



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 13, Num. 4

DICIEMBRE 20, 1962

SAN JOSE 10, CALIFORNIA



Stuffed animals donated to Ming Zuong Home Orphanage



HECTOR SANCHEZ
ALICE MEEHAN



GILBERT MENDOZA
ROSALIE RENTERIA



DAVID NAVARRO
CARRIE VILLAREAL

EXCENTRICO presents
personalities attending
Elite's Formal Ball
Hyatt House - Sept. 7th

JOSE M. GARCIA
IRENE CORTEZ



MR. and MRS.
Manuel and Lupe Luna



VINCENT HERNANDEZ
YOLANDA RAMIREZ



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Jim Geddes Prop.

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Daniel Saldana



El Redentor

El mas grande Redentor de todos los tiempos fue Jesus de Nazaret, a su paso por la tierra dejo su obra de bondad para que sirviera de guia a todos los seres humanos en este mundo; El predico el amor, la ternura y la bondad como esencia de su mensaje divino, condeno la avaricia, la lujuria y el odio, flagelos que la humanidad habia sufrido antes de que El viniere; despues de haber recibido Su mensaje de paz y de amor al proximo, la humanidad sigue siendo azotada y el sacrificio del Redentor parece haber sido esteril.

Desde entonces han pasado dos mil años y la humanidad ha permanecido sorda a sus palabras, ciega a su ejemplo e indiferente a su sacrificio.

Grandes templos se han levantado para adorarlo, para prometerle que seguiremos por la senda que El trazo; pero han pasado muchos años y muchas generaciones que no han querido obedecer su mandato; en lugar de encaminar nuestros pasos por el camino del bien y del amor al proximo hacemos todo lo contrario. Los dias que actualmente vive la poblacion del mundo, son dias de miedo y de oido, esperamos con temor el momento en que tomando como pretexto cualquier incidente se desencadene la hecatombe, millones de victimas inocentes y la destruccion de lo que pomposamente llamamos civilizacion. Ante esta amenaza vivimos atemorizados y sentimos odio para los que no encontrando otro medio de imponer sus sistemas, amenazan con imponerlos con la fuerza de la destruccion.

El Martir del Gólgota dijo: "AMIGOS LOS UNOS A LOS OTROS." Que mal hemos interpretado sus palabras que encierran un mensaje de amor y de paz; nos odiamos como no es posible que se odie ninguna otra creatura en la tierra.

De que le puede servir al hombre la conquista de las estrellas lejanas, si no es capaz de vivir en paz en la tierra. Si hay odio entre los que hemos nacido y vivido en este planeta, como resultaran las relaciones con los habitantes de alguna remota estrella; si aqui nos odiamos por que no todos tenemos el mismo color de la piel, por que hemos nacido en diferentes lugares de este mundo, que sucedera con seres de otros mundos lejanos que con toda seguridad no habra ninguna similitud entre ellos y nosotros. Si las estrellas que el hombre conquiste estan deshabitadas y tienen los elementos necesarios para que el hombre las habite; no seran mas que nuevos motivos de pelea por poseerlas. Hoy el odio de frontera a frontera, mañana el odio de planeta a planeta.

Y el sacrificio de Jesus el Redentor.....en vano en la tierra.....Y sera vano en las estrellas... Su ejemplo, sus palabras y su sacrificio le han servi-

do al hombre para levantar suntuosos templos a humildes altares, en donde arrodillados hacemos promesas que no hemos de cumplir, arrepentimiento hipocrita de nuestras malas acciones, golpes de pecho implorando perdon a nuestra culpas que volveremos a tener; proposito de enmienda falsos, por que no nos enmendaremos. Esto es a lo que nos acercamos a los altares, a mentir al que murio en la cruz, implorando para nosotros el perdon de el Todo Poderoso.

En esta Navidad hara 1962 años que nacio el Redentor en un humilde pesebre de la aldea de Belen; en su corto paso por este mundo nos dejo un mensaje de paz y de amor al proximo, recordamos sus palabras, inspiremonos en su ejemplo y digamos:

"GLORIA A DIOS EN EL CIELO Y PAZ A LOS HOMBRES EN LA TIERRA."

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FREE
DANCE
NEW YEAR'S DAY
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Mariano
Merceron *Rainbow Ballroom*
Domingo 23 de Diciembre

Christmas Eve
BECHO GLORIA
and His ORCHESTRA
Lunes 24 de Diciembre

Christmas Day
CHRIS CARMONA
and HIS ORCHESTRA
Martes 25 de Diciembre

Hnos. Sandoval

Directamente de la **Sabado 29**
Capital AZTECA

NEW YEAR'S EVE

Monday, December 31 *Rainbow Ballroom*



CY 2 - 4273 195 DEVINE ST.

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

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

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en articulos firmados.



Maria La Rosa. Prop.

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CLUB

Elite



Diane Barrera

Club Elite would like to express their deepest sympathy to Mrs. Rodriguez and Family on the death of their beloved Mr. Jose Rodriguez.
Busy Shopping

Seen in Frederick's of Hollywood looking over the wigs was Hank Paramo. It seems he was asking if they carried any toupees. He is determined to get Gil Solarez a toupee for Christmas. But it seems Hank was having trouble trying to match Gil's hair. You see Gil doesn't have enough hair for the toupee makers to match it up with.

Reunion

The clubs having a reunion for the honorary members of the club. The party was held at Mrs. Lena Manriquez's beautiful home.

Engaged to be married

Engaged to be married is Miss Nancy Atwell to Mr. Richard Boyd. Miss Nancy Atwell is Rachel Andres and Caroline Hermann roommates. Hear say Gil Solarez has a pretty mad crush on Caroline.
Congratulations

Congratulations to Mr. & Mrs. Johnny Molina on their recent marriage. The couple honeymooned to Mexico City.

License

Congratulations to Miss Carmen Molina on receiving her California Driver's license. Also receiving his drivers license was Mr. J. J. Rodriguez after having them suspended for two years.



