



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 14, Num. 19

JULIO 20, 1964

SAN JOSE 10, CALIFORNIA

FLORES PHARMACY

La FARMACIA MEXICANA
del Condado de Santa Clara
Habre sus Puertas en San Jose

CY 2 - 3023 • 97 S. MARKET ST.

*Bill Ellis Pharmacist. Miss Mary Lou Flores explain
pharmaceutical standards to Humberto Garcia*

● Bonanza REALTY



Daniel Boone



George Navarez



Carlos Rodriguez



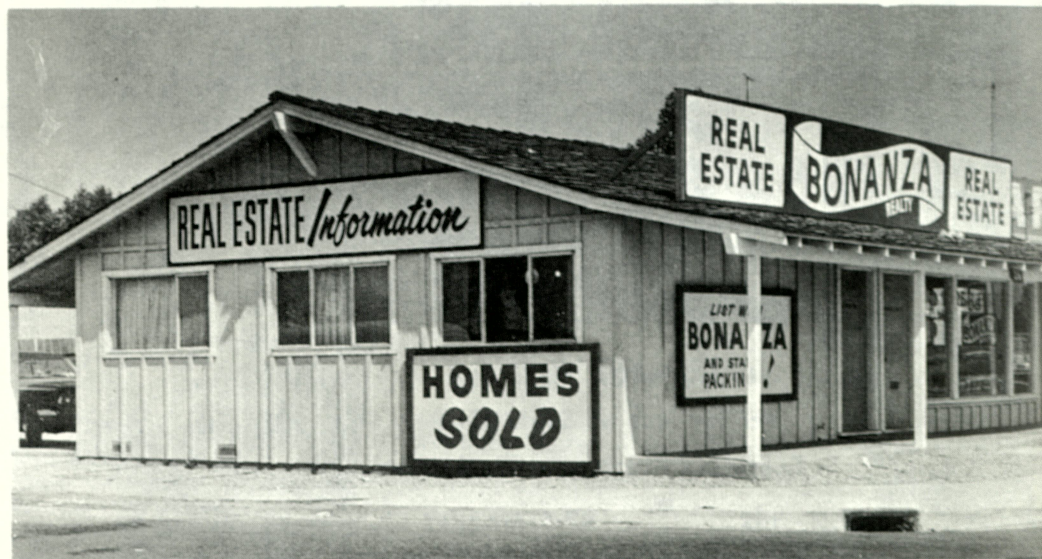
Peter J. Diaz

ASI ES QUE... para que apeñuscar a su familia que necesita tres o cuatro recamaras en una o dos recamaras ? o si son unicamente Ud. y su esposa para que vivir en una casa construida para seis personas ?

BONANZA REALTY le vendra su casa... y le encontrara una apropiada para Ud. y talvez le quede dinero para comprar ese carro nuevo que Ud. tanto ha deseado.

Venga o llame a nuestras oficinas y nuestros agentes de habla hispana le daran un prosupuesto Gratis, Justo y Experto ACCION RAPIDA en vender su CASA. Rectifique el plan garantizado de Ventas de Bonanza.

Alguien Desea Su Propiedad! Venga con nosotros y Empiece a Empacar



CY 2 - 7900 o CY 8 - 1966

367 Meridian Road

ENFRETE DE SEARS.



Pat Vasquez

The 1964 Republican National Convention is over and come next November it will be Goldwater against Lyndon B. Johnson. The Republican Party has said they will win the election in November. Now it is up to you, if you want Goldwater for president, then stay away from the polls like you do every election. Just remember that Goldwater was one of the senators that voted against the Civil Rights Law. Now if you say that you want Lyndon B. Johnson for President again, well, this is how you can have him in office again: Just go and vote in November and get your father and mother and sister and brother and aunt and uncle and all of your neighbors out to vote. Only you can do this. After all this is your right and don't let anybody tell you otherwise.

The American GI Forum has a new Administration and a roster of 84 members. I wish the new Chairman, Bill Lopez, all the luck in the world, cause running the Forum is a rough job. And as for the 84 members I would like to see them at the meetings more often. I would like to know each and every one of you. It's a shame that out of 84 members, I myself, know only about half of you. So come in and let us get to know each other better. Remember that every day the GI Forum is getting better and better.

Rumors say that one of our local canneries had a bomb scare two weeks ago. It has to be a warped mind that would plant a bomb in a place where lots of people work. And at the same time I think that the people in charge of this cannery should at least send the workers out of the building and out in the street just in case there was a bomb. After all it is better to lose a few hours of work than a few lives. Next time don't take a chance and sacrifice human lives for a few hours loss of work.

The San Jose American GI Forum is having a dance on Saturday, August 1, 1964, 9:00 P.M. to 1 A.M., at the IES Hall, 1401 E. Santa Clara Street. FREE REFRESHMENTS FROM 7:30 to 8:30.

Door Prize. Dance to the music of Jess Escobar and his orchestra.

CLUB SAN FELIPE invites you all to their Semi-Formal Ball, Saturday, July 25, at the Cabaña. Bid \$5.00 per couple.

United Latin American Council Benefit Dance, I. E. S. Hall, Saturday, August 22. Keep this date in mind.

For the BEST pictures in town, the man to see is your friend and mine, Mr. Humberto Garcia.



LUPE GOMEZ RECEIVING A PLAQUE for outstanding work in United Food Drive, from Herold Martinez.

