



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO Once, Num. 24

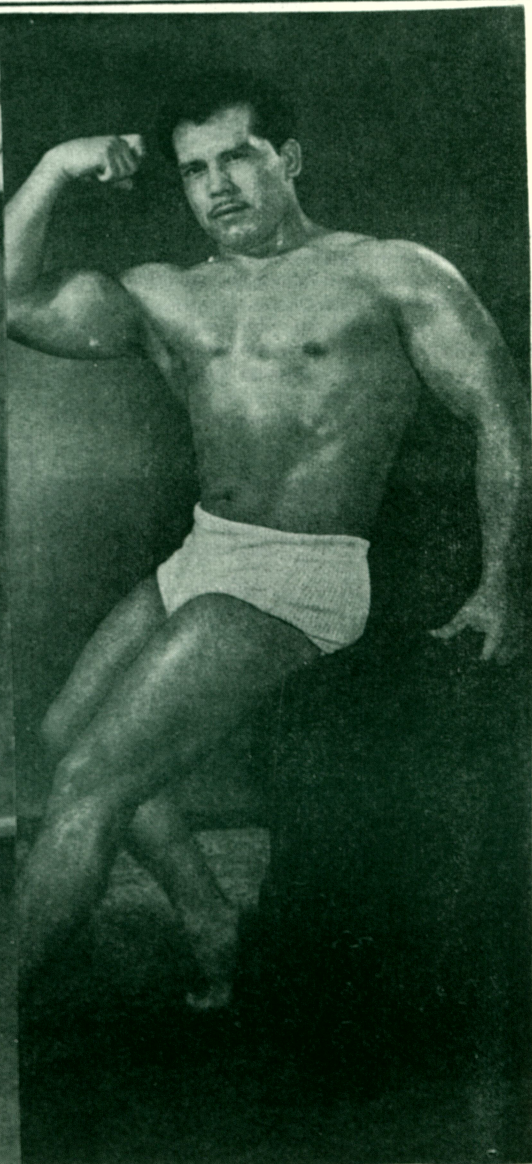
OCTUBRE 5, 1961

SAN JOSE, CALIFORNIA



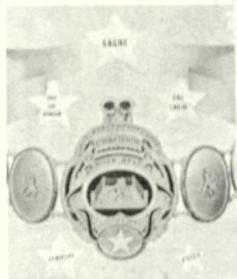
ESTHER MEDINA

ANGEL GONZALEZ



Our celebrated columnist Esther Medina weds

Wrestling



RICHARD DIAZ

AMERICAN LEGION Memory Post 399
presents.....

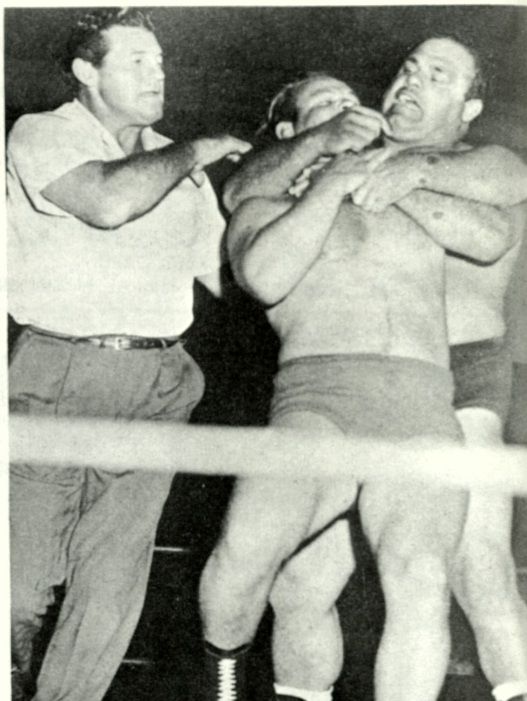
WEDNESDAY NITE WRESTLING
San Jose Civic Auditorium

JOHNNY RUBBERMAN shakes hands with Walt from San Jose. Johnny tips the scales at 225 pounds and is 5'10 inches in height. From Honolulu, Hawaii, he knows most of the top holds in wrestling.

Johnny just returned from a tour covering most of the United States.

In a recent match at Chicago he teamed with Prince Magia to battle The Kangaroos before 8,700 wrestling fans in the Chicago Amphitheatre where every match is televised.

Johnny's favorite holds are the rolling jackknife and the airplane spin.



Rubberman suffering a choke hold from Jess Ortega in a recent San Jose match. It ended in a draw.



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El día 13 de Agosto en Solemne Ceremonia Religiosa unieron sus DESTINOS los jovenes HORTENSE FERNANDEZ y ANTONIO GAITAN en la Iglesia de Las CINCO LLAGAS de esta ciudad, exactamente a las 3:30 de la tarde, oficio el Rev. P. Rodriguez.

Hortense es hija del Sr. y Sra. Joe Fernandez y es procedente de Santa Paula, Calif. Antonio es hijo de Sr. y Sra. Marcos Gaitan, procedente de Sonora, Ariz. Despues de la Ceremonia se les ofrecio una alegre

RECEPCION en el I.E.S. Hall asistiendo mas de 250 invitados. Luna de Miel la disfrutaron en Los Angeles y a su regreso establecieron residencia en esta.

De iz. ader: Lorenza Doñate, Elaine Hall, Maida Herrera, Lita Medina, Marcella Hernandez, Amelia Afanador, Pedro Donate, Cecilia Cortez, Peter Cortez, David Valdez, Robert Fernandez, Louie Avila y los pajes Danny Ayala y Cecilia De La Torre.

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

HUMBERTO GARCIA

Director

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Assistant Editor

HUMBERTO GARCIA, JR. Fotografo

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en articulos firmados.



Maria La Rosa. Prop.

