



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 9. NUMERO 2

SEPTIEMBRE 20, 1958

SAN JOSE, CALIFORNIA



Her Gracious Majesty Miss Estela Flores

EXTRACTOS de *La Voz de Mi Parroquia*

BEAUTY TREATMENT

True beauty is more than skin deep. Complete or real beauty is that of character plus an attractive and pleasing appearance. No amount of make-up, however artistic or tasteful, can supply for inner beauty of character and the true charm of a lovely personality.

Beauty is not something to be applied from without. It is true that mere cosmetics can remarkably improve your appearance. But appearances do not deceive for long.

No man wants to marry an elaborate make-up. He is interested in the real girl. While he likes her to appear at her very best, he wants her to be more than just an appearance. He wants not only good looks; the more they are part of the girl herself the better. He surely would rather have the girl be good-looking than merely appear good-looking. A girl whose beauty can be entirely removed by soap and water is a sorry beauty indeed.

There is no doubt that a peaceful, happy, contented and virtuous life plus good food, sufficient activity, and ample rest is girl's best beauty treatment. A body that lacks what it naturally craves will never be at its beautiful best.

The human personality must be treated with prudence or it will grow out of line. Whatever is contrary to nature puts a strain on your personality. Sin, deception, and insincerity, all have a way of making you look untrue. The good girl, or the virtuous woman, can have a charm that will make up for other possible defects and imperfections of appearance.

But have you stopped to think that God scrutinizes your soul, or gives it a far more careful examination than anyone ever gives your outward appearance? Is it not foolish to be very concerned about what people think, but not concerned about what God can see in your soul? A girl who spends considerable time to impress other people favorably, should take similar care to make a good impression on God. Frequent confession will remove imperfections from your soul. Frequent prayer will bring out a hidden beauty in your soul. Charity will cover a multitude of defects.

Whenever you take time and pains to make yourself beautiful to other people, remind yourself that you should take at least the same time and pains to make your soul attractive to God.

LAUGH: He: "You are the sunshine of my life; you reign in my heart. Without you, life is but a dreary cloud."

She: "Well, are you proposing or is this a weather report."

Employer: "Sorry, young man, but I don't need any help. I just couldn't find enough work to keep you busy."

Applicant: "You'd be surprised how little it takes."

TIRE OUTLET

FLATS 79¢ Llantas Nuevas y Usadas

BALANCE de RUEDAS... 99¢

En este expendio de llantas nuevas y usadas se ofrece un servicio rápido y económico, por lo que no nos cabe la menor duda de que es el MEJOR lugar para comprar las llantas para su automóvil.

LLANTAS RECAPS.....\$5.95
LLANTAS USADAS.....\$3.95
LLANTAS White Side Wall
FULL CAPS\$10.95

Lalo Caballero y Pedro Valente Reco-
miendan este lugar.

* Llantas nuevas 670 x 15 \$9.95 *

NADA de ENTRE
CL 8-1639



**Pacific
tires**

En la Gráfica: DON CUTLER Prop. quien le ofrece el mejor trato si Ud. necesita LLANTAS par su carro.
ELEAZAR MORALES y Don lo atenderán en Español.

Distribuidores de las famosas Llantas PACIFIC.

2250 Alum Rock Ave.



Gilbert F. Adair

Casa DEL Buen Servicio

ASEGURANZA

AGENCIA DE SEGUROS
NETAMENTE MEXICANA

TODA CLASE DE ASEGURANZA

AUTO LIFE HOSPITALIZATION

LIABILITY - BUSINESS INSURANCE

NOTARIO PUBLICO

Si Usted ha PERDIDO su
LICENCIA de MANEJAR
debido a alguna infracción
de la LEY el Sr. Gilberto
Adair le ayudará para que
vuelva a obtener su licencia.

CY 5 - 4520

CY 5 - 4521

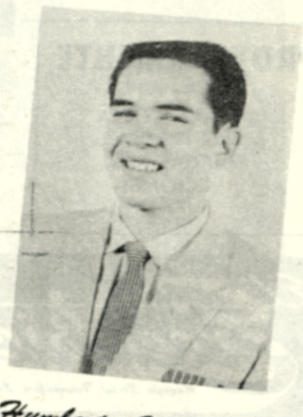
816 N. 10th St. San Jose, Cal.

Doing PHOTO-JOURNALISM at Lincoln

At this time we take great pleasure in announcing the fact that our Jr. Executive and staff photographer of EXCENTRICO is doing photo journalism at Lincoln High School where he is now attending as a senior.

Undoubtedly this experience will further his knowledge in the complex field of photo journalism (conveying as much of a story or event in a picture).

After graduating from Lincoln, Bert plans to attend a technical school in San Francisco. He will major in publicity and advertising through the printed media.



Humberto Garcia, Jr.

LA BOLA de ORO

DONDE Su CREDITO es BUENO

Nada al Contado

ESPECIAL para OTONO

TRAJES

JACKETS

ULTIMOS MODELOS

ROCK & ROLL

Todos ESTILOS

6 a 18 años

Todos COLORES

Small-Med. Lge. x Lge.

PEGGERS - LEVIS - 3 BUTTON HOLERS - SWEATERS

LAMBS WOOL GAUCHO SWEATERS

Señor Ellis Gold

86 N. Market St.





FRANK DAVILLA

AX 6-0306

MIEMBRO DE LA CAMARA
DE COMERCIO MEXICANA

PROXIMAMENTE

TOÑA LA NEGRA
PEREZ PRADO
y MUCHAS otras
ATRACCIONES.

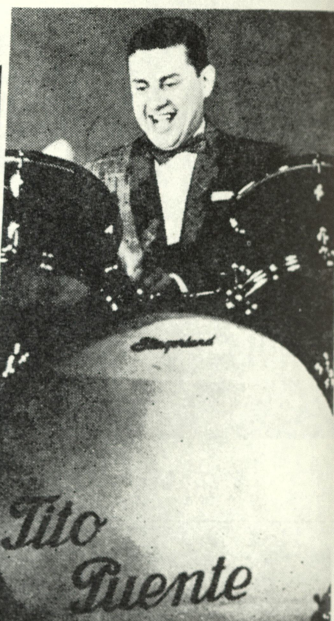
Virginia Lopez



Luis Arcaraz

Domingo 21 de Sept.

CIVIC AUDITORIUM



Domingo 28 de Sept.

CIVIC AUDITORIUM



CY 5-5594 849 ALMADEN AVE.

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

HUMBERTO GARCIA

Director

ESELA CRUZ

Secretaria

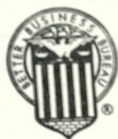
VICTOR HILLIS & SONS

Impresion

LEITER STUDIO-Fotografia

Mac Hernandez

MEMBER



Club Del Mar

Club Riviera

Club San Joaquin

Club Venus

Esther Medina

Johnny Hernandez

Ma. de la Luz Sánchez

Marty Sánchez

J. Trinidad Montes De Oca

Richard Diaz

Soledad Sepúlveda

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

Prestamos dinero en Prendas



GRAN VENTA de PRENDAS sin REDIMIR toda clase
de ARTICULOS de VALOR.

ESCOPETAS...RIFLES...TELEVISIONES...AHLAJAS
La Sra. ISCOFF y ELIAS CHAVEZ lo atenderan.

Big Ben

LOAN OFFICE

CY 4-3143

63 S. Market St.

Club SAN JOAQUIN



E. David Sierra



NEW OFFICERS FOR CSJ

The following men were elected officers of CLUB SAN JOAQUIN on Sunday, Sept. 14th.

Bob Garcia President
Dan Vasquez Vice Pres.
Silver Chaidez Treasurer
Paul Gary Secretary
Fred Asebes Sgt. at Arms
Dave Sierra Sports Chairman
Head Football Coach: Bob Garcia

After waiting for three weeks, CSJ & Capri finally got around to the UCC League playoffs and the games were well worth waiting for.

Both games went into extra innings with the men of Louie Cedillo taking the 1st by 9-8 and CSJ besting supposedly invincible Rich Forsyth in the 2nd game by 3-2.

