



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 12. Num. 9

MARZO 5, 1962

SAN JOSE, CALIFORNIA



"La Tariaevri" Mexico's gifted singer of great feeling



Joel Aguilera

The United Food Drive has terminated its annual food drive which in turn was very, very successful.

Club Riviera wishes to express its congratulations to all of the persons, clubs and organizations that participated in this drive, for their efforts and cooperation in making it such a success, also, of course, our most sincerest thanks and appreciation to the outstanding bands that participated (free of charge) in supplying the music for the UFD Dance. Such aforementioned participants are as follows: Hermanos Jordan, Rock and Roll Band of the Epics, Becho Gloria from the Rainbow Ballroom, Connie Caudillo, Beto Torres and Excentrico Magazine for its fine cooperation in publicity for this worthy cause.

The following photo will illustrate some of the few members of various clubs that assisted in the Food Drive: L to R (seated): Henry Cenicerros, Mary Flood, Trudy Jimenez, Mary Fierros. L to R (standing) John Zamora, Manuel Barajas, Tony Carabajal, Rudy Belluomini, Mary Hernandez, Delia Perez, Vel Garcia, Friday Aguilera and Candy Veliz.



*Club
Riviera*



The U. C. C. League will sponsor on Saturday, April 14th, 1962 an athletic benefit dance (Baile Ranchero) which will take place at the I. E. S. Hall at 1401 E. Santa Clara St., San Jose, from 9 P.M. to 1 A.M. Donations - \$1.00. Hope to see you all there.

MONEY PLANT

Bea Chavoya, member of the Aux. is shown handing the "money plant" to winner Mrs. Ramirez. On the right is Forum member Oscar Chavoya. The raffle was held at the Santa Clara GI Forum Sweetheart Dance.

(PHOTOGRAPHY by RICHARD DIAZ)

LENA CHAVEZ

Originally from Hollister, California, now residing in San Jose, Lena is a graduate of Hollister High School, is 17 years old and is employed by La Rosa Beauty Salon. Her hobbies consist of swimming, dancing (twist), and her favorite Chicano singer is Miguel Aceves Mejia.



Dr. JUAN de HERAS

Chiropractico

PRACTICA GENERAL

Horas de Consulta

9:30 a 12:00

2:00 a 6:00

DIARIAMENTE

Sabados:

10:00 a 12:30



Facilidades de RAYOS X y Laboratorio

TELEFONO
DIA y NOCHE

CY 5 - 5390

872 THE ALAMEDA



El día 30 de Septiembre del año 1961, a las 2:00 p.m. unieron sus vidas en el sacramento del matrimonio la Srta. RACHEL RITA ALVAREZ hija de Dario y Maria Alvarez y el joven MANUEL JOE ARTEAGA hijo de Manuel y Andrea Ortiz, la ceremonia se verifico en la Iglesia Saint Joseph en esta ciudad. La RECEPCION fue en Traders Lews asistiendo mas de 350 invitados. Disfrutaron su LUNA de MIEL en Santa Cruz y a su re-

greso establecieron residencia en esta. De iz. a der: Carmen Alvarez, Olivia Rivera, Diane Molina, Rachel Madriles-madrina, Angie Herrera, Rosie Lucero, Cora Duarte, Manuel Lastra, Louie Duarte, Jesse Paiz, Peter Madriles-padrino, Don Herreta, David Navarro, Fred Dominguez y los pajes Peter R. Madriles y Lillian Herrera.

RAMIREZ STUDIO.

Marge Castro le ayudara a establecer Su CREDITO



GRATIS 1 SUBSCRIPCION de

Excentricos por 1 Año

AL ABRIR su CUENTA de CREDITO en ZUKOR'S con tan solo mencionar este anuncio.

Zukors

PREPARESE para

EASTER SUNDAY

ABRIENDO su CUENTA de CREDITO para que obtenga todo lo que NECESITE para esa FECHA.

No OLVIDE su Subscripcion de EXCENTRICO Gratis !

OPEN
Monday - Thursday
and Friday
TIL 9:00 p.m.



Use your Charge Account or ZUKOR'S Lay-Away-Plan

132 S. First St.



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

EN PERSONA

PEPE INFANTE

Hermano de Pedro Infante
Acompañado por el
TRIO LOS CHINACOS

Sabado 10 de Marzo
Rainbow Ballroom



EN PERSONA

LUCHO GATICA

Dom: 25 de Marzo

RAINBOW BALLROOM

EVERYONE Free Until 6:00p.m.

2 GREAT BANDS

Sunday March 11th

DANCE from 6:00 to 10:30

Rainbow Ballroom!

Dr. Ivan T. Hendren



Quiropactico

Te. 295 - 4202

454 E. Santa Clara St.

HORAS de CONSULTA
Lunes a viernes 9-12 y 2-6
Sabados 9 a 12:30
Lunes y Jueves 7 a 9:00

Quando hay un pequeño deslineamiento en su columna vertebral se localiza el organo que esta causando mal estar y molestias, el nervio que va de este organo a la columna vertebral es la linea de vida para dicho organo, si este nervio no lleva vida a este organo sin duda que dejara de trabajar normalmente. El Dr. Quiropactico remueve a traves de ajustes Quiropacticos el obstaculo y la vida normal vuelve al organo y el nervio vuelve a dar vida normal a dicho organo antes afectado.

CHIROPRACTIC has proven effective in cases of:
Rheumatism, shortness of breath, chest pains, backaches, slipped discs, gall bladder disorder, menstrual disorders, headache, migraine, dizziness, sinusitis, brochitis, Arthritis, sciatica, lumbago and children's disorders.



Maria La Rosa. Prop.

Nos Especializamos en **Recetas**

Preparadas EXACTAMENTE como su MEDICO indique

FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc...

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.

Belleza es SUYA con Lentes

Del DR. VAL E. SNEED

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

NO NECESITA CITA

PAGOS FACILES

En la grafica: el Er. Val E. Sneed y la guapa recepcionista Srita. Susan Molina.

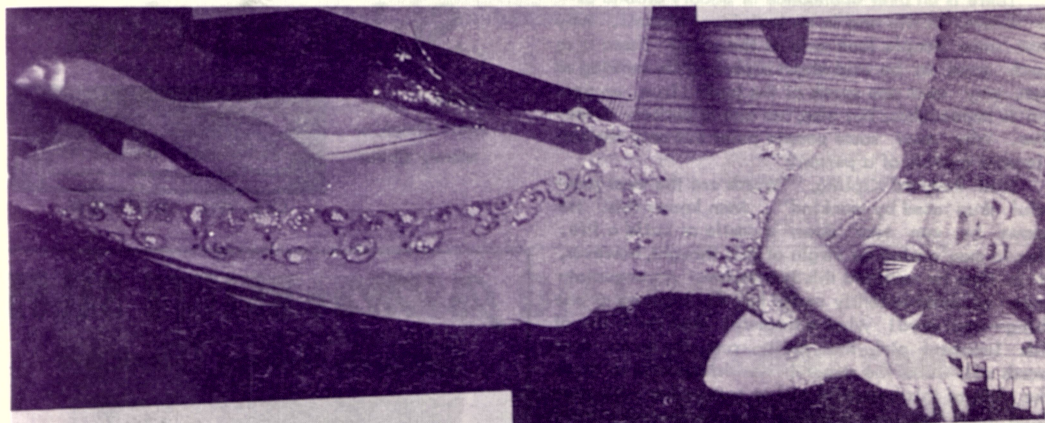
En la grafica: el Dr. Val E. Sneed y la guapa recepcionista Srita. Norma Reyes.

En Seguida de KAY JEWELERS

DR. VAL E. SNEED *Optometrista*

CY 5 - 4805

67 S. FIRST ST.



Sonia Furio

La Despampanante artista del Cine Nacional durante su presentacion en el Rainbow Ballroom de esta ciudad de San Jose, Calif.

Foto por el Azote del Lente.

Permanent Wave Specials

De las FABULOSAS marcas Rayette & Carol Richard

Nuestro famoso permanente ESPECIAL..... **\$5**

Valor Regular de \$17.50..... **\$6.50**

Valor Regular de \$20.00..... **\$10**

Valor Regular de \$25.00..... **\$12.50**

Todo permanente incluye Shampoo, Corte y Set.
Especial es buena durante el mes de Marzo.

