



El Excentrico

HUMBERTO GARCIA
Director

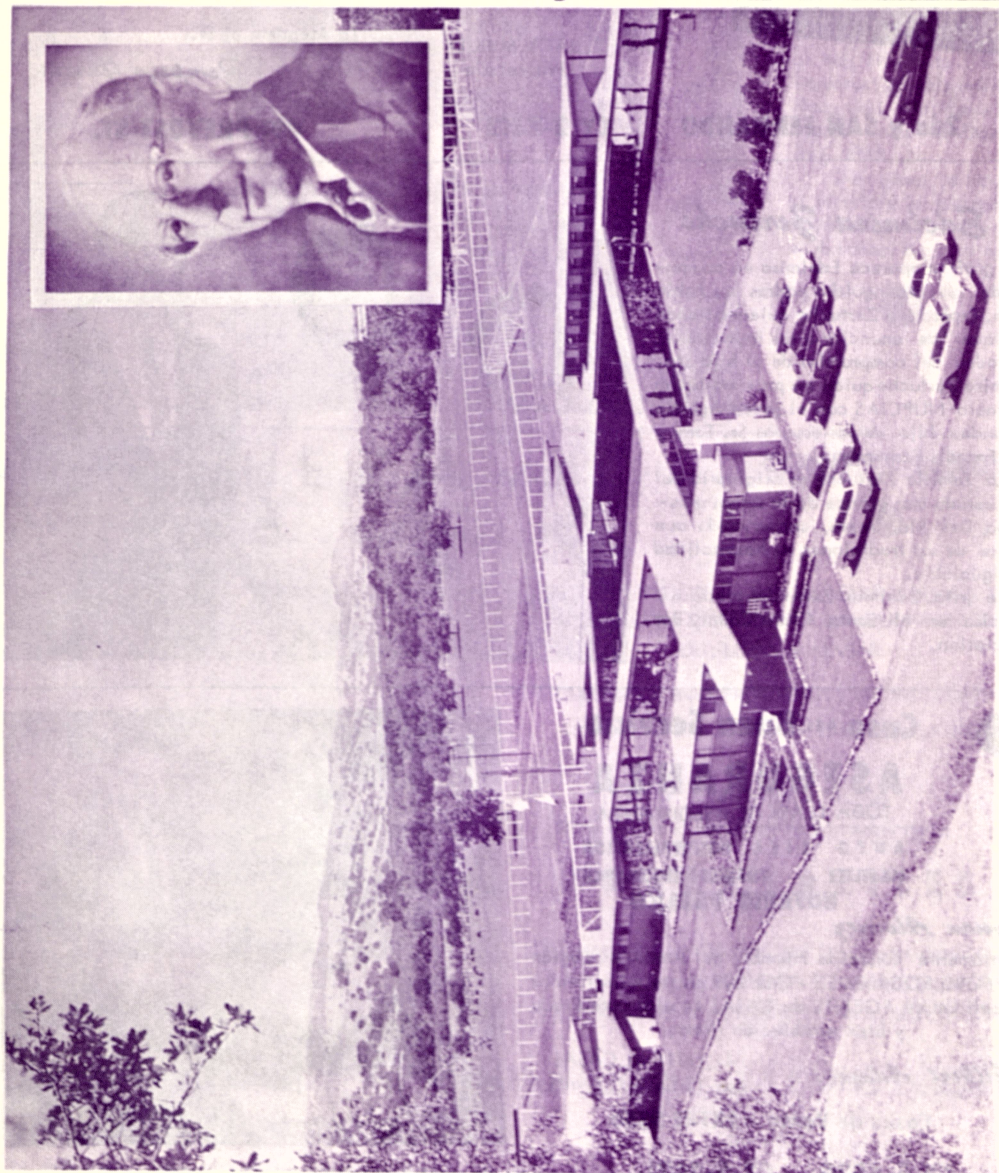
Magazin Social, Fotográfico Latino-Americano



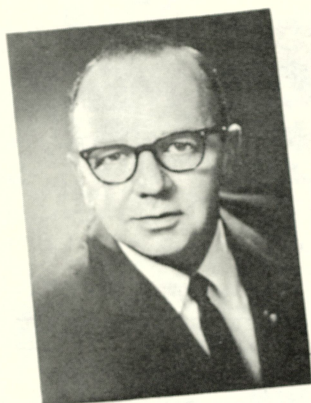
AÑO 10, NUM. 19

JUNIO 20, 1960

SAN JOSE, CALIFORNIA



A visit to William F James Boys Ranch in Madrone, California



Since
1885

Navlet's

Headquarters
For Flowers
By Wire

Florists of San Jose

Gifts of Distinction

In San Jose or Miles Away — Navlet's Means the Finest

Just Phone or
Visit for
Prompt Attention

Primorosos Bouquets

PLANTAS

Recuerde Usted que esta

Gran FLORERIA también

cuenta con un EXTENSO SURTIDO en PLANTAS

SEMILLAS, ARBOLES Etc... Etc...

JOHN P. JACK MIEULI, JR.

Propietario

Lo Atenderá el Sr.

Pompeyo García

2da y SAN FERNANDO

CY 2-8312

491 PREVOST ST.

Edelmira Zertuche

En la grafica aparece Edelmira en compañía de sus distinguidos padres Sr. Pablo y Sra. Esperanza Zertuche quienes tienen el placer de anunciar a sus innumerables amistades del compromiso de su hija Sta. Edelmira Zertuche quien en proxima fecha contraera NUPCIAS con el joven Agustin Fernandez hijo de los esposos Sr. Tony y Sra. Francis Fernandez.

La familia Zertuche es originaria del 2do. estado mas grande de la union americana, Del Rio, Texas, conservando aun muchas de sus tradiciones, su hospitalidad es inigualable.

La Srita. Edelmira Zertuche presta sus servicios en el Santa Clara County Bar Association.



Casa DEL Buen Servicio

ASEGURANZA

TODA CLASE DE ASEGURANZA

AUTO LIFE HOSPITALIZATION
LIABILITY BUSINESS INSURANCE

NOTARIO PUBLICO

Herman Alvarez

Ampliamente conocido miembro del American Legion CLIFFORD RODRIGUEZ POST 809 presta sus servicios en calidad de AGENTE de CASAS en esta acreditada y bien establecida firma.

Gilbert Adair

AGENTE de CASAS
Fay T. Collier Realty

Casas de Venta - ENTRE \$350

CY 5-4520
816 N. 10th St.

CY 5-4521
San Jose, Cal.



En la grafica la Srita. ALICIA SOTO secretaria y el Sr. GILBERTO ADAIR.

Yvonne Garcia Graduates from Peter Burnett



YVONNE GARCIA, cute 14 year old Peter Burnett Jr. High graduate is shown immediately after commencement exercises on Thursday, June 16th.

Yvonne will attend LINCOLN HIGH in September.

She is the daughter of Mr. Humberto Garcia, Director of this publication, and was born in El Paso, Texas on October 2nd, 1945.

She plans to become a secretary for Excentrico Publishing Co. after her high school days are over.

★ **BELLEZA** es *Suya*
★
Con *Lentes* de los Drs. LEWIS & LEVINE

CONTACT LENSES



SELECCIONE UD. de la FABULOSA VARIACION de ESTILOS y DISEÑOS con que CUENTAN los Drs. LEWIS & LEVINE

EXAMINACIONES FRECUENTES son NECESARIAS
BUENA VISTA contribuye a BUENA SALUD

No Necesita Cita

Pero es mas CONVENIENTE si hace UNA

PAGOS FACILES

Obtenga el par de LENTES que Ud. tanto necesita con tan solo decir: AGREGENLOS a MI CUENTA.
y Naturalmente al ALCANCE de su BOLSILLO.

Drs. LEVINE & LEWIS *Optometristas*

EN Seguida de KAY JEWELERS

En la grafica el Dr. Levine (quien usa Contact Lenses) y la atenta recepcionista Sta. Gloria Porras. Estos CONTACT LENSES son mas pequenos que un diez.

CY 5-4805

67 S. FIRST ST.

SAN JOSE



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

Cuarteto Ruffino

Domingo 26 de Junio *Rainbow Ballroom*

Hermanos MARTINEZ GIL

Domingo 3 de Julio CIVIC AUDITORIUM

Pedro Bugarin

y su Orquesta



GRATIS! GRAN TARDEADA

BOLETO PARA el BAILE

Lunes 4 de Julio

Toda persona que asista a esta gran tardeada recibirá un Boleto para el Baile por la NOCHE.

Rainbow Ballroom



CY 2 - 4273 195 DEVINE ST.

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

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

LEITER STUDIO - Fotografia
HUMBERTO GARCIA, JR. Fotografo

EDUARDO COLEMAN
RICHARD DIAZ
ESTHER MEDINA
Maria de la LUZ SANCHEZ
Club RIVIERA
Club GENIES
Club SAN JOAQUIN
Club SAN FELIPE
SIMON VILLA

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



Maria La Rosa. Prop.

Nos Especializamos en **Recetas**

Preparadas EXACTAMENTE 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.

Judge William F. James Ranch

by DAVE E. SIERRA

Nestled on the slopes of the eastern foothills, on the banks of Coyote Creek, two and one half miles east of U.S. Highway 101 near Madrone, California is the WILLIAM F. JAMES BOYS RANCH, a Santa Clara County Juvenile Probation Department facility established in 1953 to rehabilitate and "re-educate" wayward boys from the Santa Clara valley.

One of twelve camps of this type in the state of California, the 35 acre campus serves 54 boys as a minimum security institution where they can "find" themselves and make useful citizens upon their return to the communities from where they were committed.

The plant consists of six main buildings of contemporary design which feature low, horizontal lines and are connected to each other by roofed passageways. The grounds are beautifully landscaped and the impression is more of a medium sized country high school than that of a Juvenile Dept. facility.

The concrete block Administration Building is an air-conditioned structure which houses the offices of Ranch Superintendent LEE C. JORDAN and Assistant Superintendent Leonard C. Ramirez. A two woman office staff takes care of all records and handles incoming telephone calls.

About fifty feet away is the main Dining Hall and kitchen. The hall can seat up to 65 people comfortably in a well ventilated, spotless, and odor free atmosphere. Meals geared to balance the diet of growing boys are prepared by Mrs. Johnnie Jones, a cheerful, smiling, negro woman who obviously enjoys her work. Food is served to the ranch boys and personnel



TOP: Ranch Superintendent Lee C. Jordan tells Excentrico director Humberto Garcia about William F. James Boys Ranch. Center: Mrs. Johnnie Jones, day cook, hands plate of food to helpers in Ranch kitchen. Bottom: Aerial photo of James Ranch.