After Sunday Sept. 14th whenever we hear of great softball pitchers depend on us to put in a plug for big Larry Valadez, the ace of the CSJ staff. Larry threw sixteen innings of ball during the day and bested Forsyth on a two hitter in the 2nd game after already having thrown a fine game against Manual Martinez in the opening game.

There were honors for everyone during the day. Dan Vasquez found Capri pitching much to his liking and blasted them for 6 hits in 7 trips! Rich Gallardo had 4 for 6 and 1st baseman Ray Silva had 5 for 8 in both games. Coach Bobby Garcia won the 2nd game with his timely hit after Ray Villegas blasted a long triple and that was all she wrote for Capri! The 3rd and final game of the series will be played on Sunday the 28th of Sept. at Backesto Park. Be There!!!!

BOB GARCIA, coach of CSJ's softball team. Bob is a graduate of Visalia's Mt. Whitney High and gained All Conference honors in football and baseball at Col lege of Sequoias. The 5' 10" and 210 lb. fullback is expected to lead CSJ to another successful gridiron season.



Club Del Mar's Baile Ranchero was a huge success. We congratulate Pres. Benny Romero & his group! Paul Gary says thanks for the qt. of Old Stagg which came in very handy for saturating our parched throats. Mil Gracias!!!!



The charming young lady above is Eleanor Solarez, employed by the Red Cross this past summer. She solicited more blood donations than anyone else and will be honored on Sept. 26th at a luncheon. She goes to Lincoln High.

CSJ KICKS OFF GRID SEASON

The All Stars of CSJ open their 1958 season on Saturday, Sept. 20th at Columbus Park, if an opponent can be found by then. CSJ presents an impressive lineup once more, studded with eight veterans from a year ago. The CSJers will run from the single wing formation, unbalanced line to the right, reports coach Bob Garcia.

Later; E. Dave Hill

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

NOTA: CAMBIO DE DIRECCION

CY 5-8870 565 Almaden Ave.





DESFILE del 16 de SEPTIEMBRE

La camara de Excentrico presenta a la Reina de las fiestas del 16 de Septiembre, su graciosa majestad, Srita. ESTELA FLORES y a su corte de honor compuesta por Maria Luisa Esparza, Ida Sosa, Panchita Gutierrez, Juanita Gutierrez,

Josefina Villareal, Victoria Macias, Cora Acevedo, y Sally Montana.

Las fiestas se celebraron en esta ciudad de San Jose el domingo 7 de Septiembre bajo los auspicios del consul de Mexico ADOLFO G. DOMINGUEZ.

Champ SURPLUS SHOES

Back to School Shoes



Estamos LIQUIDANDO \$40,000 dolares en calzado para NIÑOS, MUJERES y HOMBRES

Estamos vendiendo todo el CALZADO de VERANO a practicamente costo de mayoreo

El inventario de esta TIENDA tiene que ser reducido forzosamente para Octubre 1ro. Ud. puede AHORRAR del 50% al 80%

In the picture appears from left to right: Yvonne Fonseca, JOHNNY HERNANDEZ and EDDIE SATIN (co-owners.) ready, able and willing to give you the best buy in town on SHOES for the ENTIRE family.

TENNIS SHOES.....\$2.19
TENNIS rojos y azules.....\$0.99.
TENNIS para mujeres.....\$1.89
ZAPATOS para trabajo....\$2.69
ZAPATOS para salir.....\$3.99
ZAPATOS (pandora).....\$5.89

Y muchas otras ESPECIALES muy numerosas para mencionar.

Good Buys - Savings to All - Not fancy but thrifty
CY 4-8945
490 S. First St.



Louis Gonzales

WESTCHESTER REALTY

Agente de Real Estate

5 AÑOS de EXPERIENCIA

Casas desde \$350 de Entre

El Sr. LOUIS GONZALEZ y JOE BERSICK le ayudaran a que encuentre una BUENA CASA con un ENTREBAJO. VEA nuestras especiales que cambian DIARIAMENTE en nuestra ventana.

CL 1-0333 1657 E. Santa Clara St.

En Seguía de la Panadería GUADALAJARA



DÉSFILÉ DEL 16 DE SEPTIEMBRE

En la gráfica Harold J. Powers, Lt. Gov. y el Consul Adolfo Dominguez, Socorro Ramirez, Miss C.S.O. 1958, (la mano de hierro) del Sr. Juan Marcoida y Rosie Ramirez tapada por mano de hierro.

Lalo's SHOE REPAIR

At The CRESCENT Shopping Center

En la gráfica: PAUL VALDEZ y el conocido propietario de este establecimiento LALO RODRIGUEZ

Lalo Rodriguez

CL 1-2268 1512 E. SANTA CLARA



Quinceañera . . .

Nos adentramos en él con la intensión sana de extirpar, de arrancar los abrojos que hacen difícil el desarrollo de los tientos en flor de su temprana juventud y con el deseo de enseñarle la ciencia de cultivar la simiente (semilla) del bien que, ya pronto, tal vez mañana; quizá hoy mismo, habra de fructificar en exquisitas y fragantes virtudes femeninas.

A partir de estas sus "quince primaveras", de esos sus "quince abriles" como comúnmente acostúmbrese decir, ha salido usted de la crisálida de la infancia para desplegar sus alas de oriflama (de oro) de su juventud para rebolar cual mariposa sobre las praderas intuyendo los más bellos horizontes; agitando bulliciosa su figura policromadamente reflejada en lacas de poética acuarela prendidos de aromáticas corolas de flores tempraneras.

Deseamos detener su vuelo siguiera por un instante para susurrar en su oído, que el oro esplendoroso de sus alas, virtudes naturales de la infancia, deja su brillo, perderá su polen al rosarse en cualquier follaje si no tiene especial cuidado para conservar los encantos que la adornan.

Tenga por sabido que no todas las flores pueden brindar seguro reposo a la fatigada mariposa en la primavera de la vida.

Vuelva a la crisálida oscura del olvido; oclútese en el santo y apacible silencio del hogar a fin de conservar la lozania de joven mariposa y que el encanto de sus alas no sea deshecho por huracanes adversos.

Há abierto el botón de sus apenas ayer verdes esperanzas y han hecho abanico los pétalos de sus aromadas ilusiones. Séra objeto de curiosas miradas y el aliento de la aurora matinal deseard

A partir de sus "QUINCE PRIMAVERAS" ha sonado la hora de dar perfumes a las brisas de la vida, de erigir el tallo (y también el tallo) y ponerse cara al sol para recibir el eflúvio de sus duros rayos.

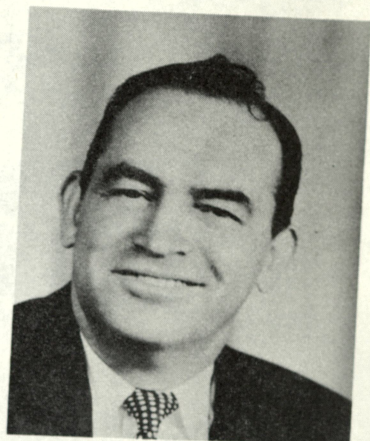
Pero está también la hora de pertrecharse, de atrincherarse contra la savandija perversa contra el gusano hecho de morbo que tratarán de mil maneras (que no de mil amores) la una de saltar su tufa y el otro su baba nauseabunda sobre el tallo y la flor de la nueva QUINCEAÑERA.

Siendo usted como un arroyuelo cuyas aguas cantar ínas al despeñarse en el níagara de PORTENTOSO de pujantes aspiraciones, busque un nuevo derrotero para seguir su cauce en una vida más llana y más risueña.

Piense desde ahora que los arroyos no siempre pasan las laderas de las muelles alfombras de los campos, sino que muchas veces tienen que saltar la queja de un triste salmo al herir su suave corriente en el riscal de los peñascos.

Quiera Dios que el cauce de la corriente de su vida sea como esos venturosos ríos que habiendo salido de la vida, retornan después de recorrer daminos lóbregos y difíciles a ese mar infinito donde salieron...! El Cielo!

