



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 11. Num. 6

ENERO 5, 1961

SAN JOSE, CALIFORNIA



Victor Vazquez, Jr. jumps through
BATHROOM WINDOW to escape fire.



Remains of Television set after Fire...

New Year's early morning hours fire guts San Jose home



El 26 de Noviembre, a las 11:30 de la mañana, en la Iglesia HOLY FAMILY de esta ciudad tomo por esposa el Sr. ANTHONY SALAZAR hijo del Sr. Natividad Salazar a la Srta. ARMIDA ACEVEDO hija de Ray y Andrea Acevedo, durante una solemne Ceremonia Religiosa oficiando el Rev. Jose A. Peña.

La RECEPCION se verifico en el I.E.S. Hall a la cual asistieron mas de 500 invitados. A su regreso de su LUNA de MIEL en la cd. de Los Angeles, establecieron residencia en esta.

En la grafica de iz. a der: primera fila: Ermerlinda Acosta, Vickie Gutierrez, Maida Herrera, Cruz Santos quien fue la madrina, Gloria Cadina, Betty Cadina, Lydia Acevedo, Virginia Jimenez, Martha Florez Y Trudy Jimenez, segunda fila: Jerry Hernandez, Ernie, Jimmie Hernandez, Johnny Cabello, Tony Reyes, Joe Santos quien fue el padrino, Beto Guajardo, Joe Molina, Johnny Mejia, Cesar Isaias, Pajecitos: Arnold Guajardo, Lora Torres and Gloria Ramirez.

LEITER STUDIO

SERVICIO de INCOME-TAX

Una vez mas ha llegado el tiempo del
" INCOME TAX "

Puede estar seguro que estoy preparada para ayudarle
lo mismo que para ahorrarles DINERO.

VENGA lo mas PRONTO POSIBLE para atenderle con
la MAYOR RAPIDEZ.

HORAS de OFICINA

de 9:00 a.m. a 3:00 p.m.
Otras Horas con CITA UNICAMENTE

Lena Manriquez

INCOME-TAX

NOTARIO PUBLICO

CY 3-5323

1175 E. Santa Clara St.

San Jose



Lena Manriquez

★ SAN JOAQUIN

"SYNONYMOUS
with SUCCESS..."

Dave E. Sierra



They say that a person is not truly contented unless he is complaining about something. I concur with that line of reasoning because whenever a man is complacent, he is not getting anywhere. He is standing still, living in a rut, and not contributing anything toward improving himself, his community, nor his race. The Human race.

So, to start the new year off on the WRONG foot, here's our first gripe of the year. It shan't be the last one.

On June 10th, 1960 a man parked his car for two hours on St. John St. between 1st and 2nd. Needless to mention, when he returned, the ever efficient San Jose Police Dept. had decorated the windshield with a small piece of paper autographed by one of "San Jose's Finest." And, rightly so, for the automobile was parked, over-parked, in direct violation of the city's parking regulations.

Wishing to comply with his social responsibilities and to uphold his standing as a law-abiding citizen, the "victim" appeared at the City Clerk's office a few days later, to pay the ticket.

But, now bear with me as I unfold the tale of a ticket that could not be paid because unbelievable as it may seem, THE CITY CLERK'S OFFICE WOULD NOT ACCEPT PAYMENT FOR THE TICKET!!!!!!

They informed the "victim" that inasmuch as THEY had no record of his ever having gotten the ticket, they would not accept payment. The man told the woman behind the counter, "Oh, that's okay with me. If you have no record, I have no record of it either! Adios."

If you believe that this episode ended thusly, how naive you are dear reader. Two weeks later, around the middle of July, a notice arrives in the mail informing the "victim" that because he has FAILED TO PAY THE TICKET, he can NO LONGER pay it to the City Clerk. The matter is now in the hands of the San Jose Police Dept. Dum de dum dum!

Seven days later the "victim" appeared at the POLICE Dept. with two reliable witnesses with intentions of paying his debt to the city. The tariff had now gone up to \$4.00 because the man had failed to pay within ten days as the law states.

A Policewoman's search of Police files for the now infamous ticket, proved unfruitful. As a consequence, the "victim" again was denied the privilege (Yes, I must label it a privilege) of paying a ticket because once again, the people who should have a copy of the ticket, DIDN'T, and wouldn't take a citizen's money.

"This is the 2nd time I've tried to pay this damn thing," he muttered to himself, "Now, to hell with it!"

Three weeks later a sharp rap at the door awakened the "victim" from a deep slumber. It also disrupted a dream in which he was coming to bat, pinch-hitting for Norm Larker. Sam Jones was on the mound for the hated Giants, looking for his 30th win. The count was three and two, Charley Neal at third, Maury Wills at second, and big Frank Howard on first. It was the last day of the league season, with the pennant at stake, the game was tied..... KNOCK! KNOCK! KNOCK! KNOCK! KNOCK! KNOCK!

"Are you Eliseo D. Sierra?" the officer asked.

"Yes, Officer!" I replied. I always address policemen as 'officer.' They like it.

"Seven dollars," he said simply, shoving a receipt at me.

"My, how you've grown," I thought, though didn't say anything because there is one thing that I have learned in life and that is never to get wise when a policeman is present. It doesn't pay. They have already heard ALL the wisecracks.

"But why should I have to pay seven dollars for a ticket that was originally only two dollars?" I asked in a soft voice somewhat like a loving wife asking her beast "How was it at work today, darling?"

Taking my money, the officer replied, "I do not know. You'll have to see the Judge about that."

Three days later, two different police officers and a plain clothesman listened to the "victim's" tale of woe and again it was the same old story, "You'll have to tell it to the Judge."

Now I ask the reader a question: Should a man take time off from work to go to court and get his money back? (\$5.00 of it at least.)

Of course it would be financially unwise because of the time lost from work.

Is it right for conditions to exist whereby a poor man is unable to appear in court to fight for his rights because he CANNOT AFFORD to?

This problem cries for rectification, but how does a person go about putting the wheels in motion to see that his city, one that prides itself in its tremendous growth, but still "bush league" in that respect, establishes a Night Court.

