



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO Once, Num. 14

MAYO 5, 1961

SAN JOSE, CALIFORNIA



Arturo Marcus San Jose's own noted Bandleader



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



DOS ORQUESTAS

CHICO OCHOA

Arturo Marcus

5 HORAS de BAILE

Ademas presentacion del Gran
Mariachi Femenino

Sabado 6 de Mayo

Rainbow Ballroom

PROXIMAMENTE

Luis Arcaraz

Maria Victoria

ESTE PENDIENTE !

Celebracion del 5 de Mayo

Entrada TRIUNFAL de Su Graciosa Majestad
y su CORTE de HONOR.

Domingo 7 de Mayo

Rainbow Ballroom



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

HUMBERTO GARCIA, JR. Fotografo

COLABORADORES

CATALINA BARRAGAN
Club ELITE

RICHARD DIAZ

ESTHER MEDINA

Maria de la Luz SANCHEZ

Club RIVIERA

Club SAN JOAQUIN

Club SAN FELIPE

MARIO VAZQUEZ

SIMON VILLA



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.

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

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.

La Sra. Sandoval tiene este lugar para todos los ancianitos que no hablan Ingles, ella es Mexicana

En la grafica: SRA. ISABEL SANDOVAL, PROP.

Un Ambiente Feliz y Sereno

CL 1-2467 374 McCREERY AVE.



Arturo Marcus



ON THE COVER: Gracing Excentrico's front page this issue is popular bandleader Arturo Marcus whose orchestra is currently appearing at the Rainbow Ballroom.

Art's real name is Arthur David Gutierrez. He is a native of Santa Clara, attended elementary and high school in the Mission City, and graduated from the University of Santa Clara.

He began his musical career in grammar school, played in the high school band and played his first public dance while still in Santa Clara High. After his school days were completed, Art worked for Don Kaye, Nick Stewart and the great Leighton Noble bands, making appearances in Utah, Texas, Las Vegas and many of the major cities in California.

He is married and the father of five children, and works for Westinghouse as a production-purchasing coordinator.

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 Lasnick, Prop.



All America City Award Banquet



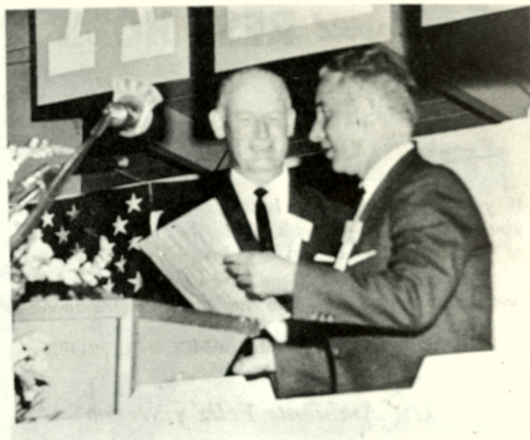
Rachel Andres

The industrious efforts, the laborious hours of work and perseverance of many a civic-minded group and volunteering individuals came to a "payoff" which was culminated at a banquet on the evening of Tuesday, April 25th at the Exposition Hall of the Santa Clara County Fairgrounds.

Close to 2,000 attended this honored occasion and witnessed as San Jose officially became recipient of the ALL AMERICA CITY award. This award is one most coveted by any city throughout the United States, but one bestowed only to 11 cities of the 22,000 in the country.

Making the presentation of this coveted award was the official representative of the National Municipal League, Mr. Norris Nash, who cited the citizens for their part in the growth, culture and progress of the community; and Mr. George B. Leonard, Jr., head of the LOOK MAGAZINE bureau in San Francisco.

Another noteworthy award presented to the city that evening was that of the Melville Certificate for Civic Improvement by Mr. Hartley G. Weichert,



president of the Greater San Jose Chamber of Commerce. It should be stated that in the rigid national judging, San Jose rated second to the great metropolis of Philadelphia, Pennsylvania.

Mayor Paul Moore in turn presented certificates of merit to two outstanding women; the Ward Melville Certificate to Mrs. Joseph L. Pace, and the All America Certificate to Mrs. William A. Straub. These women were commended for their efforts in the school bond issue, charter election, and many other causes.

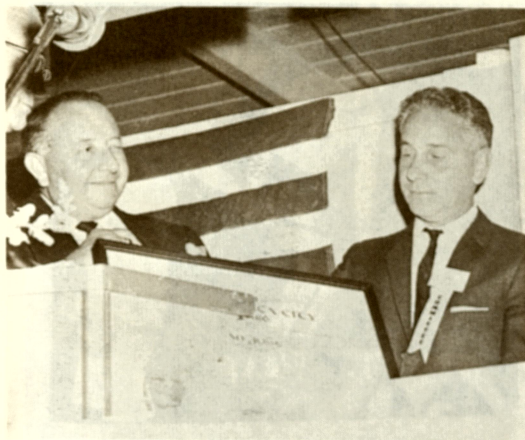
Amongst the 900 individuals who also received certificates of merit were Isais Aguilera, Dave Sierra, Pompeyo Garcia, Louis Hevia, and others well-known and active in our own volunteer and civic work.

Distinguished guests sitting at the honor table, together with the San Jose Councilmen, Superior Judges and their wives were: Mr. Russell J. Cooney, Deputy Director, State Department of Public Works; Mr. Sam Della Maggiore, Supervisor; Rabbi Joseph Gitin of Temple Emanuel; Carlos Ogden, Congressional Medal of Honor winner; Honorable Clark Bradley; Santa Clara City Councilman, Mr. Ralph Merckens; Miss Patricia Ann Travis, MISS SAN JOSE of 1961, and many, many others.

In conclusion, Mr. A.P. Hamann remarked: "San Jose is on the threshold of becoming one of the greatest cities in the United States." To this statement, the citizens stood to their feet and cheered enthusiastically. Within the heart of each true and loyal San Josean was the response: to work hand in hand, as one, with willingness and determination to fulfill this one goal of becoming "One of The Greatest."



(continued next page)



Presentation of all America City CERTIFICATE to representative Citizen, Mrs. William A. Straub by City Mayor Paul Moore on April 25th at the Exposition Hall of the Santa Clara County Fairgrounds.

(photos Richard Diaz).



All America City Award Banquet

On the left Mr. A.P. Hamann, City Manager and Mr. Paul Moore Mayor of San Jose, during All America City Award Banquet.



TV ON THE BLINK?

test your tubes
in the privacy of
your own home!

FREE

Do it yourself ...

take a
tube tester
home!

