakland, Calif.
Tel. TE 6-9649

Jesus Reyes Valenzuela

en
San Jose, California
Tel. CY 4-6223
CY 5-9160

Mr. and Mrs. Cruz Fernández

request the honour of your presence at the
marriage of their daughter

Esther

to

Mr. Pedro Herrera, Jr.

PFH



Mrs. Josephine Herrera

request the honour of your presence
at the marriage of her son

Pedro

to

Miss Esther Fernández



On Sunday, September 30th, at 12:00 o'clock noon, at the Five Wounds Church.

San Jose, California 1962

Maid of Honor
Evelyn Lewis

Bridemaids

Ruth Herrera
Gloria Baniuelos
Benita Aguilera

Connie Cobarrubias
Lupe Rodriguez
Mary Fernández

Helen Herrera

Flower Girl: Sandra Lewis

Best Man
Albert Lewis

Ushers

Daniel Herrera
Peilar Fernández
Phillip Fernández

Manuel Cobarrubias
Alfonso Barrera
Carlos Gallegos

Rudy Herrera

Ring Bearer: Robert Fernández

Getting Married?

See Our Fabulous Assortment of

WEDDING INVITATIONS

PRINTED - RAISED LETTERING



MODERN STYLE of LETTERING
WIDE ASSORTMENT
REASONABLE PRICES

**ALL TYPES of COMMERCIAL
and SOCIAL PRINTING**



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.



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



EN PERSONA

REBECA ITURBIDE

MANOLIN y SHILLINSKY

Sabado 22 de Septiembre

PROXIMAMENTE

Rene Touzet



Manny Lopez

Mariano Merceron

Domingo 30 de Septiembre

Rainbow Ballroom



CY 2 - 4273 195 DEVINE ST.

Publicada los Dias 5 y 20 de cada mes en San Jose,
California. (Condado de Santa Clara).

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

COLABORADORES

AMERICAN GI FORUM

Club BACHELORS

CLUB ELITE

RICHARD DIAZ

LUIS JUAREZ

BOB RODRIGUEZ

DANIEL SALDAÑA

Maria de la LUZ SANCHEZ

CLUB RIVIERA

CLUB SAN FELIPE

MARIO VASQUEZ

SIMON VILLA

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



Maria La Rosa. Prop.

Nos Especializamos en **Recetas**

Preparadas EXACTAMENTE como su MEDICO indique

FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc...

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.



The Roving Photographer

Richard Diaz



in the picture appear the fabulous "KEEDS" on the left Kid CAUAMA - Gilbert Solarez, who on his lunch hour flies to Yuaimas, Mexico for a bowl of turtle soup and returns back on time for work, THE Kid - Hank Paramo sportsman who indulges in Skin diving for pearls, expert surf-rider, licensed pilot and immaculate dresser they both have one thing in common they are God's Gift to Women.

The picture represents a mood, perhaps they are discussing the Cuban situation and the mess that goat faced Fidel Castro has gotten his people into, or maybe the measurements (36-22-36) of fair ladies, Who Knows? Photo by Excentrico (personality lenses were used)



El comite compuesto por los señores Manuel Rojas, Abel Davila, Rafael Gonzalez y Efen G. Velasco, ofrecieron un BAILE en honor de su candidato Srta. LORRIE REYES (nota) quien salio electa REINA de las FIESTAS del 16 de SEPTIEMBRE. El Baile se verifico el 24 de de Agosto en el Musicians Hall. En la foto: Luis D. Moreno, Efen G. Velasco (Su graciosa Majestad) Sta. LORRIE REYES, Rafael Gonzalez y Abel Davila.



CHRISTINE RENTERIA
de 14 años de edad

Recibio el Sacramento de la Confirmacion el dia 19 de Mayo en la Iglesia ST. PATRICK'S de esta ciudad.

En la foto aparece Christine a la derecha, con su madrina Sra. Esperanza Gonzalez quien es esposa del Sr. David Gonzalez.



Mr. and Mrs. Tony Di Maria
request the honour of your presence at
the marriage of their daughter

Elaine Grace

to

Mr. Dave John Mexicano
Son of Mr. and Mrs. Jesus Mexicano

On Saturday, September 29th at 11:00 a.m.
St. Joseph's Church.
San Jose, California 1962



CLUB *Elite*



Diane Barrera

CLUB ELITE BALL

I would like to thank each and everyone who attended our Formal. Present were San Jose G. I. Forum, Club Bachelors, Club San Felipe, Outlaws Car Club, and many other couples. I would also like to thank Mr. Garcia for all the pictures that were taken.

JUST MARRIED

Once again Club Elite loses another outstanding member. It is none other than (former Connie Rodriguez). Connie was President of the club in 1961, Director of Publicity in '59, besides helping in all our activities, such as our last two formals, in the Mother's Day and Easter Jamaica. I would go on forever writing of the many things that Connie has done for the club but she might get conceited. Seriously, we did lose a good member but we don't feel too bad because we lost to a very good and handsome man, he is none other than Mr. Cheno Plata. Congratulations to both of you and I wish you the very best of luck.

MISS ELITE

This is a picture of Josie Ramirez crowned Miss Elite of 1962 by Anita Maldonado, Miss Elite of 1961.



Josie was sponsored by Club Zanzaree. Second place went to Armeda Medina, sponsored by Bachelors Club. Third place went to Annie Avila, sponsored by Great Western Furniture. I would like to thank each and everyone of the candidates who entered the beauty contest and also their sponsors. I list all the donors next issue.

(EXCENTRICO photography)

DATING

Dating quite Frequent are Yolanda Fuentes and Pete Rojas. Pattie Tames and Don, Candy and some girl from San Jose.

RAINBOW BALLROOM

Everyone is looking forward to the terrific orchestra of Mariano Merceron. The presentation of Los Niños de Monterrey was a large success. So make sure you don't miss this dance.

Planning A Big Halloween Dance

This year as before Club Elite and Bachelors are planning a Halloween Dance. I will let you know more in my next issue.

DINNER DANCE

San Felipe club is having a dinner dance which will be held at Senter Park Sunday September 23. They are having steaks from 12 to 3 p.m. The dance will be from 3 to 7 p.m. They are having all of this for the low price of \$2 per person. So plan on attending, I'm sure you will have a ball.

Black & White T.V. and Appliances



Leo Saavedra Mgr.

Televisores Usados desde \$22.50

Mas de 300 televisores para seleccionar
Reparacion completa, partes, Trabajo y PICTURE TUBE
Solamente....\$49.50 1 año de GARANTIA

ABIERTO: Lunes a Viernes 9:00 a 9:00 p.m.
Sabados hasta las 6:00 - Abierto los DOMINGOS

CY 4 - 3100 468 W. Santa Clara St.

Aluminum Awning & Patio Co.

