



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 12, Num. 1

OCTUBRE 20, 1961

SAN JOSE, CALIFORNIA



CLUB BACHELORS & ELITE

PRESENT THEIR ANNUAL

MASQUERADE

Halloween Dance

Toddy Rodriguez and his Orchestra

Friday, OCTOBER 27, 1961 9:00 p.m.

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CLUB *Elite*



Shirley Perez

NEWS: HERE AND THERE

Gloria Fuentes busy working for The American National Insurance Company.

David Perez not only dancing with Carmen Aguilar but also dating her, while Jaime Alamillo and Betty Melenudo do the same.

Joe Molina sporting a 1960 baby blue Pontiac.

Rudy Arriola getting all panic over losing his steel toes at the bowling alley.

Ray Jimenez finds a new way of drinking his beer. Instead of drinking it out of a beer bottle, he drinks it out of his shoes. How exciting.

Heard that Flora Gamboa is now engaged to Mike Ellis.

Esther Medina now Mrs. Angel Gonzalez.

Elite members sad over having lost Velia Chavez to Ralph Morales. Velia and Ralph were married on Sunday, October 15th. Congratulations, Velia, may you and Ralph both have a lifetime of happiness.

Club Elite's bowlers slaughter Cuauhtemoc Champions who were holding first place in the bowling league. Nice going to Virginia Barrera in making the High Series with a total of 372. To Bob Maes in making the High Individual Series with a total of 4.87 and Phil Aguilar taking the High Individual game with a total of 184. All Elite bowlers.

Diane Barrera taking bowling seriously. She was asked to bowl for Libby McNeil and Libby's League.

Birthday. Greetings to Virgie (Molina) Nava who was given a birthday party by hubby Tom Nava.

The Bridal Shower given to Vickie Gutierrez and Fiance Jess Espinoza was a huge success, thanks to all her friends and club members that attended. Vicky's wedding promises to be one of the biggest weddings in San Jose. Among the wedding party we have:

Jessie Hernandez	Sergio Garcia
Rosie Rodriguez	Pete Hernandez
Pat Tamez	Ray Jimenez
Gloria Fuentes	Tony Guillen
Delia Perez	Joe Molina
Shirley Perez	Cesar Isais
Diane Barrera	Johnny Paredes
Sadie Cortez	Paul Gutierrez
Josie Espinoza	Chon Hernandez
Minnie Ortiz	Rafael Rodriguez
Blandina Gutierrez	Johnny Brown
Irene Cortez	Rose Moreno
Angie Reyes	Micky Mitchell
Armandina Avila and partner.	

Congratulations, Vicky and Jess.

DON'T FORGET TO ATTEND THE BACHELORS AND ELITE HALLOWEEN MASQUERADE DANCE on Friday, October 27th at the I.E.S. Hall (downstairs). Music will be provided by TEDDY RODRIGUEZ & HIS ORCHESTRA.



The dance will begin at 9:00 til 1:00 A.M. Tickets on sale from any ELITE or BACHELORS member. BUY NOW AND MAKE IT!

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Shirley

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La Sta. ANITA BUENO contrajo nupcias con el Sr. VACHO CAMPOS el día 3 de Sept. del año en curso en la Iglesia Holy Family a las 2:30 de la Tarde. La recepción se verificó en el Music Hall asistiendo mas de 250 invitados.

(RAMIREZ STUDIO)



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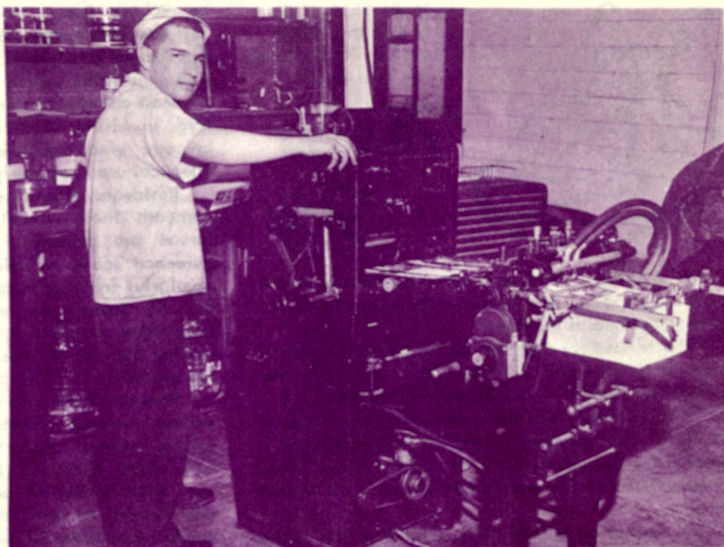
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Caesar Hugo Garcia

PRINTER



In the photo above is CESAR HUGO GARCIA, an apprentice printer with EXCENTRICO. Cesar is the son of Humberto Garcia, publisher of this magazine. He is 19 years of age, a 1961 grad of Lincoln High, Cesar says the best thing about printing is when you lock up the shop and call it a day. He is non-com-

mital on the world crisis, and thinks the Giants can make it next year with more luck, a new manager, and a new team.

On the serious side, Cesar has made rapid strides in his training program of learning the printing business from the ground up. He has become a very valuable all-around workman in his dad's business.

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D. M. BISSELL, M. D.
City Health Officer
San Jose City Health Dept.
151 Mission St.

The Fly

THE WALNUT TREE as a major contributor to the summer fly problem was revealed today by Dr. D. M. Bissell, City Health Officer.

"The female fly deposits her eggs into the walnut husk which provides an ideal environment for the growth of fly larvae", Dr. Bissell explained.

"This discovery was the culmination of an extensive field investigation beginning with a citizen's request for assistance to eliminate 'white worms' which were found on the ground below one of his walnut trees."

Our sanitarian's field study identified the 'white worms' to be fly larvae, or more commonly called "maggots". A survey of the environment showed no signs of the usual householder's fly breeding sources—grass clippings, dirty garbage cans, and dog droppings.

Recalling several instances when the walnut tree was associated with a fly problem, the City sanitarian picked one of the walnuts from the tree, pulled back the skin, and found the husk to be infested with fly larvae. A check of several other walnuts from the tree and from other trees in the neighborhood found most of the walnut husks to be breeding fly larvae. A random check of walnut trees in different parts of the City showed other walnut trees to be similarly infested.

Essentially, this problem is created by the female fly's ability to deposit her eggs in the husk. (The husk covers the walnut shell while on the tree thru a pin size hole made by other insects).