EXPERT
TV AND RADIO SERVICE



VISITE a CITIZEN'S TWO WAY RADIO
y obtenga uno de estos PROVADORES de TUBOS
de Television, fonografos, radios y Hi Fi' Sets.
Se lo PRESTARAN absolutamente GRATIS.

YES, now you can test your OWN

TV TUBES at your convenience with a professional

SECO TUBE TESTER loaned from OUR SHOP.

No Technical Knowledge Required - Easy and Fast to
Use-Test Tubes in radios, phonographs and Hi Fi's too!

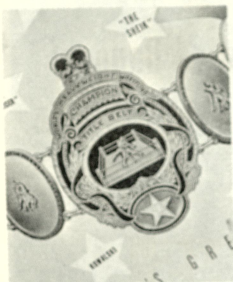
STOP in and pick up your tester today. Eliminate
unnecessary handling of delicate tubes-and find out
how much fun it is to " do it yourself " !

PICK UP YOUR TESTER TODAY

And if faulty Tubes aren't your problem,
we'll be happy to SERVICE your TV set
fast, at a FAIR PRICE.



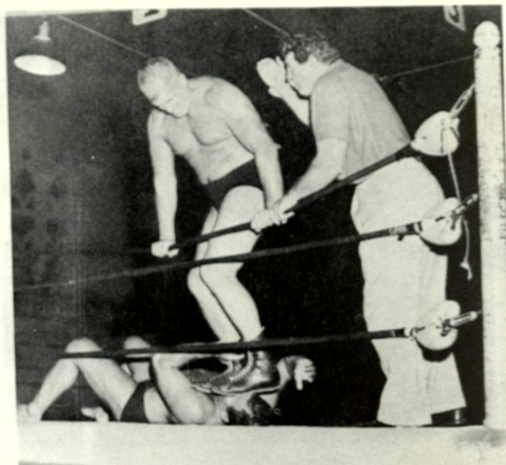
Wrestling



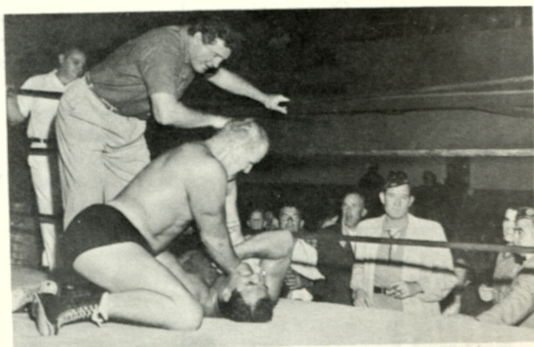
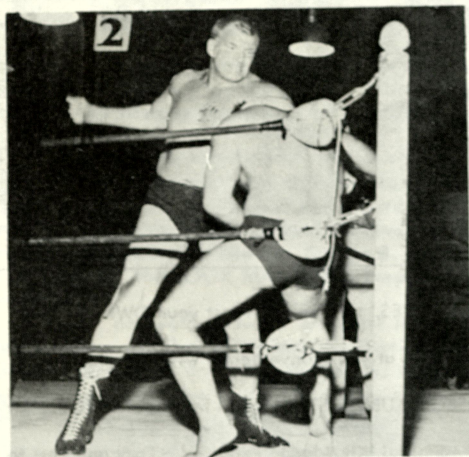
RICHARD DIAZ



AMERICAN LEGION MEMORY POST 399
presents.....
WEDNESDAY NITE WRESTLING
San Jose Civic Auditorium



Hans Hermann jumping on face of Pedro Vargas.
This is illegal and Ref Kay Bell is disqualifying Hans.



HANS HERMANN at his dirty tactics again!

** Introducing HANS "Goose Step" HERMANN **

He tips the scales at 265 and stands 6' 5 inches tall. From Hanover, Germany, the big Giant has been wrestling since 1932.

Hans is well known all over the world for his tremendous tactics. At one time he and Hans Schmidt held the world tag team title.

Hans likes the going rough. He hates sissies and doesn't like baby stuff. He likes to wrestle a MAN... nothing under 6' 5 or weighing less than 280!!!!!!

Hans is at his best when punching, ear pulling, hitting a man while on the ropes with a closed fist, NO WONDER he has been fined many times for losing his temper. Each fine runs from \$200 up!!!!!!

THE MAIN EVENT

It was Pedro Vargas vs. Hans Hermann in the main event at Civic Auditorium recently. Hans took the 1st fall in 14:05 with a head lock on Vargas. Referee Kay Bell awarded the second fall to Vargas when he thought Hermann had conceded to a grapevine.

Ref Kay Bell took away the 3rd fall from Hermann when Hans insisted on choking Vargas after he had conceded, and awarded the match to Pedro Vargas!



Hans being escorted to the ring by members of Memory Post who are protecting Hermann from the crowd.

Getting Married?



Something New has been Added....

WEDDING INVITATIONS

PRINTED - RAISED LETTERING

MODERN STYLE of LETTERING

WIDE ASSORTMENT

REASONABLE PRICES



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.



Anillos de **COMPROMISO**

Desde **\$49.00**

Cupon

Con este CUPON y la compra de un anillo de COMPROMISO Panchito le REGALARA sin costo alguno un Anillo de BODAS que haga juego.

Esta oferta es valida unicamente durante el mes de MAYO.

Panchito Cera

Un BUEN AMIGO de la COLONIA

INTERNATIONAL Plan 1st. NATIONAL Plan
Bank of AMERICARD 1st. WESTERN Plan

AMPLIAS Facilidades de PAGO

CEROS JEWELRY

CY 5 - 2220

34 S. FIRST ST.

San Jose

MEXICAN - AMERICAN BOWLING LEAGUE



TEAM TROPHIES and THEIR SPONSORS

Left to right: Joe Rodriguez-Club Cuauhtemoc-sponsor Lalo's Shoe Repair, Rose Mary Ramirez-Club Del Mar-sponsor LIDO'S T.V., Sonny Vadilla-Club Bachelors-

sponsor Trophy Co., Lena and Joe Manriquez-Club Elite June and Ray Davilla-Club Venus-sponsor Rainbow Ballroom. Installation of officers and Awards Banquet was held on Saturday, April 22, at the Hawaiian Gardens here in San Jose. (Excentrico Photos).



OFFICERS

Paul Chavez-past president, Anna Dominguez-Vice-P. Rudy Belloumini-past president, Angie Cordero-past Sec. Tres., Abel Acosta-President, Terry Muñoz, Roy Ordoñez-past Vice-President.

