



El Excentrico

HUMBERTO GARCIA
Director

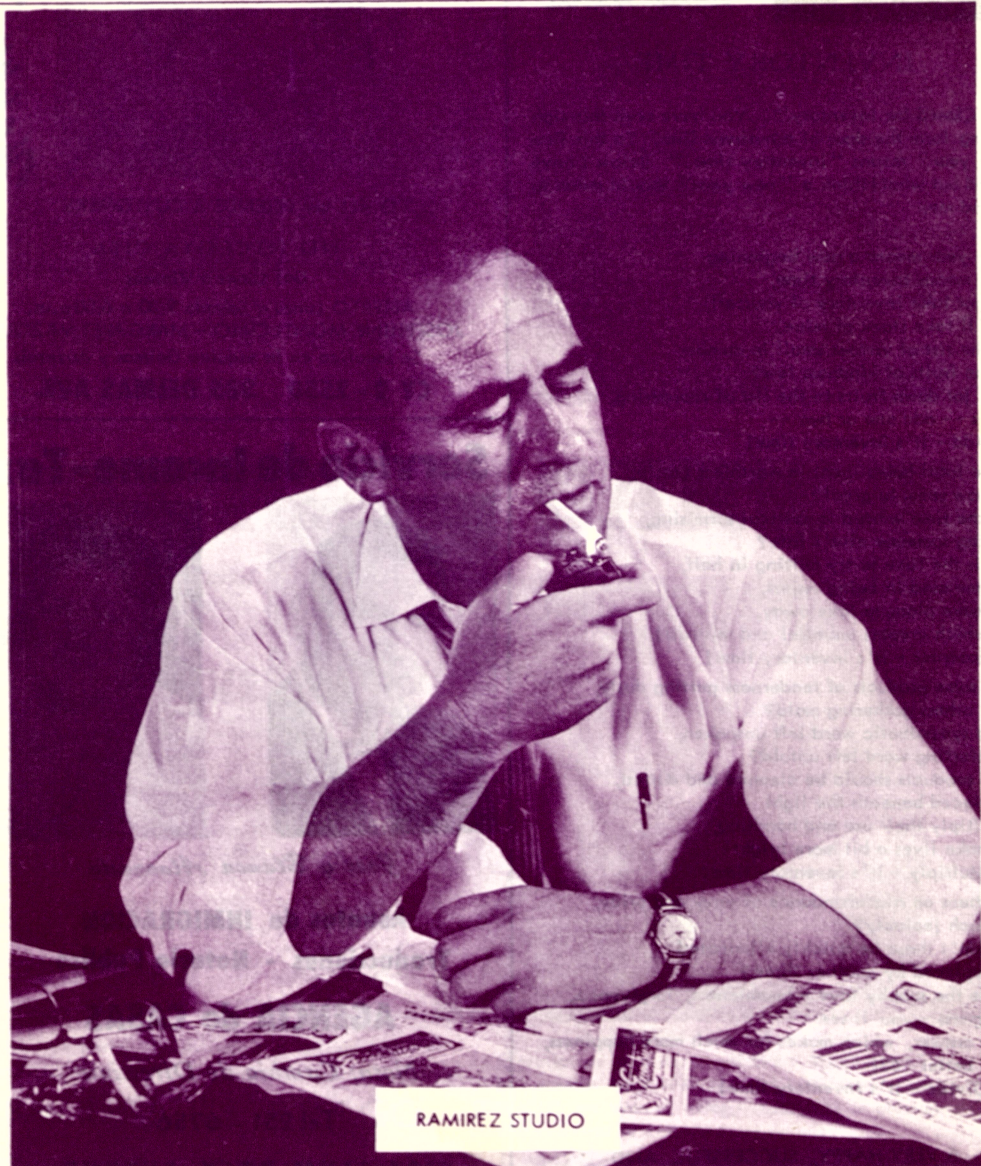
Magazin Social, Fotográfico Latino-Americano



AÑO 13, Num. 5

ENERO 5, 1963

SAN JOSE 10, CALIFORNIA



RAMIREZ STUDIO

Excentrico publisher Humberto Garcia secret technique for problems



Stimuli

Rachel Andres

INVENTORY TIME

"Closed for Inventory". You have seen this sign hanging from the door of a business firm. To this firm "new year" means "inventory time." Below I have penned out what I think a "new year" should mean to you and me:

A new year means a new beginning
and it means inventory time,
Why not take inventory of yourself,
and I'll take stock of mine.
Was the list of virtues small in number
and the fruits of kindness few?
Then, jot down fruits to the list of reordering,
virtues -- add one or two --

Add - It's inventory time!

Do the total hours spent in worthless gossip,
somehow seem to great?
Like the time wasted in critical surmising,
guessing someone else's fate?
Now is the time to try cutting in half,
the time used in being unjust,
And make plans to take away,
that which creates unbelief and mistrust!

Subtract - It's inventory time!

Were some products of tenderness getting dusty,
a few others gathering mold?
Was a sympathetic word left unspoken,
a comforting word left untold?
These products should be cleaned and dusted,
and placed beneath the light
to multiply their use and handling,
and make lives a bit more bright!