NIGHT COURT is the answer and I firmly believe that someone should give it a bit of attention.

P.S. All those people have to do is keep misplacing their duplicates of traffic tickets, and one day soon this city will become the richest community in the nation. Helluva way to make money!



U.C.C. LEAGUE FOOTBALL

Club El Dorado won the U.C.C. League football title in a season marred by various "incidents" and a complete lack of organization of any kind.

Casa Manana finished 2nd and San Joaquin third while San Felipe finished in last place.

The All U.C.C. Team for 1961, picked by yours truly, will appear in El Excentrico very shortly.

One question, men: Who gets the SPORTSMANSHIP AWARD?



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

Proximamente

Los Churumbeles DE
ESPAÑA

ESTE UD. PENDIENTE !

RAINBOW BALLROOM

SAN JOSE

DOM. 8 de ENERO



EN PERSONA...
LA REVISTA

"PIERNAS de SEDA"



6 - DELICIOSOS PARES DE PANTORRILLAS...
DIABOLICAMENTE ENCANTADORAS...
ONDULANTES... CADERAS... ATREVIDAS...
MALICIOSAS... FRIVOLAS... COQUETAS... EXOTICAS...

BAILES TROPICALES... LA PACHANGA...
CHULAS FRONTERAS... CARNAVAL DE BARRIO...

— ADEMÁS —

JUANICO Y LAS DOS ELENAS

LA POPULAR COMICA

La Flaca Villegas

Director Coreografo **ROLANDO**



LEITER STUDIO

El día 27 de Noviembre del año 1960, a las 11 a.m. en la Iglesia APOSTOLICA unieron sus destinos en matrimonio los jovenes LUCY GUERRERO hija de Romaldo y Josefa Guerrero con el joven JOHNNIE BETTANCOURT hijo de Alfonso y Emma Bettancourt. La RECEPCION se verificó en el mismo sitio asistiendo

innumerables amistades. A su regreso de su luna de miel en Fresno, establecieron residencia en esta. En la grafica: Eva Chavez, Soledad Gallegos, Josie Lopez, Frances Valenzuela y pajecitos: Rinaldo Guerrero y Lupe Rocha, 2da. fila: Gilberto Pizano, Gilberto Chavez, Ruben Guerrero, Henry Quintero.

PAYLESS CLEANERS

SKIRTS - PANTS
Shirts - Blouses

& REWEAVING
SHOP

59c 99c

SUITS - ROBES
Dresses - Top Coats

Servicio de Sastreria

Anuncian los esposos Hidrogo que cuentan con un competente SASTRE con largos años de EXPERIENCIA para toda clase de Alteraciones y Reparaciones.

GARMENT REWEAVING
MOTH HOLES
CIGARRET BURNS

TEARS
SPECIALIZING IN
Chesterfields and Rugs

CY 4-8231

297 N. 1st. St. *Rosie & Arnold Hidrogo, Props.*



Martinez - Garcia

La Srita. JUANITA GONZALES
hija de los esposos

Paulina y Jacinta Gonzales
Contrajo Nupcias con el joven

GUADALUPE MARTINEZ
hijo de los esposos
David y Lucia Estrada

El día 11 de Diciembre a las 2:30 de la tarde
en la First Latin American Assembly of God
Oficio el Rev. Felipe Morales
SANTA CLARA, CALIFORNIA
1960

LEITER STUDIO



Catholic SUPPLY STORE

ARTICULOS RELIGIOSOS

ESTATUAS de la VIRGEN DE GUADALUPE

MEDALLAS de TODOS LOS SANTOS

ESCAPULARIOS, ROSARIOS, LIBROS de OIR MISA

CUADROS RELIGIOSOS

TARJETAS y NOVENAS
EN ESPAÑOL

CASI ENFRENTA de la IGLESIA de ST. JOSEPH'S
(Por la Calle San Fernando)

Abierto LOS JUEVES hasta las 9:00 p.m.

Mrs. Lee B. Young

CY 5 - 1317

36 W. San Fernando St.



Please say YES to March of Dimes

Ten thousand Santa Clara County marching mothers now have a leader.

Mrs. Rose Mary Minardi has been appointed county chairman for the 1961 March of Dimes mothers' march announces Ray Davilla, campaign director.

Mrs. Minardi, a veteran campaigner, called for 10,000 Santa Clara County women to wear the golden key identifying mothers' marchers on the night of Jan. 31 to help unlock the mystery surrounding crippling diseases.

"Funds gathered by mothers' march volunteers will help support a far-reaching research program," says Mrs. Minardi.

"This same research program already has produced the Salk and Sabin polio vaccines and two Nobel Prizes. We have every reason to hope that it will cast new light on the cause of crippling birth defects and arthritis."

Mrs. Minardi has been a San Jose resident for 37 years and presently resides with her husband at 15000 Miradero.

She has been active in other civic projects and has held a number of offices in Catholic Social Service and Y.L.I.

Mrs. Minardi urged Santa Clara County women to volunteer their services for just one hour the night of January 31 by telephoning March of Dimes headquarters at CYpress 2-3122.

"With full support, we can do 10,000 hours of work in one hour."

1961 NEW MARCH OF DIMES FACT SHEET

Campaign: Kick-off: Monday, January 2, 1961

Mothers' march- January 31, 1961

Theme: Please say YES to the New March of Dimes.

Objectives: Prevent crippling diseases, birth defects, arthritis, and polio.

Program: To fight crippling diseases through medical research, training, medical manpower and patient aid.

Medical Research: \$48,000.00 was spent in 1960 in the Santa Clara County.

Training Medical Manpower: Four Santa Clara County students are currently being trained on National Foundation health scholarships. These students are:

Miss NANCY VAN NORDEN PLOUGH

468 Lowell Avenue, Palo Alto.

Miss EILEEN A. DAHLIN

541 Pine, Sunnyvale

Miss SALETA M. SOHM

1196 Shasta Avenue, San Jose

Mrs. JUDITH ATTERBURY CARMICK

Doud Drive, Los Altos.