LEAGUE CHAMPIONS

1st Place went to Club Cuauhtemoc's team
1 to r: Joe Molina, Margie Coca, Joe Rodriguez, Anna Dominguez and Roy Ordoñez.



The Winter League Tournament was held at
ANN DARLING BOWL
HIGH GAME
Went to Mary Sierra and Oscar Vazquez

HIGH SERIES
Abel Acosta and Margie Coca



(continued next page)



2nd PLACE TEAM

Club Del Mar, left to right: Pauline Perez, Abel Acosta Gloria Maldonado, Oscar Vazquez, Rosie Macias and Sonny Vadilla.

TEAM CAPTAINS

Oscar Vazquez - Club Del Mar, Angie Cordero - Club Venus, Joe Molina - Club Cuauhtemoc, Delia Perez - Club Elite, Hank Paramo - Club Bachelors.

BOWLING LEAGUE



MOST IMPROVED

Trophies were awarded to
Abel Acosta and Norberta Montoya



Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

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.

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



CY 5-2688

70 W. St John St.

Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

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

ENFERMEDADES de SEÑORAS y NIÑOS

Facilidades para Completo Examen Fisico

RAYOS X y LABORATORIO

Consultas en Español e Ingles

CY 5 - 8870 565 Almaden Ave.



*Maria de la
Luz Sánchez*

Fiesta 5 de Mayo

En conmemoracion de la gloriosa batalla del 5 de Mayo de 1862 en que las fuerzas del abnegado y heroico ejercito mexicano al mando del heroe inmortal D. Ignacio Zaragoza, se cubrieron de gloria defendiendo el honor nacional en la historica ciudad Puebla, la Comision Honorifica Mexicana de San Jose, Calif., ha organizado una celebracion para el domingo 7 de Mayo de 1961, la cual por circunstancias especiales se concretara a los siguientes eventos:

Programa Literario Musical de 2:30 P.M. en el Civic Auditorium, sujeto al orden que publicamos en esta misma edicion, acto cuyos numeros duraran hasta las 6 P.M.

A las 6:30 P.M., Banquete en el popular y conacido restaurant EL REBOZO. Para hacer reservaciones para este agape los interesados deberan llamar al CY 5-9795.

A las 9 de la noche grandioso baile en el RAINBOW BALLROOM amenizado por la orquesta de Arturo Marcus y con duracion hasta la 1 a.m.

Todos estos actos seran realizados con la presencia de bellas damitas que presidiran los eventos aqui programados.

El fin que en todo momento persigue la Comision Honorifica es principalmente el mantener vivo en la conciencia de nuestra colonia el recuerdo de los heroes libertadores de Mexico, nuestra gran Patria y encendida perennemente la gratitud que deben abrigar nuestros corazones para todos los heroes que con el tributo de su sangre de sus vidas y de su arrojo, compraron nuestra nacionalidad y defendieron el honor de nuestra gloriosa Enseña Tricolor.

Todo el publico es cordialmente invitado y se agradecera su presencia en estas fiestas.

COMISION HONORIFICA DE SAN JOSE
7 de Mayo de 1961

Programa Literario Musical

Maestro de Ceremonias Sr. Freddie Merino, muy conacido como Locutor de Radio y Television.

1. Honores a los pabellones Nacionales de Mexico y E.E.U.U.
2. Marcha de Honor a cuyos acordes haran su entrada las damitas que presidiran la fiesta.
3. Himnos Nacionales de Mexico y E.E.U.U.
4. Presentacion de los Invitados de Honor.
5. Presentacion del Maestro de Ceremonias por el presidente del Comite de Festejos Sr. Rudy Belluomini.

6. Bienvenida a la colonia por el C. Ernesto E. Cota, consul honorario de Mexico en San Jose.
7. Ejecucion en acordeon por la Srita. Elsie Torres, y el niño Billy Lopez. Cortesia del maestro de acordeon y piano Sr. Ricardo Huerta.
8. Lectura de la parte oficial de la Historica Batalla del 5 de Mayo de 1862, por el C. Consul de Mexico en San Jose Sr. Ernesto E. Cota.
9. Presentacion del grupo de Baile Hawaiano que dirige Mr. Dave Palmer. Cortesia de PARAMOUNT DANCE STUDIO.
10. Poesia Patriotica por su autora la Sra. Maria G. Flores, oficial de la Comision Honorifica Mexicana de San Jose, Calif.
11. JANITZIO Bailable por las Sritas. Consuelo Walker y Profa. Margarita Meza.
12. Presentacion de un numero musical por cortesia de la Empresa Davilla.
13. Presentacion de baile de Jazz Moderno por cortesia de la empresa Estudios de Baile Fredrick & Asella.
14. ESPAÑA, bailable por la Srta. Profa. Margarita Meza.
15. Presentacion de las niñas Debbie, Jill, Denice en un baile de Tap por cortesia de los Estudios FREDRICK & ASELLA.
16. Presentacion de un numero musical por cortesia de Danny's MEXICALI CAFE.
17. Variedad de Bailes Modernos ejecutados por un grupo presentado por cortesia de los Estudios FREDRICK & ASELLA.
18. Presentacion y Actuacion del Grupo de Danza Judy Lee. Cortesia de los mismos estudios.
19. Bailables Mexicano por las Sritas. Consuelo Walker y Estela Martinez.
20. Presentacion de un baile merengue por los niños Dolores Gutierrez y Juanito Candelaria.



SU GRACIOSA MAJESTAD
Sta. HERMERLINDA ACOSTA

(foto RAMIREZ)



Chapalita Tortilla Factory and Restaurant

Especialidad. " Carnitas "

Visite el CHAPALITA TACO BAR donde se sirve toda clase de TAQUITOS, BURRITOS, TOSTADAS
MENUDO para comer alli o llevar a casa
TAMALES.....\$1.40 la docena.

Los esposos CERVANTES atenderan con toda cortesia

Masa para Tamales 12c lb.

Tortillas 3 doc. x 50c

CY 5 - 1568 499 W. San Carlos St.

Receives Distinguished Citizens Award

Five "Distinguished Citizens" were honored by the City Council of San Jose for outstanding public service on April 18, 1961 at an Exchange Club luncheon climaxing San Jose Civic Week.

Honored as one of the recipients of the 11th annual awards was Dr. JOHN DE HERAS, well known civic leader among the Mexican-American community of San Jose.

The awards were handed out at the Hotel DeAnza affair by Mayor Paul Moore with Civic Week chairman Leon G. Rubino assisting.

The awards given in recognition of voluntary services rendered the community in the field of government, politics, art, culture, health, and community welfare went to only half of the usual number of persons this year.