YES, Dear Reader you were RIGHT
the lovely young girl on our last issue
is none other than HELEN SOLAREZ

REGULAR VETERANS
● ASSOCIATION Post 1775 ●

Christmas **DANCE**

Benefit Needy Children

BETO TORRES

Y SUS ALEGRES

SABADO 22 de Diciembre

DE 9:00 P.M. a 1:00 A.M.

Damas \$1.00 Caballeros \$1.50

SES Hall (En Santa Clara)

Calles Lafayette & Lewis

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● *Agencia de Real Estate*



Jose y Blanca Alvarado

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

Asuntos de INMIGRACION

Traducciones - Notario Publico

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SAN FRANCISCO

LUNES a JUEVES

6:45 a	7:15 A.M.
8:45 a	10:15 A.M.
11:00 a	12:00 A.M.
12:00 a	1:30 P.M.
1:30 a	2:00 P.M.
2:00 a	3:30 P.M.
3:00 a	4:00 P.M.
4:00 a	4:30 P.M.

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
 " THE PABLO SAAVEDRA SHOW " con Pablo Saavedra y Julio Paiz Giron
 " EL PROGRAMA de ENRIQUE FLORES " con Enrique Flores
 " LA VOZ de MEXICO " con DAVID ORTEGA CID.
 " A QUIEN CORRESPONDA " con MANJEL RODRIGUEZ.
 " LA VOZ de HISPANO AMERICA " con POLITO ROSALES.
 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA.
 " MULTI - REPORTAJES " con DAVID ORTEGA CID.

VIERNES

6:45 a	7:15 A.M.
8:45 a	10:15 A.M.
11:00 a	12:00 P.M.
12:00 a	1:00 P.M.
1:00 a	1:30 P.M.
1:30 a	2:30 P.M.
2:30 a	3:00 P.M.
3:00 a	4:00 P.M.
4:00 a	4:30 P.M.

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
 " THE PABLO SAAVEDRA SHOW " con Pablo Saavedra y Julio Paiz Giron.
 " EL PROGRAMA de ENRIQUE FLORES " con ENRIQUE FLORES.
 " LA VOZ de MEXICO " con DAVID ORTEGA CID.
 " A QUIEN CORRESPONDA " con MANJEL RODRIGUEZ.
 " LA HORA NACIONAL " del GOBIERNO de MEXICO.
 " LA VOZ de HISPANOAMERICA " con POLITO ROSALES.
 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA.
 " MULTI - REPORTAJES " con DAVID ORTEGA CID.

SABADOS

6:45 a	7:15 A.M.
8:45 a	10:00 A.M.
10:00 a	11:00 A.M.
11:00 a	12:00 A.M.
12:00 a	12:30 P.M.
12:30 a	1:00 P.M.
1:00 a	3:00 P.M.
3:00 a	4:00 P.M.
4:00 a	4:30 P.M.

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA.
 " THE PABLO SAAVEDRA SHOW " con Pablo Saavedra y Julio Paiz Giron.
 " ECOS de BORINQUEN " con DANIEL CHAMORRO IGLESIAS.
 " LA VOZ de HISPANOAMERICA " con POLITO ROSALES.
 " LA VOZ de MEXICO " con DAVID ORTEGA CID.
 " LA HORA de SAN FRANCISCO " con el padre FRANCISCO REYES.
 " EL PROGRAMA de DON MENDEZ " con DON MENDEZ.
 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA.
 " MUSICA de LAS AMERICAS " con DAVID ORTEGA CID.

DOMINGOS

6:45 a	8:00 A.M.
8:00 a	8:30 A.M.
8:30 a	10:00 A.M.
10:00 a	11:00 A.M.
11:00 a	1:00 P.M.
1:00 a	1:30 P.M.
1:30 a	3:00 P.M.
3:00 a	4:00 P.M.
4:00 a	5:00 P.M.

" LA HORA ARTISTICA " con JESUS REYES VALENZUELA.
 " PROGRAMA RELIGIOSO " TEMPLO de la CRUZ.
 " EL VOCERO del AIRE " con ROBERTO QUINTANA.
 " ECOS de BORINQUEN " con DANIEL CHAMORRO IGLESIAS.
 " LA VOZ de HISPANOAMERICA " con Polito Rosales y Oscar Muñoz.
 " EL PROGRAMA de DON MENDEZ " con DON MENDEZ.
 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA.
 " CONTROL REMOTO ESPECIAL " .
 " EL PROGRAMA de DON MENDEZ " con DON MENDEZ.

NOTICIEROS: LUNES a VIERNES

9:30 a	9:45 A.M.
11:00 a	11:05 A.M.
12:00 a	12:05 P.M.
1:00 a	1:05 P.M.
2:00 a	2:05 P.M.
3:00 a	3:05 P.M.
4:00 a	4:30 P.M.

Noticias de ULTIMO MINUTO y DEPORTES con Julio Paiz Giron
 NOTICIAS MUNDIALES con ENRIQUE FLORES.
 NOTICIAS DEPORTIVAS con ENRIQUE FLORES.
 NOTICIAS de LATINOAMERICA con ENRIQUE FLORES.
 NOTICIAS MUNDIALES con ENRIQUE FLORES.
 NOTICIAS SOCIALES con JESUS REYES VALENZUELA.
 MULTI - REPORTAJES con DAVID ORTEGA CID

Radio KOFY

La Voz de Mexico

Jesus Reyes Valenzuela

100 California St.

Suite 700

San Francisco, Calif.

Tel. YU 2 - 9933

727 MARKET ST.

en

Oakland, Calif.

Tel. TE 6 - 9649

en

San Jose, California

Tel. CY 4 - 6223

CY 5 - 9160

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

Mrs. Cecilia Meraz
request the honour of your presence at the
marriage of her daughter

Sylvia

to

Mr. Charlie Zuriga

Mr. and Mrs. Silerio Zuriga
request the honour of your presence at the
marriage of their son

Charlie

to

Miss Sylvia Meraz

Maid of Honor
Sally Hernandez

Flower Girl
Linda Zuriga

Ring Bearer
Roberto De La Rosa, Jr.

