



HUMBERTO GARCIA  
Director

# El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 10. NUMERO 2

SEPTIEMBRE 20, 1959

SAN JOSE, CALIFORNIA



*Lovely Elenore Solares Queen of the 16th of September Fiesta*



# TEN PIN COUNT

*Mario R. Vazquez*

The Mexican Chamber of Commerce Bowling League is over and the Champion will be crowned.

It was a hard struggle, but TICO'S TACOS survived a determined charge by Al Delgado's Body Shop whose team forced the issue to be decided in the last night of play. And so, as of now, they are CHAMPS.

Set to receive trophies at the Trophy Banquet to be held at Mariani's Restaurant on September 19, at 9:00 P.M. are Captain Bill Gonzales, Bill Garcia, Pete Balistreri, Al Manasseri, Jack Sparaco and Lou Hevia. Lou, incidentally, will receive two trophies. One will be individual and the other will be the sponsors trophy.

Also to be honored at the banquet will be the Rainbow Ballroom, with Lalo Ruiz present to receive the trophy for High Team Series of 2733 pins. This score was bowled the first week of play and no other team could beat it. Ed Willis, Captain of the Al Delgado Body Shop will be present to receive the High Team Game of 1001 scratch and 1007 handicap score. Frank Villegas who also bowls for Delgado will receive the High Individual Series Trophy with a score of 626 pins bowled with one week to go. The two best improved bowlers are Vince Echeverria, who started the season with a 127 average and finished with a sparkling 158 average. He will receive the Best Improved Bowlers Trophy while teammate Fred Padilla will get the belt buckle for the 2nd best improved bowler. He gained 28 pins during the season. Incidentally, both men bowled on the Delgado team.

In contrast to last season, Delgado finished tenth, but with the improved team, they managed to barely escape first place.

Final Standings are as follows:

## MEXICAN CHAMBER OF COMMERCE BOWLING

(Final Standings)

|                         | Won:   | Lost:  |
|-------------------------|--------|--------|
| Tico's Tacos            | 49     | 23     |
| Al Delgado Body Shop    | 47 1/2 | 24 1/2 |
| Adair Insurance Agency  | 44     | 28     |
| Al Cano Realty          | 44     | 28     |
| 20th Century Cleaners   | 38     | 34     |
| San Jose Refrigeration  | 35     | 37     |
| Rainbow Ballroom        | 30     | 42     |
| L. Manriquez Accounting | 28     | 44     |
| LoMonaco Jewelers       | 27 1/2 | 44 1/2 |
| Al Mendez Barber Shop   | 17     | 55     |

## Jimmie's Barber Shop

**BARBERIA MEXICANA**

ABIERTO

De

LUNES a SABADO

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

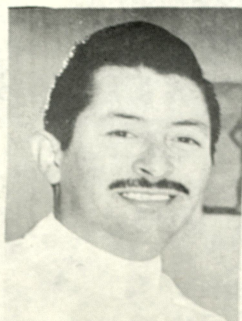
FREE PARKING

*Jimmie Cardenas*

**Corte de Pelo \$1.50**

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703 N. 13th ST.



**MAGGIE HERNANDEZ**

9 años de Edad

Hizo su PRIMERA COMUNION en la Iglesia de la SAGRADA FAMILIA el 12 de Mayo del año en curso.

Sus padres son Jose y Lupe Hernandez  
Maggie atiende a la escuela Gardner cursando el 4to. grado de sus estudios.

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**MEXICANOS**

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3 Docenas....50¢

MENUDO

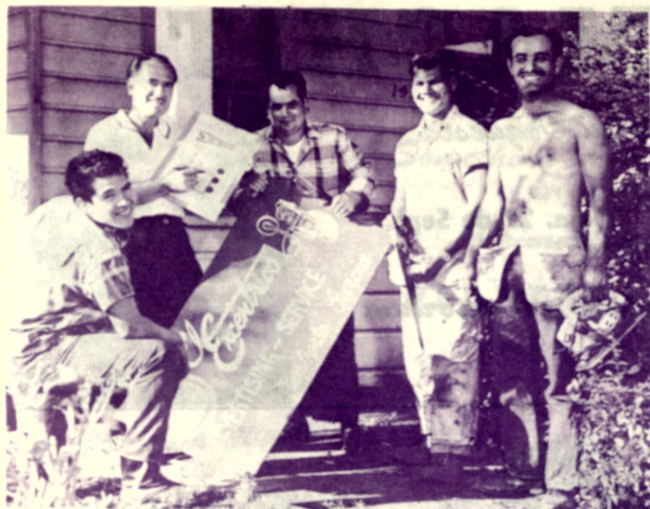
Todos los Domingos

**CL 8-4702**

**1730 Alum Rock Ave.**







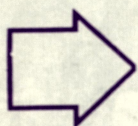
## EXCENTRICO MAGAZINE

Announces  
the removal of OFFICES  
from  
849 Almaden Avenue  
to

195 DEVINE STREET  
San Jose, California.....

In picture Bert Garcia, Jr.  
Humberto Garcia, Sr. Dave Sierra,  
Freddie Aceves and Gilbert Solares

OUR NEW ADDRESS



## EXCENTRICO MAGAZINE

Humberto Garcia  
CY 2 - 4273 195 DEVINE ST.

☆ **BELLEZA** es *Suya*  
☆  
Con *Lentes* de los Drs. LEWIS & LEVINE

CONTACT LENSES



En la grafica el popular DR. LEVINE y la atenta  
y servicial Sta. GLORIA PORRAS quien con  
mucho gusto le atendera en ESPAÑOL.

SELECCIONE UD. de la FABULOSA VARIACION  
de ESTILOS y DISEÑOS con que CUENTAN los  
Drs. LEWIS & LEVINE

EXAMINACIONES FRECUENTES son NECESARIAS

BUENA VISTA contribuye a BUENA SALUD

**No Necesita Cita**

## PAGOS FACILES

Obtenga el par de LENTES que Ud. tanto necesita con  
tan solo decir: AGREGENLOS a MI CUENTA.  
y Naturalmente al ALCANCE de su BOLSILLO.

**Drs. LEWIS & LEVINE** *Optometrista*

EN Seguida de KAY JEWELERS

CY 5-4805

67 S. FIRST ST.

SAN JOSI



# Fabulas DE Aesopio

12121

Eduardo Colman



## El Venadito y su Madre

Un venadito amonestaba a su madre: "Tu eres mas grande que un perro, tienes cuernos para defenderte, porque entonces, madrecita querida, tu le tienes tanto miedo al perro y huyes a toda velocidad cuando ves a un perro?"

La venada sonrió tristemente y le contestó: "Hijo todo lo que tu dices es muy cierto. Tengo todas las ventajas que tu indicas pero tan pronto oigo el ladrido de un perro me siento desfallecer, y solo atino a correr.

El que nació cobarde no puede actuar como valiente.

Un zorro cayó dentro de una noria seca y se lamentaba amargamente pidiendo auxilio hasta que acertó a pasar cerca un hermoso cabro de grandes barbas. Se acercó el cabro a investigar el ruido. Tan pronto el zorro lo vio termino de quejarse y resolvió usar su astucia para salir. "Hermano cabro," le dijo "Que preciosas barbas tienes, que Dios te las conserve."

"Gracias hermano Zorro," dijo el cabro. "Y que haces tú allí metido en la noria a tanta profundidad."

"Baje a tomar agua y está tan rica el agua que casi me la he tomado toda. Queda solo un pichintun."

Inmediatamente al cabro le bajaron ganas de tomar agua. "Porque no me subes un poco de agua para probarla."