Vistase de Pies a Cabeza

ULTIMOS ESTILOS

para Hombre y Mujer

Fiesta 5 de Mayo

BERNARDO felicita y se une a la Colonia de Habla Hispana durante las festividades del 5 de Mayo.

6

Nueva tienda BERG'S

MONTHS TO PAY BERNIE BERG, Prop.



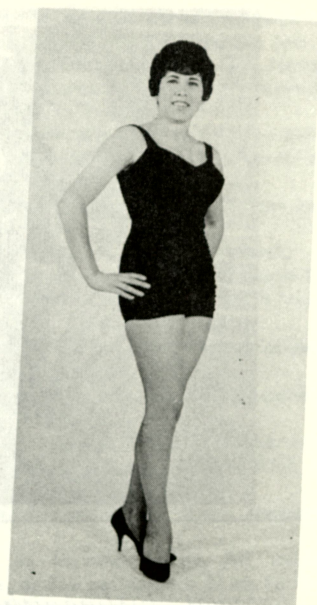
En la grafica: BERNARDO BERG quien lo invita para que abra su cuenta y obtenga todo el ajuar que Ud. necesite tomando 6 MESES PARA PAGAR.



ARLENE CHEVAL
representing
Garabito Jewelers



IRENE GALLO
representing
Club San Joaquin



LILLIAN LOZANO
representing
Los Amigos Golf Club

Elite's Sophisticated Stardust Ball
Beauty Contestants

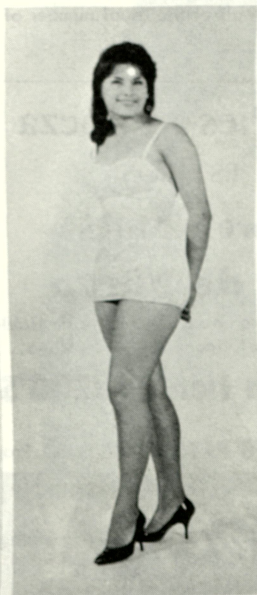
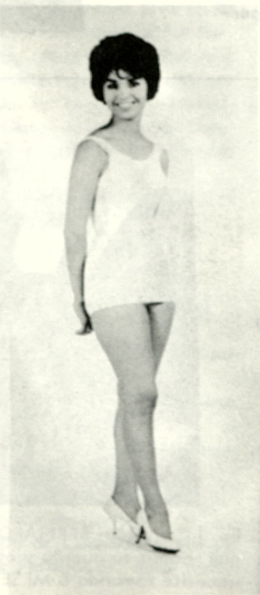
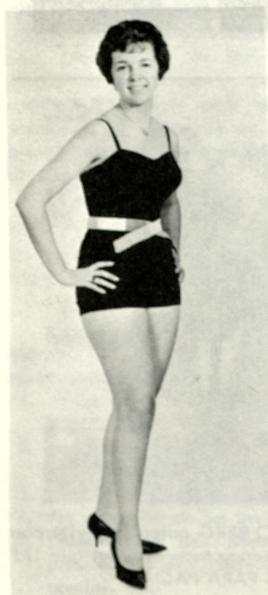
To be held at MARY ANN'S GARDENS
on SATURDAY, MAY 13th
EXCENTRICO'S (boss man) Humberto Garcia
and Bert, Jr. will cover the photography aspect

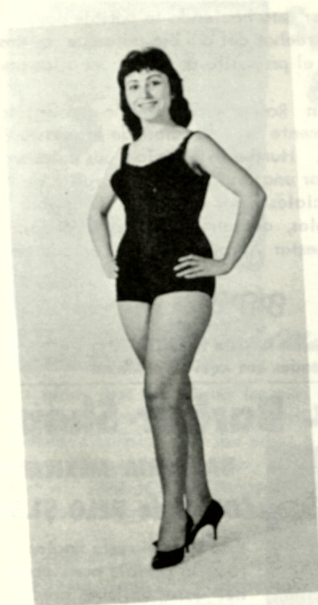
BRENDA FOXEN
representing
Rainbow Ballroom

ADA MARTINEZ
representing
Club Casa Mañana

FLORA GAMBOA
representing
Club Riviera

MARGARET JARAMILLO
representing
Adair Insurance





BARBARA ARAGON
representing
Club Bachelors



ROSE MARY PONCE
representing
Club Del Mar



ANITA MALDONADO
representing
Paul's Jewelers

photos by RAMIREZ STUDIO



VESTIDOS para MADRINAS
y DAMAS.

The largest and best selection in San Jose!

SHORT FORMALS

and

PARTY DRESSES

OPEN
Monday & Thursday
'Til 9:00 p.m.

Zukors

132 SOUTH FIRST STREET



PLAN de CREDITO y APARTADO

\$2 down holds your selection!

ESTACIONAMIENTO GRATIS

En cualquier LOTE del centro.

VISITE UD. la TIENDA ZUKOR'S
donde encontrara la SELECCION mas GRANDE
y VARIADA en todo el valle de Santa Clara.



Simon Villa



UNION CITY, CALIF.

*Cuca Castillo
y su Conjunto*

La encantadora, atractiva y amable artista señorita CUCA CASTILLO con residencia en la hermosa ciudad de San Jose, California y su conjunto artístico Gil Barreos y Jose Flores, quienes se han conquistado un gran numero en su jiro por las ciudades del norte de California.



El conjunto de artistas por medio de las columnas de la acreditada revista EL EXCENTRICO les da las mas sinceras gracias a los publicos por su valiosa cooperacion y sus nutridos aplausos con han sido recibidos.

Agradable

Visita

En el photo aparece el Doctor BEN ROSNER, M.D.

La semana proxima pasada visitaron a los esposos Simon y Margarita Villa en su casa No. 33516 10th St. en Union City, California, los visito el honorable Doctor Ben Rosner y su estimable esposa Lita.

El honorable Doctor Rosner es una persona que posee los atos principios de la Filantropia Cristiana. Siendo uno de los doctores de prestigio por su educacion moral y su preparacion intelectual aun se preocupa por el mejoramiento y bienestar del pueblo humilde.

El Doctor Rosner se empeña en trabajar para que el ayuntamiento se preocupe y establezca el servicio diario durante las 24 horas del dia en los hospitales de emergencia principalmente en los Hospitales publicos.



El doctor Rosner esta haciendo lo posible para que restablezcan los derechos del pueblo para que sus propios medicos con el proposito de satisfacer a los pacientes.