During the year of 1960 the Santa Clara County Chapter authorized payment for the care of 110 polio patients from twelve different S.C. County communities as follows:

Campbell 7, Cupertino 4, Gilroy 6, Los Altos 5, Los Gatos 3, Milpitas 2, Mountain View 5, Palo Alto 3, San Jose 49, Santa Clara 12, Saratoga 1, and Sunnyvale 13.

The above authorized payments for care of the patients during 1960 included: braces including spec-

ialized assistive braces, wheel chairs, patient lift, miscellaneous devices made for the individual needs of the patients for their rehabilitation, Physical Therapy, Nurses, Doctors, Surgeons, X-Rays and Scano-grams, Hospitals, Transportation for Patients, Rehabilitation Centers, etc.

The total amount of costs during the year 1960:
\$47,219.22

There were twelve new patients in Santa Clara County in 1960.

MADAM Zora

ADIVINADORA



Poseedora de SABIDURIA y PODER para Ayudar a la HUMANIDAD. Ha dedicado su vida entera a este trabajo.

Esta Sra. ayuda a los enamorados y parejas separadas a que se CASEN o se vuelvan a REUNIR.

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

The Latin QUARTER

Dancing: Fri. Saturday, Sunday

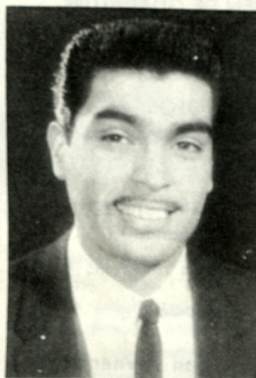
LATIN MUSIC
The Way you LIKE IT



Al & Eddie Bojorquez

TELEPHONE CY 3-9452
1620 ALMADEN RD. SAN JOSE, CALIF.

The LATIN QUARTER presents



finest of
Entertainment

San Jose's favorite
NIGHT SPOT.

Eddie Bojorquez

Manager

Incendio durante las primeras horas del Año

Aproximadamente a las 4:30 de la mañana del Domingo 1ro de 1961 despertó el Sr. VICTOR VAZQUEZ, JR. de 62 años e edad descubriendo que su casa estaba en llamas, intento llamar a los bomberos pero el humo y las llamas se lo impidieron no quedándole mas recurso que saltar hacia afuera por la ventana del baño que esta aproximadamente unos siete pies de alto, el Sr. Vazquez se encontraba solo en su residencia 680 Charles St. de esta ciudad.

Su esposa la Sra. Olaya Cortinas Vazquez se encuentra en Del Rio, Texas visitando a su padre que se encuentra enfermo.

La sala fue completamente destruida por el fuego, extendiéndose los daños por el humo al resto de la casa, esta propiedad fue construida en 1903.

Los esposos Vazquez cuentan con cuatro hijos Fidelio A. Mario R. Roberto V. y Oscar C. El Sr. Vazquez presta sus servicios en el Continental Can Co. de esta ciudad.



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

PANCHITO

Ampliamente CONOSIDO dentro nuestra

Colonia de HABLA HISPANA

ANUNCIA la APERTURA

de su JOYERIA - RELOJERIA

donde se pone a las ordenes del publico

AMPLIAS Facilidades de PAGO

Ahorre Dinero ! Grandes Gangas

Anillos Matrimoniales
Electric Shavers
Silverwear

Birthstone Rings
Clock Radios
Appliances



Panchito Cera

Un BUEN AMIGO de la COLONIA

INTERNATIONAL Plan 1st. NATIONAL Plan
Bank of AMERICARD 1st. WESTERN Plan

CEROS JEWELRY

CY 5 - 2220

34 S. FIRST ST.

San Jose

Pronuncia Plegaria



Al presentarse la Sra. ORALIA REDE ante un grandioso publico en el Salon CATOLICO el Domingo 11 de Diciembre dia en que en la ciudad de Gilroy se celebro la FIESTA de la VIRGEN de GUADALUPE, hizo Oralía que se derramaran lagrimas cuando tomo el microfono y ante un hermoso ALTAR de la VIRGEN pronuncio una PLEGARIA A LA VIRGEN, el publico se conmovio en tal forma que se pedia se repitiera el numero.

Oralia es esposa del bien conocido Sr. Paul Rede y en compañía de dos hijitas radican en esa. Aparte de sus obligaciones hogarísticas la Sra. Rede desempeña el puesto de Consejera del CLUB GARDENIA y siempre se ha sabido distinguir por su forma excepcional de pronunciar discursos, como oradora se ha sabido conquistar al publico y como amiga se ha sabido ganar la simpatia y cariño de todos los que la conocemos.

Atentamente CLUB GARDENIA

Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO

In picture appears
Mr. and Mrs.
NESTOR and CARLOTA
LUPERCIO

During
CUAUHTEMOC'S
Formal Dance



El Sabado 24 de Diciembre, marcando el RELOJ las 9:00 de la mañana, se desarrollo un PROGRAMA de NAVIDAD en el Teatro Liberty de esta cd. de San Jose para beneficio de los niños, se exhibieron CARTOONS se rifaron unos RELOJES, UNA BICICLETA y se obsequio a los niños con DULCES y TODA clase de Golosinas. El Clifford Rodriguez American Legion Post 809 encabezó el Programa. En la grafica: Vince Hermosillo, Roy Dominguez y Bill Martinez hacen entrega de un RELOJ a uno de los triunfadores.

(Photo Richard Diaz)'

Jo-Mar BEAUTY SALON

Salón de Belleza Mexicano

Oferta Especial

Para los Proximos Dias de Fiesta

Permanente

\$7.50

De un valor de \$12.00

De un valor de \$15.00

Permanente

\$9.00

ESTO INCLUYE:

HAIRCUT - STYLE SET

SHAMPOO

GRATIS!

COOKIES y CAFE
Para todos los Clientes

(Cerrado Los Domingos)

JOSEPHINE MONTECINO - MARGARET VASQUEZ

CY 2 - 2550

385 Delmas Ave.





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.

Salazar - Acevedo

La Srita. ARMIDA ACEVEDO

hija de los esposos

Ray y Andrea Acevedo

Contrajo Nupcias con el caballero

ANTHONY SALAZAR

hijo del Sr.