Best Man
John Hernandez

Bridemaids

Ushers

Celina Meraz
Sally Duran
Adela Peralta
Nelson Segura
Jessie Flores
Vera De La Cruz
Maggie Yanez
Flora Sanchez

Frank Zuriga
Tony Duran
Gregory Lucio
Mickey Castañeda
Johnny Yanez
David Pinar
Ferdinand Segura
Mario Celaya

On Saturday, December the first at 12:00 o'clock at Saint Mary's Church.

Gilroy, California

1962

Reception: Rt. 2, Box 400, Diana Ave. at 2 o'clock

Dinner: Wheeler Auditorium 6:00 p.m. to 8:00 p.m.

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En la grafica de iz. a der: Herb, Dave, Pete Netto, Prop.
y Bill atentos MECANICOS que le ofrecen el mejor
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Seasons Greetings

FROM



and STAFF



Teddy Rodriguez

and his "CHARANGA SENSACION"

Maria's

COCKTAIL LOUNGE

BAILE

VIERNES - SABADOS
y DOMINGOS

El Centro Nocturno

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Mas Elegante

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

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728 N. 13th St.

Sr. José C. y Sra. Matilde S. Sanchez
participan a Vd. el
 enlace de su hija

Delia Sanchez

con el Sr.
Jesus I. Aldana

Sr. Jesus I. y Sra. Maria S. Aldana
participan a Vd. el
 enlace de su hijo

Jesus I. Aldana

con la Srita.
Delia Sanchez

U tienen el honor de invitar a Vd. y su apreciable familia a la Ceremonia Religiosa
que se verificara el Domingo 23 de Diciembre a las 2:30 p.m. en la
Iglesia Metodista "La Trinidad" - King Road y Hollmer Way

San Jose, California 1962

Madrina de Honor: Linda Castañeda

Hadrino: Fernando Chavez

Damas

Chambelanes

Sylvia Sanchez Virginia Gloria

Luis Aldana Ben Sanchez

Ofelia Sanchez Lydia Sanchez

Rodolfo Flores Frank Rodriguez

Pajes: Sandy Sanchez

Al Sanchez, Jr.

FOR YOUR

**WEDDING
INVITATIONS**



SEE

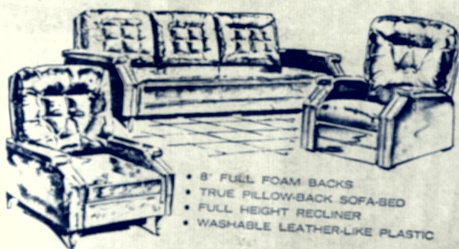
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LOUIE COCA
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JOE SANCHEZ
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2130 EL CAMINO SAN MATEO

CY 7 - 9486



EDDIE BOJORQUEZ
Salesman

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

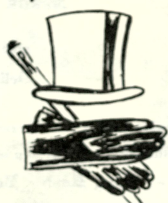
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Todo lo que Tiene que Hacer es Registrarse
Poner su Nombre y Direccion en esta muebleria
para participar en estos SORTEOS GRATIS I
No Se requiere hacer ninguna compra.



Joel Aguilera

Club
Riviera



It gives me great pleasure to introduce lovely

DEBRA ARREDONDO
who is 8 years old, she made her
FIRST COMMUNION

October 21st, at St. John Vianney Church at 10:00 a.m.
Resides with her parents Angelo and Carmen Arredondo
foto by LEITER STUDIO

Mr. Enrique Gutierrez

Sra. Trinidad F. Gutierrez
participan a 'Ud. el enlace
de su hijo

Teresa

Con el Sr.
Oscar Martinez

Sr. Eduardo Martinez

Sra. Dolores F. Martinez
participan a 'Ud. el enlace
de su hijo

Oscar

con la Srita.
Teresa Gutierrez

Y tienen el honor de invitar a 'Ud. y a su apreciable familia a la
Ceremonia Religiosa que se verificara el Sabado 1 de Noviembre,
a las 5:00 p.m. en la Iglesia Saint Mary.

Gilroy, California

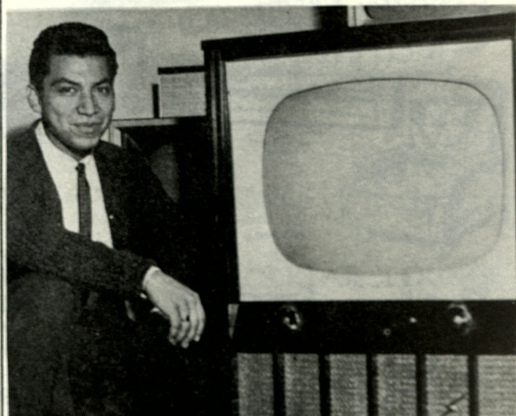
1962



The R.V.A. Post # 10 had installation of officers on November 24, at the Sainte Claire Hotel during a very well organized BANQUET. On the left is the newly appointed Commander Jesse Sanchez being congratulated by Judge Advocate and State Junior Vice Comm. Marcel Saucido. EXCENTRICO photo.

Seasons Greetings

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CY 4 - 3100

468 W. Santa Clara St.



Cavazos - Martinez

El día 21 de Julio, a las 10:45 de la mañana, en la Iglesia HOLY FAMILY de esta cd. la Srta. DOLORES MARTINEZ hija de Marcelo R. y Jovita Martinez, tomo por esposo al joven marino RAMIRO G. CAVAZOS hijo de Adolfo G. Cavazos. La Recepcion se verifico en

el 439 E. Empire St. asistiendo innumerables amistades. En la grafica Olivia Gonzalez, Sylvia Martinez, Yolanda Martinez, Margie Ann Andrade, Tony G. Cavazos y Rod G. Cavazos.

RAMIREZ STUDIO

Hallmark Home Furnishings

PASE A SALUDAR AL POPULAR

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MUEBLERIA.