(continued next page)

in a very professional manner by boys who have been trained for the job. KP duty is desirable duty at James Ranch because it enables a boy to learn something which he can work at after he leaves the ranch. Many of the ranch kitchen helpers have graduated and found jobs with some of the more fashionable restaurants on the peninsula.

For those who have had little training in proper use of knife and fork, this is provided in their first few days at the ranch. Under the expert tutelage of a camp counselor the new boys are taught correct use of all dining utensils, and good table manners.

Directly west of the Mess Hall is the dormitory where the boys sleep. The area is kept spotlessly clean and we were very impressed with the meticulous care which goes into making beds, policing of the general area inside and outside the building, and arranging of personal effects and clothes inside the boys' lockers.



Excentrico's Dave Sierra signs register as Lee C. Jordan and Leonard C. Ramirez look on.



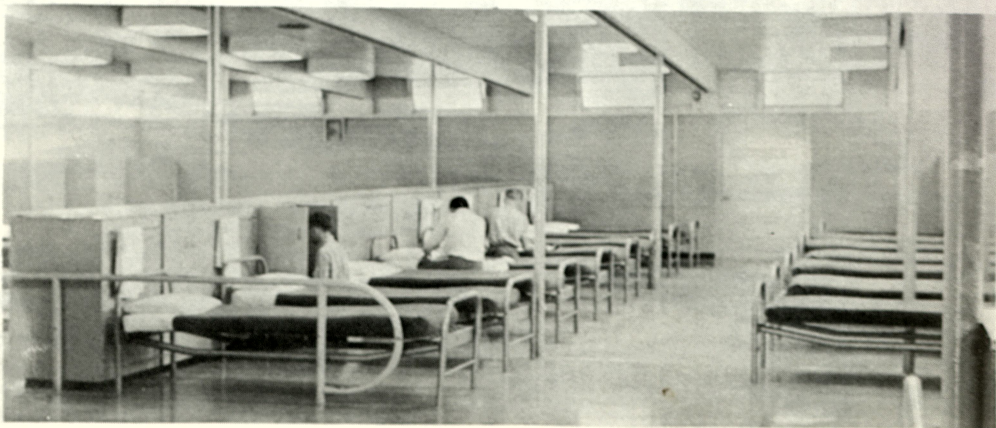
Mr. Ernest Smith instructs Science class in afternoon session at James Ranch school.

North of the dorm is the well equipped Recreation Building. There is a library available for those who like to read, a canteen which sells candy bars, cokes, peanuts, etc., television set, radio, phonograph, piano, wrestling mats, rope climb, and guitars for boys to enjoy in their leisure time. For the TV watchers, plush leather covered seats, which still looked brand new although Assistant Superintendent Leonard Ramirez assured us that they are "over six years old."

A short walk away, under roofed passageway, is the Wood Shop where Mr. Galbreath teaches his students the art of woodworking. The boys are allowed to make things in shop and sell them to visitors on visiting day. The articles are displayed in the Administration Building and when sold the money is turned over to the boy who made the specific article. One enterprising young man capitalized on his manual arts ability and went home with over \$60.00 derived from selling his work!!!!!!

The Academic classrooms of the Ranch school are situated near the wood shop. Though vocational and

Inside the dormitory, WILLIAM F. JAMES BOYS RANCH.



young teen beautician

(continued next page)

JOSE'S TV Sales & Service



Manny & Pat. Props.

ABIERTO:
Diariamente de 9:00 a.m. a 8:00 p.m.

CL 1-1240

1539 E. Santa Clara St.

San Jose

Televisores \$20.95

Nuestro lema: NO HAY SUBSTITUTO
en CALIDAD *

Televisores USADOS desde el bajísimo
precio de \$20.95

Todos estilos - Todos modelos

TARJETAS de CREDITO:

Aceptamos todas las tarjetas de Credito
48 compañías de aceite, Bankamericards,
Diners, International y muchas otras.

CAR RADIO SERVICE:

Radios nuevos y Usados, toda clase de
REPARACIONES, servicio RAPIDO.

PICTURE TUBES:

De primera CALIDAD, R.C.A., General
Electric y Sylvania.

ANTENNA KIT \$6.20

La Fama Bakery & Mexicatessen



Pan y Antojitos Mexicanos

DELICIOSO PAN MEXICANO

Preparado por su propietario, considerado como uno de
los MEJORES Panaderos en toda la Bahía.

MENUDITO todos LOS DIAS, Carne Adovada, Tamales
Chile Verde, Quesitos, Frijoles, Arroz, en otras palabras
toda clase de ANTOJITOS para LLEVAR a casa.

Ralph & Dolores Ortiz

CY 5-6034

278 Willow St.

GRADUO



El jovencito OSCAR GARCIA de 18 años de edad fue
objeto de multiples felicitaciones con motivo de haber
terminado sus estudios en la escuela WILLOW GLEN
HIGH de esta ciudad el dia 15 de Junio de este año.

Sus padres son el Sr. Manuel y la Sra. Margarita
Garcia, todos procedentes de Del Rio, Texas, con resi-
dencia en esta por los pasados 15 años.

Oscar ingreso a la Marina o sea el NAVY partiendo
para el campo de entrenamiento en San Diego, Calif.
el dia 17 de Junio.

Industrial arts subjects predominate in the school's curriculum, the academic arts are certainly not neglected. Mr. Ernest Smith and Mr. Ronald Rydquist teach Science, Language Arts, Math, Social Studies, and Physical Education.

The ranch school, where a boy is capable of getting a complete education from primary grades through senior high school, is maintained by the county Superintendent of schools. Each boy is required to attend classes a minimum of 240 minutes per day. Additional subjects taught are photography, mechanical drawing, arts and crafts, ceramics, leather work, copper tooling, and lapidary work. An electrical and metal shop is planned for the future.

"I rate our school on a par with any in the county," says Mr. Lee C. Jordan, "The classes are small, the instructors are very good, and the boy studies in an atmosphere free of 'outside' distractions." On our visit to the classrooms the boys seemed quite eager to learn and in one particular demonstration of what they had learned in a Science class, easily named the muscles and bones of the human body.

Somewhat away from the main buildings but nonetheless an integral part of Ranch life are the agricultural buildings, chicken houses, pig stalls, and a lush green pasture for the livestock. Mr. Thad Murrin, a California Poly graduate, has charge of the Ag program. Livestock care and feeding, animal husbandry, meat cutting and curing, are taught the boys by Mr. Robert Pennington. The land around the ranch is planted to vegetables and pasture.

A Stock Re-Issue Room, operated by one of the boys, is just one example of efficient organization that makes the WILLIAM F. JAMES BOYS RANCH a study in organization and efficiency second to none. Here, clothing, toothbrushes, combs, razor blades, guitars, shoe shine, and assorted other objects are kept for issuing to the boys when needed. The young man in charge of the stock room easily explained the operational procedure and was apparently quite proud of the splendid job he has done there.

VISITING DAYS:

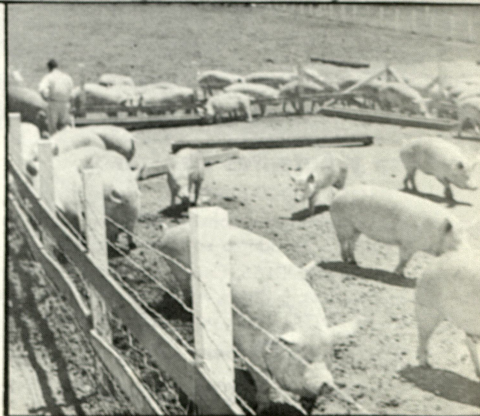
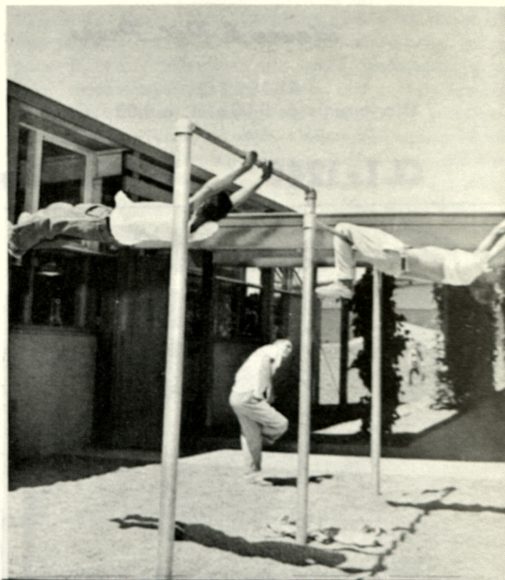
Every other Sunday, between 11:45 A.M. and 2 P.M. is visiting time at James Ranch. Only members of the boy's immediate family or the legal guardians are permitted to visit the ward. Records of every visitor to the ranch are kept to enable ranch counselors to keep check on the parents' attitude toward their boy.

HOW DOES A BOY GET TO JAMES RANCH?

Let us take an example; Billy H. gets picked up by the police for purse-snatching. He is taken to Juvenile Hall in San Jose. A probation officer is assigned to the boy and he investigates the youth and the charges against him thoroughly to determine if the boy can be helped by living at James Ranch for a while. If so, he places his name on a list which is reviewed weekly by a Screening Committee consisting of five members; the Probation Officer, the Supervising Officer at Juvenile Hall, the Ranch Superintendent, a Juvenile Hall representative, and the Chief Probation Officer. If Billy H., in the opinion of the aforementioned group, will benefit by rehabilitation and re-education at the ranch, he is transferred from



Pete Sanchez, Counselor; looks at boy's record and discusses it with him in an informal and relaxed manner. Mr. Sanchez is one of eleven skilled counselors on the James Ranch staff.



(continued next page)



Harry Lasnick, Prop.

San Jose **Kiddie Shop**

CY 3-0104 279 S. First St.

SPECIALISTS IN *Christening Clothes*

Everything you may desire is here in **TREMENDOUS ASSORTMENTS**

Exquisite Long GOWNS SHORT DRESSES SETS
TODDLERS DRESSES BOYS SETS

(Plus Accessories)

Use International Credit Plan

Use BANK AMERICA

Charge Card



Use FIRST NATL.
Charge Plan

Or USE Our LAY A WAY PLAN

Jeanette C. Aguilar

Con inmenso placer presentamos en las paginas de
EXCENTRICO a la juvenil Sra.

