



HUMBERTO GARCIA
Director

El Excéntrico

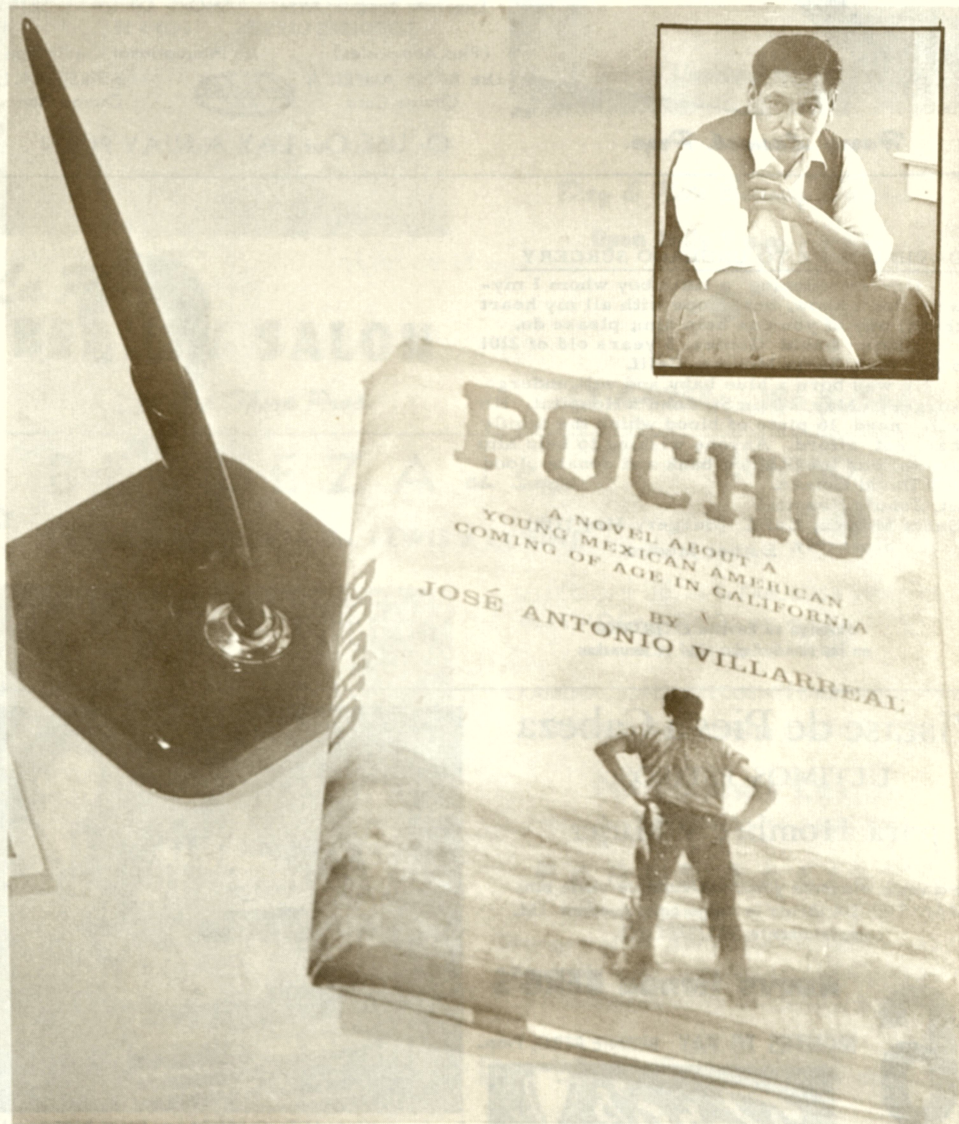
Magazin Social, Fotográfico Latino-Americano



AÑO 10. NUM. 16

MAYO 5, 1960

SAN JOSE, CALIFORNIA



Interview with noted local novelist Jose Antonio Villarreal



Harry Lasnick, Prop.

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DAVID GOMEZ TO UNDERGO SURGERY

I'm introducing a little boy whom I myself don't know, but I hope with all my heart that if any of you can help him, please do.

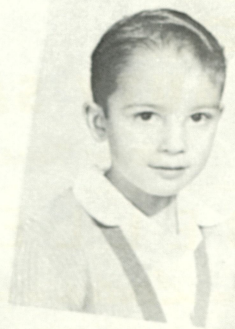
Little David Gomez, 5 years old of 2101 5th Street, Santa Monica, Calif.

He was born a blue baby and will undergo surgery May 17 in St. John's Hospital. He will need 16 pints of blood which the family can not afford. Anyone wishing to help him go to our local blood bank and donate blood for David Gomez.

St. John's Hospital

Santa Monica, Calif. (Surgery May 17th)

Sincerely, Esther Medina



DAVID GOMEZ

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6

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En la grafica LEO GARDEA y DICK PEREZ ambos
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Obtenga el par de LENTES que Ud. tanto necesita con
tan solo decir: AGREGENLOS a MI CUENTA.
y Naturalmente al ALCANCE de su BOLSILLO.

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En la grafica el Dr. Levine (quien usa Contact Lenses)
y la atenta recepcionista Sta. Gloria Porras. Estos
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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

LEITER STUDIO - Fotografia
HUMBERTO GARCIA, JR. Fotografo

EDUARDO COLEMAN
RICHARD DIAZ
ESTHER MEDINA
Maria de la LUZ SANCHEZ
Club RIVIERA
Club GENIES
Club SAN JOAQUIN
Club SAN FELIPE
SIMON VILLA

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



Maria La Rosa. Prop.

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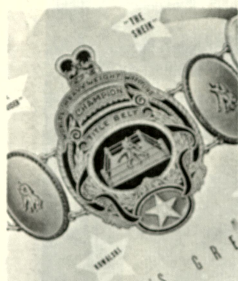
Preparadas EXACTAMENTE como su MEDICO indique

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Wrestling



RICHARD DIAZ



(Results of Wed. Nite April 27th, 1960)

MAIN EVENT

The Fabulous Kangaroos, Al Costello and Roy Heffernan were relieved from their crown by Big Daddy Lipscomb, star football player of the world champion Baltimore Colts and his partner E. Torres.

The referee Al Stecher disqualified The Kangaroos on the match. The Kangaroos still claim the title on the basis that the title can't change hands on a disqualification.

Which as a result The Kangaroos as a remark are willing to meet and a match in a winner take all and no time limit.



AMERICAN LEGION MEMORY POST 399

presents.....

WEDNESDAY NITE WRESTLING

San Jose, Civic Auditorium



SEMI

Sammy Berg won the match over Shoulder Newman two falls out of three.

20 MINUTE OPENER

Seemore Knoeing lost to Al Torres one fall. Time ran out before Seemore could even the match.

INTRODUCING THE GREAT LEGS WILLSON

Born in Montreal, Canada and tipping the scales at 235, he stands 5'11 inches and has been a professional wrestler for over 20 years.

This is one wrestler that can put on any hold that you can think of on anyone.

He can also slip out of some of the most difficult holds, that some others can't break or work their way out. Willson's favorite hold is called the Airplane Spin. He picks up his opponent over his shoulders and spins him around for 3 or 4 minutes. Then he slams him on the mat for the count to win the match.

Willson is a great football fan and tries to make every game of the season when he can.

He also likes roller skating.

(Photos by RICHARD DIAZ)

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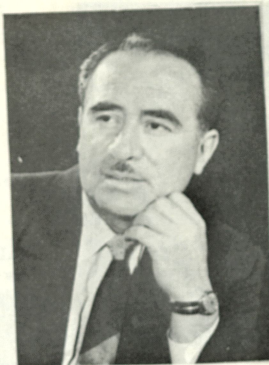
CY 5-3712 893 DELMAS AVE.

Gracias

Nos complace infinitamente presentar a nuestro publico al Sr. Agustin Ramirez, propietario de la acreditada fotografia RAMIREZ STUDIO, situado en el Num. 42 al Este de la calle San Fernando en esta ciudad de San Jose, Calif.