These eggs hatch into larvae or maggots, which find the husk an adequate food source and a protective environment. The larvae eventually drop from the walnut husk to find a more suitable environment for the pupae or dormant stage of its life cycle. After a short period of time, an adult fly emerges from the pupa. This cycle takes only about 7 to 10 days during the summer months in the Santa Clara Valley, where the warm weather is conducive to rapid fly breeding.

Flies are apt to deposit eggs in the walnut starting from August on into the harvest season, which varies according to the variety of walnut. The problem is most prevalent in September when the walnut begins to ripen. The infested walnuts need not be bruised or black for the fly to deposit her eggs in the husk. Some walnuts appear to be very green, but upon breaking open the skin, the husk will be infested with maggots.

Agriculturists have been familiar with a species of fly called the walnut husk fly, but their concern was limited because the maggots do not affect the walnut meat. However, an investigation conducted

by Robert Carey, Vector Control Specialist of the San Jose City Health Department, indicated that there are several common household species of flies depositing eggs in the walnut husk.

Most common garden insect sprays are NOT effective in killing fly larvae. An effective spray would be one which contains para-di-chlorobenzene, a chemical used commonly in mothproofing agents.

Residents should regularly survey the ground underneath their walnut trees for larvae, since the fly larvae are capable of rapidly boring into soft earth. Evidence seems to indicate that walnut trees sprayed regularly for insects are less likely to have the female fly deposit her eggs in the walnut husk. This knowledge suggests a long term control method for making the walnut trees less attractive as a fly breeding source.

Persons desiring to determine whether or not their walnut trees are infested with fly larvae may do so by taking walnuts from their tree and tearing the skin back from the husk. If larvae are present, one will see small yellowish white worms, the larvae, about one fourth to one half inch long. If the larvae already have fallen to the ground, the walnut husk will show evidence of burrowing and ten to be black while the skin may or may not be green.

Persons husking walnuts are advised to remove their walnut husks in a manner that would discourage fly larvae from breeding. This means that, if fly larvae are present in the husk, they should be sprayed with a para-di-chlorobenzene spray.

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American G I Forum (Scholarship Fund)

Hawaiian Luau

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Foto a la izquierda: Robert y Eloise Rodarte a la der:
Tony y Ellie Espinoza en los momentos antes de partir
a este concurrido evento.

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W. J. Lopez

UNITED NATIONS and CANNIBALISM

Recently at a Katanga refugee camp, thousands of Baluba tribesmen stampeded to a United Nations food distribution point to claim their rations which consist of corn meal and flour. In the eyes of United Nations representatives, this is a very good sign because prior to this time, the starved natives were crazed by rumors that the food the United Nations was providing for them was poisoned. Because of these rumors, the Balubas were reportedly beginning to turn to cannibalism and in one instance charged after an American reporter screaming, "White man good meat!"

This is no joke, because dozens of members of their own tribe and six Katangese policemen have been eaten by the Balubas. *****

Pictured above are two members of the American GI Forum who attended the 1960 Forum Halloween Party. Left to right, Mrs. Margie Lopez, representing the Cairo, Egypt, Ladies Auxiliary and W. J. Lopez, representing the Baluba GI Forum.

This year's costume Halloween Party will again be held at the North Star Hall at 2nd & Jackson Sts. on Saturday, October 28th at 8 P.M. The attendance is restricted to GI Forum members only. Prizes for best costumes will be awarded. Eats and refreshments will be on the house.

Forumeers are also planning to attend the costume Halloween Party being sponsored by Club Elite and the Bachelors Club on October 27th at the IES Hall.

Pictured above are the newly elected leaders of the Santa Clara City GI Forum (Monty Amador), and GI Forum Ladies Auxiliary (Mrs. Kathy Haro) enjoying themselves during a Patio Party recently sponsored by the Ladies Auxiliary of the City of Santa Clara.

Master of ceremonies will be Mr. Mario Vazquez, GI Forumeer and EL EXCENTRICO columnist.



The Patio Party was held in preparation for the on-coming Installation Banquet to be held on October 21st at the Berry Farm.

Along with other state officers from Southern California who will be present, Mr. Augustine Flores, State Chairman; and Mrs. Frances Flores, State Ladies Auxiliary Chairman, will install the respective local officers.



SAN BERNARDINO GI FORUM

A dance and raffle was recently sponsored by the San Bernardino Forum for the benefit of Xavier Paz, a local 15 year old boy who suffered paralysis of the legs after being innocently involved in an accident. The dance profits will enable the Forum to install an intercom system from San Bernardino High School to his home so that Xavier may continue his studies.

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ballet español

Roberto Iglesias and his Spanish Ballet Company will appear at the San Jose Civic Auditorium for one performance only on Monday evening, October 23 at 8:30 P.M. The world-famous troupe of 20 fiery Spanish dancers and musicians will perform in San Jose for their second time on their third coast-to-coast tour presented by S. Hurak.

Only five and one half years old, the company has already danced to enthusiastic audiences in most of the world's capitals and has toured extensively in Europe and Latin America.

After their performance at Broadway's Wintergarden Theatre, famed New York dance critic Walter Terry wrote: "Mr. Iglesias and his artists brought us the most exciting Spanish dance show on record! Sensual, virtuosic, dramatic, lyrical, comic and gorgeous to look at."

At the head of the female contingent of the company is the noted dancer Rosario Galan who has appeared in a number of Spanish motion pictures. Feature dancers include Rosario's twin sister Esperanza and older brother Manolo.

San Jose Music & Arts Foundation, a non-profit organization under the managing directorship of Wendell Watkins, is presenting the troupe in San Jose. Tickets are available at Wendell Watkins Management at Sherman Clay Box Office, 89 South First St., San Jose, daily except Sunday 10:30 to 5:30, and at Peninsula Box Office, Palo Alto. Mail and telephone orders are accepted.

CIVIC AUDITORIUM SAN JOSE

On Monday, October 23rd tickets will be on sale during the day at Sherman Clay until 5:30 and then beginning at 7 P.M. will be available at the San Jose Civic Auditorium box office.



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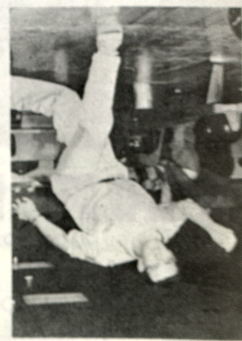
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Spares & Strikes



I will admit that some of the philosophy about Bowling by The Great Prognosticator, Dave (Ira Blue) Sierra, is true.