Inspirado en el libro TUS QUINCE PRIMAVERAS del Presbítero don Enrique Galindo, S.S.J. que ardientemente recomienda este servidor para que todos los padres



J. TRINIDAD MONTES de OCA



En la grafica: La Srita. MARY GARCIA quien celebra su 15avo Aniversario el 29 de Junio vispera a su cumpleaños que fue el 30 de Junio. Momentos al salir de la Iglesia de Nuestra Sra. de Guadalupe.

de familia que tengan hijas aún no QUINCEAÑERAS lo obtengan por ser, además de una belleza literaria por su amena simplicidad, un libro que por su calidad de guía infalible, simplificará la labor de los padres de señoritas que tanto aman el bien de sus pequeñas.

Quinceañera . . .

Composición dedicada a la señorita Mary García Madrid como homenaje della revista EXCENTRICO, en honor de su QUINCEAVO cumpleaños (30 de junio de 1958 en curso) cuya celebración pompósamente la fué ofrecida en la vispera de su natalicio, (29 del mismo mes), por sus amantísimos padres, señor don Ramón García y esposa señora doña Librada García durante la mañana, con Misa solemne que se celebró ante el Altar del Templo de Nuestra Señora de Guadalupe con ofrecimiento de Comunión por la QUINCEAÑERA a la Virgen Patrona de América.

Acto seguido, los esposos García agasajaron a gran número de invitados, que colmaron de Felicitaciones a la festejada, con delicioso desayuno en su residencia situada en Margarete Num. 1771, culminando tan sonada nota social con animado baile que dió principio con la presentación en sociedad de la QUINCEAÑERA por su distinguido padre teniendo lugar la consabida marcha inicial en que la homenajead, toda belleza, fragancia y majeza fué seguida de fausto cortejo de 15 doncellas, hermosas todas, como damas de honor y 15 doncellas de hidalga apostura. El baile principió a las 5 de la tarde y terminó a las 10 de la noche.



Estas fotografías presentan a la Srita. MARY GARCIA y sus acompañantes al festejar su 15avo cumpleaños en esta ciudad de San Jose, California.



NETTO'S

GARAGE



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

CY 3-3663

MOTOR - OVERHAUL

Chevrolet 6
Plymouth 6
Willys 4
Dodge 6

Chrysler 6
De Soto 6
Ford 49-51
Pontiac 6

\$79.50

\$89.50

NADA DE ENTRE

24 MESES para PAGAR

Gratis!

Mientras que su carro se encuentre en nuestro taller de composuras, le facilitamos otro para que Ud. tenga medio de transporte.

564 W. San Carlos St.



Esther Medina

"It's No Secret"



ONCE MORE con MAS CUENTOS....

MITOTES CORTITOS: GLORIA RIVAS was surprised with a beautiful engagement ring from her ever-loving guy LEO ACOSTA.... Hmm!! Nice birthday present!!...CHON HER NANDEZ looked real sick at the dance Sañ nite, Sayshe had a bottle of coke??? "Chon" pitched dimes so long to get a teddy-bear at the Fair that the guy gave him one to get rid of him.....Oh, speaking of votellas, PAUL GARY was the proud winner of a fifth of (what was it, Paul??), and of course he was real glad he'd gone to Del Mar's Baile Ranchero.... EMMA LANDIN became Mrs. PAUL BELLOU MINI in a quiet ceremony after a three-year romance..CONGRADULATIONS...y portensen bien....

NEW TWOS: SALLY FIGEROUA and JESS AGUILAR who have been going steady a couple of weeks.....HELEN FLORES looking real cozy with EDDIE TORRES....RAY MARTINEZ and ELEANOR SOLAREZ muy de cachetito at the dance.....BENNY ROMERO didn't let LILLY ARISTA out of his sight last Sun....FRANK GARCIA had a real cute girl but with all the noise I didn't get her name..Darn....JORGE "Vigotes" ZARAGOZA buying all the girls gum. And all flavors, que Cute!!!...

Mexican Chamber of Commerce finished their summer bowling league with Jimmie's Barber Shop coming in first, and FRANK GARCIA came in with the highest scoring game..He's to get a trophy....

JOE LOMAS real sad and kissing the girls good-bye porque se lo llevaron a el Army... Dice Joe, "Ford Ord here I come, But, oh, my beautiful locks.....SUBY GALATA of AUTURO MARCUS' band hurt his back, but it will take more than that to keep him away from the dances.....

The LALO GUERRERO presentation was a ball.....This Sunday will be the presentation of VIRGINIA LOPEZ and LUIS ARCARAZ following them is the dynamic TITO PUENTE....

Heard that PAUL SOSA is carrying a torch for HERMELINDA GARCIA.....A mi cuate JAIME ALAMILLO lo traen de una ala, says he, "it's not true, yo las quiero a todas".....MAGDALENA MARTINEZ and OLIVIA ARIZPE just back from touring Mexico. They both hope to go back for another visit....Me three!!! CON NIE RODRIGUEZ knows alot about cars, every time we're going out she looks in the motor

and yells, "Hey, down there is everything alright....She says if there's no answer, then everything's alright.....Plug - Chualtemoc For mal will be at the Hawaiian Gardens in the Terrace Rm. around the middle of November..

The gala event will be semi-formal and music will be provided by El Gran CHICOOCHOA.... This is one of the most successful events of the year, so plan to attend...Boys get your dates and fast 'cause bids are selling like crazy.....

Giving the girls a thrill and coming to the dances in San Jose from Ford Ord are AUGIE JUAREZ (Don Tosti's singer, a recording star) and AUTURO (Lalo Guerrero's trumpet player) who were drafted in the Army.....Glad we can cheer you up boys.....

Birthday Greetings go out to MRS. HECTOR MORENO (appearing in photo), who celebrated her birthday on Sept. 8.... She celebrated with her attorney husband and friends at the Sinaloa in San Francisco... Heard they are to buy a ranch in the Santa Cruz mountains. They feel they need a quiet place to rest..Happy Birthday and luck in finding your ranch.



La Rosa PHARMACY



SURTIMOS RECETAS del Condado

A La Rosa, Prop.

GUS como cariñosamente le llaman sus amigos, tiene muchísimos años de experiencia en el ramo de farmacia, ésto le asegura que sus recetas serán surtidas exactamente como su médico lo ordena.

AQUI TAMBIEN ENCONTRARA USTED LO SI-GUIENTE: Cosméticos, yerbas medicinales, revistas en español, medicinas de patente, etc. etc.

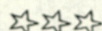
CY 4-5030 30 S. Market St.

Fotografia HERNANDEZ

LEITER STUDIO

MATRIMONIOS NIÑOS

COMERCIAL



Fotografo de Fotografias Finas

MAC A. HERNANDEZ, Prop.
Member of the MEXICAN CHAMBER of COMMERCE

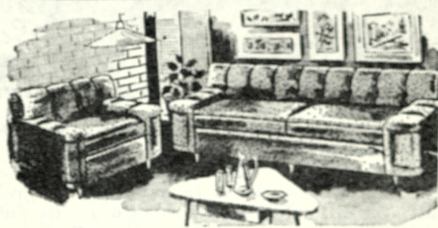
CY 3-3343

255 S. FIRST ST.



Gorgeous Never-Mar Top

Bedroom Set
Triple Dresser with dove-consrt. cedar drawer guides
\$89⁰⁰



Living Room Set

Rich Quality Fabrics
Wide selection of colors

\$69⁰⁰

Pagos de \$1.25

por Semana

THE BIGGEST LITTLE STORE IN TOWN

WESTERN STUDIO FURNITURE

1261 E. Santa Clara St.



Conozca Las Cualificaciones del Tecnico que Ud. llama a su Casa

" RADAR TECHNICIAN " en la Marina, Graduado de RADIO TELEVISION en Los Angeles y mas de 12 años de experiencia en reparacion de Televisores.