JEANETTE CISNEROS AGUILAR

Esposa del conocido deportista

JESS AGUILAR

La Sra. Aguilar termino sus estudios en la escuela

SAN JOSE HIGH

El día 16 de Junio del año en curso

Jeanette es nativa de San Jose, siendo sus padres

Ben y Sarah Cisneros

Jess es nativo de Jerome, Arizona



Diga a nuestros anunciantes que lo vio en **EL EXCENTRICO**, Gracias
Tell our Sponsors you saw their AD in this publication, Thanks

Farmacia *Lucero*

Especialista en Recetas

HAIRGROTONE

El unico tonico para el pelo que lleva TRES en UNO
Detiene la CAIDA del PELO, quita la CASPA por com-
pleto y ayuda el crecimiento del cabello.

TAMAÑO regular.....\$5.00

RASCALIN

Para comezones de la piel, rasqueras producidas por la
irritacion de la sangre, comezones entre los dedos de
los pies. No Olvide RASCALIN.

TAMAÑO regular.....\$2.00

Jose Lucero Canseco

CY 7-7258 202 W. SANTA CLARA



the hall to the ranch. He is picked up at Juvenile Hall by Assistant Superintendent Leonard Ramirez of the James Ranch and transported by auto. As they make the 24 mile journey down Monterey Highway, Mr. Ramirez tells the boy about the ranch, what it is like, what he can expect to find there, how it will help him, what he can expect of the ranch personnel, counselors, instructors, supervisors; and more important, what is expected of him.

RELIGION AN IMPORTANT PART OF RANCH LIFE

The religious needs of the boys at James Ranch are very adequately taken care of. EVERY Sunday the boys are taken into Morgan Hill, under close supervision, for services in the church of their faith. It is a daily practice to offer grace before each meal in the Ranch dining hall. A prayer is said every evening just before the boys retire. "This was the boys' own idea," Mr. Jordan says proudly. We noticed a surprising number of rosaries in the lockers of Catholic boys and Mr. Leonard Ramirez assured us that they are put to constant use. The Catholic boys go to confession and communion once a month when a priest from Morgan Hill makes his monthly visit to the ranch.

DISCIPLINE

Discipline is used at James Ranch only for developing SELF RELIANCE, SELF CONTROL, SELF RESPECT, and most of all, SELF DISCIPLINE.

Top: Old Glory waves briskly in the wind. The flagpole occupies a prominent position overlooking the beautiful campus at JAMES RANCH.

Center: Afternoon students walk under roofed passageway from dormitory to school buildings.

Bottom: Supervisors Bill Pryor, Lou Gucinski, and Howard Kim (left to right) and work crew take short rest under shade trees bordering Coyote Creek on the Ranch grounds. Note electrical wires among tree branches. Area is lighted for nocturnal picnics, swimming, etc. etc.

IN THE NEXT ISSUE: A typical day at the ranch, the work program, the recreation program, counseling, and biographical sketches of Superintendent Lee C. Jordan and Assistant Superintendent Leonard C. Ramirez.





El día 16 de Junio a las 11:00 de la mañana, la intelectual y genial Sta. ELENA D. MARIA de 14 años de edad, termino sus estudios en la escuela PETER BURNETT con excelentes y altas clasificaciones.

Sus padres son Tony D. Maria el popular gerente del Teatro Liberty y Josephine D. Maria.

Jo-Mar BEAUTY SALON

Salón de Belleza Mexicano



Permanent Wave \$7.50

ABIERTO:

De 9:30 a.m. a 6:00 p.m.

De LUNES a SABADO

MARGARET VASQUEZ - JOSEPHINE MONTECINO

CY 2 - 2550

385 Delmas Ave.

Phil Hernandez

CY 3 - 4772

REAL ESTATE AGENT

DESDE

\$500 de ENTRE

MAS de 1, 400

PROPIEDADES

de Donde Escojer

Pasen a nuestra oficina

y vean las

FOTOGRAFIAS

de estas

CASAS

DESDE

\$500 de ENTRE



HOMES - DUPLEXES

LOTS - ACREAGE

Income
PROPERTY

MEMBER of THE
CALIFORNIA
REAL ESTATE
ASSOCIATION

MENDOZA REALTY

CY 7 - 2818

852 E. SANTA CLARA ST.

Fabulas

DE

Aesopo

12121

Eduardo Colman



Hace algunos dias fui a un parque cercano a refrescarme del calor que estaba haciendo. Habia muchas parejas. Y un grupo de escandinavos, celebrando algun acontecimiento importante en sus vidas. Tenian musica de bote que salia de un tocadisco y mucha abundancia de comida sobre grandes manteles extendidos en el pasto.

Me acerque a ver si me invitaban a que les diera conferencia, pero no hubo tal honor. Y no quedo de mi parte que la vista de tanta profusion de comida y el aroma de las gallinas que se estaban azando en las parrillas al aire libre me habian abierto el apetito en forma violenta.

Segui caminando. Encontre varias personas a todas las cuales mire con aire amistoso dibujando una sonrisa en mi ajado rostro, pero nadie me dio siquiera una mirada de aliento para que les hablara. De manera que al final, cansado de los pies y sediente y hambreado del estomago fuime a sentar cerca de un pino.

Y empezaba a pensar en esto que se llama civilizacion que impide a un individuo acercarse a otro a charlar al menos que lo conozca de antemano, cuando note que un perrito negro venia trotando en mi direccion y venia moviendo la cola para asegurarme que ya eramos viejos conocidos a pesar de que nunca nos habiamos visto. Se detuvo a cierta distancia respetable esperando, que yo tambien demostrara mi interes en conversar con el.

Ibamos a entablar conversacion cuando note que paro sus orejas, dirigio sus ojos hacia un punto invisible para mi y me olvido completamente.

Pronto supe la causa de su curiosidad. Un perro blanco hacia su entrada al parque. Y entre jugar con un ser que no tenia cola que menear y otro ser adornado de tal extremidad pues la seleccion no era dificil. Venia el perro blanco a toda carrera. Se detuvo a unos veinte pasos de nuestro negrito. Se miraron. Y fue una de dar latigazos con las respectivas colas! Se acercaron uno al otro. Se escudriñaron, pero por A, B, o C, no parecian hacer migajas. Continuaban en actitud de alerta, meneando las colas pero eso era todo. Hasta que el perro blanco se acerco a un pino cercano, le dio dos vueltas, seguramente en busca de un sitio conveniente hasta que al fin lo encontro y levantando su patita izquierda dejo lo que a mi se me ocurrio era su tarjeta de visita

con su nombre y todo. Hecho esto, retiro. Se acerco el perro negro a estudiar la tarjeta de visita, dio tambien dos o tres vueltas al pino y en seguida ya satisfecho de que todo estaba bien levanto su patita y cambio tarjeta con el visitante. Se retiro.

Volvio el perro blanco al sitio de la introduccion o presentacion, dio su olfateada, vio el nombre de su futuro amigo y ya satisfecho de que podian ser compañeros salio corriendo en direccion hacia el perro negro.

Y empezo una de jugar que abarcaba todo el parque. Corrian en todas direcciones que era un contento. Finalmente dejaron el parque y se fueron juntos no se a donde ya hechos muy amigos.

Mientras tanto yo un ser que se dice civilizado hube de quedarme alli solo, rodeado de personas tambien civilizadas muriendome de ganas de platicar con alguien pero impedido para hacerlo gracias a esa cubierta de civilizacion que segun se dice es tan necesaria en las personas.

Se me ocurre que los humanos o mejor dicho inhumanos debieramos inventar alguna tarjetita de visita asi como los perros y si queremos conversar porque nos sentimos solos, abandonados, o entristecidos, permitiernos dejar tal tarjeta en algun sitio donde alguien pueda recogerla y asi formar el barullo. Es un idea nomas. Quizas si cuando nos cansemos de ser civilizados vamos a adoptarla. Por el momento no se ve cuando, pero es de esperar que algun dia sea realidad.

WANTED WOMEN

Earn \$5 to \$7.00 per hr.

Part or Full Time Work

WE TRAIN YOU

Cosmetic Parties

LENA MANRIQUEZ

Call Evenings CL 1-3121

John Abbing

Escuela Internacional de Baile

Aprenda a Bailar el Mambo, Cha-Cha,
Corrido, Bolero y Swing

Estudio: BALCONADES Ballroom

TODOS LOS SABADOS: de 10:00 a.m. a 12:00 p.m.

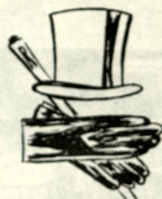
Para todas las personas que deseen REGISTRARSE
y ASISTIR a Nuestras CLASES.

Loretta Mendez ASISTENTE.



Joel Aguilera

*Club
Riviera*



Hi Friends!

Here's introducing the gala events that occurred at the Blossom Dance, that was held at the SES Hall in Santa Clara, on May the 29th, sponsored by Club Riviera, and the exceptional music by Pete Caudillo and his orchestra.

Well, well, our Cha Cha Cha Trophy Award winners were Mr. Chuck and Mrs. Esther Gonzales, which were selected by our five judges from eight contestants, that participated in our award contest and believe me they were all terrific dancers. Congratulations to you Chuck and Esther.

The Cha Cha Cha judges were as follows: Greg Sanchez, C. Medina, and the young man with the horn, Pete Caudillo, Rudy Belloumini and Miss Rachel Andres.

I want to thank each one of you and Club Elite, Club Casa Manana, Club Alegres, and The Bachelors, Miss Frata and Al of the Snug Harbor; for your attendance and co-operation on the fulfillment of our dance, and of course, Miss Angie Frausto, thank you very much for drawing the placards for our dance.

Clifford Rodriguez Post 809, held its annual Post Commanders Banquet which was composed of an excellent dinner from 7-9 P.M. and a fabulous dance from 9 P.M. to 1 A.M. at the Mary Ann Gardens, in Willow Glen, Friday, June 10th, 1960, which was quite an excellent "ball."

Two outstanding Citation of Recognition awards were presented at this unique get together to two worthwhile Community benefactors. Congratulations Mr. Humberto Garcia, and Mr. Friday Aguilera for Club Riviera, in acknowledgement of your unselfish and deeply devoted efforts toward community betterment, and public service.

Congratulations again for this meritorious recognition and to you Friday on your recent position as Vice Director of the 29th district for MAPA, Mexican American Political Association.

May I convey to you Blaz in behalf of our club, a prompt recovery from the recent surgery that you underwent, and to you Filbert Garcia, Flora Sanchez, Ruben Cabigas, Congratulations on your recent graduations and lots of luck to all of you.

WOW!!!!!!

What happened Rosie? I hear you and Louie Romo are getting a divorce-----

First Tonsil: It's so dark in here I haven't the slightest idea where we are.