12 Years SALES and SERVICE

END of SUMMER

SALE

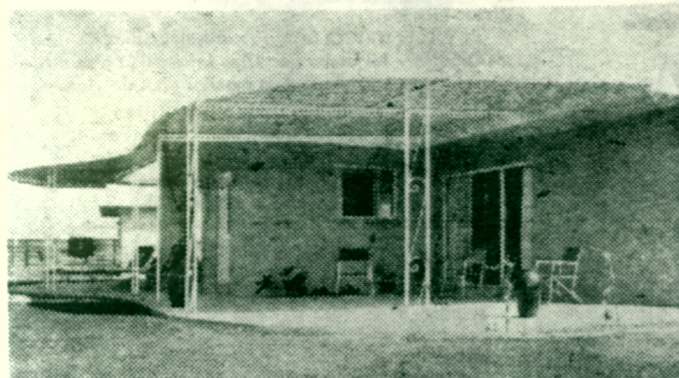
Air Vent

4 Ornamental COLUMNS

8 Colored Patio LIGHTS

10 x 12 PATIO

Awning

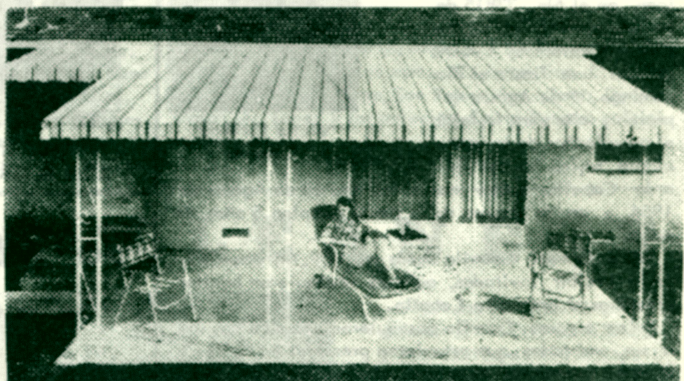


10 x 12

CEMENT FLOOR

No Down Payment

\$9.87 PER. MO.



CY 3 - 7270

1634 W. San Carlos St.

San Jose



MR. and MRS.
Sonny and Aurelia Aldama

CORONATION BALL
June 23rd Hawaiian Gardens
Excentrico Photography
To be continued...



Miss A. G. I Forum National Queen
Martha Carlos
Dances with Mr. Arnold Hidrogo



MR. and MRS.
Oscar and Alicia Sotelo



Simon Villa



UNION CITY, CALIF.

Cumpleaños

En la photo aparece el jovencito Victor Ricardo Cabello.

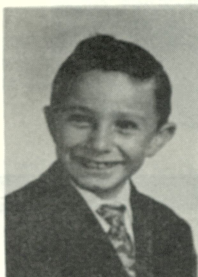
Los muy estimados y populares esposos Victor y Soledad Cabello, que radican en el No. 33815 de la calle 14th en Union City, California, verificaron una fiesta el día domingo 19 de Agosto del presente año para festejar el cumpleaños de su apreciable hijito Victor Ricardo Cabello, quien nació el día 18 de Agosto de 1954, y en la víspera de la fiesta cumple 8 años de edad.

Los esposos Cabello desde las 12 P.M. empezaron a recibir invitados, quienes obsequiaron bonitos presentes al jovencito Cabello.

Los esposos Cabello obsequiaron una rica comida a sus amistades que estuvieron presentes en la fiesta también prepararon exquisitos refrescos para los niños, no faltando la bien refrigerada cerveza para mitigar el calor.

Estuvieron presentes en la fiesta las siguientes familias:

Padrinos del niño Sr. Luis y Leonor Duarte	
Josefina Bentancur y Pedro Alexander	
Sr. Enrique C. Rivera	Juanita Martinez
Sr. Simon Villa	Familia Basurto
Sr. Leo Alvelais y familia	Familia Martinez
Sr. Damacio Melendez y familia	
Sr. James Celcer y familia	Sr. Antonio Corea
Sr. Santiago Rocha	Brigida Castillo
La Familia Moreno	Paublita Cervantes
Francis Garcia	Trini Cervantes
La Familia Alvarez	Aleja Santana
Sr. Gonzalo Hernandez y familia	
Sr. Juan Camarillo y familia	
Lili Barrera y familia	Josefina M. Alvarado
Sr. Jesus Salazar y familia	Conchita Romero
Sr. Pedro Triana, Jr., y familia	
Sra. Castillo y familia	
Sra. Florencia P. Hidalgo y familia	
Sra. Marcela P. Rodriguez y familia	
La Familia Zendejas	Sr. Armando Botello
Sr. Cleofas Ibarra	Sr. Arturo Alais



Victor Ricardo Cabello

Familia Renteria
Sr. Simon Castillo y familia Sr. Segundo Macenes
Sr. Carlos Ramirez y familia

Al terminar la fiesta la Sra. Cabello dio las mas sinceras gracias a todos los invitados que tuvieron la gentileza de acompañarlos el cumpleaños de su hijito Victor Ricardo.

EL EXCENTRICO felicita cordialmente a los esposos Cabello y les desea que Dios les proteja a su hijito Victor Ricardo y le conceda muchos años de vida.

..... por Simon Villa

Diga a nuestros Amigos
que lo vio en el EXCENTRICO

Catholic SUPPLY STORE

ARTICULOS RELIGIOSOS



2801 STEVENS CREEK ROAD
Atras de MACY'S (en el Subterráneo)

ROSARIOS - NOVENAS - ORACIONES
INCENSIO - VELADORAS
ESTAMPITAS y Tarjetas de Felicitacion
en ESPANOL. Tel. CH 8-3365

Jo-Mar BEAUTY SALON

Salón de Belleza Mexicano

Soft Curl

PERMANENT

SPECIAL \$7.50

The permanent that
Everyone is
Raving about...!



JOSEPHINE MONTECINO

NO NECESITA CITA

ABIERTO Lunes a Sabado 9:30 a 6:00 p.m.
JOSEPHINE MONTECINO - MARGARET VAZQUEZ
Se localiza en la esquina Delmas y Auzeais
CY 2-2550 385 Delmas Ave.



Vierra - Brown

El día 4 de Agosto del año en curso, a las 12:00 del día en esta ciudad, en la Iglesia St. PATRICK'S la Srta. JOHNNIE BROWN hija de los esposos L. Brown, tomó por esposo al joven RONALD VIERRA hijo de la Sra. L. Vierra. Oficio el Rev. P. Higgins, Johnnie es nativa de San Angelo, Texas y Ronald de esta ciudad.

La recepción se verificó en la casa de la novia

asistiendo mas de 100 invitados. LUNA de MIEL la disfrutaron en la cd. de Los Angeles y a su regreso establecieron residencia en esta. En la grafica: Elva Cervantez, Tina Alderette, Sue Brown, Roy Vierra, Dennis Mason, A. Lopez y los pajeitos David Puentes y Trini Miller.

RAMIREZ STUDIO



Garden City **CLEANERS**



Bill Torres. Prop.

PARA las PERSONAS que quieren SERVICIO ESMERADO y Atención Especial a su Ropa !

**CAMISAS de
CORBATA 25c
Cada Una**

En Paquetes de 4 o Mas

**Servicio de
ENTREGA**

Sin COSTO ADICIONAL !

Le Corregimos defectos menores en su Ropa GRATIS !

HORAS: 7:30 a 6:00 p.m. diario

Se le Atiende en ESPAÑOL

CY 2 - 7920

185 E. SANTA CLARA ST.



Spares & Strikes



Mario R. Vazquez

Winter Leagues are supposed to last thirty weeks, but it took only one week for Larry Couch, a 173 average bowler, to set a high series in the 4th Street Bowl 850 Scratch League.