But then, I've seen Jane Mansfield and Diana Dors on Jackpot Bowling. If they are part of this Ladies game, I'll bet somebody else would probably be first at the bowling establishment.

Also, in bowling we use the Beer Frame, not Tea Sipping. There is a lot of dancing, jumping, swearing and frowning, stomping, etc., but all this drama just add to the interest of the game.

Just like in any other sport, you either back clubs trying to get a finite white ball into a hole, or in football, you try to get the ball over the goal line. The ball takes the worst beating because it gets kicked around. In baseball, you seat waiting until the pitcher feels good and ready to pitch the ball while the players getting thousands of dollars to chase them. After nine innings, no wonder even the fans take a shower.

Actually, the worst thing about attending any sport is finding a parking space. Enough said. If any of the readers have any comment on Dave's column, please write to him at EL EXCENTRICO.

SAN JOSE REFRIGERATION IS DEFEATED

Going into the 5th week, San Jose Refrigeration was wallizing through their opponents until last week. It took a fine effort by Memory Post #399 and with only four men to do the job after the team has won 17 points in a row. As of now they rest with a 19-1 record. John (Chapo) Muraire, Mr. TV, who has turned into one of the better bowlers, struck out twice with four in a row to save the team from disaster.

Finishing last season with a 152 average, he now is carrying a 180 average. One of his games was a 207. Other hot bowlers were Joe Santil who bowls for Lawrence Barber Shop who had a hot night and rolled a 234 game and a 613 series, high for the 825 Scratch League; Bus Wells of Mobil Country Club had a 227 game as did teammate Bill Rose with a 218 game.

Jack Crood of Azteca Chorrizcos a 214 game and Pete Balistieri of Tico's Tacos a 213. S.J. Refrigeration also holds a 6 point lead.

SUNDAY'S VERA'S MIXED FOUR:

Fred and Clem Vazquez along with Elmer and Hazel Baxendale have teamed up to lead the league with a 15-1 record. The team of Lalo and Vera Ruiz, and Ted and Letty Cervantez are in second place with a 12-4 record.

HOW TO LOSE AT POKER

During a Patio Party sponsored by the Ladies Auxiliary of the City of Santa Clara Chapter, I was playing poker and on the first hand, I ended up with queens and deuces. Since it was cold, I started shivering and stood up. When I called the last bet and the cards were shown, Sal (Maverick) Ramirez said that Pete Gonzalez had won. Come to find out, Pete had jacks and fives. Sal just mentioned that fives beat deuces. By this time, I was in the house getting warmed up and Pete ended with a surprising winning hand.

Anybody needing a ball, I have a 16 pound finger tip ball that will go to the best offer. It has a 171 average.

..... Mario Vazquez

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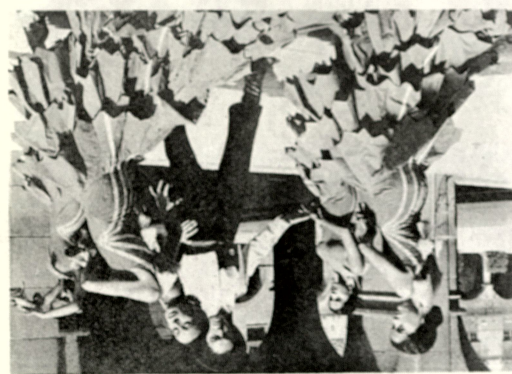
SAN JOSE

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El Domingo primero del mes en curso unieron sus vidas en el Santo Sacramento del MATRIMONIO los jóvenes Sta. DOLORES SANCHEZ hija de Tomas y Olivia Sanchez y JOE GONZALES hijo de la Sra. Trine Gonzales en la Iglesia HOLY FAMILY exactamente a las 2:30 de la tarde. Ambos contrayentes son procedentes de Del Rio, Texas, con residencia en esta por los pasados 4 y 5 años respectivamente. Joe es miembro del Club San Felipe como igualmente fue columnista de EXCENTRICO

por largo tiempo. La recepcion se verifico en el I.E. S. Hall asistiendo mas de 400 invitados. Luna de Miel la disfrutaron en San Francisco, estableciendo residencia en esta. En la grafica: Ray Martinez, Tony Guillen, Arturo Cuellar, Jess Medina-padrino, Tony Carvajal, Danny Marquez, Amparo Valdez, Bernice Reyes, Nora Elia Terrazas, Cruz Medina-madrina, Lupe Marquez, Gloria Sifuentes y los pajeitos: Gary Garcia y Sandra Sanchez. LEITER STUDIO.

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CONCERNING C. S. O.

Louis Zarate

Many problems are arising since we have come to the age of the automobile. Today we hear much about the teenage driver, about part-time jobs and school. We hear about the effect on the school work by owning an automobile and the need for jobs for our young people.

I would like to go into this matter. Studies have been made on these subjects and what follows is information on this subject. It has been found that the auto by itself and the part-time job are not harmful by themselves but together they could have effects which are detrimental to other areas of life. Aside from the many problems that are created by the use of an auto, what happens to the school life of a teenager is most dramatic and important. The studies indicate that the more the young driver uses the car the lower will be his or her school grades.

In a study in which 20,000 high school students were involved, it was found that 82% had drivers' licenses and 25% owned cars.

"A" students	67% drive
"B" students	69% drive
"C" students	72% drive
"D" & "F" students	76 to 82% drive

These students who own their own cars suffer much more in terms of grades than do those who do not own their own autos. Only 12% of those receiving "A" grades owned cars while 29% of those receiving "F" grades owned cars.

Those students who drove their cars to school received twice as many failing grades as those who only drove cars on weekends.

Interesting to note is the business of part-time jobs. It seems that those who have part-time jobs for the only purpose of driving a car or supporting a car will also suffer. A student will so many times have to work only for buying gas, oil, repairing the car. If the parents feel that it is most important to have the offspring be a social success instead of a success in school, then allow him a car for work and for school and let him use it frequently. Chances are that he might not finish school.

A FEW IMPORTANT FACTS ABOUT CARS

The studies tell us a few important facts which I feel I should write about. They are:

1. The use of the car and the grades the student will get are important. It seems that if you want your child to get good grades, then he must NOT use the car frequently. The parent must control the use of the car with authority.