"No, por que ya queda muy poca y solo me va a alcanzar para mi por unos dos o tres dias. Además si te subiera un poco de agua tu no la podrías gozar en todo su sabor. Tu sabes que la fruta al piez del arbol es la mas sabrosa tal como el pasto en la propia tierra es más jugoso."

"Tienes razon," dijo el cabro y acto seguido se lanzo dentro de la noria. Una vez dentro de la noria, el zorro le explico la situacion dificil en que ambos se encontraban y propuso que él cabro le permitiera subirse sobre sus hombros para poder saltar afuera y una vez el zorro afuera de la noria, el iria en busca de un mecate o cordel para ayudar al cabro a salir.

"Barbas preciosas," le dijo acariciandose las, "creo no te negaras a este servicio que va a redundar en nuestra mutua salvacion."

De nuevo el cabro se sintió halagado y convino. Subido sobre los hombros del cabro, le fue facil a zorro la salida, y una vez afuera habló de esta manera al afligido cabro: "Cabro estúpido. Si tuvieras tanto cerebro como tienes barbas nunca hubieras bajado a la noria sin investigar primero los peligros.

Ahora puedes quedarte allí hasta que otro cabro venga a sacarte."

ES PRECISO MIRAR ANTES DE SALTAR.....

OUR NEW ADDRESS

EXCENTRICO MAGAZINE

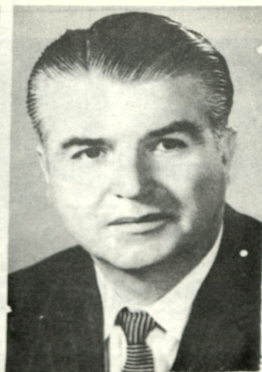
Humberto Garcia

CY 2 - 4273 195 DEVINE ST.

## Dr. Juan de Heras, D.C.

PRACTICA CHIROPRACTICA  
GENERAL e INDUSTRIAL

12 AÑOS de PRACTICA  
en San Jose.



HORARIO

Lunes - Miércoles  
y Viernes 10 a 7 p.m.

Martes y Jueves  
10 a 4:00 p.m.

SABADOS:  
10 a 1:00 p.m.

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Adultos y Niños.

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Men's and Boys' GallenKampers... Cushion heel, arch features, sure-grip treads, ventilation eyelets, ankle and toe guards. In black or white. Sizes from boys' 6 1/2 to men's 12.

## Ganadora de Maquina

El lente de EXCENTRICO captura a la afortunada y feliz Sra. AURORA SEPULVEDA del 321 N. 21 St. de esta ciudad al recibir su

AUTOMATIC ATLAS SEWING MACHINE

De manos del Sr. Tony D. Maria gerente del TEATRO LIBERTY el dia 8 de Septiembre del año en curso.

La Sra. Sepulveda fue la triunfadora del SORTEO con el boleto numero C - 87352, de pasadita añadimos que fue el primer numero que saco la niña Gloria Stella Stevens de 6 años de edad.

La maquina fue obsequiada por el  
ATLAS SEWING CENTER  
221 S. 2nd St.  
San Jose, California



## Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

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LA MAS AMPLIA  
VARIACION

**Saco Azul**

**Cut Away**

LA MEJOR  
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



**CY 4-2322**

**75 S. 2nd St.**





## S. C. County Council on Alcoholism

The Santa Clara County Council on Alcoholism yesterday announced its incorporation as an affiliate of the National Council on Alcoholism and issued its first report of prevalence of alcoholism in Santa Clara County.

Mr. Angelo Pestarino, chairman of the local council, appealing for voluntary contributions to assist the Council in establishing an information center, stated that in Santa Clara County, alone, more than 14,000 persons are suffering from the disease, alcoholism.

"Alcoholism is the nation's third major health problem," Pestarino reported. "Only heart and mental illness take a greater toll than this disease which plagues more than five million Americans."

"It knows no social or economic boundaries.

Contrary to popular belief, alcoholism is NOT limited largely to Skid Row. Ninety-seven percent of all alcoholics are found in industry, business and in the home."

Mr. Pestarino continued: "Medical science recognizes that alcoholism is a disease that can be arrested through proper treatment. Yet comparatively few of our general hospitals will accept and treat an alcoholic."

"However," he continued, "something can be done and in our county is being done. Santa Clara has already demonstrated its readiness to help by establishing the Alcoholic Rehabilitation Clinic in San Jose. Of necessity, however, this clinic cannot meet

the overwhelming problem of alcoholism within our county. Therefore a group of interested citizens has formed the Santa Clara County Council on Alcoholism. Its avowed purpose is to educate the community on the problems of alcoholism, to establish an information center, to promote education and research in the field of alcoholism and to encourage establishment of more and better facilities for treatment and rehabilitation of its victims." Mr. Pestarino pointed out that the Council is "Neither wet nor dry" and will NOT engage itself in any activity designed to promote or prevent the sale or consumption of alcoholic beverages.

Other officers and board members are: Harry C. Albrecht, Secretary-Treasurer; Doctor Harry Elkins, Los Altos; Ernest E. Bertellotti, Gordon E. Larson, Paul D. Ratchford; Los Gatos; Miss Rachel Miller, Monte Sereno; Harland A. Johnston, Mountain View; Ann Castellanos, Winona A. Walker, Palo Alto; Dr. Dwight Bissell, Arthur A. Bushnell, Edmond J. Gale, Capt. Robert L. Keene, Paul A. Mansfield, Marcella Menard, Herschell Morgan, Leland S. Prussia, Harvie A. Warren, San Jose; Max W. Stommel, Santa Clara; Reverend Alfred G. Glass, Ruth Hoffman, Saratoga; Clifford L. Hauger, Alfred G. Robertson, Sunnyvale.

●●●

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en las tiendas que aqui se anuncian**



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*Louis Gonzales*

MUCHASpero MUCHAS otras OPORTUNIDADES toda clase de CASAS de VENTA - Todos Estilos y de todos PRECIOS. Le aseguramos que encontrara lo que busca.

**CL 1-0333**  
**1657 E. Santa Clara St.**





CONFIDENCIAS

PERSONALES



*Emma Favela*

Señor Reza:

Con todo gusto le escribo en la presente edición parte del HIMNO NACIONAL MEXICANO que la mayor parte del pueblo Mexicano canta en son de ofrenda a los heroes desaparecidos que hicieron de la fecha 16 de Septiembre la etapa de libertad y de optimismo que goza hoy el pueblo de Mexico. Permitame adherirme al homenaje que esta fecha y este himno representan.

#### HIMNO NACIONAL MEXICANO

Mexicanos al grito de guerra  
el acero aprestad y el brindan  
y retiembla en sus centros la tierra  
al sonoro rugir del cañon  
retiembla en sus centros, etc....

Ciña Oh Patria tus cienes de oliva  
de la paz el arcangel divino  
que en el cielo tu eterno destino  
por el dedo de Dios escribio

Mas si osara un extraño enemigo  
profanar con sus plantas tu suelo  
piensa Oh patria querida que el cielo  
un soldado en cada hijo te dio  
un soldado en cada hijo te dio, etc.

(Coro)

Patria, patria tus hijos te juran  
exhalar en tus aras su aliento  
si el clarin con su belico acento  
nos convoca a lidiar con valor

Para ti las guirnalda de oliva  
un recuerdo para ellos de gloria  
un laurel para ti de victoria  
un sepulcro para ellos de honor, etc.

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EXCENTRICO MAGAZINE

Humberto Garcia

CY 2 - 4273 195 DEVINE ST.

**Diga a nuestros Anunciantes  
que lo vio en el EXCENTRICO**

## Jo-Mar BEAUTY SALON

Salón de Belleza Mexicano



### Back to School Special Cold Wave \$6.50

Esta ESPECIAL es unicamente para NIÑAS de 12 años o menores. De LUNES a JUEVES unicamente. Incluye Cream Shampoo, Corte de Pelo, Cold Wave \$ STYLE SET.