American GI Forum
San Jose Chapter
BENEFIT
DANCE

SATURDAY, August 1, 1964
9:00 P.M. to 1:00 A.M.

featuring
JESS ESCOBAR
& HIS ORCHESTRA

I. E. S. HALL 1401 E. Santa Clara St.

FREE REFRESHMENTS 7:30 to 8:30

Door Prize Donation \$1.25

TO WHOM IT MAY CONCERN:

Since paid commercials are the only source of income that EXCENTRICO has and we gave commercials away we would soon be in a pickle. This is a FREE commercial, due to the fact that the American GI Forum brings all of the commercial printing to us. We help those that help us. This ADVERTISEMENT would normally cost \$14.50.

Maria's COCKTAIL LOUNGE

BAILE

VIERNES - SABADOS

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.

DAN and MARIA AGUIRRE, Prop.

CY 5 - 9872

728 N. 13th St.



Becho Gloria y su Conjunto

Alla en el Camposanto

Alla en el camposanto
Deposite una flor,
Yo no se si era santo
O seria mi amor.

Pero si lo que se
Que era una nina pura
De una rara hermosura,
Y murio con gran fe.

Esa niña vivia
En un barrio ignorante,
Mas no se si seria
Hermana de un amante.

Muy temprano murio
De una extraña tristeza,
Yo no se si estreno
Su vestido de freza.

Cuando la llevaban
Para el camposanto
Los que la cargaban
Iban con su manto.

Yo iba junto a ella
Mudo y pensativo
Rogandole a Cristo
Que la reviviera.

Pero el Dios eterno
Mostrandose esquivo
No dejo a la niña
Que al mundo volviera.

Ahora vivo triste,
Triste solamente
Con mi gran querella,
Voi mirando al cielo
Para ver si existe
En alguna cumbre
O en alguna estrella.

Augusto Medal

San Jose, California
Mayo 1964

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Con la Compra de Un Carro se le regalara
10 Lineas de BOLICHE !

Toda Clase de Autos - Muy facil de Financiar
ABIERTO de 9:00 a 9:00 inclusive Domingos
GEORGE BURGUEÑO, Prop.

294 - 7241

1045 E. Santa Clara St.



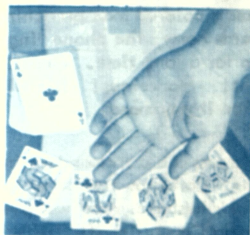
Vote for a Strong AMERICA

**Vote for a Clean Honest
Administration**

VOTE for ●
BARRY GOLDWATER

MADAM Zora

ADIVINADORA



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Para ayudarle en Problemas
de SALUD - ENFERMEDAD
TRABAJO - NEGOCIOS
Traigame sus Problemas

Esta Sra. ayuda a los ena-
morados y parejas separa-
das a que se CASEN o se
vuelvan a REUNIR.

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



La encantadora Srita. LORRAINE AGUILAR acompaña
al matrimonio Lydia Aguilar - Eddie Morales que se
verifica el 23 de Mayo a las 2:30 de la tarde en la Ig-
lesia Holy Family de esta ciudad.

Estudio EXCENTRICO.



**For ARTISTIC and CORRECTLY
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Wedding Invitations

Our PRINTING DEPARTMENT

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CY 2-4273

195 DEVINE STREET SAN JOSE 10, CALIFORNIA



Club Zanzaree



Jovita Martinez

THE SIGHTS AND BLURS OF SAN JOSE

The indescribably, fantastic, majestically, colossal tortilla parlors, and starring chile verde, refried beans, and introducing Milk of Magnesia!!!
SHADES OF SUMMER 1964

I was a sit-in at my local night club.

On First Street, shake your head three times if your hair doesn't swing you're a Fink! You've reached the corner Low and Behold right before your squinted eyes you see a fat woman wearing nothing but a sheet and barefoot at that! Her hair is straight and scraggy, and as you stare at her she suddenly gives you a heartwarming smile.....THINK.....this could very well be the turning point in your life! Maybe she'll ask you to join her cult and you too can go around wearing bedroom sheets and.....Oh well, that's San Jose for you.

South Second Street is the Mecca of Hairdressers, the block is penetrated with the fragrant aroma of 10,000 different kinds of hair spray (don't ever shake your head three times on this block). The structure of this unique street is made up of Beauty Colleges, and the students. It is also comprised of one other very essential thing: "EGO", for without it hairdressers are lost.

SAN JOSE STATE COLLEGE - a haven of apartment houses, Hondas, British sports cars, the word SPARTAN is everywhere. A few traces of bohemianism here and there. THINK ETHNIC THINK FREEDOM.

Meanwhile the sun shines harshly upon Post Street.

Do you enjoy walking around in circles? Go over to the Bank of America on Friday afternoon and join the pickets.

Going to Boston this summer? May I suggest you take your topless bathing suit with you, I hear that Bostonians are so uninhibited and natural.....(Take some bail bonds while you're at it, since you'll need them to be released).

SAN JOSEANS REJOICE! If you're one of those persons who takes the bus to work everyday you will be pleased to know that most likely we'll soon be paying 20 cents for fare instead of 15 cents.

All of this because of the County's excellent and efficient bus service. It's such a comfort to know that if you miss your bus some fine morning you need not wait too long for the next one, since the buses

pass about once every five hours.