La Rosa Beauty Salon

Abierto de 9 a.m a 9 p.m.



CY 4 - 9254

186 S. 2nd St.

Janet Brooks Prop.



Stimuli

Rachel Andres

THE GREATEST KILLER OF ALL

Have you ever wondered what is wrong with people? I've often wondered this myself, and the other day an incident was brought to my attention which helped me arrive at a conclusion.

There is an over abundance of beauty around us-- in nature, in life and in an individual himself. Why must some people look only at the ugly? There is so much good to be said about a person, be he king or bum, why must one speak of the bad? True, no person is impeccable; but also, no one is entirely defective. Why must some people point out only the unpleasant aspects of a person?

Said Rudyard Kipling, "Words are the most powerful drug used by mankind". Man knows this. He knows he can tear down a castle or build a life. Should man's mind be virgin of this thought, however, it is time he realized this is a truism. An acquaintance of mind recently ended her life because of one thing--one word! What a tragedy! And the killer of this innocent girl, the guilty one who spoke these words still walks the streets! He did not stab to death the life of this beautiful girl or torture her with physical pain, he used a greater weapon--words! Verbally he cut her up so thoroughly she never could have appeared in public for fear the scars distort her. Although this man walks free, he will never really be free, in mind or in spirit, for to this day he can still visualize in his mind the pen-scratched note setting the blame on his shoulders.

Some may think this example is a paradox. But this has happened once, who is to say it cannot happen again. You are witnesses of lives that have been ruined because of words spoken. Many people are strong, yet many are weak and cannot take this type of tongue treatment. The stronger will shove off these rumors but the weak will brood on them. And who are we to judge, he is strong or she is weak?

Have you noticed that some people have a talent of discriminately picking out only the faults and mistakes in a person? They spread these "truths" or "tales", whichever they may be, around town as one would spread toast with butter. In the minds of the recipients is built a picture merely founded, oftentimes on grounds that are not authentic.

This type of individual reminds me of the passerby who walking by a flower garden sees only the withered leaf, and not the beautiful flower; the picnicker who sitting by the serene blue lake thinks of the angry currents beneath, or the young mother who

upon giving birth to a lovely child closes her eyes and gloomily thinks of the sacrifices she must make for this new life.

Then comes the argument. But what I said, or know and want to repeat is true. So it is! So is it true that certain types of expensive silky paper was originally dirty rags, or that the aroma and taste of delicious gingerbread is derived from a grotesque-looking root which grows beneath the earth! But who speaks of these things?

You can vouch for this I am sure: Malicious gossip, inferences and implications of this nature are rampant in our society. For what purpose? For whose benefit. What are we a bunch of sadists who delight and glory in the inflicting of pain on our friends' lives by promoting derogatory and unpleasant stories and tales?

I've arrived at my conclusion as to what is wrong with people, have you?

ONE YEAR SUBSCRIPTION - 24 ISSUES

Subscription

\$2.85

Mail Check or Money Order



CY 2 - 4273 195 DEVINE ST.

Jo-Mar BEAUTY SALON

Salón de Belleza Mexicano

featuring Mr. Richard



THE STYLIST " FROSTING - HIGH STYLES

Permanente . . . \$7.50

NO NECESITA CITA

ABIERTO Lunes a Sabado 9:30 a 6:00 p.m. JOSEPHINE MONTECINO - MARGARET VAZQUEZ

Se localiza en la esquina Delmas y Auzerais

CY 2 - 2550 385 Delmas Ave.



LUIS ROMERO, 3 Meses de Edad

EXCENTRICO se complace en presentar en su
GALERIA INFANTIL
 al encantador y rebozante de salud niño
LUIS ROMERO

que arribo a esta ciudad de San Jose hace aproximada-
 mente tres meses.

Son sus padres los esposos Pete y Ofelia Romero
 La Sra. Romero presta sus servicios en el Restaurant
 El Rebozo.

LEITER STUDIO

FURNITURE DISCOUNT *House*

save more **BY THE HOUSEFUL!**

3 ROOM GROUPS



\$199.00

EASY CREDIT TERMS



HANK COCA
Owner



LOUIE COCA
Salesman



JOE SANCHEZ
Manager

WE GUARANTEE LOWEST PRICES
 WE GUARANTEE SERVICE and What we SELL
 WE GUARANTEE Style and Quality
 No Carrying chgs. just low Bank interest terms

4 LOCATIONS to SERVE YOU !

1975 MISSION ST. San Francisco
 7134 E. 14th STREET OAKLAND
 2130 EL CAMINO SAN MATEO



EDDIE BOJORQUEZ
Salesman

82 E. Santa Clara St. Cor. of 3rd. SAN JOSE



CLUB Elite



Diane Barrera



Simon Villa



UNION CITY, CALIF.

HARD WORK PAYS!!

Congratulations to Mrs. Ike Hernandez on receiving a trophy for most active member in the Ladies Auxiliary. I am sure the women made a very fine decision.

TUESDAY NIGHT BASKETBALL GAMES

On Tuesday nights the San Jose clubs played basketball at San Jose City College. Club San Felipe was slaughtered by Club El Dorado. Boy from what I saw of San Felipe's playing even Club Elite would challenge them to a game!!

CLUB BACHELORS IN A RUSH

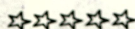
Club Bachelors bowling league must have been in an awfully big hurry to beat Club San Felipe Thursday. One of their bowlers got carried away and bowled in his street shoes. Who could it have been?? It was none other than Roy Ordoñez.

ELLEN GARZA REMARKS!! Now I know who my friends are.....

Ellen Garza and her mother Mrs. Garza would like to thank all of the people who went to see them at the hospital, also for the beautiful flowers they received. Hurry up and get well both of you. Hope to see you both up and around soon.

EVERYBODY THERE

If there is one time when you see all your friends, its when there is a free dance. The dance at the Rainbow was packed last Sunday being it was free. The presentations are getting better and better so make it a point to attend and have yourself a ball.



WHAT DO YOU THINK OF THE TWIST?

Shirley (Perez) Isais - It looks like fun if I could do it right now.

Mrs. Aguilar - I haven't seen too much of it.

Jack De La Rosa - It's alright, I guess.

Mrs. Jess Medina - I like it.

Tony (Colt .45) Rayes - I love it.

Vera Minjarez - Its good to lose weight, but for myself, I wouldn't do it.

Mrs. Martin Garcia - Not too much, I wouldn't do it.

Mrs. Bill Flores - I think its kind of cute.

Lilly Minor - Its nice for people that can do it.

Mrs. Joe Rodriguez - It looks pretty nice, I also get a big kick out of it.

Virginia Barrera - It looks pretty good, especially the way Tony (Pato) Guillen does it.

Estos versos fueron inspirados al escuchar la historia del Sr. Leopoldo Suarez. Hechos veridicos que a el le acontecieron.

El Emigrado

Voy a contarles a Uds.
Mi vida como emigrado.
Que por no apreciar lo mio, Yo busco y busco trabajo
Me siento muy desdichado, y no logro encontrar
La ayuda ya se me niega
no se donde ire a parar.

Yo vine a Estados Unidos;
Y llegue aqui cantando.
Pero me voy ya de aqui
Porque casi estoy llorando.
Ya me voy para mi tierra
No cabe la menor duda.
Voy a buscar un consuelo
Y sobre todo una ayuda.

Cuando vine yo primero,
Llegue aqui de mojado.
Traia poquito dinero,
Pero venia bien trajiado.
Yo que facil me enamoro
De negros y lindos ojos,
Sin saber que ellos serian
La senda de mis abrojos.

Las penas que aqui pase,
Me causaron gran desvio.
Pero arregle mis papeles,
Y enfrente el desafio.
La quise con todo el alma
Y ella me correspondio
Al saber de mi familia
La ingrata me despidio.