El Sr. Ramirez es a nuestro juicio uno de los mejores fotografos de nuestro medio. Este ano del lente tuvo la gentileza de sacar fotos especiales de los oficiales de la Comision Honorifica Mexicana de San Jose, y del Comite de Festejos que trabaja como auxiliar de la misma Comision Honorifica Mexicana, con motivo de la celebracion de las fiestas patrias del 5 de Mayo.

Saco para que fueran publicadas en el magazine de Ud. EL EXCENTRICO, la coleccion que se presenta en esta edicion, en la que figura el H.C. Consul General de Mexico en San Francisco, D. Adolfo G. Dominguez, el H.C. Consul Honorario de esta ciudad de San Jose, D. Ernesto E. Cota y las Sritas candidatas a Reina de las mismas Fiestas Patrias del 5 de Mayo de 1960 celebradas en esta ciudad bajo los auspicios de la misma Comision Honorifica Mexicana de San Jose, California quien quiere por medio de las columnas de EL EXCENTRICO agradecer al Sr. Ramirez su valiosa cooperacion, y al Sr. Humberto Garcia, Director de esta publicacion siempre al serv-



HUMBERTO GARCIA



AUGUST RAMIREZ



icio de nuestra comunidad, su no menos valiosa ayuda al facilitar las columnas del magazine bimensual de San Jose, para informar a la gran colonia latina de los acontecimientos que verdaderamente le interesan.

Muchas Gracias.
..... Comision Honorifica Mexicana
de San Jose, Calif.

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En la grafica BART CORTEZ propietario de esta negociacion y su altamente eficiente secretaria Sra. ANGIE LOPEZ dispuestos a ofrecer el MEJOR TRATO.

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San Jose, Calif.

OFICIALES

H. C. Consul General de Mexico en San Francisco, D. Adolfo G. Dominguez.

C. Consul Honorario de San Jose, D. Ernesto E. Cota, quien a partir del dia primero de Mayo de 1960 abre sus oficinas en nuestra bella y prospera ciudad. Nuestra cordial bienvenida al distinguido Sr. Consul.



ERNESTO E. COTA



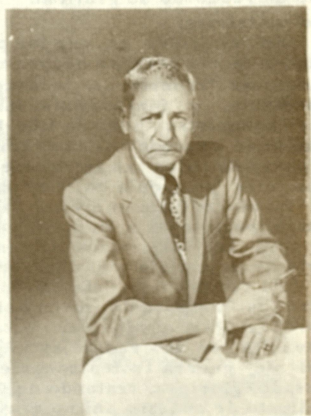
ADOLFO C. DOMINGUEZ



BENJAMIN ULLOA

D. Benjamin Ulloa, Presidente de la Comision Honorifica Mexicana de San Jose, Calif., reconocido y apreciado por su valor y ascendido patriotismo.

D. Apolonio Solis, Secretario de la Comision Honorifica Mexicana de San Jose, culto y talentoso oficial de la misma Comision Honorifica Mexicana, a quien sirve con eficiencia.



APOLONIO SOLIS

LEONEL SAN MIGUEL



Leonel San Miguel, Tesorero de la Comision Honorifica, celoso y honrado depositario de los fondos de la Comision.

Castulo Laredo, Segundo Vocal de la Comision Honorifica y encargado de la campaña de los candidatos, activo como el que mas en el desempeño de sus labores.



CASTULO LAREDO



Simon Villa

DECOTO, CALIF.

1862 CINCO de MAYO 1960

ESTIMADOS LECTORES:

Hoy hace 98 años que el pueblo Mexicano, dentro y fuera del regazo de la Patria Mexicana mantiene vivo el recuerdo de la gloriosa jornada del 5 de Mayo de 1862, como un recuerdo de gratitud.

Compatriotas:

En el culto en que los pueblos libres, rinden a sus grandes heroes muertos, a sus gloriosas redentores, consagrados por el heroismo, y fuertes en el martirio, que en las conquistas por la libertad, que en las sublimes cruzadas de las reivindicaciones, a pesar de todas las vicisitudes sacrificando aun mas su propia existencia, luchando con el mismo entusiasmo y con la misma constancia, para legar a su pueblo una patria libre y para realizar el divino ensueño del imperio de la justicia y el derecho.

Al recordar en este dia en suelo extranjero la memorable fecha del 5 de Mayo de 1862 la Patria Mexicana esta con nosotros envuelta en los radiantes fulgores de aquel sol de guerra trofeo sangriento de nuestro pasado gloriosa, tratando de impedir el desaliento de nuestro animo bravo y fuerte.

Nosotros que las frases de amor y de entusiasmo, de cariño y de ternura, para la Madre Patria Mexicana, se elevan en este dia como una oracion en una celeste inspiracion.

El entusiasmo primero, el sentimiento en seguida, y la razon al fin han sugerido al hombre el culto de los muertos, el respeto al recuerdo y a la veneracion de los grandes hombres, y de los grandes hechos que conmemora la historia; la frente de los pueblos agradecidos se doblega siempre respetuosamente ante todo lo que se extingue si fue luminoso. En esta gloriosa fecha recordamos la memoria del valiente General don Ignacio Zaragoza, que en la historica ciudad de Puebla, con actitud extraordinaria fortifico los cerros de Loreto y Guadalupe, y con menos de 4000 hombres espero el ejercito invasor.

El 5 de Mayo de 1862, los franceses disponian el ataque, seguros de obtener una victoria. A medio dia empezo el combate. Tres veces intento el enemigo tomar por asalto las posiciones de nuestro valiente hero General; don Ignacio Zaragoza.

Pero las tres veces fueron rechazados por los heroicos soldados Mexicanos. De-

esperado Laurences no podia creer lo que veia, no podia explicarse que aquel numero tan reducido de hombres lo hiciera retroceder, una y otro vez; pero asi fue, y a las cuatro de la tarde en medio de fuertes aguaceros que aumentaban mas la confusion de Laurences y sus tropas, se retiraron, dejando en el campo de batalla 513, soldados, entre muertos y heridos.

El Pabellon Nacional, tremolo a los violentos de la victoria; mientras las banderas francesas, avergonzadas se alejaron por los llanos, y barrancas al aproximarse las sombras de la noche. Alli en la historica ciudad de Puebla, la suerte corono de gloria la frente de Zaragoza y sus valientes soldados.

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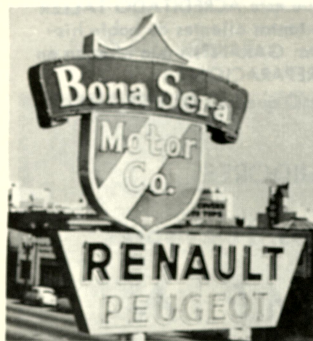
136 S. First St. - San Jose

Familia Cuellar

En la grafica de izquierda a derecha: Roger y su esposa Angelica Cuellar, el Sr. Dario quien tien en sus brazos a su nieta SANDRA en seguida su esposa Sra. Carmen Cuellar y Gus Cuellar. Los esposos Dario y Carmen ademas cuentan con otra hija quien atiende a la escuela y radica en Del Rio, Texas, en cuanto termine sus estudios se trasladara a esta, su nombre es Maria Del Rio Carmen Cuellar.

Recientemente los esposos Dario y Carmen fueron agasajados con un SURPRISE PARTY en la residencia de su sobrino, 1730 Lake Heaven en la vecina ciudad de Sunnyvale, con motivo de haber cumplido 24 AÑOS de haber contraido NUPCIAS.

(foto por RICHARD DIAZ).



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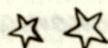
CY 2-9204

349 WILLOW ST.

PROGRAMA

Literario-Musical

Sr. Oscar Santos, oficial de la CHM, culto y capacitado oficial que fungirá como maestro de ceremonias en el Programa Literario del Cívico Auditorium el domingo 8 de Mayo, al conmemorarse la Epopeya del 5 de Mayo de 1960.