Ahora tengo mi propio servicio de Reparaciones en el mismo local que ocupa la oficina de Real Estate de mi hermano Emilio, debido a renta baja puedo ahorrarle dinero en toda REPARACION.

SERVICIO de 9:00 a.m. a 9:00 p.m.

TRABAJO de REPARACION en su CASA

A. A. Mendoza TV Service

SERVICIO EXPERTO - TODAS CLASES y MODELOS

CY 3-4773

Despues de las 5:30 p.m. Llame al:
CY 4-5918

852 E. SANTA CLARA ST.



La encantadora nenita DOROTHY MEDINA recibio el santo sacramento del Bautismo el 31 de Agosto de este año de manos del Rev. Padre Jose A. Peña en la Iglesia de la Sagrada Familia. La niña Medina nacio el dia 3 de Julio aqui en San Jose. De izd. a der. Francisco

Medina, Concha Segura (madrina), Juan Segura (padrino), y su madre Dora Rios Medina.

Despues de la ceremonia se festejo el acontecimiento con una deliciosa barbacoa acompañada con cervecita.

Ida's TUXEDO RENTAL

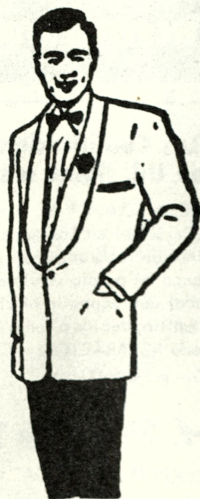
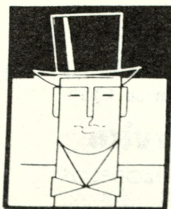
RED, WHITE, BLUE
Dinner Jacket
and Pants

Includes Shirt, Tie
Cuff Links, Cummerbunds
and Studs

\$7.00

8 a.m. to 7 p.m.
Saturdays 6 p.m.

IDA SPADAFORÉ, Prop.



ABIERTO - DOMINGOS

CY 2-9102

174 S. 2nd St.

La Superior B A K E R Y

PANADERIA - TORTILLERIA



LA SUPERIOR
Significa
Productos
de Primera.



CY 3 - 9811

320 SAN AGUSTINE

Art's Jewelry & Watch Repairing

Hand ENGRAVING

TRABAJO EXPERTO
GARANTIZADO
Mas de 40 AÑOS de EXPERIENCIA

A. A. Sheran

87 POST ST.

SAN JOSE



Monte's

AUTO SALES

Carros Usados

Nada de Entre

(Una vez aprobado su Credito)

CYPRESS 7-5018
1045 E. SANTA CLARA ST.



"Monty" Montes Prop.

Register Now!

YOU ARE ELIGIBLE TO REGISTER IF

1. You are twenty-one years of age.
2. You have resided in the State of California for the past year.
3. You have resided in Santa Clara County for the last ninety days.

This information is furnished to you by a member of your Community Service Organization as a service to you and all the Citizens of this Community. In behalf of the Community Service Organization (C.S.O.) the members would like to take this opportunity to urge you to register at this time so you will be prepared to exercise your right as a citizen in order to vote in the coming elections.

Since
1885

Navlet's

Something New in FLOWERS

Gifts of Distinction

Flores para Todas Ocasiones

PLANTAS

Recuerde Usted que esta
Gran FLORERIA también
cuenta con un EXTENSO SURTIDO en PLANTAS
SEMILLAS, ARBOLES Etc..., Etc...

Lo Atendera el Sr.

Pompeyo García

2da y SAN FERNANDO

CY 2-8312

491 PREVOST ST.



John P. Jack Miculi, Jr.

Centro de Educacion *para* Adultos

SAN JOSE UNIFIED SCHOOL DISTRICT

Clases de INGLES y CIUDADANIA



Edith Schlosser

Principal
WOODROW WILSON
Evening



INGLES - PARA PRINCIPIANTES - INTERMEDIO - y AVANZADO

ESCUELA

WOODROW WILSON
ROOSEVELT
HOOVER
GRANT

Calle Vine entre Grant y Virginia
Al este de la calle Santa Clara
Avenida Park
Calle diez norte

L M M J	7:00-9:00 p.m.
L M M J	7:00-9:00 p.m.
M M J	7:00-9:00 p.m.
L Martes J F	12:30-4:00 p.m.
L M M J	7:00-9:00 p.m.
Martes J	7:00-9:00 p.m.
L Martes F	2:00-4:00 p.m.
Martes J	2:00-4:00 p.m.

MAYFAIR
WASHINGTON

Kammerer y Sunset
Calle Oak entre la Calle
Primera y la Almaden
Al este la calle Julian

SAN JOSE (secundaria)

CIUDADANIA

ESCUELA

MAYFAIR
ROOSEVELT
WOODROW WILSON
CENTRO DE EDUCACION
PARA ADULTOS

Kammerer y Sunset
Al este de la Calle Santa Clara
Calle Vine entre Grant y Virginia
Calle Siete Norte

Martes J	7:00-9:00 p.m.
L M M	7:00-9:00 p.m.
L Merc	7:00-9:00 p.m.
L F	1:00-4:00 p.m.

Como pasar el examen para
obtener su licencia de
manejar

Roosevelt

Miercoles	7:00-9:30 p.m.
-----------	----------------

LOUIS ZARATE

ABSOLUTAMENTE GRATIS

JOE'S *Chevron Service*

SERVICIO de LUBRICACION



SIMBOLO de CALIDAD



REPARACION de AUTOS

COMPOSTURAS en GENERAL
Brake Work Electrical Tune Up
Overhaul de Motores

Joe Chabiel

CY 7-1661 300 S. 24th St.



MADAM Zora

ADIVINADORA

Tráigame sus problemas o apuros y
se los solucionaré. Millares de per-
sonas han encontrado la felicidad.

AMOR, MATRIMONIO, TRABAJO
NEGOCIO, ENFERMO.



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



Specialists in Christening Clothes

Everything You may Desire is here in
Tremendous Assortments

Beautiful Long GOWNS Short DRESSES
Boys Sets Toddler Dresses
Plus ACCESSORIES

HARRY LASNICK, Prop.

LOW PRICES



San Jose *Kiddie Shop*

CY 3-0104 279 S. First St.

Calzado para toda la FAMILIA

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

\$3⁹⁹



SIZES
TO 3



ALL WHITE
SADDLE OXFORDS

TONY FLEMATE lo atenderá
en correcto ESPAÑOL.



136 S. First St. - San Jose

203 Taffe - Sunnyvale

Guadalajara BAKERY

PRODUCTOS MEXICANOS

Gratis JUEGO de LOZA

Valor de \$50.00

Obtenga este primoroso JUEGO de LOZA (63 piezas)
ABSOLUTAMENTE GRATIS guardando los BONOS
que se regalan con todas sus compras.

Antojitos

Cuando Ud. necesite o guste de algún ANTOJITO MEXICANO dirijase a la GUADALAJARA que con toda seguridad lo encontrará. Como igualmente todo lo necesario para hacer TAMALES, ENCHILADAS, etc.

CL 1 - 2120 1661 E. SANTA CLARA





Club del Mar HI-LITES

Jenny Talavera

ONCE AGAIN I BRING YOU NEWS FROM DEL MAR.

First of all I would like to thank all of our members for their wonderful co-operation and hard work that helped our Baile Ranchero to be one of our best achievements. Most of the credit goes to our ever-loving president who really pushed us with his wonderful sales talks and confidence in our club. Thanks a million, BENNY. Without you we couldn't have done it. Also in behalf of our Club, I would like to thank Mr. DeMARIA, manager of the Liberty Theatre for the free passes he so generously gave us. To all those who attended our dance goes our thanks. We hope to see you again next year.

HAPPY BIRTHDAY: To MARGONAJERA on Sept. 17th, and belated birthday wishes to BERNIE NAVARREZ September 6th. Also a birthday party which was quite nice was RACHEAL BELACO'S, August 22. Many returns of the day to all of you.