Natividad Salazar

La Ceremonia Religiosa se verifico en la

Iglesia HOLY FAMILY

Oficiando el Rev. Jose A. Peña

El Sabado 26 de Noviembre a las 11:30 de la mañana

SAN JOSE, CALIFORNIA

1960

LEITER STUDIO



Leo's Service Station

Llantas Nuevas y Usadas

Leo Fassnacht, Owner

Use BANK of AMERICA
CHARGE PLAN



CY 5-2224

Esq. VIRGINIA y ALMADEN Ave.



Joel Aguilera

Club
Riviera



Happy New Year, Happy New Year, whoops, seems like I am still doing a little celebrating.

Hope all of you enjoyed yourselves as much as I did, WOW! after all those parties, specially Club Riviera's New Year Party. What a tremendous business for the manufacturers of Bicarb of Soda. Hope none of you forgot to make your New Year resolutions.

Say, speaking about New Years Day, did you know, that it is observed the world over, according to the traditions and religious practices of the various countries, as a time for paying debts and looking forward to new beginnings?

In both France and Scotland, New Years Day, instead of Christmas, is the day for the exchange of gifts, while Christmas Day takes form of a religious festival.

The Chinese New Years celebration which continues for several days and ends with the "Feast of Lanterns" is one of China's principal fetes.

Then, of course, there is the Jewish New Year which is called Rosh Hoshanah which would mean the "Feast of Trumpets", an occasion of prayer and religious joy, commemorating the Day of Creation and beginning the Ten Days of Atonement, during which time, Jews seek to do penance for their sins and to draw closer to God. Such event occurs between September 6 and October 5 of the Gregorian calendar.

New Years day is not a festival of the Christian Church; but, as the "Feast of the Circumcision of Christ" it is of high rank in both the Roman Catholic and Anglican Churches.

Therefore, in the good ole USA, New Years celebrations combine early primitive customs with those of the modern world, as in the primitive emphasis on New Years' Eve as the time of festive ceremonies.

In the last edition I introduced you to Club Riviera's new secretary RONNIE BELTRAN. Due to an error it was stated that Ron was 21. For the sake of all of involved I would like to retract that statement and readily emphasize that Ronnie is 28 years old and NOT 21. Sorry Ron, mistakes do happen.....

The Personals column of a London paper carried the following ad:

"My husband and I have five sons and no daughters. Has anyone any suggestions?"

In the mail came letters from an American saying: "If at first you don't succeed, try, try again!"

A Canadian suggested the couple ask the Dionne for advice.

An Indian recommended yoga.

A Frenchman asked: "May I be of service?"

Prestamos dinero en Prendas



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.

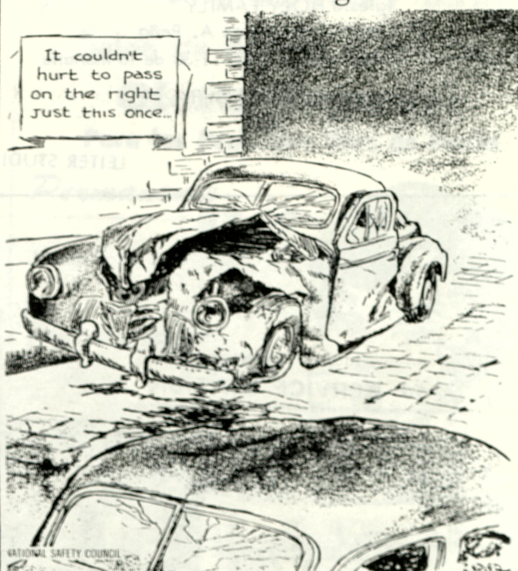
Big Ben

LOAN OFFICE

CY 4-3143

63 S. Market St.

Dead Wrong



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Hnas. Montoya

Recientemente y ante una nutrida concurrencia se presentaron las encantadoras HERMANITAS MONTOYA en el espacioso y elegante RAINBOW BALLROOM de esta ciudad de San Jose. Las hermanitas Ofelia y Esther hicieron derroche de su belleza y talento artistico cantando varios boleros y algunas RANCHERAS con el grupo de MARIACHIS que aparece en el fondo de esta plana.

Originalmente este grupo se componia de cuatro hermanas Mercedes quien contrajo nupcias con Jess Carlos anunciador de la radio en Oakland, y ultimamente Emilia quien tambien se enlisto en las filas del matrimonio.

En la grafica Ofelia, Humberto Garcia director del EXCENTRICO y Esther Montoya.

Los policias que prestan sus servicios en el salon de baile RAINBOW de iz. a der: Jules Rutkovitz, Red (El colorado) Viena y Clayton Anglus explican a el Sr. Humberto Garcia la manera de preservar el mayor orden y armonia en estos acreditados bailes.



Fotos por
Ricardo Lopez Moctezuma
Diaz (El Azote del Lente)





Spares & Strikes



Mario R. Vazquez

For Club Cuauhtemoc, Scardina Brothers and San Jose Bowling Supply, it was a Merry Christmas as they are assured of trophies come April, when the Winter Bowling Season is over. Club Cuauhtemoc was the winner of the first half of the Mexican American League, Scardina Brothers of the 850 Handicap League, and San Jose Bowling Supply winning the Nite Owl League at the Bowlarium.

As previously reported, San Jose Bowling Supply had already won the first half but a mixup in scheduling extended that league another two weeks, but the team still managed to win the league by 2 1/2 points over A & B Plumbing Co.

In the last night match, George Lassalle rolled a 203 game while Vince Echeverria took high series with a 528 total. The team finished with a 38 1/2-21 1/2 won-loss record.

Scardina Brothers, posting a fine 40-20 record won over 2nd place Post Barber Shop which had a 35-25 record. In the last night of bowling, high game went to Mario Vazquez of San Jose Refrigeration who rolled a 219 and a 546 series. Tony Jimenez of Cameo Room had a 209 game and a high series of 586. Not bad for a 155 average bowler.

Also bowling high games were Bill Smith of Scardina Brothers who had games of 209 and 201, and Clint Rice of Jose Rodriguez Orchestra who also had a 209 game.