Era un trabajo muy bueno
El que a mi se me ofrecio.
Y derrochaba el dinero
como nadie derrocho.
Con Cruel anhelo me heria
Cosas verdades diciendo.
Como cabe en lo prudente
Que a dos estes tu queriendo

Aqui las lindas mujeres
Me rodeaban sin cesar.
Y de mis pobres hijitos
no me volvi ni acordar.
Dios quiera que otro hombre
Aprecie lo despreciado.
Y que ruede por el fango
Tu buen nombre deshonrado.

La vida que el hombre hace
No se debe investigar.
Como muy libre que es
La vida debe gozar.
Por eso me voy de aqui
Me voy ya muy derrotado
Aver si logro con esto
Volver y ser perdonado.

Mi mujer y mis hijitos
Luchan solos en mi ausencia.
Con las migajas que mando
Exiji lealtad y desencia.
Ya termine de contarles
Los versos de mi condena.
Solo una cosa les digo
Los cuento con mucha pena.

Aqui sin trabajo estoy
Tambien con mala salud.
Victima de mis placeres
Cosas de la juventud.
por CATALINA ROJAS
2-22-62
33516 - 10th Street
Union City.



Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Black MOHAIR Continental SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS

Pendelton Shirts

Abierto los Lunes, Juev.-Vier.
hasta las 9:00 p.m.



INTERNATIONAL
and
Bank of America
Chg. Plans

Art Martinez

CY 3 - 3236 290 S. FIRST ST.

On February 17, 1962, the Santa Clara Chapter of the American GI Forum held its Sweetheart Dance at the YLI Hall.

Police officer Mendoza, shown in photo at right, donated his services for the dance.

Officer Mendoza is credited with possibly saving the life of one of the guests who couldn't breathe. Through his training, officer Mendoza applied mouth to mouth resuscitation until the woman could be removed to the hospital.

The dance was sponsored by the GI Forum of Santa Clara Scholarship Committee.



Left to right: Monico Amador, Forum Chairman; Matt Luna, Sgt. at Arms; Esther Luna; Katie Haro, Auxiliary Chairman; Lauro Haro, Forum Treasurer; David Mendoza, officer; and Ben Garza, San Jose GI Forum.

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

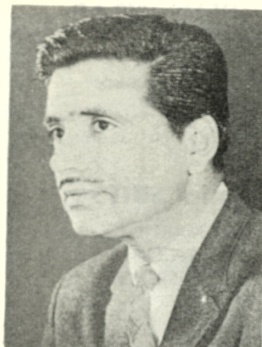
Una vez preparada la tierra, volteandola el Sr. DIAZ le instalara un SPRINKLER SYSTEM para irrigar su Lawn que es una verdadera maravilla a un precio bajisimo.

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



CITY OF SAN JOSE
DEPARTMENT OF
HEALTH
151 W. MISSION STREET
SAN JOSE, CALIFORNIA

To
Your
Health
by

LUIS G. JUAREZ R.S. M.P.H.

RATS
LET'S GET RID OF THEM!

A few days ago in a house on North 10th Street, a young mother was suddenly awakened in the middle of the night by the cries of her six months old baby girl. The mother discovered, to her horror, that her baby was splattered with blood about her face and arms. A close look at the baby's body showed several teeth marks on her face, ears, and arms. The little girl had been the victim of an attack by a rat while she was sleeping.

This incident is not uncommon, there are many of them recorded and many more can occur unless precautions are taken to prevent the presence of these rodents, that can be the cause of disease, injury, and damage property.

RATS CAUSE DISEASE

Rats carry large numbers of fleas, lice, mites, and ticks that can transmit diseases to people such as plague and typhus. Intestinal parasites, infectious jaundice, food poisoning are also spread by rats. Rat bites may cause ratbite fever.

RATS DESTROY AND CONTAMINATE FOOD

Rats eat nearly every kind of grain, fish, fruit, meat, milk products, or vegetable. Like humans, rats select and prefer choice, clean, and fresh food. They waste far more than they eat.

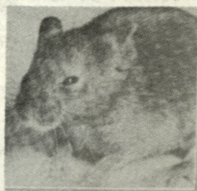
Food may be contaminated because each rat is dropping 25 to 150 pellets every 24 hours, voiding 10 to 20 cubic centimeters of urine each day, and constantly shedding some of its coat of 500,000 hairs which are distributed in the air, unseen by the human eye.

RATS DESTROY PROPERTY

Rats gnaw many substances to keep their incisor teeth sharp and worn down. These teeth will grow about five inches a year. Rats will gnaw through almost anything in their path to obtain food. Hard substances like concrete, brick, metal, and hardwoods will be gnawed at their edges. Grain bags, paper boxes, and wooden containers are easily damaged. Rats can also cause fires by damaging the in-

sulation of electric wiring. Rats use inflammable materials like oily rags and matches for building nests. It has been estimated that 25% of fires of undetermined origin may have been caused by rats.

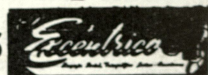
It has been estimated that the presence of each rat in the home costs the family over \$10 a year. A rat eats 40 pounds of food yearly (cost \$3). A rat contaminates or ruins other food (cost \$6). A rat damages property (cost \$1). Loss from rat-born disease - cost unknown.



We can go on saying more unpleasant things about rats, but this may suffice to convince us that we definitely do not want rats in our homes. The next thing we need then to discuss is the methods we can employ to prevent our homes from being infested with these animals and how we can eliminate those that have already invaded us. We shall take up the topic of rat-control methods in my next column. Until then I shall be glad to give you any information on this subject if you call me at the San Jose City Health Department, CY 2-3141, Extension 226.

Subscription

\$2.85



Castañeda Boarding Home



Casa de Borde para Hombres

PENSIONADOS o que reciben asistencia del
WELFARE DEPARTMENT
Cuartos PRIVADOS Atencion de PRIMERA
Con LICENSIA del ESTADO
Auxilio y Dolores Castañeda, Props.

Tranquilidad - Buena Comida

CL 8 - 8813 14671 Story Rd.

Juarez-Butron



El Sabado 3 de Febrero del año en curso, a las 3 de la tarde, en la Iglesia HOLY FAMILY de esta ciudad de San Jose la Srta. ELEANOR BUTRON hija de Wilburn y Dolores Butron tomo por esposo y marido al joven MAYO JUAREZ hijo de Luis y Raquel Juarez en Solemne Ceremonia Religiosa.

La RECEPCION se verifico en Trader Lew's Hall a la cual asistieron mas de 200 invitados. Su LUNA

de MIEL la disfrutaron en la ciudad de Los Angeles y a su regreso establecieron residencia en Santa Clara. Eleanor es nativa de San Jose y Mayo de Nueva Rosita Coahuila, Mexico. En la grafica de iz. a der: Newton Tom, Luis Juarez-padrino, Larry Stahl, Richard Butron, Lorraine Benitez, Elizabeth Butron-madrina, Florence Parle, Rebecca Butron y los pajecitos Wilburn Butron, Jr. y Ruth Juarez. LEITER STUDIO.



● AGENCIA de REAL ESTATE

NADA de ENTRE

En PERFECTA condicion
TRES RECAMARAS

Hardwood Floors

Cercas del Country Club

Si tiene \$450 para costos de traspaso

llame a Don O'Neal CY 8-5040

AGRICULTOR en el CENTRO

Ud. puede ser DUEÑO de esta casa de

Tres RECAMARAS en lote campestre

con solamente \$999 de ENTRE

Pagos Bajos

Llame a Don O'Neal CY 8-5040



Bobby Zamora

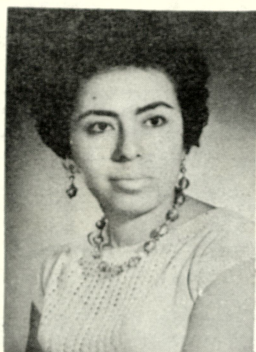
CY 8-5701

CY 8-5700

1261 LINCOLN AVENUE
SUITE 213
SAN JOSE, CALIFORNIA

Call...

Don O'Neal



Aquí... MEXICO



Catalina Barragan

Si las especies fueron las que originaron guerras en el mundo antiguo y fueron tambien la causa de la aventura de Cristobal Colon, que seria hoy cuando el mundo conoce el encanto gratamente excitante de los chiles, con su alto volar vitamínico, cuando se ha saboreado el chocolate, grano de los dioses. Cuando se ha deleitado con las tortillas y cuando se han bebido los atoles y comido los ricos tamales, los picantes moles y tantas y tantas ricuras que tenemos?