BACK TO SCHOOL: Seems quite a few of our members are returning or entering college this year. I'm glad to be among them: PETE CORTEZ, AUGIE LIRA, GLORIA MALDONADO, ABLE ACOSTA. Those attending night classes will be TOBY ALVARADO, MAGDALENA and CARLOS MARTINEZ and MARGONAJERA. Good luck to you, and we all hope you attain your goal.

BIRTHDAY PARTY: Was given to FLORANCE MARQUEZ by her popular sister, DOLORES better known as LOLA. It was terrific with food galore and dancing in their very nice patio. The dancing was interrupted by a few summer showers, but not for long as dancing continued to the wee hours of the night. Many Returns of the Day to you, FLORANCE.

NEW ARRIVAL: Appearing in this photo are the proud parents Mr. and Mrs. RAY GAETA of baby Ray, Jr. who arrived August 17th. Ray, Sr. is now stationed at Fort Ord. Lots of luck to this lovely young couple and many years of happiness to you three.



GOING AWAY: Seems Uncle Sam has called the ever-popular JOE LOMAS to his services. Club Cuahatemoc gave him a going-away party which Club Del Mar attended. Seems we livened up the party quite a bit! We hate to see such a good friend go as the dances won't be quite the same without you, JOE. Good Luck.

ADVERTISING SERVICE



HUMBERTO GARCIA
Cypress 5-3594

849 ALMADEN AVE.
SAN JOSE, CALIF.

SERENATA NOCTURNAL



Carlos Graham

En sus programas difundidos desde la Estación Radio Difusora KEEN (5000 WATTS) ESCUCHELO

LUNES a VIERNES de 7 a 9:00 p.m.
SABADOS de 7:00 p.m. a 8:30 p.m.

CARLOS GRAHAM hace derroche de su Talento Artístico y poético en SERENATA NOCTURNAL.

radio KEEN
1370 KLC

\$25.00 Recompensa

para la persona que encuentre a mi Conejito y me lo REGRESE. Don Caupolitan



El Conejito Regalon Perdido

por DON CAUPOLITAN

Han visto Vds. a mi conejito regalon? Lo perdi y estoy dispuesto a pagar una gran recompensa a quien me dé informaciones para recobrarlo. Mi conejito es algo fuera de lo común como verán si me leen hasta terminar.

Iba a lo largo de una senda solitaria en el parque Golden Gate, no hace mucho, cuando al mirar a mi izquierda vi corriendo sobre el césped a toda velocidad un conejito cuyas orejas iban pegadas al cuerpo mientras que su cola se extendía horizontalmente con el cuerpo.

Por qué iba corriendo tan rápido? Nunca había visto a un conejo correr en línea recta. Ellos generalmente saltan de un sitio para otro, se detienen, pestáñean con sus labios y bigotes se rascan la nariz. Eso es todo lo que hacen.

Bueno, éste tenía negocio urgente. Pronto vi la razón de su urgencia. Era su vida que trataba de salvar. Dos perrote negros, tipo galgo, rojas lenguas afuera, lo iban persiguiendo. E iban ganando terreno rápidamente. Cómo iban a ganar cuatro patitas contra ocho largas patas?

Envíe al Diós que cuida todas las cosas vivas una sentida plegaria. "Sirvete Diós," dije "De enviarme este pequeño conejo a mí. Yo lo protegeré."

No había terminado mi petición cuando algo curiosísimo sucedió. El conejo, como si hubiera entendido que yo amo todas SUS creaturas, se vino en mi dirección, y muy pronto iba subiendo por mi pierna y se vino a posar sobre mi corazón, completamente seguro de que finalmente había encontrado un refugio. Con mi pulgar toqué su corazón. Latía como ametralladora a razón de diez mil balas por minuto.

Ya los perros habían llegado y estaban saltando y ladrando alrededor mío. Sus ojos eran centellas de deseos de continuar el juego. Querían decirme, no queremos matar al conejo. Solo queremos jugar con él. Yo sabía eso, pero también sabía que ellos juegan su poco duro y había el peligro que destrozaran las tiernas carnesitas del conejo en tal proceso.

Les contesté. "Vds. se van de aquí. Este conejito está bajo mi protección. De ahora en adelante será mi regalon. Tengo un jardín muy bonito lleno de lechuga y zanahorias." Durante mi peroración mis dedos acariciaban al pequeñín bajo mi saco.

Algo me hizo mirar al animalito. Sus ojos estaban pasados sobre mí, llenos de lágrimas.

Luego algo ocurrió que me dejó anonadado. Algo que solo ocurre en cuentos de hadas para niños y que nosotros los ya crecidos no creemos. El conejito empezó a mover las quijadas. Pronto un chorro de palabras iba

saliendo de sus labios: El decía: GRACIAS, COMPAÑERO. ESPERO ALGUN DIA HACER ALGO POR VD. TAMBIEN."

Y no me había recobrado de mi gran sorpresa al oír a un conejito hablar, cuando el sacó la cabeza por encima del botón de mi saco, cuidándose de estar bien afirmado a mi camisa, y les sacó la lengua a los perros y les dijo: "FUI A VDS."

Todo esto fué tan cómico que empecé a reír y reír con tanto ruido, que en ese momento desperté y me encontré que mis dedos a cariciaban mi pecho vacío.

El pequeño conejo desapareció como por encanto y me dejó con un dejo de nostalgia. Y desde ese día he andado buscando a mi conejito regalon y no lo puedo encontrar. Han visto a mi conejito regalon?

PERMANENT WAVE



ESPECIAL

\$5.00

Ultimo Estilo
en Peinados

ONDA PERMANENTE, CORTE
de PELO, Cream SHAMPOO
y RINSE.

Day & Nite Beauty Service

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

La Rosa

BEAUTY SALON

CY 4-9254 186 S. 2nd St.

Ideal BARBER SHOP



Abierta Los DOMINGOS

Para dar un MEJOR SERVICIO
a su numerosa CLIENTELA
SEBASTIAN HERNANDEZ
anuncia al Público en general
que esta BARBERIA estará
ABIERTA todos los días inclusive
los DOMINGOS.

Sebastián Hernández, Prop.

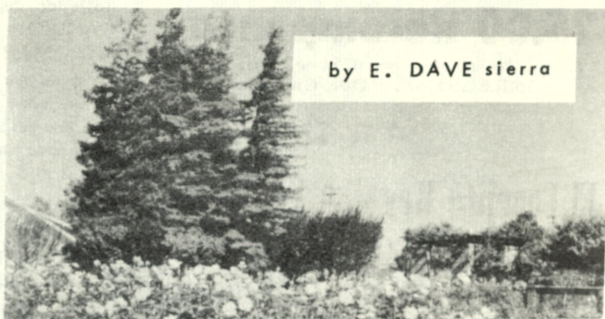
CY 5-2688

70 W. St John St.

changing partners...

A Short Story

by E. DAVE sierra



After the inevitable disturbance of having sand in their shoes became too much to bear, Joey and Bette stopped to take them off. It was much better this way and the cool sands of the shore, kissed unceasingly through the day by a burning sun, felt good under their bare feet. The sun had long since dropped over the horizon and the glittering orange of the setting sun had now turned to a hazy purple.

"Feels good huh?" she inquired, looking at Joey and smiling.

"What does?"

"The sand between your toes, the soft breezes blowing in off the ocean, and walking along the shore with no particular destination in mind," she said, looking away toward the lights of the city which twinkled in the distance. They held hands, swinging them back and forth as they walked. Then Bette dropped his hand and her arm crept around his waist.

"Let's put it down here!" he said, dropping the shoes on the sand and shaking the blanket. She grabbed two ends of it and they spread it out, setting one shoe at each end to hold it down lest the breezes wave it.

"You're not in shape, are you?" she kidded.

"Don't have to be, you are!" he kidded back, trying to maintain a serious look but being very obviously facetious.

Both of them lay on the blanket, their eyes scanning the heavens. Stars by the millions gleamed overhead and dominated an endless sky.