Second Tonsil: It must be Capistrano. Here comes another swallow. Ha, ha, ha...

In photo: MR. CHUCK
and
M^{rs}. ESTHER GONZALEZ
Cha-Cha Contest Winners



Prestamos dinero en Prendas



En la grafica: Los esposos ALBERT y ETTA MORRIS y el distinguido caballero ELIAS CHAVEZ lo atenderan. PRESTAMOS - Toda clase de GANGAS en PRENDAS Sin REDIMIR. GUITARRAS... ALHAJAS...etc.

Big Ben

LOAN OFFICE

CY 4-3143

63 S. Market St.

Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

HORARIO: De LUNES a SABADO,
3:00 p.m. a 7:00 p.m.

ENFERMEDADES de SEÑORAS y NIÑOS

Facilidades para Completo Examen Fisico

X - RAY y LABORATORIO

CONSULTA GRATIS

A Personas Necesitadas.

CY 5-8870

565 Almaden Ave.

Leo Fassnacht, Owner

Use BANK of AMERICA
CHARGE PLAN



Llantas Nuevas y Usadas

GASOLINA BLANCA PETROLEO
SOLVENTE PARA LIMPIAR

ABIERTO todos los DIAS de 7 a.m. a 9 p.m.

CY 5-2224

Esq. VIRGINIA y ALMADEN Ave.



Louie Cedillo

Manager

One of the busiest young men in town during the past winter was Louie Cedillo.

Cedillo manages six different basketball teams in different leagues around San Jose and the peninsula and the results he gets can best be illustrated with this photo.

The trophies shown were won by teams representing Ferea Construction, Latin Quarter, Snug Harbor, Painters Club, Eagles Club, and Holy Family Church.

They were presented at a Basketball Awards Dinner at Lou's Village in April.

The trophies will go to the sponsors.

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian



LA BOLA de ORO

DONDE Su CREDITO es BUENO
Nada al Contado

Gratis! CAMISA "GAUCHO"

Con la Compra de un TRAJE el Sr. GOLD le regala una elegante y primorosa CAMISA estilo " GAUCHO "

FRISCO JEANS

Sport SHIRTS

JACKETS

BOTAS

CAMBIAMOS CHEQUES del TRABAJO

Pantalones LEVIS

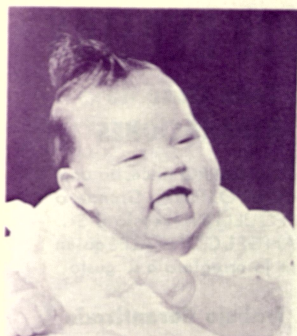
Pantalones SLACKS

Calzado para SALIR

ROPA INTERIOR

Señor Ellis Gold

86 N. Market St.



Galeria Infantil

MICHAEL SANCHEZ

1 yr. - born in S.J.

Parents:

Andy and Betty Sanchez

IRMA GARCIA

3 mo. - born in Cupertino

Parents:

Rafael and Beatriz Garcia



LEITER STUDIO

GERMAINE MIRELES

3 mo. - born in S.J.

Parents:

Ernest and Estella Mireles



PAUL CLARK

3 mo. - born in S.J.

Parents:

John and Ada Ruth Clark



TIRE OUTLET STORES

Llantas Nuevas y Usadas

Llantas Recaps \$5.95

Llantas Usadas \$3.95

White S.W. full caps \$10.95

FLATS 79¢

Credit TERMS No Money DOWN
Bankamericards Charge Plan

**(WHEEL BALANCE
99¢ Weights FREE)**

Open Mon., Thurs., Fri. 'Til 9



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

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

CL 8-1639 2250 Alum Rock Ave.

Cy 3-3211 1687 S. First St. San Jose



EMMA FAVELA

Frente un Retrato

"JUVENTUD, divino tesoro, Te Vas para No Volver."

Asi se expreso aquel poeta cuyas palabras se hacen patentes al contemplar el retrato que encuentre y cuyas lineas si fuera posible transformarme en gitana leeria una a una las huellas que dicho retrato reflejan como marca indeleble que los años han dejado en su cara.

Pero tod parece tener su recompensa, si contemplamos el bello retrato de un infante, llegamos a la conclusion de que en el espejo de sus ojos no ha pasado el humo que en sus variadas expresiones han nublado las pupilas que por ser aun muy niño desconoce por completo.

En la escuela de la vida, es decir, si asi lo consideramos; nuestras lecciones pueden ser provechosas o deficientes, como todos los errores que se cometen, somos nosotros los que tomaremos el lapiz para borrar sus lineas y si seguimos cometiendo errores, emplearemos nuestros años mozos borrando y es entonces cuando los años transcurridos se vuelven años oscuros, que se alejaron sin el menor proposito constructivo.

Por eso es que hoy al contemplar dicho retrato me pregunto asi misma. Esta persona del retrato, habra pasado gran parte de su vida cometiendo errores, enmendandolos, poniendo en practica ciertas decisiones, aumentando nuevas experiencias, buenas, malas?

Aalla ella, si continua cometiendo errores, que siga empleando su tiempo borrando, de lo contrario que las lineas que el tiempo ha formado en su cara.

No quiero transformarme en juez, de aquel retrato que contemplaba, y al recordar aquellas bellas palabras que a continuacion escribo, yo tambien me detuve en arrojar las piedaras.

"El que se sienta libre de pecado, que arroje la primera piedra."



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

Angel's AUTO REPAIRS



Toda Clase de REPARACIONES

Si su CARRO necesita una COMPOSTURA Grande o PEQUEÑA llveselo al Sr. ANGEL GONZALES quien se lo arreglara a su gusto.

Trabajo Garantizado

CL 8 - 9572

(DIA o NOCHE)



\$5.

*Cold Wave
Permanent*

Day & Nite Beauty Service

Open Daily 9 a.m. - 9 p.m.

La Rosa BEAUTY SALON

Mabel Thorp. Prop.

CY 4-9254 186 S. 2nd St.

Ideal BARBER SHOP

BARBERIA MEXICANA

ABIERTO los DOMINGOS

SERVICIO de PRIMERA

ADULTOS y NIÑOS

ABIERTO:

9:00 a.m. a 7:00 p.m.

Sebastian Hernandez. Prop.

CY 5-2688

70 W. St John St.





Galeria Infantil

PEGGY TERRAS

9 mo. - born in S.J.

Parents:

Mathew and Jo Ann Terras

DENNIS TOSTE

6 mo. - born in S.J.

Parents:

Manuel and Mary Toste



LEITER STUDIO

DAVID COSTA

16 mo. - born in Niles

Parents:

Manuel and Cecilia Costa



HOLLY WILSON

6 mo. - born in Campbell

Parents:

Billy and Shirley Wilson



LIDO'S TV HI FI SERVICE



RAY REYES, Prop.

REPARACION y VENTA

TOCA DISCOS (Transistors)

CY 2-9204



TELEVISORES (Nuevos y Usados)

RADIOS para Autos y Casa

Trabajo Garantizado

Una de las razones porque este ACREDITADO TALLER de TELEVISION goza de tantos clientes de habla hispana es por la absoluta GARANTIA que ofrecen en todos sus TRABAJOS de REPARACION.

LLAMELES HOY MISMO quedara SATISFECHO.

ATENCION

Picture Tubes

\$1.00 Por PULGADA

Blanco y Negro de 17 a 21 Pulgadas
Aluminized PICTURE TUBE \$1.25 pulgada

Garantizados por 12 Meses

349 WILLOW ST.

C. S. O. BEAUTY CONTEST & ANNIVERSARY BALL

Saturday JULY 30th
9:00 p.m. to 1:00 a.m.

JOE RODRIGUEZ
& his Orchestra

I. E. S. HALL (San Jose)



In picture appears RITA GARCIA Miss C.S.O. 1959 being crowned by SOCORRO RAMIREZ Miss C.S.O. 1958. Event took place last July here in San Jose. WHO WILL BE MISS C.S.O. 1960 ???

Theme for this coming event is SUMMER FANTASY

NETTO'S GARAGE

*"Servimos bien para
volver a Servir"*

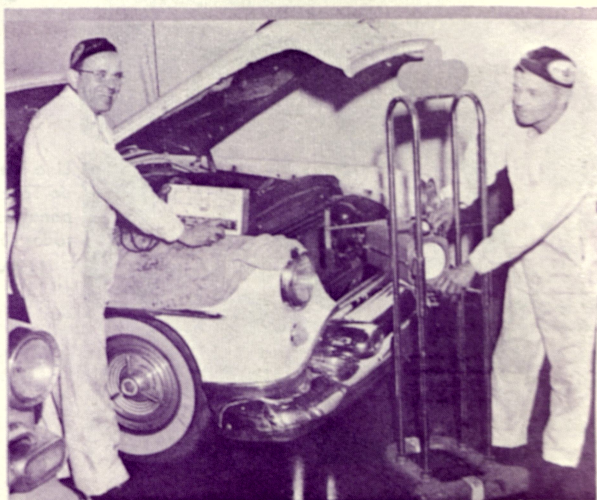
OVERHAUL Chevrolet 6

ONLY \$79.⁵⁰

Esto INCLUYE: Grind Valves, Seats, Hone
Cylinders, TUNE - UP Engine, New Rings
Piston Pins, Gaskets and Oil.

ALL LABOR INCLUDED
ALL WORK GUARANTEED
If Engine Conditions Permit

FACILIDADES de PAGO



Para un SERVICIO de PRIMERA de MECANICA lleve
su carro con PETE NETTO, Prop. y HERB MUNGER con
la completa seguridad de que quedara SATISFECHO.

CY 3-3663

564 W. San Carlos St.

Once again, the Community Service Organization is planning its ANNIVERSARY BALL and annual Beauty Contest. This year, our Eighth Gala Celebration, is scheduled for Saturday, July 30th. We are honored in extending this invitation to your Organization to participate in this our most elaborate event of the year. Each Club or Organization is invited to cooperate by entering a participant to the Beauty Contest. For your information, the set of rules and entry blank is printed on the right hand side of this page. These rules are for the protection of the contestant and the sponsoring Organization. Each year we have had judges who are prominent citizens who are familiar with fashion, beauty and personality.

The judges will select three winners as follows: First place, will be crowned and carry the title of "Miss C.S.O. of 1960", and will receive many prizes. Second and third places will receive a trophy as well as prizes. All other contestants will receive consolation prizes. The decision of the judges will be final.

We hope that each and every member of your Organization will be with us on this festive occasion and that you will be proudly represented by a beautiful young lady.