Multiply - It's inventory time!

Was there an overabundance of envy and pride,
too much jealousy?
Shouldn't these be quickly eliminated
and replaced by another three?
Divide the sum by love - humbleness, forgiveness,
lovingness - you'll see
Is the answer, which makes for much more happiness,
and a better '63!

Divide - It's inventory time!

A VERY HAPPY, SUCCESSFUL, AND
PROSPEROUS NEW YEAR TO ALL!

Jo-Mar BEAUTY SALON

Salón de Belleza Mexicano



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 Auzerais

CY 2 - 2550 385 DELMAS AVE.

Servicio de Income-Tax



Jose y Blanca Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

AGENCIA de CASAS

Nota: Cambio de Direccion

Tel 251 - 6756

2194 ALUM ROCK AVENUE.



Jose Rodriguez

A la Edad de 55 Años
FALLECIO en el CENO de la
Santa Madre Iglesia
Catolica Apostolica y Romana

El VIERNES 14 de DICIEMBRE de 1962
a las 6:30 de la mañana
en la Ciudad de San Francisco

El VELORIO se verifico el Domingo 16 de Diciembre
en la capilla Rancadore & Alameda, MISA de Cuerpo
presente el LUNES 17 a las 9:00 de la mañana y en
seguida sus funerales despidiendose sus restos en el pan
teon Catolico de Santa Clara.

En vida ejercio la profesion de la Musica, originario
de San Luis Potosi, Mexico, contrajo Nupcias con Fran
ces en Salina, Kansas hace aproximadamente 37 años,
residente en San Jose, California por 13 años.

Deja a su esposa Frances, 4 hijos Salvador, Raul,
Victor y Robert. Dos hijos Lupe Angelo y Connie
Plata. Doce nietos.



NETTO'S GARAGE

"Servimos bien para

Special volver a Servir"

ENGINE OVERHAUL

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

INCLUDES: Grind Valves & Valve Seats, Cut
Cylinder ridges, Mike Cylinder Walls for Wear
Polish Hone all Cylinders, Mike Crankshaft
for roundness, Clean all Parts, furnish New
Rings, Piston Pins, Rod Bearings, Gaskets, Oil
and expand Pistons, all labor Furnished.

ESPECIAL para el INVIERNO

Valor de \$7.50 por solamente **\$3.50**

Remove Front Wheels, Inspect Brake Lining,
Clean drums and Lining, Repack Front bearings
Bleed all Brake System, adjust all Brakes and
add Necessary Fluid.

FACILIDADES de PAGO

CY 3 - 3663 o CY 3 - 7430



En la grafica de iz. a der: Herb, Dave, Pete Netto, Prop.
y Bill atentos MECANICOS que le ofrecen el mejor
SERVICIO en todo el valle. ¡GRATIS! le prestan un
carrito mientras le REPARAN el de UD.

564 W. SAN CARLOS ST.



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

Proximamente

GRANDES SHOWS



TIN TAN
Y SU CARNAL
Marcelo
CHRIS CARMONA
y Su Orquesta



Domingo 13 de Enero

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

COLABORADORES

RAQUEL ANDRES
AMERICAN G I FORUM
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CLUB ELITE
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CLUB RIVIERA
CLUB SAN FELIPE
SIMON VILLA

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



Maria La Rosa. Prop.

Nos Especializamos en Recetas

Preparadas EXÁCTAMENTE como su MEDICO indique

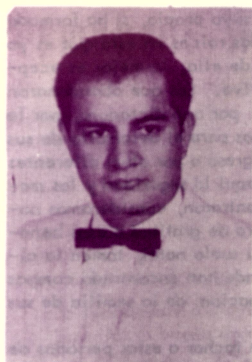
FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc...

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.



Daniel Campos

CHRISTMAS BASKET DRIVE

The Fourth Annual Christmas Basket Drive recently completed by our organization was a tremendous success. The committee, headed by Louis Mosqueda, did an excellent job in raising funds, purchasing of food and the actual distribution. In the raising of funds one cannot overlook the contribution made by Reed & Graham, a local asphalt paving business firm. In the past four years Reed & Graham has contributed \$2000 for this generous cause. It is only fair to say that these contributions probably would not exist if Reed & Graham's office manager was not Robert Rodriguez, a charter Forumeer. Thanks, Bob.

In addition to voluntary contributions, a dance was held last September to raise funds for this purpose. There was over \$200 profited by this dance.

The second step entails purchasing of food at a reasonable price. Mr. Mosqueda and his committee went to work on the different supermarkets in the area. The Pink Elephant Market, 400 S. King Road, was the lowest bidder and was selected. There were 62 baskets purchased for approximately \$600. The basket contained a 15 lb. turkey, coffee, candy, and assorted varieties of canned goods. The final stages of the project is the distribution, and the most difficult, in view of the many families in need. A list of needy families was obtained from the Salvation Army and the selection screening began. A letter was then sent to prospective recipients indicating their selection of a Christmas basket. The food was delivered at Fred Vazquez's home, 430 North 10th Street, on December 21st. This same evening approximately 25 Forumeers gathered at Fred's home to pack the baskets according to the size of the family. The next morning families responded to pick up their baskets but many were without transportation. It was then necessary to make personal deliveries.