Meanwhile, Barbra Streisand sings People. Kids swiftly pass you by in their skateboards. The billboards on the street advertise Pommac, the soft drink from the continent. You sprained your hip bone trying to dance The Swim.

You notice that it's only July the middle of summer, and the stores are already selling winter clothes.

The name Barry Goldwater, it sounds more like a threat.

Yes, it's summer and you're already wondering what you'll be doing next year at this time. The old man asleep over at St. James Park. He's not wondering what he'll be doing next year at this time. The kids in front of the Crest Theatre, they aren't wondering either. You stop in front of the news stand. You absentmindedly glance at the headlines - San Francisco Chronicle, The Examiner-San Francisco seems so far away, almost like another world-but is it really? You go into Woolworth's for pizza and somebody steps on your toe. Outside stands a colored man preaching the gospel. You start towards home, the phone rings, someone you haven't seen for a long time. Great!! You're going out, tonight! Marvelous! It's still summer, but you don't notice it any more.

THE UNSINKABLES

Heard that Hank Paramo did a tremendous investigation on the Martinez-Cardenas case in which the two widows who lost their husbands received over \$316,000 award in an Alameda Court. Terrific, Hank!

Kenny Hansen very chilly these days, just got back from Alaska.

Tony Toro now attending Parkside Beauty College is also working part time at Furniture Discount House. Will wonders ever cease?

Hear that Mary Martinez got married..... congratulations!!!!

These rumors about me being married simply aren't true, says Freddie Acosta.

Walt Perez has such big shadows under his eyes. Your love life, maybe?

Sugar Zamora still sweet as ever.

SELENE-ZANZAREE BASEBALL GAME

Club Selene and Club Zanzaree engaging in a baseball game soon. This should be very interesting.

Anna Avila leaving for Europe soon for an indefinite stay. How fabulous! She plans to see Munich, Florence and Milan. She's flying out on Lufthansa German Airlines.

Henry Navarro - salesman at Furniture Discount House - just got back from vacationing down south. Says Henry, "I was walking down Sunset Blvd. observing and I spotted this glamorous looking girl who looked typically Hollywood, sunglasses and white poodle, etc. We started talking and soon I found myself invited to a Monday night dinner at the Knickerbocker Hotel in which assembled hundreds of young actors and actresses. Also he made the rounds of at Venice West - A bohemian ghetto where most of San Francisco beatniks migrated to after evacuating North Beach. Other spots Henry toured were Malibu, Long Beach, P.J.'s on Sepulveda Blvd., etc.

- End of the Line -----

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Most TV sets operate perfectly in stores because of powerful "souped-up" antennas. But you never know until you've already bought your television set how it will play in your home or apartment. Try a Muntz TV before you buy... with a FREE HOME DEMONSTRATION. We Repeat! WHY TAKE A CHANCE?

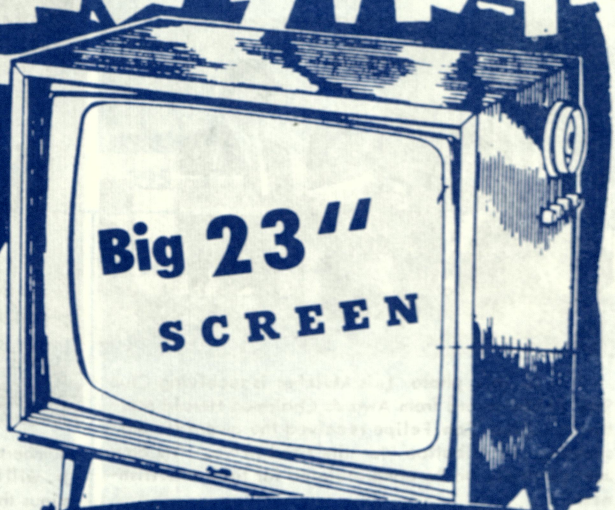
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**FABULOUS
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CALL NOW! CY4-7747 - Out of town call collect!

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Good for a \$50.00 Stereo Library
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EAST SIDE

CY 4-7747

982 E. SANTA CLARA ST.

WEST SIDE

CH 4-6171

3585 STEVENS CREEK BLVD.



CLUB
San Felipe



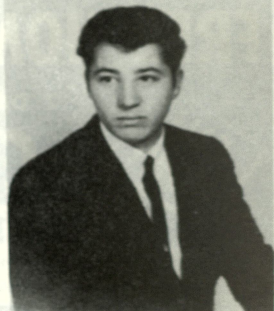
Candy Veliz

the bids you can obtain them there. Come and help us celebrate our anniversary - we thank you.

I have been trying to publish this photo for the past two issues without success. Hope I make it this time.

Who art thou picture?

JIMMY BAEZA



* * *

Club San Felipe wishes to express their deepest condolences to Cesar and Shirley Isais and their respective families in the loss of their baby son, Eric. May He Rest In Peace.

When in the market for a good used TV set see Paul Gary at D & D TV Sales and Service on E. Santa Clara Street.



In this photo Luis Melchor is receiving Club San Felipe award from Awards Chairman Herold Martinez. Club San Felipe received the award for outstanding contribution to the Food Drive. The boys are certainly to be congratulated for their unselfishness.

American GI Forum Dance at the IES Hall on E. Santa Clara Street on August 1st. Jess Escobar will play from 9 to 1 and there will be a happy hour from 7:30 to 8:30 with FREE BOOZE. Won't you join us?