OSCAR SANTOS

Comite de Festejos



MA. de la LUZ SANCHEZ

Maria de la Luz Sanchez, coordinadora de los programas de festejos y Presidenta de este Comite, que trabaja bajo los auspicios de la Comision Honorifica Mexicana de San Jose.

Eduardo Heriberto Echevarria Nungaray Patoni Grigg, o sea, EDUARDO EL GUERO, nombre de guerra del simpatico y popularisimo de KLOK a quien la CHM agradece la magnifica propaganda radial que tuvieron en esta ciudad las Fiestas Patrias del 5 de Mayo de 1960.

EL GUERO GUERISIMO es el Secretario del Comite de Festejos.

Muchas gracias a este magnifico elemento de la reina de las emisoras locales KLOK a quien reconocemos como la difusora amiga y bienhechora de la numerosa colonia latina de California.



EDUARDO GRIGG

RUDY BELLUOMINI



Sra. Consuelo Ortiz Lauder, artistica poseedora de ideas geniales, auxiliar del comite de festejos.

Rudy Belloumini, diligente y laborioso encargado de la publicidad y Relaciones publicas en las campañas nobles y de altura.



CONSUELO LAUDER



Alvin Valadez



Will Chessman finally pass through the threshold of death? If so, what effect will Chessman have on the present day society? At the time of this writing, Chessman's death is but a few hours away and it seems a certainty that his execution will be carried out as planned; it is my opinion that he will be executed as scheduled.

His case, however, will not end on Monday, May 2 at 10:00 A.M. but will merely change form into the so called living dead. His case will probably live for many years until the people decide to kill the death penalty.

I am not a religious person but let me say this about the Chessman case or any other case where human life is to be extinguished. GOD, supposedly, gave the gift of life to man. Since man himself can not give life it is only proper that man should not be given the power to take a life. In Chessman's case it is a question of valid authority to take a life not to much a question of guilt. People make the mistake of thinking that because many people before Chessman were executed it follows that Chessman also should be executed. This thinking is in my estimation without merit since one should know that many mistakes do not justify another. Realizing a mistake is the mark of an intelligent being and an admission and correction of a mistake is the mark of a well adjusted personality. The price of justice is high and to many can not afford. I sincerely hope that in the near future the administration of justice may be served without taking away that which is GOD GIVEN!!!!!!!!!!!!

No, CHESSMAN is NOT my brother.....

Look for the Gente booth at the Mother's Day affair on Sunday May the 8th at Trader Lew's Picnic Grounds. It will probably have the best prize for your mother on that day.

The Bachelors and Club Elite will host the Tardíada-Picnic at the Trader Lew's Picnic Grounds.

It will feature much of the same program which was delivered on Easter Sunday. At this occasion, however, other clubs will participate by having concession of food or other activity that they can think about that will add to the enjoyment of those present. I understand Club San Felipe will sell tamales there.

The UCC League which was started a couple of years ago for the purpose of inter-club participation should make more of an effort to co-operate now with the newly formed Latin-American Council Athletic League. The league will restrict recruiting as much as possible. Those club members that have given their

place in the club team for an outsider will not be pushed aside quite so easily.

In the future, the league hopes to provide trained umpires and referees for most of its games. Some persons have also expressed their desire for a blowing league and there is no reason that we can not have it in the near future providing the proper backing is instigated.



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

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Milt Ross. Prop.

En la grafica el popular FRANK VILLEGAS y el atento caballero MILT ROSS quien lo atenderan.

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Sociales Personales



MARIA de la LUZ
SANCHEZ

Linda Pareja es la formada por los jóvenes prometidos Jose Guadalupe Castillo y Magdalena Martinez, quienes el domingo primero del entrante Mayo, uniran sus destinos con el sagrado vinculo del matrimonio. Con tal motivo los nuevos esposos han estado recibiendo innumerables felicitaciones de numerosas amistades, ya que ambos son ampliamente conocidos y estan muy bien relacionados socialmente. La preciosa novia ha sido objeto de algunos shower que han resultados muy alegres y concurridos. Despues de la ceremonia religiosa que como informamos ya oportunamente tendra verificativo en la iglesia de la Sagrada Familia de esta ciudad, los novios partiran en viaje de luna de miel a la Republica Mexicana en donde visitaran las bellas ciudades de Mazatlan, Guadalajara, Acapulco, y la gran capital azteca entre otras. Deseamos a los nuevos esposos una dicha completa y perdurable.



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La simpatica niñita Lety Dena Meza hija de los señores Filemon y Enriqueta Meza de Dena, muestra en su linda carita la alegría que le produce la contemplacion del enorme kake de cumpleaños que le obsequiaron sus papas en la alegre fiesta infantil con la que la agasajaron en ocasion de su dia de dias.

Una preciosidad de mujer es esta bella alemanita que responde al nombre de Ilona Gorres, quien procedente de la nacion del Rin esta recién desempacada en esta ciudad de San Jose, a donde vino como esposa que es del joven soldado Alex Trujillo.

Deseamos a la rubia muñeca una estancia feliz entre nosotros.



Con mucha satisfaccion engalanamos las paginas de nuestra revista con la foto de esta preciosidad de niño que se llama Panchito Laguardia Pulido.

Es hijo de los muy estimables esposos Prof.D. Francisco Laguardia y de su esposa la Sra. Graciela Pulido de Laguardia de la buena sociedad en la ciudad de Mexico. Esta foto del hermoso pequeñuelo fue tomada en la ciudad de Guadalajara en casa de su abuelita la respetable dama Maria de la Torre Vda. de Pulido de quienes fueron huéspedes en esa ciudad los Sres. Richard Ysidoro y Maria de la Luz Sanchez en su reciente viaje a Mexico.



Louis Gonzales

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Louis Gonzales. Prop.



ROSA MARIA GUERRA
PRINCESA
37, 420 Votos



PATRICIA VASQUEZ
PRINCESA
17, 595 Votos



ALICIA MONTAÑO
CONDESA
9, 160 Votos



JUANITA DELGADO
REINA
81, 260 Votos

5 de MAYO

Su GRACIOSA MAJESTAD

Sta. Juanita Delgado

El COMPUTO FINAL de las candidatas a REINA de las FIESTAS del 5 de MAYO se verifico el Domingo 1ro del mes en curso, en el RAINBOW BALLROOM de esta ciudad de San Jose, durante un gran baile.

La triunfadora fue la Srita. JUANITA DELGADO con un amplio y decisivo margen.

Domingo 8 de Mayo

CIVIC AUDITORIUM



IRENE CORRALES
DAMA
3, 150 Votos



VIRGINIA RODRIGUEZ
DAMA
5, 360 Votos

PROGRAMA *Literario-Musical*

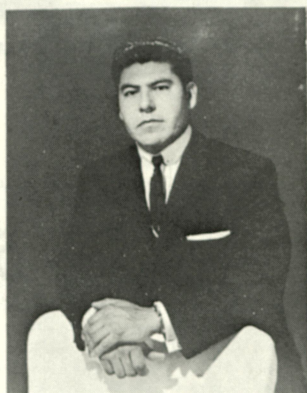
5 de MAYO

Domingo 8 de Mayo

2:30 de la Tarde

San Jose CIVIC AUDITORIUM

1. Honores a los Pabellones Nacionales de Mexico y E.E.U.U. por la Banda de Guerra INDEPENDENCIA de South San Francisco dirigida por el Maestro Angel G. Rubio.
2. Marcha de Honor a cuyos acordes hara su entrada la Reina y su corte de honor.
3. Himnos Nacionales de Estados Unidos y Mexico.
4. Presentacion de los Maestros de Ceremonias, Sres. Jose Antonio Villareal y Oscar Santos.
5. Presentacion del C. Consul Honorario de San Jose, D. Ernesto Cota, por el Presidente de la Comision Honorifica D. Benjamin Ulloa.
6. Coronacion de su Graciosa Majestad la Reina Juanita la, por el C. Consul D. Ernesto E. Cota.
7. Presentacion de El CICLON DE JALISCO Victor Vallarta cantando la cancion ranchera No Hace Falta Que Salga La Luna, acompañado del Trio LOS RITMICOS.
8. Presentacion de autoridades y personalidades distinguidas.
9. Presentacion de la cantante PERLITA LUCERO con una interpretacion.
10. Palabras alusivas a la celebracion por el C. Adolfo Salcedo ex Subteniente del glorioso Ejercito Nacional Mexicano.