*** **

The detailed account of this project was not written to "pat ourselves on the back," but to show that there are many families within our communities who are in need in one form or the other. It is a lot of work, involves many people, and at times you are subject of severe criticism, but in the end result, "it is well worth it."

*** **

THE NEW YEAR

The year 1962 is now behind us and 1963 lies ahead. On behalf of the San Jose Chapter we wish you all a "Happy New Year and Many Successes."



FORUMEERS WORKING HARD PACKING CHRISTMAS BASKETS AT FRED VAZQUEZ'S HOME

Bob's CHEVRON Service

ATLAS TIRES - BATTERIES
& ACCESORIES

Abierto hasta las 9:00 p.m.
Inclusive DOMINGOS
Se le atiende en Español
Tel 295-2224

Robert Payan, Prop.



Cor. Virginia & Almaden Ave.

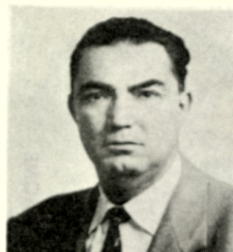
Post BARBER SHOP

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



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

CY 7-9753 89 POST ST.



Daniel Saldana



Residentes y Ciudadanos

Cuando se entabla una simple platica, discusion polemica acerca de adquirir la ciudadanía del país en que se reside, se tienen que analizar diferentes factores, que tanto de un lado como de otro tienen su razon de ser. Si se encuentran dos personas y se da el caso de que una es residente, (aun cuando tenga la edad, tiempo y requisitos que requieren las leyes para adquirir la ciudadanía) y la otra ya es ciudadano, tratan las dos, a su manera, de justificar, la una el no haber tomado la ciudadanía y la otra, la razon de haberla tomado.

Salvo muy contadas escepciones, se puede decir que tanto de un lado como de otro se ha obrado de acuerdo con los sentimientos personales.

Por ejemplo, las personas que viven en los Estados Unidos; las leyes de este país no obligan a nadie para que adquiere la ciudadanía Estadounidense, pero tampoco se la niegan al que puede cumplir con los requisitos establecidos por las leyes.

Sin embargo, hay muchas personas que han vivido en este país por muchos años, han formado una familia, tienen negoicos o empleos estables, conocen la idioma, las leyes, las costumbres y a pesar de que tienen todas las calificaciones para hacerse ciudadanos, se reusan a tomar la ciudadanía, algunas veces con la esperanza de regresar a su país de origen y otras solo como un sentimiento de gratitud a la tierra que los vio nacer, aun cuando no tengan ni la mas remota esperanza de volver a su patria.

Este es un acto de gratitud, nos resistimos a pensar que sea patriotismo, por que de ser así, se hubiera permanecido en la patria, para compartir junto con los que se quedaron alla, als glorias o desdichas, los triunfos y las derrotas de esa tierra a la que tanto se ama; no por esto dejamos de reconocer que es un bello gesto de lealdad y gratitud.

Por otro lado, si el haber venido a este país como residentes se solo con el fin de aprender un oficio, sistema o profesion, con la mira de volver al país de origen, es justificado no tomar la ciudadanía: en los casos que por cuestiones politicas se ha tenido que buscar refugio y se piensa volver en cuanto la situacion la permita, es otra razon para no adquirir la ciudadanía; tambien los que han emigrado con la esperanza de hacer alguna cantidad de dolares y regresar a su patria para establecer alguna industria o negocio que le asegure un mejor medio de vida. En todos los casos en que el objetivo es regresar al país de origen, es perfectamente justificado no tomar la ciudadanía.

La otra parte, la persona que ha adquirido la ciudadanía tambien tiene sus razones; si durante los años que ha vivido en este país ha encontrado mejor

medio de vida que en el suyo propio, si ha formado una familia que tiene hondas raíces en esta que es su patria y no piensa salir de ella, lo mejor es aceptarla como su patria adoptiva. Los que abandonaron el solar patrio acosados por una dictadura, por la miseria por falta de medios para el desarrollo de sus justas aspiraciones de progreso o por otras diferentes razones y han encontrado aquí la seguridad y los medios que en el suyo no encontraron, consideramos natural que como una muestra de gratitud a esos beneficios que no tuvieron en su suelo natal, tomen la ciudadanía del lugar en donde han encontrado campos propicios para la germinacion de la semilla de sus ideales.

No por eso se puede tachar a estas personas de ingratas o antipatriotas ya que al tomar la ciudadanía demuestran su gratitud y su patriotismo y aunque alejadas y desligadas materialmente de su país, lleven dentro de su corazon y como en un altar el recuerdo de la tierra donde vieran la primera luz y sin duda a la manera de sus posibilidades estan siempre dispuestos a correr a su ayuda cuando la patria lo demande, en la misma forma que un hijo lo haria por su madre aun cuando vivira separada de ella.

Daniel G. Saldana

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



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.