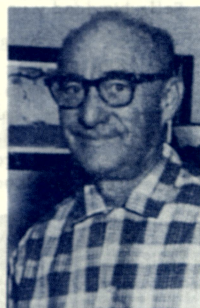


LEE WATSON

TELEVISORES
REFIGERADORES
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SU HOGAR
TAPETES de Orilla a Orilla



LUIS MOLINA ampliamente popular en nuestra colonia EDWARD COP y LEE WATSON le ofrecen la mejor compra en Muebles en todo el valle de Santa Clara.



EDWARD COP



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CY 8 - 4483 314 E. Santa Clara St. San Jose, Cal.



Simon Villa



UNION CITY, CALIF.

Felicitation

El Señor don Jesus Cardenas, propietario de la muy acreditada tienda Cardenas Market de Union City, California, quien abrio sus puertas el dia 12 de Diciembre de 1953, haciendo todo lo posible para servir al publico con toda cortesia, esmero, prontitud y limpieza, por lo que a grandes sacrificios a lo-grado ver sus esfuerzos coronados; por lo que el Señor Cardenas agradece el Pueblo de Decoto y pueblos circunvecinos por la valiosa cooperacion, sintiendose altamente agradecido.

La tienda Cardenas Market cumplio su Noveno Aniversario el dia 12 de Diciembre del año en curso; el Sr. Cardenas y su estimada esposa Señora Esther Villareal de Cardenas les desean a su numerosa clientela, amigos y publico en general, que pasen una Feliz Navidad y un Prospero Año Nuevo de 1963.

CAMBIO DE RESIDENCIA

Nuestro buen amigo el Sr. Jose Zendejas Aguilar, bien conocido en los circulos sociales de todo el Norte de California, cambio su domicilio a el No. 2778 East 12th Street de Hayward, California donde se pone a las ordenes de todas sus amistades, y les desea Feliz Navidad y Prospero Año Nuevo.



SECRETARIA RELECTA

En la photo aparece la activa Senora Elizabeth D. Duranth con residencia en la ciudad de Hayward, California. La estimada Señora Duranth fue reelecta Secretaria del Club Social Demócrata de Hayward, California. EL EXCENTRICO la felicita por su labor social, deseándole que pase una Feliz Navidad y un Prospero Año Nuevo de 1963.

.....por Simon Villa

EL MEXICANO RESTAURANT



Nazario Geniz.

Prop.

TODA CLASE
de
ANTOJITOS
MEXICANOS

Carne Azada a la Parrilla

Conocida en MEXICO con el nombre de DIEZMILLOS en Estados Unidos es " SKIRT " PIDALA !

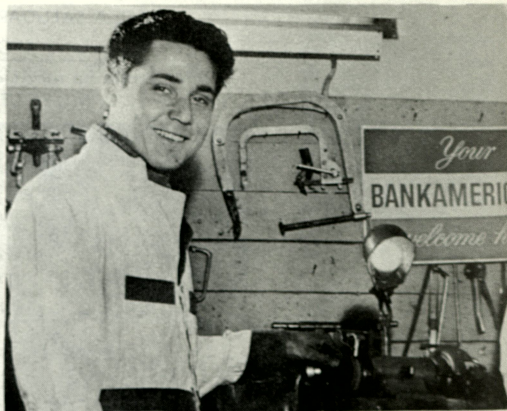
Este Acreditado Restaurant permanece ABIERTO hasta las 3:00 de la mañana los FINES de SEMANA.

MOLE POBLANO todos los DOMINGOS.

CY 4 - 8737

32 W. SAN FERNANDO ST.

CHECKER BOARD Garage



TALLER de MECANICA

Lionel Banda

ESPECIALISTAS en
TRANSMISIONES

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en General

Automaticas

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MOTOR OVERHAUL

CL 1 - 0606 1991 Alum Rock Ave.

R.V.A. Post No. 10 Installation of Officers Banquet



Left to right: Quartermaster Willie San Miguel Chaplain Pete Garcia, Guard Richard Martinez Comm. Jesse Sanchez, Judge Advocate and State Junior Vice Comm. Marcel Saucido.

R. V. A. Post #10 Banquet and Installation of Officers, St. Claire Hotel, November 24, 1962.

Various stateside and national officers, President, Dignitaries were present, such men as National Commander Shenon and National Quartermaster Ed Melvin, who officiated the installation and special and highly praised honorary award were given to Mr. Hank Coca from Furniture Discount House, and to Mr. Robert Welch, Mayor of San Jose. Also present were Department Comm. Charles Berry, Sr. Vice Comm. Clarence Carlsen, Dept. President of the Ladies Auxiliary Mary Carlsen, Dept. inspector Antonia Saucido Comm. from San Francisco, Thornton.

The officers for the coming year: Comm. Jesse Sanchez, Sr. Vice Comm. Roy Gonzalez, Jr. Vice Comm. Jessie Mancillos, Chaplain Pete Garcia, Judge Advocate and State Jr. Vice Comm. Marcel Saucido, Adjutant Ed Peterson, Quartermaster Willie San Miguel, Surgeon Jim Bolton, Sergeant at Arms Roy Dominguez, Trustee three years Al Ruilabo, Trustee two years Larry Jacquez, Trustee one year Ed Alunno, Hospital Chairman Joe Agustini, Publicity Director Frank Fantanati, Guard Richard Martinez, Color Bearer, Color Bearer Don Lopez.

This Banquet consisted of excellent cocktails, a succulent dinner, entertainment, was provided by Mr. Joe Zampiceni and son Michael, the California Accordionist Champions.

Xmas Party for Unfortunate Children
Sunday, 23, 1 to 4 P.M., Y. L. I. HALL
Lafayette St., Santa Clara, Calif.

Getting Married?

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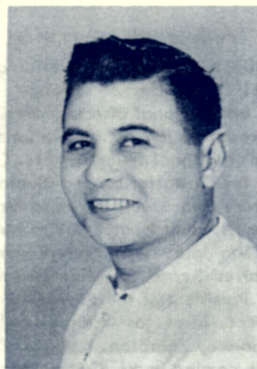
MODERN STYLE of LETTERING
WIDE ASSORTMENT
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ALL TYPES of COMMERCIAL and SOCIAL PRINTING



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.



