



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 9. NUMERO 9

ENERO 5. 1959

SAN JOSE, CALIFORNIA



Miss Esther Medina new Secretary of the Mex. C. of Commerce



Sociales - Personales

MARIA de la LUZ SANCHEZ



Con inusitado entusiasmo celebró la Sociedad Guadalupeña de la Sagrada Familia de esta ciudad de San José, la fiesta anual del 12 de Diciembre en honor de su celestial Patrona, la Sma. Virgen de Guadalupe. A las 6 de la mañana se le cantaron a la Sma. Virgen las tradicionales mañanitas, que resultaron muy alegres. Luego siguieron las misas en el número y orden en que las hay en los días festivos, con diferencia de una misa solemne que se celebró a las 10 de la mañana. A las 7 de la noche tuvo lugar la función religiosa reglamentaria de los miembros de la Sociedad, en la que después de la Santa Misa y la Comunión general de los miembros, se reza el santo rosario y las devociones acostumbradas en honor de la Virgen Morena. Por tratarse del Día 12, hubo una pequeña peregrinación del hall de la Iglesia al templo, precedida por el estandarte de la Sma. Virgen y por un grupo de graciosas pequeñas vestidas de angelitas. El templo lució un bello y elegante adorno floral que consistió en tiestos de crisantemos los que daban un magnifico aspecto sobre el fondo de los ricos continajes de color de oro. La idea del adorno del altar mayor y del costado donde al pie de la santa imagen se depositó una corona simbólica, fué de la Sra. Consuelo Ortiz Lauder a quien felicitamos por arte en materia de decoración y su probado buen gusto.

Después de los actos religiosos los guadalupanos disfrutaron de una alegre reunión social en el lugar de costumbre.



El Rey

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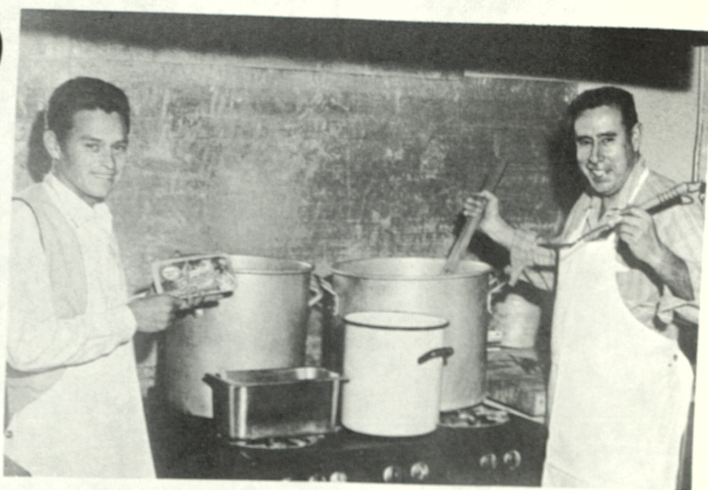
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En la grafica FRANK CASTAÑEDA a la derecha y su asistente lo atenderan.

CY 7-5151

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Sleeping his way thru College

HUMOR by E. Dave Sierra

We were known as the "Tired Three" in Mr. Leon McFall's Journalism classes at Collier College. The triumvirate included ex-San Fernando High cheerleader and Vice President Vince DelBarto, Freddie Foster, the black-jacketed sports story specialist from Santa Monica, and yours truly.

Mr. McFall was affectionately called Mac by all of his students and as he explained at the beginning of each new semester, "I don't mind if you call me Mac as long as you smile when you say it!"

DelBarto was the typical All American boy, tall, slim and well poised, and an air of assurance, proficient in his studies. His pride was being a member of Delta Gamma Fraternity, reputedly Collier's most intellectual collection of fraternity men. Vince's serious moments were few and far between and talking to him you had to stay alert. His jokes all centered around his ability to sidetrack the issue at hand and you would find yourself talking about Fernando High's fine 1954 football team when you expected to converse on the morrow's lesson. DelBarto's stock reply to any question put to him was "Yea, yea, all that stuff. Yea!"

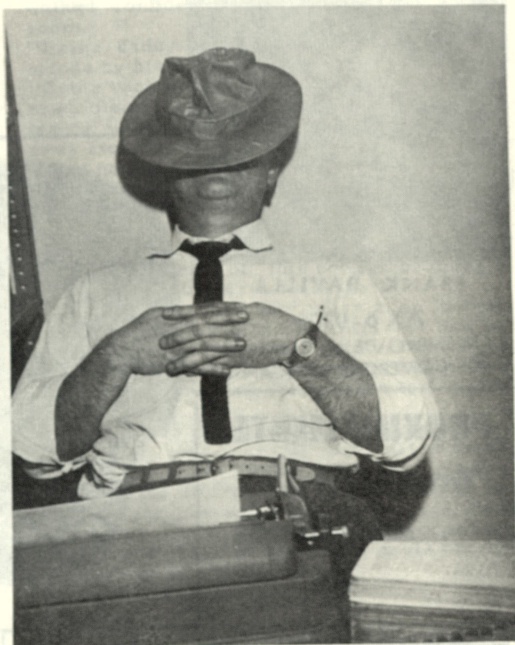
Foster was his exact opposite. You could look at him from any angle and explore all avenues pertaining to people and their behavior and never arrive at a definite reason for his being enrolled at Collier.

Never in the two years that he was in Mac's classes did he wear anything but levis and a white tee shirt. On those cold misty days of winter his broad back was covered by the jet black leather jacket that was his trademark. A crop of dirty blonde hair was cut in the D.A. mode that is so popular with the young men of Southern California.

All the fun started in Mac's classes any time Foster or DelBarto asked a senseless question and DelBarto would laugh openly as Mac fumed at the put-on stupidity of his neophytic writers. Once, just to get in on the act, We dared to tell Mac how to run the Review, the school newspaper.

"Mr. Hill", he bellowed, "don't try to tell me how to run the Review! I was working on a newspaper 30 years before you were born! I've worked on papers that had a circulation of over two million during the depression! I've seen newspaper plants that make this college campus look like an out-house in the Ozarks! I've seen editors so particular that if you didn't punctuate correctly, spell correctly, and write -30- at the end of every article you were fired on the spot! I've covered floods in Florida, tornadoes in Texas, Murders in Michigan, A wreck in Washington, and divorces in Delaware!"

He paused momentarily and walked around his desk, every student's eyes glued to the thin bespectacled man. Pointing a finger at me, he continued: "Mr. Hill, I've been thru the mill, do you understand that? I've been through the mill!"



"I've sailed all seven seas, visited every continent on the face of our globe, and have run for the state senate in Ohio! I've sat in bars and drank wine longer than you've sat in a classroom and you, a young whipper-snapper fresh out of high school tries to tell me how to run a newspaper! Why the ink's not even dry on your grade school diploma! And you try to tell me how to run a paper!!!"