I had a very enlightening conversation with two lovely girls, Trini Gutierrez and Linda Villalobos. Very educational, yes indeed!

We would like to recommend a very likeable young man Martin Mendez and his Las Palmas Taco Bar on The Alameda. Martin and his staff treat you like a King and the food is DELICIOUS.

Chilito Mireles, you are now coming in loud and clear on the radio. Te oles muy bien. Hope you sell a lot of cars. Good luck.

The ULAC is having a dance on August 22nd at the IES Hall. Keep the date in mind. Will tell you more in the next issue.

Today is THE DAY - CLUB SAN FELIPE'S 5th anniversary dance at the CABAÑA. If you don't have



Humberto Garcia Excentrico's Boss Man and Bert Garcia Jr. will be in charge of the photographic end, of course minus the silly photographers grin.

See You at The Cabaña Saturday nitel!

--Candy

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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

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GRANDES TARDEADAS todos LOS DOMINGOS

Las Mejores Orquestas y Artistas

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Escuche a los fabulosos Chatanoogas todos los Domingos
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Rebuilt Motors - Radiator Repairs - Starters
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ESTATUAS - CUADROS

VELADORAS

(En seguida de PARISIAN
DELICATESSEN).

CY 5 - 2130

49 W. San Fernando





*Maria de la
Luz Sánchez*

Gracias

El Comité pro monumento al Presidente John F. Kennedy en San Jose, que me honro en presidir, cumpliendo con el elemental deber que impone la gratitud, por medio de la pagina de mi cargo en esta su revista amiga EL EXCENTRICO, hace publico su agradecimiento a las diferentes empresas, negocios, organizaciones, artistas y demas elementos que con una buena voluntad y un altruismo digno del mayor ecomio, cooperaron con nosotros e hicieron posible que el festival (primero de la serie en perspectiva que se propone llevar a cabo este Comité), y que fuera presentado en el Auditorio Civico de esta ciudad el domingo 14 de junio, resultara coronado con el mejor de los exitos.

Explicitamente, queremos poner en la LISTA DE HONOR de nuestra agradecimiento los siguientes nombres que por tan bella accion merecen el respeto y el aplauso del publico:

IVONNE FUENTES y su fantástica orquesta de doce profesores.

ELENA ESCOBEDO y su tan gustada y popular orquesta LOS MARCIANOS, haciendo mencion especial de su cantante Nando, con el que la mencionada Directora interpreto una sentida cancion compuesta por ella en honor del Presidente Kennedy.

QUINTETO DE LOS HERMANOS JORDAN, los consentidos de todos los publicos con sus lindas interpretaciones que fueron muy aplaudidas.

ORQUESTA JUVENIL DE LOS MAJESTIC, alegres y bien acoplados quienes hacen rapidos progresos en arte divino de la musica.

MARIACHI LOS GAVILANES, que con su formidable actuacion hicieron las delicias del publico.

EMPRESA DAVILLA, la que poderosamente influyo para que prestara su cooperacion el actor del Cine Nacional Jose Pulido.

JOSE PULIDO, el simpático cantante y villano de nuestro cine nacional, quien compartio honores con,

TRIO LOS REYES, tres bien timbradas voces y tres guitarras de maravilla que mucho agradaron al publico.

LABORATORIOS MAJOV de Los Angeles, California, por habernos mandado el precioso regalo de,

PEDRO CUEVAS, apuesto y joven compositor y cantante que realmente se lucio cantando divinamente.

CRISTINA MARTINEZ, otra joven promesa de la cancion mexicana, poseedora de una voz de arrullo.

TICO TICO CLUB, por haber cedido al gran mariachi LOS GAVILANES.

RADIO PRODUCCIONES CABALLERO, por haber donado cien discos a beneficio de la obra.

KLOK RADIO INTERNACIONAL, por la amplia propaganda que da al Comité y a sus iniciativas.

KPER RADIO AMISTAD de Gilroy, California, por las dos horas de control remoto que fue radiado desde el Auditorio Civico como una gran propaganda para este gran evento.

CARLOS CAMACHO, por haber donado su tiempo para propaganda de la fiesta y ser quien hizo que los LABORATORIOS MAJOV cedieran sus artistas ya mencionados.

CARLOS GOMEZ, conductor del programa radial FIESTA MUSICAL, por la propaganda dada al festival desde este programa, y por su actuacion como maestro de ceremonias del multicitado festival.

BEATRIZ ADRIANA FLORES DE SARACHO, la pequeña gran artista que con su arte en ciernes y con su gracia y belleza natural conquisto al publico, lo mismo que su hermanita,

JUDITH FLORES DE SARACHO, cantante de ranchero que se apunta como una promesa de la cancion vernacula.

CASIMIRO ROGELIO FLORES y, AIDA FLORES DE SARACHO, por su buena voluntad de venir a cooperar con el trabajo artistico de sus hijitas Adriana y Judith, desde la ciudad de Tijuana, B. C., Mexico.

A todos nuestra simpatia y reconocimiento traducido en una sola palabra que cuando es sincera, se vuelve inmensa por su significado:

¡GRACIAS!!!!!!!!!!