Larry had games of 226, 232 and 233 for a 691 series. Lalo Ruiz tied his high game of 233 while Epie Sisneros settled for a 230 game.

And in the Mexican-American Bowlers Association Sweeper, Julio Escamilla struck out in his final game to win by two pins with a 613 series. Next sweeper will be held at the Fremont Bowl in Fremont on October 14th.

The Union City GI Forum, headed by our good friend Jess (Alonzo) Cardenas, held their first annual BBQ at the Alameda County Fairgrounds at Pleasanton Sunday. And it quite a riot, as Fred Vazquez and Benny Garza of the San Jose GI Forum won the egg throwing contest. Object was to throw the egg to each other without breaking it and the last one with a broken egg won. There were a few shirts splattered with egg as were hands and heads, but it was fun. At winning time, the champions were about twenty-five feet apart.

It looks like the Giants have had it. And our congratulations to our own sportscaster Dave Sierra who once again picked the right team. I've been such a good Giants fan that I haven't attended one of their games this year, but I've heard them all on radio.

But I have taken in some of the Roller Derby games. Now that is quite a game. They say you have to be in good shape to stay in the game. Well, you have to give a lot of credit to Anis (Red) Jensen, who has been skating the derby leave for 22 years, and still going strong. Of course she is the Bay Bombers team herself and has been since they moved to the coast. She is 40 years old.

And a final thought: Be sure to vote for the Water Bond. Besides needing it bad, I do need a job too.

And looking at the fair, you see one and you see them all. Only the more you see, the more money it costs.

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Jesse's CLUB



Jesse H. Mancillas. Prop.

OPEN SEVEN DAYS A WEEK
For your Convenience
From 9:00 a.m. to 2:00 a.m.

Where Club Bachelors meet

CY 5 - 9536 976 ALMADEN AVE.

TRUE BROS. Chevron Station



Abierto - Domingos



CHEVRON GASOLINE
R.P.M. OILS
ATLAS TIRES - BATTERIES
ACCESSORIES

BANK AMERICARD
6:30 a.m. a 10:00 p.m.
STEVE & JIM, Props.

CY 5 - 2224 798 ALMADEN AVE.

Ideal BARBER SHOP

BARBERIA
MEXICANA

CORTE de PELO... \$1.75

SERVICIO de PRIMERA
ADULTOS y NIÑOS

ABIERTO
9 00 a.m. a 7 00 p.m.

Sebastian y Raul Hernandez
Proprietarios
Lo atenderan con esmero !



CY 5-2688 70 W. St John St.

Lu Re's Beauty Salon

Custom Blending Hair Coloring

Colors of L'OREAL of Paris

PERMANENT WAVING

Rose is Back with us, come in and say Hello



FREE ! Beautytor Manicure

To all customers that get a PERMANENT WAVE

Lupe Rebecca Lopez, Owner

CY 5 - 2674 1175 E. Santa Clara St.



OPEN MONDAY thru SATURDAY
from 9:00 a.m. to 9:00 p.m.



MR. and MRS.
Humberto and Nancy Villareal
Popular local crooner

SAN FELIPE'S FORMAL DANCE
Friday, July 27 Hawaiian Gardens
Excentric Photography
To be continued...



ARMANDO CARVAJAL
BETTY PANTOJA



MR. and MRS.
Marcel and Antonia Saucido
R.V.A. National
Jr. Vice-Commander



Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

Saco Blanco

LA MAS AMPLIA
VARIACION

Saco Azul

Cut Away

LA MEJOR
CALIDAD

MATRIMONIOS

BAILES

FIESTAS



CY 4-2322

75 S. 2nd St.

Bonnie Lee REPORT

BONNIE LEE PEREZ FUND
Benefit Dance Report

S. E. S. Hall, Santa Clara, Calif.
Saturday, Sept. 1, 1962
Marcel Saucido, Dance Chairman

INCOME

Box Office	\$ 172.40
Beer & Soda Sales	166.50
Beer Taxes Refund	3.35

CONTRIBUTIONS:

A. F. L. Local 679	25.00
Beto Torres	10.00
Beto Torres Orchestra members	20.00
Julian Perez	5.00
Maria de Anda	1.00
Mr. & Mrs. Gregorio Minor	1.00
Jose Hernandez	5.00
Mr. & Mrs. Fernando Serrano	2.00
Maria Palan	2.00
Mr. & Mrs. Frank Lucero	2.00
Refund Beer & Sodas	79.90

TOTAL \$ 495.15

EXPENSES

Beto Torres & Orchestra	\$ 133.10
Rent - S. E. S. Hall	75.00
Beer Permit	5.70
Dance Permit	5.00
Deposit Beer Taxes	10.00
State Board Permit	1.00
Ticket Seller	5.00
Tax Stamp	2.20
Tickets - Sodas & Beer	2.70
Printing of Tickets, Dance	4.50
Ice	1.00
Peace Officer	12.00
Sodas	7.50
Beer	144.45

TOTAL \$ 409.15

TOTAL PROFITS from Dance	\$ 86.00
Total Collected to August 25th	457.05
Mr. & Mrs. Al Pelayo (Sept. 14)	5.00

GRAND TOTAL \$ 548.05

Public Letter

Sept. 13, 1962

The Perez Family would like to extend to the public their deepest appreciation and sincerest thanks for their interest taken in behalf of Bonnie Lee Perez and her battle against incurable Cancer.

Donations to the Bonnie Lee Perez Fund made it possible for her to be flown to Disneyland, where she spent an enjoyable three days there with her family.

We cannot single out one person or one club who did more than any other; we can only say once again, THANK YOU for the kindness and generosity of all the people who contributed their time, money, sin-

cere help, and devoted prayers. May God Bless each and every one of you and reward you ten-fold for all you have done for our little girl.

Mr. & Mrs. Peter Perez and Family



BONNIE LEE PEREZ as she prepares to board Jet Plane flight to DISNEYLAND.

EXCENTRICO publication extends it's heartfelt best wishes and Thanks to all the people that helped in making the BONNIE LEE PEREZ FUND a complete success, not to be left unnoticed is Mr. Gilbert Solarez who spent countless hours in Excentrico photo laboratory preparing advertising material.

Humberto Garcia and Staff.

Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

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

ENFERMEDADES de SEÑORAS y NIÑOS

Facilidades para Completo Examen Fisico

RAYOS X y LABORATORIO

Consultas en Español e Ingles

CY 5 - 8870 565 Almaden Ave.



Galeria Infantil

HUMBERTO FLORES
4 mo. - Born in Cupertino
Parents
Humberto and Alicia Flores



LETICIA CONTRERAS
Born in San Jose
Parents
Mary and Pablo Contreras



LEITER STUDIO

TOMMIE CONTRERAS
Born in San Jose
Parents
Pablo & Mary Contreras



MELISSA PALACIOS
Born in San Jose
Parents
Manuel and Andrea Palacios

FURNITURE DISCOUNT House

FRENCH PROVINCIAL BED ROOM!



OPEN Week Days
9 to 9:00 p.m.
Sundays 11 to 5 p.m.