"Wait a minute Mac, wait a minute!" I replied. "I'm not talking about how old you are and what bridge you slept under during the depression. I'm not questioning your knowledge of the English language and I'm not embarking on a journey around the world! All I said was that in high school our paper came out weekly as does the college organ. Now what I want to know is, why not come out more often so that we don't have to spend so much time in the student union sipping coffee. It gets awful tiresome drinking coffee four days a week!"

Everytime someone mentioned coffee in the union Mac would break out laughing and we knew that everything would be okay. It was a standing joke around the college that students spent more time on coffee breaks than on homework. Everyone kidded that if you didn't succeed in your chosen careers they could always go to work as a coffee taster for one of the major coffee distributors.

Mac had a sense of humor unequalled by any other teacher we ever studied under and once he got wound up, a speech was sure to follow. He would outline in detail the hard-

(Continued Next Page)



FRANK DAVILLA

AX 6-0306

MIEMBRO DE LA CAMARA
DE COMERCIO MEXICANA

PROXIMAMENTE

Grandes

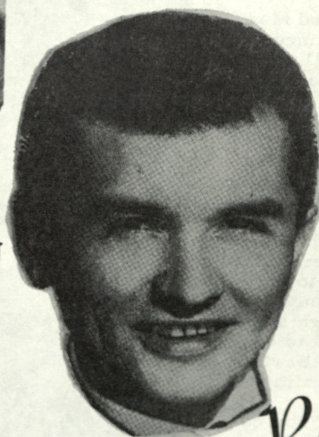
Atracciones



Org. Hnos. Caudillo

Domingo 11 de Enero

Rainbow Ballroom



Manny Lopez
y Su Orquesta

Domingo 18 de Enero

Rainbow Ballroom



CY 5-5594 849 ALMADEN AVE.

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

HUMBERTO GARCIA
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Secretaria

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Assistant Editor

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Club Del Mar
Club Riviera
Club San Joaquín
Club Genis
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Esta Revista no se hace responsable de ideas
y opiniones expresadas en artículos firmados



Hank Paramo

Por conducto de las paginas de EXCENTRICO el co-
nocido GALAN de MODA Hank Paramo envia sus
MEJORES DESEOS a todas sus AMISTADES
deseandoles que este sea el mas
FELIZ de los AÑOS.

Happy New Year!

Sleeping his way

ships he suffered trying to work his way up in the fourth estate. It was always interesting, at least to me, to hear him relate his experiences.

Vince always managed to get his two cents into every slight disagreement between Mac and any of the students. And how did Foster react to our verbal altercations with the instructor?..... he was often fast asleep before the arguments developed!!!!!!

"Field trip!" Mac shouted in his high rasping voice. Foster jumped from his seat and searched frantically in his pocket for a pencil. When a class was going on a field trip the next day a paper would be circulated about the room and anyone wishing to be excused for the day signed the sheet. The names were printed in the next day's bulletin to let all teachers know who was excused for the day.

"Pass it this way!" Foster yelled above the laughter of the entire class. It was hard to determine whether Foster was carrying his little joke too far or if he actually was concerned about getting left out of a field trip. He was a man of few words and not many of the students had ever exchanged much more than the time of day with him.

Foster would walk into the classroom, take a seat as close to Mac's desk as he could get, prop the chair back against the wall, and fold his arms on his chest. In seconds he'd be fast asleep. That was his art.

Every time Mac asked him a question he'd answer "Yea Mac" or "No Mac." Like the time Mac asked him what year the Rosetta Stone was discovered. Foster didn't move. His head lay against the wall, his entire body gently moving with every breath he took, completely at peace with the world.

"Foster!" Mac shouted, "what year was the Rosetta Stone discovered?" Foster's head came up slowly and one eye opened slightly, "Yea, Mac" he said softly. "I know it was some year, dammit!" Mac

roared, losing his composure for the moment, "but which year?" The classroom was filled with the student's laughter, with DelBarto's guffaw predominant above all. Vince arose from his chair & walked confidently toward the front of the room.

"Later daddy-0!" he addressed Mac as he strode by his desk.

"Come back here Mr. DelBarto!" Mac hollered. Slam! The door closed directly before Mac's unbelieving eyes. Slowly he turned away from the door and faced the class, then asked no one in particular, "What are you to do with a guy like that?"

"Follow him!" someone yelled from back of the room and the laughter continued.

"Mr. DelBarto is either going to wind up being President of this college or doing a rope dance in the Arizona desert!" Mac could get furiously angry in an instant but the wonderful thing about him was that he harbored no grudges and could easily forget the disagreements that took place. That kept many a hell-raising young journalist in the classroom.

There was the time that Mac was lecturing on the long hours of hard work it takes to become a top flight journalist. He had been talking for about ten minutes when he stopped abruptly and glared at Foster. Fred sat in his usual position, chair propped up against the wall, arms folded in his chest, head bowed, in a deep sleep.

"Foster!" Mac shouted.

"Foster!"

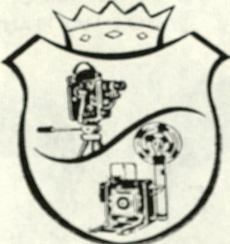
Foster snored on, unaware that he was being paged.

"Foster, wake up!" Mac commanded.

Freddie opened his eyes reluctantly, yawned, and aimed a smile at Mac. The class roared with laughter.

"Foster, someday this building will go up in flames and you'll burn with it!" Mac said.

"Never happen Mac!" Foster argued assuredly, "they've got a guy caged up in the dean's office. His only duty is to save me in case of fire. I'm always two month's behind in tuition payments!!!!!!!!!!!!!!"



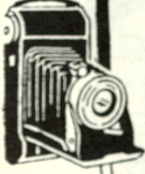
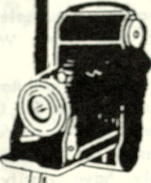
THE SHIELD OF SERVICE

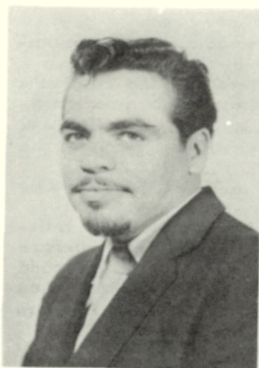
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club GENIES



Alvin Valadez

HAPPY HOLIDAY GREETINGS!!

I hope everyone had a lot of fun over the holiday season and were not involved in accidents common during that period. I hope those making New Years resolutions will be able to keep them throughout the year.

The Highlights of the Year are as Follows:

GENIES Champs in Westinghouse Basketball League.

GENIES Champs in UCC Football League.

CLUB SAN JOAQUIN goes throughout 1958 without single 1st Place slot.

CLUB SAN JOAQUIN takes 2nd Place in Softball.

CLUB SAN JOAQUIN takes 2nd Place in Football.