2. Delay the use of the car or allowing the student to get his driver's license.
3. The student's education is more important than the old familiar story, "all the other kids have cars and take them to school, why can't I get a car?"
4. When the student is in school, remember that his school grades are much more important than his using the car.
5. It is best not to allow your child to use the car if his grades are poor.
6. The car should be used for weekends and not during the school day or evenings.
7. The student should not have a part-time job just because he wants to have money for the car. It is best to lend him the family car at the right times.

What parents and students or teenagers think about safety is completely different. Teenagers have more accidents than they should. It helps for him to have driver education in high school.

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hijo de la Sra.

Trine Gonzalez

El Domingo primero de Octubre, a las 2:30 de la tarde
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DANIEL CAMPOS
CORRESPONDING SECRETARY

SEBASTIAN R. HERNANDEZ
TREASURER

THEODORE M. CAZARES
CHAPLAIN

CARJANO R. GONZALEZ
SERGEANT-AT-ARMS

EL EXENTRICO MAGAZINE
MR. HUMBERTO GARCIA, DIRECTOR
195 DEVINE STREET
SAN JOSE, CALIFORNIA

Dear Humberto:

At a recent general meeting of the GI Forum, the membership voted unanimously to accept your offer for a column in EL EXENTRICO.

Bill Lopez and Eddie Camunez agreed to undertake the project and to be responsible for the assistance needed in binding the magazine. The agreement was based on an interpretation of the conditions which you explained to Mr. Robert Rodriguez. Bill and Eddie will meet with you in the near future for a full discussion of those conditions.

The following named members-in-good-standing volunteered to bind EL EXENTRICO to meet the obligations of the GI Forum:

PAUL ALVAREZ	BEN GARZA	AL PELAYO
MONTY AMADOR	CY GONZALES	BOB RODRIGUEZ
JOE APODACA	PETE GONZALES	ERNE VASQUEZ
TED CAZARES	MATT LUNA	MIKE YBARRA

We do not anticipate any problems and I am certain that with the cooperation of the members indicated, the problems which might arise in conjunction with our agreement can be solved in due time.

Please find enclosed a list of the membership for your convenience. If the need arises, please do not hesitate to contact me or any other member.

I hope to see you soon, for I am sure that with your help, our column can be highly successful.

Yours very truly,

Eusevio Hernandez
EUSEVIO "E" HERNANDEZ
CHAIRMAN

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

MADAM Zora

ADIVINADORA

Poseedora de SABIDURIA
y PODER para Ayudar a
la HUMANIDAD. Ha
dedicado su vida entera
a este trabajo.

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



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

Ideal BARBER SHOP

Se solicita Barbero Maestro
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CORTE de PELO...\$1.75

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

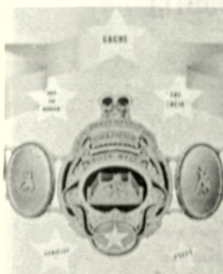
Sebastian Hernandez, Prop.
Raul R. Hernandez
Lo atenderan con esmero!



CY 5-2688

70 W. St John St.

Wrestlina



RICHARD DIAZ



AMERICAN LEGION Memory Post 399
presents.....
WEDNESDAY NITE WRESTLING
San Jose Civic Auditorium



JESS ORTEGA from LOS ANGELES, CALIFORNIA

Introducing Mr. Jess Ortega from Los Angeles, California. Tipping the scales at 310 pounds and standing 6'2 inches tall, ORTEGA has been away from San Jose for about three years.

JESS has traveled all over the world for a second time. He wins about 95% of his matches and uses his favorite hold, THE BEAR HUG, to good advantage.

This hold has contributed much to his very successful wrestling career. Jess is a big favorite in San Jose and has been for many, many years.



Simon Villa



UNION CITY, CALIF.

Consejos a los Matrimonios Modernos Para la Mujer

1. No seas extravagante.
2. Que en tu casa reine siempre el orden y la limpieza.
3. Conserva lo mejor que puedas tus encantos y atractivos.
4. Pero procura no llamar la atencion de otros hombres.
5. Nunca te pongas a que tu marido establezca la disciplina en tus hijos.
6. No estes todo el tiempo con tu mama.
7. No tomes en cuenta la opinion de tus vecinos ni tus amigos cuando se trata de la intimidad de tu casa.
8. No busques nunca apacar a tu marido.
9. Sonrie. Pon atencion a todo. Muchas veces las esposas indiferentes son suplantadas por amantes sollicitas.
10. No hables continuamente de chismes ni de criados.

Para el Marido

1. Dentro de tus recursos se lo mas generoso posible.
2. No te mezcles en el gobierno de la casa.
3. En tu hogar se alegre.
Nada contraria mas a una esposa que trabaja el dia entero en la casa que la llegada de un marido taciturno.
4. Trata a tu mujer con todas las deferencias.
5. Hazle la corte.
6. No hagas ironias a su costa.
7. No instales tu hogar muy cerca de la casa de tu familia o de la familia de tu esposa.
8. No aceptes nunca huepedes de pago.
9. Quida de ser aseado en tu persona y en tu ropa.
10. Se bueno y tambien justo con tus hijos.

No es poco el dictamen que este buen amigo aconseja, observar a todo matrimonio que desee conservar la felicidad.

Ya que encierra gran sabiduria, no sera dificil que pronto veamos aparecer entre los regalos de boda lujosas placas de Oro con letras de esmalte que reproduzcan este curioso consejo.

Porque? Por al recibir el obsequio no habra cause de enojo.

Por Simon Villa
Union City, California Octubre, 1961



Renee Zapata

Arrivo a este mundo hace tres meses, son sus padres los jovenes Vince y Adele Zapata, sus abuelos maternos Mac Hernandez (el fotografo de la sonrisa eterna) y propietario de LEITER STUDIO siendo su esposa la Sra. Edna Hernandez.

Berrera - Goytia

J P
A B

Mr. Joe and Mrs. Ruth Goytia
Mr. Alphonse and Mrs. Bernarda Barrera

Request the honor of your presence
at the marriage of their sons

Ruth and John

On November 11th at 2:00 in the afternoon

at St. Patrick's Church
389 E. Santa Clara St.

San Jose, California 1961

Reception

From 4:30 to 6:30

Dance 8:00 to 12:00 p.m.

Holy Cross Annex
15th and Jackson Sts.