EASY CREDIT TERMS



HANK COCA
Owner



LOUIE COCA
Salesman



JOE SANCHEZ
Manager

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

LOCATIONS to SERVE YOU !

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

CY 7-9486



EDDIE BOJORQUEZ
Salesman

82 E. Santa Clara St. Cor. of 3rd. SAN JOSE

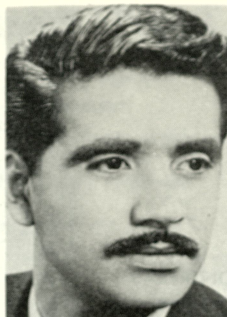
Un Televisor Gratis cada Mes

Todo lo que Tiene que Hacer es Registrarse
Poner su Nombre y Direccion en esta muebleria
para participar en estos SORTEOS GRATIS !

No Se requiere hacer ninguna compra.

CITY OF SAN JOSE
DEPARTMENT OF
HEALTH
151 W. MISSION STREET
SAN JOSE, CALIFORNIA

To
Your
Health
by



LUIS G. JUAREZ R.S. M.P.H.

" K. O. POLIO "

- Program -

POLIO still continues to be a threat to life and health to all of us. A mass Polio immunization program will wipe out that threat, now, if every man, woman and child participates.

Should you take Sabin Oral Vaccine even though you've had Salk Polio Shots?

Yes. We should all take the Sabin Vaccine. Salk Vaccine (polio shots) does not give you lasting protection. Sabin protection lasts, probably for life. You get added protection against being stricken by this dread disease. In addition, and just as vital, Sabin is the only polio vaccine that prevents you from being a carrier of paralytic polio.

You increase the safety of those around you by not being a polio carrier.

How safe is the Sabin Oral Vaccine?

The vaccine has been given to over 100 million people in Russia, Mexico, Czechoslovakia and Yugoslavia with excellent results. In this country, clinics have operated recently in Cleveland, Bakersfield, Fresno, Phoenix, and the state of Nevada. What is the Sabin Oral Vaccine?

It is a vaccine taken on a sugar cube. Three doses should be taken: The first dose immunizes against type 1 polio virus; the second against type 111; the third against Type 11.

How effective is the Sabin Oral Vaccine?

The vaccine is virtually 100% effective in protecting the individual against all known types of paralytic polio if he takes all three types. Furthermore, the vaccine eliminates the possibility of his being a "carrier" and transmitting polio to others. Are there any reactions from the Oral Vaccine?

No. No side reactions of any nature. Who will administer the clinics?

Thousands of volunteers including physicians, school principals, nurses, pharmacists, medical assistants, members of hospital auxiliaries, PTA's, service clubs, Boy Scouts - all groups and individuals interested in destroying the threat of polio.

When do you take your Sabin Oral Vaccine?

Sunday, September 23, for Type 1
Sunday, November 4 for Type 111

Sunday, December 9 for Type 11

You must go all three Sundays and take all three types of vaccine.

It takes only a few minutes to get your lump of sugar with the three drops of Sabin Vaccine.

K. O. POLIO - SUNDAY, SEPTEMBER 23

Where do you get your Sabin Oral Vaccine?

Here is a list of some of the schools where the vaccine will be given:

Gardner Elem. School 502 Illinois Avenue	Christopher School 565 Coyote Road
San Jose High School 275 N. 24th Street	Seven Trees School 3975 Mira Loma
Burnett Jr. High School 850 N. 2nd Street	Lick High School 57 N. White Road
Ann Darling Elem. School 491 E. Empire St.	Mayfair School 2000 Kammerer
Mann Elem. School 275 E. Santa Clara St.	Fischer School Hopkins & Earl
Lowell School 275 Margaret St.	Evergreen School Fowler Road
Roosevelt Jr. High 901 E. Santa Clara St.	Ryan School 1241 McGinnis
Hill High School 3200 Senter Road	Sanders School 3411 Rocky Mt. Drive

How much will the Oral Vaccine cost you?

A nominal charge of 24¢ per dose. However, the vaccine will be given free to anyone who can't afford it.

K. O. POLIO - SUNDAY, SEPTEMBER 23

| ● ● ● ● ● ● ● ● ● ●

YOUR

WEDDING INVITATIONS

SEE

Eschbriac

Humberto Garcia
CY 2 - 4273 195 DEVINE ST.

Permanent Wave SPECIAL

 Vickie Gonzalez

\$7.35

COMPLETO

All work done by experienced operators

VICKIE'S HAIR STYLING

Vickie Gonzalez, Mgr. Open Thurs. & Fri. Evenings
253 South Second St. at San Carlos * CY 7 - 8552

Castañeda Boarding Home



Casa de Borde para Hombres

PENSIONADOS o que reciben asistencia del
WELFARE DEPARTMENT
Cuartos PRIVADOS - Atencion de PRIMERA
Con LICENSIA del ESTADO
Auxilio y Dolores Castañeda, Props.

Tranquilidad - Buena Comida

CL 8 - 8813 14671 Story Rd.

" Ofrenda "

Para la graciosa Srita. Irma Gomez
de la hospitalaria ciudad de San Jose, California

Te quiero con dolor porque has sufrido;
Te quiero con fervor porque eres buena.
Y a cambio de este amor solo te pido
que acojas con piedad mi ultima ofrenda.

Le ofrezco a tu belleza y rara donasura,
el cariño sin par que ayer sintiera,
adivinando en tu alma, un mundo de ternuras,
y si por ello muero, la muerte no me arredra.

Mas, no debes temer que nesio te persiga;
me ire lejos de ti, y mi alma en cautiverio,
no tardara en partir, dejando ya sin vida,
a quien te quiso tanto, en triste cementerio.

Quizas alguien te diga, donde mi cuerpo inerte,
se encuentre para siempre, de todos olvidado,
quizas cuando lo sepas, bendigas a la muerte
asi, cual yo bendigo, la dicha que me has dado.

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

...

Diga a nuestros Amos que
que lo vio en el EXCENTRICO

DEJO de EXISTIR



En el centro de la Iglesia
Catolica, Apostolica y
Romana

El día 15 de Agosto del
año en curso dejo de
EXISTIR el Sr.



MANUEL SAAVEDRA
a la edad de 62 años

El Sr. Saavedra fallecio en Shafter, California el dia
15 de Agosto del año en curso, verificandose el velorio
y Misa de Cuerpo presente el 20 de Agosto y en seguida
despidiendose sus restos en el panteon local de Shafter

El Sr. Manuel Saavedra era nativo de Muzquiz, Coah,
Mexico con residencia en estados unidos por 30 años,
y residencia en San Jose por 15 años, deja a su esposa
Blasa Saavedra, 3 hijas Maria, Guadalupe, Nicolas y
7 nietos.

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

MADAM Zora

ADIVINADORA



Poseedora de SABIDURIA
Para ayudarle en Problemas
de SALUD - ENFERMEDAD
TRABAJO - NEGOCIOS
Traigame sus Problemas

Esta Sra. ayuda a los ena-
morados y parejas separa-
das a que se CASEN o se
vuelvan a REUNIR.

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

ST. JOSEPH'S SHOP

ARTICULOS CATOLICOS

BIBLIAS - MISALES
NOVENAS
ESTATUAS - CUADROS
VELADORAS

(En seguida de PARISIAN
DELICATESSEN).