GENIES have Successful Party-Dance at Los Alamitos Party Hall.

Local Clubs In Successful United Food Drive Effort. The United Club Council is Organized.

This is the beginning of what could very well be a strong effort to unite the youth of our community belonging to different clubs into participating in inter-club activities whether they be social, athletic, or in a community service nature. Should the CSO, Mexican Chamber of Commerce or individual merchants ever contribute monetary aid without strings attached, they would be doing a service to the community and it would enable the UCC to plan a more rigid and disciplined program.

Items of business for the Genies were put off until after the holiday season. We will push old business out with the old year so the new administration can start initiating plans for the smooth operation of our club throughout the administration which will last 6 months.

One of the items certain to be on the table of discussion will be Mr. Genie Of The Year.

This title will be given to the man who through devotion of time, effort, and ability has done the most for our club during the year of 1958. Be looking forward to the next issue because if Mr. Genie Of The Year has been selected by then, I will interview him for that issue. WHO DO YOU THINK WILL BE SELECTED?

The Clifford Rodriguez, American Legion Post 289 has purchased \$18,000 worth of property which will be used in the near future to build recreation facilities, dance hall and barracks where UCC clubs can probably have priority in using these facilities. I understand the barracks will have meeting rooms that will be available to clubs gratuitously.

The UCC Sports Program will welcome two new clubs in its Basketball League..... Club Knights & Club Torro. The league will provide for a varsity team and a smaller team which will be for club members not playing on the varsity. The varsity will play for a 1st and 2nd place trophy while the smaller teams will play for a 1st place plaque.

Clubs considered serious contenders for first place are Lou Cedillo's Club Capri five, The Genies, and recent entry Club Torro.

Final UCC League Football Standings

Genies	Won: 5	Lost: 1	Tied: 0
San Joaquin	4	1	1
Riviera	1	4	1
Club Capri	1	5	0

Dolores

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GRACIAS

Hoy a principios del AÑO deseamos dar nuestras mas expresivas GRACIAS y AGRADECIMIENTO a todos nuestros clientes y amistades por su pasado PATROCINIO durante 1958 y seguir mereciendolo durante 1959

Tambien deseamos hacer publico nuestro agradecimiento al Sr. Humberto Garcia y su publicacion El Excentrico por su brillante publicidad ya que nuestro negocio se multiplico gracias a EL EXCENTRICO.

JO - MAR BEAUTY SALON.



MARGARET VASQUEZ



JOSEPHINE MONTECINO



Johnny Hernandez



Adorna nuestro ALBUM JUVENIL la fotografia de la monisima jovencita PHYLLIS HERNANDEZ que cuenta con la edad de 12 años, radica en la vecina ciudad de Cupertino, siendo su tierra natal San Francisco, Calif.

Phyllis atiende a la escuela WARREN E. HYDE en Cupertino, es hija del popular fotografo Mac Hernandez y su esposa. Mac es el propietario de la fotografia LEITER STUDIO en esta ciudad de San Jose.

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Becerra - Ortiz

En la grafica: ONORA ORTIZ y RAYMOND BECERRA momentos despues de haber contraido NUPICIAS en la Iglesia de las CINCO LLAGAS el Domingo 14 de Diciembre de 1958 marcando el reloj las 3:00 p.m.

Los padres de la novia son los esposos Santiago y Andrietta Ortiz y del Sr. Becerra, Porfirio y Virginia Becerra. Despues del acto religioso se les ofrecio un BANQUETE - BAILE en el Hall de la Iglesia Holy Cross asistiendo mas de 350 invitados. Su LUNA de MIEL la pasaron en Arizona, estableciendo residencia en esta.

Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO

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La Vida en Broma



Ante los admirados ojos de una compacta multitud, un gigantón está rompiendo las cabezas de sus bustos de diferentes estatuas, de cada puñetazo que da.

---Eso no es nada ---dice alguien---. Yo paro un tren con un dedo.

---Será usted Sansón?

---No. Soy maquinista.

Un ladrón es sorprendido in fraganti, cuanto trataba de robar. La señora le acomoda una paliza de perro bailarín. Cuando el ratero esta casi desmayado, ella dice:

---Que le sirva de escarmiento y no ande atacando a pobres mujeres solas, debiles e indefensas como yo.

---Oye: Cuéntame...tu novia esa que te decia que comia como pajarito, aceptó ir al restaurant contigo?

---Sí. Pero no comió como pajarito, sino como avestruz.

Un charro está contemplando la belleza del lago de Chapultepec. En esto ve un grupo de gentes consternadas y se acerca a ellas. Es que un niño ha caído al lago y se está ahogando. Cuando menos se lo imagina, él también va a dar al agua. Nada y saca al niño. Todos le aplauden. Le lanzan hurras. Y, un señor, conmovido, le dice:

---Ha salvado usted a mi pobre hijo. Acepte estos mil pesos como un pequeña recompensa a su noble acción.

---Gracias. No quiero recompensa. Si quiere gastar algo por esto, pague porque averiguen que jijo de la matraca me dio el empujon.

Dos estudiantes llegan a un rancho a pasar ahí las vacaciones. Una tarde el mayordomo les facilita un becerro y los deja solos un momento. Uno de los estudiantes comienza a tentar al torete. Luego, a incitarlo a que se arranque. El torete se arranca y le da un cabezazo y lo tira al suelo. Aun tirado, el animal lo persigue. Entonces, asustado le grita a su amigo sin dejar de ver al torete:

---Quitamelo...tarugo. Quitamelo baboso...

El amigo ni se movió.

Por fin, alguien del rancho le quita al torete. Ya repuesto del susto, le dice al amigo:

---Que malo fuiste. Por que no me lo quitaste?

---Ah!...vaya! Por ahí hubieras empezado...Yo creí que le hablabas al toro y que les decías que te quitara lo tarugo y la baboso.

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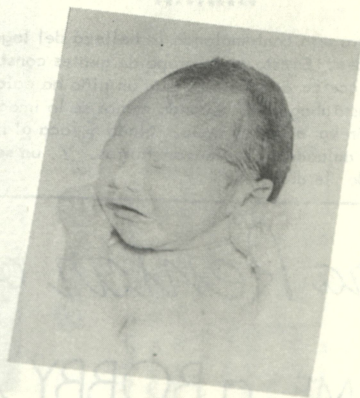
CY 3-0104 279 S. First St.

La foto corresponde a un pequeñín cuyo nombre es Kurt Joseph Vanderloo, quien vino felizmente al mundo el día 13 del pasado Noviembre, en su primer día de nacido.