Permanent Wave Specials

De las FABULOSAS marcas Rayette & Carol Richard

Nuestro famoso

permanente ESPECIAL.....\$5.50

Valor Regular de \$17.50.....\$6.50

Valor Regular de \$20.00.....\$10

Valor Regular de \$25.00.....\$12.50

Todo Permanente incluye Shampoo, Corte y Set.
Especial es buena durante el mes de Enero.

La Rosa Beauty Salon

Abierto de 9 a.m a 9 p.m.



CY 4 - 9254

186 S. 2nd St.

Janet Brooks Prop.



*Excentrico publisher Humberto Garcia
secret technique for problems*

1. Figure Ways HOW not to have the problem; IGNORE it, IF it is here to stay, work out 4 possible solutions and settle for the one where you can have your cake and eat it too.
2. Stick to your Solution if at first you do not succeed to HELL with it.
3. If the problem is SELF MADE which 11/12th's are the solution lies in blaming the boss, the little woman, or the Kennedy administration using the logic: IF the government operates at a deficit How can little me keep my income and expenses in balance?
This will be of help in two ways: one to continue in your irresponsible way and the other to save your precious pride continuing in your carefree way.
4. Take inventory of yourself, technical word means introspection, trying to look inside the self, the outcome, more confusion, inability to sleep, ulcer and dyspepsia etc. Classical answer: See a psychiatrist if you can not afford one, Grin and Bear it!



Jim's Appliances

Rebuilt Automatic Washers

" The Firm with the Established Reputation "

Amplio Surtido de MAQUINAS AUTOMATICAS de
LAVAR Completamente RECONSTRUIDAS
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Los DOMINGOS llame al Tel. 294 - 1857

PAGOS FACILES

Jim Geddes Prop.

Tel. 294 - 4103

1297 E. SAN FERNANDO ST.



BERNARDO De La O
OFELIA HERRERA



RUDY RODRIGUEZ
ROSIE RODRIGUEZ



MR. and MRS.
Jess and Cuny Medina

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

MR. and MRS.
Carlos and Isabel Gomez



GEORGE PLATA
GLORIA FUENTES



PAUL DOMINGUEZ
CARMEN CORTEZ



3rd place winner
KEN HERMAN
ANA AVILA





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.

Para la Juvenil Señorita
IRMA GOMEZ
De San Jose, California

" Sueño "

Una noche de Octubre que en el cielo
Brillan esplendorosas las estrellas,
Aspiraba el perfume de tu pelo,
Recibí tus caricias y con ellas
Encontre de mis penas el consuelo.

Cuando te tengo cerca y que te estrecho
Leyendo en tus ojos la ternura,
Te contemplo siempre satisfecho
Y me siento señor de tu hermosura
Porque te llevo dentro de mi pecho.

Contemplaba las estrellas y soñaba,
Que tu eras mi reina consentida
Y en la noche tibia y perfumada
Te entregue el corazón, también mi vida
Y tu me besaste apasionada.

Tu pelo flotaba con la brisa
A aquella noche inolvidable, imprecadera.
Te quito, murmuraste, indecisa,
Y en mis brazos quedaste prisionera,
Dibujando en tu boca una sonrisa.

Y.....
Después de este amor, venga el diluvio,
Termine el mundo su existencia impía,
Y llenese el espacio, del efílvio,
De nuestro gran cariño, Irma mía.

Paco M. Hernandez
Monterrey, N. L.
Mexico

Adair INSURANCE REAL ESTATE

"Casa de Buen Servicio"

SI por algun motivo Ud. ha perdido su LICENCIA de
MANEJAR, el Sr. GILBERT ADAIR le ayudara a
RECUPERARLA, Proporcionandole ASEGURANZA
IRRESPECTIVO de su EDAD.

Gilbert Adair

ASEGURANZA

NOTARIO PUBLICO

REAL ESTATE

CL 1 - 5540 o CL 1 - 5541

1508 E. SANTA CLARA ST.



En la grafica: de Iz. a der: GILBERT ADAIR y HERMAN
G. ALVAREZ para atenderlo con toda cortesia.



ART CUELLAR

Here we are in a "New Year" and all the things that we were going to do last year we haven't done. Tony Carvajal and Val Garcia finally did. Did what? Took off for the Lone Star State. Ya se me hacia que nunca se iban!

Patito Guillen to Del Rio for a short visit. I am glad everything is O.K.

Greg Gloria still working the night shift at Tri-Valley. Jess Medina, Richard "Gallito" Martinez, Cruz Tapia and Joe Ruiz at Food Machinery while Joe Gonzalez is working for the Vaganinni Company.

The following just go to their jobs - Bobby Sanchez, Joe Camarillo, Candy Veliz and Danny Marquez. Since the mail must go through the Post Office has the honor of having Joe Flores, Armando Menchaca and Benny Garcia as their employees. How about that! Luis "Butch" Martinez works for Quality Control and Brother Naro Moran chops hair. Eeeek! Mira como dejo al Patito!!!!!!!

Don't you believe it. Better stop talking about my enemy, work. I am tired already.

It seems to us that we never say enough about our sponsors. The latest to support us is the Bolero Nite Club on North 17th Street. It is owned by Mr. Ralph H. Cisneros, Jr. Drop by, it's always jumping!