CY 5 - 2130

49 W. San Fernando



Sanchez - Silva



En SOLEMNE CEREMONIA RELIGIOSA la Señorita FRANCES SILVA hija de Santos y Maria del Rosario Silva contrajo Nupcias con el caballero JOE SANCHEZ hijo de Alfredo y Luisa Sanchez, el día 5 de Mayo del presente año, a la 1:00 de la tarde, en la Iglesia HOLY FAMILY de esta ciudad de San Jose. Oficio el Rev. P. Jose Peña. La RECEPCION se verifico en el Hor-seman's Association, asistiendo mas de 200 invitados.

LUNA de MIEL la disfrutaron en Tia Juana, Mexico, y a su regreso establecieron residencia en esta ciudad Frances nacio en Ortiz, Chihuahua, Mexico y Jo en Phoenix, Arizona. En la foto: Anastacio Ramirez, Frank Valdez - Padrino, Angelo Emilio, Jessie Morado, Carol Ramirez, Genevieve Silva - Madrina, Dorothy Maya, Tula Morado, y los pajeitos Alfredo Silva y Corrine Sanchez. LEITER STUDIO.

NETTO'S GARAGE

"Servimos bien para

Special volver a Servir"

ENGINE OVERHAUL

Chevrolet 6 - Ford 6 - Plymouth 6 **\$99.50**
Willis 4 Jeep

INCLUDES: Grind Valves & Seats, Hone Cylinder, Mike Cylinder Walls, Crank Shaft Tune Engine - Furnish New Rings (piston pins) Gaskets and Oil.

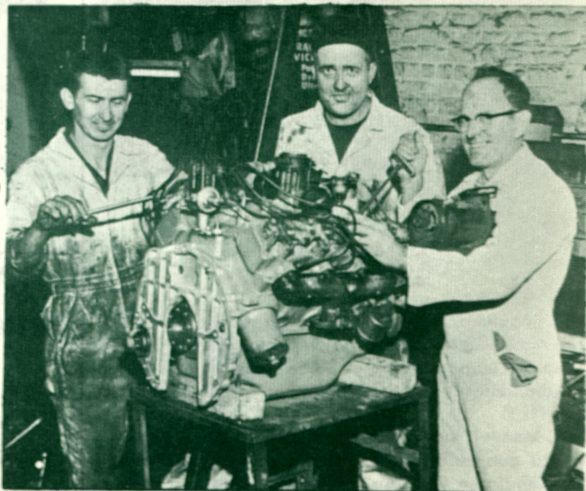
All work Guaranteed 90 days or 4,000 miles
If engine condition permits.

GRATIS!

Le proporcionamos un carro para que Ud. no sufra ninguna inconveniencia mien tras le arregalamos el suyo.

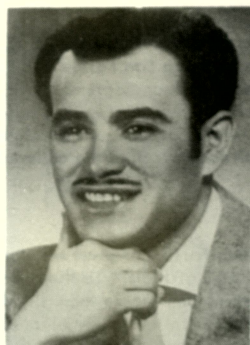
FACILIDADES de PAGO

CY 3-3663



Para un SERVICIO de PRIMERA de MECANICA lleve su carro con NETTO'S GARAGE con la completa seguridad de que quedara satisfecho, en la grafica: Vic, Dave y su atento, servicial propietario Pete Netto.

564 W. San Carlos St.



CLUB *Bachelors*



Gilbert Solarez

Introducing Joe J. J. Rodriguez, born in Alviso 33 years ago (Candelario Jr. is 3 years older than him).

J. J. is our Administrator in the Bachelors Club and was our Grandmaster before Rudy Belluomini was elected.

Joe attended Lincoln High, also J. C. College.

He is a cartoonist for Lockheed Aircraft and makes more money than he used to when he was picking prunes, nuts, and shining shoes.

Last year I loaned him one of my vests, the one I found in the city dump, and he did not return it. JJ is also Vice-President of Club Cuauhtemoc, Athletic Director in The Latin-American Council of the Santa Clara County. He is a clean cut, neat looking punk. JJ is very popular with all the phony broads in town.

He is a good ballplayer and knows it, but he has only one suit. If you look at him real close, one of his front teeth is missing and sports an open window the year around.

J. J. loves to kiss pretty girls and has been slapped more than once, but then again what Bachelor hasn't. My next victim is George (half animal) Plata.

Patty Tamez:

"Gaspar, why did you kiss so roughly?"

Gaspar Espinoza:

"I just couldn't help myself."

Patty Tamez:

"But you did."

Gaspar Espinoza:

"Oh, Patty."

Patty Tamez:

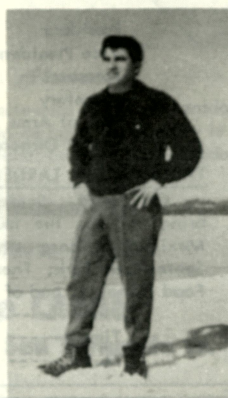
"Oh, my darling Gaspar."

Gaspar Espinoza:

"I can't control myself any longer."

Patty Tamez:

"I'll give you an hour to stop."



SAN FELIPE TARDEADA SUNDAY, SEPT. 23

STEAK DINNER & DANCE

Steaks from 12-3 P.M. Dancing 3-7 P.M.

SENER PARK on Senter Road

Music by JORDAN BROS. \$2 per Person

I heard Candelario Jr. took my advice and went to write for Fiesta Magazine. Bob "Mr. Peepers" Rodriguez hasn't left yet. Anyway, I sent two of my sisters, Elenor and Helen, to write for Fiesta. Fiesta needs English writers very bad. That magazine never comes out on time and is always late, but it really doesn't matter to us one way or another. If any of the writers aren't happy here they can always make it!

CLUB BACHELORS & ELITE
present their Third Annual
MASQUERADE HALLOWEEN DANCE
Friday, October 26, 1962 9-1 A.M.
I. E. S. HALL
1401 East Santa Clara Street
DOOR PRIZES! SURPRIZES!!!!!!!
Donation: \$1.50

CUAUHEMOC SEMI-FORMAL BALL

This year Club Cuauhtemoc's 9th Formal Ball will fall on Saturday, November 10th at the Hawaiian Gardens Terrace Room. More on this subject later.

U. C. C. SOFTBALL & BASKETBALL LEAGUE



Pictured are the athletic directors of the United Club Council League. 1st row, Blocker Villalba of Club El Dorado, Jess Medina of San Felipe, Paul Gary of Club San Joaquin, Al Velasquez of Casa Mañana, Don Quixote Solarez of Club Bachelors. Not pictured is Sonny Badilla of Los Toros. Seated is John Popovich of the San Jose Recreation Dept.

The league is to have a banquet sometime this month.

**Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian**



This 'N That

Tony Carvajal and Val Garcia are back from a short stay at Del Rio, Texas. Sorry the trip couldn't have been under more pleasant circumstances.

Candy Veliz has always been a strong advocate of the "love 'em and leave 'em" routine, but lately our hero has been singing to a different tune. What a difference a DAME makes.....a DAME with the right accessories, that is.

Cute Gloria Fuentes describes a date with Pato Guillen as a game of checkers ----- "Whenever he makes a move, I jump!" she says.