The enormity of it all was overwhelming and made him feel so infinitesimal, so insignificant. He cuddled closer to Bette seeking warmth from a girl, warmth that nature hadn't thought to provide on a sandy beach at night time.

"What are you thinking about Joey?" she asked, her eyes yet glued to the spacious panorama of the skies above. He didn't answer right away, letting the silence emphasize her interrogation.

"I don't know, Bette..... I like to lie here and look up at times like these..... A person can't have any worries looking up at the stars and the moon," he said.

She turned her face toward him now and her hand moved to his face. Gently her fingertips ran over his chin and to his lips. Her eyes found his and encompassed them with an entrancing and knowing look.

"Joey..... would they tell?" she asked softly. "Who.....?"

"The stars....." she whispered, moving even closer to him and kissing his ear slightly. "I don't think..... how....."

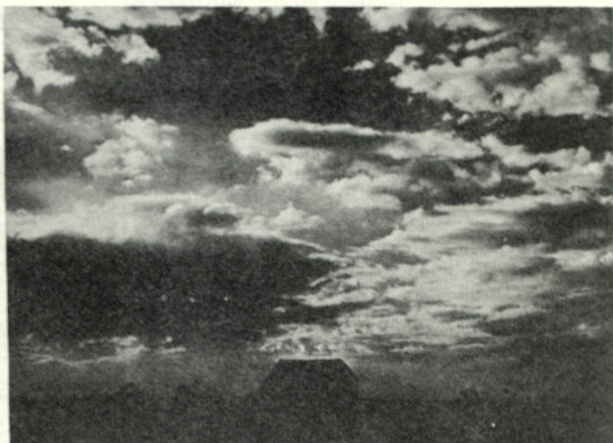
Her mouth met his and crushed it with a fervor bordering on the fanatical. She murmured softly ".....mmmmm Joeymmmm....."

It was at this point that Joey let his imagination depart our mundane planet & seek bigger, better, more exciting worlds. He imagined both of them in a garden in paradise, walking over sidewalks of pure gold with trees and shrubbery of a rich green color everywhere. Ornate fountains spouted precious perfumes and with every step they took the beauty of everything multiplied itself a thousandfold. After what seemed like centuries of wandering around in this Utopia, their lips parted and he kissed her tender cheeks and ears, and even her eyes.

"Girls get into trouble kissing like that," he whispered in her ear.

"Afraid?" she asked, moving even closer.

That question was superfluous. It didn't need asking and no answer was given. As their lips met once more, a concert began in the heavens. Violins played the overture and the maestro waved a golden baton. The stars formed the chorus which burst forth in song. The moon disappeared momentarily behind clouds which drifted lazily across the skies, wanting to leave only with himself this mortal being who now sought to make fruitful every dream which he had ever nurtured concerning Bette Marlow.



Leo's SERVICE STATION

Leo Fassnacht, Owner



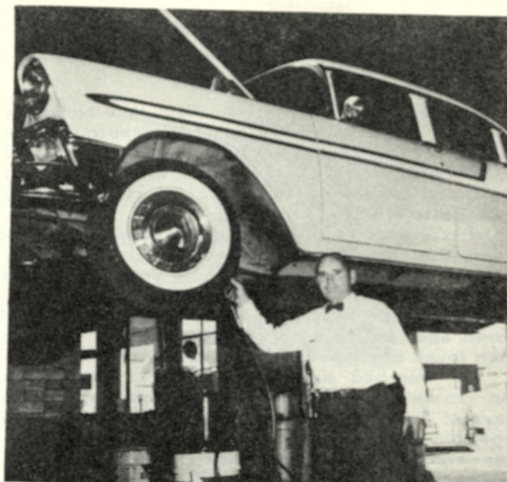
La Mejor GASOLINA - Aceites
LLANTAS - BATERIAS ACCESORIOS

Experta Lubricacion

GASOLINA BLANCA PETROLEO
SOLVENTE PARA LIMPIAR

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

Esq. VIRGINIA y ALMADEN Ave.



*Our Printing and Offset
facilities are the most
complete in San Jose!*

- COMPLETE MAILING FACILITIES

Phone or drive in for professional assistance
in planning your printing requirements.



En la gráfica: JAMES TIFFANY, CHARLES HILLIS,
MARGARET STOCKING y GEORGE HILLIS.

Catholic SUPPLY STORE

ARTICULOS RELIGIOSOS

Nos ESPECIALIZAMOS en la venta de toda clase
De ARTICULOS RELIGIOSOS

ESTATUAS de LA VIRGEN de GUADALUPE
MEDALLAS de TODOS LOS SANTOS
ESCAPULARIOS, ROSARIOS, LIBROS de Ofi MISA
CUADROS RELIGIOSOS, Etc... Etc...

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

Mrs. Lee B. Young

CY 5 - 1317 36 W. San Fernando St.



changing partners...

Driving back to Emerson City, she had very little to say. She chose to let the radio and the sound of the car's engine break his monotony. Joey's attention was focused on the highway but his mind was a million miles away, in Utopia, with Bette Marlow.

Driving through the neighborhood where she lived, the streets were now entirely deserted. "Joey, I don't want to go home yet. Let's just sit and talk for a while, can we?" she asked, reaching into her purse. She brought out her comb and ran it through her hair a few times & then found her lipstick and did her mouth.

He watched her closely as if trying to pick out mistakes in the manner in which she made herself beautiful. After her comb and tube of lipstick rejoined all the other junk in her purse she ran her tongue over her lips once or twice and turned to face him.

"We'd better not see each other anymore, Bette!" he said, breaking the silence. The thought shocked her.

"I don't understand Joey!", she replied.

"We went out together that first night because you were going to tell me about your troubles with Bill, Bette.... I did that because Bill is a good friend of mine and so are you.... but tonight we didn't even talk about Bill.... I don't think we even gave him a second thought!"

"Joey, I ought to be slapped for saying this but what would you say if....if I told you that I didn't go out with you because I wanted to talk about Bill.... but because I wanted to be with you? Would that be too hard for you to understand, would it?" she asked.

If he was confused about her before, this last statement put the clincher on it. Now he was really puzzled by her.

Here was a lovely, mature young lady who was going steady with one of his best friends, telling him that his best friend didn't matter, that Joey Valente was the one that mattered.

It still didn't make sense. Why? Why?

He didn't answer Bette's question, wanting to think it over a little more before deciding on his answer. Joey looked out the car and down the street. All the houses on the street were now completely dark except for one. That would be the Marlow home. The night had brought a peaceful tranquillity to this street and both of them were enjoying it for the moment.



"Why the sudden urge to make a change in boyfriends, Bette?" he asked, now aware that there had been far more to her initial request to talk to him than appeared evident on the surface.

"I've been thinking about us, Joey.... not you and I but Bill and I. I've decided that he isn't what I want, but I want the thing that is nearest like him, YOU! The reason that I hadn't told him before was that I was afraid if I started to I wouldn't go through with it.... people more or less expect us to be married someday but I don't think it will ever happen. That isn't what I want for myself. Can you blame me for feeling the way that I do?" she queried.

He put his arms around her once more and kissed her tenderly, as if to culminate their love with this mild show of affection. Bette looked out the window of his car now and the world looked better, the street lights gleamed brighter, the porch light at the Marlow home seemed like a beacon to her, and she felt a warmth in her heart that she had never felt before.

"Whose gonna tell him?" Joey asked.

"I'll just write him a letter" she said, "and it will explain everything that's happened between us. To make everything final I'll sign it Changing Partners;

Bette Marlow



Campi MUSIC CO.



James Campi, Prop.

TODA Clase de INSTRUMENTOS
MUSICALES (VENTA - o - RENTA)

Aquí puede Ud. obtener el INSTRUMENTO MUSICAL que Ud. necesite para su CHAMACO lo puede comprar o Rentar. TOCA DISCOS - RADIOS - DISCOS I

CY 3-9291

50 S. FIRST ST.

Westchester Park Realty

Sea DUEÑO de Su CASA

(RENTAR es GASTAR)

PEQUEÑO ANTICIPO

En busca de UNA BUENA CASITA a un COSTO BAJO?
Llame Ud. a BOBBY ZAMORA quien cuenta con toda
clase de CASAS de VENTA grande o pequeña, y lo
mas IMPORTANTE con un pequeño ANTICIPO.