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Nuestra Portada



Adornan nuestra PORTADA de EXCENTRICO en esta ocasion las fotografias de nuestra celebre reportera ESTHER MEDINA y ANGEL GONZALEZ quien obtuvo el titulo (physique of 1960) y que segun informes de fuentes autorizadas, contrajeron MATRIMONIO el Sabado 30 de Septiembre en RENO, NEVADA.

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Club Riviera



Joel Aguilera

Sitting quietly in a bar a man was suddenly amazed to see a British colonel in full regalia, only two inches tall. Convinced that he'd had one too many he closed his eyes, then re-opened them. Sure enough, at the other end of the bar was a two inch colonel. He called the bartender over, "Am I going crazy or is that fellow two inches tall?"

"The colonel?" said the bartender, "Yeah, that's right."

"How can that be?" asked the man.

"Say, colonel," the barman shouted to the British officer, "tell this fellow about the time you dated the Witch Doctor's daughter!"

On September 17, 1961 an elaborate and colorful parade was officiated here in San Jose in commemoration of the Mexican Independence Day, the 16th of September.

Club Riviera extends its sincerest congratulations to all the co-ordinators, men such as Merc Moran, Paul of Pauls Jewelers, Friday Aguilera, and of course Miss Eleanor Solarez and Miss Rachel Andres, function directors such as Club Riviera's chauffering committee with Dave Herrera as chairman, with Joel Aguilera, Amado DelaCorda, Gabriel Gallardo, Gil Garcia, Paul Morales and many others in its staff, Club Elite's Hostess Committee with all of its beautiful young ladies and all the participants local and otherwise for making this parade a success.

Let us hope that in the future all clubs and organizations will continue to unite and co-operate with one another as it was done in this past festivity in order to make all the future ones still more successful.

The following photos are a few scenes of the aforementioned celebration!!!!!!!!!!!!

COLOR GUARD

of American Legion Clifford Rodriguez Post 809, who have been participating in past parades for approximately 6 years.

Rear row, l to r: Adj. for Post 809 Margarito Sorria, Finance officer Joe P. Garcia, First Vice Commander Tony Torres, Drill Sgt. and executive comm. Danny Dominguez, Sr.

Front row, l to r: Sgt. at Arms Frank Marquez, Roy Dominguez, future Post 809 member Danny Dominguez, Jr; Executive Committeemen Post Commanders Paul Gallegos and Reynaldo Garcia.

(PHOTOGRAPHY by RICHARD DIAZ)



MISS DOLORES ECHEVARRIA

who triumphed as Queen with a total of 61,000 votes. Miss Echevarria is a native San Josean, graduated from Fremont High School, is 18 years old and is presently residing with her proud parents, Mr. and Mrs. Ramon Echevarria here in San Jose, California.

LILLIAN LOZANO BEVERLY BUFFINGTON



who represented Los Amigos Golf Club, won a beautiful trophy for their outstanding parade entry.

Lillian is presently majoring in Dental Assisting at San Jose City College, is 17 years old and lives at 3173 Mt. McKinley Drive, San Jose.

Her hobbies are golf, bowling, swimming, and hotrod races.

Beverly is also majoring at City College in secretarial work, is 18 years old and resides at 300 Renne Ave., San Jose. Her hobbies are skiing, bowling, horseback riding, dancing, swimming and hot rod racing.

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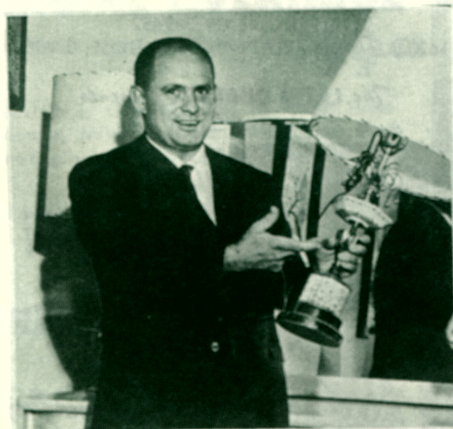
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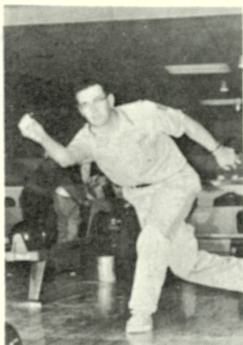


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Spares & Strikes



Mario R. Vazquez

Take me out to the Bowl Game!!! After vowing never to bowl in a mixed league again, I had to give up after a three year lapse. After all it did bring back ole champion himself, Robert Rodriguez, fellow columnist and PGA golfer Ted Cervantes. Both men were members of the first San Jose Refrigeration Bowling Team which won the Mexican Chamber of Commerce League. Sunday's league has been named Vera's Mixed 4 in honor of Vera Ruiz who did a wonderful job in organizing it. She was also elected President with Mae Mendoza as Vice President.

Some of the bowlers are, of course, my wife Sadie, Bob's wife Elsa, Ted's wife Letty, Armando Guerra and his wife Alicia, Vera's husband PBA Lalo Ruiz, etc. (Other names to appear in other issues).

As usual, heading the high series is Lalo Ruiz with a 587 with Mario Vazquez second with a 567. High game is also held by Lalo, a 218 with Ted Cervantes following with a 204. Ted's wife Letty has the high game of 174 for the ladies while Josie Garcia leads the series with a 473. Fred and Clem Vazquez (my big brother) and Helen and Elmer Baxendale are leading the league with a 7-1 record.

HAWAIIAN LUAU !!!!!

Preparations for the Luau really went with a comedy of errors. While Bill Flores was given instructions to make a hole three feet deep, when Fred Vazquez went to check, he found him shoveling dirt and seemed to be waist deep. When Fred yelled at him that he was too deep, Bill then stood up. So happen he was kneeling and the hole was only 18" deep. Then, the Hawaiian cook came to check the hole and nearly passed out. He mentioned to Bill and Fred that they didn't have square pigs as the hole was dug, so back to the drawing board they went. Fill the hole, dig a ROUND hole for round pigs. Things went along fine but some persons mistook poi for pollo, and they are still wondering what happened.