Sus padres son el Sr. J. T. Vanderloo y la Sra. Rosa del mismo apellido. Mr. Vanderloo es hijo de Mr. y Mrs. Vanderloo residentes en Inglaterra, y Rosita es hija de Mr. y Mrs. Melitón Flores residentes en la casa marcada con el Num 1810 Margaret St. de esta ciudad de San José. La madre del recién nacido prestó sus servicios como empleada de la "Motor Vehicles" situada en el 85 de Notre Dame St. en esta ciudad, en donde estuvo empleada el año de 1951 hasta 1957. Su esposo es el dueño de un departamento de una tienda de artículos para niños o "Baby Care Mart" que se localiza en el 3343 de la calle 18 en la ciudad de San Francisco.

Nuestra congratulaciones al nuevo ciudadano y a sus dichosos papas.

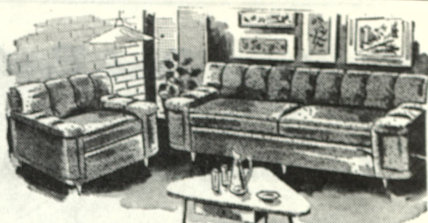
Nacimiento



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PAGINA de HONOR

Ma. de la Luz Sanchez

cuerdos. Jack Thompson es afable, comprensivo y a todas luces simpático. Su mano esta siempre abierta para nosotros en un gesto cordial de comprensión y apoyo.



Nos complace enormemente dedicar esta PAGINA DE HONOR de nuestro magazine a todas aquellas personas que por su labor desarrollada durante el año que acaba de fenecer, o por la nobleza de las actividades que durante el hayan desplegado, merezcan el calificativo de personas sobresalientes en el año de 1958. Queremos asegurar ante todo, que no obramos, al hacer esta clasificación, impulsados por alguna parcialidad o apasionamiento de partido; muy lejos está de nosotros tal modo de ver las cosas, y así emitimos una imparcial justipreciación de los personalidades, animados por el deseo siempre grande y siempre noble de conceder honor a quien honor merece.

PRENSA



HUMBERTO GARCIA. Director de esta popular revista, por su espíritu sereno en todo momento para solucionar dificultades y poner en ellas el termino medio que recomienda la prudencia; por su voluntad de hierro para soportar las condiciones adversas y sacar a flote esta publicación que ha sabido sostenerse y vivir por casi una década, convirtiéndose en el decano de las publicaciones en español en nuestra ciudad, gracias a la voluntad inquebrantable de su Director, que le lleva en marcha siempre ascendente, hacia la cúspide del triunfo, animado por el anhelo de servir más y mejor a los intereses de nuestra colonia.

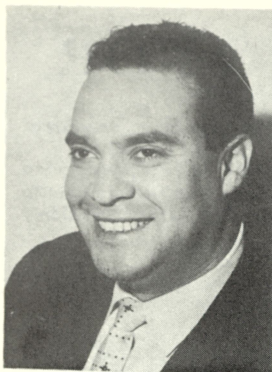
POLITICA

JACK THOMPSON. Senador por el Estado de Calif., reelecto en su importante puesto en las últimas elecciones, por su simpatía por la gente latina, por el apoyo que le ha prestado, simpatía y apoyo probados en cual quier ocasión en que con su simpática personalidad, el Senador Thompson, realiza nuestras Fiestas Patrias y con vive con nosotros esas horas de santos y venerados re-



C. ADOLFO G. DOMINGUEZ. Cónsul General de México en San Francisco. Por su elevada cultura, por su capacitación para ocupar un puesto de tan alta categoría cómo es el suyo, el H. Cónsul es uno de los más destacados exponentes de la Diplomacia Mexicana. Su limpia trayectoria como representante de México en el extranjero, comprende la Cancillería de segunda en el Consulado de México en Toronto, Canadá luego en Nueva York, y después en la Sección Consular de la Embajada de Washington. Ya en el lejano 1929 ascendió a la categoría de Vicecónsul en cuyo carácter fué enviado a Chicago, Nueva Orleans y San Antonio, Texas. En 1935, ascendió a Cónsul de Cuarta Clase en la ciudad de Dallas, Texas, de donde después de seis años de servicio fué trasladado a Detroit, Houston, Nogales y Sacramento, Calif. donde gracias a sus esfuerzos se construyó en 1948 la primera Casa del Mexicano. De ahí fué traslado a Nueva Orleans como Cónsul de primera en 1952, y al año siguiente, D. Adolfo Ruiz Cortinez el gran Presidente de Mexico, por sus reelevantes méritos lo ascendió a Cónsul de Segunda en el Consulado más difícil de manejar como es el de la populosa ciudad de LOS ANGELES. Cinco años después y en medio de grandes honores, vino a San Francisco, a continuar su benéfica obra en bien de las comunidades mexicanas. Nuestros parabienes al brillante diplomático honra de nuestra Patria.

CONTINUA en la PAGINA Siguiente



Community Service Organization



JUAN MARCOIDA. Por segunda vez ocupa el puesto de Presidente del Community Service Organization local. Nuestra admiración y beneplácito por su intensa y fructífera labor en bien no solo de esta Organización, sino de la comunidad entera, al trabajar incansablemente por que los ciudadanos latinos de esta gran nación se persuadan de sus deberes cívicos, y comprendan que estos les confieren los derechos que elevan y dignifican la condición humana. El popular Johnny, es un incansable propagador de las enseñanzas que ayudan a nuestras gentes a vivir mejor en este país cede de la verdadera democracia, y por su preparación y cultura desea con honor el puesto de Presidente en la importante Organización antes mencionada.



RITA MEDINA



FRANCES RODRIGUEZ

RITA MEDINA. Directora del Comité de Inmigración y Notaria Pública del Community Service Organization. Mujer de grandes méritos por su abnegación, y esmero en servir a nuestra comunidad sin más retribución ni más premio que hacer el bien por el bien mismo. Ella comparte su tiempo en atender a su esposo y a sus semejantes. Rita es todo un símbolo de dulzura y bondad sacrificada. Nuestro aplauso y nuestra felicitaciones para ella.

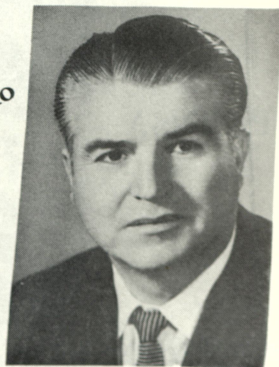
FRANCES RODRIGUEZ. Directora de la compañía de las Estampillas de la Amistad actualmente, en el C. S. O. de San José. Es una mujer laboriosa de acción firme y constante que jamás ha escatimado su trabajo dedicado y constante en bien de los intereses de la Organización.

Dr. **JUAN DE HERAS.** Acreditado y bien conocido galeno de nuestra localidad quien por decisión unanime de los miembros fué reelecto como Presidente de la Cámara de Comercio Mexicana. El Dr. De Heras es un hombre ponderado, amable y caballeroso que ha desarrollado una labor meritoria en bien del prestigio y prosperidad de la institución que lo ha elegido para un nuevo período como su digno Presidente. Por su acierto en conducir la Cámara de Comercio Mexicana hacia la meta del triunfo, y por su calidad de hombre superior dentro de la ciencia medica, le ofrecemos este merecido homenaje.