OSCAR SANTOS
Maestro
De CEREMONIAS

SEGUNDA PARTE

11. Discurso por Sr. Jose Antonio Villareal.
12. Presentacion del Conjunto de Baile de Mrs. Martin y sus Hawaiian Girls. Cortesia de la Empresa Davilla.
13. Discurso por el Sr. Simon Villa.
14. Ejecucion al piano de las muy mexicanas melodias Sobre Las Olas Vals, y La Paloma por la Srita. Teresa Salcedo.
15. Bailables por la Srita. Lupita Salcedo.
16. Presentacion del Trio CABANITAS. Cortesia de Leon's Gardens.
17. Bailes Regionales Mexicanos por Lolita Guerra.
18. Reaparicion de Victor Vallarta con la cancion Amor Del Alma.
19. Presentacion del Trio DEL NORTE ejecutando bellas melodias mexicanas.
20. Lectura del parte oficial de la Historica Batalla del 5 de Mayo de 1960, por el C. Secretario de la CHM de San Jose, D. Apolonio Solis.
21. Himnos Nacionales de Estados Unidos y Mexico. Cantados por los artistas y corados por el pueblo.

La coordinadora del programa,
Maria de la Luz Sanchez.



Gral. IGNACIO ZARAGOZA

LEITER STUDIO



El Sabado 23 del presente año, a las 11 de la mañana en la Iglesia HOLY FAMILY de esta ciudad de S. J. contrajeron NUPCIAS la Srta. VIOLA BRISEÑO hija de la Sra. Glafira Briseño, con el joven RAMON PEÑA hijo de los esposos Bernardo y Socorro Peña.

Despues de la Ceremonia Religiosa se les ofrecio una RECEPCION en la casa de la novia en el 360 de

la calle Umbarger en esta ciudad, asistieron mas de 75 invitados. Despues de su LUNA de MIEL en la vecina ciudad de San Francisco establecieron residencia en esta.

En la grafica de iz. a der: primera fila: Margaret Rodriguez, (LOS NOVIOS) Nina Lozano, Susan Marfia, 2da. fila: Joe Aguilar, Jess Jimenez, y Johnnie Marfia.

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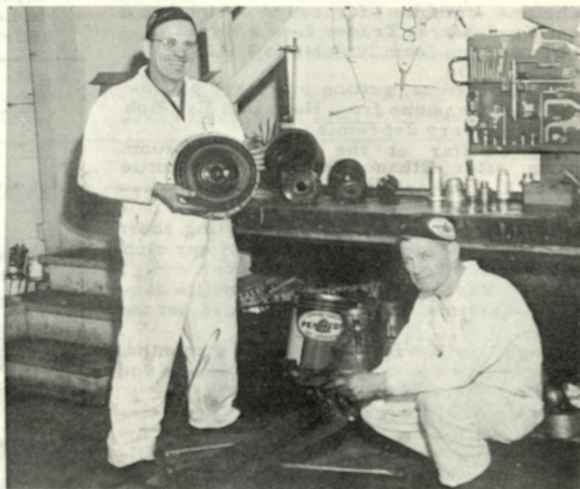
Gratis!

Durante el tiempo que su carro se encuentre en REPARACION Pete le proporcionara un carrito Absolutamente GRATIS para su comodidad.

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CLUB San Felipe



Joe Gonzales

Club San Felipe has exhausted every possibility to get the best for formal anniversary dance considering such greats as Chico Ochoa, Rene Touzet & Salvador Guerrero.

After much deliberation, price haggling & bookings consideration, we were able to sign up **SALVADOR GUERRERO** & his 14 piece orchestra.

The Formal dance is set for June 10th at the St. Claire Hotel which has a sitting capacity of close to 700 people, and of course, the dance floor. Bids are now on sale by all **SAN FELIPE CLUB** members for \$4 a couple.

Guadalupe Carillo and Magdalena Martinez exchanged vows in the Holy Family Church on May 1st.
HAPPY BIRTHDAY!

To Norma Reyes, Anna Maria Dominguez, Adelmira Zertuche & Art Cuellar, our club president----- bendito entre todas las mujeres.
MOTHERS DAY!

In order to make this day a happy one for all of you Mothers, Club Elite & Club Bachelors combine forces to bring you a Great Tardeada at Trader Lew's Park.

Doors open from 10 A.M. to 7 P.M.
ODDS N' ENDS

Esther Medina getting marriage proposals over the phone from Hawaiian Eye Bob ----- very, very depressing.

Art Cuellar at the Rainbow Ballroom running after Eleanor Solarez with a bottle of black hair bleach in his hand-----
(how stupid).....

Eye catching Dolores Coca sporting short hair. A certain member (officer) of our club very interested but very slow worker.

Lilly Vasquez prefers Watsonville dances----- claims San Jose men are not too friendly.

Songa Isais vacationing for two months. Hurry back, Songa, but have fun while you are away.

Jessie Andrade wearing a domongo hair-do. Ungawa Buana!!!!

Pete Rojas in training for the Golden Gloves tournament. His training headquarters, ----- The Rainbow Ballroom.

Ray Martel and Mary Cortez first prize winners in the Cha-Cha contest. Congratulations!!!!

Jaime & Connie second prize winners of the cha cha contest by popular demand, even though the judges awarded them 2nd prize.

Rudy Belloumini & Rachel Andres got 3rd. Vickie Gutierrez unconcerned about his boyfriend's escapades.

Ramsie Valdez to become pappa once more. Trying to catch up with El Gallito most likely.

Nina Ledesma back from Del Rio, Texas. Nice to have you back, Nina.
SPORTS!!!!

Club San Felipe beats the Farm's baseball team in Milpitas. Our first outing by a score of 8-4. Winning pitcher was Frank Esqueda with fine relief pitching by Joe "Paya" Sanchez.

Coach Jess Medina was pleased with the team's showing.
IT'S TRUE:

A reporter on a rural paper owned by a fussy, old lady wrote up an auto accident. In the account, he mentioned a woman in one of the cars had her breasts lacerated.

The prim owner of the paper demanded he delete the word breasts- she regarded the word as indelicate.

The reporter did as ordered: This is the way he rewrote the phrase: "The woman had her (.) (.) lacerated!!!!!"

LALO GUERRERO to be here May 15, at the Rainbow Ballroom. This is one that you don't want to miss.

THE ASTROLOGY OUTLOOK FOR MAY:
Sign: Gemini Flower: Lily of the Valley.
Birthstone: Emerald.

The crystal gazer has wonderful things in store for you. A dear one will return from a long trip and your whole life will be different. You have a very patient disposition and your patience is about to be rewarded. Despair not only I say for your days despair, will be over. Your calm spirit, and your good sense will see you through all emergencies. You have many friends, particularly in the armed forces. They are loyal to you, and are glad of an opportunity to be of "service" to you.

(Drop in another coin and I will tell more.)

OUR NEW ADDRESS

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Humberto Garcia

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COUNTY OF SANTA CLARA

W. ELWYN TURNER, M.D., M.P.H.
DIRECTOR OF PUBLIC HEALTH

A warning that mussels are poisonous at this time of year and are under State Quarantine was issued by W. Elwyn Turner, M.D., Director of the Santa Clara County Health Department.