All in all the luau was quite an affair!

SAN JOSE REFRIGERATION UNDEFEATED - 825
Scratch at Ann Darling. Bowlers are beginning to wonder what happen to San Jose Refrigeration team which had compiled a 12-0 record. Things look rosey but tough Tico's Tacos is just one point back with a 11-1 count. By printing time these two teams will have met and the picture will be entirely different.

High game is held by Fred Insolone of Fond-du-Lac Lodge, Lake Tahoe, with started off with six strikes in a row and a split slowed him down, but not until he had compiled a 241 game.

Young Al Balisteri, in his first year with the big leagues, has the High Series with a 608 effort.

Over at Alma Bowl, in the 860 Scratch League, Leapin' Lubers finally started rolling by winning four points from Adair Realty as Frank Palermo rolled a 222 game and a 565 series and Mario Vazquez rolled a 210 game.

NEW AMERICAN GI FORUM??????

Yes Sir!!!!!! The City of Santa Clara GI Forum Chapter will have its Charter Banquet on October 21 at the Berry Farm located on El Camino Real and Kiely Blvd. with yours truly doing the M.C.



At far right is Sebastian Hernandez, owner of the IDEAL BARBER SHOP, with his wife and a couple of friends at the recent GI Forum Hawaiian Luau!

The Latin QUARTER

Dancing: Fri. Saturday, Sunday

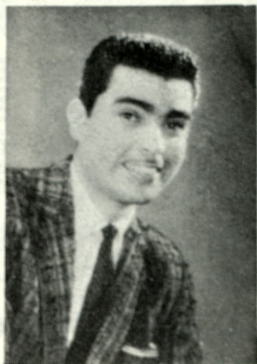
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Mental Health SERVICE

The San Jose Community Mental Health Services' move to its new quarters at the City Health Department Building was announced recently by Dr. Raymond C. Miller, Acting City Health Officer.

The City's Mental Health Program has been operating for three years under the direction of Dr. Stanley J. Milstone, Program Chief. With a team of psychiatrists, psychologists, psychiatric social workers, public health nurse and a health educator, the program will continue to offer services of mental health consultation, education and information, and psychiatric treatment. The out-patient psychiatric treatment services are provided through contract with the Adult and Child Guidance Clinic.

"The only change in the program is the increased amount of funds under the contractual arrangements with the Adult and Child Guidance Clinic for out-patient psychiatric treatment services for individuals unable to afford private care," Dr. Miller pointed out. "However, in an effort to make the greatest use of these funds we shall be asking the Clinic to place priority for services to those persons in need of emergency psychiatric evaluation or treatment; to persons who will benefit from short term treatment; and to persons referred by other community agencies for psychiatric evaluation."

According to Arvin Robb, local attorney and chairman of the City's Mental Health Advisory Board, the City is responding to the community's demand for increased psychiatric treatment services. "We are

pleased that the City Council accepted the recommendation of the Board to increase the budget for out-patient psychiatric treatment."

The current budget for the community mental health program is \$156,342. Cost of these services is shared equally by the City of San Jose and the State of California under the provisions of the 1957 Short-Doyle Act.

Information about the mental health program may be obtained by calling:

CITY HEALTH DEPARTMENT
CYpress 2-3141 Ext. 462

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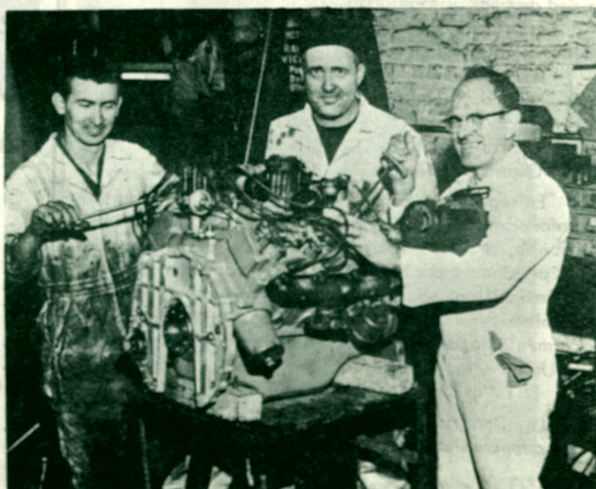
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dad de que quedara satisfecho, en la grafica: Vic, Dave
y su atento, servicial propietario Pete Netto.

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Simon Villa



UNION CITY, CALIF.

La RIFA del 23 de SEPTIEMBRE

La rifa verificada por la organizacion nombrada City of Union City Taxpayers League, registrada en las oficinas de incorporacion en la ciudad de Sacramento, capital del estado de California, llevo a cabo la rifa el dia 23 de Septiembre de 1961 en la acreditada tienda Cardenas Market a las 11 A.M.

El presidente de la organizacion, señor don Enrique Casado Rivera, de acuerdo con los demas oficiales, nombro dos personas completamente ajenas a la empresa, para que diriguieran la forma mas legal de llevar a efecto la rifa. Los nombramientos tocaron en suerte a los señores don Antonio Costa y a Sixto Gonzalez.

En seguida el presidente nombro al distinguido Sr. Leo Alvelais para que en una caja completamente cerrada revolver los numeros.

En seguida el Señor Jose Zendejas Aguilar, con su magico microfono dio a conocer el resultado de los numeros premiados. Los numeros fueron atraidos por las manitas inocente de una pequeñita niña de 3 años de edad de nombre Margarita.