FRANK DAVILLA. Conocido empresario popular entre todos nuestros circulos sociales. Por representar el apoyo económico más sólido y amplio no solo de la Cámara de Comercio sino de muchas otras instituciones que acuden a él cuando las circunstancias lo requieren, Frank Davilla es un benefactor franco y sincero de quienes solicitan su eficaz ayuda. Su mano de amigo, y su bolsillo siempre están a la disposición de quienes merezcan su ayuda. Jamás ha negado su apoyo a los que lo necesitan y coopera en toda acción y movimiento que enaltezcan el patriotismo.

ALEX DELGADO. Miembro que desde su ingreso a la Cámara de Comercio Mexicana se distinguió por su actividad y esfuerzos por engrandecer la Cámara de Comercio Mexicana en la que desempeño el puesto de Presidente en el periodo 1956-1957. Es uno de los miembros más connotados y sobresalientes de esta institución en la que es muy estimado y popular.

Camara de Comercio Mexicana

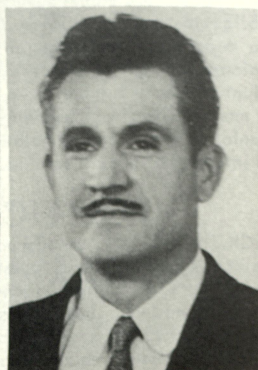


Dr. JUAN DE HERAS, D. C.

FRANK DAVILLA



ALEX DELGADO



(CONTINUARA)



El Sábado 25 del mes de Octubre marcando el reloj las doce de la mañana del año de 1958 ataron el lazo del matrimonio la pareja Joe Gaitan con la encantadora Srita, Mercy Grijalva.

El padre de la novia es el Sr. Jesus Gutierrez y del novio, Marcos y Delfina Gaitan.

La ceremonia religiosa se verifico en la Iglesia de Nitra, Sra. de Guadalupe oficiando el Rev. Padre Donald McDonald. Después de dicho acontecimiento se les ofrecio una alegre recepcion en el Unishi Hall a la cual asistieron familiares y amistades de los contrayentes.

Gaitan - Grijalva



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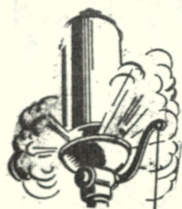
CL 8-1639

2250 Alum Rock Ave.



Esther Medina

"It's No Secret



My New Year's Resolution..... to mind everyone else's business, natch! So join me in another session of tale telling.....

THANKS.

May I extend my most appreciative thanks to the people who sent flowers to my mother, Mrs. E. Medina, during her illness. Thank you again for your most gracious response.

STUFF

The gals are real tickled cause George Wilson has returned to reside in San Jose.....

Marty Sanchez writes that she's having a ball in Mexico City. The dances are tops and she's been serenaded by the mariachis. Escorting her around are those two handsome gents Frank Rivera and Toby Alvarado.

Jerry Hernandez to take a two months vacation & travel the state of Texas and Mexico. He plans to take his mother, making this his Xmas present to her.

Club Volantes to throw a big party in the near future to let people know they're still here.....

Trio Los Mandarines (formerly Los Cuervos) made a big hit at the Sands Ballroom. Congratulations!!

Ruth Rubalcava's latest flame is Nash Pinon. We heard they've been carrying a torch for each other for many moons. But who knows, by next week it might be a new one..... that's Ruth for you!

Heard that Lena Manriquez served over 100 persons in her Open House on New Years Day. Those were just a few friends???????

Announcing Engagements

Planning a summer wedding are Linda Dimas and Pete Cortez..... also engaged are Eddie Torres and Helen Flores..... Heard that Connie Rodriguez will soon be wearing a diamond from Paul Chavez.....

Newest twosomes Johnny Flores and Vickie Gutierrez..... Steve Solarez and Josie Melchor dating again and planning to make it permanent.

Notes: On leave are Joe Lomas and Bennie Perez, who will soon be heading back to camp..... We'll miss you!!..... Rachel Reyes now studying to be a hairdresser..... Johnny Zamora and Lucy Renteria are back together once more..... hope it will be definite!

Eleanor and Helen Solarez leaving the dance at midnight cause they had to go to school the next day. You broke the boys' hearts, girls!!!

Irma Reyes married Henry Ramirez recently..... Hermelinda Garcia and Paul Sosa looking real cozy at the dance.....

*Dios tiene una Solucion para
todo problema !*



Rdo. Carlos Ruelas

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GASOLINA BLANCA PETROLEO
SOLVENTE PARA LIMPIAR

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Esq. VIRGINIA y ALMADEN Ave.



La Srta. THERESA ORTEGA y el Sr. CLIFFORD CLARK unieron sus vidas en el Santo Sacramento del Matrimonio, el Sabado 22 de Noviembre de 1958 en Solemne Ceremonia Religiosa en la Iglesia SAINT BERNARD de la vecina ciudad de Tracy, Calif. La recepcion se verifico en el MOOSE HALL atendiendo mas de 300 invitados, las familias Clark y Ortega son ampliamente conocidas en Tracy.

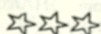
Despues de la recepcion fueron a pasar su Luna de Miel en San Francisco, estableciendo residencia en New Hampton Virginia donde el novio esta estacionado.

Fotografia HERNANDEZ

LEITER STUDIO

MATRIMONIOS NIÑOS

COMERCIAL



Fotografo de Fotografias Finas

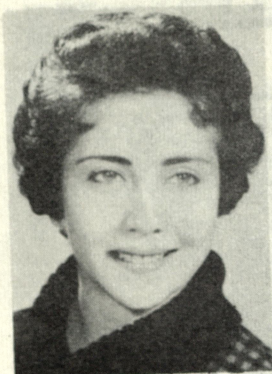
MAC A. HERNANDEZ, Prop.

Member of the MEXICAN CHAMBER of COMMERCE

CY 3-3343

255 S. FIRST ST.





Club del Mar HI-LITES

Olivia Arizpe

Hi! Happy New Year!

Hoping your holidays were pleasant one and that the New Year started out right for each one of you.

My sincere Best Wishes to these couples who started out the new year by getting engaged: Helen Flores and Eddie Torrez on Dec. 23rd, Linda Dimas and Pete Cortez on the 22nd. May you always be as happy as you are now.

Xmas Eve was spent mostly with the family & at the Frank Davilla Presentation. Everyone who attended received a jolly holiday wish on a pencil, very clever!

Seen at the Civic New Years Eve having a ball were Jenny Talavera who had the New Look to her hair. Rosalie Pulido and Irene Perez who are always dressed in the latest modes. Augie Lira dancing every dance. BENNY ROMERO looking exceptionally gay!