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

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**WEDDING
INVITATIONS**
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Directors Coats - Cut Away
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\$8.50
ALL NEW -
Dinner Jackets,
Pants, Shirts,
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Daily 8 to 6:00 p.m. Mon. & Thurs. 'til 9
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Spanish

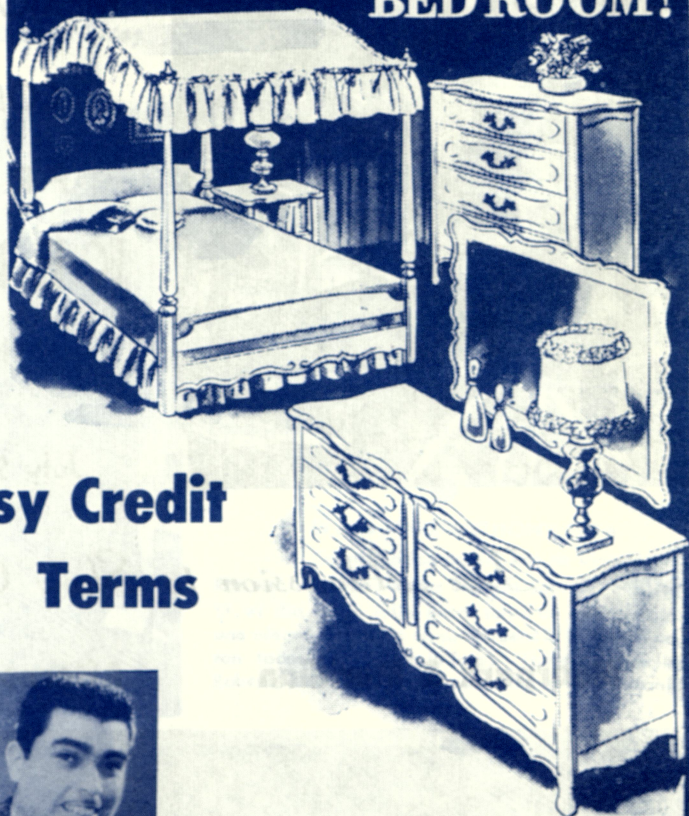
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836 E. Sonoma Blvd.	Vallejo, Calif.
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Afternoon & Evenings





★ ★ ★
EL FOTOGRAFO
de las
ESTRELLAS ... !

Richard Diaz



JIMMIE HERRA

At the end of the scholastic year proudly receives his diploma at SYAVANDLE JR. HIGH



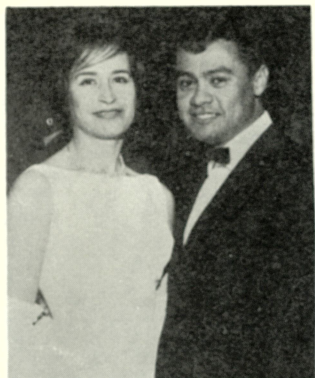
Richard Gomez presidente del UNITED FOOD DRIVE a la derecha extiende su mas sincero agradecimiento al Sr. John Hansen, Vice-Presidente y Tesorero de U.S. PRODUCTS por su generosa contribucion al United Food Drive. Foto fue tomada durante el Banquete de instalacion de Oficiales de ULAC y distribucion de certificados por servicios meritorios. Candelario (Candy) Veliz es el nuevo presidente de ULAC.

El niño MARK ANTHONY SOTA

Cuenta con su primer año de vida

Por tal motivo su madre Theresa Sota del 348 Jerome St. el dia 13 de Julio, dia de santo de Mark, le ofrecio una alegre fiestecita en su residencia a la cual asistieron todos los niños en la foto. Theresa es sobrina de Robert Perez ampliamente conocido en esta comunidad.





Furniture Discount House
Boss Man
Hank and Salome Coca

EXCENTRICO presents
personalities that attended
CLUB RIVIERA'S FORMAL
Sat. May 16 - Hawaiian Gardens



GEORGE VEGA
LUPE VEGA



RUDY BELLOUMINI
ANNIE SALCIDO



MR. and MRS.
RAY and FLORA GALLEGOS

EXCENTRICO presents
personalities that attended
CLUB RIVIERA'S FORMAL
Sat. May 16 - Hawaiian Gardens



VINCE URIBE
MARY VERGARA



MR. and MRS.
Humberto and Alice Flores



En la grafica el Dr. Lawrence Stern y la guapa
repcionista Susan Lopez.

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

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PAGOS FACILES

CY 5 - 4805

67 S. FIRST ST.



Galeria Infantil

JESS DURAN
9 mo. - Born in Campbell
Parents:
Jess and Pat Duran

SABINA ANTONETTE CONTRERAS
4 mo. - Born in S.J.
Parents:
Rafael and Alicia Contreras



LEITER STUDIO

DOMINIC MEDRANO
9 mo. - Born in S.J.
Parents:
Gil and Pat Medrano

MAYRA FRANCO
1 yr. - Born in Redwood City
Parents:
Jesus y Maria Franco



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Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

Rudy Gonzales

y su fabulosa Orquesta Sabado 25 de Julio
Baile de 9:00 a 1:30 a.m.



OFELIA ZAPATA y Su Orquesta Femenil

Ademas BECHO GLORIA y su Orquesta
Baile de las 7:30 a la 1:30 a.m.

GILBERTO VALENZUELA

En PERSONA el Astro del Cine Nacional
Sabado 1ro. de Agosto

NEW X-RAY TECHNICIANS
Thomas Perry and Nancie Ann Van Lindt
received their diplomas June 30th from
James T. McCort, M.D. (second from
right) Chief of Radiology at Santa Clara
County Hospital. Technician George
Sliger is at right.