Big plans are on our agenda for the coming year, such as a BAILE RANCHERO and Bi-Monthly BINGO, with top prize of \$100. More on the above in coming issues.

Where was Gil Solarez when we had the council meeting? Dormido. Where was Gil when Mrs. Vargas of Santa Clara needed him to help a needy family? Dormido. No te vayas a quedar dormido for the U.C.C. League meeting. It's this coming Saturday, January 5.

Through the generosity of MAPA three toyless children found their stockings full of toys. The lady says: Thank you very much Gents. The very capable Nacho Galindo is president of said association.

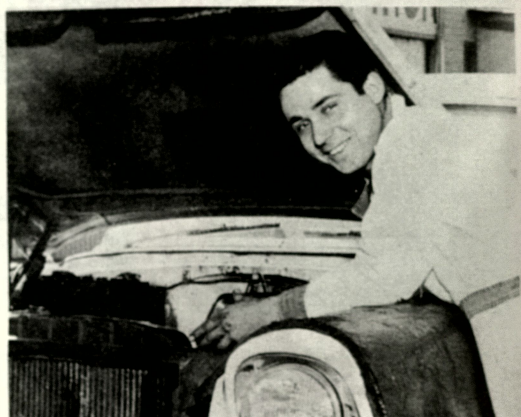
The Rainbow Ballroom the only dance hall that has withstood the test of time. Our thanks and congratulations to Mr. Frank and Ray Davilla. Attend the Rainbow Saturday and Sunday for the best dancing in town.

Eddie and Roman Chavez to go into business. Here's a couple of GREAT GUYS that we would like to see go to the top.

Sign Margo Najera en compania del gran locutor David Ortega Cid. HABRA ROMANCE?

.....FINIS

CHECKER BOARD *Garage*



TALLER de MECANICA

ESPECIALISTAS en

TRANSMISIONES

Automaticas

Lionel Banda

TUNE - UP, Reparaciones
on General

PRECIOS RAZONABLES

MOTOR OVERHAUL

CL 1 - 0606 1991 Alum Rock Ave.

De la novela radiofonica "DIOSA" o "ARPIA"

(Soneto)

A Mis Hijos

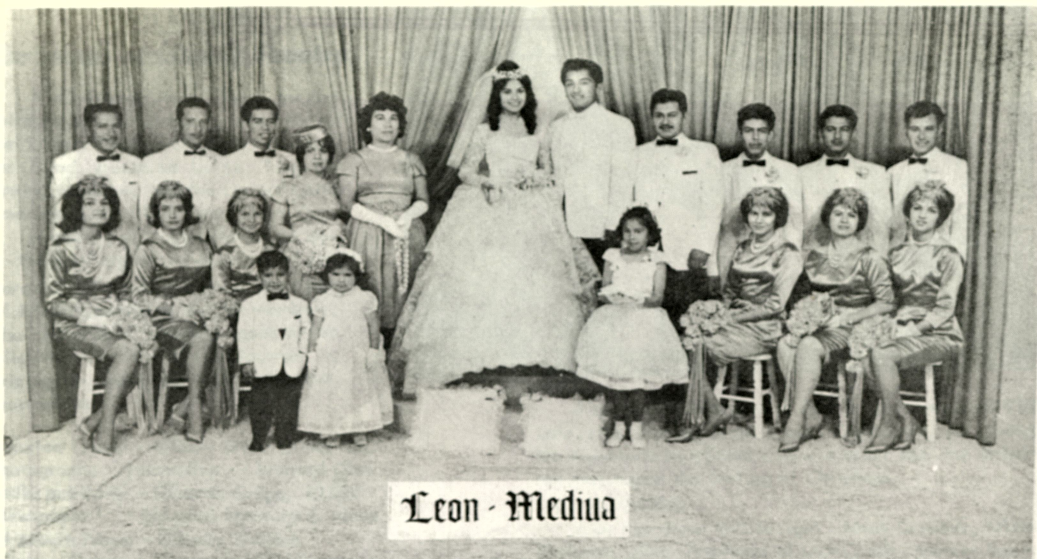
Criaturas igual que serafines
que alientan mi existencia impia,
que semejan hermosos querubines
con sus caritas llenas de alegrías.

Son de mis pesares el consuelo,
encarnan de mi vida la divisa,
son angeles traídos desde el cielo
donde extranan la luz de su sonrisa.

Angeles llenos de dulzura,
en cuya risa encuentro inspiracion,
porque alejan de mi vida la amargura.

Pero escuchen, hijos mi oracion,
en ella he vertido la ternura,
que aun queda en mi triste corazon.