Views & Reviews



Bob Rodriguez

VIEWES AND REVIEWS by Ike Hernandez

While Bob is convalescing from a badly upset stomach caused by a "poetic" Excentrico writer, it is my privilege to pinch-hit in Views & Reviews.

Christmas is NOT CHRISTMAS Any More

"It's beginning to look like Christmas, Every-where you go," may be the start of a beautiful song by Geizelle McKenzie, or it can be a delightful sight that blends perfectly with your "Christmas spirit". But, too often, such beautiful songs and sights are commercially shoved down our throats to "give" us the Christmas spirit. Hardly do you have time to digest your Thanksgiving dinner (and it doesn't matter whether it be Turkey, Pork or Frijoles) when the mad rush begins to paint, spray, decorate and provide music, good cheer and "easy payments" to insure you of a happy holiday. By the time 'ol St. Nick comes along, we're so sick and tired of the so-called "Season" that we are happy to see the dawn of December 26th. (Which, as everyone knows, is only 300 shopping days before Christmas and is the day the mad rush starts to exchange unwanted presents).

Our modern day conception of "Season's Greetings" is becoming so unreasonable that we send Christmas cards to people we don't even know, or (ATTENTION GOVERNOR BROWN) to people who go on our mailing list merely because they sent USA card. We send gifts to Uncle George, who will not like the tie we spent hours buying for him and who will exchange it for a dozen handkerchiefs, or to Aunt Cordelia, whom we never visit and who will feel obligated to send us a gift from her few painfully saved dollars. On Christmas Eve, we must deliver gifts to Sam, Bob, Harry, Sally, Joe and Tom. We must imbibe a sample of Christmas Cheer with each of them to display our Christmas spirit. Then, we must chance our way home while "glowing" with the spirit of the Yule and if we are lucky, we awaken the following morning, only too late and too tired to witness and enjoy the cheerful delight of our children at the time they open their Christmas presents.

No, "Christmas" is not Christmas anymore. It is a time for gifts and celebrating, but Santa Claus is not the basis for Christmas any more than the "office party" is the basis for the Yule. Those extra activities which we have come to consider as "Christ-

mas" should not interfere with the true meaning of Christmas.

The true Christmas spirit is an inspirational feeling and comes from a man's conception of the birth of The Redeemer. Christmas is a time for a man to take inventory of himself and his family and to determine how he stands with his God. It is a time for him to restore good will toward his fellow men. Christmas is a time for teaching his children about their God and for exemplifying good will to them through the concept of Santa Claus. Christmas, as many things, is for children first. We are second on the list.

TO YOU AND YOUR LOVED ONES,

A MERRY, MERRY CHRISTMAS AND A
HAPPY NEW YEAR!!!!

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.

Jo-Mar BEAUTY SALON Salón de Belleza Mexicano

Merry Christmas



Happy New Year

TO ALL our FRIENDS & CUSTOMERS

NO NECESITA CITA

Del Lunes a Viernes

ABIERTO Lunes a Sabado 9:30 a 6:00 p.m.
JOSEPHINE MONTECINO - MARGARET VAZQUEZ
Se localiza en la esquina Delmas y Auzares

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.



Stuffed animals donated to

Ming Quong Home Orphanage

AMERICAN GI FORUM LADIES AUXILIARY
SANTA CLARA CHAPTER

Jo Lopez, Auxiliary Chairman, Sadie Vazquez and Ardie Carrillo, chairman of the Animals Project, look over stuffed animals which were made by the members. This is one of the projects which has been undertaken by the Auxiliary.

These animals and other toys will be given to the children in the Ming Quong Home (orphanage) in Los Gatos.

Other members working on this project are Rose Amador, Mary Ybarra, Alice Castro, Betty Mendias, Ardith Sotelo, Liz Ruiz, Gloria Haro, Bea Chaboya, Irene Ramirez and Ester Luna.

(EXCENTRICO PHOTOGRAPHY)

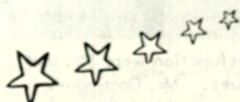
NEW YEAR'S EVE

Monday, December 31

**CONNIE
CAUDILLO**

and HIS 12 PIECE ORCHESTRA

FREE NOISE MAKERS - FUN for EVERYONE



CIVIC AUDITORIUM

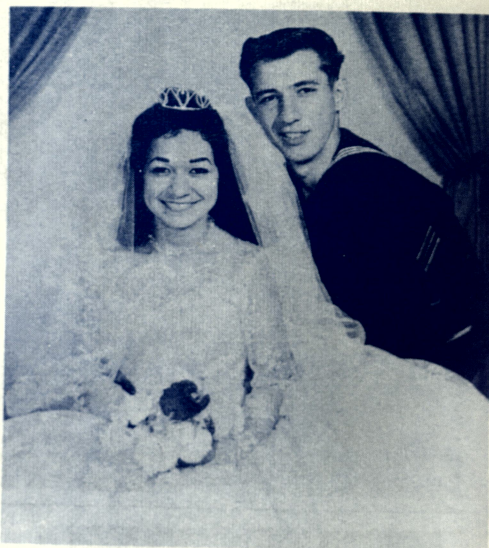




The Roving Photographer

Richard Diaz

On the 24th day of October, the American G.I. Forum held their ANNUAL Scholarship DANCE at the I.E.S. Hall in San Jose, proceeds go towards the Scholarship FUND for students of Mexican decent with a good IQ but lacking sufficient funds.



La Señorita DOLORES MARTINEZ
hija de Marcelo R. y Jovita Martinez

tomo por esposo al joven

RAMIRO C. CAVAZOS

hijo de Alfonso C. Cavazos

El dia 21 de Julio, en la Iglesia HOLY FAMILY
a las 10:45 de la mañana.

San Jose, California Ramirez Studio



REFRESHMENTS: COME and GET THEM

Left to right: Maria Hernandez, Betty Baca, Elsa Rodriguez, Jenny Rodriguez, Grace Gonzalez, Alice Delgado and Vickie Mendoza.