Los primeros 5 premios tocaron en suerte a las personas siguientes:

Primer Premio	Ray Orozco
Segundo Premio	Luis Angel Zendejas
Tercero Premio	Roberto Ramirez
Cuarto Premio	Bill Hurtado
Quinto Premio	Josephine Nuañez

En seguida el Señor Zendejas por medio de su microfono anuncio que el pequeño niño de 8 años Victor Cabello, Jr. se encargaria de sacar el numero para la persona agraciada que ganara con un solo dolar un magnifico aparato de TV en colores. El numero premiado fue el 1445 comprado por la amable señora Carmen Salazar que radica en el No. 33455 - 7th St. de Union City, California.

El TV es de valor de \$700.00.

La liga da un cumulo de gracias a las personas que cooperan con su ovalo para tan noble empresa.

Esposos Cardenas

Ahora nos sentimos orgullosos de engalanar nuestra columna con la fotografia de nuestras distinguidas personalidades de nuestro apreciable amigo Sr. don Jesus Cardenas y su fina y culta esposa Señora Esther Villareal de Cardenas, quienes se unieron en matrimonio el dia 31 del mes de Diciembre de 1924 en la



Iglesia Catolica de la pintoresca ciudad fronteriza de Del Rio, Texas.

Los esposos Cardenas, desde ese tiempo han podido vencer todas las vicisitudes que en la vida se les han presentado. Los esposos ya mencionados vinieron al norte de California en 1947 y radican en el No. 24868 Diadon Drive en la ciudad de Hayward; y su negocio en el No. 706 E. St. en Union City, California; donde pasan la vida muy felices y agradecidos de sus valiosas amistades y publico en general que han cooperado para el progreso de su negocio.

"Muchas Gracias"

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Humberto Garcia

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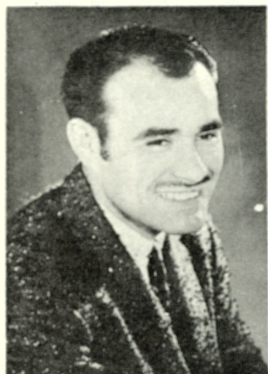
Fiestas del 16

El presidente de la Comision Honorifica Mexicana de esta ciudad Dn. BENJAMIN ULLOA hace entrega de una PLACA al Dr. JUAN de HERAS, Pres. de la Camara de Comercio Mexicana por servicios meritorios rendidos a la comunidad. (foto diaz).

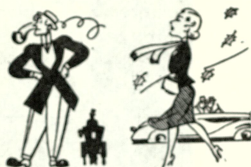


El Domingo 17 de Septiembre se celebraron las FIESTAS PATRIAS del 16 de Septiembre en esta cd. de San Jose, California, bajo los auspicios de la C.H. Mexicana.

En la grafica el consul de Mexico en esta cd. Sr. ERNESTO COTA corona a su graciosa Majestad Srta. DOLORES ECHEVARRIA quien saliera electa por mayoria de votos, el acto se verifico en el Civic Aud.



CLUB *Bachelors*



Gilbert Solarez

MASQUERADE HALLOWEEN DANCE

The ELITE & BACHELORS will present their second annual Masquerade Halloween Dance on Friday night, October 27, at the I.E.S. (large) Hall, 1401 E. Santa Clara St. The dance will begin at 9:00 P.M.

TEDDY RODRIGUEZ & HIS ORCHESTRA will provide the music for this up and coming big event.

A special talent show is in store for you. Rachel Andres and Rudy Belloumini will do their interpretation of the Pachanga. I think the Pachanga is a poor imitation of an Indian War Dance and its got to go!

George Plata, Gaspar (Ortega) Espinoza, Ray Jimenez, Tony Arriola and Bob Gonzalez will do a fan dance and for the next number Joe Molina, Hank Paramo, Jesse Valencia, Joe Rodriguez and Paul Cha-

vez will dance a strip tease! Roy Ordoñez will M.C. the show.

One dollar and twenty five cents donation for the tickets if you buy them now from the members or 1.50 at the dance. Make it!

THE GI FORUM "Wow Wow!"

Members of the GI Forum had a terrific turnout at their Hawaiian Luau a few weeks ago at Senter Park. The Ladies Auxiliary prepared the menu with Poi, Kalila Wailia, and Lomi Pomi.

Esther Baca, Mary Sierra and Cookie taking Vera Minjarez to dinner at the Rebozo last weekend for her birthday. Anna Dominguez attending City College on days and working in Palo Alto on weekends.

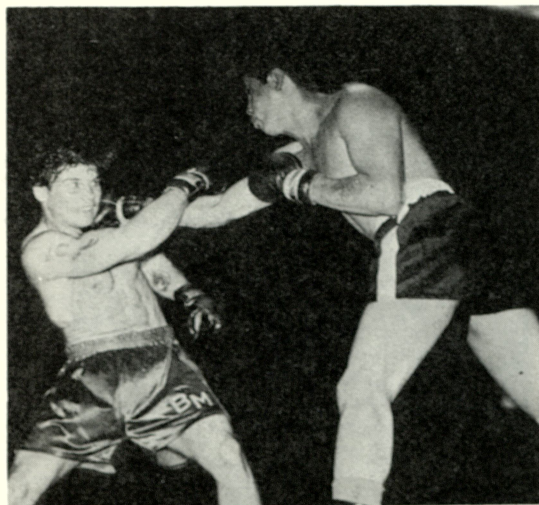
Our informers told us that Sue Carrasco was seen turning the main in her '57 Ford with her sidekicks Emily Afanador and Irene Martinez.

The Mexican American Bowling League welcomes Rocky's Tacos and Club San Felipe to the bowling leagues. Teams that have stayed with the league since it was formed are Elite, Cuauhtemoc and Del Mar has two teams.

Come over and see the Mexican-American Bowlers at Ann Darling Thursday night at 9:00 P.M.