Averages held on January 9, 1961 will be the official book Averages to be used in the City and State tournaments. All League Secretaries must send the average sheet as of that date to the San Jose Bowling Association.

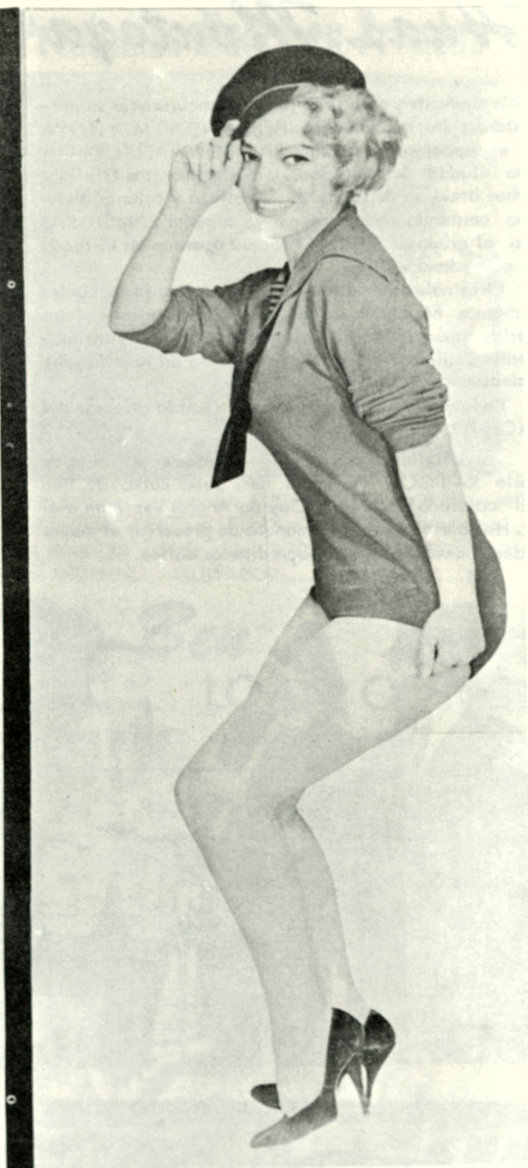
Tentative plans are to hold the singles and doubles at 4th Street Bowl and the team event at Cambrian Bowl.

The State Tournament will be held at Fresno this year.

Every bowler has a chance to win. Last year a 133 bowler, Terry Rolston won the Class C Singles, Doubles and All Events!!!!!!!



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



Maria Eugenia San Martin

GALERIA DE ASTROS
del CINE NACIONAL



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

G. I. FORUM of S. C. County

First row, l to r; Gene Avila, Bob Rodriguez, Bill Lopez, Ernest Vasquez, Sal Ramirez, Mario Vasquez, John Garza, and Bill Flores.

2nd row; Fred Martinez, Jim Rodriguez, John Ramirez, Ben Garza, Ike Hernandez, Cy Gonzalez, Louis Castro, Ralph Adams, and Fred Vasquez.

3rd row; Sebastian Hernandez, Edward Camuniez, Marcos Castaneda, Mike Ybarra, Louis Mosqueda, Pete Gonzalez, and Manuel Rocha.

The GI Forum of Santa Clara County is conducting it's 2nd annual Christmas Basket Program.

On Dec. 24th more than 50 families received food baskets from the GI Forum.



A turkey, candy, fruit and other canned goods will fill the baskets for these needy families.

The Ladies Auxiliary to the Forum is aiding the organization in this project.

TIRE OUTLET STORES

Llantas Nuevas y Usadas

Llantas Recaps	\$5.95
Llantas Usadas	\$3.95
White S.W. full caps	\$10.95

FLATS 79c

Credit TERMS No Money DOWN
Bankamericards Charge Plan

Wheel Balance 99c

WEIGHTS FREE

OPEN Mon, Thur. & Fri. 'till 9



El popular DON CUTLER le ofrece el MEJOR TRATO en Llantas Nuevas, Recaps o Usadas para su CARRO. Eleazar Morales y Don lo atenderan en ESPAÑOL. Distribuidores de las famosas Llantas FIRESTONE.

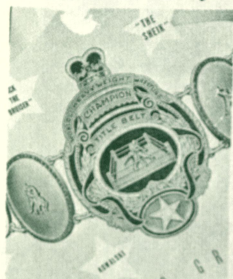
SY 7-2425 38557 FREEMONT BLVD. FREEMONT, CALIF.

CL 8-1639 2250 Alum Rock Ave.

Cy 3-3211 1687 S. First St.

San Jose

Wrestling



RICHARD DIAZ



AMERICAN LEGION MEMORY POST 399
presents.....
WEDNESDAY NITE WRESTLING
San Jose Civic Auditorium

THE MAIN EVENT

Mr. Kleen won the match from popular Ronnie Etchison, one time Pacific Coast mat champ.

Ronnie won the 1st fall over Mr. Kleen with a

"Missouri Stump Puller" in 15 minutes and 40 sec.

Mr. Kleen won the 2nd fall when he pinned Ron with a hammer lock in 8:15.

Referee Harry Berg awarded the third fall to Mr. Kleen when Ronnie was out of the ring over 20 sec.

FOUR MAN TAG TEAM MATCH

Jean Baillargeon and Tom Rice defeated John Cotai and Ramon Torres, winning two falls out of 3.

Baillargeon won the 1st fall over John Cotai with a back breaker in 24:20.

Jean also took the 2nd fall over Cotai in 7:20 with a knee drop and a press to win the match for him and his partner Tom Rice.

20 MINUTE OPENER

John Swenski and Bud Curtis wrestled to a draw.

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.

RAY'S CAFE



Joe Carvajal

COCKTAILS - BEER - WINE
CARD ROOM (Poker - Lo Ball)
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COME IN and visit JOE and RAY

CY 5 - 9464 10th & Taylor Sts.



Puerto Rican wrestler FRANCISCO JIMENEZ shakes hands with one of his fans, Albert Avista from San Jose.