DOOR PRIZE WINNERS: Mr. Pat Vasquez member of the Ways and Means Committee presents prize to winners Cecil and Sandra Moreno.



Attending this function were Mr. and Mrs. Tony Dominguez. Mr. Dominguez is currently employed by Litton Industries.



ART CUELLAR

Christmas Wishes

A-ntonio Lopez Carbajal - A Val Garcia Doll that when wound up looks up diffidently and admiringly says, Gee! Gosh! Gee Whiz! & Golly!

M-ary Hernandez - good grades on her school work, but she will have to work for those.

E-leonor Solarez - A new torch, for some Christmas she will have tired of her latest. To Art De Luna, my condolences.

R-osie Gutierrez - her two front teeth.

R-eyes Joel - the patience to wait out his hitch in Uncle Sam's Army. Diane Barrera will be waiting with open arms.

Y-olanda Fuentes - A head shrinker to work on her already swollen head, and maybe a new set of rollers to wear on Thursday nights at the bowling alley.... very becoming indeed!

C-andelerio Guillermo Veliz - the strength to carry the burden of his first name. Name? Sounds more like an insult.

H-ope Alamillo - Tony Guillen, "El Pato", roasted and with all the trimmings.

R-eyes, Tony - Girls Girls, Girls. Mas?

I-rene Brooks - the courage to punch Songa on the nose - May she rest in peace.

S-ieria, Dave - A hole in his belly to match the one in his head - who knows, it might deflate him.

T-ony "Pato" Guillen - A way to wriggle out of giving Christmas presents to all his girls, and a safe trip back from Texas.

M-edina, Jess - the strength to put up with the San Felipe gang.

A-nn Dominguez - her annual New Year's date with Johnny Paredes.

S-onga Isais - a stay of execution.

H-athaway, Diane - Someone to teach her Spanish & make life miserable for her while I am gone.

A-rturo De Luna - Admittance to the Eleanor Solarez Broken Hearts Club.

P-aredes, Johnny - a pair of tennis shoes and the patience to put up with us Mexicans.

P-ete Rojas - a date with Yolanda Fuentes.

Y-barra, Mickey - a new station wagon that will make it to Los Angeles.

N-aro Moran - a barrel of Metrecal from someone, please.

E-ster ???? - a party that will start on time on the night it was originally set for.

We want to thank all the people and establishments which have had something or other to do with helping Club San Felipe. Some of them are:

Puentes Brothers Super Market
El Bolero Night Club
El Rebozo Restaurant
Mel Cotton's Tent City
El Charro Cafe
The Rainbow Ballroom

Y-barra Charlie - a plumbing partnership with Richard Diaz.

E-rmelinda Garcia - a date with Patito before he says I do to Esther Baca.

A-l Rodriguez - women, parties, and booze.

R-obert Sanchez - the patience to put up with his brother-in-law Joe Gonzales.

T-rudie Jimenez - wedding bells, wedding bells....

O-scar Vasquez - the strength to break away from Club Del Mar and join Club San Felipe.

A-andres Rachel - Rudy Belluomini.

L-inda Billalobos - a whole platoon of men in uniform.

L-abina Adams - a date with Tony Guillen without Esther Baca finding out.

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

Especialidad Carnitas

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas....50¢

MENUDO

Todos los Domingos

CL 8 - 4702 1884 Alum Rock Ave.



Post BARBER SHOP

Abierto 7 dias de la Semana
Domingos de 9 a 4:00 p.m.
CORTE de PELO \$1.75
RIZINOS... \$1.50



Tres peluqueros para atenderle, Pete, Frank y Joe
JOE PERAZA, Owner

CY 7 - 9753

89 POST ST.



CLUB *Bachelors*



Gilbert Solarez



PERSONALITIES of 1962



Big Mouth of The Year BOB RODRIGUEZ

As you can see how he looked after I got thru with him in our bowling duel.



Baby of The Year DIANE BARRERA

A close race between her and cute Carmen Molina. Maybe next year, Carmen.

Playboy of The Year
RUDY BELLUOMINI
The Lone Wolf crushes anything in his path.

Queen of The Year Miss Elite
MISS JOSIE RAMIREZ
My opinion she has everything. Beauty, brains, and blah, blah, blah!

Figure of The Year
MISS ARMIDA MEDINA
I'm sure most of you red hot blooded males will agree with me. Man, what a body!



Midget Gunfighter of The Year GEORGE PLATA

They don't make them any shorter than George. They can't.

1962 Golf Champion
BEN GARZA
Defeated everyone to win Los Amigos Club Championship. Yes, even old man "Peepers".



Sportsman of The Year
J. J. RODRIGUEZ
He does his hunting at night. Got six San Quentin Quail during 1962.





*Maria de la
Luz Sánchez*

Una Luz que se Apaga

El miércoles 7 del mes en curso, por la noche en la inmensa Babel de Hierro, como han dado en llamar a la ciudad mas populosa del orbe New York, se extinguió la vida de una de las mujeres que para orgullo de la humanidad y honra de su sexo, han desfilado por el escenario del mundo; Mrs. Eleanor Roosevelt quien fuera la viuda de uno de los mas grandes presidentes de la Union Americana, Franklin Delano Roosevelt a quien correspondio precisamente el 32avo lugar en la nomina de presidentes de los Estados Unidos de Norte America.