New faces seen on league night are Ann, Betty, Gloria Pantoja, Jess Medina, Cesar and Songa Isais, Tony Guillen, Diane Barrera, and Sis and Dave Salazar.

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



Artistic Steve beat Tony Noriega of Bakersfield, Tuesday the 26th at San Jose Civic Auditorium.

Mendoza outclassed Noriega in their main event with his long reach and boxing ability.

Our boy Steve will take on Gaspar Ortega, an idol of television fight fans on Tuesday, October 10 in San Jose Civic Auditorium.

Here Steve lands a hard right to the jaw of Billy Murrie whom he kayoed in the 8th round at the San Francisco Cow Palace last year. You can tell Steve's been through the mill by a look at his face.

GOOD LUCK, STEVE!!!!!!

Prestamos dinero en Prendas



En la grafica: el caballero del Clavel ELIAS CHAVEZ y el propietario Sr. ALBERT MORRIS lo atenderan.

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Big Ben

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En la grafica: el Dr. Val E. Sneed y la guapa recepcio-
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// Hora Artistica //

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LOCUTOR - CY 5-9160



Bill Gonzalez

INGENIERO - Gte. de VENTAS
E L 6-2303

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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.



Lee Haro, Kathie Haro, Mario Vazquez
Sadie Vazquez

American G I Forum (Scholarship Fund)

Hawaiian Luau

Held on Sat. Sept. 23 at Senter Park



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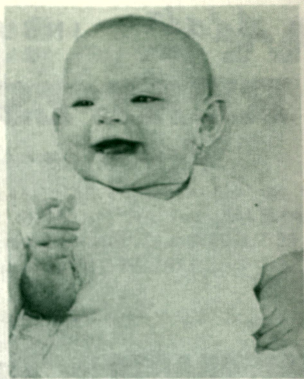
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Jess and Jessie Gaeta

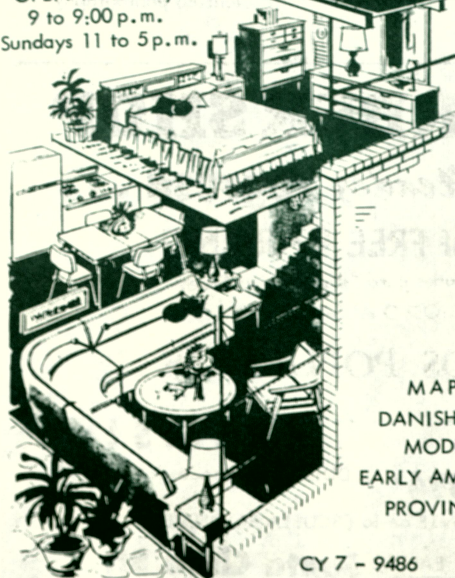


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CONCERNING C. S. O.

Louis Zarate

Many times we have talked about education. We have stressed its importance and hoped that perhaps this message would reach receptive ears. We have in this issue some news or information which we feel will be of value to those who have some question, either real or not about the value of education.

What are those persons who did not graduate from elementary school doing today? Those who did not graduate from elementary school are either working as laborers, in farms or service industries in the amount of 50%. This means that fifty percent of those who did not graduate from grammar are doing farm work or such work as watchmen, janitors, porters, ushers, waiters, bootblacks and elevator operators. Most of the others are streetcar operators, cab drivers, dyers, miners and rodmen. There is also a small percentage of which are members of professions and some who are managers.

What about those who graduated from college, what are they doing? A small number of these are farm laborers and unskilled workers. About 70 percent are in the professional work. We mean by professional work accountants, airline pilots, teachers, lawyers, doctors, pharmacists, economists, dentist, designers and registered nurses.

About 20 percent of these college graduates are buyers, administrators, superintendents, postmasters, credit men, etc.

What happens to the high school graduate? The high school graduate becomes a variety of things in his life. About 30 percent of the high school graduates are bank tellers, sales clerks, secretaries, dental assistants, real estate agents, bond salesmen, bookkeepers, and library assistants.

Another 30 percent become bakers, inspectors, toolmakers, furriers, boilermakers, delivery men, typesetters, carpenters, electricians and shoemakers. The rest of the high school graduates are involved in farm labor, professional work and in managerial work with the greater part involved in farm work.

What does this mean? I do not need to explain that as you go to school so does your opportunity for a better job. We all know this but sometimes we fool ourselves and allow ourselves to think that he or she will be different. This is not always the case. The figures don't lie. They are there. Where do you fit? Where will your children fit?

Slightly over half the American labor force (18 to 64 years old) had a high school diploma in 1959 and nearly one in ten was a college graduate. In 1940,

only one third had completed high school and one in 18 had a college degree. Approximately two out of three college graduates were employed in a professional capacity in March 1959 and one in seven was working as a manager, official or proprietor.

The information which has been given to you comes from the Census Bureau and the Conference Board, 460 Park Avenue, New York.

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POR LAS NOCHES (con cita únicamente)
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Sebastian Hernandez, Prop.

Raul R. Hernandez

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CY 5-2688 70 W. St John St.

Views & Reviews

Bob Rodriguez



Mike and Socorro Ybarra enjoyed the American GI Forum luau.

Mike is a very active member of the Forum and Los Amigos Golfing Club and is in the dry cleaning business.

MRS. HOELCK ANSWERS LAST LETTER:

Dear Mrs. Hoelck:

Just for duck soup what does my handwriting reveal about my personality?

R.G.

Dear Duck Soup:

Your handwriting shows that you are an impetuous person who meets every situation impulsively. You needlessly use a great deal of vitality and nervous energy. You are not a poker faced individual therefore your associates will know from your expressions just how you react to any situation. You possess three fears which are shackling and overshadowing your great potential for leadership, a definite goal and your will power. First, self-consciousness, the fear of criticism, second, sensitiveness, the fear of disapproval by others and third, domineering, the fear of futility or frustration, imposing our own will on others and demanding that others do things our way. If you are domineering you lack purpose and will power.