Anticipating your cooperation and prompt reply, we thank you in advance.

Mr. ISABEL MEDINA Social Committee Chairman

ANUNCIO

El Sr. Julian Perez esta para servirle
en su nuevo domicilio

346 VINE ST. CY 2-2960



LICENSED
by
MEDICAL
BOARD

JULIAN PEREZ, L.P.T.

PHYSICAL THERAPIST

MISS C. S. O. CONTEST

RULES & REGULATIONS

1. Contestant must be single.
2. She must be between the ages of 15 and 25.
3. She must be sponsored by a civic, social, political club or organization. (no night club please.)
4. No group can sponsor more than one Candidate.
5. She must wear a formal dress and wear a ribbon four inches wide across the front bearing the name of her sponsor and have an escort.
6. She must be available at reasonable times for interviews on radio and television programs.
7. She must be registered by 6:30 P.M. the day of the contest.
8. All entries must be received by midnight July 18.
9. No winner of a previous C.S.O. Beauty Contest may enter.
10. Paid professional models may not enter.
11. She must furnish her own formal and accessories.
12. All pictures taken of contestants will become the property of C.S.O. and will be used for publicity whenever necessary.
13. The decision of the judges will be final.
14. Parents must sign application if under 21.

OFFICIAL ENTRY BLANK



NAME _____

Club or Organization _____

Address _____

City _____ Phone _____

Age _____ Weight _____ lbs. Height _____

Bust _____ Waist _____ Hips _____

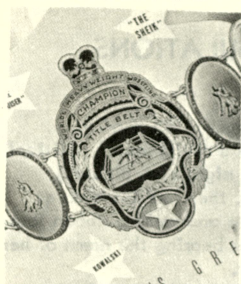
Entrants Signature _____

Parents signature
(if under 21) _____

C. S. O.

Santa Clara County Chapter
P.O. BOX 302 SAN JOSE, CALIFORNIA

Wrestling



RICHARD DIAZ



AMERICAN LEGION MEMORY POST 399

presents.....

WEDNESDAY NITE WRESTLING

San Jose, Civic Auditorium

THE MAIN EVENT

Edwardo Carpentier, the most popular wrestler, and Leo the Lion won the four man tag team match from Hombre Montana and Tom Rice.

Hombre Montana was disqualified after 12 minutes 45 sec. for roughness when him and Tom Rice kept on working Leo with choke holds and kicking in the stomach. Leo was left on the ring mat laying down suffering from the punishment that he took from Tom Rice and Hombre Montana. The two villian wrestlers threw every dirty tactic in the book at Carpentier and Leo the Lion.

Edwardo Carpentier took the second fall over Tom Rice with a reverse body press in 11 minutes after taking kick and choke holds from his two opponents. At one time Carpentier was in trouble when Hombre Montana had him with a full nelson hold. Carpentier managed to slip out of it to win the match for him and his partner Leo.

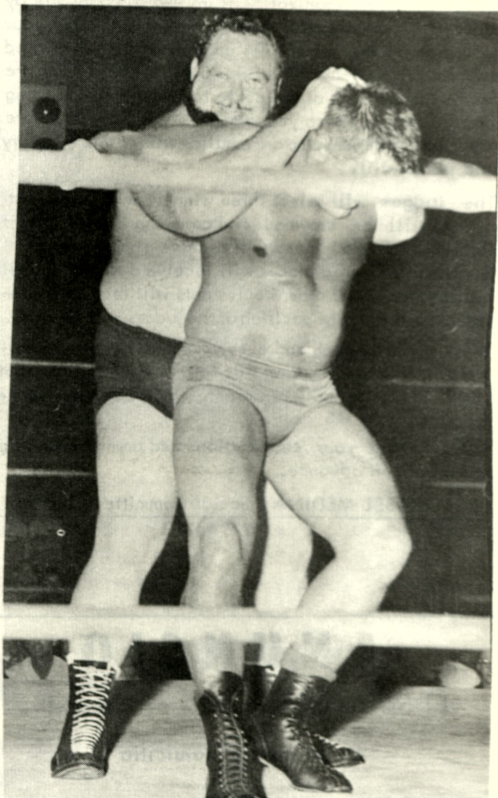
Doorman Richard Tate receives tickets from five lovely Carpentier fans. Left to right are Linda More of San Jose, Yvonne Tuell, Gerry Paradiso, Katherine Marinovich, and Barbara Conklin of Mt. View.

SEMI MAIN EVENT

Joe Swiderski won the semi from Legs Wilson. Joe won the first fall with a body press in 15:35 and followed in the same manner for the 2nd fall.

TWENTY MINUTE OPENER

Clyde Steeves and Al Torres wrestled to a draw.



Hombre Montana applying a full nelson hold on Edwardo Carpentier. Edwardo managed to slip out of this one.

(Photos by Richard Diaz)



Vickie's HAIRSTYLING

SALON de BELLEZA

Aire Acondicionado



La Maur

Caprice
Permanent Wave

El salon mas ELEGANTE en San Jose que goza de
AIRE ACONDICIONADO
Secadores con AIRE ACONDICIONADO
y el EQUIPO MAS MODERNO.

Ademas cuenta con el famoso estilista de S.F.
RUDY GARCIA y la competente estilista Miss
GRACE INTORRE de Nueva York.

ABIERTO DIARIAMENTE: 9:00 a.m. a 9:00 p.m.

CY 7-8552

253 S. 2nd St.

San Jose



VICKIE GONZALEZ



Bodas de Plata

La vertiginosa CAMARA de Richard Diaz (alias el Azote del Lente) captura el momento cuando se preparaban a partir el CAKE de BODAS, o sea el 25 ANIVERSARIO de su MATRIMONIO la prominente pareja Joe y Lena Manriquez (al centro) los acompañan sus padrinos Sr. y Sra. Frank Puentes.

Las festividades se celebraron el Sabado 28 de Mayo en el salon S.E.S. de la vecina cd. de Santa Clara asistiendo mas de 500 invitados.

Los esposos Manriquez contrajeron nupcias el dia dos de Junio de 1935 en esta ciudad de San Jose.

Cuentan con cuatro hijos, George y Jimmie (gemelos) de 6 años, Gloria Bautista y Gilberto de 24 años de edad.

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

BUDGET HOMES

SAN JOSE

CL 8 - 1000

22 MODELS

TO PICK FROM

CUSTOM BUILT

We will Build on your Qualified Lot

3 BED ROOM

\$7,699.00



1500 STORY ROAD - AT BAYSHORE

Louie Molina a promising young fighter

by DAVE E. SIERRA

Hard punching fighter LOUIE MOLINA stands today on the threshold of fame in one of the roughest, toughest, professions that man has yet conceived as means of earning a livelihood. Turning professional after 144 amateur bouts, Molina has put away eight consecutive professional boxing opponents with an incessant and much respected barrage of blows.

Conquering tricky Cuban Orlando Zulueta before a packed house at San Jose Civic Auditorium on Thursday, May 26th firmly established Lou Molina as a top flight "draw" in the Garden City, the best crowd pleaser since Eddie Chavez.

He now eyes the future with a determined, though not cocky outlook, knowing full well that to scale the heights of his chosen profession entails many hours of hard work, many tough fights, long hours in the gym sparring with eager, up and coming fighters, shadow boxing, punching the big bag, and jumping rope. All this must come before the big money which every boxer yearns for, the televised bouts, and later, if everything goes well, perhaps, the Lightweight Championship of the World.

The 21 year old Marine Corps veteran is one of the few professional fighters that we have known personally who retains a trace of modesty in him. The facts are, most of the information for this article was gathered by talking to his manager Angelo Rogers and other friends at the gym where Lou works out from 5:30 to 7:30 P.M. daily.

Molina's strong family ties are readily evident when he rattles off the names and ages of his six sisters and two brothers without stopping to contemplate. (Don't worry you women, I won't reveal your ages!) The sisters are Jennie, Isabel, Jessie, Nicki, Virginia, and Annie. The brothers are Greg, and John, Jr.

Like most San Joseans, Louie is not a native of the Santa Clara County seat. He was born in Carpinteria (Santa Barbara County) in 1939. He first became interested in boxing while attending Grant Elementary School. "I was always fighting in school, every day," he recalls with a grin. He went to Gardner School for awhile and then moved on into "Woodrow" Jr. High.

Molina quit Lincoln High in his Junior year to enter the Marines. He took boot training near San Diego in October of 1955 and then came duty at Lejeune, Quantico, Newport, San Francisco, and the Hawaiian Islands.

While serving in the Corps, Louie won the Pacific Coast Golden Gloves Title for the second time, having won also in 1954. He was also crowned Northern California and Diamond Belt champion in 1955.

Molina won the Marine Corps and U.S. Interservice titles in 1956 and then went into training for the U.S. Olympic Team trials. Louie defeated Juan Molendez of New York City in the Olympic Finals in San Francisco. "Juan Molendez is the best fighter I ever met, Pro or Amateur," he says.

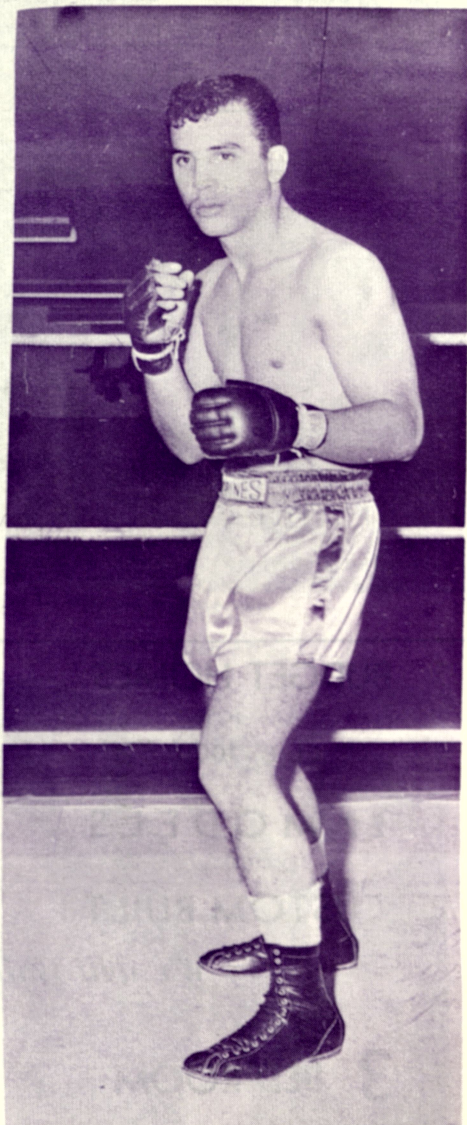
In the Olympic Games at Melbourne, Australia

he lost to highly talented Bobby Byrnes of Ireland in the semi-final round. When asked if Byrnes had knocked him out Louie just grinned and shook his head.