Paco M. Hernandez
Monterrey, N. L.
Mexico



Leon - Medina

El día 28 de Abril del año 1962, en la Iglesia Holy Family de esta ciudad, a las 11 del día, en solemne ceremonia religiosa la señorita **ANGIE MEDINA** hija de los Srs. Alberto y María Medina, contrajo **NUPCIAS** con el joven **RAY LEON** hijo de los Srs. Gilbert y Esther Razo, oficio el Rev. P. Jose A. Peña. La Recepcion se verificó en el S.F.V. Lodge de Mt. View asistiendo mas de 600 invitados. Luna de MIEL la dis-

frutaron en Carmel, Calif. y a su regreso establecieron residencia en Mt. View. En la grafica; Ray Cabello, Armida Medina, Johnny Cabello, Ma. Antonieta Martell, George Sanchez, Patricia Razo, Ma. Luisa Cuevas -madrina, Ruben Salas -padrino, Mary Salas, Arturo Medina, Mary Ann Siqueiros, Victor Murray, Elisa Cuevas Ray Martell, Gloria Soria y los pajecitos: David Ramos Norma Ortiz y Teresa Salas. **RAMIREZ STUDIO.**

Servicio de **INCOME TAX**



Nota: Cambio de Direccion

1246 E. Santa Clara St.

OPEN HOUSE: Domingo 6

LENA invita a todos sus **CLIENTES** y **AMISTADES** al **OPEN HOUSE** con motivo de la apertura de sus **NUEVAS** y mas **AMPLIAS OFICINAS** se obsequiara a la concurrencia con **Buffet Snacks CAFE** y **REFRESCOS** de la 10 a las 4:00 p.m.

EL LUNES 7 de **ENERO** estas Oficinas estaran abiertas de las 9:00 a.m. a las 3:00 p.m. para atenderlo en todo lo relacionado con **INCOME TAX.**
Otras Horas con **CITA UNICAMENTE**

Nota: Cambio de Direccion

Lena Manriquez

CY 3 - 3388

1246 E. Santa Clara St.



Elvira Quintana



ASTROS del Cine Nacional

Christmas at Liberty Theatre

A Christmas Party Show for the children of the community was held at the Liberty Theatre Saturday, December 22nd, sponsored by Mr. Tony De Maria, manager, and the United Latin American Council of Santa Clara Co.

It was a very successful event due to the well organized planning of Mr. Marcel Saucido, Chairman of the Social Affairs Committee, and its members. Also honorable mention goes to the following for their contribution in helping to make this affair a tremendous success:

Donated Candy - Glazer Bros. Candy Co.
Photography - Excentrico -- Richard Diaz
Radio publicity - Eduardo Grigg, KLOK
Newspaper " - San Jose Mercury & News
24 Movie Passes - Liberty Theatre
Kitchen Knives - Great Western Furniture
Lamp Pole - Furniture Discount House
Cuff Links - Berg's Clothing Store
Two Boys' Shirts - Liberty Clothing Store
Imported Perfume - La Internacional Sundries
Toy Toy Gifts - Lucero's Store
Two Enchilada dinners - El Mexicano Restaurant
Three Toy Gifts - Art's Tailor Shop
Ladies Wristwatch - Paul's Credit Jewelers



A special thanks goes to Mr. R. J. Murrell of 910 Lafayette Street, Santa Clara, California, for giving his assistance as a Santa Claus in order that the children may enjoy the feeling of Christmas.

IN THE PHOTO:

Back row-from left to right, Nash Galindo, Vice Galindo, Vice President of ULAC; Mr. Marcel Saucido, Chairman of Social Affairs Committee; Fred Sotelo, Bill Lopez; Santa Claus-Mr. R. J. Murrell; Bill Lopez, Jim Herrera, Herold Martinez, Rudy Belluomini, and Eloy Martinez.

Front row-left to right, Luis Valdez, Eddie Ruiz, Bennie Carrillo, Jesse H. Mancillas, Al Pelayo, and Paul Ramirez.

PHOTOGRAPHY by RICHARD DIAZ

Getting Married?

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WEDDING INVITATIONS

PRINTED - RAISED LETTERING

MODERN STYLE of LETTERING
WIDE ASSORTMENT
REASONABLE PRICES

ALL TYPES of COMMERCIAL
and SOCIAL PRINTING



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.





Joel Aguilera

Reviewing my own past I take into consideration and realize that life is a re-occurrence of daily events that come to be, on our own behalf, either by wise planning or by mere acts without due thought. It is now that time of the year when resolutions and merriments were observed the world over. Life itself should always be lived by wise planning and merriment and enjoyed to its fullest capacity in a complacent and decent manner. For those of us which realize our past mistakes, it is not late to amend them, but also, to make an extreme effort to live in harmony with one another and dedicate ourselves to our causes with all our hearts and sober minds. With this in mind and on behalf of Club Riviera I wish you a Happy and Prosperous New Year.

*** *** *** ***



CAROL RAMIREZ

A 14 year old Peter Burnett Jr. High School student who resides at 222 North 4th Street, San Jose, with her parents Mr. and Mrs. David Ramirez. Carol also counts with a sister, Linda, and two brothers Joseph and David Jr., the latter being stationed with the 101st Airborne in Kentucky.

Happy New Year

Club Riviera



CLUB EVENTS:

The membership of Club Riviera and guests celebrated a very accomplished Christmas party at the home of Mr. and Mrs. Eusebio Ramirez, 439 North 9th Street, San Jose, with a terrific dance and w-o-w what an assortment of drinks. We also thank Eusebio (Chebo) Ramirez for his generosity and the good job that he did in converting his home's basement for the meeting quarters of Club Riviera. Also, we announce that on January 8, 1963, the regular election of club officers will occur. Results will be on the next issue. Say fellows!!!! hear the one about the dumb cutie who thought assets were baby donkeys?