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

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"Servimos bien para

Special volver a Servir"

ENGINE OVERHAUL

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

INCLUDES: Grind Valves & Seats, Hone
Cylinder, Mike Cylinder Walls, Crank Shaft
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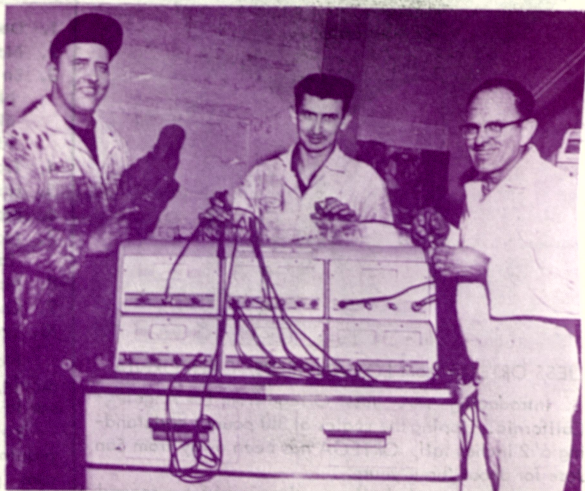
All work Guaranteed 90 days or 4,000 miles
if engine condition permits.

GRATIS!

Le proporcionamos un carro
para que Ud. no sufra nin-
guna inconveniencia mien-
tras le arregalamos el suyo.

FACILIDADES de PAGO

CY 3-3663



Para un SERVICIO de PRIMERA de MECANICA lleve su
carro con NETTO'S GARAGE con la completa seguri-
dad de que quedara satisfecho, en la grafica: Vic, Dave,
y su atento, servicial propietario Pete Netto.

564 W. San Carlos St.



Maria's

COCKTAIL LOUNGE

BAILE

VIERNES y SABADOS
POR LAS NOCHES

El Centro Nocturno
☆☆☆☆☆ *Mas Elegante*

MARIA'S COCKTAIL LOUNGE se ha convertido en el CENTRO NOCTURNO mas popular de todo San Jose por su Elegancia, Hi - Balls bien preparados y lo mejor en MUSICA para BAILAR.

Dan & Maria Aguirre. Props.

CY 5 - 9872

728 N. 13th St.

En Tracy, California



De la vecina ciudad de Tracy, Cal., donde el EXCENTRICO cuenta con muchos lectores, nos fue enviada esta foto.

De iz. a der: Sr. Henry y Sra. Tony Juarez, Henry es Truck Driver con la compañía C.P.A. Sra. Paula y Sr. Frank Cisneros propietarios de EL CASTILLO CAFE que se localiza en el 623 de la Avenida Central en Tracy, Calif.

(foto ricardo diaz)

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

Jose Lucero Canseco

Comandante

En la grafica dos comandantes del AMERICAN LEGION se dan un cordial apretón de manos son ellos PETER B. BENTARA quien fue el primer comandante del American Legion IN MEMORIA POST de Sacramento, Calif. y el comandante JOSE LUCERO CANSECO del MAGALLANES POST tambien de Sacramento, Calif. En el centro el Consul de Mexico en San Francisco, Sr. Adolfo Dominguez presencia la entrevista.

Jose Lucero Canseco es ampliamente conocido en los centros del American Legion, en la presente radica en esta ciudad, es químico-farmacéutico y opera su propio negocio bajo el título de LUCERO PHARMACY que se localiza en seguida del Teatro Liberty.



Tell our Sponsors you saw it
in EL EXCENTRICO



Joel Aguilera

*Club
Riviera*



The mother was saying to her 20 year old daughter, "You've got to stop all this running around with men."

"Okay," said the daughter, miffed, "what do I care if I wind up an old maid with six kids."

"An old maid with six children!" gasped the mother.

"Sure! I didn't say I'd be a miserable old maid."

The bald-headed barber was trying to sell his customer a bottle of hair tonic.

"But how can you sell it when you have no hair yourself?" he demanded.

"Nothing wrong with that," came the reply.

"I know a guy who sells brassieres!!!!!!"



NORA ELIA TERRAZAS & ROSA ELVA FLORES

who originate from Cauh., Mexico and are presently residing here in San Jose, Calif. Nora and Rosa not only originate from the same home state, adore to dance the Pachanga and cha-cha-cha, but have also selected Jorge Mistral as their favorite Mexican movie star.

(PHOTO by RICHARD DIAZ)



MISS JULIE PEREZ

From Del Rio, Texas. Julie enlightened us recently, with one of her visits to the San Jose area, just as her youthful smile indicates all of her sweet 15 years of age. Favorite dance? Cha Cha Cha.

(Photo by EXCENTRICO)



MISS SANDY JUAREZ

who originated from Colusa, California and is presently residing in Tracy, Calif., where she attends Tracy Junior High School on her freshman year. Sandy is 15 years old and just simply adores the cha-cha-cha.

(PHOTO by RICHARD DIAZ)

TRUE BROS. Chevron Station



Abierto - Domingos



**CHEVRON GASOLINE
R.P.M. OILS
ATLAS TIRES - BATTERIES
ACCESSORIES**

**BANK AMERICARD
6:30 a.m. a 10:00 p.m.
STEVE & JIM, Props.**

CY 5 - 2224 798 ALMADEN AVE.

CY 5 - 8870 565 Almaden Ave.

Dr. NOE ARRIZATE, 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 Físico
 RAYOS X y LABORATORIO
 Consultas en Español e Inglés

LA DOLCE VITA has been heralded as one of the best movies ever made. Federico Fellini who directed this "Flopic" is generally regarded as one of Italy's most talented directors. Fellini has possibilities but LA DOLCE VITA goes from bad to worse. The movie deals with the moral disintegration of the filthy rich in Rome and a young man trying to find his place in the sun amidst the materialism and superficialities of a decadent society. Miss Ekberg puts up a good front from the sensual standpoint but the movie generally lags, lacks continuity, and the point it is trying to make generally gets lost and much beyond the reach of the average moviegoer. The press agents have done a good job on this one but I would advise you to go bowling or something. You'll get a better value for your money.

** (Fair) for "LA DOLCE VITA".

*** ELIA KAZAN SCORES WITH "SPLENDOR IN THE GRASS" ***

Once in a while a movie comes along that captures the imagination of our times. Elia Kazan the great director has accomplished this with "Splendor in the Grass".

It marks the emergence of Natalie Wood as a star in no uncertain terms. The subject matter is controversial but very familiar to teenagers. Putting out the flames of passion in teenagers is a problem that's uncontrollable and even though the movie carries this theme to insanity it marks a milestone in adult picture making. The movie is set in Kansas in the late 20's and it seems that yesterday's teenagers aren't any different than today's. The parents still carry the same worries in meeting their problems.