Again in 1957, still in the Marines, Lou won the Corps and U.S. Interservice Titles, besting the top boxers in the Army, Navy, and Air Force.

Discharged in October of 1958, Sergeant Louie Molina returned to civilian life and San Jose, California. "I went to San Jose J.C. for one day," he laughed, but didn't offer any explanation. "And, the college of hard knocks," he added.

Lou Molina turned professional when he met Tom "Hurricane" Hunter in San Jose. Lou broke in with



(continued next page)

a bang, putting Hunter away with a left hook to the body, breaking three ribs, and ending the match in the first round.

His next outing was against Kildo Nunez was he put Kildo to sleep in the fifth round.

Ray Copeland of Richmond didn't even last out the opening round against the aggressive, ever offensive San Jose K.O. artist.

Antonio Lopez was out in two rounds and Dave Camacho came next.

Camacho provided Molina with his first stiff test and went ten rounds before Lou found the range and flattened him with a hard right hand.

Zeke Lucero was KO'ed in two rounds and then came Willie Morton.

Morton was being trumpeted as the best boxing prospect available in San Jose. "Too much experience for Louie" the experts said. They apparently didn't reckon with Molina's determination, guts, and punching power.

In two fast rounds Molina proved that Morton was nothing more than an overrated, over-publicized pug, knocking out the ex-San Jose City collegian with a right hand to the body.

We asked Molina what was next after Orlando Zulueta, provided he won. "We take them one fight at a time," Rogers replied. "Some fighters win their fights with their mouths and not in the ring, not us. We don't read the papers." This was an obvious dig at Manager Babe Griffin and Willie Morton. It is no secret in San Jose boxing circles that Rogers and Griffin don't see eye to eye and for the moment, Rogers, with Molina in his corner, definitely has the upper hand.

Louie admitted that he would love to meet Cisco Andrade in San Jose. Why? Because Cisco fought Molina when Louie was but 15 years old and tried to knock him out but couldn't. Now, Molina would like a chance to see if he can put Andrade in slumberland before the home folks.

Steve Mendoza, who also does a little fighting now and then, says: "I worked out with Louie, he's got a good punch, strong, and he can hit. Got a lotta heart. Some fighters get hit hard and knocked down and if they're still conscious, they won't get up. Molina's not that way, got a lot of heart," he says tapping his chest. "I predict that Zulueta will get the same treatment that Morton got."

Of course all boxing fans know by now that Steve Mendoza's predictions proved very sagacious in one respect. Molina DID win the Zulueta bout though it must go to the dusky Cuban's credit that he became the first professional fighter to go 10 rounds with the San Jose Destroyer without being KO'ed.

Molina lives with his wife Alice at 1531 East San Fernando Street in San Jose. They are expecting Molina No. 3 sometime in June.

Louie recently purchased the DELUXE MARKET at 340 Grant Street, just in case his dreams of bringing the lightweight championship of the world to San Jose don't materialize. "Come buy your beer from us," he said.

When asked what he wanted out of boxing, Lou replied: "I want to be a rich Mexican, and to make money." That's sensible thinking.....

MADAM Zora

ADIVINADORA

Traigame sus Problemas
y PREOCUPACIONES
yo se los Solucionare
AMOR-MATRIMONIO
TRABAJO-NEGOCIO
ENFERMEDAD



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

Economy MEN'S STORE



Milt Ross, Prop.

FRANK VILLEGAS, CLIFF WEEKS y MILT ROSS
lo atenderan con toda cortesia y esmero.

Los Precios mas BAJOS de Plaza

USE SU CREDITO

BANK AMERICA CARD FIRST NATL. Chge. Plan
INTERNATIONAL Charge PLAN

CY 5-7755 57 S. MARKET ST.

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

ANTOJITOS MEXICANOS

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas....50¢

MENUDO

Todos los Domingos



CL 8-4702 1730 Alum Rock Ave.



Simon Villa

DECOTO, CALIF.

Don Agustin Iturbide

Don Agustin Iturbide nacio en Valladolid (hoy Morelia) el dia 27 de Septiembre de 1773.

Sus padres eran Don Joaquin Iturbide un acaudalado, comerciante español y doña Josefa de Aramburo una distinguida dama Mexicana.

Iturbide primero fue estudiante de Latin y muy afectuoso a la carrera militar, despues Iturbide era oficial del Regimiento Provincial de Valladolid en 1800.

Nueve años despues y antes que estallara la guerra de Independencia, Iturbide se sintio apasionado por la idea de emancipacion. Sin embargo, cuando el Cura don Miguel Hidalgo y Costilla al frente de sus enemigos invitaba al joven militar a ingresar a las filas rebeldes, este se rehuso, disgustado por los excesos que aseguro habian cometido los insurgentes desde el momento del levantamiento. Marcho entonces a la ciudad de Mexico, donde se paso a las ordenes del gobierno Virreinal. Asistiendo a la batalla del Monte de las Cruces, Iturbide empenzo su carrera de soldado. A cien batallas, cada una de las cuales aumentaba su prestigio como soldado, asistio Iturbide hasta el momento de ser ascendido a Brigadier y nombrado jefe de las fuerzas realistas en el sur de Mexico.

Pero desde antes de ser designado jefe de las fuerzas realistas en el Sur, Iturbide habia pensado en unirse al movimiento emancipador esperando solo el momento de tener suficientes fuerzas a sus ordenes para dar el grito de rebelion.

Dueño ya de una inmensa zona del pais, determino llevar a cabo sus planes conquistando primero a los oficiales realistas de confianza y poniendose en contacto con los jefes insurgentes, don Vicente Guerrero y don Pedro Ascencio.

En Acateopan los jefes beligerantes se pusieron de acuerdo y convinieron llevar a cabo la independencia. Guerrero con un noble desprendimiento, que siempre lo honrara cedio su lugar a Iturbide, y este proclamo un plan que se llamo el Plan de Iguala despues de declarar la absoluta independencia de la Nueva España, de recocer a la religion Catolica, como la unica en el pais, de dar garantias a los propiedades y preeminencias y fueros del clero.

El dia 2 de Marzo de 1821 juraron las tropas aquel plan, llamado, tambien, de las tres garantias simbolizadas con el pabellon tricolor; entraron a la ciudad de Mexico el 27, de Septiembre de 1821, despues de once años de constante lucha.

Si tu pudieras

Si tu pudieras..... juzgar mis penas
Iria por ti..... Oh que feliz!
Mas siempre pienso.... solo, y suspiro
!Oh amor mio..... entre tus brazos.
Nacio la..... Fe; una ilusion.
Volo..... Cual.. ave..asi se fue!

- LATEST FASHION NECKWEAR
- DISTINCTIVE JEWELRY FOR MEN
- ACCESSORIES



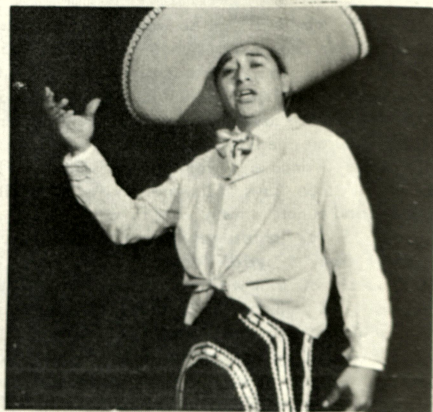
Tie Rack

" A SHOP for the
PARTICULAR
MAN "

121 S. First St.

CY 5 8338

Reyes Balderas



the *Latin Quarter* PRESENTS....

finest of Entertainment

Dancing: Fri. Sat. & Sunday

The LATIN QUARTER

Al & Eddie Bojorquez

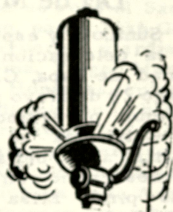
TELEPHONE CY 3-9452
1620 ALMADEN RD.

SAN JOSE, CALIF.



Esther Medina

"It's No Secret"



Wish people would stop bringing Humberto beer to beat the heat. I'm going to end up writing for Club San Felipe, Joe Gonzalez will be writing It's No Secret, and David Sierra will end up switching columns with Ma de la Luz Sanchez.

HIGHLIGHTS of the SAN FELIPE FORMAL:

The turn-out was tremendous. I think even the members were surprised, the music was good and everyone was there. Mary Lou Mercado at the arm of her fiancée John Zamora. She looked stunning in a white sheath formal. Edith Moreno also had one of the prettiest gowns.

Eleanor Solarez sporting silver blond hair in a black sheath formal designed and made by her talented mother.

Humberto Villareal looking like something out of Foreign Intrigue with a patch over his eye, singing old tunes like Noches-ita.

Perlita Lucero as beautiful as ever gave a treat by singing a song.

Alice Sanchez still attracting a lot of attention with her good looks.

Mrs. Jess Medina real proud of her hubby cause he bought her a gorgeous silver and black orchid to match her dress. 7 A.M. morning after San Felipe formal Jess Medina at John's Drive In looking like he'd had a rough night (a greenish purplish shade) He had his nose in the morning paper trying not to look at the rest of the family, who were having a hearty breakfast..... Ugh!!!!!!

Says he after ordering tomato juice, "Ando volando bajo." Says waitress: "What Sir, you want a waffle?"

Groans Jess: "If I could see her I'd kill her!"

Happens Chon Hernandez also bombed went into a restaurant and asked: "Tienen cafe frio?" Says waitress, after investigating in the kitchen, "Si!" Says Chon: "Pues calienteme una tasita!"

Rudy Arriola and Connie Garza real engaged and making plans. So's Leo Alvarado and Julie Perez.

Louis Castro coming all the way from Oakland to see Olivia Mendoza.

Jaime Alamillo making the ladies happy by letting his goti grow back in.

Sugar Zamora and Rudy Moya forever defending Louie Molina in debates. Can't blame them hate to see a nice guy knocked down.

Heard that Hank Paramo got a shower the other night by a waitress at a very popular restaurant, guess she didn't like what he had to say.... good way to beat the heat!!

The dances at the Rainbow Ballroom are really hopping especially on Saturday when they have spot dancing. A good way to make money, see you there.

Hasta la proxima,
..... Esther

Editors Note: Pictures of San Felipe's formal to appear next issue

We urge people who had pictures taken to please pick them up for IDENTIFICATION of names.