Todas estas cosas y muchas otras cosas mas que seria kitometrico enumerar, son lo mexicano en la comida. Este privilegio de tener una cocina típica previene como dice esa autoridad en la materia que es Agustin Aragon Leyva "de aunar en feliz armonia los elementos y la sapiencia de Europa, Asia, Africa y America amalgamando las tecnicas indigenas con las españolas y francesas."

Los indios conocieron los secretos alimenticios de la flora y de la fauna, de ahí vienen los predomínios de que disfrutan los chiles en sus variadisimas clases que son tantas como regiones hay en el país. A veces uniendo sus sabores como en el caso de los moles, que como es sabido juntan el chile ancho con el mulato y el pasilla. En lugares como Oaxaca y Merida los chiles se tuestan hasta casi hacerlos carbon para hacer con ellos los ricos moles negros. Puebla ademas del famosísimo mole poblano combina los chiles de su nombre con queso, con nueces y granos de granada y nos da los chiles en nogada.

Veracruz tambien tiene los suyos, entre los que sobre salen los llamados xalapaeños, verdes con su carne cristalina y jugosa. Secos, son oscuros, su picante es mas fuerte. Combinado con mieles, ajos y cebollas y panela tiene un gusto extraño con reminiscencias de ciruelas pasas que fueran a la vez dulces y picantes. Cuando vamos a las tiendas especiales de semillas y chiles secos, los ojos se nos encantan viendo los costales llenos hasta el tope de los distintos chiles, los pequeños secos, redondos y colorados se llaman 'cascabeles'. Los 'guajillos' tambien: secos pero largos se llaman así, proque al principio no sentimos su picor. Los pequeñitos redonditos, verdes o colorados son los 'piqueños' en que vinagre y simplemente fritos dan sabor a los refritos frijoles.

Salsas, oscuras o claras de jitomate o tomate, donde los chiles combinados conbierten en grato el mas insipido de los manjares. Molcajetes de piedra porosa que sirven para molerlos y remolerlos hasta convertirlos en polvo o hacer con ellos suaves masas. Sabor mexicanísimo, a casa nuestra, añorando en la

ausencia por muy grata que esta sea. El tema de los chiles podia llenar hojas y hojas, pero todavia nos quedan muchas cosas sabrosas una de ellas el chocolate. El chocolate que en los viejos tiempos de nuestros padres indios, solo los señores muy principales podian tomarlo, pues ya sabemos que ademas de manjar de dioses era considerado como moneda.

El chocolate no solo tiene el encanto que proporciona su bebida sino que los antiguos se disputaban el privilegio de poseer secretas formulas, a cual mas rica, para prepararlo. Y hasta secuenta de una monja que diseño una taza especial para un virrey de la Nueva España pudiera tomarlo sin salpicarse de la espuma, a causa de la temblorina que le afligia. Y luego tenemos los molinillos y los jarros en que se hace, que varian en cada region, pues mientras en unas partes se concretan a lo esencial, como los meridianos otros como los michoacanos se adornan con barroquismo profuso de muchas ruedecitas. Es un verdadero arte saber batirlo; llenar una taza de suaves espumas para encontrar despues de ellas un liquido hirviente con cuyo ultimo trago hay que quemarse, para no romper la tradicion de como deber ser servido. Sabor de chocolate que se encuentra en el mole, en los deliciosos champurrados y en algunos refrescos como el 'tascalate' chiapaneco, bebida capaz de resucitar a un muerto.

Y del país mas podemos decir? Ahora cuando la tortilla va dejando de ser cosa real para tornarse en simbolo; de blanca suave y bien oliente tiende a ser amarillenta, tiesa y con un olor penetrante a oior a cosa vieja.

Dicen algunos que era una esclavitud para las mujeres eso de cocer el maiz, levantarse al alba para molerlo y el estarse horas y horas de rodillas frente al metate volviendo a moler y remoler la masa y tortillarla a fuerza de palmadas y el estar cociendo las tortillas sobre el comal así al rojo. Una esclavitud que mas parecia un deleite, porque jamas se ha visto a una mujer malencara de estar haciendo las tortillas. La molida puede que haya sido un trabajo pesado, pero cuando ya hubo molinos era para las muchachas un paseo, llevar a moler el nixtamal y eran largas filas de muchachas friolentas envueltas en rebozos azules.

Luego la masa....sirve para tantas cosas que no cuestan mucho y que sin embargo son deliciosas golosinas y alimentos: para quesadillas, para hacer los riquísimos "panuchos" los "tlatloyos" de la region mixteca, los "cocztos" que son unas tortillas rellenas crudas y envueltas como taquitos, que se frien en manteca hasta dorar se y ser sirven acompañando salda de jitomate. Con la masa se hace esa delicia de tamales huastecos. Y esos tamales pequeños del norte y en donde en un afan como de ahorro la masa va untando en las hojas hasta hacer una capa delgada, despues el relleno y al doblarlo resulta un tamal hecho como una hojaldra con muchas capitas. Y los tamales envueltos en hoja de platanó.

Y los atoles....desde esos comunes y corrientes que devuelven la salud a los enfermos hasta esos otros complicadísimos donde hasta los chiles encuentran acomodo, amen del achiote, el chocolate y hasta las pimientas: donde las frutas molidas los perfuman y dan color como los de piña, de tamarindo de fresa.

RADIO



Gerente
Programs en Castellano
JESS CARLOS

Gerente General
J. T. CRENNAN

K.O.F.Y.

Tel YU 2 - 9933

100 California St.

Suite 700

SAN FRANCISCO

PROGRAMAS

LUNES a VIERNES

- 11:00 a 1:30 " LA VOZ de MEXICO " con DAVID ORTEGA CID
- 1:30 a 2:00 " CARROUSEL MUSICAL " con MANUEL RODRIGUEZ
- 2:00 a 3:00 " EL CIRCO de DON MENDEZ " con DON MENDEZ
- 3:00 a 4:00 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA
- 4:00 a 5:30 " MUSICA de las AMERICAS " con DAVID ORTEGA CID

SABADOS

- 7:00 a 11:00 " CITA INTERNACIONAL " con OLGA LAVALLE
- 11:00 a 12:00 " LATIN AMERICAN PROMOTIONS con OSCAR MUÑOZ
- 12:30 a 1:00 " LA VOZ de MEXICO " con DAVID ORTEGA CID
- 1:00 a 2:30 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA
- 2:30 a 4:00 " EL CIRCO de DON MENDEZ con DON MENDEZ
- 4:00 a 5:00 " MUSICA de las AMERICAS " con DAVID ORTEGA CID
- 5:00 a 5:30 " CARROUSEL MUSICAL " con MANUEL RODRIGUEZ

DOMINGOS

- 7:00 a 8:45 " EL VOCERO del AIRE " con Roberto Quintana
- 9:00 a 10:00 LA VOZ HISPANO AMERICA con POLITO ROSALES
- 10:00 a 11 ECOS de BORINQUEN con DANIEL CHAMORRO IGLESIAS
- 11:00 a 12 LATIN AMERICAN PROMOTIONS con OSCAR MUÑOZ
- 12:30 a 3:30 LA HORA NACIONAL de MEXICO
- 3:30 a 4:00 LA HORA ARTISTICA con JESUS REYES VALENZUELA
- 4:00 a 5:00 EL CIRCO de DON MENDEZ con Don Mendez y Manuel Rodriguez
- 5:00 a 6:15 LA HORA ARTISTICA con JESUS REYES VALENZUELA

Para Cualquier Asunto
Relacionado con estos

PROGRAMAS
dirijase a

RADIO K.O.F.Y.
100 California St.
Suite 700

San Francisco, Calif.

Tel. YU -2-99-33



Jesus Reyes Valenzuela

David Ortega Cid





American Legion Memory
Post 399 presents

WEDNESDAY NITE WRESTLING

San Jose Civic Auditorium

Richard Diaz

Every WEDNESDAY NIGHT
8:30 p.m.