By re-directing your energies you can free yourself of these chains and thereby can accomplish much more great things in life.

Mary A. Hoelck

I wish to thank Mrs. Hoelck for her time and effort devoted to answering our readers' mail and sincerely hope that our readers have enjoyed her direct replies, without sugar coating, to the mail that has come in. We'll have her back sometime.

Joe Vosti downed a three pointer at La Canada Deer Club in Gilroy. Joe hunts every weekend during the deer season and uses a 270 Remington Pump Rifle with a 4 power scope. He's Sales Manager for Reed & Graham, Inc. in San Jose.



Exprimeto Fotografico



(continued next page.....)

GILBERTO SOLAREZ cuyo pasatiempo es el ramo de la fotografia nos presenta con esta foto conglomerada con el sexo femenino, si no nos equivocamos son miembros del club ELITE, ZANZAREE, Los Amigos GOLFING etc, Esta composicion la entitula el Sr. Solarez un VIAJE

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San Jose



W. J. Lopez

After an extremely close contest at the American GI Forum State Convention at Riverside this year, San Jose finally edged out San Diego for the 1962 confab. Convention headquarters will be located at the HYATT HOUSE MOTOR HOTEL at 1740 North First St. During the three day convention, the SANTA CLARA COUNTY FORUM will host eighteen other local Forums from throughout the state. Opening date is set for June 22nd.



Pictured above is the GI Forum's entry in the Fiestas Patrias Parade sponsored by the Comision Honorifica Mexicana on September 17th. Forumeers left to right: Ed Camunez; Ike Hernandez, Chairman; Eddie Torres, Monty Amador and Benny Garcia.

CITY OF SANTA CLARA

Because of the great interest of the members of the Santa Clara County Forum and prospective members residing in the City of Santa Clara, that city is finally ready to be chartered as a Local Chapter of the American GI Forum. The charter has been approved by the State and National Offices and is in the final stages of completion.

The proposed SANTA CLARA CHAPTER has elected temporary officers and has set the Installation Banquet for October 21st at The Berry Farm, 2825 El Camino Real, Santa Clara. Temporary Chairman, Monty Amador announced that Senator Jack Thompson, Santa Clara's City Mayor, Police Chief and other high city officials would be in attendance.

UNION CITY

The foundation for a chapter in UNION CITY has recently been accomplished through the great efforts of Jess and Arthur Cardenas, Jess Orozco and Mr.

Simon Villa who originally introduced the Forum to prospective members in that area. The enthusiasm of the prospective members from Union City has been so great that a local chapter has actually already been established and is only awaiting the approval of the State and National Offices.



With great pleasure and on behalf of the Santa Clara County GI Forum, I would like to express sincere appreciation to the Rose Adrian Dance Studio for providing us with the beautiful and talented hula girls (pictured above) for the entertainment of the guests at our recent Hawaiian Luau.

Front: Miss Ginger Howard, dance instructor; Miss Ylla Howard and Dianne Rohde. In the background are Forumeers and guests.

In closing I would like to commend Ed Camunez for the splendid job done in directing this project which was a tremendous success.

(I understand that the Hawaiian Luau will be an annual GI Forum function.)



a CHINA cuando el BARCO se simbreá, en nuestro concepto es un título bien adecuado, porque si el barco se simbreá un poquito mas, las bellas damas hubieran estado completamente acostadas.

(estudio fotografico-laboratorio quimico Solares)

Catholic SUPPLY STORE

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TARJETAS y NOVENAS
EN ESPAÑOL

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

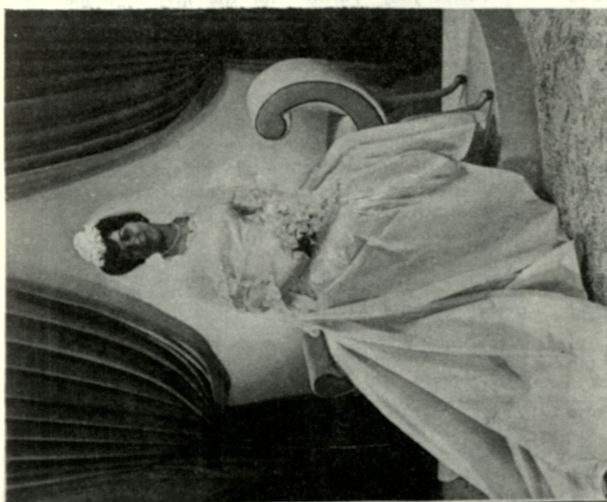
Abierto LOS JUEVES hasta las 9:00 p.m.

Mrs. Lee B Young

CY 5 - 1317 36 W. San Fernando St.



MARIA YOUNG lo atendera en ESPAÑOL.



Gaitan - Fernandez

La Sta. HORTENSE FERNANDEZ

hija de los esposos

Sr. y Sra. Joe Fernandez

contrajo NUPCIAS con el caballero

ANTONIO GAITAN

hijo de los esposos

Sr. y Sra. Marcos Gaitan

El día 13 de Agosto, a las 3:30 de la tarde

En la Iglesia de LAS CINCO LLAGAS

San Jose, California 1961

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CLUB *Elite*



Shirley Perez

SOUND OFF

Rosie Gutierrez passing for 16 years and appearing on Frank Darin's Record Hop on T.V.

The Ranch, popular nite club in San Jose to be named THE BACHELORS.

Esther Medina, Excentrico columnist engaged to Angel Gonzalez.

Also sporting a ring is Ellen Garza, from Larry "Mosco" Vega.

ATTENTION - ATTENTION - ATTENTION!!!!!!!
BACHELORS CLUB & ELITE
PRESENT THEIR ANNUAL MASQUERADE HALLOWEEN DANCE TO BE HELD ON FRIDAY, OCTOBER 27TH AT 9 PM AT THE I.E.S. HALL, 1401 E. Santa Clara Street, San Jose.