Went to take my Army physical and was confronted by a sign that read:

All Recruits Will Strip to Waist -- From Both Ends

According to all indications, the Beer Drinking Contest between Club S. F. and Club San Joaquin will be held next month. David "La Diabla" Morales will be sent to negotiate with the opposition and set the date.

ELITE ANNIVERSARY DANCE

The long awaited Club Elite Anniversary Dance lived up to the expectations of all who attended. Up to the very last day, girls employed every trick to trap some unexpectant male, but even then, some had to put away their bag of tricks with a sigh of frustration. You girls tried like real troopers and deserve every kind of recognition so don't despair, for like the San Francisco Giants keep saying -- There is always next year.

In recent elections Art Cuellar was chosen to report the club activities, but before bowing out, I would like to introduce to you cute Yolanda Cuellar.

Yolanda is a 1962 graduate of San Felipe High School in Del Rio, Texas, where she had the honor of being Salutatorian of her class with the second highest grade point average.

To be a beautician are her plans. Our most sincere congratulations and may you succeed in whatever you may endeavor.



It's your show now, Art. **GOOD LUCK!**
.... Candy

U. C. C. PLAYOFFS

The playoff game for second place in the U. C. C. League Softball standings between San Felipe and El Dorado was held at Columbus Park on September 9th. El Dorado took the decision thus gaining sole possession of second place, while San Joaquin watched from the stands having already cinched the coveted first spot.

CLUB S. F. OFFICERS

On August 26, Club San Felipe members met for the purpose of electing new officers. To the outgoing officeholders we extend our sincere thanks and appreciation for a job well done; to the newly elected ones we offer our congratulations and staunch support.

President	Candy Veliz
Vice President	Tony "Pato" Guillen
Treasurer	Greg Gloria
Secretary	Cruz Tapia
Sgt. at Arms	Gene Moran
Social Director	Art Cuellar

TARDEADA ** TARDEADA ** TARDEADA ** !!!!!

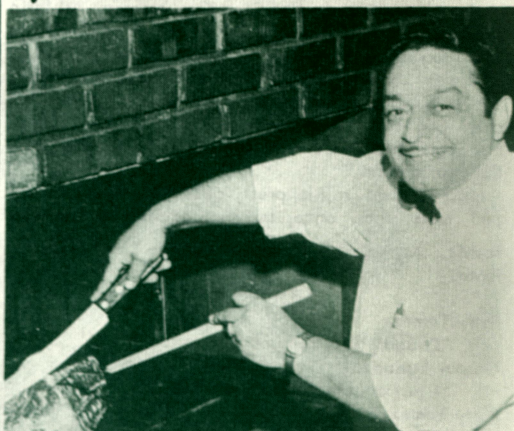
On Sunday, September 23, Club San Felipe will bring to you the music of the Jordan Bros. and the Mexican folklore singer VIRGINIA MARTINEZ at Senter Road Park. There will be Mariachis, Dancing, Food (Steaks), and of course BEER.

Place ----- Senter Road Park

Time ----- 12 Noon to 7:00 P.M.

Music ----- Jordan Brothers

Jalisco **RESTAURANT**



Nazario Geniz

Especialidad: B. Q. TACOS

Los Tacos Mas Sabrosos en toda la BAHIA I

MOLE POBLANO preparado con todas sus especies
Le Agradamos que Le AGRADARA.
(TODOS los DOMINGOS).

CY 4 - 8737

32 W. SAN FERNANDO ST.

● Agencia de Real Estate



Jose y Blanca Alvarado

Antes de comprar su CASITA visite a los esposos Alvarado que cuentan con un gran numero de casas de Venta y le aseguramos que encontrara la casita que tanto ha buscado Naturalmente ha PRECIO de GANGA.

Asuntos de INMIGRACION

Traducciones - Notario Publico

AGENCIA de CASAS

Cy 7 - 1275 152 W. San Fernando St.



La Srita. Johnnie Brown contrajo Nupcias con el Sr. Ronald Viera el dia 4 de Agosto del año en curso, en la Iglesia ST. PATRICK'S de esta ciudad, a las 12:00 del dia. RAMIREZ STUDIO.

Prestamos DINERO

En todo Articulo de Valor



Come in and let ALBERT MORRIS and ELIAS CHAVEZ show you our complete line of New and Used Musical Instruments, Hand and Electric Tools, Jewellery, Cameras Sewing Machines, Rifles, TV Sets etc.....

Big Ben

LOAN OFFICE

CY 4 - 3143 63 S. MARKET ST.

TERMS \$ 188 BUYS

DRESSER - MIRROR - Hd. BOARD - MATTRESS
FRAME - COUCH & CHAIR - TABLES - LAMPS
and DINETTE

\$10.00 per mo.

WESTERN STUDIO Furniture

CY 5 - 6880

960 E. SANTA CLARA ST.

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

Especialidad Carnitas

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas....50¢

MENUDO

Todos los Domingos

CL 8 - 4702 1884 Alum Rock Ave.





Joel Aguilera

Club Riviera



A group of exchange students from the Middle East were seated in the visitors' section of the Senate. Noticing a rather somber faced, serious looking man seated at the rear of the room on the floor of the Senate, one student asked the guide, "Who is that man?"

"He's the Chaplain of the Senate," replied the guide.

"What does he do, pray for the Senators?" asked the lad.

"We-I-I no," answered the guide slowly, "He sits there and listens to the Senators all day. Then he prays for the country."

The following are some of the scores of the games played by Club Riviera team D and R during the month of September. On Sunday, The 2nd, Club Riviera won another game from Jail Farm by a score of 7-0 and on the 9th Riviera dropped one to Juvenile Probation to the tune of 3-1. Had Riviera won that decisive game on the 9th Club Riviera would have been second half champs, so as it stands right now Club Riviera is in a three-way tie for second-half and the playoff will be in the near future.

INITIATION BAR-B-Q

Appearing in the above photo are some of the guests and members that attended Club Riviera's initiation bar-b-q that was held on August 25. Club

Club Riviera congratulates Josephine Ramirez and Club Zanzaree for their 1st place win in Club Elite's recent beauty contest.

Say Dave Sierra, what do you intend to do with the money or monies raked in from this so-called PIN-A-WRITER deal that has arisen????? Sounds like a big deal to me.....why not start a fund for all retired Excentrico Magazine writers.

Gran Tardeada sponsored by Club San Felipe on Sunday 23, 1962 at the Senter Road Park. This tardeada will consist of steak dinners served from 12 noon to 3 p.m. and a dance from 3 to 7 p.m. Music will be by the Jordan Bros. Donation - \$2.00 per person.



THE WINNER!

Appearing left to right are: Angelo Rogers, Louie Molina, Dave Mendez, and referee Frank Apostoli. Photo was taken at the recent boxing match that was held at the Spartan Stadium in San Jose between Lou Molina and Joe Brown.

(Photography by Richard Diaz)

Riviera welcomes Amado and Ruben De La Cerda, Harold Martinez, Paul and Eusebio (Chebo) Ramirez, Bob Read, Johnny Rodriguez, Frank Espinoza, Eloy Martinez, Julian Martinez and Jim Herrera.

Glad to have you aboard, fellows.