Warren Beatty, an exciting new actor, and Natalie Wood are deeply in love but have fast approached the point where there will be no return. The problem of restrained love makes up much of the story. Pat Hinkle as Beatty's father turns in a masterpiece of a performance and should be in the running for an Academy Award nomination. NOT FOR KIDS UNDER SIXTEEN. Beautifully done and true to life, calls a spade a spade. You won't like the ending.

From our five star rating **** (Very Good) for "SPLENDOR IN THE GRASS"



ANITA EKBERG
 She tried in "La Dolce Vita" But Turned out a "Complete Bust"

I never met Esther Medina and many people never did either. Somehow she made sure you knew she existed. She was a star columnist for this publication for several years and has now chosen to become an ordinary housefrau. She completely dominated the scene with her elegance, her pettiness and the personality of a tame kitten who carried several megatons of prospective explosiveness. If she tried to prove anything it must have been that women can be exciting by the proper use of makeup and wardrobe. She's the sort of person that you hate bitterly or love dearly; she didn't leave much room for anything else. To the ordinary housewife she undoubtedly represented the memories of being single again, the ultimate in glamour, a vicarious thrill away from the drudgery of wash day and raising youngsters. Her entrances at formal dances seemed to be engineered to a degree of perfection. She was probably revered by the housewife and hated by the unmarried. The throne is empty, the queen has found her prince and had a ball while she looked. Congratulations Esther, may all your problems from here on out be "little ones".

THE END OF AN ERA ESTHER MARRIES!



Rod Rodriguez

Reviews &

FARMACIA LUCERO

ESPECIALISTA en RECETAS

JOSE LUCERO CANSECO
Químico - Farmaceutico

RASCALIN

Para comezones de la piel, rasquera producidas por la irritacion de la sangre comezones entre los dedos de los pies.
TAMAÑO regular.....\$2.00

HAIRGROTONE

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

TAMAÑO REGULAR.....\$5.00

CY 7-7258

75 S. Market St.

PROFESSIONAL DRUG PRODUCTS



Clifford Rodriguez

Post 809

Esta fotografia fue tomada durante una de las REUNIONES - BAILES que se celebran en el Clifford Rodriguez Post 809 en el 1980 Senter Road de esta cd.

De iz. a der: Mr. and Mrs. Frank Marquez - Sgt. At Arms, Mr. and Mrs. Joe P. Garcia - Finance Officer, Mrs. Jesus Torres, Mr. and Mrs. Ernest Ortiz.

(foto Ricardo Diaz ()).



J. Diaz PLUMBING REPAIRS

ROTOTILLING SERVICE

(MAQUINA para Voltear la TIERRA)

Este servicio ESPECIALIZADO que ofrece el Sr. DIAZ es de VOLTEAR la TIERRA acabando con hiervas y preparar la tierra para sembrados o LAWNS.

SPRINKLER SYSTEM

Una vez preparada la tierra, volteandola el Sr. DIAZ le instalara un SPRINKLER SYSTEM para irrigar su Lawn que es una verdadera maravilla a un precio bajisimo.

TRABAJOS de PLOMERIA

Tal como instalacion de calentadores de Agua, instalacion de ESTUFAS en fin todo lo relacionado con el ramo de PLOMERIA.



CY 3-4791

Mazasferro - Afanador

JF

Mr. and Mrs. John Afanador
Mr. and Mrs. Anthony Mazasferro
request the honor of your presence
at the marriage of their sons

Florence and John

On Sunday, November the twelfth, nineteen hundred and
sixty one, at two - thirty in the afternoon,
at the Holy Family Church,
River and San Fernando Sts.

San Jose, California 1961

Reception - Dance

At 5:00 p.m.

S. E. S. Hall - Santa Clara
Lewis & Lafayette Sts.

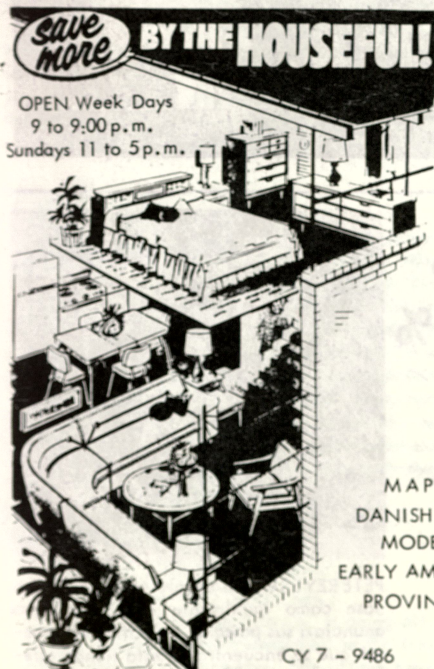
**Diga a nuestros Anunciante:
que lo vio en el EXCENTRICO**



El presidente de la Comision Honorifica Mexicana de esta ciudad Dn. BENJAMIN ULLOA a la izquierda recibio una PLACA del Dr. JUAN DE HERAS, D. C. presidente de la Camara de Comercio Mexicana, por servicios meritorios rendidos a la comunidad. La entrega se hizo durante las pasadas fiestas del 16 de Septiembre en el auditorio civico de esta cd.

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MAPLE
DANISH STYLE
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- * WE GUARANTEE SERVICE and What we SELL
- * WE GUARANTEE Style and Quality
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SHOP and COMPARE but before you Buy SEE
Us at FURNITURE DISCOUNT HOUSE
WHERE YOU CAN BUY IT FOR LESS

CY 7 - 9486

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Catholic SUPPLY STORE

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ESTATUAS de la VIRGEN DE GUADALUPE

MEDALLAS de TODOS LOS SANTOS

ESCAPULARIOS, ROSARIOS, LIBROS de OIR MISA

CUADROS RELIGIOSOS

TARJETAS y NOVENAS

EN ESPAÑOL

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

Mrs. Lee B Young

DOS TIENDAS para SERVIRLE

EN EL CENTRO
36 W. San Fernando St.
CY 5-1317

En VALLEY FAIR
Enfrente del Correo
Apertura Noviembre 1ro.