Frank Garcia and his favorite gal "Alice." The Rainbow was so crowded it was almost impossible to identify faces. Some of the familiar personalities are Jaime Alamillo, future Arthur Murray Dance instructor. Esther Medina wearing a lovely dress, as always.

Magdalena (Miss Lady Rhythmn) Martinez. Chuck Martinez the Salesman of the Year. The music was at its best and everyone returned home with pleasant thoughts of the OLD YEAR.....
Attention! Attention!!!

Do you know what the month of January indicates? All Aliens must fill out residence cards or address Report cards without failure. These cards can be obtained at any Post Office. If any help is necessary to fill out your cards, contact the CSO by calling the 2 numbers Cy 2-3382 or An 9-2606. Service is FREE.

Fun Fun Fun was the password for the evening of Jan. 10th when the CSO presented its past President & Membership Banquet-Dance. Dinner was served between 6:00 and 9:00, featuring Gallina en Pipian!

The music was that of Beto Torrez Y Sus Alegres.
Hear Ye! Hear Ye!

Want to have your hair looking nice? Jenny Talavera can assist you at the De La Rosa Beauty Salon on Second Street.

GREETINGS to all of you from "It's True" columnist Marty Sanchez who I understand is making the rounds down Mexico way and Frank Rivera who by coincidence ran into Marty (small world isn't it?) and seems to be spending most of his time with her. Hurry back kids, we all miss you.....!

Wonderful time was spent by most of CLUB DEL MAR members and guests at its annual Xmas party.

There was food galore, mistletoe, and everyone's spirits?? were high. The hi-lite of the evening was the opening of presents. Some of the gifts received set a few of us back 10 or 15 years!!
N.B. (Notice Bulletin)

Don't forget to attend the Frank Davilla presentations of Los Hermanos Caudillo on January 11th, the ever popular MANNY LOPEZ on January 18th.

Thanks to Arturo Marcus's Band who is always ready and willing to give us the best in popular music every Saturday night at the Rainbow.

At this time I would like to thank one and all of you who have made my column possible and hoping that I will keep your interest and respect for the coming year.....
Always, Livvie.

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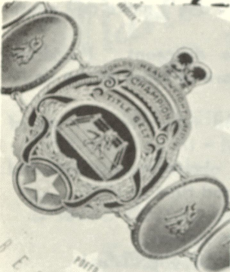
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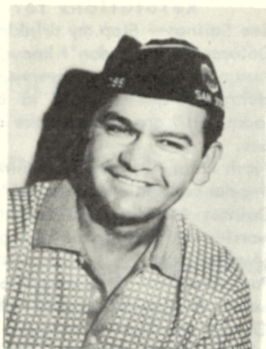
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Wrestling



RICHARD DIAZ



In the Main Event Wednesday Dec. 17th, the present Pacific Coast Wrestling Champion, The Mask, & Fritz Von Goering lost the tag team match to Ronnie Etchison and Dick Warren.

Semi-Windup

Gene Dubuque lost the first fall to Don Manoukian in 12:45. He won the last two falls with a series of hammer locks and a body press, the first in 6:30 & the second in one minute and 10 seconds.

The Opener

George Kogozian of Japan won the opener from Hans Schnabel with a judo chop in 13 minutes and 45 seconds.

In the main event, Von Goering won the 1st fall from Etchison with elbow smashes and a body press.

Von Goering hit Etchison as Ron was going to his corner & the referee changed his decision. The Mask hit Von Goering by mistake and Etchison was able to pin big Fritz in 5 minutes, 45 seconds.



Eight of the people who celebrated New Years Eve at American Legion Post 399 party on North 3rd St. Legion members and their guests enjoyed a delicious dinner and champagne. In the picture, left to right: Mr. Mike Diaz, Mr. Rico, Mrs. Carole Diaz, Mrs. Rico, Mrs. Vera Diaz, Mrs. Alice Ramirez, Mr. Ralph Ramirez, and Mr. Richard Diaz.

Prestamos dinero en Prendas



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

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Big Ben

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ABIERTO: Lunes y Martes
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Resto de la Semana:
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SABADOS:
Hasta las 6:00 p.m.



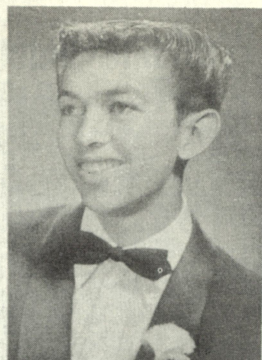
CY 2-9102

174 S. 2nd St.

Club Riviera



Gil Minjares



Try Me..... Nash Pinon paid quite a large amount of currency to attend a Sat. Nite dance. It's too bad he had to sit it out all through the dance except the last 15 minutes when he finally..... eh, woke up.....!!!

Bobby Lopez getting as far as his house and said-ing "boys, (hic) I hate to disappoint you but I (hic) don't think I'd better go with youse cause I don't feel (hic) up to it!"

Actually I didn't blame him too much cause when he said it he was on his back.....

Ralph (Friday) Aguilera seems to be outdoing Ray (Rallo) Bravo. Friday is getting so popular he has a different date every day of the week, including legal holidays. A quote from one of the feminine admirers, "You know Gil, I've got a crush on him and I'd so much like to go out with him, but he doesn't pay any attention to me and he's so coooo---ool.....!!!"

Speaking for Ray Bravo, he has finally received a phone call. Ask him about it, I think you'll get a big surprise about who it was.....

I thought it would be a good idea to bring you some of the best laughs of 1958 and some resolutions for '59. All about Bert Hermosillo on his graduation and Maverick in the line-up, etc. etc.

We can laugh now after it happened about Bubbles while at the San Joaquin-Zanzaree dance, falling asleep standing up!!

Ralph Jacobo's comment on his first alcoholic beverage, "MORE, MORE!!!"

Mary Sedillo dancing a swing with Richard Perez and making a dramatic ending by landing on the floor with a big F L O P!!

I don't know what conditions they were in but 2 girls getting into the wrong car and staying there for a halfhour and the embarrassing moments I cannot describe in detail!!

Marty Sanchez (while in the city) running full throttle down the street anxious to get to the dance and stuck her heel in a manhole!

Remember the months back when Connie Rodriguez was learning to drive? Connie taking me around the block to show me she could drive and taking a half hour to drive me around. I'll say she has improved though, she now goes all the way to Oakland even though she has to start at 9 a.m. to be there at 2:30!

Speaking of woman drivers, Florence Gaeta is the opposite of Connie. When Flo is driving you only see the tail-lights of her car passing and WATCH OUT, Man!!

Resolutions for 1959

Joe Salinas-- Stop my drinking, I mean it. (Hic!!) Dolores Coca-- I don't know, I don't make any cause I usually break them anyway.

Henry Molina-- I want to be different. I'll drink sodas 'til I drown, and take care of Nash at the dances.

Nash Pinon-- I am determined never to walk out of the dance with a woman.