R
F
V

Mr. and Mrs. Jesus G. Ortiz
request the honour of your presence at the
marriage of their daughter

Eloisa

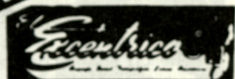
to

Mr. Roy Vallejos
Son of Mr. and Mrs. David Vallejos

On Sunday, September 2, at 12:00 o'clock at Our Lady of
Guadalupe Church 2121 Kammerer Ave.
San Jose, California 1962

**WEDDING
INVITATIONS**

SEE



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.

Jaquez & Sons Body Shop



LORENZO JAEQUEZ, PROP.

All Types of BODY & FENDER WORK
" Estimates Cheerfully Given "

PINTURA de AUTOS \$35.00

Servicio Rapido y eficiente, Nuestra Renta Baja hace
posible este PRECIO tan RAZONABLE.

CY 4 - 8083

1042 S. Sixth St.

Sandoval Rest Home



Casa para Ancianos

Excelentes Comidas - Dietas Adecuadas

If you are looking for a home for your old folks, or if
you are an Ancianito who is getting the old age pension
or Welfare Assistance, we have just the place for you.

Licensed by the Welfare Dept. Lic. No. BHA671
La Sra. SANDOVAL es MEXICANA

CL 1 - 2467 374 McCreery Ave.



La Srita. FRANCES SILVA
hija de Santos y Maria del Rosario Silva
contrajo MATRIMONIO con el joven

JOE SANCHEZ
hijo de Alfredo y Luisa Sanchez

El dia 5 de Mayo, a la 1:00 de la tarde
en la Iglesia HOLY FAMILY

San Jose, California

LEITER STUDIO.



Views & Reviews



Bob Rodriguez

MANO! QUE FIESTAS PATRIAS!

Los Mexicanos de San Jose celebraron el 152 aniversario de su Independencia el Domingo pasado. I better switch to English before I put Maria de la Luz out of a job. First Street was lined up with Mexicanos solid and it was the biggest crowd that has witnessed a parade this year. It was a real nice parade enjoyed by all. The Civic Auditorium was filled to the rafters after the parade. Congratulations to Club Elite who walked off with the First Prize for a decorated car, and to Maria's Club who took second place in the float division. Mr. W. P. Baracker, the Fiesta Co-ordinator deserves a lot of credit and all the people responsible for putting it on.

Viva La Reina, Viva Miguel Hidalgo y Costilla, Allende, Mina, Guerrero, Morelos, Abasco y que VIVA MEXICO!

REINA de CHURUBUSCO Contest

The top social affair held in Southern California each year is the Black and White Ball and Reina de Churubusco contest. This year it will be held in Los Angeles at the world famous Ambassador Hotel on Sunday, September 30th from 6:00 P.M. to 1 A.M.

ISABEL RODRIGUEZ
Mani-Kins
Los Angeles

We present Miss Isabel Rodriguez who is sponsored in the contest by the Mani-Kins of Los Angeles.

Many of you remember Miss Rodriguez (no relation as you can see!) when she competed here at the Hawaiian Gardens in June for Miss American GI Forum of California. She also competed in the Miss International Beauty Contest (first Mexican girl to do so) held recently.

There are 14 other beauties competing for La Reina de Churubusco but we especially want to wish the beautiful Isabel Rodriguez mucho, mucho LUCK!

FLECHAS!!!!!! Apologies to the people who were

insulted in my column last week. Gil Solarez played a dirty trick on me but thanks to his suggestion in a previous issue you may now read "The World of Bob Rodriguez" in a local magazine. Say Gil, 5 year old Mario Vazquez holds an Associate of Arts Degree and is head of the Drafting Department for County Flood Control, Flat footed Ike Hernandez holds a Bachelor of Arts in Criminology. If Rachel Andres needs track lessons it's because she doesn't want to be caught, she's having a ball being San Jose's "IT" girl with her glamour and personality. Dianne Barrera is easily San Jose's most famous female individualist and is going to fill up your big mouth with putty one of these days. Insofar as Los Amigos Golfing Club, I too get bugged when I see a club on the way up and Los Amigos members do lead a tranquil life enjoying golf, life is too short to split a gut.

What's your claim to fame?

For a very enjoyable afternoon attend the Club San Felipe tardeada, Sunday, September 23rd. Barbequed steaks with all the trimmings, \$2.00 per person from 12 to 3 P.M.

Dancing with the Jordan Bros. 3:00 to 7:00 P.M.
See You There!!!!

The GI Forum continues it's expansion. The Santa Clara Forum is working to organize a chapter in Los Banos and the San Jose Forum is working in Pittsburg and Stockton.

Congratulations to Eddie Camunez who has been appointed to head the State Scholarship Committee and Bill Lopez the Membership Committee for the Department of California. Bill and Eddie belong to the San Jose chapter. Joe Lopez from the Santa Clara Forum has been appointed Chairman for the State Auditing Committee. Joe is an auditor for the State Board of Equalization. Dedicated men like these are responsible for making the American GI Forum the No. 1 Mexican American organization in California.



**Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian**

Joe's BARBER SHOP

Specializing in FLAT TOPS

Tres Barberos a su Servicio

ABIERTO:

Lunes a Sabado 9 a 7:30

Domingos 9 a 4:00 p.m.

CORTE de PELO \$1.75

NINOS... \$1.50

Joe Peraza Owner



CY 7 - 9753

89 POST ST.



Los Locos

Directamente de SAN FRANCISCO

Maria's COCKTAIL LOUNGE

BAILE VIERNES - SABADOS y DOMINGOS

El Centro Nocturno

☆☆☆☆☆☆

Mas Elegante

MARIA'S COCKTAIL LOUNGE se ha convertido en el CENTRO NOCTURNO mas popular en toda la Bahia por su ELEGANCIA, HI - Balls bien preparados y lo Mejor en MUSICA para BAILAR.

DAN and MARIA AGUIRRE, Prop.

CY 5 - 9872

728 N. 13th St.



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

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Black MOHAIR Continental SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS

Pendelton Shirts

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

INTERNATIONAL
and
Bank of America
Chg. Plans

Art Martinez

CY 3 - 3236 290 S. FIRST ST.

Thrifty CLEANERS

& REWEAVING SHOP

NUEVA GERENCIA

Los esposos Arnold y Rosie Hidrogo anuncian al publico en general de la APERTURA de su Nueva Tintoreria Donde se ponen a las ordenes de todos sus clientes.

Abierto de 8:00 a 6 p.m. Sabados de 8:30 a 5:00 p.m.

SUITS
DRESSES
TOP COATS
ROBES

99c

SLACKS
SWEATERS
SHIRTS
BLOUSES

59c

Toda Clase de Reparaciones
y Alteraciones.

ALTERACIONES

CL 9 - 2890 1663 E. Santa Clara St.



Rosie & Arnold Hidrogo



San Jose Nudes



E. Dave Sierra

ANYONE FOR A SURE THING?

A few weeks ago a mild challenge was extended this writer by Robert Rodriguez to pick winners in the football games to be played across the country. Here are my selections for this week Bob, but don't bet your 19th hole refreshments bread on them!

The Professionals

I hate to try and pick winners in the pro games because I've been burned too many times. Generally it's best to stay away from the pros because they're so evenly matched that once the game gets underway, anything can happen. But here goes anyway.

