



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 12. Num. 8

FEBRERO 5, 1962

SAN JOSE, CALIFORNIA

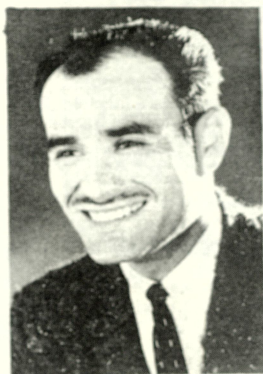


United Food Drive Committee

Sat. Feb. 25th 9:00 to 12:00a.m.

Talent Show, Liberty Theatre

Admission Food cans or donation.



CLUB *Bachelors*



Gilbert Solarez

QUALIFICATIONS TO JOIN CERTAIN CLUBS:

Los Alegres - you have to weigh over 250 lbs.
 San Felipe - to be from Del Rio
 San Joaquin - to like Lucky Lager Beer
 Bachelors - be a boozier and a lover
 Elite - to hate Zanzaree
 Zanzaree - to hate Elite
 Riviera - you have to be married to join
 Los Amigos - to learn golfing and to play Club Bachelors in a Golf Tournament when we learn to play golf.
 U. C. C. BASKETBALL LEAGUE
 Club Bachelors defeated San Felipe in basketball last Sunday. Score 53-32.
 Los Toros won over San Joaquin.
 Casa Mañana beat El Dorado.

THE UNITED FOOD DRIVE

The United Food Drive held elections last Monday at Lena Manriquez's income-tax office.

President - Rudy Belluomini

The big dance will fall on Sunday the 25th of February at the I. E. S. Hall. **PLAN TO GO.**

*** **

This lady was struck by a car and she was on a curb crying with pain. Along comes this beatnik and stares at her. The lady sees the beatnik and cries out: "Call me an ambulance, call me an ambulance!"

"Alright, lady, you're an ambulance!!!!!!!!!"

Mr. Joe J. Rodriguez finally got enough nerve to dump his blue "lemon" Cadillac for a new Impala. He's taking the Bachelors to Heavenly Valley in Lake Tahoe for a little snowskiing and crap-shooting this weekend.

THE BACHELORS HUNG ONE

Bob Gonzalez and Terry Muñoz have tied the knot in Reno, January 27th. The year '62 barely started and we've already lost a good man to marriage. I don't like this at all. Pick on some other club to marry but leave the Bachelors alone.

I'm a little worried about these members that are going steady, Rudy Belluomini, Rudy Arreola, and Joe Molina. Sometimes I think the girls that go out with the members don't like me and I can't understand why.

Club Elite had a party at the Manor House a few weeks ago. That was the party where Rudy Belluomini got a chewing out from his girl for going to Frisco. I'm sorry Rudy but I had nothing to do with it.

After the party four of the Bachelors, George Plata, Gasper (Ortega) Espinoza, Ed (Bruno) Baltherra and some Cat went to an all night party in Sunnysvale. That was the party where "El Tapon" George found his one and only true love.

Bet you didn't know what kind of shorts Gasper Espinoza wears? He wears the Lou Castello type. That's the kind of shorts that look like Bermudas. The only reason he wears them is he can't find any his size. You should have seen him play basketball with San Felipe. He was hiding behind Jess Medina, Jr.'s kneecap.



LOLITA GUERRA

Lolita Guerra, a beautiful dancer, will appear at the United Food Drive Talent Show slated for the Liberty Theatre for Saturday, February 24th, 1962 from 9 A.M. to 12 P.M.

Admission price is a donation of a can of food or money.

Dr. Ivan T. Hendren



Quiropactico

Te. 295 - 4202

454 E. Santa Clara St.

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

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

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



TRUJILLO - GRIJALVA

El día 7 de Octubre del año 1961 a las 5:00 p.m. en el TEMPLO LA HERMOSA de esta ciudad de San Jose, tomo por esposo la Srita. MARY PHOEBE GRIJALVA hija de Daniel y Frances Grijalva, al joven CARLOS TRUJILLO hijo de Carlos y Onofre Trujillo. Mary es nativa de San Jose y Carlos de Mexico, D.F.