*** *** *** ***

ANNOUNCEMENT

Mr. and Mrs. Ruben DeLa Cerda, co-owners of Dales and Rubens in Milpitas, announce the opening of their restaurant El Papagayo which is located at Oakland and San Antonio Streets in East San Jose, and invite you to come in and acquaint yourselves with the most delicious varieties of Mexican dinners in the San Jose area.

**Los establecimientos que anunciamos
son de responsabilidad**



AMATEUR HEADLINER

Manuel Ramirez, a promising lightweight, managed by the well known Babe Griffin. Ramirez competed at the recent Pacific Coast Diamond Belt event at the Civic Auditorium and has a 12-2 record. Manuel's main desire is to turn Pro either on January or February of this year and is presently living with his parents Mr. and Mrs. Valentine Ramirez of Santa Clara, California.



Teddy Rodriguez
and his "CHARANGA SENSACION"

Maria's COCKTAIL LOUNGE

BAILE VIERNES - SABADOS y DOMINGOS

El Centro Nocturno

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Despedida

A los acordes del Vals

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Panaderia LA SUPERIOR

Ofrecieron una CENA en honor del joven

HECTOR HERMAN CORDOVA

En el restaurant Mexico Lindo, con motivo de que el joven portorriqueño ingreso a las fuerzas armadas del Tio Samuel.

Hector prestaba sus servicios en la panaderia la SUPERIOR.



DON la encantadora GAY y ART MARTINEZ
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Views & Reviews



Bob Rodriguez

From Mintorno to Rome... And North to Florence
(An Artillery Battery on the Italian Front)

Lalo Ruiz was 18 years old when he underwent Armored training in Fort Knox, Kentucky. He was transferred to an Artillery unit of the 88th Division of the Fifth Army and sent to Oran, Africa, in December 1944.

The prior September the Allies had invaded Italy and were fighting for their lives on the beaches of Salerno. The allied forces broke out of Salerno and by October they had captured Naples. Lalo's artillery unit was shipped to Naples from Africa and sent to the front at Mintorno. The big stumble-block on the assault on Rome was the monastery at Monte Cassino. The Germans were entrenched in the mountains blocking the path of the advancing Fifth Army. On May 11th, 1944, after being held to a standstill for some time, a fierce attack was launched at Cassino. Night after night Lalo's artillery unit poured shells at Monte Cassino but the Germans returned the fire from their vantage point on the mountain and inflicted heavy casualties.

After heavy bombardment by artillery and air the Germans gave up Cassino on May 18th and thus the way was opened for the assault on Rome by the 5th Army and the British Eighth. American and Allied Forces had established a beachhead to the north at Anzio and the drive was on to join forces. The 5th Army made a powerful thrust to Velletri and Valmonte and gained control of the Appian Way and the parallel railway.

After some fierce fighting the Fifth Army liberated Rome on June 4th. There was no time for Lalo's unit to enjoy Rome as the 88th Division and the Fifth Army spearheaded a drive along the west side of the Italian coast toward Florence. For three months Lalo's artillery unit covered the Infantry on their northern assault. The 5th Army went on to take the southern outskirts of Pisa and to clear the enemy from the south bank of the Arno from the coast to Florence.

September 14th, 1944 is a day that Lalo Ruiz can hardly forget. While his unit rendered support to the Infantry west of Florence a German 88 shell landed near Lalo's battery. Lalo reminisces, "I saw the shell explode and it put our artillery piece out of commission but it didn't knock me off my feet." Lalo then felt something warm on his chest and saw that he was bleeding from a shrapnel wound. He scattered about 50 yards where a Medic picked him up and ev-

acuated him. The piece of shrapnel went right thru Lalo's chest and shattered three ribs, his shoulder blade and pierced his left lung.

Lalo spent five months in a hospital in Rome recovering from his wounds where he had three operations. After a year of non-combat duty he was sent home with a Purple Heart and a battle star for the Italian campaign.

Now Lalo is an enthusiastic bowler currently averaging 184. He plays with the Peninsula Traveling League bowling against the best in the county and also for the San Jose Refrigeration Team who has won three league championships. He is employed by Montgomery Ward as an appliance repairman and resides with his wife Elvira and two children on McVay Ave. in the east foothills.

Once in a while Lalo remembers when he was 19 and the seven month journey that started at Mintorno and ended west of Florence.

LALO RUIZ AT 19
"A Battle Star and a Purple Heart"



LALO AND VERA RUIZ

18 years later....in bowling among the best. Vera works for LoMonaco Jewelers and would be included in any local "Best Dressed Women" list.

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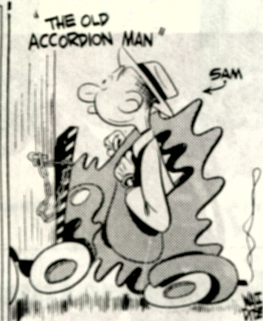
La Señorita ANGIE MEDINA
hija de Alberto y Maria Medina, tomo por esposo al
Joven RAY LEON
hijo de Gilbert y Esther Razo. El Día 28 de Abril de
1962, en la Iglesia Holy Family, a las 11:00 a.m.
San Jose, California

RAMIREZ STUDIO.