Tipping the scales at 94 lbs and standing 4'4 in., Jimenez has wrestled professionally for five years and has appeared on wrestling cards all over the U.S.A.

After another appearance in Chicago, in the largest wrestling arena in the world, he plans a tour of the entire world.



CLUB
San Felipe



Tony Carvajal

As years progress most of us as humans and individuals change in many ways. Our appearances are gradually altered. Our hopes and desires are different. The simple things that once meant so much; that once made us happy and content are now of no significant value. A second-hand toy the kerplunk of a stone in a pool, and unexpected visit of a friend, even the cool feel of mud between bare toes brought pleasant memories that still linger.

But now as grown ups we anticipate too much from life and are disappointed too easily. We strive to secure the kind of success that is rewarded with flickering lights and elaborate surroundings. We actually apply self-punishment to attain our exhalted position, and when we have reached the certain goal, we find that too much of the real valuable ingredients of life have been missed.

Simple things make great happenings—and simple things are for everyone to attain. Our health which is better than great wealth, a Supreme Being to thank for our uncounted blessings; a good friend to cheer you and aid you when the going gets too rough; the respect and affection from your loved ones; the simple and clean sense of judgement and wisdom that come from many dissappointments, and just growing older.

EVERY NEW YEAR has splendid possibilities of achievement, but the achievements and find endeavors—every type of success is within the reach of all of us, all we have to do is reach out for them, grasp them firmly, and call them our very own.

DIZ N' DAT:

Mr. and Mrs. Frank Medina and family passed their Christmas in Bakersfield with their families.

Mrs. Johnny Landin celebrated her birthday with her friends and relatives.

A Christmas Eve dinner in my home was given for friends and relatives. Among the guests were:

Mr. & Mrs. Joe Escamilla, Jr.

Mr. & Mrs. Rolando Garza

Mr. & Mrs. Carlos Moreno

Mary Rodriguez Carlos Ybarra

Alfred Sada of Harlingen, Texas

Tony Guillen Sam Cruz Joe Urive

Pat Talamantes

Mr. & Mrs. James Coursey and fam.

Mr. & Mrs. Johnny Landin and fam.

Mr. & Mrs. Joe Carvajal and fam.

Tony Guillen very concerned about a phone call at exactly midnight.

Joel Reyes receiving formal greetings from Uncle Sam.

Ofelia Carbajal is unbounded again.

Everybody had a grand time at the Rainbow.

I CEASE hoping everybody has a grand time at the Civic Auditorium—with the Caudillo Bros. providing the music. If you are not there, where ever you are, I wish you with depth of sincerity a prosperous and a magnificently enriching NEW YEAR!!!!!!

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en las tiendas que aqui se anuncian

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Manuel y Elizabeth Morales
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Publicada los Dias 5 y 20 de cada mes en San Jose,
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HUMBERTO GARCIA

Director

DAVE E. SIERRA

Assistant Editor

LEITER STUDIO - Fotografia

HUMBERTO GARCIA, JR. Fotografo

CATALINA BARRAGAN

EDUARDO COLEMAN

RICHARD DIAZ

ESTHER MEDINA

Maria de la LUZ SANCHEZ

Club RIVIERA

Club SAN JOAQUIN

Club SAN FELIPE

SIMON VILLA

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

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6

Nueva tienda BERG'S

MONTHS TO PAY - BERNIE BERG, Prop.



En la grafica los ampliamente conocidos caballeros
Ferm y Dick Perez quienes lo atenderan en Español si
Ud. asi lo desea. Tome 6 MESES PARA PAGAR.



Norma Minjarez

Intentan Robo . . .

La Señorita NORMA MINJAREZ ampliamente conocida en nuestros centros sociales y quien por los pasados 5 años ha prestado sus servicios en la VENTANILLA del TEATRO JOSE que se localiza al sur de la calle 2da. fue victima de un atentado robo el 17 de Diciembre del año 1960, serian aproximadamente las 8:20 de la noche cuando se acercaron dos individuos de aproximadamente 30 a 35 años, demandando ENTREGANOS el DINERO, simulando traer una arma en el bolsa de saco o chamarra, en la ventanilla de BOLETOS del Teatro Jose, la Srita. Minjarez contesto: NO... En seguida uno de ellos metio la mano por la apertura de la ventanilla para apoderarse de la maquineta que da cambio, pero se llevaron chasco por que no cabia por la apertura de la ventanilla, en seguida se echaron a correr. Hasta la presente no se les ha capturado.

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75 S. Market St.

San Jose

the school tax



Dr. John de Heras, President of the San Jose Mexican Chamber of Commerce, presents his organization's endorsement of the forthcoming School Tax Election, to Mr. Yanes Williams, Chairman of the Citizens Committee For The Tax Election, and to Mrs. Gertrude J. Gale, President of the Board of Education, San Jose Unified School District.

Mr. de Heras is also a member of the Citizens Committee as well as a member of the Adult Education Senate. He is president of the San Jose Latin-American Civic Club.

Mr. Williams is Mortgage and Loan Correspondent for Wells & Smart.

The \$2.75 tax limit which you voted in 1956 expires this year. \$2.75 is not enough to meet the critical demands on San Jose schools. A \$3.94 tax limit is needed to meet these new demands. If the January 24 election does not pass, the tax limit reverts to \$2.00. To cut back to a \$2.00 tax limit would be disastrous!

JANUARY 24th

TAX INCREASE ELECTION

PROPOSITION	TAX INCREASE YES	X
	TAX INCREASE NO	
Shall the proposed increase in the maximum tax rate from the present limit of \$2.75 to \$3.94 for the San Jose Unified School District for a period of 5 years be authorized.		