"Laboratory findings show that mussels are highly toxic during the quarantine period from May 1 to October 31 due to the ingestion of a minute organism which is present in ocean waters off California in the summer and early autumn months."

The poison is similar to strychnine and can cause death to persons eating toxic shellfish.

The quarantine is in effect along the entire California coastal shore and includes San Francisco Bay. Mussels may be used for bait during the ban, but must be broken

HEALTH DEPARTMENT

2220 MOORPARK AVENUE
PHONE CYPRESS 7-1636
SAN JOSE 28, CALIFORNIA

open and placed in a container plainly marked in big print, 'Mussels may Contain Poison. Unfit for Human Food.'

Santa Clara County residents are also warned to be cautious in the preparation of clams for summer meals during this period. Clams should be cleaned and washed thoroughly before cooking and all dark parts where the poison concentrates during the May-October period, should be discarded.

ONLY THE WHITE MEAT SHOULD BE EATEN.

In addition, clams should be taken from areas from from sewage contamination.

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TAMAÑO regular.....\$2.00

Jose Lucero Canseco

CY 7-7258 202 W. SANTA CLARA



CONNIE LAUDER se despide de San Jose

Con motivo de su separacion de esta bella y hospitalaria ciudad de San Jose, donde residio por varios años, la estimable y bien conocida dama Sra. Consuelo Ortiz Lauder, y que ahora abandonara dentro de muy poco tiempo para esto, entrego al EXCENTRICO el escrito que aqui se transcribe:

Deseo manifestar mi agradecimiento en forma muy especial a todos vosotros, miembros de la Sociedad Guadalupana de la Sagrada Familia, por la cooperacion que recibe de parte de todos ustedes siempre que tuve bajo mi responsabilidad el organizar las distintas celebraciones para culto de la Sma. Virgen de Guadalupe, aun antes de pasar la Sociedad a ser dirigida por nuestro digno Director el Rev. padre Jose A. Peña S.J.

La ayuda de todos ustedes fue grande y bondadosa y fuera para prestar sus niñitas en las distintas fiestas de parte de la Sociedad, para comidas, meriendas y cenas o ayuda personal en el aseo y adorno de la iglesia, se muy bien que todos estos actos se hacen para la gloria de Ntro. Señor, mas por lo que ami corresponde les quedo infinitamente agradecida, especialmente a la Sra. Maria de la Luz Sanchez, Sr. Sra. y Sritas Castañeda, Sra. Prudencia Gutierrez que con tan fina voluntad tomaron siempre parte en los diferentes trabajos que realizamos junto.

Muy principalmente agradezco en forma muy especial a nuestro Director el padrecito Peña quien tuvo a bien dejar a mi car-



go tan hermosas labores que solo sirven para llevar al cielo a todos aquellos que como ustedes lo han hecho.

Sirvan a Dios con corazon limpio y lleno de buena voluntad asi la Sociedad seguira siendo todo el tiempo un exito.

Yo siempre les recordare con cariño y agradecimiento.

..... Connie Lauder

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Gardner School

Saturday, May 14

PRESENTATION of El Mariachi CICLON DE JALISCO



Mexican entertainment will keynote the serving of an Enchiladas & Tamales Dinner at Gardner School, 502 Illinois Street, on Saturday, May 14th from 5:00 to 9:00 P.M.

Featured will be games and food booths, appearance of the very popular mariachi Victor Vallarta, EL CICLON DE JALISCO and El Trio Ritmico, and a group of Spanish dancers.

In the photo, left to right are: Mrs. Elvira Garcia, Mrs. Paula Calvetti, and Mrs. Lottie McCullough.

ATENCION!

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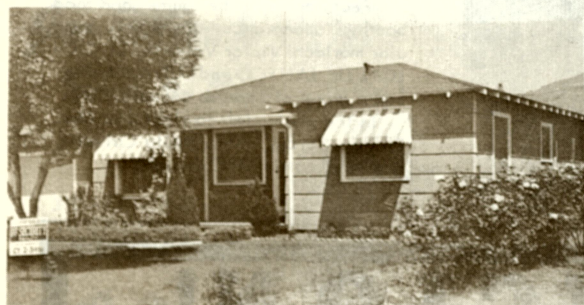


LEITER STUDIO

GLORIA TALLMAN
6 meses - nació en S.J.
Padres:
Ray & Ethel Tallman



KIMBERLY GAWTHROP
18 meses - nació en S.J.
Padres:
Charles and Jess Gawthrop



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Juan Espinoza
Propietario
Agente de Casas



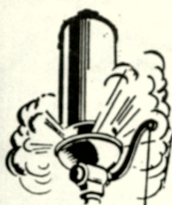
Julian Perez
Agente de Casas





Esther Medina

"It's
No Secret"



Had the pleasure of meeting Jose Antonio Villareal, author of the book **POCHO** at a recent party held in his honor at the horseman's association hall. His many friends relatives and fans turned out to make his evening most enjoyable. The food was prepared by his sister Effie. They had a trio, and a terrific mariachi. Mr. Villareal informed me that he has two more books almost ready for publication. In the meantime for good reading try **POCHO**, I'm sure you'll enjoy it. He has a down to earth Steinbeck quality to his writings.

By the time this issue is published the fight between Louie Molina and Willie Morton will have taken place. In any case as I write this I'm keeping my fingers crossed for **LOUIE MOLINA**.

Club San Felipe busy planning their June 10th anniversary Formal. I hear they are considering Chico Ochoa, Rene Touzet, and Sal Guerrero to provide the music. It will be at the Hotel St. Claire. Plan to attend!

Sorry to hear that the lovely Eleanor Solarez is having trouble with a dislocated back seems she was trying to play Tarzan and lift a T.V. set. All kidding aside, we miss you and wish you a speedy recovery. Magdalena Martinez became Mrs. Lupe Carrillo in a ceremony at the Holy Family Church on May 1st. My sincerest best wishes to two of the finest people I know.

Norma Minjarez making one of her rare appearances at the presentation of Rene Touzet. She looked like a doll, dressed in a terrific white dress and a real smart hairdo.

By the way Rene Touzet was everything everyone expected, the turnout was terrific, and he sounded better than ever. I'm all for a repeat performance Mr. Davilla. San Jose appreciates good entertainment. So how about it....

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

EXCENTRICO MAGAZINE

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Villareal's **POCHO** outstanding book

JOSE ANTONIO VILLAREAL, author of **POCHO**, is a man who undoubtedly drew from his own personal experiences in turning out his first novel.

Nine years ago, as an undergraduate at San Jose State College, Mr. Villareal began to unfold the story of a Mexican-American youth growing up in the lush and fertile Santa Clara Valley.

After graduation from San Jose High School, Mr. Villareal served in the United States Navy for 44 mo. After his discharge in 1946 he attended SJS awhile and then transferred to the University of California where he earned a Bachelor of Arts degree in English. After that came postgraduate work at UCLA and at his alma mater.

POCHO is his first book and the author has dedicated it to his father, 70 year old Jose Heladio Villareal and to the memory of his mother Felicitaz.

The 35 year old writer is married to Mrs. Barbara Villareal, formerly of New York, and after seven years of marriage they have three children; Jan 5 years old, Kelly 4 years, and Caleb 1 year old, all born in Berkeley, California.

The Villareal family now resides at 18655 Montivino Road, Los Gatos.

BRIEF EXCERPTS FROM **POCHO**

..... He waited for the telephone call, and finally on the fourth day it came. "It's taken care of," he said.

"Thanks, man."

"I'll see you after the war, Richard. I'll be leaving for the Marines in the morning."

An unprovoked attack by pachucos upon a group of boys had put two youths in the hospital with broken limbs.

..... He spoke again before she could say another word. "He asked me if I liked to play with myself, and I said yes, and he was angry."

With his limited knowledge of English, the translation into Spanish was a literal one, and she did not fully understand this meaning.