EXCENTRICO office: 195 Devine St. CY 2-4273

Dr. Juan de Heras, D.C.

Enfermedades de Adultos y Niños

PRACTICA CHIROPRACTICA

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

FACILIDADES de RAYOS X y LABORATORIO

CASOS de ASEGURANZA de TRABAJO

WELFARE y ACCIDENTE son ACEPTADOS

Teléfono DIA
o NOCHE

CYpress 5-5390

872 THE ALAMEDA

San José

Starbrite MARKET



Grandes ESPECIALES todos los FINES de SEMANA
Abierto diariamente de 8:00 a.m. a 8:00 p.m.

AL y LEATHA FERLA lo atenderan.

DOMINGOS de 9:00 a.m. a 5:00 p.m.

Dept. de CARNICERIA

VINCE FERLA jefe del departamento de Carniceria le
ofrece Carnes de PRIMERA. MENUDO etc.

CY 5-3712 893 DELMAS AVE.



*Maria de la
Luz Sanchez*



Celebracion



La Sociedad Guadalupana del que tan dignamente preside la Sra. Ramona Sariñana, siguiendo la tradicional costumbre de festejar con un banquete la ordenacion sacerdotal y despedir a los nuevos Ministros del Altar que año tras año concluyen su carrera eclesiastica en el maravilloso Colegio de ALMA en Los Gatos Rd. Calif., el domingo 15 de Mayo de 1960, ofrecio este tradicional agasajo en el Centro Catequistico de la Capilla de Ntra. Sra. de Guadalupe. Por este año, correspondio a los virtuosos y sabios sacerdotes Revds. Robert R. Taheny S.J. y James E. Jacobson S.J. presidir este agradable convivio pues ambos sacerdotes reciben ordenados, se disponen a marchar a servir su primer destino.

Acompañaron a los ya mencionados, en la mesa de honor, los Revds. P.P. Tennent C. Wright, Austin P. Morris, y John J. Morse, todos de la insigne y benemerita Compañia de Jesus, llamada con razon y justicia el semillero de santos y de sabios. El Pot Luck de referencia, se desarrollo dentro de un ambiente por demas amable y cordial. La comida fue abundante y exquisita y las mesas artisticamente dispuestas, se veian como una nota de buen gusto y de distincion. Hubo algunos numerosos artisticos que aun mas amenizaron el acto.

Los padres hicieron uso de la palabra, asi como algunas otras personas y todos estuvieron contentos y felices. Felicita- mos de corazon a la Sociedad Guadalupana del Eastside por haber llevado a feliz termino este acontecimiento del que ofrecemos algunas graficas, entre las personas que aparecen los siguientes miembros de la ci- tada Sociedad: Sra. Ramona Sariñana, Pr- esidenta, Sra. Angie Sanchez, Vice-Pr- esidenta, y Mary Sotelo, Secretaria. La Dra. Reina Crist y las Sras. Agustina Salazar, Josie Sanchez, Rosa Delgado, Soledad San-

chez, Guadalupe Serrano, Carmen Fuentes, Josefa Patino, Maria Navarro, Ventura Navarro, Catalina Serrano, Maxine Pineda, Juanita Rodriguez, Maria Rios y Anita Tre- vino.

Dia de Maria en Napa, Calif.

Suntuosa y esplendida por demas, resul- to la celebracion del DIA DE MARIA en la ciudad de Napa, California verificada el do- mingo 29 de Mayo proximo pasado. Numero- sissimos peregrinos de diferentes pueblos de California se dieron cita en Napa para asistir a la bella celebracion mariana que se desarrollo en el orden siguiente: A las 12:15 p.m. Misa con sermon por un padre de la Orden de Santo Domingo.

A la 1.30 de la tarde comida a base de ricos antojitos mexicanos. Despues de co- se presento un lucido y bello programa ar- tistico con artistas de categoria llevados en su mayoria de San Jose, y entre los que descollaron por su magnifica actuacion, el maravilloso TRIO DEL MONTE, que prog-



TRIO DEL MONTE

resa en tal forma que va derecho a la fama en pasos agigantados. EL CICLON DE JAL- ISCO, Victor Vallarta que es ya amplia- mente conocido y estimado en nuestro medio ar- tistico y los agraciados y simpaticos alumnos de la Academia de Baile de la Srita Profesora Ida Mae Cabral, niña Carolina Ocampo, quien merece una mencion de ho- nor por haber prestado su talento artistico para dar mas esplendor a este gran acon- tecimiento, a pesar de encontrarse enferma y de materialmente abandonar su lecho para actuar en Napa. Nuestro agradecimiento a nuestras felicitaciones a la preciosa niña y a sus padres, asi como a los niños Richard y David Sanchez, y a sus estimables padres por la cooperacion prestada.

Siguio despues la Junta de Delegados y Discusiones de Comites sujeta a programa especial, y a continuacion se ordeno la procesion en la que tomo parte un grupo de niñas vestidas de blanco con capas azules que lucio mucho. Este grupo lo llevo la Sociedad Guadalupeana del Eastside de esta ciudad. Durante la procesion se rezo el Santo Rosario y predico el Rvdo. padre Juan Garcia un bello sermón fervoroso y ardiente en amor de Dios y de la Sma. Virgen Maria, Madre de Dios y de los Hombres, culminando tan bellas solemnidades con la bendicion con el Santisimo Sacramento.

Nuestras mas cordiales y efusivas felicitaciones al Sr. Miguel Lujan, Presidente de la Federacion Guadalupeana de la Arquidiocesis de San Francisco por este año, al digno Presidente de la Sociedad Guadalupeana de Napa, Calif. y a todos los socios de esta organizacion por el buen orden y la brillante forma de celebrar el DIA DE MARIA en esa simpatica y hospitalaria ciudad.

Testimonio de Estimacion

Con relacion a la ausencia de la familia Lauder de San Jose, y como una respuesta a la despedida que diera a sus numerosas amistades la distinguida Sra. Consuelo Ortiz Lauder, y que aparecio en una de las pasadas ediciones de esta revista.

Muchas personas de las amistades de esta familia quieren dar un publico testimonio del sentimiento que les produce la separacion de nuestro medio de tan honorable familia.

Sentimiento al que con toda sinceridad juntamos los nuestros, haciendo propias las palabras que con esta lamentable ocasion, diera a Connie una de sus mejores amistades:

Nuestra muy querida Connie: Sentimos mucho tu despedida, lo digo en nombre de tus muchas amistades que dejas aqui en San Jose.

Nos dice que tienes destinado el mes de Septiembre para partir en compania de tu honorable esposo el Sr. Harry Lauder, y de Jimmy, ese hijo modelo con quien Dios les ha bendecido, pues el destino los separa de entre nosotros para llevarlos cerca de nuestras queridas fronteras Mexico-Americanas.

Adios Connie, todos tus amigos te desean eterna felicidad asi como tambien a los tuyos, y siempre los recordaremos con mucho cariño, esperando que Uds. no se olviden de nosotros.



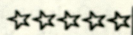
El ejemplar y talentoso jovencito Jimmy Lauder, hijo de Mr. & Mrs. Harry Lauder cuya efigie adorna nuestra pagina de sociales, con motivo de su graduacion al terminar su educacion Preparatoria en la San Jose High School de esta ciudad de San Jose, fue agasajado el viernes 27 de Mayo retroproximo en la elegante residencia de los esposos Frank y Sophia Cuenca, en el Num. 2250 Sherwin de la ciudad de Santa Clara, Calif.

GRADUO



Esta fiesta se la ofrecieron sus padres, los Sres. Cuenca y un grupo de personas que cultivan amistad con la familia Lauder.

La bella y elegante Sra. Cuenca hizo los honores a los concurrentes sirviendo rico chocolate, kake, y sabrosas tostadas en medio de la mas cordial alegria. La fiesta se prolongo hasta las altas horas de la noche. El joven estudiante recibio lindos regalos de parte de sus amistades con el disfrutaron horas alegres y felices en este simpatico agasajo.



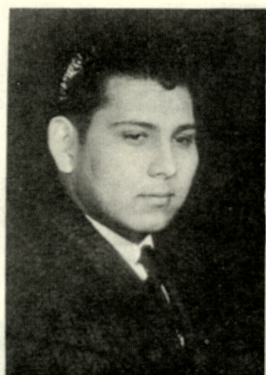
Engalana nuestra pagina social la fotografia de la hermosa culta y distinguida Sra. Maria de los Angeles de Klor, quien es un elemento destacado en el P.T.A. o sea la Asociacion de Padres y Maestros de esta ciudad de San Jose, institucion que el 17 de Mayo proximo pasado, ofrecio un brillante festival en la Berryessa School de San Jose, California.



A este festival que resulto muy lucido, asistieron distinguidas personalidades, entre ellas el C. Consul H. de San Jose, D. Ernesto E. Cota y su distinguida esposa. Un bien elaborado programa que incluyo bellos numeros artisticos, musicales, y bailables del todo a la concurrencia, la que fue agasajada ademas, con un sabroso refresco mexicano. Felicitamos a toda veras a la TOYON PARENT-TEACHERS ASSOCIATION y en forma especial a la Sra. Klor por el buen exito de tan brillante evento social.



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian



CLUB San Felipe



Joe Gonzales

SAN FELIPE FORMAL VERY SUCCESSFUL

Glamor, good music, and the glitter of beautiful color were the goal of our San Felipe Club Dance last Friday evening when we present our first anniversary dance at St. Clairs ballroom. The social elite and the capacity of about 800 were out there to help us celebrate. The music was perfect for the occasion. Thank to the good musician of Salvador Guerrero and this orchestra. On behalf of all member of our club I want to express our thank and gratitude to all of you who help us made our anniversary a big success. It were you all who made us feel proud of our club and aim to continue our social circle. To all club who send their so beautiful representatives which made this event more sparkling Once again I thank each and everyone of you for you wonderful cooperation you gave us and looking forward for next year when we will once again bring you the best. (we might be all from Tex. But when we ought to do something we do it and we prove it.) how about that.

Some of people I step on or run into were: Joe Escamilla and his wife, Gil Solarez and Rosemary Ramirez, Rudy Lara and his wife, Lupe Marquez and Rudy Olivares, Joe Sanchez and his girl Mary Lou Walker, Connie Rodriguez and ????? (was the back door open) by the way Connie who is the girl you talk about. Johnny and Irene Sandoval were also there.

WELCOME BACK:

Club San Felipe would like to welcome back Art Cuellar's mother, father, and his two sisters who just got back from Del Rio, Texas.

Also Beto Chavira by way Beto got in on Thursday and had a date with a girl by name of Hope for the dance on Friday night.