JOSEPHINE MONTECINO - MARGARET VASQUEZ  
SERVICIO Los DOMINGOS (Con CITA)

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385 Delmas Ave.

## LIDO'S TV

HI - FI  
SERVICE



### RADIO Transistor \$36.95

De la famosa Marca JUPITER en ESPECIAL por solamente \$36.95 (Garantia ABSOLUTA)

TODA CLASE de TELEVISORES Estilos y Modelos  
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CY 7-3081

349 WILLOW ST.



## Rudy Hernandez

### Congressional Medal of Honor Holder

CORPORAL RODOLFO P. HERNANDEZ

Fiestas Patrias celebration Parade Marshall, Cpl. Rudy Hernandez of Fresno, California. Hernandez won his CONGRESSIONAL MEDAL OF HONOR in Korea serving with the 187th Airborne Regimental Combat Team. His citation reads as follows:

Corporal Hernandez, Infantry, United States Army, a member of Company G, 187th Airborne Regimental Combat Team, distinguished himself by conspicuous gallantry and intrepidity above and beyond the call of duty in action against the enemy near Wontong-Ni, Korea on 31 May 1951. His platoon, in defensive positions on Hill 420, came under ruthless attack by a numerically superior and fanatical hostile force, accompanied by heavy artillery, mortar and machine gun fire which inflicted numerous casualties on the platoon. His comrades were forced to withdraw due to lack of ammunition but Corporal Hernandez, although wounded in an exchange of grenades, continued to deliver deadly fire into the ranks of the onrushing assailants until a ruptured cartridge rendered his rifle inoperative. Immediately leaving his position, Corporal Hernandez rushed the enemy armed only with rifle and bayonet. Fearlessly engaging the foe, he killed hordes of North Koreans, six with his bayonet, before falling unconscious from grenade, bayonet and bullet wounds but his heroic action momentarily halted the enemy advance and



enabled his unit to counterattack and retake the lost ground. The indomitable fighting spirit, outstanding courage and tenacious devotion to duty clearly demonstrated by Corporal Hernandez reflect the highest credit on himself, the Infantry, and the United States Army and the Mexican people to the greatest country in the world!

By HANK PARAMO

# EL REY CAFE

MEXICAN - AMERICAN Dishes



Your Hosts Alice and Ray

CY 7 - 9904

347 Willow St.

San Jose

*Comidas al Estilo  
Sonora*

## MENUDO y POSOLE

VIERNES - SABADOS  
y DOMINGOS

ABIERTO

7 dias de la Semana

LUNES - MARTES - MIERCOLES  
JUEVES de 8:00 a.m. a 10 p.m.

VIERNES, SAB. y DOMINGOS  
de 8:00 a.m. a 2:00 a.m.

5 atentas MESERITAS





# Galeria Infantil



Fotografia HERNANDEZ

LEITER STUDIO

LUIS GUTIERREZ JR.  
3 meses - Nació en S.J.  
Padres;  
Luis y Nena Gutierrez

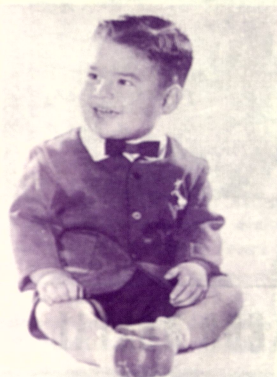


Mac A. Hernandez, Prop.

Fotografo de Fotografias Finas

## WEDDINGS

Studio-Candid



JESSIE DOMINGUEZ  
16 meses - Nació en S.J.  
Padres;  
Jesus y Sussie Dominguez

Todas las fotografias de Babies y Niños tomadas  
en este ESTUDIO son

publicadas en esta Plana sin Costo Alguno.

SIEMPRE que UD. NOTIFIQUE al Sr. HERNANDEZ

CY 3-3343

255 S. FIRST ST.

SUSSAN HARO  
9 meses - Nació en S.C.  
Padres;  
Augustine y Isabel Haro

FRANK SERRANO  
1 año - nació en S.J.  
Padres;  
Frank y Annie Serrano

DIANNE RUIZ  
1 año - nació en S.J.  
Padres;  
Raymond y Arleen Ruiz





## Club Riviera



*Gil Minjares*

Connie Rodriguez making a few phone calls on Labor Day and gathering some friends for a small party at her home. As one who attended quoted, "This is what I call a Hang-over Party!" In which case he was right. Everybody (me) felt kinda gloomy from the night before. In fact I know of male who came out of the dance that night and could not find his car. That what this holidays will do for you. But I do hope everybody had a swinging holiday. As far as I'm concerned Labor Day has meant just that to me..... LABOR.

Nice to talk to Mr. & Mrs. Mike Hermosillo while in the city at the "Carnegie Hall of Jazz", ----- and you know where that is Mr. Hermosillo you will find plays trumpet with Arturo Marcos' band as a substitute (sometimes).

TO ME: Hank Paramo, one of those males that goes around writing on bathrooms walls----- is a person who will tell you how to do something, and is smart enough never to do it himself.

Margie Coca, Gloria Porras and another doll traveling to "The Biggest Little City in the World" for a vacation..... Club Venus giving a party at Natural Bridges with Club Riviera attending and Bony Villegas and Eugene..... Congratulations to the Latin Quarter on their opening night..... Good turn out at the home of Hank (Hanky Panky) Cortez on his birthday. Mariachis, dinner and a variety of drinks.

Got to talking to one of the Cucu, I mean Coca sisters at the Office. And those jokes----- Holy Cow. (No, it's not those kind).

I don't blame you if you don't believe me but my mother calls me a square.....

Wierd Marge Coca is amusing as she is curved.

As a friend would say it; "Pick up on Connie Rodriguez when she shakes her head-- maracus sounds!"

For the third time (or is it the fourth) a young lady pertaining to a local club was escorted to the door at DR's by the proprietor for being under-age (I mean she was too young to be in there) Upon the 2 o'clock mark when everybody was coming out she returned and her friends double-parked in front of the place to pick her up. As she opened the door, out came the dang, dang, dang, of cans. Now I'm not saying what kind, pero que verwenal!

As a married buddy said it: "I had a dream last night that my license expired!"

From a Bo Diddley recording: "I didn't say you was ugly, I said you was ruined."

## REMEMBER?

This was taken in March of 56 at Santa Cruz. I got this thru the mail so I can not very well explain it.

That fellow next to that woman is Conrad Barrientos, I figure.

That doll strikes me from the Orient..... I don't know.



Shown below moving EXCENTRICO MAGAZINE into its new home at 195 Devine Street are Humberto Garcia, Sr., Gil Solarez, Bert Garcia Jr., Dave Sierra, and Freddie Asebes.

The new phone number is Cypress 2-4273.....



## Ida's TUXEDO RENTAL



IDA SPADAFOR, Prop.

ABIERTO: Lunes y Jueves  
Hasta las 9:00 p.m.  
Resto de la Semana:  
8:00 a 7:30 p.m.  
SABADOS  
Hasta las 6:00 p.m.

RED, WHITE, BLUE  
Dinner Jacket  
and Pants

Includes Shirt, Tie  
Cuff Links, Cumberbunds  
Suspenders and Studs

\$7.00

CY 2-9102

174 S. 2nd St.





## PEDRO CAUDILLO

*y su Orquesta*

Esta ORQUESTA se pone a las ORDENES del  
PUBLICO MEXICANO

Proporcionando Musica alegre para BODAS, BAILES  
BAUTISMOS y FIESTAS.