Baltimore Colts over Minnesota Vikings
Chicago Bears over Los Angeles Rams
Philadelphia Eagles over New York Giants
Pittsburgh Steelers over Dallas Cowboys
Green Bay Packers over St. Louis Cardinals
DETROIT LIONS OVER SAN FRANCISCO 49ers
Cleveland Browns over Washington Redskins

The Collegians

Some of the outstanding games this week should be the Duke-Southern California tussle at Los Angeles, Texas-Oregon at Austin, Texas, and the Washington-Purdue game at Seattle, Washington.

The SC-Duke game is on national television.

Missouri over California
Southern California over Duke
Fresno State over Whitworth College
New Mexico State over U. of Pacific
Oregon State over Iowa State
Texas over Oregon (This could be an upset!)
Washington over Purdue (best game of week)
Washington State over San Jose State
Tulane over Stanford
Alabama over Georgia
Penn State over Navy
Syracuse over Oklahoma

Speaking of predictions, Bob doesn't do so bad himself. Last winter he wrote:

Liz to break up with Eddie Fisher.
Eleanor Solarez to be President of Club Elite
Dave Sierra to run into an OUT door going IN.

Well, you all know what happened to Liz. Don't look now, girls, but Eleanor is a member of Club Elite!!! Me, I'm still wearing a football helmet.

Giants "Choke Up" in Pennant Drive!

As we go to press the San Francisco Giants are in the midst of their annual nose-dive from pennant contender to also-ran. For the fourth time in five years they appear to be set to finish behind the hated Los Angeles Dodgers. This is something that few S.F. fans can stomach, but they must! Los Angeles has better ballplayers and in the end, talent will make itself felt.

It wasn't even two weeks ago that every Giants fan in Northern California was dancing a mental jig and already envisioning himself wrapped in his Arctic finery, sitting in the Candlestick Wind Tunnel, watching the Giants against the Yankees in the World Series.

One San Francisco Chronicle writer even went so far as to pick Billy O'Dell as the starting pitcher of the World Series. Billy Pierce would follow. Then Juan Marichal would pitch the opener in Yankee Stadium. Jack Sanford would start the 4th game and then it would be O'Dell's turn again. This cat writes like a man with a paper bottom.

Giants sportscasters Lon Simmons and Russ Hodges went into hysterics when the Giants took three out of four from the Dodgers. Hodges even noticed that Giants infielder-outfielder Harvey Kueen had blue eyes and raved about "Blue Eyes" for days, sounding like an infatuated junior high school girl.

Alvin Dark has just seen the men separated from the boys. Giants fans, the honeymoon is over.



LOS ANGELES DODGERS SHORTSTOP MAURY WILLS

Threatening to break Ty Cobb's mark of 96 stolen bases in one season, WILLS' exciting and crowd-pleasing running is one of the major factors contributing to the Dodgers' first place position atop the National League standings.

"HAS

ANYONE

SEEN

THE

GIANTS?"



● AGENCIA de REAL ESTATE

**BOBBY ofrece las
Mejores compras !**

\$350 de ENTRE

TRES RECAMARAS
Posesion Inmediata

ALFOMBRAS No Necesita Calificar
Pagos BAJOS En la Ciudad

\$750 de ENTRE

TRES CUARTOS de DORMIR
Cercas del CENTRO
Precio Total: \$9,950

\$85.00 por Mes

Si desea **V E N D E R**
o **C A M B I A R**
SU PROPIEDAD llamenos



Bobby Zamora

La larga EXPERIENCIA de

Bobby Zamora

EN EL RAMO DE
PROPIEDADES

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

Llamele HOY MISMO !

CY 8 - 5700

TENEMOS MUCHAS
PROPIEDADES
TODOS ESTILOS
TODOS PRECIOS
Llamenos antes de vender
o Comprar.

CY 8 - 5700

SERVICIO 24 HORAS
del DIA

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

TEATRO LIBERTY

Tony D. Maria
GERENTE

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

LA MUSICA Y EL COLOR DEL TROPICO ILUMINANDO LA VIDA
DE DOS ALMAS ENAMORADAS QUE SEPARO EL TRIUNFO

"RUMBA CALIENTE"

con LILIA PRADO, RESORTES, OSCAR PULIDO
y ROSA DE CASTILLA

"Resortes," esa cómica de grandes recursos, que poco a poco ha venido ocupando un lugar de importancia en el cine mexicano, tiene otra ocasión de poner de relieve su versatilidad en "Rumba Caliente." En su calidad de tramoyista con ambiciones de ver triunfar a una linda muchacha del coro (Lilia Prado), "Resortes" se mete en grandes líos, logrando al fin su objetivo, que hace que la mujer que él ama lo abandone en pos de la fama, en cuya senda él la colocó.

Oscar Pulido es un viejo portero de teatro, que ha visto desfilar por los foros lo mejor del arte. Con este encuadre, las escenas de reminiscencias, realizadas por Lilia Prado, "Resortes," Gloria Mestre y el conjunto de Isolina Carrillo, hacen que "Rumba Caliente" logre momentos de gran espectáculo y emoción.

"Rumba Caliente" es una comedia musical, que se desenvuelve en el ambiente agradable de entre bambalinas, y que nos enseña cómo viven los gentes del arte, que consideramos muchas veces tan lejos de nosotros. Entre las canciones que se interpretan o escenifican a todo lujo y gran espectáculo figuran: "Amorcito de mi vida," "Rumba Zumba," "Bulerías," "Bailable moderno," "El espanta pájaros," "Prefiero mi Rumba," "Paso sobre peso," "La que veo," "Paloma Blanca," "Nube Gris," "No te desesperes," "Tonterías," "Mil noches," "Oye mi vida," y otras.

Resortes y Lilia Prado, interpretando varios bailes y Gloria Mestre en sus presentaciones, secundados por la dulce cancionera Rosa de Castilla, logran sendos éxitos personales en "Rumba Caliente."



MIERCOLES 26 de SEPTIEMBRE

ROBERTO CAÑEDO
LORENA VELAZQUEZ

IGNACIO LOPEZ
TARZO,
DAVID SILVA,
SILVIA SUAREZ, y
Ma. EUGENIA
SAN MARTIN

VIOLENTA...!
AUDAZ...!
VALIENTE...!
REAL...!
**Ellas También
Son REBELDES**



CLASA-MOHME, Inc.



Una escena de la audaz película "ELLAS TAMBIEN SON REBELDES", que muestra con todo realismo los dramas y peligros que acechan a las jóvenes modernas.

¿EXISTE O NO UNA CAUSA EN ESTA REBELDIA?
PARA EL BIEN O PARA EL MAL . . . ¿ELLAS SON INSUPERABLES!

¡LA FURIA FEMENINA DESATADA! ¡FRENETICAS!

¿UN TREMENDO "YO ACUSO" A LA SOCIEDAD ACTUAL?

UNA PREGUNTA ANGUSTIOSA AGITA A MILLONES DE
SERES: ¿A DONDE VA LA JUVENTUD?

¿HAY O NO HAY SOLUCION A ESTE INQUIETANTE
PROBLEMA?

CLASA-MOHME, INC.