En la grafica MARIA YOUNG

Prieta Linda

La fotografia fue tomada durante
la reciente visita y presentacion
de la artista

PRIETA LINDA

En el popular Rainbow Ballroom

De iz. a der: Una admiradora, La
PRIETA LINDA en el Telefono, el
popular y dinamico maestro de Ce
remonias Carlos (Gallo) Gomez,
el cantante principal con la com-
pañia de La Prieta y Tony Espino-
za asistente del fotografo ricardo
lopez moctezuma diaz, (el azote)
del lente.



CALZADO

para Hombres

Mujeres y Niños

ROPA de

TRABAJO

Ahorre hasta el 60 %

10% DESCUENTO al PRESENTAR
este ANUNCIO

ABIERTO los DOMINGOS

FREE PARKING I

PETEREYES gerente de esta ZAPATERIA le asegura que
AHORRARA muchos CENTAVITOS haciendole una visita.

ED'S Square Deal

CY 4- 8945

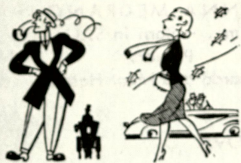
476-486-490 So. First St.



PETEREYES extensamente conosido en San
Jose como igualmente en Del Rio, Texas
anuncia a sus paisanos y publica en gene-
ral que se encuentra en esta tienda ofre-
ciendo lo mejor en calzado.



CLUB *Bachelors*



Gilbert Solarez

HALLOWEEN MASQUERADE DANCE OCT. 27TH

Have you started on your costumes for the Elite & Bachelors' big Halloween Dance?

Then, let's get with it!!!!!!!!!!!!!!

Trophies will be given away for best costumes and the funniest. PLAN TO MAKE IT, OCTOBER 27TH!

MEXICAN-AMERICAN BOWLING LEAGUE

So far Club Cuauhtemoc the champs of Winter and Summer are still leading the MEXICAN League. Club Bachelors entered the league again and took over Del Mar's other nameless team. Del Mar had to drop one of their teams reason ABEL ACOSTA will not be able to bowl for them any more. "El" Ab is now the new owner of Kiko's Bar on Keyes St., in front of HAPPY HOLLOW.

Club Elite defeated Club Cuauhtemoc last week.

Club Bachelors the underdogs took on the favored SIESTA'S TACO BAR to the cleaners score 3-1.

We beat Rocky's tamaleros pretty bad. Next time Rocky bring your bowlers some tacos con beans.

Bowling for the BACHELORS are Manny Gonzalez, Gloria Pantoja, Dave Salazar, Betty Pantoja and yours truly. And I bowl this and bowl that and yak-yak (cut that out, Gil, you're sounding like that other writer that loves bowling, Sierra).

SAN FELIPE won over DEL MAR.



Here we have a very pretty young Miss. Her name is MONA VIGIL.

At this very moment she is employed by Bank of America in San Francisco. Mona lives with Miss Irene Sandoval in an apartment house in Frisco. But they both spend weekends here in San Jose with their families.

CUAUHTEMOC SEMI-FORMAL BALL

Ladies, prepare your outfits now.

This year CLUB CUAUHTEMOC is going all out on their 8th annual Semi-Formal Ball at the Hawaiian Gardens, Saturday, November 11th. They have one

of Los Angeles' top recording bands, Mr. RUDY MACIAS Y SUS ANGELINOS. His music may soon be heard on KLOK's Number One boy "El Guero Guero" and Mr. Bill Gonzalez program on KOFY.

Buy your bids from CUAUHTEMOC members at these numbers, CY 3-3337 (GIL), and AX 6-1264 (Roy).

Norma Reyes ain't no more she is now Mrs. Joe Sandoval. They were married Saturday, Oct. 14 at Holey Family Church.

We wish to thank Mr. Bill Gonzalez noted radio M.C. for bringing Mr. Jose Pulido, Mexican Movie Star, to the EXCENTRICO office. Jose has appeared in about 103 Mexican movies and many TV shows. He sang a few songs at VICKIE GUTIERREZ'S Shuge shower on 6th Street that same night.

Where in the @*%\$# has BART CORTEZ been keeping himself? Last I heard he was doing real well at Cirincione Bros. Motor Sales on E. Santa Clara St.



After closing the deal with RUDY MACIAS known band leader for the CUAUHTEMOC FORMAL BALL GIL SOLAREZ - President, RUDY MACIAS - Band Leader and AL RODRIGUEZ take in the sights in one of Los Angeles swinging nite spots Club BOOM-BOOM.

Just a few drinks to cool their nerves.

La Internacional **Tienda de Abarrotes**

50 lbs.de Manteca \$5.98

ANTOJITOS MEXICANOS

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas....50¢

MENUDO

Todos los Domingos

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Galeria Infantil

DONNA MEDRANO

6 mo. - Born in S.J.

Parents

Ricardo and Mary Helen

SANDRA ANN CORDOVA

1 yr. - Born in S.J.

Parents

Mr. and Mrs. Manuel Cordova



LEITER STUDIO

ALBERT GARCIA

5 mo. - Born in S.J.

Parents

Albert and Gloria Garcia

GREG PEÑA

2 mo. - Born in S.J.

Parents

Rose Peña



Getting Married?



Something New has been Added....

WEDDING INVITATIONS

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3 Pc. Bedroom Set \$69.00



3-Piece Curved Sectional

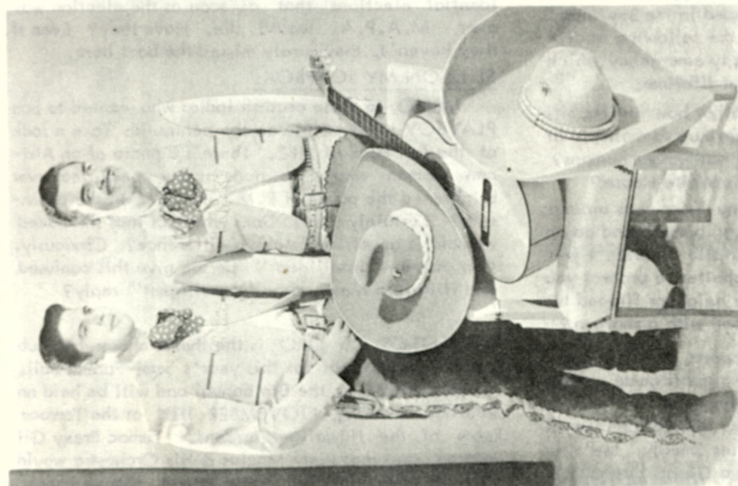
\$148

**TALESFORE'S
HOME FURNISHINGS**
1261 E. Santa Clara St.

Abierto - Domingos

11:00 a.m. a 6:00 p.m.