En la grafica de izquierda a derecha Noel, Sax, Henry  
Guitar, Paul, Sax, Pete, Trumpet, Joey, Drummer.

*Pedro Caudillo*

**Tel. AX 6 - 8344**

En la grafica aparecen los populares hermanos  
TERESA BEJARANO

Y

MANUEL BEJARANO

Ambos procedentes del estado mas grande de toda la  
Union Americana, o mejor dicho el segundo ya que con  
la adiccion de ALASKA, Texas quedo en segundo lugar.

Teresa y Mahuel acompañaron la boda de la Srita.  
Elvira Saucedo y el P.F.C. Jesus Perez Jimenez, Jr.  
quienes contrajeron Nupcias el dia 16 de Agosto, a las  
4:30 de la tarde en la Iglesia de Nstra. Señora de Gua-  
dalupe, en esta ciudad de San Jose.



**Diga a nuestros Anunciantes  
que lo vio en el EXCENTRICO**

## Leo's SERVICE STATION

*Leo Fassnacht, Owner*

Use BANK of AMERICA  
CHARGE PLAN



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LLANTAS - BATERIAS ACCESORIOS

**Vea a Leo:** Quien le dara el mejor PRECIO  
de PLAZA en una excelente bateria de la famosa marca  
WILLARD con largos años de GARANTIA.

GASOLINA BLANCA PETROLEO  
SOLVENTE PARA LIMPIAR

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

CY 5-2224

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Gleaming Gifts of High Fashion to  
express your sentiments glowingly!

## Diamond CULTURED PEARL Pendants

in solid 10K white gold

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| <br>Genuine<br>DIAMOND<br>+<br>Cultured<br>Pearl<br>only<br>\$14 <sup>95</sup><br>Easy Terms             | <br>Genuine<br>DIAMOND<br>+<br>3 Cultured<br>Pearls<br>only<br>\$19 <sup>95</sup><br>Easy Terms    |
| <br>2 genuine<br>DIAMONDS<br>+<br>Cultured<br>Pearl<br>only<br>\$24 <sup>95</sup><br>Easy Terms          | <br>3 genuine<br>DIAMONDS<br>+<br>3 Cultured<br>Pearls<br>only<br>\$29 <sup>95</sup><br>Easy Terms |
| <br>4 genuine<br>DIAMONDS<br>+<br>Large<br>Cultured<br>Pearl<br>only<br>\$39 <sup>95</sup><br>Easy Terms | <br>6 genuine<br>DIAMONDS<br>+<br>Cultured<br>Pearl<br>only<br>\$47 <sup>50</sup><br>Easy Terms    |

**Paul's CREDIT JEWELERS**

CY 7-0920

72 S. FIRST ST.



LEITER STUDIO

DEANNA BEATTIE

10 years old

Recently made her FIRST HOLY COMMUNION in the  
Saint MARTIN PARISH in Sunnyvale, Calif.

Her parents are Abalberto and Carmen Beattie  
She has two brothers which are Lester 6 years and Abal-  
berto Jr. 13 years old.



SANDRA MARQUEZ  
9 Años de Edad

Recibió el PAN de LOS ANGELES el día 17 de Mayo  
en la Iglesia del SAGRADO CORAZON de esta cd.

Sus padres son Robert y Anita Marquez  
Sandra atiende a la escuela Washington Grammar cur-  
sando el tercer grado.

## ESCUCHE UD LA HORA CATOLICA

RADIO  
KLOK



Rev. Jose A. Peña, S.J.

DIOS lo PIDE y el BIEN de su ALMA lo EXIGE  
NO SE LO PIERDA.

TODOS los SABADOS  
4:30p.m. a 5:00p.m.





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(After October 6th.)

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Monday and Wednesday  
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(after October 6th.)

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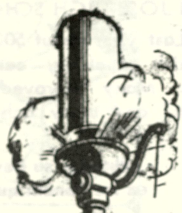
**2250 Alum Rock Ave.**





*Esther Medina*

*"It's  
No Secret"*



Some more of the latest.....

**JUST STUFF:**

Gil Minjarez developed a new fad since last I saw him, instead of lipstick on his ears, he's wearing girl's eyebrows on his cheeks. Guess he can't help it if girls hold him tight!!!!

Heard that Rudy Belloumini was playing Tarzan at a local nite spot the other day. Seems he broke some bottles and a chair. Says he lost his temper cause the guy he slugged called him a nasty name. The guy was with his long time girlfriend Lucy Chavez, but Rudy assures us he's not the jealous type.

Ruth Rubalcava to marry Nash Piñon in two weeks and Hope Rubalcava is supose to become Mrs. Lupe Vasquez around November 15th.

Helen Flores and Eddie Torres expecting a visit from the stork..... Rumor that Rosemary Ramirez is marrying her blond boyfriend from the Sands. That's what I call a quick recovery!

No llores, Raul, it's just a rumor besides you're not suppose to believe what you read in this column.

Vigotes sending the boys to Leon's and advising the girls to go to THE LATIN QUARTER. So, where did he go, The Latin Quarter..... Wee!!!! Nothing like outsmarting the other fellows, huh, Jorge?

The Frisco boys asking me for Rosie Garcia last Saturday nite. She's sporting an aqua '58 Impala.

Heard that a party was given by Casa Mañana for Sally Figueroa also Richard Melendez threw a party Friday nite, I heard this guy is famous for his swinging party.

Congratulations to Zanzaree's Eleanor Solarez who reigned over the 16th of September celebration. She's without a doubt the prettiest queen we've had in ages, but of course I'm prejudist, Eleanor is 18 years old and a senior at Lincoln High. She's also president of Club Zanzaree, the organization that sponsored her.

Mr. & Mrs. Tommy Supnet proud parents of a 7 pound boy.

**A WANT AD....**

Mary Ann Meyers wants a good-looking guy black curly hair at least 7 feet tall.....

Machito here Sept. 27th..... Rudy Moya soon to open Rudy's Upholstery Shop. Loads of luck, Rudy!

Speaking of young businessmen Eddie Bojorquez doing real well at his Latin Quarter. He's trying real hard to put out the kind of a club young ladies and everyone can attend without being bothered. He ask-

ed all the social clubs to support him in making the LATIN QUARTER a really nice nite spot.

Best of luck, Eddie, and the combo he's got out there is exceptionally good they kind of sound like the combo in the Copa in the City. Hope you'll drop in and enjoy the best in music.

By the way the Trio Cristal sometimes sings usually on the weekends for those who are their fans, and I know of many.

Birthday greetings to my darling niece Lita Medina who celebrated her sixteenth birthday.

Mandy Chavez now at the House of Nine hear she's going off with Nino (manager of Original Joe's)

Humberto Garcia refuses to drink any more and I'm real proud of him. Humberto Jr. is going to City College.

Real nice to have Mr. Rudy Hernandez here for the Sept. 16th fiesta, he's a Congressional Medal of Honor winner. Glad to meet a real hero thanks to HANK PARAMO who arranged his visit.

Hasta luego, Esther.....

**OUR NEW ADDRESS**

**EXCENTRICO MAGAZINE**

Humberto Garcia

CY 2 - 4273 195 DEVINE ST.

*Musica y  
Canciones*



ESCUCHE UD. a

**FERNANDO MERINO**

**RADIO KEEN SAN JOSE**

Lunes a Sabado 7 a 8:15 p.m.