El doctor Ben Rosner y distinguida esposa Lita, felicitan cordialmente al director de la revista EL EXCENTRICO Sr. Humberto Garcia y sus colaboradores por presentar una revista con fotografias de todas las clases sociales y por el sistema de aplicar los anuncios comerciales, deseando que para el Sr. Humberto Garcia bienestar y progreso en su honrada empresa.

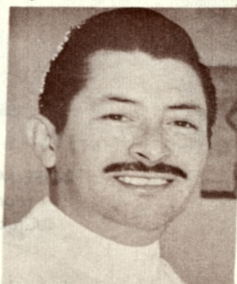


Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian

Jimmié's Barber Shop

BARBERIA MEXICANA

CORTE de PELO \$1.50



Esta Barberia esta haciendo todo lo posible para mantener este bajisimo precio.

Abierto de Martes a Sabado
DOMINGOS con CITA
2 BARBEROS para atenderle
JIMMIE CARDENAS, Prop.

CY 7-9900 703 N. 13th St.

Mary's Salon of Beauty

ESPECIAL

Permanente
\$6.95



COMPLETO

Con CORTE de PELO

GARANTIZADO

Los Lunes, Martes y
Miercoles Unicamente.

PERMANENTE (suelto) o a su GUSTO

Especialidad CORTE de PELO por

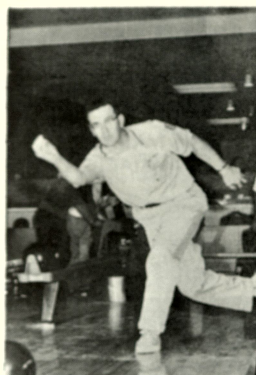
Alberto Mendez

SHAMPOO y PEINADO.....\$2.50

5 Operadoras para ATENDERLA

FREE PARKING IN REAR

CY 3 - 3051 252 S. 2nd St.



Spares & Strikes



Mario R. Vazquez

Now that the winter leagues are over, as captain of two teams who won a total of 16 trophies, one a league champion and the other a runner-up or second place, I have the following to say to my teammates:

SAN JOSE BOWLING SUPPLY TEAM

Champions of the Thursday Nite Owls League
Bowlarium Bowl

JOE PERAZA, even though you had only one over 200 game, your 252 clinched the first half and with...

VINCE ECHEVERRIA who also followed Joe with a 244 game and with your high games held us in contention until you hit your bad slump, but.....

GEORGE LASSALLE really came through in the second half. Your 200 plus games kept us in front all the way, then the old man.....

FRED CHECCHI started bowling and missed a perfect game in the last two frames. The old Reliable anchor man came through time and again to prove what it takes to be champions, with stepson.....

ED ROM who filled in for Joe and Vince, you helped when help was needed even though the going was rough.

This team, besides winning both halves, also had the league's high game - 1036 scratch (205 average per man) and high series of 2799 scratch (187 average per man) high individual game - Fred Checchi-257, Joe Peraza-252, Vince Echeverria-244, Mario Vazquez-226 and George Lassalle 221 and 2nd High Series - Fred Checchi-649.

CONGRATULATIONS CHAMPIONS!

Ann Darling Bowl - 850 Handicap League
SAN JOSE REFRIGERATION
2nd Half Winners

ARMANDO GUERRA, even though you had rough going in spots, you came through when we needed help, especially with your two 220 games along with..

RANDY FITZGERALD, 9 pin Randy, who joined the team with ten weeks to go and was instrumental in our winning the second half. He replaced.....

AL ERICKSON, who in trying to further his education had to leave the team. That was a wise and hard decision to make but with.....

FRED CHECCHI, the ole man, 54 years, gave up bowling at Ann Darling and bid farewell to the lanes in which he had a hard time bowling, with a 267 game and 623 series. What a way to say goodbye, and with.....

LALO RUIZ, who is the best developed anchor man, had three 600 plus series and a dozen 200 gam-

es in the stretch. Your bowling, without a doubt, won the 2nd half.

The trophies won were a token of good sportsmanship and a desire to win; along with the loyalty and confidence of our sponsor ART CAMARILLO, the team came from last place in the first half to take the second half.



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

Edie's HOUSE of BEAUTY Special



PERMANENT WAVE
\$6.50 and up

Open Daily: 9 to 5:30 p.m.
Specializing in Styling
Silver Blondes and Tinting
Angie Jaramillo, Mgr.
Gail Clevenger, Prop.

**CH 8 - 3047
1424 Franklin St.
SANTA CLARA, CALIF.**

Prestamos dinero en Prendas



En la grafica: el caballero del Clavel ELIAS CHAVEZ y el propietario Sr. ALBERT MORRIS lo atenderan.
PRESTAMOS - Toda clase de GANGAS en PRENDAS Sin REDIMIR. GUITARRAS... RELOJES... Etc.

Big Ben
LOAN OFFICE
CY 4-3143 63 S. Market St.



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

SELIX
FORMAL WEAR
SALES • RENTALS

CY 4-2322

75 S. 2nd St.

Castiglione - Moreno

La Srita. ELIZABETH MORENO

hija de los esposos

Sr. y Sra. T. Moreno

contra NUPCIAS con el caballero

CASTIGLIONE M. ALDO

El día 18 de Marzo a las 2:00 p.m.

en el EVANGLE TEMPLO

San Jose, California

1961

LEITER STUDIO



FARMACIA LUCERO

ESPECIALISTA en RECETAS

JOSE LUCERO CANSECO

Químico - Farmaceutico

RASCALIN

Para comezones de la piel, rasquera
producidas por la irritacion de la sangre
comezones entre los dedos de los pies.

TAMAÑO regular.....\$2.00

HAIRGROTONE

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

TAMAÑO REGULAR.....\$5.00

CY 7-7258

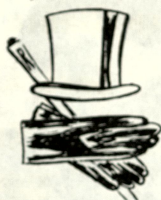
75 S. Market St.





Joel Aguilera

Club Riviera



Then there was the medical student who found this first question in an examination: "Name five reasons why mother's milk is better for babies than cow's milk."

He answered: 1-It is fresher. 2-It is cleaner. 3-The cats can't get it. 4-It is easier to take to movies and picnics. Then he thought for a moment and added, 5-it comes in such a cute little container. P.S. He passed.....

Here it is, the results of Club Riviera's recent election of officers..... Yep!!!!!! You guessed it right, Friday was re-elected as President of the club, with the Vice Presidency going to Paul Morales, Secretary & Treasurer Louis Chavez, yours truly received another hitch, Dave Herrera became our athletic director, and Ruben Frausto was elected as social functions director.