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BAILAMOS ?

The Queen Coronation will be held at 12:00 p.m.

El día 14 de Marzo del presente año, marcando el reloj las 4:00 de la tarde, en esta ciudad de San Jose, la Srita. IRENE D. GUTIERREZ hija de Isabel y Natalia Gutierrez tomo por esposo al joven JOE G. CANO en la Iglesia HOLY FAMILY, oficio el Rev. Jose A. Peña.

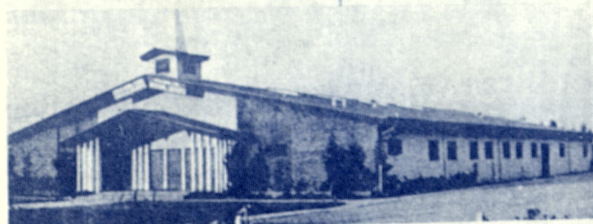
La recepcion se verifico en el Horseman Association Hall asistiendo mas de 200 invitados.

Iz. a der: Luz Maria Flores - madrina, Gene Nario - padrino, Frances Grijalva, Charles Grijalva - Cruz Robles - padrino, Natalia D. Gutierrez - madrina y los pajecitos Joe Gutierrez Jr. y Debbie Grijalva.

LEITER STUDIO



Asamblea Apostolica de la Fe en Cristo Jesus



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Habra lugar para todos. Los primeros dos dias se celebraran en el Templo Apostolico ubicado por la calle McCreery. Los dias restantes, en el salon de exposicion del Santa Clara County Fair Grounds. Tully Rd. off Monterey Highway.

Le esperamos Dios le conseda estar con nosotros.

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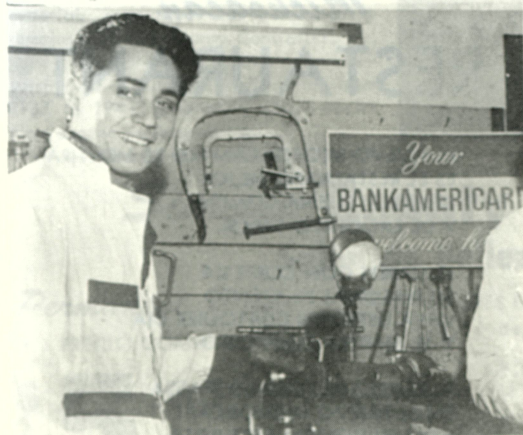


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Simon Villa



UNION CITY, CALIF.

LA SEÑORA MARGARITA S. VILLA SIGUE ENFERMA EN EL HOSPITAL

La apreciable señora Margarita S. Villa, esposa de nuestro buen amigo y colaborador de nuestra revista EL EXCENTRICO, Señor Simon Villa, con residencia en el No. 33516 - 10th Street, Union City, California; sigue internada en el Highland Alameda County Hospital en Oakland, sintiéndose muy mejorada gracias a Dios en primer lugar y al activo tratamiento de los medicos y a la actividad de las enfermeras que la atienden.



En la foto aparece los esposos Simon y Margarita y su hija Catalina, hace algunos años.

La enferma Sra. Villa a sido visitado en el hospital por segunda vez por la mayor parte de los familiares de los esposos Villa y algunas amistades. Contandose entre ellos el Sr. don Jose Solis, quien vino procedente de la ciudad de El Paso, Texas, a visitar a su hermana enferma; El ingeniero Sr. Basilio Solis, sobrino de la Sra. Villa, que radica en Huntington Beach y a quien acompañaba su distinguida esposa. y sus hijos quienes visitaron a la enferma los dias 27 y 28 de el proximo pasado mes de Junio.

Tambien estuvieron visitandola sus hijos: Carlos Villa y su esposa Amalia y familia que radican en Irvington; Maria Luisa Boyd y familia que radica en Turlock; y el Sr. Arturo Villa quien es Supervisor de una fabrica de herramientas mecanica quiza la fabrica mas grande de los Estados Unidos y Catalina V. Rojas y familia que radica en compañía de sus padres esposos Villa.

Todos estos visitantes se les concedio pases especiales usando todo el día para visitar a la Sra. Margarita Villa.

DE VACACIONES

Procedentes de la ciudad de Santa Fe, capital de el estado de Nuevo Mexico, se encuentran entre nosotros el apreciable y culto amigo Señor don Gabriel O. Moreno, acompañado de su apreciable y fina esposa Sra. Maria T. Moreno; sus nietos Rita Dolores y Roberto Moreno; tambien los acompañaba el jovencito David Romero amiguito intimo de la familia Moreno; quienes vinieron con el exclusivo proposito de visitar a su muy querida hermana la Señora Josefina M. Hernandez, y a su esposo don Pedro Hernandez, y demas familiares, y al mismo tiempo a pasar unas muy merecidas vacaciones.

La revista EL EXCENTRICO les desea al Sr. Moreno y a su amable esposa y a la demas familia que lo acompañan pase en la ciudad de Union City un tiempo muy placentero al lado de los amables y bien conocidos esposos Hernandez y que Dios Padre Todopoderoso, les permita regresar al lugar de su residencia felices y sanos.

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CON SU COMIDA EXQUISITA
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NEW AND DIFFERENT to the County Public Works Department was Lewis E. Dreyfous, (center) first accountant ever to join the staff. Welcoming Dreyfous is Director James T. Pott (right) as Business Manager C. J. MacPherson looks on.