"I could not say no, because it is true that I would rather be alone than with the Portuguese and the Spaniards. They always hit me, anyway, and



make fun of me. Tell me, why should I play with the others if they do not like me?"



POCHO by Jose Antonio Villareal, Doubleday & Co.; 235 pp.; \$3.95.

"Jose Antonio Villareal's **POCHO** is a novel which very vividly captures the true and too often saddening aspects of life among the early Mexican populace of the Santa Clara Valley.

It is an interesting, easily understandable book, and one which is almost certain to find for itself a niche in the hearts of all who have experienced firsthand the tedious rigors and sometimes seemingly senseless conflicts of agricultural labor, those who have known the pangs of hunger, and those who have suffered with the humiliating stigma of racial bigotry.

POCHO was written by a man who knows well and thoroughly understands the Mexican people, for he is one of us. It does not champion any cause nor does it advocate either mental or physical revolt against the Anglo-American way. Rather it strives to pinpoint the often incomprehensible frustrations of a young man torn between two cultures, the Mexican and the American.

From the first chapter depicting Juan Rubio's idolizing of the rebel Pancho Villa, the struggles of early childhood, pachuco fights, hunger marches to

(continued next page)

BOOK is available at

Curtis Lindsay

CY 2 - 4161

77 S. FIRST ST.



Sacramento in the early 30's, through the incipient stages of unculminated love affairs, and ending with entry into the military service at the outbreak of war, **POCHO** is a moving, human, and interesting work. Villareal is an easily read author, a promising artist, and seems destined to place his name alongside John Steinbeck's as prime examples of American Literature at the grass roots level.

The author knows his subject well, and in **POCHO** he exploits it very well. Every Mexican should read it....."

Dave Sierra
-El Excentrico
May 7, 1960

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En la grafica: Los esposos ALBERT y ETTA MORRIS y el distinguido caballero ELIAS CHAVEZ lo atenderan. PRESTAMOS - Toda clase de GANGAS en PRENDAS Sin REDIMIR. GUITARRAS... ALHAJAS...etc.

Big Ben

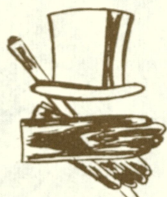
LOAN OFFICE

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PAUL CASTAÑON

*Club
Riviera*



HI FANS!

First of all I would like to start off by offering my condolences to Esteban Duarte on the death of his beloved wife Patrocino Duarte.

After having attending so many parties in between issues I don't know how I'm writing this column. Of all the parties that I attended the one that I enjoyed the most was the one given in honor of Jose Villareal Jr.

In the following picture appear Eleanor Solarez, Jose Villareal Jr. and yours truly. It was truly a great pleasure of being photographed with a great novelist and such a lovely girl.



SPORTS:

Coming from behind to tie the score in the seventh inning Club Alegre pushed the winning run across in the top of the 12th to edge out Gilroy in an evenly matched game played at Gilroy on May 1st.

Club Riviera scores enough runs in the early part of the game to beat the Knights in a good game played at Columbus Park by a score of 6 to 4.

Congratulations to Louie Cedillo for being elected commissioner of the new league which has been formed.

I would like to announce that Club Riviera is having a fabulous dance May 29 at the SES Hall in Santa Clara.

At this time I would like to congratulate Mr. J. Hector Moreno for being elected Vice Chairman for the MAPA, Mexican-American Political Association.

In the following picture we have our president Friday Aguilera with our director of public relations Ruben Jacobo, I would like to point out the suit that Friday is wearing because to me it seems like it belongs to the untouchables back in the roaring 20's.



I would like to thank Dave Herrera for inviting me to the wonderful party.

While speaking of Dave Herrera, I would like to introduce David Joe Herrera Jr. who is two years old. I predict that some day he will be president of Club Riviera. So watch out Friday.



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Dr. NOE ARRAZATE, D.C.
PRACTICA GENERAL

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

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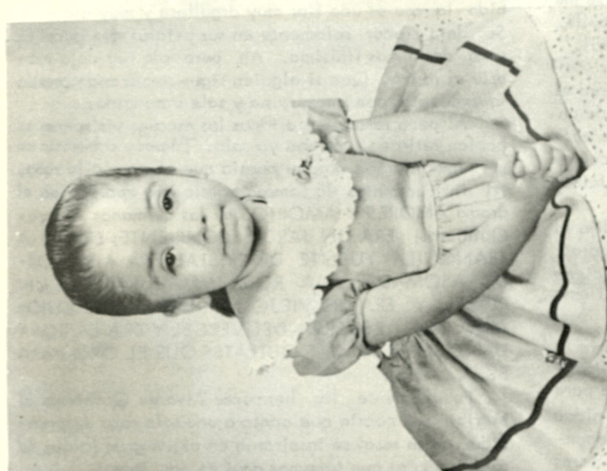
CY 7-8552

253 S. 2nd St.

San Jose



VICKIE GONZALEZ



Patricia Arriola

Adorna nuestro ALBUM INFANTIL en esta ocacion la
encantadora niña cuyo nombre es:

PATRICIA ARIOLA

Quien vio la luz por vez primera el día 16 de Marzo
del año 1957 en la ciudad de Laredo estado de Texas.

En la presente radica con sus padres los esposos
Antonio y Consuelo Arriola en esta ciudad de San Jose.

Sus abuelos paternos son Emiliano y Carmen Arriola,
y maternos Jesus y Presiliana R. Silva.

RAMIREZ STUDIO

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Fabulas

DE

Aesopo



Eduardo Colman



DOMINGO DE GLORIA es el día en que se celebra el aniversario de la resurrección de Jusus-Cristo o Jesucristo. A propósito de este nombre recuerdo el encuentro que se dieron tres viajeros que habían estado mucho tiempo fuera de San José. Uno de ellos dijo: "Fijense, cuando llegue a Delhi, India se me acerco un señor y me dijo, Señor Charles de Gaulle, presidente de Francia, que anda haciendo por aquí."

"Eso no es nada," agrego uno de los otros viajeros. "Cuando estaba admirando las pirámides en el Egipto alguien me toco la espalda y oí la voz de un señor que decía admirado: 'Ike, cuanto gusto de verlo por aquí.' Me confundió nada menos que con el Presidente de la gran Republica de los Estados Unidos de Norte America."

"Si Uds supieran la que me paso a mí," dijo el tercero. "A mi llegada a San José, mi ciudad natal, mi propia mujer me echo los brazos al cuello diciendome: 'Jesucristo! Donde has andado todo este tiempo.'"

El caso es que todos los años el día de Gloria lo uso para dos cosas: Primero para ver mujeres elegantemente vestidas salir de las Iglesias y la segunda para mirar flores. No se porque encuentro cierta afinidad entre ambas. Una mujer vestida con sencilla elegancia y gusto, su cabello y su sombrero ornado de flores y su blusa de lindo color con un motivo de delicia para el que las observe.

Observandolas uno concuerda con el celebre poeta Ruben Dario quien en su famosa Marcha Triunfal cantara: LAS BELLAS MUJERES APRESTAN CORONAS DE FLORES; Y BAJO LOS PORTICOS VENSE SUS ROSTROS DE ROSA; Y LA MAS HERMOSA SONRIE AL MAS FIERO DE LOS VENCEDORES.

Que bonita manera de decir en pocas palabras lo que uno que es solo un simple y misero mortal no puede decir en una pagina entera. Como dije antes las mire y admire a mi regalado gusto y me hice cruces pensando ingenuidad e ingeniosidad tuvo el CREADOR para hacer tan bonitas y distintas dentro de una periferia tan pequena como es el rostro de una mujer. Por suerte ese Domingo no vi a ninguna con pantalones sucios, tal como todavía no he encontrado un hombre con faldas.

Cuando ya terminaron todos los servicios en las iglesias y los sitios de refrescos se llenaron de colores y de voces argentinas y yo me había embutido dos sodas, resolví continuar con la segunda parte de mi programa: Ir a visitar el Jardín de Rosas de San José.