Music will be provided by TEDDY RODRIQUEZ & HIS ORCHESTRA.

Prizes will be given for best costume, etc. Tickets now on sale from any Bachelor or Elite member. PLAN NOW AND ATTEND!!!!

Cesar Isaacs and Tony Guillen now members of Elite's bowling team.

Mr. & Mrs. John Zamora now proud parents of a baby girl. Congratulations!

Carmen Molina busy going to Business College, while Carmen Aguilar attends Foothill College, holds a job at Newberry's in Sunnyvale, and still manages to make it to the meetings on Wednesday nite. Wow!

Joe Guardado learning to speak and sing in Italian.

Belated birthday greetings to Tony Guillen who celebrated his birthday by throwing a beach party at Natural Bridges. Here are some pictures taken of some of the kids that helped 'Patito' celebrate his birthday. San Felipe members that attended were Art, John, Tony, Candy, Cesar, Johnny and Felan. After the gang had eaten here they are again relaxing out



in the beach. Yours truly with back to the camera is followed by Cesar, Felan, Art, Candy, Mary, Tony, and Diane. After the beach party the kids made it to the boardwalk where they had a terrific time getting on all the different rides.

Thank you, 'Patito' for the invitation and the good time.

PICTURE PARADE

Club Elite would like to thank Anita Maldonado, "Miss Elite" of 1960, Miss Margie Jaramillo, and Flora Gamboa for taking time out to represent Club Elite in the parade for the 16th of Sept. Rachel Andres, Social director of the club would like to thank the club officers who also participated.

Officers Car driven by Alfred 'Sugar' Zamora features the club officers. From left to right in front seat next to Sugar we have Delia Perez, Historian; back seat is Ellen Garza, Sgt. at Arms; Rosie Gutierrez, Treasurer; Connie Rodriguez, President; Diane Barrera, Vice President and Yours Truly, Publicity.



Elite Car driven by Johnny, features Anita Maldonado, with Margie Jaramillo and Miss Flora Gamboa.



Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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Harry Lasnick, Prop.



Cumpleaños

EXCENTRICO se complace en presentar
a la encantadora nenita

DELIA AURA CARVAJAL

Quien cumplio tres años de edad

El Domingo 17 de Septiembre de este año

Por tal motivo sus padres Sr. y Sra. Vicente Carvajal
organizaron una fiestecita en su residencia 1178 Little
Orchard a la cual asistieron todos los amiguitos de la
graciosa Delia.

Ricardo Lopez Moctezuma Diaz, captura a Delia
con su MUÑECA favorita.

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



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En los talleres Tipograficos de EXCENTRICO



En la grafica Bill Lopez cronista del G I Forumes el tecnico que opera el Stitcher.



Las fotografías presentan algunos aspectos del departamento de ENCUADERNACION de la Revista EXCENTRICO.

En ellas aparecen algunos de los miembros del AMERICAN G I FORUM compaginando el pasado numero de EXCENTRICO o sea el 20 de Septiembre.

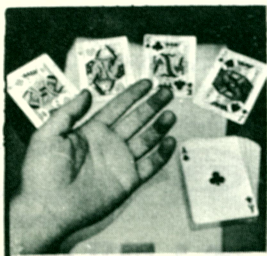
Añadimos que la formalidad de esta organizacion es admirable y esperamos que nuestra asociacion dure por muchos años.

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.

Vistase de Pies a Cabeza

ULTIMOS ESTILOS

para Hombre y Mujer

En esta acreditada TIENDA Ud. encontrara los Ultimos estilos y repetimos los Ultimos porque aqui se especializan en MODAS, visítela y se convencerá.

Tome 6 MESES

para PAGAR

6

MONTHS TO PAY BERNIE BERG, Prop.



En la grafica DICK PEREZ ampliamente conocido lo atendera en ESPAÑOL para ayudarle a establecer su CREDITO.

Rosa de Castilla

Como un RECUERDO para nuestros estimables lectores reproducimos la fotografia de

ROSA DE CASTILLA

Artista de Radio-Cine-Teatro-Television

Quien se presentara recientemente en el popular centro de la juventud bailadora

RAINBOW BALLROOM
de esta cd. de San Jose

La despanpanante artista del cine nacional dejó a su auditorio completamente complacido con sus canciones de su vasto repertorio.

(foto por el azote del lente) ricardo diaz



Rodriguez FIANZAS

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DAVE
SIERRA



QUARTERBACK
TOM FLORES
of the
OAKLAND RAIDERS



SATURDAY, OCTOBER 8, 1961 SAN JOSE....

Greetings, friends! (and enemies, too) We are here this week to deliver our annual State of the State report. Before we get into it, we want to answer a query addressed to us by Excentrico's bowling reporter. (Hey Dave, your sister Mary is a champion. How are you at bowling?)

Not very good, Mario. And it doesn't surprise me that my sister Mary is a champ. After all, it IS a Ladies Game!!! In fact it's not a sport, it's a social function, like Dancing, Tea Sipping, and Knitting.

If a person fails to knock down a single pin in the first half of the league, all he has to do is knock down ONE pin in the second half. This represents a 100% improvement, surely enough to qualify for the Most Improved Player trophy!!!!!!!!!!!!!!

Trophies are given out for High Game, Low Game, Medium Game, High Series, Low Series, World Series, Series Series, Most Improved, Least Improved, Not Improved, Unimproved, Team Captain, Major, Sergeant, Corporal and a few Privates.

It's a bit too complicated for my blood.