It also gives me great pleasure to announce that Club Riviera has commenced a paper drive in the San Jose area that will continue on to the end of May, 1961, and that we in turn expect it to be a complete success, with the assistance and cooperation from all of you..... So, remember that if you have any newspapers and magazines available, contact Ruben Frausto between 5 & 6 P.M. at Cy 4-7921.

Also, congratulations to Friday Aguilera for the award that was honored to him by the City of San Jose on April 25, 1961 on its 111th year of incorporation, for his selfless devotion to this city and by his devotion to the cause of his fellow man, and contribution in assisting San Jose, California become an All American City.

And oh!!!!!! yes, always remember to give less thought to what people think of you and you will have more time to think well of them.



Introducing Carlos Gomez, the master of Ceremonies for Frank Davilla's Rainbow Ballroom, enjoying himself tremendously with his wife Izabel, to the rhythmic tempo of Arturo Marcus' Orchestra.

(Photo by RICHARD DIAZ.....)



Introducing Miss Flora Gamboa, Club Riviera's contestant that will participate in Club Elite's Bathing Beauty Contest and Gala Dance on May 13th, at the Mary Ann Gardens here in San Jose. Flora resides at 224 N. 17th St., is 18 years old, attends San Jose High (senior year), has dark brown hair, green eyes, and her favorite sports are bowling, dancing, basketball and swimming. Measurements???????? 35-22-36. Photo compliments of Ramirez Studio.

(continued next page)

In the photo are Mr. Frank Davilla assisting at the bar and Joe Gonzalez pausing for a bit of refreshment at the very well known and popular Rainbow Ballroom here in San Jose.



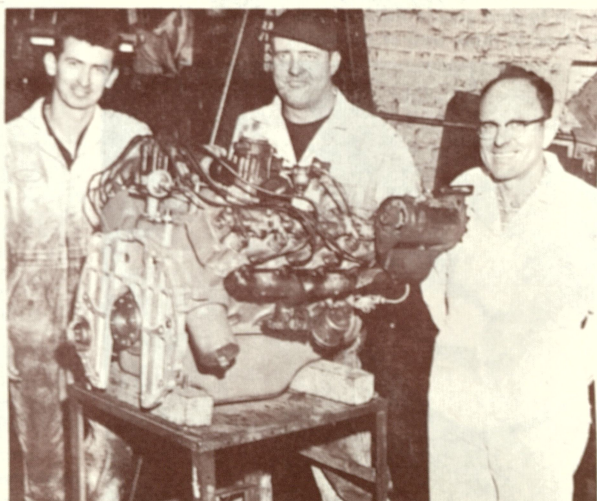
NETTO'S GARAGE

*"Servimos bien para
volver a Servir"*

*Spring Tonic your CAR
with a*

TUNE - UP

Job for SAFE Summer
Driving & Economy



FACILIDADES de PAGO

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.

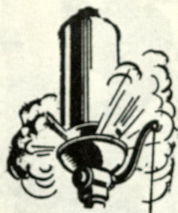
CY 3-3663

564 W. San Carlos St.



Esther Medina

"It's
No Secret"



LATEST TALES.....

Love & Marriage.....

Dolores de Hoyos became Mrs. Efrain Gonzalez at a ceremony Sunday April 30th at the Holy Family Church. According to the groom they were to honeymoon in Los Angeles and according to the bride they would make it close by around Carmel, I guess it'll be Carmel! Some of the people in the wedding were Margo Najera, Helen, Eleanor & Gil Solarez, Eduardo Gregg (El guero), Arturo Salinas and yours truly.....

Everyone waiting for Johnny Flores and Clara Alonzo to take the step.

Bubbles #2 waiting patiently to bring his wife from Mexico seems he married her and can't bring her across. How awful, but he says he'll get her over here somehow.

Mr. & Mrs. Lupe Carrillo (Magdalena Martinez) had a baby girl.

Mr. & Mrs. Frank Rivera expecting their second. (That's Marty Sanchez, ex-Excentrico columnist).

The Bowlers in the Mexican League had a banquet to give out trophies. Club Cuauhtemoc came in first and I hear Gil Solarez their president had a party for them at his house after hours. I hear he had to send some girls home in the wee hours of the morn' for misbehaving!!!!!!!

Poor Hank Paramo, everyone insists on picking on him.

Johnny & Mary Lou Zamora expecting their first. Chon Hernandez says he's not going in the Army, they're taking him..... I guess they don't realize he's loads of fun out here.

TO ROSIE GUTIERREZ:

May you and R something or other live happily ever after.

O.K., Diane Barrera, so you don't Art Cuellar either..... Says she's interested in someone else, maybe someone in the same club?????????

Rudy Rodriguez back from the service and really happy to be back.

Joe Gonzalez engaged to Loli Sanchez and to marry in the near future. Congratulations.

Rachel Andres and Rudy Belloumini making all the scenes but when's the wedding? They don't look engaged anymore.

Jaime Alamillo with his brother Danny and Pete Silva at the Tropicana.

Sabicas the world's greatest flamenco guitarist didn't disappoint anyone on his recent visit to San

Jose, he brought the house down and was truly sensational.

Ben Perez (Ace) thinks Rosemary Ramirez is beautiful but was sad to find that Tony Reyes' thoughts were along the same lines.

Candy Veliz keeping real busy with Virginia Lapien.

Margo Najera going steady with a guy from San Bernardino. This I predict will be the real McCoy for her. I wish her all the happiness in the world.

Tito Puente the sensational King of the Cha Cha, in town May 23rd. Make it!!!!!!!

.....Esther.

MADAM Zora

ADIVINADORA



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

Esta Sra. ayuda a los enamorados y parejas separadas a que se CASEN o se vuelvan a REUNIR.

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

Jo-Mar BEAUTY SALON

Salón de Belleza Mexicano



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

MARGARET VASQUEZ - JOSEPHINE MONTECINO
Se localiza en la esquina Delmas y Auzeais

CY 2 - 2550 385 Delmas Ave.



American G. I. Forum

Holds Membership Rally

The rally held at Senter Park on Saturday, April 29th was attended by over 50 members and guests. Ike Hernandez, Ed Camunez, Bill Lopez and Bob Rodriguez spoke on the objectives and accomplishments of the local G.I. FORUM.

Many of the guests expressed their wishes to join the Santa Clara County Chapter of G.I. Forum at the next regular meeting on May 12th, 8:00 P. M. at North Star Hall, 2nd and Jackson Street.

ALL VETERANS ARE INVITED TO ATTEND.