Internacionalmente conocida, la Sra. Roosevelt era poseedora de una sensibilidad exquisita, una inteligencia extraordinaria y un don de gentes que le conquistaron un sitio de honor entre las grandes figuras de nuestro siglo. Sus trabajos dentro de libros y periodicos, sus conferencias de prensa y radio y todos los esfuerzos de su fecunda vida siempre tuvieron como meta el bien comun y como suprema aspiracion la paz. Pacifista en grado eminente, Eleanor Roose-

velt derramo siempre la natural bondad de su corazon auxiliando por cuantos medios estuvieron a su alcance a la Organizacion Mundial de las Naciones Unidas termino creado por su ilustre esposo, el presidente de los Estados Unidos, Franklin D. Roosevelt. Este termino se uso por primera vez en una declaracion hecha por 26 naciones el primero de enero de 1942, en la cual las "Naciones Unidas" se comprometian a proseguir la guerra contra las potencias del Eje. La Carta Basica de las Naciones Unidas fue redactada por los representantes de 50 naciones reunidos en la ciudad de San Francisco, California, del 25 de Abril al 26 de Junio de 1945, segun bases elaborados en las conferencias de Dumbarton Oaks, y que tuvieron lugar en agosto a octubre de 1944 entre los representantes de China, Estados Unidos, Francia, el Reino Unido y la Union Sovietica. La Carta se firmo el 10 de Junio de 1945. Las Naciones Unidas quedaron constituidas oficialmente el 24 de Octubre del mismo año al ser refrendada la Carta por las cinco grandes potencias y la mayoria de los demas firmantes. El fin primordial de las Naciones Unidas, es el mantenimiento de la paz y la seguridad internacionales; el fomento de las relaciones amistosas entre los pueblos y la cooperacion internacional para resolver los problemas mundiales de orden economica, social, cultural o humanitario y para fomentar el respeto por los derechos y las libertades fundamentales del hombre."

Los preambulos que anteceden, tomados de la propia Constitucion de las Naciones Unidas, me ayudan a demostrar la excelencia de esta Organizacion Mundial y a poner de relieve su importancia. Bien conocido era todo esto por la ilustre dama que de la escena del mundo acaba de alejar la muerte. Mrs. Eleanor Roosevelt comprendio como pocos toda la grandeza inmensamente humana que entraña el principio de EL HOMBRE POR EL HOMBRE, y toda la nobleza de su alma, la luz de su privilegiada Inteligencia y la inagotable bondad de su corazon, las puso al servicio de tan noble causa. Esto seria por si solo suficiente para hacer ilustre su memoria, y eterno su recuerdo en la Historia de la democracia, la justicia el derecho y la cordialidad de las naciones libres. Al ostentar mercedadamente el honroso titulo de primera Dama del Mundo, Eleanor Roosevelt ha dejado escrito su nombre en el corazon de todos los amantes de la justicia y de la paz mundiales.



ST. JOSEPH'S SHOP

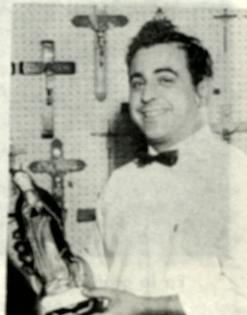
ARTICULOS CATOLICOS

BIBLIAS - MISALES
NOVENAS
ESTATUAS - CUADROS
VELADORAS

(En seguida de PARISIAN
DELICATESSEN).

CY 5 - 2130

49 W. San Fernando





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

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
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Black MOHAIR Continental SUITS

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Con inmenso placer presentamos
en NUESTRO ALBUM INFANTIL

Al simpatico niño

CHARLES CASTRO

Que cuenta con dos años de edad
nativo de esta ciudad

Son sus padres

Charles Sr. y Mary Castro

Por las apariencias en un futuro no muy lejano
se va a desarrollar en un virtuoso de la guitarra.

LEITER STUDIO



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

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

EXAMEN CIENTIFICO

Los Doctores Zlot y Stern le ofrecen el examen mas
completo en todo el valle de Santa Clara.

CONTACT LENSES - Cientos de ESTILOS

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ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.

El Lunes y Jueves esta abierto hasta las 9:00 p.m.

Se localiza en el edificio de Kay's Jewelers

PAGOS FACILES

CY 5-4805

67 S. FIRST ST.



Ernie Vasquez

It was my pleasure to be invited to a gathering at the Holy Spirit Center at 222 So. Jackson, Wednesday night, December 12, 1962 at 7:30 P.M. The purpose of the meeting was to meet a group of young boys in the area who have shown an interest in forming a club of their own. The meeting was presided over by Mr. Andrew Mendoza, a Forum member and an interested person who would like to see a club get started. Also present were Mr. and Mrs. Albert Gusman, Mr. Richard Franco, Mr. Louis Castro and Mrs. Andrew Mendoza. Approximately 18 boys attended the meeting and chose Chris Gaona, age 15, as their temporary President. Chris lives at 229 Oakland Avenue, San Jose and is a student at Overfelt High School. A discussion was held as to times and places for meetings in the future, possible names for the club and the most important subject, dues.

The next meeting is to be held December 27th at the recreation hall at The Holy Spirit Center, 222 So. Jackson Avenue. Adult members of the community will be called upon to assist these boys in the formation of the club. I personally urge the community to become interested in this group and to volunteer to assist in any way possible.

Final preparations being made for The Forum's fourth annual Christmas Basket program. The welfare committee, under the Chairmanship of Louis Mosqueda, have prepared approximately 50 Christmas Baskets to be delivered by Forum members to deserving families in our community.

For the 4th consecutive year, Reed & Graham Inc., 690 Sunol Street, San Jose, has contributed \$500 to this worthy program. On behalf of the Forum and the recipients of these baskets, I would like to express sincere thanks to Reed & Graham for their generosity.

Introducing Richard

John Franco, one of the newer members of the San Jose Forum. Richard was born in San Diego and attended schools in that area, graduating from Oceanside High School. He attended Oceanside Junior College and graduated with an AA degree. He received his AB degree from San Francisco State



College in 1959. Richard entered the U.S. Army in October of 1959, serving until February 1962 as a program director for the Ft. Ord Youth Center. After completing his army career, he was employed by the Santa Clara County Council Boy Scouts of America, 2095 Park Avenue, San Jose, as Assistant District Scout Executive.

This young man resides with his wife, Sylvia, and their children, Mike 11 yrs., Patti 9 yrs., and Nancy, 5 yrs., at 233 Rio Chico Drive, San Jose.