CIVIC AUDITORIUM
San Jose, California



Introducing LORD CARLTON from Manchester, England. Tipping the scales at 230 - 6 ft. 3 inches tall, with 15 years in the wrestling circuit with 90% wins and 10% draws, Carlton once Pacific Coast mat champion met most of the best grapplers in the ring. Also won the television wrestling championship title in Madison Square Garden and was undefeated.

Memory Post wishes to announce that on March 14, 1962 will be Family Night. Ladies with escort will be admitted for half price. Children with parents under 14 years, half price.



Left to right, Kiko Torres from Mexico, Miss Gloria Medina, Miss Yolanda Romero and Alberto Hernandez, wrestling stars from Mexico.

Ideal BARBER SHOP

**BARBERIA
MEXICANA**

CORTE de PELO...\$1.75

SERVICIO de PRIMERA
ADULTOS y NIÑOS

ABIERTO

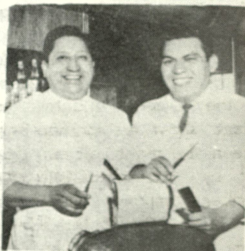
9:00 a.m. a 7:00 p.m.

Sebastain y Raul Hernandez
Propietarios

Lo atenderan con esmero !

CY 5-2688

70 W. St John St.



Servicio de Income-Tax



Blanca y Jose Alvarado

Los esposos ALVARADO le prepararan su reporte de INCOME TAX rapida y efectivamente a un precio SUMAMENTE ECONOMICO.

**Asuntos de INMIGRACION
Traducciones - Notario Publico**

AGENCIA de CASAS

Cy 7 - 1275 152 W. San Fernando St.



CLUB *Bachelors*



Gilbert Solarez

THE UNITED FOOD DRIVE

We are happy to inform you that the United Food Drive Dance and Talent Show was a tremendous success.

I would like to thank Mr. Tony D. Maria for allowing us to have our Talent Show Saturday morning at the Liberty Theater. In order for us to have the talent show a stage had to be made right next to the screen the night before. Stage materials were loaned out by Mr. Sam Della Maggiore from Willow Glen Lumber Company. Thank you, Sam!

Our M.C. for the show was Mr. Carlos Graham. A million thanks, Carlos!

We can never repay these three ladies for the hard work and effort they put in the drive. Lena Manriquez, Treasurer, (Mexican Chamber of Commerce) for the use of her office to conduct our meetings; Mary Fierros (Central Labor Council), for the trouble she had to go through with the Musicians' Union. The union gave us a real bad time. They tried to stop our dance at 7:00 P.M. when they had already given us the O.K. weeks before the dance to go on till 9:30 P.M. She showed them the letter which stated the dance was from 2:00 P.M. till 9:30 P.M. That was all the proof we needed.

The Central Labor Council will hear about this. We also know who is responsible for this dirty work. Year and year we run into the same problem. We from the United Food Drive feel that it is the public's concern to know what is going on and that next year we don't have to put up with this sort of crap.

Thanks also to Mary Flood, (secretary) Del Mar, we had her on the go all the time typing letters, madison (Ring Magazine) and 4th in the Junior Welterweights (NBA).

Thanks also to Mary Flood, secretary, (Del Mar), we had her on the go all the time typing letters, making phone calls and driving all over town for the Drive. All I can say for her club is they are lucky to have a member like her.

DEFINITION OF A BACHELOR:

A man who never finds out how many faults he has.

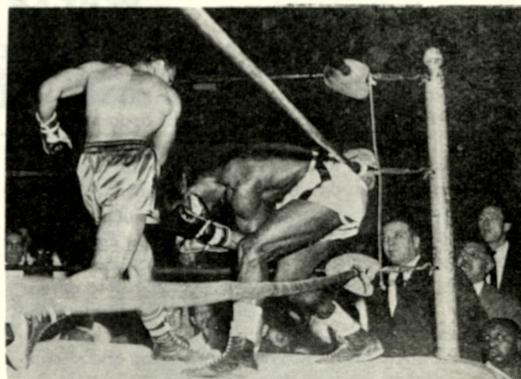
I don't think Rudy Belluomini can be tamed. Tampoco J. J. Rodriguez, George Plata & Ben Guzman.

The bride of a talkative fellow complained of his conduct during their honeymoon. She says all he did was jabber, jabber, jabber!!!!!!!

MOLINA SCORES K.O. IN 1ST ROUND

On Tuesday, February 20, Luis Molina beat the living hell out of Len Matthews here in San Jose Civic Auditorium. Referee Fred Apostoli stopped the fight after one minute and fifty seconds of the first round. In our opinion, Matthews was hurt. Molina threw around 40 punches and most of them landed. For the last ten seconds of furious attack Matthews just stayed in one position and took a beating about the head. It was a left hook that did the trick and Molina knew this so he went in for the kill. It was the beginning of the end. The bout drew a record indoor gate of \$18,626, topping his own gate against bigmouth Joey Lopes last year. That bout drew over \$17,000.

Luis Molina is now rated 8th in the 135 pound



CY 2 - 4273 195 DEVINE ST,

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

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

COLABORADORES

AMERICAN GI FORUM
American Legion Post 809
Club BACHELORS
Community Service Organization
Club Elite
RICHARD DIAZ
BOB RODRIGUEZ
Maria de la LUZ SANCHEZ
Club RIVIERA
Club SAN FELIPE
MARIO VAZQUEZ
SIMON VILLA

Esta Revista no se hace responsable de ideas u opiniones en articulos firmados.

Views & Reviews

Bob Rodriguez



A TASTE OF THE BIG TIME

Luis Molina made his national TV debut in Las Vegas and I must admit he kept me on the edge of my pants throughout the fight. If Larrupin' Lou uses any type of strategy in his fights it is not apparent. He impresses me as the type of fighter who steps into the ring with only one thought in mind; get the other guy before he gets you and the sooner the better. He has the one thing mandatory to succeed in such a brutal game and that is the killer instinct. You can't beat Lou by panty waisting around the ring. A man has to be a good boxer and a devastating puncher to defeat Molina. Such a man is Joe Brown, the lightweight champion. Angelo Rogers, Lou's manager, has been bringing Molina around nicely, looking ahead and figuring all the angles. Lou Molina will fight for the crown one of these days and only two things can happen, either he'll bring home the crown or pick up his marbles and retire back to his grocery business. One thing is sure....he'll be making a few trips to the bank. Good luck, Lou!

Kanke Sanchez, Los Amigos Golfing Club member, has a hobby of telling fortunes using playing cards. The other day he mentioned that an accident would befall one of the members. Sure enough, Oscar Sotelo rammed his face against his jeep while loading bales of paper at his job. A bale came loose and Oscar ducked the wrong way. Oscar is out of the hospital feeling fine and lucky he only lost a few teeth. We can do without your fortune telling Kanke!

The Japanese have invented an electronic diaper that signals time for a change by sounding a buzzer. Parents of twins receive the same program in stereo.

Joey Bishop claims his parents were so poor he was MADE IN JAPAN.

DO PEOPLE REALLY PRACTICE TOGETHERNESS?

Are you one of those couples that get up in the morning grouchy, mad at each other for no apparent reason other than that you have to live another day in this mad world. The wife looks like a cyclone rambled through the house and the husband would rather kiss Castro than kiss her goodbye. You can't find the toothpaste, the kids ran off with the comb, no towel on the rack and you've got your Jockey shorts on backwards. All that can be changed with a little will power. Look at Tony Curtis and Janet Leigh.

They are the picture of togetherness. All you need to get started if you are a man is Janet Leigh and a million bucks. If you're a woman all you need is Tony Curtis and to hell with the million bucks.

TONY & JANET
For togetherness.....take your choice!



Sandoval Rest Home



Casa para Ancianos

Excelentes Comidas - Dietas Adecuadas

If you are looking for a home for your old folks, or if you are an Ancianito who is getting the old age pension or Welfare Assistance, we have just the place for you.

Licensed by the Welfare Dept. Lic. No. BHA671

La Sra. SANDOVAL es MEXICANA

CL 1 - 2467 374 McCreery Ave.