El Domingo 16 de Agosto del año en curso, marcando el reloj exactamente las 4:30 de la tarde, en la Iglesia de Nstra. SEÑORA de GUADALUPE en esta ciudad de San Jose, California, contrajo matrimonio la juvenil pareja de ELVIRA SAUCEDO y JESUS PEREZ JIMENEZ Jr. Los padres de los desposados son Gustavo Saucedo y Sra. Ricarda Saucedo, Jesus Sr. y Josefina Perez de Jimenez. Despues de la Ceremonia Religiosa se les

ofrecio una alegre recepcion en el 498 de la calle Jerome en casa de los esposos Bejarano, asistieron todos los familiares y amistades.

Acompañaron a esta boda de iz. a der: Dora Saucedo, Teresa Bejarano, Yolanda Saucedo (Los Novios) Jim Jimenez, Manuel Bejarano, Heriberto Parada y la pajecita Brenda Avalos. Estableceran residencia en Fort George G. Meade, Maryland.

## *El Rebozo* **RESTAURANT**



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En la grafica aparece S.G. Majestad  
Reina de las FIESTAS PATRIAS  
Srita. ELENORE SOLARES

Al fondo la digna propietaria de este  
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cuando atendia a la Corte de Honor,  
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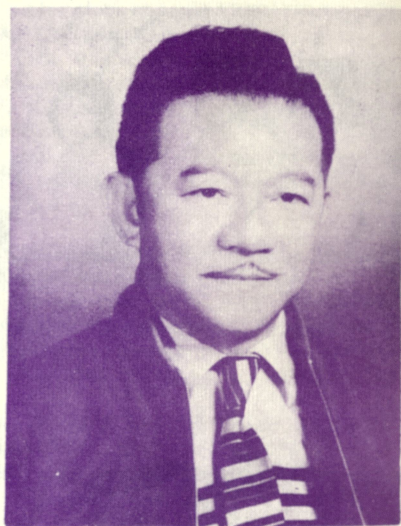
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AL and EDDIE BOJORQUEZ, Props.  
LATIN QUARTERS

CY 3 - 9452 1620 Almaden Road

The MODERN LATINS band is currently providing the musical end of the entertainment at Al & Eddie Bojorquez's LATIN QUARTER at 1620 Almaden Rd. San Jose's newest and most popular nitery is fast gaining a reputation as THE place to go for an evening of convivial hobnobbing with your friends and to enjoy your favorite beverages in an atmosphere that is truly different from anything else in the area.

Last Friday night, F'rinstance; at one table were ESTHER MEDINA and MARGIE OCHOA discussing the big differences in the Latin Quarter since new owners Al & Eddie took over.

HANK PARAMO & GIL SOLAREZ dropped in for a "short one" after a late movie and stayed until the band played "ADIÓS!" Genial bartenders JOE CARVAJAL and HECTOR BOJORQUEZ make even paying for your drinks seem pleasant!

An added treat for patrons of the QUARTER was a surprise appearance by EL TRIO CRISTAL and Reyes Balderas singing Mexican Rancheras EXACTLY the way YOU like them. "Gema" seemed to be an especially popular rendition, the crowd requesting three encores after the boys sang it.

Be like We, next time someone asks you where you're "goin' tonite" say, "THE LATIN QUARTER" and Smile!

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## VOTO de Gratitud ...



*Simon Villa*

DECOTO, CALIF.

Nos tomamos el honor de dirigir estas humildes líneas, con aquella espontaneidad que anima a todo ser que ha sido consolado en medio de la barrasca cruel del destino, que como en nuestra casa, mina nuestros corazones con hondos y amargos desencantos.

Sentimos verdadera satisfacción al mostrar a todas las familias amigas y a los hermanos de la honorable Sociedad Internacional de Beneficios Mutuos Inc., Sucursal No. 2 de Decoto, California y demas hermanos de la sociedad en general un reconocimiento empedecido, una eterna gratitud, tanta por lo que hicieron en favor de nuestra nunca bien llorada hija Blanca Estela Cárdenas.

Nunca encontraríamos palabras para expresar la inmensa gratitud que embarga a nuestros corazones ante los dignos comportamientos de una amistad limpia pura y sincera que con veneracion y respeto nos acompaño consolándonos en el momento mas propicio en que nos toco en suerte caer en el lecho del dolor; no obstante nuestra falta de meritos para tanta bondad, estamos altamente agradecidos de ver la gentileza con acompañarnos a nuestra inolvidable y apreciada hija en el momento de darnos su adios postrero al retirarse de este mundo por mandato del Ser Supremo, para ir a otro mundo mejor donde todo es tranquilidad y alegría.

Para terminar deseamos presentar nuestros mas fervientes votos de gratitud inmensa a todas las familias ya mencionadas y a cada uno de los hermanos de la Sociedad Internacional de Beneficios Inc. donde la extinta pertenecía, y de la cual nosotros también somos miembros activos lo que nos enorgullesce, por ser una fraternidad de sentimientos universales y que en este dia, de verdadera satisfacción para nosotros, por cumplir con un deber de verdad afacto, y sinceridad afectivo, consolándonos en el momento de nuestro amargo dolor.

Que sea nuestro testimonio de gratitud uno de las que ocupen un lugar entre los ya numerosos con que todos sabemos que cuenta asi como en los corazones nobles y dignos de todas las familias amigas que nos acompañaron en nuestra triste aflicción, "Gracias."

Quedamos completamente agradecidos y a las ordenes de todos vosotros.

Jesus G. Cardenas y familia

Decoto, California Agosto, 1959...



En la grafica MISS THORP, Prop.

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LEITER STUDIO

JUANITA RAMIREZ y FRANK GUERRERO contrajeron matrimonio el 21 de Junio, a las 11:30 de la mañana, en la Iglesia de la SAGRADA FAMILIA de esta ciudad. Sus padres son Jose V. y Carmen Ramirez y la Sra. M. Guerrero. Su Luna de MIEL la disfrutaron en la cd. de Los Angeles, estableciendo residencia en esta.

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en las tiendas que aqui se anuncian





*Maria de la  
Luz Sánchez*

## La Segunda GRAN Tardeada

SOCIEDAD GUADALUPANA  
De la Iglesia de la Sagrada Familia  
SAN JOSE, CALIFORNIA

Con verdadero entusiasmo celebró la Sociedad Guadalupeana de la Iglesia de la Sagrada Familia de esta ciudad de San Jose, Calif., su segunda gran tardeada anual el domingo último del pasado mes de Agosto en el Alpine Park.

El laborioso y bien organizado trabajo de los Guadalupeños eficazmente dirigidos por el infatigable padre Peña, Director Eclesiástico del grupo, rindió su fruto, pues el festival en cuestión resultó todo un acontecimiento por su esplendor y por la muchedumbre que a él concurrió.

Desde a tempranas horas se abrieron las puertas del citado parque que pronto fue abarrotado por una muchedumbre ávida de divertirse sana y ampliamente.

Al medio día empezó a servirse una suculenta y riquísima barbacoa que hizo honor a los populares y conocidos comerciantes dueños de las acreditadas tiendas mexicanas LA GUADALAJARA, y su sucursal LA CAMPANA MARKET.

Sr. Apolonio Flores e hijos encargados de la preparación.

La alegría y la satisfacción se retrataban en todos los rostros. Las sombreadas y bien acondicionadas mesas del bello parque, estaban llenas de comensales que con delite saboreaban la barbacoa o los sabrosos y siempre gustados antojitos mexicanos preparados por señoras guadalupanas de buena voluntad.

Hubo juegos y diversiones a granel.

A las 9 de la noche se dió a conocer el número del boleto premiado con un viaje a México para dos personas y \$100 dólares extra para gastos. Es curioso que la Srita. María Zumaya, persona que vendió el boleto premiado el año pasado, en que la tardeada se verificó el 25 de Agosto, resultara la triunfadora en la de 1959. Esta señorita de quien es la sonriente foto que publicamos, compró el boleto de la suerte para su tía la Sra. Dominga Luján domiciliada en el número 505 Coe Ave. de esta ciudad. Con el favor divino, tía y sobrina partieron rumbo a la ciudad de los palacios en cercana fecha.