Compramos y Vendemos

CY 5-4520

816 N. 10th St.

San Jose



Bobby Zamora



DESFILE DEL 16 DE SEPTIEMBRE
IDA'S TUXEDO RENTAL presento un animado
float como la foto endica.

Todos han visto en Television las ofertas de BIGGIE FURNITURE CO.

**FINEST
BRAND!
LOWEST
PRICE!**

GRAND OPENING PRICE

\$69⁰⁰
ST-7

\$7 down - \$1.25 week

**VIBRATOR
LOUNGER**



LAS MISMAS OFERTAS SE LAS OFRECERA

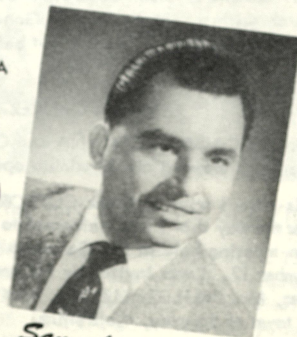
Samuel Arrazate

10 PIECE DINETTE

\$129⁰⁰
ST-16

\$13 down - \$1.60 week

SAMUEL ARRAZATE continuara sirviendoles en REAL ESTATE
ASEGURANZA - NOTARIO PUBLICO con el mismo numero
de TELEFONO CY 5 - 1233



Samuel Arrazate

CY 5-1233

249 S. 2nd St.

San Jose

Wrestling



RICHARD DIAZ



MAIN EVENT

MIKE VALENTINO' Stemper cost him the Pacific Coast Title Wed. nite at the San Jose Civic Auditorium September 10. Mike won the first fall very successfully in 16 min. and 25 sec. with a headlock and a body press, but after he had won the fall he kept on working on Ramon while he was still laying on the mat.

All of RAMON'S fans were gathered around the ring and shouting at PET PETERSON, the Referee to stop Mike from beating up their idol, and the referee warned Mike to stop stamping on Ramon four or five times until he had to disqualify him and reverse the decision and award the fall to Ramon.

Ramon recovered right away and took the second fall in four min. and 40 seconds with a head scissors and a body press to win the match and still keep his Pacific Coast Title.

SEMI - FINAL

The two-man Tag Team between RONNIE ETCHISON and GEORGE DRAKE against GENE DUBUQUE, one part of the World's Wrestling Tag Team Champion, and the MASK ended in a draw each team won a fall. Ronnie took a terrible beating from the Mask: head butts, eye gouging, and chocking. The Gent Gene Dubuque broke every rule in the Wrestling Code book until they got him drowzy and then Gene pinned him with a body slam and a body press in 19 min. and 55 seconds. Ronnie Etchison came right back and evened the match with a Giant swing on Gene Debuque in 8 min. and 40 seconds. Time ran out before either man could score another fall.

CURTAIN OPENER

The Great HOMBRE MONTAÑA and CLYDE STEEVES wrestled to a draw in the 20 minute opener.

At this time I wish to thank CLIFFORD RODRIGUEZ Post for the way that I was welcomed to their American Legion meeting held at the Germania Hall on Friday, September 12. I was invited by the present Post Commander, Mr. PAUL GALLEGOS, who is from my own home town of Browley, California.

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



LORD JAMES BLEARS

English Wrestler

Born in Manchester, England; 6', 235 lbs. Has had active athletic background since high school days, and won a number of British breast-stroke swimming championships. Has also held a large number of wrestling championships. He was world's light heavyweight wrestling champion in 1947; world's junior heavyweight champion in 1948; Pacific Coast heavyweight titleholder, also in 1948; British Empire tag team champions, 1949; and, then, in April, 1955, teamed with Gene Kiniski, won the world's tag team wrestling title from the Sharpe brothers.

Lord Blears is one of the most colorful wrestlers in the ring. He enters the ring clad in a colorful robe, symbolic of his family background in England. Not excessively tall or heavy, Lord Blears depends on his cunning and roughness in the ring, and he has compiled an enviable record since he began his pro wrestling career just prior to World War II.

During the war, Lord Blears survived one of the most horrifying ordeals possible. He was aboard a Dutch ship in 1944, and was taken prisoner by a Japanese submarine. One hundred and three men were taken prisoners, and five survived — Lord Blears was one of them.

The others were beheaded, but Blears somehow managed to get loose from his bonds and dive overboard. The story is so fantastic that Blears has made copies of entries in official British and Dutch records — thus to prove. In writing, the fantastic story. He was awarded a Dutch medal, equivalent to the United States Congressional Medal of Honor. He has also been a special guest of Prince Bernhard and Queen Juliana of the Netherlands. After Blears dived overboard, he was subsequently rescued by the SS James A. Wilder, a U.S. Liberty ship.

Blears has his eyes set on the Pacific Coast Title, which he says that all the time he needs is just less than 10 minutes in the ring with Ramon to prove who is really Champion.

Albanese Food Shop



VINCE FERLA y ERNIE LOCATELLI, Props.
En el DEPARTAMENTO de CARNICERIA encontrará Ud. una amplia variación de carnes, hamburger, steaks cosida en una palabra lo que Ud. necesite.

ABARROTES EN GENERAL
Aquí puede Ud. comprar desde #5 lbs. a 100 lbs. ya sea FRIJOL, HARINA, MAIZ, ARROZ etc.

Grandes Especiales

CH 3-4599 3483 EL CAMINO

- LATEST FASHION NECKWEAR
- DISTINCTIVE JEWELRY FOR MEN
- ACCESSORIES

Tie Rack

"A SHOP FOR THE PARTICULAR MAN"

121 S. First St. CY 5 - 8338



De izquierda a derecha: MILT ROSS y el MAYOR

FRANK QUIÑONES o sea EL MAYOR de la Calle MARKET, (como le llaman sus amistades) ya que éste nombre lo obtuvo por las grandes existencias de Ropa con que cuenta ésta tienda, lo invita a que lo visite.

Ropa para Salir y Trabajo

ECONOMY *Men's*
STORE

57 S. Market St.

JOSE'S TV

Sales and Service



Unicamente Hay UN JOSE TV SERVICE

No se confunda Ud. unicamente HAY UN JOSE T.V. en esta ciudad de San Jose que le ofrece siempre el MEJOR SERVICIO en REPARACION de su Televisor como los PRECIOS MAS BAJOS en aparatos ya sean NUEVOS o USADOS.

CL 1-1240

1539 E. Santa Clara St. San Jose

It's True

Marty Sanchez



WHIRLWIND of news, views, and the latest SCOOPS!! SO READ ON.... Back from vacationing in Mexico is pretty OLIVIA ARIZPE. After three weeks of being away from San Jose Olivia was happy to be back, and also very glad that she got back in time for Del Mar's Baile Ranchero....

OVER the LABOR DAY WEEK-END Mr. & Mrs. JOE RODRIGUEZ, CONNIE RODRIGUEZ, and MARGE OCHOA traveled down South to Los Angeles. Besides taking in Disneyland, saw them at the LATIN QUARTER, where RUDY OLIVAS formerly from San Jose is now playing..... VIRGINIA'S NIGHT CLUB, which is owned by MANNY LOPEZ, and it features MANNY LOPEZ and ORCHESTRA, was also visited by Marge, Connie, and her parents.... By the way, Connie is now sporting a new car which her parents gave her just before their trip to LOS ANGELES....

BEST WISHES to ROSIE CHAVEZ on her birthday Sept. 2nd. She received an engagement ring from her steady, JOE FERNANDEZ.... WEDDING plans are for next year.... NOTE TO THUNDERETTES!!! WHY so narrow minded??? Goes to show what little friendship and trust one can expect from that direction. I think you have been given a great deal of consideration concerning any write-ups. If it wasn't for IRENE FELIX that consideration would have not been respected by "ITS TRUE"..... CONGRATULATIONS to CHARLIE MOLINA on his terrific columns for CLUB RIVIERA... Keep up the good work.....