ANTES
PETER DAVID

Als BARBER SHOP

ESPECIALIDAD
CORTE de PELO para NIÑOS menores
de 12 años de edad.

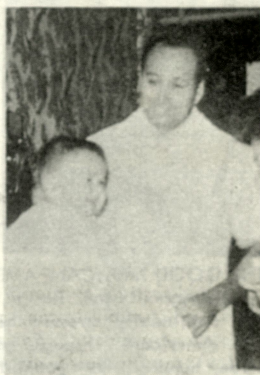
CORTE de PELO \$1.25

Alberta Mendez
CY 3-9894

En FRENTE de la ESCUELA ROOSEVELT

884 EAST Santa Clara St.

DESPUES
PETER DAVID



SUN VALLEY IDAHO

Last month February 10th Club Cuahitemoc took their Annual SKI TRIP in Squaw Valley and of course the Bachelors went along for the ride. Note we let Gaspar stand on a small snow hill so he wouldn't look so short NO Gasper did not ski he couldn't find any skis his size. J.J. got lucky in Lake Tahoe, Nevada with the dice \$\$\$... Back toward camera is Anna Dominguez.



SERVICIO de INCOME-TAX

No Hay Substituto Para la Experiencia

LENA MANRIQUEZ cuenta con 19 años de Experiencia
en el RAMO de INCOME TAX

Esto quiere decir que Ud. recibira el BENEFICIO de
esta LARGA EXPERIENCIA, sus PAPELES segun la LEY
Requiere y a la Vez con todos los DESCUENTOS
Humanamente POSIBLES.

HORAS

de OFICINA

Lunes y Martes de 9:00 a.m. a 9:00 p.m.
Miercoles, Jueves, Viernes de 9:00 a.m. a 4:00 p.m.
Sabados de 9:00 a.m. a 2:00 p.m.
OTRAS HORAS con CITA UNICAMENTE



Lena Manriquez

CY 3-5323

1175 E. Santa Clara St.

Lena Manriquez

San Jose



W. J. Lopez

THE GOOD MEXICAN-AMERICAN

Throughout the nation, the American GI Forum has continually stressed the good name of the Mexican American. Through hard work and with great pride, hundreds of youngsters have been screened, tested and sponsored in their quest for higher education so that they might qualify themselves to take a place among the leaders of their respective communities and uphold that name. For that reason, scholarship programs have taken a strong position within the aims and activities of the Forum.

It was with this idea in mind that the San Jose Forum and Auxiliary initiated a program two years ago to award two \$200 scholarships yearly to qualified students of Mexican American descent. In keeping with this program, the Forum will sponsor two more youngsters this year.

SCHOLARSHIP DANCE

To supplement the scholarship fund and attain the required finances for this year's scholarships, the Forum is sponsoring a Scholarship Dance at the SES Hall in Santa Clara on March 24th. All persons interested in higher education for Mexican American youth are asked to show their sincere interest by attending the dance or donating to the Forum's scholarship fund. All Forum members carry official Scholarship Fund receipt books which verify the donor's contribution to this worthy cause. Each receipt will en-

Pictured below is one of the Forum's most dependable "Can Do" men, who has dedicated much time and effort to the activities of the organization:

BILL FLORES

Bill was sworn in almost in the beginning of the Forum's existence in San Jose. He has taken a very active part in all of the Forum's functions and was responsible for an exceptional effort in last year's LUAU. Because of his consistency, he was appointed to the Accommodations Committee of the oncoming 1962 Convention.

Bill is originally from Eliasville, Texas, and was raised in the "Heart of Texas" city of Brady where he



attended local schools. He is a veteran of 3 years' service with the U.S. Army in Europe during WW II. the 42 year old foreman for Libby, McNeill & Libby is a member of Libby's Simplification Program. Bill, wife Sally and Billy, Jr., reside at 800 Cedar Ave., Sunnyvale.

AGAIN:

SCHOLARSHIP DANCE
Saturday, March 24th
9 P.M. to 1 A.M.
S. E. S. Hall
Santa Clara

title the donor to one chance in a raffle of a beautiful transistor radio of \$40 value.

To the many friends of the Forum who have already purchased their tickets: The correct date of the Scholarship Dance is Saturday, March 24th of the year 1962 and not in the year 2962 as printed on the ticket. At the same time, we appreciate your confidence in our organization!!

"LOS PEPES", up and coming orchestra, will entertain from 9 to 1 A.M.

FOR YOUR

**WEDDING
INVITATIONS**



Humberto Garcia

SEE

CY 2 - 4973 195 DEVINE ST.



De la Rosa's **LATIN AMERICAN IMPORTS**

Curiosidades y Musica & REGALOS

Completa Seleccion de DISCOS
REVISTAS y LIBROS

COSMETICOS
para hombre Varon Dandy

CY 7 - 4976 76 W. San Antonio St.

NETTO'S GARAGE

"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 Tune Engine - Furnish New Rings (piston pins) Gaskets and Oil.

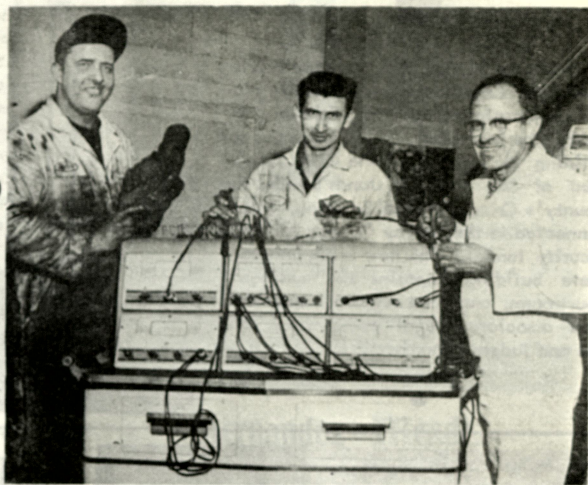
All work Guaranteed 90 days or 4,000 miles
If engine condition permits.

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

GRATIS!

FACILIDADES de PAGO

CY 3-3663



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

564 W. San Carlos St.



Galeria Infantil

ANDREW MERAZ
9 mo. - Born in S.J.
Parents
Gilbert and Fujico Meraz

LEONARDO BURQUENO
3 mo. - Born in S.J.
Parents
George and Rita Burqueno



LEITER STUDIO

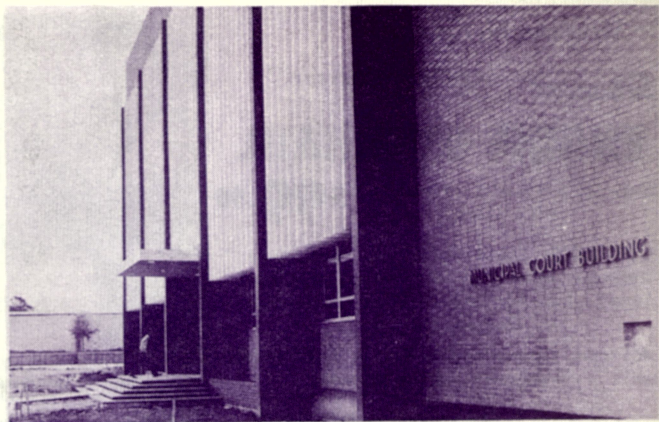
JAVIER JASO
6 mo. - Born in S.J.
Parents
Humberto and Ramona Jaso

VERONICA COTA
Born in San Jose
Parents
Eddy and Bertha Cota



NEW COUNTY COURT HOUSE

The new \$1,320,000 San Jose-Alviso Municipal Courthouse was officially placed in operation on Monday, February 19, 1962. The four-story, 72,000 square foot building is located in the Civic Center area of San Jose. It stands besides the County's Criminal-Legal Building, and is connected to the nearby County Jail by a security tunnel. The new brick and concrete building contains six municipal courtrooms, and one superior courtroom, plus associated legal and business offices and judges' chambers.



Se Rentan y se Venden Tuxedos
Todas Clases y Tamaños

Saco Blanco

LA MAS AMPLIA
VARIACION

Saco Azul

Cut Away

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



CY 4-2322

75 S. 2nd St.

The Royal Flames

THE ROYAL FLAMES

From left to right, Bob Acosta, Roy Franco, John Guerrero, Joe Fioretti, Henry Villareal, Steve Garcia, Nick Dussart.