Nuestras felicitaciones para ellas.

También resultaron premiadas las siguientes personas:

Sr. Pablo García, 659 Spencer Ave., San José, California a quien correspondió el segundo premio consistente en un reloj pulsera para caballero.

Tercer premio, consistente en un aparato de radio RCA VICTOR y reloj correspondió a Joey Rodriguez, domiciliado en 23 No. 26th St. de esta ciudad.

La Sra. Santos Rivera con domicilio en 473 N. 18 de esta ciudad ganó el cuarto premio consistente en otro aparato de radio RCA Victor.

Por último el quinto premio consistente en una caja de botellas de vino NOVITATE correspondió a Mr. T. Martinez domiciliado en 270 McCarry St. también en San Jose, California.

Los números afortunados fueron el 3403, primer premio; 3273, segundo premio; 3198, tercer premio; 2130, cuarto premio; y 3243, quinto premio.

A este momento culminante de la tardeada siguió otro evento muy gustado, el concurso de bailes rejonales que resultó todo un éxito.

El baile fue amenizado por Beto Torres y sus Alegres, que ejecutaron lo mejor de su repertorio.

La fiesta se prolongó hasta después de las once de la noche sin que ni por un momento decayera la alegría ni se desbordara el entusiasmo.

Nuestras felicitaciones para la Sociedad Guadalupeana y su dinámico Director por el buen éxito alcanzado.

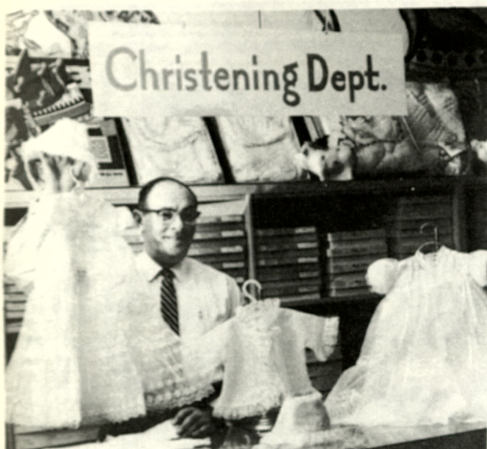


Srita. María Zumaya, simpática y virtuosa damita perteneciente al grupo Guadalupeño de la Sagrada Familia, quien parece ser la favorita de la diosa de los ojos vendados, o sea, la Fortuna, pues siendo la que vendió el número de la suerte el año anterior, fue la agraciada con el gran premio en 1959.

Nuestros parabienes para la linda chica.



Christening Dept.



*Harry Lasnick, Prop.*

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## *Primera Comunión*

LINDA CAUDILLO

Quien vio la luz por vez primera en  
Julio 27 de 1951  
en esta ciudad de San Jose, California

Hizo su PRIMERA COMUNION  
el día 24 de Mayo del año en curso  
en la Iglesia ST. CLAIRE  
de la vecina cd. de Santa Clara

Sus padres son Pete y Carmen Caudillo, y como la mayoría de nuestros lectores saben, Pete es un destacado musico y cuenta con su propia orquesta, dentro del circulo del arte le llaman el (HARRY JAMES CAUDILLO) ya que se especializa en la TROMPETA.



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POR LAS NOCHES  
**TARDEADAS - DOMINGOS**

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

*Dan & Maria Aguirre. Props.*

CY 5 - 9872

728 N. 13th St.



*Dan's Combo featuring vocalist  
Frances Wells*



**Diga a nuestros Anunciantes  
que lo vio en el EXCENTRICO**

*Compromiso*

La Srita. ESPERANZA ANGULO hija de Rudezindo y Lupe Angulo anuncia su COMPROMISO con el Sr.

BILL RUIZ

Hijo de los esposos Luz y Antonia Ruiz

La Srita. Angulo es procedente de Calexico, Calif. con residencia en San Jose por los pasados 10 años.

Bill Ruiz es originario del Lone Star State o sea El Paso, Texas, con residencia en esta por los pasados 8 años. Termino sus estudios en la escuela San Jose High, en el presente es Sargento en la GUARDIA NACIONAL.

La fecha para el matrimonio aun no ha sido fijada pero sera mas o menos por el mes de Diciembre.



**ROYAL CAMERA SHOP**

**EQUIPO Fotografico**  
**PAGOS BAJOS**

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*Harry Jacobs*

CY 7-2908 179 S. FIRST ST.



# CLUB San Felipe

COMMENTS:

Art Ramirez



## FIASCO OF THE WEEK:

Our club president, needless to mention Candy Veliz, has a new experience to think about: he was hit by another car while being an innocent bystander on Taylor Street. One of the columnists for this publication did him the honors. Don't jump into conclusions, Candy was on his car when hit, and therefore suffered no injuries (drat it!) As I always say accidents will happen, especially when you're careless.

Our secretary-treasurer is cogitating whether to go back to Texas to continue his college days, or stay in San Jose..... don't forget that Texas is not the biggest state in the Union anymore.

Yours truly to register the 19th for the fall semester in State.

The club to hold a tentative meeting at its scheduled rendezvous.

Plans for the dance to be held the 4th of October are in the making and with everything working with precision, we should have a well going Tardeada.

To acquire tickets for this dance contact any of the club members..... or call CI 8-0364. Help this money-making organization to compete in standing with the rest of the clubs..... Donations are \$1.00 for the boys and 75c for the weaker sex.

This time I would like to introduce you one of our most cooperative, sincere, and devoted members..... JOE CAMARILLO. Seems that every little project that comes up (including beer-drinking) Joe seems to be right in the middle of it..... a fine example of initiative and spirit combine to make Joe outstanding in his efforts. With 99% membership like this, we would make Club San Felipe something to be proud of. Not that our affiliation is lacking nor our spirit receding, but good members are always needed in any organization, big or small.

Had a rather informal interview, or should I say "chat" with our Editor-In-Chief and things look nothing but good for EL EXCENTRICO.

Due to move to a new locale closer to the industrial sector of the city, I can't help but assume that more prestige and value will be the outcome for this publication. An example of devoted hard work and tenacity is being reflected by Mr. Humberto Garcia and his staff. To them our deepest congratulations!!!

If you like movies, here's the double bill at the Towne Theatre: "Love Is My Profession" ..... and "As Long As They Are Happy.."

## Prestamos dinero en Prendas



Primorosas y BIEN CONSTRUIDAS GUITARRAS desde \$10.95  
RADIO TRANSISTOR... \$17.50  
Muchas GANGAS en PRENDAS sin REDIMIR  
La Sra. ISCOFF y ELIAS CHAVEZ lo atenderan

# Big Ben

## LOAN OFFICE

CY 4-3143

63 S. Market St.



LEITER STUDIO

La fotografia capta a la Srita. JULIA HERRERA y al joven FRED SANCHEZ momentos despues de haber contraido matrimonio el Domingo 6 de Septiembre, a las 11 y 30 min. en la Iglesia de la Sagrada Familia de esta ciudad de San Jose. Sus padres son: Richard y Virginia Herrera y Federico y Petra Sanchez respectivamente.



# Wrestling



**RICHARD DIAZ**

AMERICAN LEGION MEMORY POST 399

presents.....

WEDNESDAY NITE WRESTLING

San Jose, Civic Auditorium



## THE MAIN EVENT

Gorgeous George lost his Pacific Coast title belt to Ramon Torres in San Jose Civic Auditorium.

Referee John Tupper disqualified George for not letting go of the ropes while applying a leg lock on Ramon. Torres came right back and won the second fall to win the match in 1 minute and 55 seconds.