The forty-four year old Dreyfous has been placed directly under Business Manager C. J. MacPherson to streamline and supervise accounting procedures for all Public Works operations but roads and highways. He will be responsible for accounting of approximately 15 million dollars in departmental services and materials annually. The roads account remains with the County Controller.

Mr. Dreyfous attended the University of California at Berkeley from 1937 to 1941, graduating with a Bachelor's degree in Accounting.



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La Srita. LYDIA AGUILAR hija de Josephine Aguilar contrajo NUPCIAS con el caballero EDDIE MORALES hijo de los esposos Manuel y Petra Morales el Sabado 23 de Mayo del presente año, a las 2:30 de la tarde en la Iglesia Holy Family de esta ciudad. La Recepcion se verifico en el I.E.S. Hall asistiendo mas de 300 invitados. Lydia es nativa de esta cd. y Eddie de Po-

mona, Calif. En la foto: iz. a der: Gloria Rios, Lorrain Aguilar, Vera Atencio, Ramona Morales, Elizabeth Morales, Elenore Aguilar (Los Novios) Tony Ruiz, Freddie Morales, David Morales, Manuel Morales, Salvador Aguilar, Daniel Rios y los pajecitos Cindy Morales y Steven Martinez.

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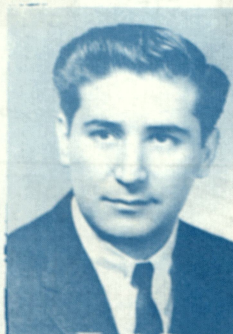
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HORAS de CONSULTA

Lunes a Viernes 9 - 12 y 2 - 5

Martes y Sabados 9 - 12

Lunes y Juev. 7 a 9:00 p.m.

Sufre de Dolor de Cabeza, corto de resuello, del corazón, presión de la sangre, del estómago, hígado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que torceduras de la espina dorsal ponen presión en los nervios y cierra las fuerzas necesarias de los nervios que se transmiten del cerebro todos los órganos del cuerpo. Esta fuerza de los nervios dirige la función de los órganos y cuando hay interferencia causa mal funcionamiento de estos órganos.

Su doctor QUIROPRACTICO buscara las causas de este mal funcionamiento de sus órganos con análisis científicos quiroprácticos. El doctor consultara con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiroprácticos.



Club Riviera



Harold Martinez

Because I am an avid EXCENTRICO reader, I was awed when I read a series of articles a few months back berating a certain committee that exists in our community. I felt that if such a crooked committee existed, I, as a civic minded person, must do all in my power to clean up our community.

The first thing I had to do was to infiltrate the enemy forces and find their strengths and weaknesses. So I donned my Army gear to protect myself against the hijackers and muggers I was told to expect. With my gas mask in place, my helmet strapped tight and my trusty M-1 at my side, I made my way through the back roads and approached their meeting place. I took a deep breath and checked my gear as I rapped on the door.

It didn't surprise me when a lovely young lady answered the door and asked me to enter. I wasn't going to be fooled by her pleasant tone of voice because this is the way I expected it to be. After another deep breath I quickly stepped inside and checked behind the door, that's when I suspected something was wrong. I was led into the meeting room and when I saw everybody sitting around I knew this was it. All of a sudden there was a "BANG!" "BANG!". I jumped behind the couch, confident that my trusty M-1 wouldn't let me down. I traced down the banging to the chairman of the meeting and was disappointed to find it was only a gavel in his hand. The meeting had begun, but I kept an watchful vigil for the crooks so vividly described by my EXCENTRICO colleagues.

As the time passed I was entranced the proceedings of the meeting and was very surprised when I met some of these people and found out they were human.

The committee, The John F. Kennedy Monument Committee, is composed of very intelligent people and not a branch of the Mafia, as I was led to believe by my colleagues. It was formed for the sole purpose of erecting a monument to our late and great President in the name of the Mexican-American people, and is composed of very conscientious and devoted people.

Club Riviera is proud to announce that we have donated to the fund and we urge all of you to stand up and be counted. If you have any doubts about your donation, then I urge you to attend one of their meetings and give your donation in person.

CLUB NEWS

The date was May 3rd and Riviera's members were all dressed up in their sport outfits ready to attend Club San Felipe's Free Dance at the I.E.S. Hall. As they approached the door an officer intercepted them and informed our boys that only persons in suit and tie would be admitted to the premises.

Down but not out, we congregated in Alviso and there had one of the wildest times with a terrific party. The party broke up early (next day) and I'm positive everybody got home alright.

COMING EVENTS

Club San Felipe's Annual Formal Dance at the Cabaña, July 25th. Music by a very outstanding band called LOS ELEGANTES. Contact any of the members or get bids at the door.

NOTABLE NOTES

For the best cocktails in town go to Maria's on North 13th Street, San Jose.

For the best furniture in town see Hank Coca at Furniture Discount House, 82 E. Santa Clara St.

For the clothes you want and the most for your money go to Gene's Clothing Store on South Market Street, by the Liberty Theatre.

* * * * *

ATTN. Civil Rights Leaders: Why send Federal Troops to Mississippi? What they need down there is a band of psychiatrists.

-30-



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Dave
Sierra

VIVAN LOS DODGERS DE LOS!!

This is just a friendly reminder that I am still an avid fan of the world champion LOS ANGELES DODGERS, man for man the best baseball team in either league.