The OCTOPUS

This is the busy boy who is always
reaching for something while he drives
- the car roof, a cigarette, the lighter,
the road map, the coat on the back
seat, the popcorn bag and, at times,
even the steering wheel. This big fish
is all arms, and needs more.



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BEHIND THE CAR AHEAD

ST. JOSEPH'S SHOP

ARTICULOS CATOLICOS

BIBLIAS - MISALES
NOVENAS
ESTATUAS - CUADROS
VELADORAS
(En seguida de PARISIAN
DELICATESSEN).

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49 W. San Fernando



Dr. NOE ARRAZATE, D.C.

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3:00 p.m. a 7:00 p.m.

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*The Roving
Photographer*



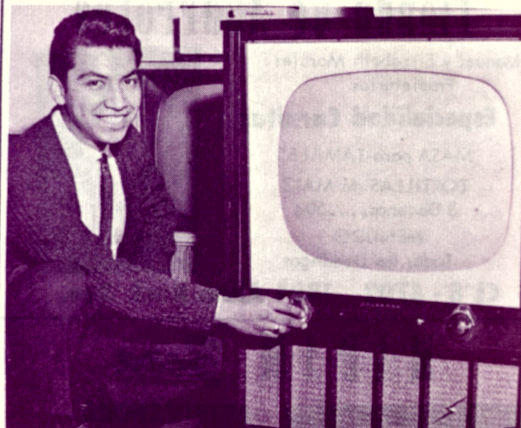
Richard Diaz

El día 18 de Noviembre de 1962, a las 2:30 de la tarde en la Iglesia Holy Family de esta ciudad, la Señorita ROSE ELVIA SOTO hija de Victor C. y Rosa M. Soto, contrajo MATRIMONIO con el caballero VICTOR MARTINEZ, JR. hijo de la pareja Sr. y Sra. Victor Martinez, Sr. La RECEPCION se verifico en el American Legion Hall asistiendo mas de 150 invitados.

Despues de su LUNA de MIEL establecieron residencia en esta ciudad. Rose Elvia es procedente de Del Rio, Texas y Victor de Phoenix, Arizona.

En la grafica: Andrew Amaro - padrino, Rose Amaro - madrina, Josie Martinez, Anna Amaro, Richard Amaro, Joe Henry Martinez y los pajecitos Eddie Berben y Sonia Soto.

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

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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EXAMEN CIENTIFICO

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completo en todo el valle de Santa Clara.

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

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Al and Katherine Velasquez



MR. and MRS.
Alfred and Margaret Medina



JOHN DOMINICK
GLORIA MONTAÑEZ

Vista Elegantemente ! ULTIMOS ESTILOS Ropa para Hombre

En esta acreditada TIENDA UD. encontrara los Ultimos
estilos y repetimos los Ultimos porque aqui se especia-
lizan en MODAS, Visítela y se convenzera.

Tome 6 MESES para PAGAR

6

MONTHS TO PAY BERNIE BERG, Prop.



52 S. FIRST ST.



En la grafica BERNARDO BERG y parte del atento per-
sonal, Dick Perez le atendera en Español.



San Jose Nudes



E. Dave Sierra

NEW YEAR NOTES

All set for the year 1963? Okay. I thought President Kennedy passed up a heckuva chance to strike a blow for civil rights when he passed up the Mississippi-Arkansas football game on New Year's Day in favor of the Orange Bowl game in Miami.

Just think what those segregationists would have thought if Big John had invited James Meredith to be his guest at the big game and if they had sat with Governor Orval Faubus of Arkansas during the first half and then gone across the field and sat with Governor Barnett of Mississippi for the second half.

*** **

The Rose Bowl game turned out to be the best bowl game I've seen since the 17-14 Michigan State-UCLA game in 1956!



"You really told 'em, Paul, you're a cinch for re-election!"

COUPLE OF THE YEAR TONY CARVAJAL VAL GARCIA



WRESTLER OF THE YEAR

Won the world title from Bad Boy Burton of Great Britain after a series of hotly contested matches at Rome, Italy.

SINGER OF THE YEAR

Here is a young man with a beautiful voice. He has made a few recordings and we predict that you'll be hearing quite a bit about him in 1963.



● AGENCIA de REAL ESTATE

Best Wishes

for a
Very Happy
Holiday Season

Mil Gracias

Por su CONFIANZA depositada
en nosotros en 1962

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

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o **CAMBIAR**
SU PROPIEDAD llámenos



Bobby Zamora

La larga EXPERIENCIA de

Bobby Zamora

EN EL RAMO DE
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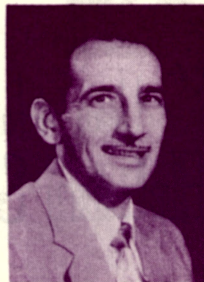
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Tony D. Maria, Gte.

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Las Mejores Películas
a los Precios mas Bajos

Prospero Año Nuevo
1963