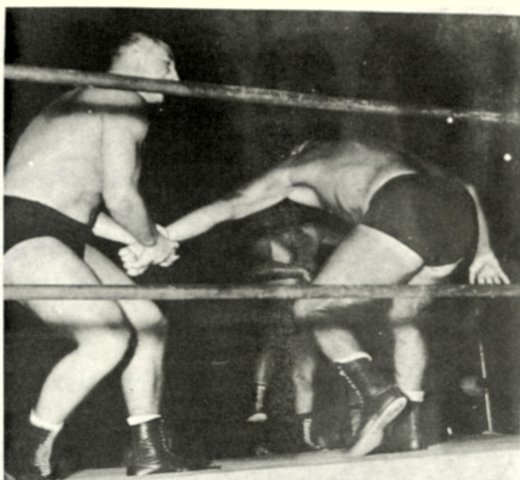
## SEMI-MAIN EVENT

The semi-main event ended in a draw. Popular Ronnie Etchison of Santa Cruz and Joe Swiderski who also has become a very well liked wrestler by the wrestling fans drew against one-time Pacific Coast Champion Tom Rice and Clyde Steeves.

## 20 MINUTE OPENER

Suni War Cloud won the 20 Minute Opener from Bud Curtis with a judo chop and a body press in 14 minutes and 55 seconds.

Suni War Cloud is welcomed by a group of his admirers after a two years' absence from local wrestling wars. Suni is a big favorite with the kiddies.



Joe Swiderski pulling Tom Rice from the ropes to swing him against the opposite corner of the ring. This hold is called the Irish Whip.

VACATION TIME! Picture was taken at Old Frontier Saloon at Disneyland; Anaheim, California.

For those of you who have never seen them in person, those are CAN-CAN GIRLS!



## Catholic SUPPLY STORE

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Mrs. Lee B. Young

CY 5 - 1317

36 W. San Fernando St.



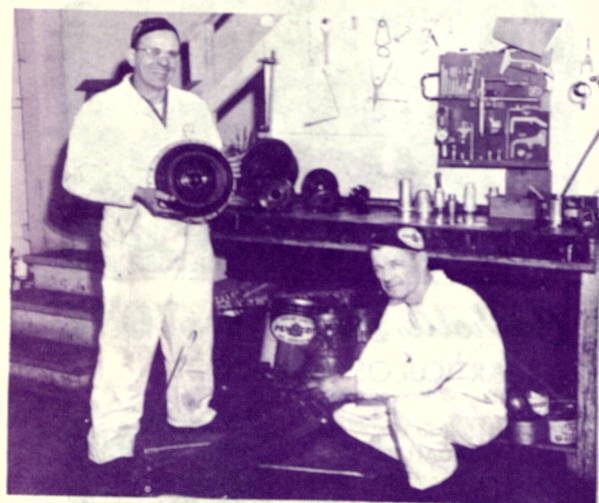


La camara de EXCENTRICO captura todo el esplendor y despanpanante belleza de la Srta. ELENORE SOLARES Su Graciosa Majestad, Reina de las FIESTAS del 16 de SEPTIEMBRE en esta ciudad de San Jose, durante el desfile el domingo 13 de Septiembre, acompañada de su CORTE de HONOR, Clara Alonzo-Princesa, Reina Lupe

Miramontes-Princesa, Jessie Castro-Dama de Honor, Virginia Ulloa-Dama de Honor, Raquel Reyes-Dama de honor, Mercí Escarcega-Dama de Honor.

Las FIESTAS PATRIAS se desarrollan bajo los auspicios de la Comision Honorifica Mexicana.

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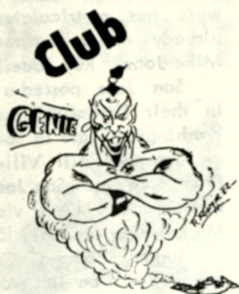
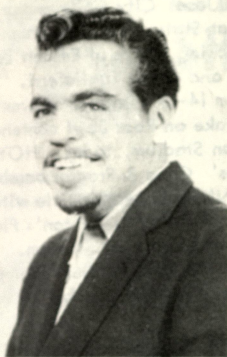
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*Alvin Valadez*

**GOOD TO BE BACK AGAIN!!** I want to thank Joe Rodriguez for pinch-hitting very effectively for me on the last issue on such short notice.

**PICNIC!** Members of our club had a ball at the picnic held at Alum Rock Park but I wish they would not have anymore picnics there. Our club has had two picnics at Alum Rock and something has always happened to prevent me from enjoying the fun. So next time gang..... PLEASE..... pick another location. I guess J.J. Rodriguez, Adolfo Soto, Jess Medina, Eppie Gallego, Tony & Rudy Ramirez didn't quite have enough at the picnic because before the 12 bells sounded that night they "shagged" to the 4th St. Bowl and bowled until about 5 A.M. the following morning. Makes me wonder if they could really see the pins on the alley by that time or if they were just going through the motions.

**TAMALADA:** Seen at our President's EL FARO BAKERY were members of Club San Felipe buying maza and ojas for their Tamalada which was held last Sunday.

Our president, Joel Vasquez is now seen sporting around on a sleek, jet black, '59 Jaguar which he recently purchased. Wait around 3 months Joel and we'll see if your Jag can take me on a 1/2 mile strip.

**SPORTS:** GENIE football team, last year's undisputed UCC LEAGUE CHAMPIONS, will commence football practice TODAY in an effort to repeat last year's performance. Then on Monday Sept. 21st we will review movies taken of last year's games at our President's home at 7:30 P.M. Refreshments will be served! After the movies we will finish with a formal meeting to plan activities of the near future.

**WEDDING VOWS:** Paul Ramirez took his wedding vows last Sunday. Good luck, Paulie, on your new path of togetherness and don't let the gang kid you about being doomed.

**TOP ENTERTAINMENT:** You'll find it at the LATIN QUARTER which had their grand opening on Sept. 11th. I liked the floor show so much I had to go there again the following day. I was a little disappointed however because the TRIO CRISTAL didn't sing "LA FERIA DE LAS FLORES" even once in those two days. I'm glad the LATIN QUARTER has a male proprietor..... Female prop's get my goat.

Good luck, Eddie, and I hope you continue the TOP ENTERTAINMENT.

I wasn't going to mention the accident that I had

but I think it is only proper that I think the señorita Cortez, Pat and the other nurse's aids that made my stay at the hospital almost enjoyable; and to thank those that sent cards, those that visited, Hank Paramo who stayed about two hours while I was being operated and who cut any red tape involved, and to Rudy Romero for bringing the 6 pack to the house on my 1st day out--- for all this I am deeply grateful. I'm even grateful for Dave SIERRA's advice of getting a "hoss" but I'm afraid I can't take it. My vision is good--- fact is it's too good, I can see things too deeply. But tell me, is that the reason you drive around on that "PIG" of yours ???????????

**LUKEMIA VICTIM:** I'd like to express, on behalf of our club, our deepest condolence to the parents of MARIA DEL CARMEL HASKINS which appeared on the cover of the last issue. It's a shame that we as elders that have already had somewhat of a full life cannot shoulder the full burden of those so young and so innocent as MARIA that are hit by such a tragic disease.

## OUR NEW ADDRESS

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*De Sierra*



# EXCLUSIVE! PUSSY LEAVES EL TORO!

The little pussy cat which had made its home at El Toro for the past few weeks has bugged out. Good Samaritan Freddie Ortiz built the pussy a cathouse out of a towel, two bottles of whiskey and a quart of Tequila. The cat bugged out anyway, les pinto un venado!