El día 11 de Diciembre del año 1960, a las 2:30 de la tarde, en la First Latin American Assembly of God de la vecina ciudad de Santa Clara, contrajeron nupcias los jóvenes Juanita Gonzalez hija de Paulino y Jacinta Gonzalez con el joven Guadalupe Martinez hijo de David y Lucia Estrada, oficio el Rev. Felipe Morales. La RECEPCION se efectuó en el mismo sitio, atendiendo aproximadamente 300 invitados. Al regresar de su

Luna de Miel en Monterrey, establecieron residencia en Santa Clara. En la grafica de iz. a der: Job Camarena, Juan Gomez, Ruben Soto, Carlos Trujillo (padrino) Alfonso Bojorquez, Felix Bojorquez, Willie Martinez, Junior Gurcia, Edwina Camarena, Isabel Gomez, Amelia Soto, Herlinda Gonzalez (madrina), Ethel Bojorquez Grace Bojorquez, Frances Martinez y Sara Martinez.

LEITER STUDIO

NETTO'S GARAGE

*"Servimos bien para
volver a Servir"*

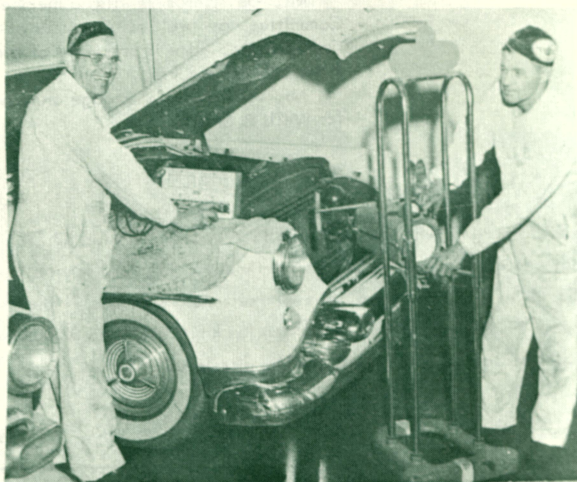
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CLUB *Elite*



Connie Rodriguez

Tis the week before New Years and lots of news.
HERE GOES:

Has anybody noticed Tony Toro, Sugar Zamora and Rudy Moya's new friend. Well take notice next time.

Gloria Maldonado and Augie Lira still making it a happy twosome. We're just waiting till after New Years.

Joe Lomas just back from the service and is steadily dating a real cute gal.

Mary Le Greta leaving San Jose to travel the eastern states. Lots of luck Mary. Don't forget the post-cards.

Olga Mendoza having several parties down her house. Seems Jaime Alamillo, Lino Trevino, and Pete Silva really enjoy themselves.

Club Elite's 1st anniversary party is in the first part of January. So look for your invitations in the mail.

Casa Manana has high hopes of beating San Joaquin in football. But San Joaquin men think different. We will just have to wait and see. Of course, I'm prejudiced (CSJ).

Roy Ordenez has a secret admirer. She sure is cute. Want a hint Roy? Here tis, she's short and has long black hair.

Mary Lou and Johnny Zamora still honeymooning in Mexico.

Rudy Belloumini working in San Francisco over the holidays.

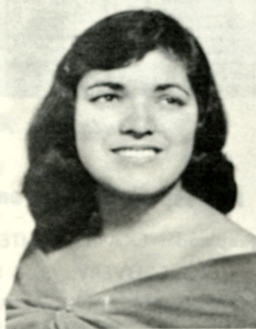
This is one of Elite's real active members.

Jennie Hernandez is 20 years old. She is usually seen with her pal Carmen. Jennie works in the Credit Office at Newberry's in Sunnyvale.

She loves to dance, sing, collect records & cook.

BOYS, SHE IS NOT GOING STEADY.

Anyone looking for a home to throw a party just get in touch with Frank "Kiko" Madrid. He has a house and is willing to lend it out. For reservations, call CL 8-3716. More information next issue.



Bernie Nevarez seen with a real cute gal.
Freddie Espinosa keeping unusually very quiet these days. What's up Freddie?

Louie Barreras taking up racing go karts seriously.

Ofelia Herrera also has a secret admirer. Only I promised I wouldn't tell. So Sorry.

Ida Sosa calling different people and asking them when they're getting married. (Maybe she is trying to decide).

Looks like wedding bells for Tom Nava and Virgie Molina in 1961. Lots of luck to both of you. Don't forget to look on her left hand after Christmas.

Dr. Juan de Heras, D C

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HORAS: 9:30 a.m. a 6:30 p.m.

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Simon Villa



UNION CITY, CALIF.

Año Nuevo. Vida Nueva

El pueblo de los Estados Unidos de Norte America en su mayoría abriga la esperanza en sus corazones un gran optimismo y honda satisfaccion, por el triunfo alcanzado de el Partido Demócrata que obtuvo la victoria del Hon. John Kennedy, para el alto puesto de Presidente de los Estados Unidos, electo legalmente por el voto popular del pueblo.

El Presidente electo en armonia con los miembros de su Gabinete, hara que se cumplan los sagrados derechos que la Ley Fundamental de la Nacion, les concede a todos los buenos ciudadanos que saben cumplir con sus deberes y que con anhelo piensan por el bien comun y la prosperidad y adelanto de los pueblos libres, como tambien hacer lo posible para terminar para siempre la aversion Racial, que tanto mal hace y lastima los sentimientos humanos del mundo.

Recordemos al inmortal politico Thomas Jefferson que con sabia diplomacia en union de los demas protagonistas que escribieron la Declaracion de Independencia de los Estados Unidos con refinada nobleza consideraran a los hombres libres e iguales, y que firmada en Philadelphia el dia 4 de Julio de 1776 despues de que Inglaterra fue obligada a reconocer la Declaracion de Independencia, se hizo una nueva constitucion compuesta de un Preamble, 7 articulos y 21 Enmiendas, las diez primeras Enmiendas de la constitucion fueron nombradas The Bill of Rights y ahora tenemos 22 Enmiendas.

La Enmienda No. 14 dice: Todas las personas nacidas y naturalizadas en los Estados Unidos son ciudadanos con todos los prerogativas y derechos que la Constitucion de los S.U. concede; por lo que la Eleccion Presidential verificada el dia 8 de Noviembre de 1960, en la que legalmente obtuvo la victoria el Hon. John Kennedy para primer Magistrado de la Nacion.

Por que esperamos tener un Nuevo año, una nueva vida con prosperidad y progreso y con la esperanza y la situacion economica mejore pare el bien y progreso de toda la Nacion.