CY 8 - 5250



Ducto Armando y Jose Pulido

Despues de haber terminado un largo contrato en el famoso Restaurant LA GONDOLA en Indianapolis, el popular ducto ARMANDO Y JOSE PULIDO se encuentran en esta cd. disfrutando de unas cortas vacaciones el Estudio FOTOGRAFICO de EXCENTRICO fue favorecido con la visita de estos grandes artistas quien gentilmente posaron para nuestra camara. Jose a la der: es un astro del cine nacional ha filmado hasta la presente mas de 50 peliculas.

Belleza es SUYA con Lentes

Del DR. VAL E. SNEED

Seleccione Ud. de la FABULOSA variacion de Estilos y Diseños con que cuenta el Dr. VAL E. SNEED

NO NECESITA CITA

PAGOS FACILES

Obtenga el par de LENTES que Ud. tanto necesita con tan solo decir: AGREGENLOS a MI CUENTA.

En la grafica: el Dr. Val E. Sneed y la guapa recepcionista Srita. Norma Reyes.

En Seguida de KAY JEWELERS

DR. VAL E. SNEED Optometrista

CY 5 - 4805

67 S. FIRST ST.





DAVE E.
SIERRA



FALLOUT SHELTERS ?

If you are one of hundreds of people who have been panicked into building a fallout shelter in your backyard for protection against a possible Russian hydrogen bomb that might be dropped in the Bay Area, let me caution you also to get the following accessories, which will suffice for any emergency which may arise during the course of your lifetime:

Rabbit Poison. Do you realize how fast rabbits multiply? And that if they continue to multiply at that rate eventually they will outnumber humans? Can you picture Bugs Bunny in The White House?

Armored Suit. There are many Americans around who are potential nuts who can go berserk and go on a killing spree for no reason at all. Wouldn't you feel silly if you had a fallout shelter to protect you from an atomic device and your neighbor flipped his cookie and ventilated your rear end with a shotgun?

Steel Helmet. If you like sports, this is a necessity. Every foul ball hit at a baseball game endangers someone's life. A conk on the head, in the right place, can kill. Just think how this epitaph would look on your stone: "Here lies Smedly, Joe's his name; got konked on the head at a Giants game!"

Stink Bombs. Hang one from each bumper of the family chariot. Guaranteed to keep all cars at least 100 feet away, even on crowded freeways. If you do not bathe periodically it will also serve to keep bill collectors away!

Throw away your Television Set. If you see too many Westerns, you'll wind up loving horses instead of the far more desirable feminine gender of the species humana livus on earthus but gotta hava man.

You get the idea. If you had a fallout shelter and your neighbor didn't, would you allow him to share it when a bomb fell? Not even if he paid well for the privilege? If he threatened to blow your brains out with a gun? If he threatened to throw a stink bomb down the air vent? If he turned a water hose on and turned it down the air vent to drown you slowly, slowly, slowly? What are the chances of a bomb ever dropping? Wouldn't your money be better invested in a cabin high up in the mountains? **THINK AND HAVE FUN.**

My philosophy is that if I should get caught at the point of impact of an atomic weapon I would yawn and murmur, "Curses, what blasted luck, old chap!"

18 APPLY FOR CITY COUNCIL POST IN SAN JOSE

17 men and 1 woman will be interviewed this week by the S.J. City Council and one of them will be selected to fill the seat vacated by Fred Watson who has had to relinquish his seat because of illness.

The biggest surprise to me personally was the failure of Louis Hevia, prominent San Jose businessman, to file for an interview. Mr. Hevia aspired to become a member of the Eastside Union High School board of trustees just a few months ago and it would seem that he would be interested in the City Council position. Also, we remember the C.S.O. pushing Negro attorney Wester Sweet in the last City Councilman elections. What happened to these factions all of a sudden? Don't they give a damn anymore?

And how about the Mexican-American Political Association which seemed so interested in furthering the lot of the Latin American in San Jose? Don't they care any more? Surely a Latin-American on the City Council would be an asset to the community! We predicted at the time, during the 1960 presidential elections that as soon as the election was over, M.A.P.A. would die. Have they? Even if they haven't, they surely missed the boat here.

STILL ON MY SOAPBOX:

MEMO to those prudish ladies who wanted to ban PLAYBOY MAGAZINE on the peninsula: Take a look at the last issue of LIFE. There's a photo of an African woman who's as nude as any woman that ever brightened the pages of P.M. Ban LIFE on the peninsula? Certainly not! Does the fact that the naked woman is an African make a difference? Obviously. Can some "intelligent" person give this confused and illiterate Mexican an "intelligent" reply?

MOMENTOS DE ORO is the theme chosen by Club Social Cuauhtemoc for this year's Semi-Formal Ball.

The affair is the 8th annual and will be held on Saturday evening, NOVEMBER 11TH at the Terrace Room of the Hawaiian Gardens. 'Temoc Prexy Gil Solarez said that Rudy Macias & His Orchestra would play at the function. Rene Touzet, Manny Lopez, and Macias played at last year's Los Angeles BLACK & WHITE BALL. I never heard of Touzet or Lopez but this Macias has a very good band.

GO, GO, GO, GO, GO, GO, GO, GO, GO, GO!

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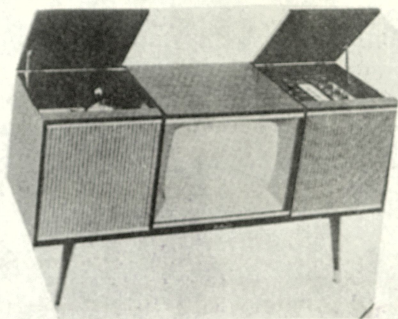
U.S.C. game, please go.

Everyone, even the squares (L7's), knows that this week is United Nations Week. There is a U.N. Festival at Civic Aud. this Saturday. If you aren't at Memorial Stadium in Berkeley for the California U.S.C.,



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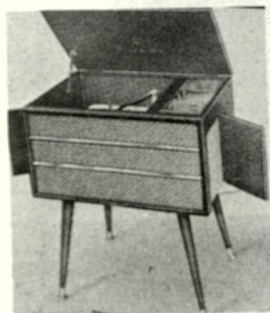
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Miercoles 25 de Octubre



■ MI CANCION ERES TU ■
Andy RUSSELL y Evangelina ELIZONDO