Dolores Mendez-- To forget about my troubles and worries and just have a real good time in 1959..... (Available?)

Paul Morales-- Stay away from women.

Bernie Franco-- Never to fight for any kisses!

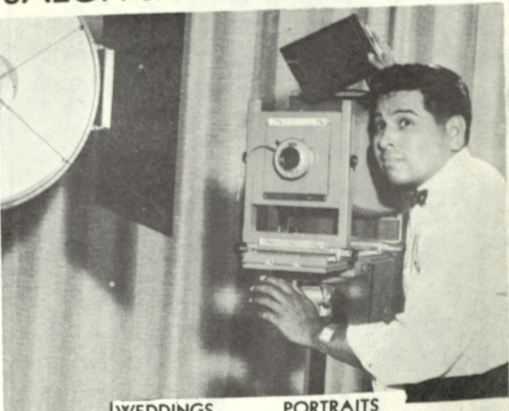
Charlie (Maverick) Molina-- I promise to lose 50 lbs. within the next year. (Bein's slightly overweight I can afford it.)

Bert Hermosillo-- I promise never to dig another hole as long as I live!

Charlie (Maverick) Molina apprehended by the Po-lice and being put in the line-up..... "You'll never get away with this, I'm declaring WAR!"



August • RAMIREZ SALON of PHOTOGRAPHY



WEDDINGS COMMERCIAL PORTRAITS CHILDREN

Para todas aquellas personas que tengan algun asunto pendiente con el STUDIO REYES les comunicamos que nosotros tenemos varias ordenes de FOTOGRAFIAS como tambien NEGATIVAS en caso de que necesitare alguna foto.

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Christmas Party

Con motivo de celebrar la vispera de la NAVIDAD los esposos Sr. y Sra. CHARLIE MORENO ofrecieron una reunion en su residencia 296 Claremont de esta ciudad a la cual asistieron las siguientes personas Sr. Romaldo Rodriguez y familia, Rudy Rodriguez y familia, Sr. y Sra. Lee Pedroza, Sra. Amelia Sandoval, y el Sr. Miguel Pasos. Se les ofrecio a los invitados una GRAN TAMALADA acompañada de los indispensables HI - BALLS.

En la grafica: Sra. LUCY MORENO, Sra. EVA MARTINEZ, Sra. ELSIE PEDROZA y la niña DOROTHY MORENO.

Tambien estuvieron presentes en esta reunion Sr. y Sra. RICHARD DIAZ quien fungio como fotografo.

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.

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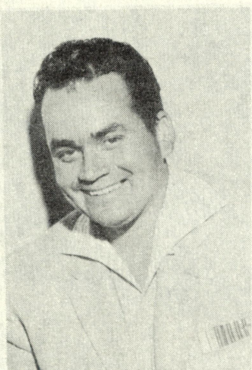
136 S. First St. - San Jose

203 Taffe - Sunnyvale

Club SAN JOAQUIN



E. David Sierra



To start the New Year off on the right foot, let's begin as should all men of our cloth, by making a few resolutions. First, we resolve to continue to please SAN JOAQUIN club members by the caliber of Journalism which they have come to expect of their column. 2nd, to dispel from the minds of the girls that idea of evil men lurking in the CSJ clubhouse. 3rd, to work even harder to make Excentrico an even better magazine for your reading pleasure..... And, we welcome your suggestions.

SPORTSPAGE: The 2nd place UCC League football trophy is now on display in the CSJ clubhouse. Only a 25-25 deadlock with Riviera kept San Joaquin from finishing in a two-way tie with the league champion Genies. CSJ was the only team to whip the league titlists. Incidentally, the Genies recently voted NOT to play CSJ again this season. They've seen enough of Bob Garcia, Moose Ramoz, Rudy Garcia, Paul Munoz, Sam Solano, Bonie Villegas, Dan Vasquez, Fred Asebes, Sal Padilla, Fred Morales, Richard Guerrero, Jess Munoz, Ray Villegas, Bob Ochoa and all the other gridders who showed them who was daddy on November 23rd.

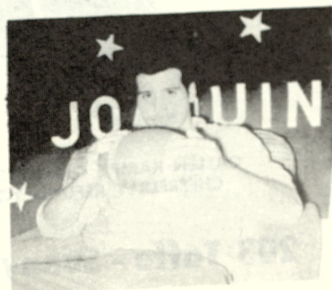
CSJ was willing to put up a large trophy or other memento of victory which would have gone to the winner of the decisive game, but the mighty Genies were more than willing to settle for a split in the two game series played in the 1958 season.

As things stand, the season is finished and there will be no Toilet Bowl Game between the UCCrivals.

By the time you read this Ray Garcia & wife should be back from a two weeks stay in Hawaii. Ojala que traigas la hula dancin que dijiste!!! Mele Kalikemaka, Ray!

We saw Alvin Valadez riding around Oakland and San Frisco in a black Cadillac..... Pareces barbula!!

CSJ president Dan Vasquez. Dan served in the U.S. Army in Korea & according to info we have, played 30 of the enemy. He works at Food Machinery Corp.



Recommended Reading

Experience is the Best Teacher..... by Jess Aguilar Woodlake, Paradise in the Hills.... by Paul Gary He Needs the Experience..... by Sally Figueroa

Welcome back to Excentrico, Gil Minjares! We read some of the stuff you wrote in 1956. They were the most interesting columns ever to grace these pages. Again, welcome back!!

Christmas Show at the Liberty Theatre on Dec. 20. Little girl to Santa: "Who are you supposed to be, The Lone Ranger?"

Man in his mid thirties: "Ese Santo Claus, no traes un pisto?"

If the Genies don't elect Joe Rodriguez, Genie Of The Year, they ought to have their heads examined..... they ought to have 'em examined anyway!

Yes, we like Esther Medina's column..... No, we don't like that one, he should write me a letter.

CLUB SAN JOAQUIN Highlights of 1958

On May 11th, CSJ erected a most impressive booth at the Mothers Day fete. The Genies turned green with envy when our royal blue banner was unfurled.

On July 4th our softball team was still undefeated and led the UCC League with a 6-0 record. Later in the season they were to score a smashing 15-2 win over the rival but inept Genies.

On September 7th we entered a decorated car in a parade commemorating the 148th year of Mexican independence. We were the only UCC club there.

Early in October San Joaquin rolled over Capri 54-7, posting the most lopsided triumph in UCC League sports history.

On Oct. 31st the CSJ-Zanzaree Halloween Dance was the highlight of our social year and we heard many favorable comments.

On Nov. 23rd, the SAN JOAQUIN grid team, unawed by the size and weight of the league leading Genies, ran over the weightlifters 39-33 in what was undoubtedly the most thrilling game ever played in United Club Council League annals.

The year 1958 ended with the entire organization well pleased with the years work and confident that in the year to come San Joaquin would continue to be recognized as the most respected club in the UCC.