The group donated their services at the United Food Drive Talent Show and also for the Food Drive Dance on Feb. 25th.





Spares & Strikes



Mario R. Vazquez

TICOS TACOS LEADS

Six weeks left in the Tuesday night 825 Scratch League and Ticos Tacos is leading the league. Winning games by 1 and 9 points, Ticos league lead has been narrowed down to two points with the onslaught of the revived San Jose Refrigeration. As was the case one month ago, Ticos was in second place four points out and San Jose Refrigeration six. Then, Ticos bypassed Lawrence Barber Shop as did Refrigeration last week. In an all team effort, S. J. Ref. rolled five over 200 games including three in a row. John Sowell, latest member of the team, rolled a 202 followed by Randy Fitzgerald who had a 205 and finished by always reliable Lalo Ruiz with an even 200. In the second game, Mario (that's me, Candy) Vazquez rolled the league's high game of the night of 210 and again Randy followed with a 205 game. When the game was over, Randy finished with a 590 series, Lalo with a 573 and I lucked out with a 563. In the Ticos victory, credit should be given to Pete Balistreri who finished his last game with a 209. Pete and John Garza have been playing for Ticos since the team was organized.

SAN JOSE REFRIGERATION

In the short time San Jose Refrigeration has sponsored a team, the following record has been accomplished:

- 1959-1959--Champions of the Mexican Chamber of Commerce League
- 1959-1960--Third place finish, one point out of 2nd place
- 1960 Summer League - 825 Scratch League champs
- 1960-1961--Winners of 2nd half. Lost playoff in the last game. Second place winners.
- 1961 Summer League - 825 Scratch League 2nd place
- 1961-1962--1st half winners with 49-11 record

How's that Candy, and I've bowled with the team since it started as has Armando Guerra. And we have the trophies to prove it.

An added footnote: Bob Rodriguez was the first team captain and organizer.

SPONSOR OF THE WEEK

For this week I pick Lou Hevia as sponsor. Lou, who owns Ticos Tacos at 4th Street and St. James, has sponsored a bowling team since the organizing of the Mexican American League. Only other sponsor still active is S. J. Ref. Lou used to bowl with the team. In the Summer League of 1959, he helped Ticos Tacos team win the league title at 4th Street Bowl. Even though he does not bowl anymore due to business he still likes to sponsor his team.



Hernandez - Mendez

La Srita. BETTY MENDEZ
hija de Roberto y Esther Mendez
contrajo NUPCIAS con el joven RAUL HERNANDEZ
En la Iglesia Apostolica de la Fe a las 11:00 a.m. el
dia 17 de Diciembre del año 1961.

LEITER STUDIO



MADAM Zora

ADIVINADORA



Poseedora de SABIDURIA.
Para ayudarle en Problemas
de SALUD - ENFERMEDAD
TRABAJOS - NEGOCIOS
Traigame sus Problemas

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

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

ONE YEAR SUBSCRIPTION - 24 ISSUES

Subscription

\$ 2.85



CY 2. 4273 195 DEVINE ST.

Send CHECK or MONEY ORDER

San Jose Kiddie Shop

CY 3-0104 279 S. First St.

ESPECIALISTAS EN
Ajuares para Bautismo

Todo lo que Ud. Pueda DESEAR lo encontrara aqui en
TREMENDA VARIACION

Esquisitos vestiditos Largos Vestidos Cortos
AJUAR completo para NIÑA o NIÑO
(acesorios) Use International Credit Plan

Use FIRST NATL.
Charge Plan



Use BANK AMERICA
Charge Card

o USE Nuestro PLAN de Apartado



Harry Lacort, Prop.

Ganan Pases para La Lucha

El joven Manuel Palos, Jr. de Sunnyvale y la Srta. Mary Lou Camarillo de San Martin, California fueron los triunfadores del reciente concurso del Baile TWIST que se verifica todos los Sabados en el RAINBOW BALLROOM de esta ciudad.

El American Legion Memory Post 399 regala (2) pases para las luchas que se verifican todos los Miercoles en el Civic Auditorium de esta ciudad.

En la grafica el popular maestro de ceremonias Sr. Carlos Gomez hace entrega de los pases para la lucha a los triunfadores del baile TWIST.

(foto ricardo lopez moctezuma).



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian



Adair INSURANCE REAL ESTATE

"Casa de Buen Servicio"

Si por algun motivo Ud. ha perdido su LICENCIA de MANEJAR, el Sr. GILBERT ADAIR le ayudara a RECUPERARLA, Proporcionandole ASEGURANZA IRRESPECTIVO de su EDAD.

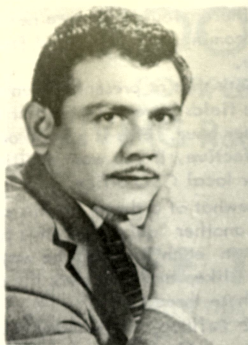
Gilbert Adair

ASEGURANZA NOTARIO PUBLICO
REAL ESTATE

CL 1 - 5540 o CL 1 - 5541
1508 E. SANTA CLARA ST.



En la grafica: de iz. a der: GILBERT ADAIR y HERMAN G. ALVAREZ para atenderlo con toda cortesia.



CLUB San Felipe



Candy Veliz

The U. F. D. was a big success. Many needy families will be helped because of your generosity. Like always, some helped more than others. The following persons should be cited for outstanding contributing efforts: Gilbert Solarez, Benny Garza, Lena Manriquez, Mary Fierros, Trudy Jimenez, Mary Flood, Mike Ybarra, Manuel Barajas, Henry Cenicerros, and needless to say, our chairman Rudy Beluomini. For my part, I was glad to be but a grain of sand in a vast desert.

ZANZAREE ZANZAREE ZANZAREE

Club Zanzaree with their dazzling outfits and their unselfish contributions easily outperformed all other clubs, followed closely by Club Elite and Club Del Mar respectively.

Our most sincere appreciation to Connie Caudillo, Becho Gloria, Beto Torres, Dave Gary, and the Jordan Brothers for the excellent performance of their Bands, without which the Drive wouldn't have been possible.

Three cheers to Humberto Garcia, Sr., Editor of El Excentrico, for his outstanding contribution to the publicity side of the drive.

Ana Marie Dominguez and Club Cuauhtemoc deserves a lot of credit for their presentation of "The West Side Story". Participating in the act were Krupy-Henrietta Dominguez, Social Worker-Mary Mercado, Judge-Carmen Dominguez, Psychiatrist-Frank Pomas, and the outstanding performance of Louis Coca as Riff. Our congratulations to Ann and cast.

LUCHO GATICA LUCHO GATICA

Gatica will be at the Rainbow Ballroom on the 25th of March. Come early, it will be a blast.

Minerva Isais invited some of Club Elite girls and some of Club San Felipe boys to a bingo at her home. Cookies and chocolate were served. When the get-together broke up about 2 o'clock in the morning, Mrs. Isais thanked all for attending BOTH BINGOS. When everyone insisted that it was the first bingo they had attended at her home she quickly replied, "Yes, the FIRST and LAST ONE!"

ESTA GENTE NO SE AGUANTA.....

Jessie Castillo soon to have a boyfriend. This cat is good looking, his last name is Ramirez and his nickname is always returned by the Jury in one form or another. Trudy Jimenez will soon follow suit, but this cat's name I will not tell.....YET.



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

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.



Juarez - Butron

La Srita. ELEANOR BUTRON
hija de Wilburn y Dolores Butron
Ato el LAZO MATRIMONIAL con el joven MAYO
JUAREZ hijo de Luis y Raquel Juarez.

En la Iglesia HOLY FAMILY a las 3 de la tarde el
Sabado 3 de Febrero en esta ciudad de San Jose.
LEITER STUDIO

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
RAYOS X y LABORATORIO
Consultas en Español e Ingles

CY 5 - 8870 565 Almaden Ave.



CONCERNING
C. S. O.