TIRE OUTLET STORES

Llantas Nuevas y Usadas

Llantas Recaps	\$5.95
Llantas Usadas	\$3.95
White S.W. full caps	\$10.95

FLATS 79c

Credit TERMS No Money DOWN
Bankamericards Charge Plan

Wheel Balance 99c

WEIGHTS FREE

OPEN Mon, Thur. & Fri. 'till 9



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

SY 7-2425 38557 FREMONT BLVD. FREMONT, CALIFORNIA

CL 8-1639 2250 Alum Rock Ave.

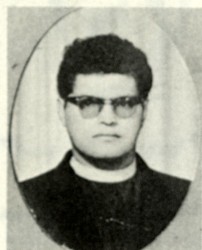
Cy 3-3211 1687 S. First St. San Jose

Sociales Personales



MARIA de la LUZ
SANCHEZ

Reverendo Padre
ANTONIO
ESPINOSA



El Padre Antonio Espinosa de la Parroquia de Santa Ana Zegache en la Arquidiócesis de Oaxaca ha venido a esta hospitalaria ciudad De San Jose el proximo pasado dia 20 de los corrientes, trayendo un mensaje de paz y prosperidad para toda la colonia mexicana de San Jose y una bendicion especial Guadalupeana para todos los catolicos, que generosamente quisieran ayudarle con sus donativos para emprender la reparacion de su Iglesia Parroquial que ha sido parcialmente demolida a consecuencia de los varios temblores, que se han sucedido en estos dos ultimos años en esa region sureña de Mexico.

La obra que emprende el Padre Espinosa es casi de alcances gigantescos, puesto que se trata de reparar una de esas Iglesias antiguas, valiosa por su arte colonial y su antigüedad, que data del siglo XVII; por lo visto se trata de rescatar de las ruinas una de esas joyas coloniales, que nos legaron los inclitos misioneros de la Orden de Santo Domingo de Guzman, que fueron los que evangelizaron esa region, requiere, pues una valiosa ayuda por lo cual hace un llamado a la ya tradicional generosidad de los mejicanitos catolicos de San Jose, teniendo en cuenta que el Buen Dios, que no deja sin recompensa hasta un vaso de agua dado en su nombre, con mayor razon a aquel que ayuda a su Iglesia, que es su casa; y esta recompensa sera proporcionada a la medida de su generosidad.

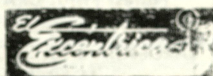
El Padre Espinosa recibe los donativos en su domicilio temporal de San Jose: 98 W. William St. o en el Num. 727 al sur de la calle Almaden, llamando al efecto al telefono CY 2-9790.

FOR YOUR

**WEDDING
INVITATIONS**

SEE . . .

Wide Assortment
Reasonable Prices



Lawrence's TV & RADIO



Reparacion y Venta Televisores desde \$39.95

Este Taller de TELEVISION ofrece un SERVICIO de PRIMERA garantizando todo su TRABAJO.

JOHN ANDREADES su propietario graduado de Steven's Trade School en Lancaster, Pennsylvania, una de las mejores escuelas de Television de todo estados unidos.

Se localiza en FELICE CENTER

CY 4 - 5484 24th & Williams



ROPA y CALZADO para toda la FAMILIA

Los PRECIOS mas RAZONABLES de PLAZA

Plan de Credito: Bank Americard - International

El Sr. M. Epstein (antes con la Tienda Enterprise) en Pueblo, Colo.) y su camarada HERMILIO GLORIA lo atenderan con toda cortesia y esmero.

Senor M. Epstein

La BOLA de ORO

CY 7-0411 86 N. MARKET ST.

Galeria Infantil

MICHAEL COSTELLO

9 mo. - Born in S.J.

Parents:

Michael and Bertha Costello

DONNA RAE CHAVEZ

1 yr. - Born in S.J.

Parents:

Roman and Olga Chavez

LEITER STUDIO

ADOLFO CELIO

9 mo. - Born in S.J.

Parents:

Trino and Lupe Celio

MICHAEL ANTHONY SOTO

3 mo. - Born in Morgan Hill

Parents

Jesse and Carmen Soto

Catholic SUPPLY STORE

ARTICULOS RELIGIOSOS

ESTATUAS de la Virgen de
GUADALUPE
Medallas de Todos los Santos
Escapularios, Rosarios, Libros
de Oír MISA
CUADROS RELIGIOSOS



Mrs. Lee B. Young

CY 5 1317 36 W. San Fernando St.

LINDA'S CAFE

Comidas Mexicanas

"The place with a Personality"

TACOS - ENCHILADAS
TAMALES

We Serve Family Style

Dinners and Dishes to take OUT

Linda Valdez, Prop.

CY 5 - 9547 42 FOUNTAIN ALLEY

TRADER LEW'S PARK



Gran Tardeada

Y DIA de CAMPO

Mothers Day

Domingo 14 de Mayo

El parque habre sus PUERTAS a las 10:00 a.m.

Fastest Pistol DRAW CONTEST a las 11:00 a.m.

Juegos - Concursos - Premios para las MADRES y niños
TARDEADA a las 2:00 p.m. PETE REYES y su Orquesta
ADMISION: Caballeros.....50¢

Bajo los auspicios del
CLUB BACHELORS

Madres Gratis



Tony Carvajal

TO CLUB ELITE:

After having to eat your spoken statements against your own club, we can very easily understand why you would be suffering from a split GUT.

Your DESPOT..... Connie Rodriguez..... Although we could think of a more appropriate name, your chosen DESPOT will have to do.

This is not the first time you have had to eat your words, and we have reasons to believe that it won't be the last, so you might try choosing them a little more carefully, and by all means, try to keep them sweet. This might make them easier to digest and may save you from getting any more split guts.

Your DEMAGOGUE..... Rachel Andres..... More power to her.

MISGUIDED SHEEP..... Diane Barrera..... After having said that you could not stomach Dave Sierra nor what he wrote, surely you don't expect us to believe your cock-and-bull story - do you???????? The candy-coated word diet also applies to you..... Little Miss Jolly.

MISGUIDED SHEEP Rosie Gutierrez..... You are also singing to a different tune, but never - the - less, you show possibilities. Stay with it and give them hell.

We can assure you that after reading your "True Confessions" article, Art Cuellar is very much relieved. Good luck to you, and happy hunting..... (Romance-wise).

AND NOW TO MORE PLEASANT BUSINESS:

CLUB DEL MAR, for some unexplainable reason, was left out when the names of clubs that helped in the United Food Drive were mentioned, for this, Pres. Candy Veliz not only wished to apologize but also to congratulate them for their excellent cooperation.