STATE OF THE STATE REPORT:

The people of California are in fine shape, especially the girls we saw at 5th & Broadway in San Diego a few weeks ago. In second place was a woman in a powder blue dress at the USC Football Dinner at the Hollywood Palladium on Thursday, September 21st. The State Fair was a success. Also the Solano County Fair at Petaluma. Our meat is in fine shape. The Karpe Ranch just south of Bakersfield is still growing those big red and white bulls for which they're famous. So much for that.

THE MAIL:

That art work you had in the last column.... I thought it was a group picture of the S.F. Giants.

Jacques Trapp,
Los Angeles, Calif.

Congratulations, Dave, on a wonderful description of the San Francisco Giants two issues ago.

Aunt Nellie
Milwaukee Braves

QUESTION OF THE WEEK: OCTOBER 8, 1961

WHAT MAN IN SAN JOSE IS THE BIGGEST WOLF? (Bachelors only, please!)

RAIDERS WHIP DENVER 33-19!!

Raider rookie halfback George Fleming broke an American Football League field goal record with a 54 yard kick on Sunday, Oct. 1st at Candlestick Park. Ex-Corcoran High ace Wayne Crow was the running star of the game and Sanger's Tom Flores hit on 9 out of 18 passes. It shoulda been declared San Joaquin Valley day out there!

BAKERSFIELD DRILLERS EDGE SANTA BARBARA 7-6

The Bakersfield Union High School Drillers, pride of the San Joaquin Valley, got off their 1961 gridiron season in good form as they whipped 1960 C.I.F. Champion Santa Barbara High 7-6 before an overflow crowd of 7,000 fans at Peabody Stadium in the Coast City on Friday night, September 23rd. Quarterback Mike Gunther led the K.C. attack and tallied the Drillers' lone score on a sweep around his own right end in the second quarter.

Santa Barbara is loaded with good 'Chicano' players. The best is fullback Frank Ramirez. Built like a truck and goes around 215 pounds.

LA MERDE

You guys who made bets with me on the Giants and the Dodgers (HURRAY!), sit tight. I'll be coming around to call on you in a few days. Have the cash. I will not be bought off with beer, menudo, mariachis, tickets to the 49ers, pornographic literature, or praise for my prognosticating talents.

YENOM SKLAT!!!!!! -

ARKANSAS - Land of Opportunity!

(That's why all the Arkies come to California)

SLIPPERY DICK NIXON TO RUN FOR GUVV!!!!

Slippery Dickie Nixon, recently defeated by a rich stud from Massachusetts in a hotly contested battle for the right to call the White House his pad, has decided to evict Pat Brown from his abode at Sacto. Goodie is in the race also as is San Pancho mayor George Christopher, a milkman.

Demo 'O Cats think that Brown can make it back no matter who the feuding Repubs run.

QUESTION OF THE WEEK:

What Don't You Like About San Jose?

Dear Dave:

It is too close to Santa Clara and Del Rio, Tex.

..... Mario Vazquez

FALSTAFF BEER

FALSTAFF BREWING COMPANY NOW THIRD LARGEST IN AMERICA I

Falstaff Brewing Corporation, since its founding in 1917 by the late Joseph Griesedieck, has grown from a small 300-barrel-a-day brewery to become one of the nation's leading brewers.

The picture was not always so bright for Falstaff, however, because only three years after the company began operation it was forced to close by the passage of the Volstead Act, which became effective in December of 1920.

Determined to keep the company alive, "Papa Joe" Griesedieck, as he was affectionately known throughout the industry, managed to keep his firm going through the prohibition era by producing non-alcoholic malt beverages and soft drinks. It has been said that these troubled times fostered and nourished the tenacity of spirit and will to succeed that has characterized the company's constant growth.

With the passage of the Repeal Amendment in 1933, Falstaff was the FIRST BREWERY IN AMERICA GRANTED A FEDERAL PERMIT TO PRODUCE BEER. With repeal began a record of company growth which has seen new production records established nearly every year.

The company took its first step toward de-centralization of production with the acquisition of a plant in Omaha, Nebraska in 1935.

By 1937 sales gains in the southern states made it necessary to set up another plant, in New Orleans. Today this plant is one of the South's largest and most modern breweries.

After the Second World War, in 1948, Falstaff purchased the Columbia Brewing Company in St. Louis and the company's record of growth continued.

The San Jose plant was established in 1952, giving FALSTAFF coast-to-coast distribution for the first time.

In 1954 the firm acquired a plant in Fort Wayne, Indiana, and began to exploit new markets to the north. Also in this year civilian markets were opened in Hawaii, and FALSTAFF production topped 3 million barrels for the first time.

In 1956 the company purchased breweries in Galveston and El Paso, Texas, a state where Falstaff has long been a favorite.

The key to Falstaff's growth pattern has been the concentration of sales in depth fairly close to the point of production. When popularity of the product made it necessary to ship greater distances, another brewery would be acquired to serve the newly won territory.

At present, FALSTAFF IS DISTRIBUTED IN 28 STATES which encompass about 40 percent of the nation's total population. The present distribution pattern provides great selectivity as well as excellent potential for future marketing expansion.

Now the THIRD LARGEST BREWING FIRM in AMERICA, the company's 1960 sales reached 4,915,000 barrels (31 gallons in the brewing industry's standard barrel measurement) for a new company record.

With a history of outstanding growth in the past, FALSTAFF BREWING CORPORATION today looks toward and plans for a future which will bring the company to its ultimate goal, NUMBER ONE sales position in the industry.

Photo taken recently at Falstaff's San Jose plant shows Pete Resendez; Vicente Jimenez, owner of

Sabina's Place; Nils Johnson; and Art Pricco, Falstaff Sales Representative.



TEATRO **LIBERTY**

Tony D. Maria
GERENTE

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



▪ **EL VIOLETERO** ▪
TIN - TAN - Marina Camacho

MIERCOLES 18 de OCTUBRE



▪ **SEÑORA AMA** ▪
Dolores DEL RIO - Jose SUAREZ