## KEEP THIS A SECRET.....

Remember the girl that got chased out of DeRose's a number of times because she was TOO YOUNG?

Our spies tell us that pretty, shapely Dolores Coca is the young miss who persists in frequenting establishments where intoxicating beverages are dispensed, and you all know what the Board of Equalization has to say about minors in bars. NO! NO! NO!.....

DeRose's, OUT! The Latin Quarter, OUT! and Sambo's Circus Room, OUT! Bam! Bam! Bam!

## FAMOUS PERSONALITIES

The Big Three; Ike Eisenhower, Ben Hogan, Sam Snead  
Nikita Khrushchev; A Russnik tourist  
Fidel Castro; A GILLETTE RAZOR advertisement.

Pictured below is lovely ELEANOR SOLAREZ, QUEEN of las Fiestas Patrias del 16 de Septiembre.

The beautiful 18 year old Lincoln High coed is a queen in every sense of the word, to our recollection the most beautiful queen ever crowned during Mexican Independence Day festivities here.

The personable, attractive, Miss Solarez is the daughter of Mr. & Mrs. Gabriel Solarez of 210 Hawthorne Way, San Jose.

CONGRATULATIONS, ELEANOR!



## ON THE SPORTING SCENE.....

Chon Gallegos, San Jose City College passing whiz has matriculated at State. He strengthens an already adept quarterbacking corps of Emmett Lee, Mike Jones, Ray Podesto, and Gene Tagliaferri.

San Jose posted a slim 14-13 win over Denver U. in their first outing and take on Rose Bowl contender Washington State in Spartan Stadium, today. HOY!

Manager Bill Villegas' Cano & Proctor baseball team won the San Jose Niteball League title with a thrill-packed 12-11 victory over Tony Canton's Plata Market nine on Sept. 15th at Municipal Stadium.

Sugar Zamora (Casa Mañana) "Our football coaches will be Jim Wall and some guy I-don't-even-know-his-last-name!"

Eppie Gallego, Genie quarterback; "I betcha Ron Gonzalez won't play football!"

## ODDS N' ENDS.....

Moises Calderon, the vibes man, has headed back to T E X A S. San Jose loses a fine musician..... The cab-building crew at Aeromotive is all ready for Soviet Premier Khrushchev's visit to San Jose. They've painted red hammer & sickles all over the plant. The KOMRADES refuse to divulge their identity however, the rest of the plant belongs to a different political party... HEIL HITLER!!!!..... Notice to employers; Freddie Ortiz is looking for a job. "De dia, porque de noche ando en la movida!"..... Barney Acosta, bartender, has been sick lately. Something or other hurts. El Gimisum?..... Our pleasure to have met Jess Barciaga at the Latin Quarter. He's quite an accomplished musician.

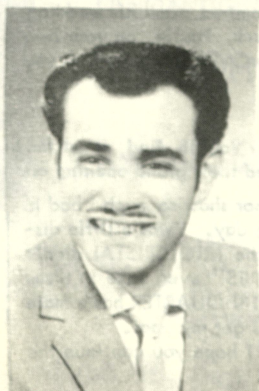
## 16th PARADE VASTLY IMPROVED

The annual Comision Honorifica Mexicana 16th of Sept. parade was greatly improved over the processions which have moved down First St. in the past.

Young blood was injected into the CHM six weeks ago and it made itself very evident on that date.

Credit must certainly go to two dynamic young men who did everything in their power to make certain that THIS parade would be remembered for a long long time. Hank Paramo & Gil Solarez are the young men of whom we write. We heard comments such as, "best parade la rasa has ever made!" and "You were right Dave, Paramo and Gil sure make a big difference in the Comision."

GIL SOLAREZ HANK PARAMO







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## Club SAN JOAQUIN

*Johnny Zamora*



### BALLOONS-A-POPPIN' .....

You can't say we didn't finish off with a bang. I'm speaking of the Tardeada that we had on Sunday, September 13th. We didn't make much money, but we had a Hell of a Good Time. Especially in the gayest of moods was big ED BALTIERRA, who was celebrating his coming to this cruel world, so he says.

On the other side of the ledger was RONNIE GONZALEZ who had to dry out the afternoon, reason he had a championship game to pitch that night.

### JULIAN CAMACHO

trying to set some sort of record; at one time he had two bottles in each hand!

Earlier: In the day we entered the parade in celebration of the 16th of September with two decorated cars.

### FUTURE EVENTS .....

Next on the agenda for CLUB SAN JOAQUIN are the Award Banquet & Election of Officers.

More information on this next time.

Energetic Club Casa Mañana keeping a steady pace of a party a week, last week they had a BRAWL, I mean a BALL at Jim Wall's house.

Club Cuahatemoc is now selling bids for their annual Formal Dance, to be held at the same place, same time and same music, that is to say The Terrace Room of the Hawaiian Gardens, featuring Chico Ochoa and his orchestra. Bids can be obtained from any member of Club Cuahatemoc.

Rumors are that my brother Bob Zamora will be playing some place other than the El Toro soon. Can't remember who I heard that from????!!!!



### MAYFAIR REALTY BASEBALL TEAM

In the picture above we have: Top row, L to R; Bert Garcia, Dan Vasquez, Julian Camacho, Pete Rojas, Cheno Plata, and John Madrid. Bottom row, John Zamora, Al Zamora, and Chuck (Charlie Brown) Ybarra.

This team had a good season and was composed chiefly of members from CLUB SAN JOAQUIN and Casa de Mañana.

Missing from the picture were Bob Garcia, Paul Gary, Ray Silva, Bonie Villegas, Rudy Moya, Larry Valadez, and Dan Castro.

Our sponsor was Mayfair Realty and they honored the team with a Steak BBQ and all the drinks we could handle. This BBQ took place at Alum Rock Park right after the softball season. Thanks are in order for Lou Gonzales and Bob Zamora for being perfect and most generous sponsors.



Club Cuahatemoc had a lady's choice type of affair on Saturday August 29. The girls went all out showing the boys how it was done.

Dinner at Rickey's in Palo Alto, then heading to the Copacabana in Frisco for some cha cha and refreshments.

Top row, L to R; Don, Bea, Joy, Hank, Al, Irma, Alice, Joe, and Gloria.

Sitting, L to R; Margie, Dan, Rachel, Benny, Myself, Mary Lou, and Rich.





LEITER STUDIO

En la Iglesia de la SAGRADA FAMILIA, el Domingo 6 de Septiembre, a las 11:30 de la mañana del año en curso, ataron sus destinos el joven FRED SANCHEZ y la Srita. JULIA HERRERA en solemne Ceremonia Religiosa oficiando el Rev. P. JOSE A. PEÑA.

Despues de la Ceremonia se les ofrecio un Banquete Baile en el Newman's Hall al cual atendieron mas de 350 invitados. Pasaron su luna de miel en la ciudad de Los Angeles, a su regreso establecieron residencia

en esta ciudad. Los padres de Julia son Richard y Virginia Herrera, y de Fred Federico y Petra Sanchez.

En la grafica de iz. a der: Ellen Garza, Vilma Sanchez, Eloisa Cisneros, (Los Novios) Sylvia Buemos, Bertha Buemos, Mabel Torrez, Pajecitos: Rosemarie Bettancourt, Stevie Sanchez, Esther Vasquez, 2da. fila: Danny Balderas, Ramon Valdevilla, Miguel Ramirez, Ronnie Vasquez, Bernie Lopez, Reynaldo Maldonado.

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MUJERES QUE EN ELLA VIVEN PROGRESAN  
IGUAL? ¿DEJARA DE EXISTIR EL ODIO Y EL  
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BAJAS PASIONES?

Dom. 27, Lunes 28, Martes 29 de Septiembre



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