EL EXCENTRICO felicita cordialmente al Hon. Presidente de los Estados Unidos, Dwight D. Eisenhower por su larga administracion de 8 años 1953 a 1961.

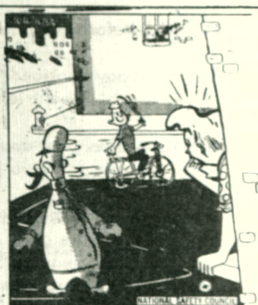
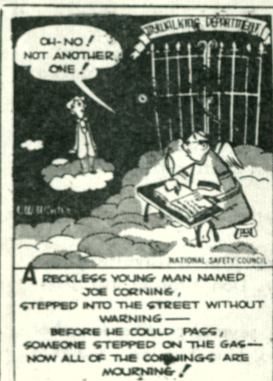
Y a nuestro candidato electo Hon. John Kennedy que proximamente tomara posesion de su alto puesto de Presidente de los Estados Unidos, asi como a todos los buenos ciudadanos que cumplieron con el derecho

mas sagrado el derecho de votar por ambos candidatos y al publico en general, deseando pasen un Feliz y Prospero Año Nuevo.

Simon Villa
Union City, Calif.
Dic. 23 de 1960



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Maria La Rosa. Prop.

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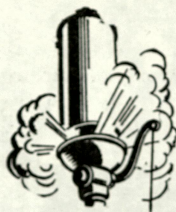
ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.



Esther Medina

*"It's
No Secret"*



Briefies: Larry Spurr and Diane Barrera won the cha cha contest at a local dance, no wonder Larry wanted to pay at El Rebozo.

Chon Hernandez galavanting down in Mexicali, it'll never be the same!

Lena Manriquez sporting a Cadillac as is Louie Hevia of Tico's Tacos.

Art Cuellar back at the dances, heard he was out of town.

Tony Flores "Chapulín" in the hospital in Frisco cause he hurt his back and broke his leg at work.

Mr. & Mrs. R. Lucero won a polka contest.

Frank Davilla to present CHURUMBELES DE ESPAÑA real soon, they are fantastic don't miss them.

Alvin Valadez walking around wishing everyone a Happy New Year while his wife Rose (Sanchez) had a Mexican dinner.

Rudy Moya not making it to the dances cause he's steady dating a real cute girl.

Two guys I'd like to see sober someday are Sugar Zamora and Richard Montez, it's alright they're cute anyway.

Carlos (El Gallo) Gomez sporting a 61 Bonneville.

Sally and Danny Castellanos at the dance for New Years.

Rachel Reyes is engaged to a guy named Jack from Daly City, Eleanor Solarez and Mercy Escarrega to be in the wedding.

Dolores and Eddie Bojorquez out to dinner at El Rebozo with Mr. & Mrs. Hector Bojorquez.

Mr. & Mrs. John Zamora celebrated Christmas Eve at the Rainbow.

Next issue I present Personalities of 1960 so look for me in the next issue.



A party in honor of Lupe Barron's birthday was held at her home. Her mother treated us to some tremendous home cooking. Lupe is seventeen and attends Lincoln Hi where she is a Junior. She loves to dance and is going steady with a San Francisco boy.

Hasta la proxima y Feliz año nuevo:
..... Esther



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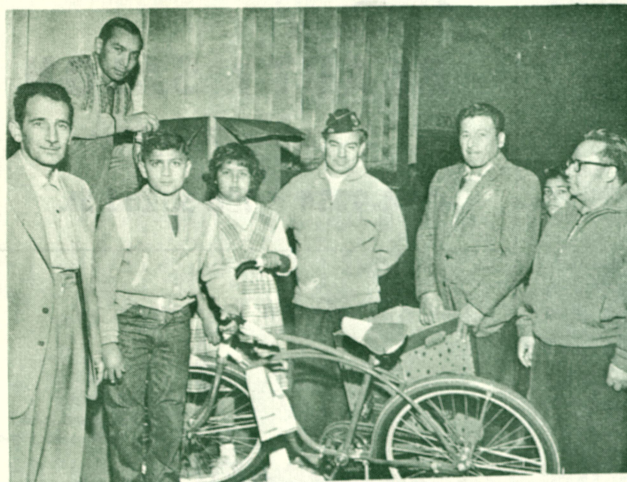


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Harry Lasnick, Prop.



FREE CHRISTMAS Kiddie SHOW

In the photo are Tony DeMaria, manager of the Liberty Theater, bicycle winner Victor Davilla, an unidentified girl, Roy Dominguez, Vincent Hermosillo, at the recent Mexican Youth Charity Christmas Show under the auspices of American Legion Clifford Rodriguez Post 809 on Saturday, December 24th from 9 to 12 A.M.

In the background is Herbert J. Martin, Post 809 member.

The Legion gave watches, dolls, candy, teddy bears, ice cream bars, and toys to the children.

Mrs. Consuelo Granillo of Redwood City won an Atlas Sewing Machine.



Art Martinez MENS WEAR

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Aumenta la familia Cedillo

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año 1960 arribo a esta
ciudad de San Jose
pesando 6 libras la niña

LINDA CEDILLO
Siendo sus padres
Lou y Ruth Cedillo

Los esposos Cedillo cuentan
con 3 herederos mas que son
Dolores de 8, Louie Jr. 6,
y Ronnie de 4 años.

La camara de Excentrico
captura este hogaristico
cuadro el Viernes 23 o sea
un día antes de la pasada
Navidad.



Galeria Infantil

GERMAINE MIRELES

9 mo. - Born in S.j.

Parents:

Ernesto and Estella Mireles

DEBORAH BRAVO

1 yr. - Born in S.J.

Parents:

Manuel and Erma Bravo

LEITER STUDIO

ADOLFO CELIO

6 mo. - Born in S.J.

Parents:

Trino and Lupe Celio

DANIEL TORRES

3 mo. - Born in S.J.

Parents:

Daniel and Eloise Torres



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GERENTE

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Jueves, Viernes, Sabado 12 - 13 - 14 de Enero



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RESORTES y Maria DUVAL