Since his affiliation with the Boy Scouts of America, he has been instrumental in forming a Boy Scout troop in Morgan Hill, a Cub Scout pack at Gardner School in San Jose and reorganized a Cub Scout pack at the Eliot School in Morgan Hill. Richard's primary objective is to introduce the Boy Scout movement into the areas of the County where a predominantly Mexican American population exists.

Richard joined the Forum in July of this year and is currently serving on the Youth Committee.

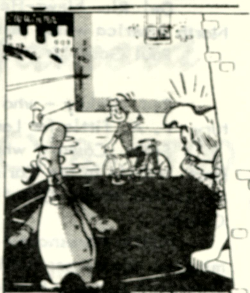
★ ★ ★ ★ ★



*Merry Christmas
Happy New Year*



A RECKLESS YOUNG MAN NAMED JOE CORNINGS, STEPPED INTO THE STREET WITHOUT WARNING — BEFORE HE COULD PACE, SOMEONE STEPPED ON THE GAS — NOW ALL OF THE CORNINGS ARE MOURNING!



LOOK MA, NO HANDS IS A FOOLHARDY STUNT... NEXT TIME AROUND "NO TEETH IN FRONT"!

MADAM Zora

ADIVINADORA



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

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.



San Jose Nudes



E. Dave Sierra

SEASON'S GREETINGS, AMIGOS!

A very Merry Christmas and a Happy New Year to the following persons and organizations:

The Excentrico Staff - who work all year long and the only thanks they get are people who say, "I never read the Excentrico. It's all gossip, anyway!"

The American GI Forum, San Jose Chapter - A man's organization, doing a man's job in a manner befitting men of their calibre.

Ike Hernandez, San Jose Policeman - who got the Bonnie Lee Perez Fund off to a good start with a ten dollar donation.

Bob Rodriguez - who is the best writer on the Excentrico staff and proves it now and then.

Mr. & Mrs. Edward Leon - May Santa be extra good to Stephanie, Connie, and Patrick.

Del Rio News-Herald - The only newspaper in North America which printed my name last year.

Paul Gary, Jr. - The eternal optimist.

Red Hickey - who made the trade of the century, Y. A. Tittle for Lou Cordileone. Youdamfool.

Fidel Castro - who knew that if he wanted to start trouble in the Caribbean he'd have had to fight the United States, Great Britain and the San Francisco Giants.

Nikita Khrushchev - The Indian Giver who gave missiles and planes to his buddy Castro and then took them back because Big Jack didn't like the color.

Gov. Barnett of Mississippi - Who got one negro more than he wanted at Ole Miss U.

Jackie Kennedy - Who vacationed in Italy even though her husband keeps telling the American people to "Buy American and Help Our Economy!"

Herb Caen - Without whom the San Francisco Chronicle is just another rag.

Count Marco - Also of the Chronicle staff, who keeps urging women to look beautiful all the time, a man's best friend. To hell with Fido. Phideaux?

New York Yankees - who made it certain that when world baseball championships are won in California the Los Angeles Dodgers will win them.

To the men and women of the Santa Clara Co. Flood Control District - which is akin to having a vocational guidance counselor in the French Foreign Legion. (There isn't enough water in Santa Clara Co. to float a Spanish fly's toy battleship much less start a flood.)

Richard Nixon - who will like it better in Bev Hills than he would have liked Sacramento.

Pat Brown - A Good Guvv.

President Kennedy - who may someday realize that the U. S. has too many squares handling the "Cuber" situation. Castro is hip, dad!

Jim Taylor - may he run over a lotta Giants in the N. F. L. title game in New York.

San Jose State College - the worst spirit of any college in the land. The student body should oust those do-nothing cheerleaders and get some MEN who are proud of their school and instill that spirit in their fellow students. If there aren't that type of men in the San Jose State student body, Santa Clara University has some. So does St. Mary's, U. S. F., etc.

To Johnny McKay and the University of Southern California Trojans - who will show more character on the five yard line on New Year's Day than the Stanford Indians will over a cold one watching it on t.v.

Local Merchants - who put up their Christmas decorations on Veterans Day. May you be plagued by thousands returning stuff they bought in the Yule Season under the influence of false Christmas spirit.

The Department Store Santa Clauses - may you all appear on T. V. someday debating on which is the real St. Nick and may the jolliest one win.

Anyway, Merry Christmas, everyone!!!!!!



With Best Wishes for the New Year

● AGENCIA de REAL ESTATE

Merry Christmas
and a happy
New Year

Mil Gracias

Por su CONFIANZA depositada
en nosotros en 1962

Y le ASEGURAMOS hacer todo lo POSIBLE para
seguir mereciendola en el año 1963

Si desea **VENDER**
o **CAMBIAR**
SU PROPIEDAD llámenos



Bobby Zamora

La larga EXPERIENCIA de

Bobby Zamora

EN EL RAMO DE
PROPIEDADES

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

Llamele HOY MISMO !

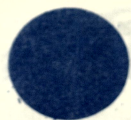
CY 8 - 5700

TENEMOS MUCHAS
PROPIEDADES
TODOS ESTILOS
TODOS PRECIOS
Llámenos antes de vender
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SUITE 213
SAN JOSE, CALIFORNIA**



TEATRO LIBERTY

Tony Di Maria
GERENTE

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

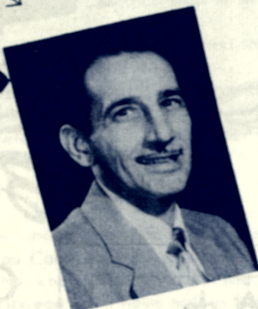


Feliz Navidad !

Feliz Navidad !

LA GERENCIA, la EMPRESA y PERSONAL
desea a UD. y Todos los SUYOS
la mas FELIZ y DICHOSA de las
NAVIDADES

Como IGUALMENTE un AÑO 1960
LLENO de DICHIA, FELICIDAD y
PROSPERIDAD



Tony D. Maria. Gte.

*Las Mejores Peliculas
a los Precios mas Bajos*

Prospero Año Nuevo
1963