SPORTS:

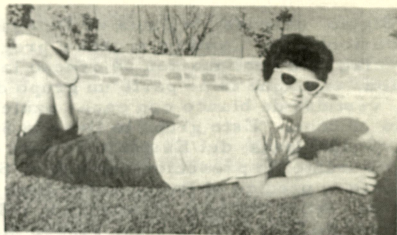
Club San Felipe who lost the first game to San Joaquin by a score of 6-2 has come back and won their last three games and are in 2nd place, two games behind San Joaquin with a 3-2 record to 5-0 for C.S.J.

Come out to Columbus Park where all the games are played. They start at 10 and last till 4 in the afternoon.

Sunday S.F. will play again. Come out and give these boys some support, they need some.

OPEN LETTER TO SENIORS:

Twelve years of education in high school end this one with your graduation from you



The beautiful girl in the picture is PAT HERRERA. She is 20 years old and attending City College. Her pastime is dance, & reading books, and talking on the phone.

What her phone number, you known as much as I do. She plan to attend San Jose State College next year. Good Luck, Pat!

H.S. Twelve years of learning should be a broad base for every one of you to start out life. About 80% of you, if you hold to H.S. averages for the past ten year, are going on to junior college, State, or to a University. You each have a definite idea of why you are doing this, or you will be using the early part of the undergraduate year to crystallize your thinking about what you are going to life. In each case, such an advanced education will be used to prepare you for business or the professions.

The other 20% of you have received the last of the formal education that you will probably get in your entire life, and you will go out into the world right now on a job that will draw from your training or experiences. If you have used any of this previous training to the best advantage, it will be of inestimable help to you in being successful on the job or running the home.

If you did not use your previous training advantageously, life is going to be just a little bit harder for you, and you will have to compensate for this lack by harder and more serious adjustments. However, learning from books is not the only purpose of your education.

Particularly in H.S. you had the wonderful opportunity to make good and fast friendships. Your friends are some of the most important assets you will have after school. It is generally true, that the friends you have made through high school are the friends you cherish most through life.

The attitudes you have formed while in school will also help to make life's way either more pleasant and acceptable or more difficult of an adjustment.

The faculty, administration, and the student leaders, have tried to put before you all of those opportunities that bring out the best in a person.

At EL EXCENTRICO front office, Humberto Garcia (Director) and Dave E. Sierra (Assistant Editor) and the rest of us, can only wish you success in all of your undertakings from here on, and hope that they had a positive share in shaping your future success.

Editors Note: Pictures of San Felipe's formal to appear next Issue

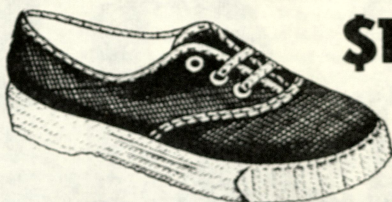
We urge people who had pictures taken to please pick them up for IDENTIFICATION of names.

Calzado para toda la FAMILIA

RECUERDE que esta GRAN ZAPATERIA tiene el mejor CALZADO en Todo San Jose y ademas LOS PRECIOS MAS BAJOS. Hagale una VISITA y obtenga todo el CALZADO para TODA la Familia.



136 S. First St. - San Jose



\$1.99

CHILD'S TENNIS OXFORD

The biggest seller for little feet this season. Cushion arch insole, completely washable molded white rubber sole, in navy and red Sizes 4 to 3.

Payan - Lara

El Domingo 29 de Mayo a las 12:00 del día
En la Iglesia de Nstra. Sra. de Guadalupe
Contrañeron NUPCIAS
Los Jovenes

SRITA. POLLY LARA
SR. RAUL PAYAN

Oficio el Rev. P. Donald McDonald
Recepcion: 3822 Cas Drive
Luna de Miel: Yosemite National Park

SAN JOSE, CALIFORNIA

Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO



EQUIPO *Fotográfico* **PAGOS BAJOS**

Aqui encontrará Ud. un amplio surtido de todo lo relacionado con el Ramo de FOTOGRAFIA.

CAMARAS - ENLARGERS - TRIPODS - PELICULA
toda clase de accesorios (Nuevos y Usados).

INSTRUCCIONES GRATIS!

Ademas de ABSOLUTA GARANTIA el corte y atento personal de esta tienda: Don, Ray y Harry le daran toda la instruccion que Ud. necesite GRATIS para que así tome BUENAS FOTOGRAFIAS.

Harry Jacobs

CY 7-2908 179 S. FIRST ST.



ROYAL CAMERA SHOP



Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

Saco Blanco

LA MAS AMPLIA
VARIACION

Saco Azul

LA MEJOR
CALIDAD.

Cut Away

MATRIMONIOS

BAILES

FIESTAS

SELIX
FORMAL WEAR
SALES-RENTALS

CY 4-2322

75 S. 2nd St.



Comprometida

La camara de EXCENTRICO captura el inolvidable momento cuando la encantadora Srita. EDELMIRA ZERTUCHE se preparaba a atender el SENIOR BALL el dia 4 de Junio con motivo de su graduacion que se verifico el dia 15 de Junio en la escuela ABRAHAM LINCOLN HIGH de esta ciudad de San Jose, California.

La Srita. Zertuche es nativa de Del Rio, Texas con residencia en esta por varios años.

En la grafica aparece la radiante pareja del joven Agustin Fernandez y la Sta. Edelmira Zertuche quienes recientemente anunciaron su compromiso.



JOHNNY HERNANDEZ

OPEN SUNDAYS
10:30 to 4:00 p.m.



LITTLE CHAMP SHOE OUTLET

Shoes for the Entire Family

OPEN Monday, Thurs. Fri. & Saturday
UNTIL 8:00 P.M.

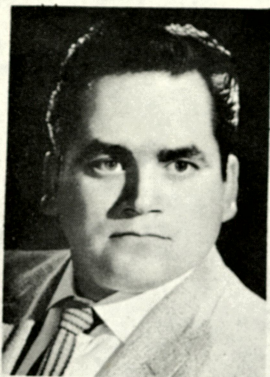
Call CL 8-5232 ●

410 S. King Rd. CL 1-3362
2227 Alum Rock Ave.

★ SAN JOAQUIN

"SYNONYMOUS
with SUCCESS..."

Dave E. Sierra



San Joaquin Leads U.C.C. League

Dear Diary;

San Joaquin beat Casa Manana again.....
12-10..... they got eight runs in the first.....
Oh, they folded up when the pressure was
applied, as usual..... Eddie Plata..... Yes,
Joe Rodriguez..... Smith..... No, I don't.....
and I don't think Sugar does either..... that
bum dropped two fly balls in left..... yea,
they moved him to right field..... Adam?.....
he got shook up too, all of them did..... We
know that..... When Santos went out? Lopez.....
Nanez? Struck out..... No, he went down
to the valley. had to give 'em a chance.....
Ray Villegas.

Twelve..... C.M. used 10. No, they don't
trust anyone else when they're playing Club
San Joaquin..... No, I don't think so. They
got lucky the first inning and they knew it.
It was just a matter of time.

Rudy Moya? He was up in the stands
going hysterical..... Well, until C.S.J. got
underway. Then he was quieter than a wino
the morning after.

What? Undeclared and leading the league as
usual.....

TODAY'S QUIZ:

If people from Poland are called Poles,
why aren't people from Holland called Holes???

Teacher: Is it correct to write Gerda
was Maid at the Astor Hotel, or Gerda was
Made at the Astor Hotel?

Mexican boy: "Both..... I teeenk!"

LETTERS TO THE EDITOR:

Dear Dave;

What is the difference between Bubbles
and Louella Parsons?

Pat Myrosias
Feeler, Kans.

Dear Pat;

Bubbles doesn't wear a hat..... and he
doesn't write a column.

Dave Sierra
Ahwanalaya, Wash.

Editors Note: Pictures of San Felipe's formal to appear next Issue

We urge people who had pictures taken
by Excentrico's Magic Lens to please pick
them up for IDENTIFICATION of names.

Jr. wants to know what I thought of the Patterson-Johannson fight. I think Johannson should have had a gun.

Hypnosis? I don't even know how to spell it. Why don't old widows get married? Just because, ask one. Why was Eisenhower's trip to Japan called off? Because Ike would rather be talked about badly than have rocks thrown at him. Election year, you know. Got to keep the voters impressed.

What's between Cuba and the U.S.?

Castro is like the neighborhood bully who beats up on his rival and then makes threatening remarks to his big brother. Sounds good but he never does anything because he knows he'll get his donkey kicked.

Why was Rigney fired?

Because his love affair with Willie McGovey didn't bear him any fruit. Base hits, stupe.

Who's going to win the U.C.C. League?

Club San Felipe..... Ha! Ha! Ha! Ha! Ha!

What's the commotion about sharks at Santa Cruz?

Sharks eat people. People eat chickens. Do the chickens complain?

Why do dogs have fleas?

Because the dogs are too big to ride the flea they let the flea ride the dog.

Why do publications, other than Excentrico, fail in this area?

Because the people running them don't know what the hell they're doing. Most of them are started by people who just want publicity. They don't realize that buying an ad in an established publication is lots cheaper in the long run than starting your own paper.

Is it proper for girls to ask the boy to go out?

Hell Yes! If Elizabeth Taylor asked me out, that would be proper. I wouldn't mind.

What about John Kennedy for President?

Every good Mexican should vote for John.

Every good Mexican should vote for John.

Every good Mexican should vote for John.

Every good Mexican should vote for John.

Will Russia execute the U-2 Spy?

They're not going to give him the Lenin Medal, that's for sure. Don't think so.

Why did Khrushchev 'ruin' the Summit Meeting? The Real Reason?

He found a very propitious opportunity to castigate everything American and availed himself of it.

Where did you get the big words?
From Webster's Dictionary.

Why are teachers never wrong?

Sez who?????????

How much should youngsters know about sex before marriage?

As much as they are willing to learn in a constructive sense.

CONDOLENCES:

Our condolences to C.S.J. member Ed Baltierra on the recent death of his father, Leon Baltierra. Mr. Baltierra died on Father's Day, June 19th, 1960. Our deepest sympathy to the entire Baltierra family on their loss.

EL EXCENTRICO PUBLICATIONS
195 Devine Street, corner of Terraine
San Jose, California

TEATRO **LIBERTY**

Tony D. Maria
GERENTE

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



▪ LA VISITA que no TOCO el TIMBRE ▪
MIROSLAVA y Abel SALAZAR

Miercoles 29 de Junio



" MANICOMIO "
Luz M^a. Aguilar - Joaquin Cordero