Si hubieran consultado conmigo cuando se le dio el nombre de SAN JOSE a esta bellisima y simpatisima ciudad yo hubiera peleado por un nombre como CIUDAD DE LAS ROSAS, o SAN JOSE DE LAS ROSAS, o LAS ROSAS DE SAN JOSE.

En esta bendita ciudad no se necesita ser jardinero para cultivar las rosas mas preciosas de la tierra. La casa mas humilde ostenta rosas que en otros sitios se considerarían joyas de habilidad en cultivarlas. En realidad, San José entero es un jardín de rosas con casas y negocios como un mal necesario. Quizas si sera por esta causa que tan poca gente va a visitar el Jardín de Rosas.

Unicamente los forasteros y los recién venidos visitan el Jardín.

San José debiera copiar a Pasadena y organizar un festival anual de rosas. Seria un gran éxito.

El día de Gloria lo era también para el Jardín de Rosas. Muchos miles de rosas en todos sus periodos de florecimiento lucian sus colores. Las habia desde el debil botoncito hasta la rosa mas lozana con petalos que parecían levantarse a pedir guerra. Como es sabido la rosa es una flor muy orgullosa y muy esquiva. Se deja tocar solamente en sus petalos que parecen seda de la mas finisima. Ah, pero solo nos deja tocarle el rostro. Que si alguien sigue avanzando pronto se encuentra con una espina y sale sangrando.

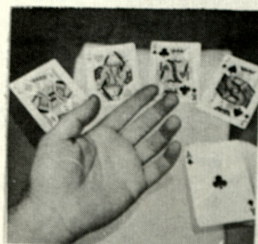
Al poco rato que ya todos los escasos visitantes se habían retirado. Estaba yo solo. Empecé a buscar en mi imaginación alguna poesia que cantase a la rosa. Al fin encontré la famosa poesia que aparece en el drama AMORES Y AMORIOS de los hermanos Alvarez Quinteros: ERA UN JARDIN SONRIENTE; ERA UNA TRANQUILA FUENTE DE CRISTAL; ERA A SU BORDE ASOMADA; UNA ROSA IMMACULADA DE UN ROSAL; Y ERA UN VIEJO JARDINERO QUE CUIDABA CON ESMERO DEL VERGEL Y ERA LA ROSA UN TESORO DE MAS KILATES QUE EL ORO PARA EL.....

Posiblemente los hermanos Alvarez Quinteros al escribir esa poesia que canta a una sola rosa desprendida de su rosal se inspiraron en algun gran jardín de rosas como el que tenemos aquí en San José.

Era ya muy tarde cuando sali del jardín. Ver tanta belleza solitaria! Un sol de naciente primavera envuelto en una pletora de oro empezaba a deslizarse al otro lado de las montañas del Oeste. Habia pasado un día muy agradable a muy poco costo.

MADAM Zora

ADIVINADORA



Traigame sus Problemas y PREOCUPACIONES yo se los Solucionare
AMOR-MATRIMONIO
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CY 5-6210 144 S. 2nd. St.

El Excentrico's U.C.C. LEAGUE All Stars 1960

CLUB SAN JOAQUIN FORWARD BILL MOYERS

by
Dave E. Sierra
ESQUIRE

MOST VALUABLE PLAYER

FIRST TEAM

Forward..... Bill Moyers..... San Joaquin
Forward..... Larry Brady..... Casa Mañana
Center..... Greg Rocha..... Casa Mañana
Guard..... Tabby Perez..... Knights
Guard..... Dan Ortiz..... Knights

SECOND TEAM

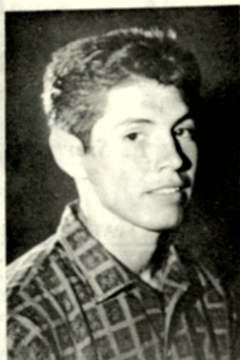
Forward..... Kirby Cortez..... Casa Mañana
Forward..... Greg Bittel..... Knights
Center..... Carlos Saldivar.. Del Mar
Guard..... Ron Gonzales..... San Joaquin
Guard..... John Escobar..... Knights

Honorable Mention:

Pete Rojas, Tom Nava, Gerry Gilbert
of Casa Mañana.
Dean Flint, Bonie Villegas, Larry Barragan of Club San Joaquin.
Danny Marquez, Joe Gonzalez of Club San Felipe.
Leo Carrillo, Leon Donahue of Knights.



LARRY BRADY
Casa Mañana



TABBY PEREZ
The Knights

The United Club Council League's 1960 **PLAYER OF THE YEAR** is high-scoring forward **BILL MOYERS** of Club San Joaquin.

Big Bill led CSJ in every department of play during the season just concluded and it is conceivable that without the aggressive ex-Lincoln High ace, the All Stars might have wound up in the U.C.C. League cellar.

Moyers had all the moves required of an outstanding cager and is also a fine rebounder.

Bill scored over 18 points per game even though he was handicapped by teams ganging up on him, knowing that without Moyers' scoring touch, CSJ was dead.

Every player on our 1960 team was a possibility for Player of The Year honors.

Jump shooting ace Dan Ortiz, the runner-up for MVP accolades, played heads-up ball in every game on the Knights schedule and his 20 and 25 foot jumpers were a very important part of the Knights offensive.

Casa Mañana forward Larry Brady displayed a variety of shots which only Tabby Perez could match. Brady's effectiveness is hampered by his tendency to "showboat" when his team pulls a few points ahead.

Tabby Perez, Knights guard, was our Player of The Year in 1959 and might have made it again had not an arm injury incurred halfway through the season, cramped his point-producing skills.

Casa Mañana center Greg Rocha was one of the tallest men in the loop and seemed to play his best ball against the tougher clubs.

A SUMMARY OF THE 1960 SEASON

At the outset of league play late in January, The Knights were considered the top team in the circuit and they were installed as heavy favorites to go undefeated and take the conference championship.

The Knights chances looked even better as top-flight contender Casa Mañana suffered an embarrassing 33-32 upset loss to Club San Joaquin in the season opener.

The Knights took command of the loop at the first opportunity, besting a determined Club San Joaquin 56-49. Then they rolled over San Felipe and Del Mar, setting up the titanic struggle with Casa Mañana.

The Mañana players, inspired, and determined to spring an upset over the team given the best chance of becoming the 1st undefeated team in UCC history, rose to the occasion and defeated the Knights.

Both teams finished in a tie for 1st in the First Half of play.

In the 2nd half of the season there were anxious moments for both teams. Each had to play to the hilt to turn back a Club Del Mar team which had nothing on paper, and on the court proved themselves a very hard to handle quintet.

Both C.M. and the Knights ran roughshod over San Felipe and CSJ, setting up another great battle in their second encounter of the year. By this stage of the season Casa Mañana had been strengthened with the addition of San Jose City College's high scoring guard Gerry Gilbert. Gilbert staged one of the great offensive shows in the loop's history, tallying 31 points in leading C.M. to a tight 71-70 triumph.

★ SAN JOAQUIN

"SYNONYMOUS
with SUCCESS..."

Dave E. Sierra



VICTORY MARKET SHADES C.S.J. 5-4

GILROY, Calif.April 24th.

Club San Joaquin's previously unbeaten All Stars went down to their first loss of the '60 season on April 24th at Gilroy when coach John Vasquez's Victory Market nine turned in a come-from-behind 5-4 victory.

Alex Navarro slammed a three run homer to highlight the C.S.J. batting attack.

Immediately after the game, both teams were guests at a beer bust at the beautiful home of Mr. Vasquez, Victory Mkt. coach.

The fete was in reciprocation for a similar gesture of friendship which Club San Joaquin extended their southern Santa Clara County friends on their trip to San Jose on April 10th.

After the "party" the men of San Joaquin advanced on the Jalisco Bar up the road for a "nitecap."

It was a very loooooooooong "game."

Angry Wife: "It doesn't take 12 hours to play a softball game!"