Trudie Jimenez has a boyfriend, and a certain "Duck" would like to know who he is.

Maistro Naro Moran displaying his talents at JIMMIE'S BARBER SHOP on 13th & Taylor St.

Carmen Aguilar doing some fancy dancing with Pete Silva. Most people think that I am a hopeless case, but how about some lessons.

We may have our grudge against Club Elite, but we also like to give credit where credit is due. Diane Barrera and Larry Spurr had the Cha-Cha contest at the Balconades all sewed up, but the judges seemed to think otherwise. DID WE SAY JUDGES????? MUCH OBLIGED.

Many thanks to Mr. & Mrs. Tomas Sanchez for the delicious cake they gave Club S.F.

Thanks also are in order for Mr. and Mrs. Jess Medina for the use of their home for the Club's award presentation party.

IS IT FREE?????????

At the recent FREE DANCE at the Rainbow Ballroom, we saw many unfamiliar faces. Attend the dances more often, they are always a ball.

Heard from Tony Carvajal, just recently. He says he hates to disappoint anybody, but that he is O.K. now and will probably live to be a hundred. He'll be back in a couple or three weeks.

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

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

ANTOJITOS MEXICANOS

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas....50¢

MENUDO

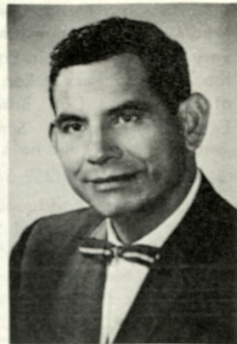
Todos los Domingos

CL 8-4702

1730 Alum Rock Ave.



REAL ESTATE



Blanca y Jose Alvarado

PARA COMPRAR o VENDER SU CASA

vea a los esposos Alvarado que cuentan con toda clase de oportunidades en BIENES RAIZES.

Asuntos de INMIGRACION

Traducciones - Notario Publico

AGENCIA de CASAS

Cy 7 - 1275 152 W. San Fernando St.

★ SAN JOAQUIN

"SYNONYMOUS
with SUCCESS..."

Dave E. Sierra



U. C. C. SEASON OPENS

The Stars of Club SAN JOAQUIN begin defense of their U.C.C. Softball Title on Sunday, May 7th at Columbus Park, facing always rough Casa Mañana.

Club San Joaquin will present a team which is vastly improved over the unit which won 23 and lost 4 games a year ago and went 12-2 in the league, including two straight over San Felipe in the playoffs. New faces include pitcher Enos Moreno, expected to bolster a pitching staff which already includes big Jess Aguilar and 1960 nine game winner Eddie Plata. Other additions are Eppie Gallego, a fast and hard hitting shortstop-pitcher who needs no introduction whatsoever to Santa Clara Valley softball fans, outfielders Frank Murguía and Ray Ochoa, and Kenny Saucedo. Murguía was brought up to the varsity from the Stars' farm team, El Dorado. Ochoa is better known as a pitcher for Woodmen of the World, and Saucedo finally decided to come out for the team after 2 years on the roster.

The Casa Manana team could very easily wind up leading the league late in September. They have a very good catcher in Ernie Acosta, one of the loop's top first sackers in Ron Blenders, hustling Pete Rojas at shortstop, Dan Brady at third base, and others. Leftfielder Freddie Santos carries the best throwing arm in the city and he's a demon on the basepaths. BACHELORS OPPOSE SAN FELIPE AT 10 A.M.

Coach Joe Rodriguez's Bachelors Club nine, fresh from a 14-1 stomping of Senors, opens the League Season against Jess Medina's San Felipe Club team.

With Nat Olivas on the hill, the Bachelors could prove to be the surprise of the league.

SEÑORS VS EL DORADO IN 2 P.M. GAME

This is a battle of the Have-nots. Good luck to both of you!

Be on the Lookout!

SAN JOSE STATE COLLEGE GIRLS:

Be on the lookout for a curly-haired Mexican man, about 30 years of age, driving a black Chevrolet sedan, California License No. RAC 904. The man was last seen in the vicinity of 8th & San Carlos, circling the new Women's Dormitories. Do not accept any candy, chewing gum, or offers of a ride downtown. This man is being tracked by authorities and a full report of his activities will be given later.

Elite's Stardust Ball

As in most of the important Latin-American Social functions EXCENTRICO'S glamour camera will cover this event taking pictures of people that want to retain a memento of this gala affair.

Mary Ann Gardens. Sat. May 13

Miss Irene Gallo

REPRESENTING CLUB SAN JOAQUIN

The shapely Miss Gallo is 17 years of age, 5 feet 4 inches tall, and weighs a streamlines 118 lbs.

She will be escorted by Frank "Kiko" Madrid, one of CSJ's newest members. Good luck, Irene!



Vickie's HAIRSTYLING

SALON de BELLEZA

Mothers Day Special

Permanente valor de \$15.00 \$7.00

Permanente valor de \$25.00 \$12.00

Cream Shampoo
Corte de Pelo, SET
y Recondicionamiento
Solamente.... \$5.00

Especialistas en PERMANENTES
y PEINADOS Ultra Modernos

La Maur

Caprice

Permanent Wave

CY 7-8552

253 S. 2nd St.

San Jose



VICKIE GONZALEZ

Gonzalez - Ordeñana

Miguel Ordeñana y
Cristina de Ordeñana

Tienen el honor de participar a Ud. el
proximo matrimonio religioso de su hija

Yolanda

con el Señor

Miguel González

Concepcion vda. de González
Tiene el honor de participar a Ud. el
proximo matrimonio religioso de su hijo

Miguel

con la Señorita

Yolanda Ordeñana

Acto que se verificará en la Iglesia de
San Antonio - Army y Folsom Sts.
el Sábado 6 de Mayo de 1961 a las 11 a. m.

San Francisco, California



Diga a nuestros Anunciantes
que lo vio en el EXCENTRICO



Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Black Moe Hair & Silk Look Suits

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

Pendelton Shirts

Abierto los Lunes y Jueves
hasta las 9:00 p.m.



Bank of America
Chg. Plan

Art Martinez

CY 3 - 3236 290 S. FIRST ST.

TEATRO **LIBERTY**

Tony D. Maria

GERENTE

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



▪ **LOS PAQUETES de PAQUITA** ▪
Maria VICTORIA y Carlos ARELLANA

MIERCOLES 10 de MAYO



▪ **LOS DESARRAIGADOS** ▪
Pedro Armendariz - Ariadne Welter