Hasta las otras piscas, *Dave*

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

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

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CY 4-5030 30 S. MARKET ST.

C.S.O Banquet-Dance

SATURDAY, JAN. 10

I. E. S. HALL

Installation of NEW OFFICERS
Presentation of AWARDS for the Winner of the
MEMBERSHIP DRIVE
1958

The COMMUNITY SERVICE ORGANIZATION
invites the public to attend.

Saturday, January 10th, 1959
I. E. S. HALL
San Jose, California

BETO TORRES and his ALEGRES

DINNER will be served from 6:30 p.m. to 9:00 p.m.
DANCE from 9:30 p.m. to 1:30 a.m.

Mr. ISABEL E. MEDINA Chairman
Mr. Andres Garcia, Co-Chairman



MADAM Zora

ADIVINADORA

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

AMOR, MATRIMONIO, TRABAJO
NEGOCIO, ENFERMO.



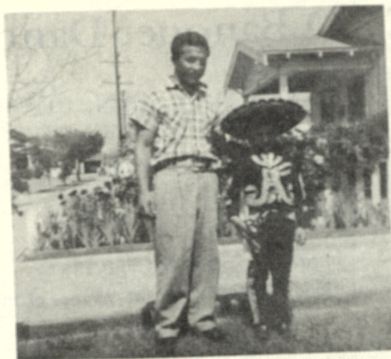
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Armando Elemen

En la grafica podemos admirar a el AGUILA NEGRA o talvez sea el CHARRO NEGRO vestido con un flamante traje TIPICO naturalmente con su 45.

Se trata del niño ARMANDO ELEMEN quien cumple 7 años de edad el pasado 26 de Octubre de 1958, y para conmemorar tan regio acontecimiento, sus abuelos PABLO y FORTUNATA ELEMEN le regalaron el traje que orgullosamente luce, importandolo de la ciudad de los palacios. Mexico, D.F.

En la grafica: Su padre Sr. Nelson Elemen y el niño Armando Elemen.

Armando vive en compañía de sus abuelitos Pablo y Fortunato Elemen. Atiende a la escuela y cursa el segundo año.

Jo-Mar BEAUTY SALON

Salon de Belleza Mexicano

Nuestra RESOLUCION para 1959 es seguir mereciendo su PATROCINIO.

Cream Oil

COLD WAVE

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(And Up)



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

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

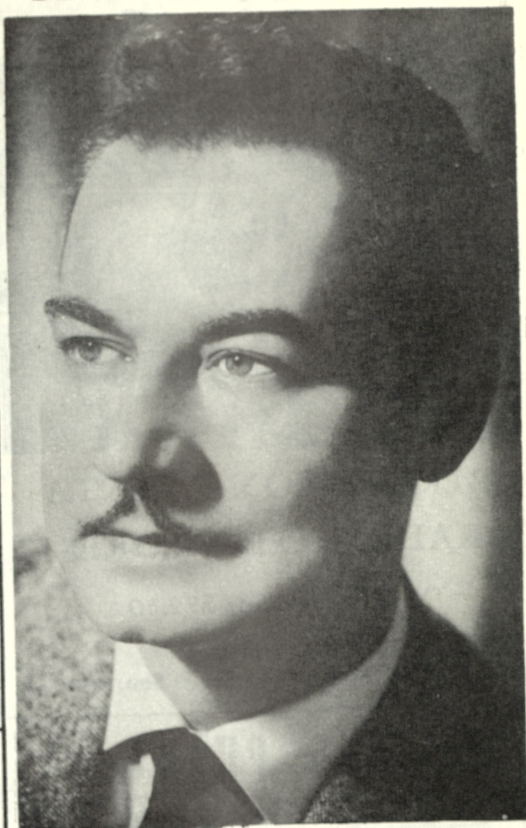
GRACIAS Por su Patrocinio durante 1958

JOSEPHINE MONTECINO - MARGARET VASQUEZ

Esquina DELMAS y AUZERAIS Sts.

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SERENATA NOCTURNAL



Carlos Graham

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

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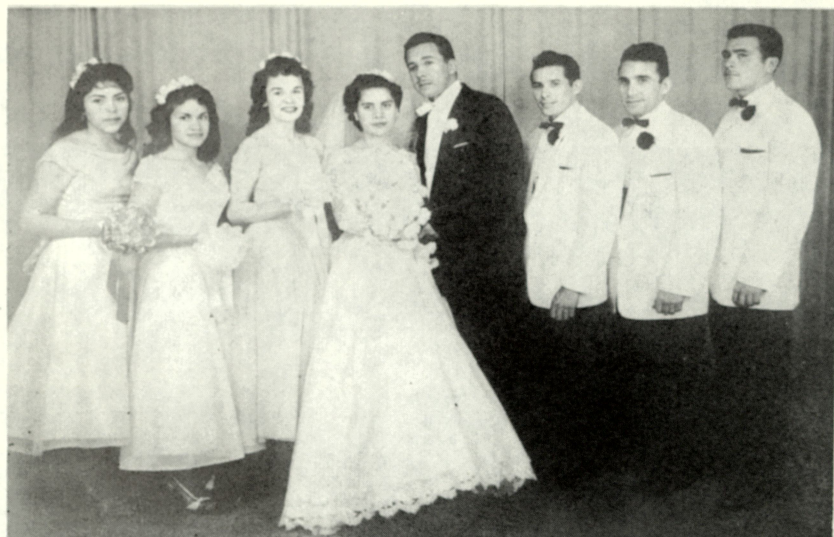
REPARACION de AUTOS

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Grimaldo - Prieto

LEITER STUDIO

En la Iglesia de la SAGRADA FAMILIA el Jueves 11 de Diciembre de 1958 se celebro el ENLACE entre los jovenes CONCEPCION PRIETO y DANIEL GRIMALDO en esta ciudad de San Jose, California.

En la grafica de izquierda a derecha: Gloria Soto

Jessie Grimaldo, Margie Grimaldo.

La recepcion se verifico en la casa de la novia a la cual atendieron familiares y amistades, despues de su LUNA de MIEL en la vecina ciudad de San Francisco, establecieron residencia en MENLO PARK.

Tacos de Carnitas

Deliciosas CARNITAS DE PUERCO (al estilo Zamora)
con su SALSA CRUDA PRUEBELAS.

Ademas: Toda clase de ANTOJITOS MEXICANOS
Tamales - Enchiladas - Tostadas - Hot Dogs etc.

GRATIS, FRITOS!

Con todas sus ordenes se le regalan
Tostaditas con su QUESO.



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EL Michoacan No 1

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San Jose, Cal.



" CORAZON SALVAJE "
Martha ROTH - Carlos NAVARRO

Juev. 22, Vier. 23, Sab. 24 de Enero



Las VIUDAS del CHA-CHA-CHA
Amalia AGUILAR - Evangelina ELIZONDO