Husband: "Went into extra innings, darling!"

C.S.J. BEATS CASA MAÑANA 3-0

Ron Gonzales made his first start of the 1960 softball season a successful one, as usual, when he hurled 2 hit ball to stake CSJ to a 3-0 victory over Casa Manana.

Neither of the two teams were at full strength.

LOUIE MOLINA KNOCKS OUT MORTON!

Lou Molina knocked out Willie Morton with a hard right to the chin in the 2nd round of their bout on Tuesday, May 3rd to establish once and for all who is the top boxing prospect in the Garden City. Congratulations and give 'em all hell, Louie!

C.S.J. To Honor CAGE SQUADS, OFFICERS

Club San Joaquin will honor its 1960 Varsity and B Class basketball teams on May 21st at a dinner-dance at the Manor House.

Presentation of new officers; awarding of the Most Valuable Player trophy; appearance of Bob Toneff, All Pro defensive tackle of the Washington Redskins; the singing magic of Conrad Barrientos; and Rock N' Roll sensation Dave Gary & The Latineers, will highlight the evening for Club San Joaquin members and their guests.

FROM FILE THIRTEEN:

U.C.C. League representatives have voted the 1960 Basketball League SPORTSMANSHIP TROPHY to Club Del Mar. This column salutes their wise choice. Congratulations CLUB DEL MAR.

If you people up north are looking for the ENTERING KLAMATH INDIAN RESERVATION sign which disappeared some time ago, it's hanging over the front door of a rooming house at 9th & William St. in San Jose.

Johnny Zamora says it's going to be G & M time pretty soon. Maybe in September.

The Oakland AFL football team's name has been changed from Senors to Raid Hers.

We liked that bit in the S.F. rags about the lady who wrote in and said that if Chas. Harney wants to have a ballpark named after him (It has been suggested that Candlestick Park be changed to Harney Stadium) he should change HIS name to Charles Candlestick!!

A YEAR AGO TODAY.....

Gil Solarez & Anna Dominguez had the Party Of The Year in Santa Clara..... Tony Morelli was the current villian at Civic Auditorium on Wednesday nites.....Miss Eva Gamboa was queen of 5th of May..... Johnny Hernandez, Jr. retired from the ring after one pro fight..... Ron Gonzales pitched his 2nd no-hitter of the '59 season as CSJ bested Tuxedo Candy 2-0 at Backesto Park..... Club San Felipe appeared on the scene. While we're on San Felipe, don't forget their FORMAL DANCE on June 10th at the St. Claire Hotel. BE THERE!!!!!!

RECOMMENDED READING

P O C H O by Jose Antonio Villareal
Rise & Fall of the U.C.C. by Lou Cedillo
Pinky by Paul Gary

PHONE CONVERSATION:

"Hey Bob, we're playing Casa Manana!"
"Casa Manana!"

"Yeah, Casa Manana! What's the matter, afraid of them?"

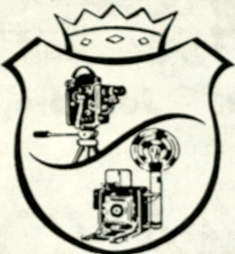
"Hell No! We'll play the devil if you get a ballpark!!!!"



IN THE PHOTO:

In the picture above are Mr. & Mrs. Henry Plata, shown during a recent CSJ-Club San Felipe tardeada at Leon's Gardens.

Mr. Plata owns Plata's Market at King Road & San Antonio Sts. in San Jose and is recognized as one of the best sports fans in the area. In 1959 he sponsored the team which finished 2nd in the San Jose Baseball League standings. The team was managed by Tony Canton.



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*Cartas
al director*

EL EXCENTRICO
195 Devine Street
San Jose, Calif.

Dear Mr. Sierra:

In your article of April 5, 1960 I was exceedingly disturbed about the statement expressing your opinion of ON THE BEACH. In theaters as elsewhere people must learn to know their places.

When a man goes to church and does not like the service nor understands the doctrine he does not label the doctrine as "Not Valid." When he goes to a classical concert and is bored by Beethoven, he does not scream to the conductor for a fox-trot solo into the Ninth symphony-- he goes to the nearest hall where a jazz band is at work. I plead for equally reasonable behavior for

ON THE BEACH.

On The Beach is a highly symbolical demonstration, and we the people, are the protagonists. On The Beach is not for connoisseurs of Mickey Mouse literature, nor is it a divorce drama, or of the languors and lilies and raptures of the cinema, and it should not be altered as such. Also, even at the risk of a comprehensive insult against your unsupported generalization, I must add that the limitation of the audience to a serious, intelligent, and cultivated American means that ON THE BEACH must be regarded for the present as an exceptional movie for exceptional people. I know that many others share this interest and compunction, and that they would eagerly take some trouble to have it made clear.

Yours Truly,
Tony Carvajal
10030 Griffith St.
San Jose, Calif.

La Cocina CAFE

MIEMBRO DE LA CAMARA
DE COMERCIO MEXICANA

Desayuno Gratis!

para todas las Madres

Domingo 8 de Mayo

De las 9:00 a.m. a las 11:00 a.m.

Una galanteria para las MADRES de parte del Restaurant originario de las comidas Mexicanas en San Jose.

Desayuno Gratis!

131 W. SANTA CLARA ST.



Joe y Lydia Salazar, Props.

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Tony D. Maria

GERENTE

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Tony D. Maria, Gte.

5 de MAYO

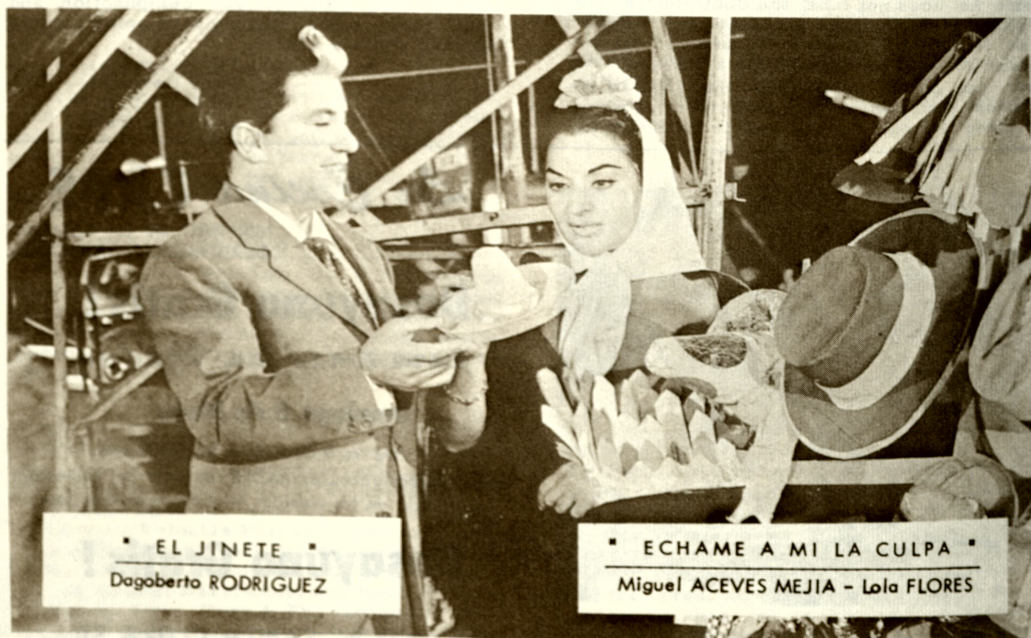
El Sr. TONY D. MARIA

y demas personal

de este TEATRO felicitan a la
colonia de habla hispana por la
brillante forma de celebrar las

FIESTAS PATRIAS !

Miercoles 11 de Mayo



• EL JINETE •
Dagoberto RODRIGUEZ

• ECHAME A MI LA CULPA •
Miguel ACEVES MEJIA - Lola FLORES