We saw three of the four games the mighty Dodgers played up at San Pancho a few weeks ago. (Incidentally, while we're at it, we would like to thank San Francisco attorney Bruce Walkup for the use of his box seats on Thursday evening. Fellow Dodger fan Marion Villegas and Giants fan Daniel Vasquez and I got a good look at Sandy Koufax's wrinkle from the seats in section 7.)

Anytime you need someone to warm the seats in the box, Mr. Walkup, we are ready!

The mighty Dodgers take on the Giants in LA this weekend, and win, lose, or draw, we're still with them. If you look real close at your television set Saturday night, you might be able to pick out me and the old lady in seats 5 and 6 of row Y in section 51, down the right field line in the field boxes.

After what the Dodgers did to the Giants and Yankees and Reds and Braves and Cardinals last year it should be enough to hold me for quite a while. I would be happy to be a Dodgers fan if they didn't win another game all season.

If any of you fathers and mothers have a son who is a Dodgers fan and would appreciate having a scorecard from Candlestick Park autographed by Mr. Sandy Koufax, I have one. Just send a self-addressed and stamped envelope. First come first served.

REPUBS CHOOSE BURY GOLDAGUA!

That comedy on television which the local rags chose to label a Republican Party Convention is an insult to an American's intelligence. Those people acted like a bunch of drunks at a winos convention.

Booing Nelson Rockefeller, the Governor of New York, was asinine and childish. It demonstrated to millions of Americans, watching on television, that the Republican party has gone backward and now more closely resembles a gang than a political party composed of some of our most brilliant minds.

I have always taken politicians with a grain of salt. I believe that they are a necessary evil. But I didn't expect grown men and women to act like idiots on national television.

Booing Nelson Rockefeller was just the start of the hijinks that turned the 1964 Republican convention into a farce. There was a fire and pickets and people on the convention floor who didn't belong there, getting in by buying false tickets which were printed at the last minute!

Bury Goldwater, the senator from Arizona, got the nomination and promptly went on television to tell us how he intends to straighten out the world. This man is a sad case. Bury Goldwater is against Civil Rights. That means he is against the Law of the Land and that means he is against everything American!

Bury Goldwater to me sounds like another man who became famous for his speeches in this century. I think one is enough. That other man's initials were A. H. and his name was Adolf Hitler.

For the sake of America, Vote for LBJ!!!!

This lovely young lady is Miss Minnie Molina of Corpus Christi, Texas. The picture was supplied to us by EL FOTOGRAFO DE LAS ESTRELLAS, Richard Diaz. Candy Veliz of Club San Felipe says that there are more beautiful Mexican girls like this one back in Texas, and that some of them will be at the Club San Felipe Semi-Formal on Saturday evening at the Cabaña in Palo Alto.



The members of Club San Joaquin would like to thank those of you who attended our 7th Anniversary Barbeque last Saturday evening. Thanks also to Mr. Marcy Zamora of the Piedmont Club for his help in making the event a success. A little thanks to Humberto Garcia who photographed the event and a big thanks to Manuel Fernandez who set up things for Mr. Garcia and showed him how to hold the camera!

A special thanks to George Plata, Gaspar Espinoza, Ray Ordenez, Eddie Plata, Joe Molina, Manuel Gonzalez and Walt Esparza for their help on Sunday afternoon.

Joe Molina says in Hollywood they separate the men from the boys (ask him!)

EPOCA DE ORO TARDEADA -- SEPT. 20

President Ray Villegas and his Epoca de Oro Club are getting ready for their Gran Tardeada on Sunday afternoon, September 20th, at SES Hall in Santa Clara. A rumor that Club San Joaquin members would line up for the free refreshments at 6 A.M. is false, I repeat false. Lineup time is 7 am.



• RICK RICHARD LEO •

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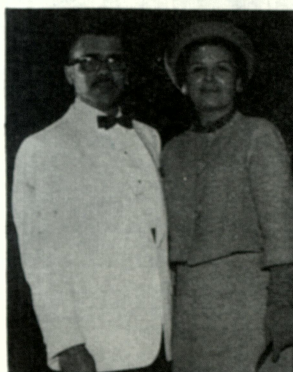
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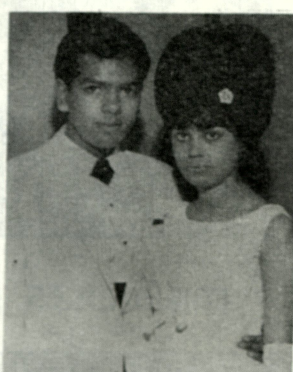


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MIÉRCOLES 29 de JULIO

This amusing comedy recounts the adventures of a charming young girl (Rita Macedo) who worries her family by her refusal to marry an unprepossessing young man they recommend to her.

So she hires a fascinating scoundrel (Armando Calvo) to pose as her husband when the relatives come to visit. All goes well until the "husband" begins to take his role seriously. She finds herself in the titillating situation of being an affectionate wife in public and then resisting the advances of an enthusiastic and aroused husband in the privacy of their boudoir. The hilarious solution of the difficulties is interspersed with several romantic songs.



La voz de oro de LUIS PÉREZ MEZA, tan conocida en los discos y la radio, nos deleita ahora en la película MI ADORADO SALVAJE, distribuida por Clasa Mohme, Inc.



• DOS GALLOS y DOS GALLINAS •
Miguel Aceves Mejía - María Duval