Louis Zarate

The agricultural worker has been and is the sore spot of the nation in many respects. This worker has not received his due in wage increases and continues to be at the mercy of those forces which do not want a minimum wage and those who want to continue to import foreign workers into this country. In CSO, we have advocated that public law 78 be amended so that the local workers could have job preference over the bracero. We ask this for several reasons. We feel that if framers did not have the cheap labor of the bracero, that he would have to pay a decent wage to the local man. We have stated time after time that the local man will work and will work as much and as hard as anyone as long as he is paid a decent wage. The \$1.00 per hour wage that is paid in present times is not enough for a decent living for a man and his family. There would not be a shortage of workers if

wages were higher. There would not be a need to have foreign workers coming into the United States if we had a decent wage.

It is interesting to note that at present women and minors working in the fields have to be paid at the minimum of a dollar per hour. This is a wage order that recently became effective. If you want additional information, call your local CSO office.

In keeping with somewhat of a theme for this column, I am submitting another quiz which this time deals with reasoning. In each line find the way in which three pictures are alike, and then mark the one which is different from these three.

ANSWERS: 1 Carrot, 2 Bellhop, 3 Birthday Cake, 4 Grapes, 5 Boy with Hoe, 6 Flowers growing in Pot, 7 Peas, 8 Horn, 9 Ball. 10 Man's Hat.



Number. If you can add these numbers without error in about thirty seconds, you may well be one of the gifted ones as far as Number ability is concerned.

68	49	67	84	69	75	56	86
<u>34</u>	<u>38</u>	<u>43</u>	<u>35</u>	<u>56</u>	<u>98</u>	<u>78</u>	<u>35</u>
90	56	86	99	82	78	84	
<u>77</u>	<u>69</u>	<u>46</u>	<u>39</u>	<u>57</u>	<u>74</u>	<u>63</u>	

La Internacional
Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

Especialidad Carnitas

MASA para TAMALES

TORTILLAS de MAIZ
3 Docenas....50¢

MENUDO
Todos los Domingos

CL 8 - 4702 1884 Alum Rock Ave.



3 ROOM GROUP

COMPLETE

LIVING Room BED Room
KITCHEN

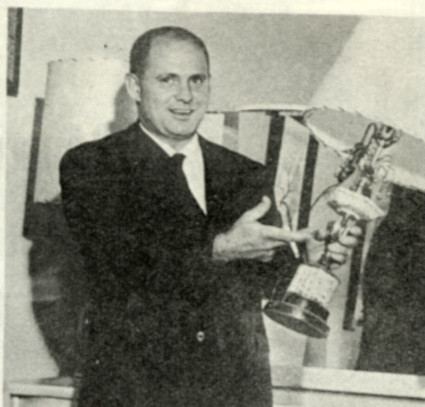
FREE TV \$229⁹⁵

WITH THIS PURCHASE

Credit Gladly

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

CY 8 - 5250



ABIERTO los DOMINGOS

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

Help from a Veteran

Martin J. Spangler, Sr., of Los Altos, (right), gets an assist from long-time County Supervisor Sam P. Della Maggiore, San Jose, as he takes seat as Supervisor for first time yesterday in San Jose.

Spangler replaced Wesley L. Hubbard of Palo Alto as 5th District Supervisor. He was sworn in yesterday by Honorable Robert F. Peckham, Presiding Judge of the Santa Clara County Superior Court.



DAN and MARIA AGUIRRE, Props.

Maria's COCKTAIL LOUNGE
BAILE VIERNES - SABADOS
y DOMINGOS

El Centro Nocturno

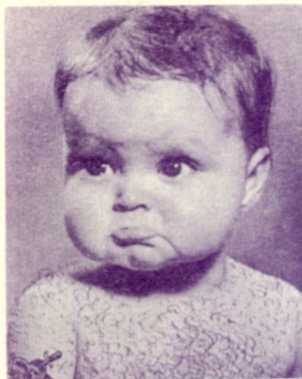
☆☆☆☆☆☆ *Mas Elegante*

MARIA'S COCKTAIL LOUNGE se ha convertido en el CENTRO NOCTURNO mas popular en toda la Bahía por su ELEGANCIA, HI - Balls bien preparados y lo Mejor en MUSICA para BAILAR.

Bobby Zamora y su Conjunto

CY 5 - 9872

728 N. 13th St.



Roman Hands



RIVIERA WINS 1ST ANNUAL C. S. J. INVITATIONAL BASKETBALL TOURNAMENT

Lou Cedillo's Club Riviera five turned in a thrilling 46-45 victory over the tourney host Club San Joaquin Stars to take the First Annual Club San Joaquin 5'9 Basketball Tournament played at San Jose City College.

Riviera turned in a 20 point win over Club El Dorado in the opening round of the tourney on Monday, February 26th. In the second round they thoroughly trounced tourney co-favorite Casa Mañana 66-40 to advance into the finals. A Casa Mañana team that was expected to provide a stiffer test for the Rivierans folded under pressure.

San Joaquin, meanwhile, was advancing to the finals via a 46-39 victory over their perennial pigeons Club San Felipe in the opening round, drawing a bye in the second round.

★★★★

C. S. J.'s performance in the tournament finals once again proved the adage, "IF SAN JOAQUIN can't do it, no se puede!"

MY SPIES ARE EVERYWHERE DEPARTMENT:

I would like to thank Rachel Andres for including Dave Sierra in her list of Personalities of 1961.

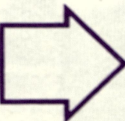
I was just going to nominate her for Most Frustrated Woman of The Year. She's been trying to catch Rudy Belluomini for almost three years now and hasn't succeeded yet, and by the looks of this photo shot in San Francisco by one of my spies, she should be as frustrated as ever. Keep your chin up, Rachel!



PILOT OF THE YEAR

★★★★

CESAR GARCIA
(Sorry, Hank!)



EMPRESARIO OF THE YEAR

★★★★

PAUL CHAVEZ

BOUNCER OF THE YEAR

★★★★

PAUL GARY



El Dorado stomped Casa Mañana to take the consolation trophy.

What Casa Mañana was doing playing for the consolation prize after winning their first game is beyond me. Only goes to prove they got TWO chances to pick up some marbles and got their knuckles rapped instead. Don't blame us, score more points!

I hear that the tourney results weren't too popular with Madman Medina either. That's tough. If you don't like it, lump it, Jess.

Vista Elegantemente !

ULTIMOS ESTILOS

Ropa para Hombre

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

Tome 6 MESES para PAGAR

6

MONTHS TO PAY BERNIE BERG, Prop.



En la grafica BERNARDO BERG y parte del atento personal, Dick Perez le atendera en Español.

Hollister, Calif.

These persons are representing the clubs that made it possible for the people of the City of Hollister to enjoy themselves right in their own home town. By all four clubs joining together to make a New Years Dance with a Twist Contest and prizes for the best dancers.

Left to right, Mr. Bernardo R. Laurique, Jr., President CSO from Hollister, Mr. Jesus Salcedo of SBMU Club, Mr. Joe G. Gaxiala, Comité Patriótico Mexicano, Mrs. Lola Rodriguez, Presidente de Festejos de Club De Damas Mexicanas de Hollister, California.

Dance was held in American Legion Hall.



Exciting New Fashions in Eye Wear

By Dr. STANLEY LADERMAN
and Dr. ROBERT TAYLOR

OPTOMETRISTS

Seleccionados por nuestra estilista experta Srita. OFELIA CARBAJAL atenta RECEPCIONISTA

Obtenga sus LENTES en Cuenta de CREDITO
Se aceptan First Natl. y Bank Americard

Especialistas en CONTACT LENSES

ABIERTO: De Lunes a Sabado 9:30 a 5:30 p.m.
Los JUEVES hasta las 9:00 p.m.

Se HABLA ESPAÑOL



CY 5 - 0246

204 S. FIRST ST.

TEATRO LIBERTY

Tony D. Maria
GERENTE

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



▪ CORAZON SALVAJE ▪
Martha ROTH y Carlos NAVARRO

Se Exhibiran el Miercoles 14 de Marzo



▪ BALA PERDIDA ▪
Miguel Aceves Mejia - Antonio Aguilar