CLUB DEL MAR'S BAILE RANCHERO was very successful due to the hard work each member put in.... CHARROS JAIME ALAMILLO and BENNY ROMERO should concentrate less on themselves.... and, Jaime, you better get your wires uncrossed on what the matter is about.... it doesn't concern the whole club.... keeping to themselves at the Baile Ranchero were JOSIE and MARY MELCHOR.... Dancing up a storm with all the gals was CARLOS MARTINEZ.... Lovely HELEN FLORES was selling hot dogs like mad with the help of VIOLA MONTOYA, EDDIE TORRES, and JOHNNY ROSAS.... PAUL "LITTLE KING" GARY won a bottle of whiskey which was raffled off.... You did share it with your friends didn't you, Paul???.... ALSO present at the Del Mar festivity were CHON HERNANDEZ, JOE RIOS, and our friends from L.A., FRED AGUIRRE, and his buddies, who are terrific dancers, of course L.A. style.... These boys intend to make it to San Jose more often.

CHM dance at the Civic had a big turn out, and among the crowd was ELEANOR AND HELEN SOLAREZ. Part of her attention was to EDDIE BOJORQUEZ, but then the other part was to the other singer of "LOS CUERVOS", good-looking RAY MARTINEZ.... They only had eyes for one another, so of course that explains why she didn't notice all the other people....

ENGAGEMENT of the very gracious SOLEDAD SEPULVEDA to SILVESTRE RAMIREZ was announced on Sunday the 14th. Soledad who is admired and respected by all who know her, is considered one of the most well known figures in the social and civic circles. EXCENTRICO STAFF extends to Soledad and her future husband our best wishes.



Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO

Jo-Mar BEAUTY SALON

Salon de Belleza Mexicano

ESPECIAL
para OTOÑO

Cream Oil

COLD WAVE

\$6.75

\$8.50 y \$10.50



Para obtener Maxima Belleza le Agregamos CREAM RINSE, Style SETTING y GLAMOUR SPRAY.

ABIERTO DIARIAMENTE de 9:30 a 6:00 p.m.

Los DOMINGOS 10:00 a.m. a 4:00 p.m.

JOSEPHINE MONTECINO - MARGARET VASQUEZ

Esquina DELMAS y AUZERAIS Sts.

CY 2 - 2550

385 Delmas Ave.



Ace TV SERVICE TRABAJO GARANTIZADO

Pagos Bajos



CREDITO en REPARACIONES
SERVICIO de UN DIA

En este acreditado TALLER se le ofrece un SERVICIO RAPIDO y ESMERADO dandole amplias facilidades de de PAGO. SE LE ATIENDE EN ESPAÑOL. TELEVISIONES (Usados) desde \$22.50

Frank Di Salvo, Prop.

CY 3-4181 881 S. FIRST ST.



EQUIPO *Fotográfico* PAGOS BAJOS

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

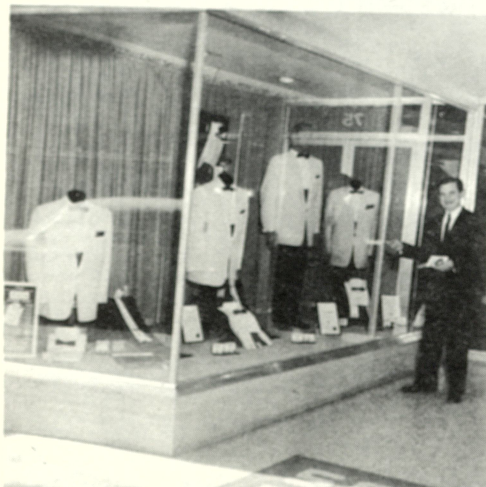
CAMARAS - ENLARGERS - TRIPODS - PELICULA
toda clase de accesorios (Nuevos y Usados).

INSTRUCCIONES GRATIS!

Además de Absoluta Garantía el SEÑOR JACOBO le dara INSTRUCCIONES GRATIS! ayudándole para que tome BUENAS FOTOGRAFIAS.

Harry Jacobs

CY 7-2908 179 S. FIRST ST.



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



CY 4-2322

75 S. 2nd St.

DESFILE del 16 de SEPTIEMBRE



Las graficas representan algunos de los aspectos del DESFILE que se llevo a efecto el Domingo 7 de este mes de Septiembre con motivo de celebrar las FIESTAS del 16 de Sept. en esta ciudad de San Jose. El desfile, programa en el Auditorio Civico y baile por la noche se desarrollaron bajo los auspicios de la Comision Honorifica Mexicana, siendo su presidente el Sr. Benjamin Ulloa.

La Srita. ESTELA FLORES fungio como

reina, el teniente gobernador HAROLD POWERS y el Sr. ADOLFO G. DOMINGUEZ consul de Mexico en la ciudad de San Francisco fungieron como parade marshalls, acompañandolos Miss C.S.O. Sta. Socorro Ramirez y la Sta. Rose Marie Ramirez (2do. lugar.)

El desfile resulto animado ya que participaron numerosas bandas militares y diversas organizaciones.

Highlights of the 16th of Septiembre Fiesta in San Jose

Martinez - Alvarez



En impresionante ceremonia religiosa ataron el lazo conyugal la Srita. FLORENCIA ALVAREZ, hija de los Srs. Juan y Felicitas ALVAREZ con el joven HENRY MARTINEZ el Dom. 7 de Septiembre a las 5:00 p.m. en la Iglesia de la Sagrada Familia. En la grafica de izd. a

der. Oralia Elemen, Mary Sandoval, Dionicia Zuñiga (madrina) LOS NOVIOS, Gonzalo Zuñiga (padrino), Joe Ortiz y Frank Alvarez.

Despues de la ceremonia religiosa se les ofrecio una alegre recepcion en la casa de la novia a la cual asistieron familiares e invitados.

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Entregamos Comida Mexicana a Domicilio

TACOS - ENCHILADAS - TAMALES - CHILI BURGERS
CHILES RELLENOS - GALLINA FRITA - CHILI HOT DOGS
MALTEADAS - PASTELITOS

Para su siguiente FIESTA o PARTY todo lo que tiene que hacer es llamar al CL 8-0851 y en media hora le entregaremos su ORDEN a su DOMICILIO.



Aurelio Amescua
PROP.

EL Michoacan No 1

ESPECIALIDAD:
Ordenes para
BANQUETES
Se localiza en el centro
de San Jose.
CY 5-9585 42 Post St.

CL 8-0851

2750 Alum Rock Ave.

TEATRO LIBERTY *Tony D. Maria, Gte.*

CY 7 - 1456

67 S. Market St.

San Jose, Cal.



La MEJOR PELICULA del AÑO 1957
Ganadora del ARIEL

"TIERRA DE HOMBRES"
Tony AGUILAR y Joaquín CORDERO

MIERCOLES 24 de Septiembre

Esta es la historia de Ruby, una joven bella y ambiciosa que sueña con evadirse del humilde barrio en que vive. Cansada de la pobreza y decidida a lograr el lujo y la tranquilidad material que anhela, se une a un empresario de box que la mantiene como una princesa.

Pero el hijo del empresario, Alberto, joven y apuesto, llega del extranjero donde ha cursado sus estudios, y queda prendado bien pronto de la hermosura de Ruby, quien siente por él también una profunda atracción. Los dos viven en secreto, un apasionado idilio, que no pueden evitar, hasta que un día los descubre el padre del muchacho. El desenlace de la película alcanza alturas dramáticas que conmueven y emocionan al público.

Zully Moreno, junto al nuevo galán Alberto de Mendoza, luce dignamente su belleza y elegancia, así como sus magníficos dotes de actriz, en el papel de una mujer de torturada vida pasional.



Alberto de Mendoza, nuevo galán del cine hispanoamericano, con la gran actriz Zully Moreno, en "LA CALLE DEL PECADO"

con ZULLY MORENO y
ALBERTO de MENDOZA