La ceremonia religiosa la oficio el pastor Nehemias

Ruybalid. La RECEPCION se verifico en el Y.M.C.A. asistiendo mas de 400 invitados. Su LUNA de MIEL la disfrutaron en Las Vegas, Nevada y a su regreso establecieron residencia en esta. En la foto: Jennie Zazoya, Jean Junta, Mary Ann Naranjo, Sylvia Avila -madrina, (LOS NOVIOS) Joe Avila - padrino, Aaron Gomez, Joel Veloz, Charles Moreno y los pajesitos: Jimmie Grijalva, Kathie Adair y Cinthia Carrasco.

RAMIREZ STUDIO

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3 ROOM GROUPS

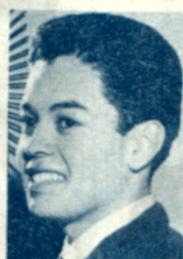


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FRANK DAVILLA
AX 6-0306
Miembro de la Camara
de Comercio Mexicana

LOLA BELTRAN

**Domingo 11
de Febrero**



Rainbow Ballroom!

Watch for Coming
ATTRACTIONS

● *Big Surprises*

Los Xochimilcas

Sabado 17 de Febrero



PAUL MOORE
MAYOR

National Beauty Salon Week

February 11 thru 17th

San Jose Unit #22 of the California Cosmetologists Association received from Mayor Paul Moore a proclamation to celebrate National Beauty Salon Week, February 11th to February 17th.

A kickoff will be held at the Red Coach Inn with a chuck wagon breakfast, all you can eat for \$3.00, with public invited.

A queen will be crowned on the most elderly lady present. A hair fashion and style show will be held at Lou's Village, Wednesday, February 14th.

C.C.A. will present charity donation to the Heart Fund.

Free Hair Service will be given at local institutions, including County Hospital and Agnew.

Visit your favorite hairdresser and Salon during this week and "Get a lift with a new hairdo".

In the photo, Mrs. Lupe Lopez of LU-RE's Beauty Salon receives proclamation from Mayor Moore.

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





CONCERNING

C. S. O.

Louis Zarate

In these modern times much is heard about baby-sitting. Although much has been said, perhaps too little on just how it should be done.

I have gotten a hold of a brief manual which is prepared by the Youth Employment Organization of Sacramento. Below are some points which will be of assistance to anyone who needs a babysitter and anyone who hires a babysitter.

ON ARRIVAL

1. Make a written note of the address and telephone number where parents can be reached.
2. Make written notes as to how to call Family Doctor, Fire Department, Police Department, and relatives and neighbors of your employer.
3. Ask for and take down in writing any special instructions parents may have for you.
4. When in strange house, take careful note of your surroundings, observe any conditions which may cause accidents so you may take precautions.
5. Learn what to do in case of emergencies, fire, accident, prowlers, etc.

AT ALL TIMES

1. Keep awake, alert, watchful.
2. Follow parents' instructions faithfully.
3. Do not let children play near an open fire, stove, or electric appliances.
4. Keep them away from unguarded open windows and stairways.
5. Do not let them play with matches, knives, sharp objects, plastic bags or unsafe toys.
6. Feed the children what their mother specifies, and nothing else. Feed them only at the times the mother says.
7. Carefully latch outside doors when parents leave. Never open them to strangers.
8. Write down any phone messages received.
9. Never invite your friends to join you without parents permission.
10. Make necessary phone calls only and make them brief. (someone may be trying to call in)
11. Unless your employer has left a snack for you, do not take food.
12. Do not use radio or TV without parent's permission. Do not fool with TV adjustments.
13. If child is unruly or disobedient, be patient and try your best to keep order. If things get out of hand, phone the parents.

ON PARENTS RETURN

1. Tell them everything that has happened, good or bad.

REMEMBER - - - -

You are on the job while in the house whether the children are awake or in bed asleep.



The CSO recently passed a resolution which deals with a election in the Eastside High School District. The resolution supports the increase in the tax rate. Below is the resolution - - - -

RESOLUTION

WHEREAS:

This organization stands for the best in education for the youth of this area, and

WHEREAS:

The high schools of the East Side Union High School District cannot with a greatly reduced tax rate continue to provide the high quality of education we desire, and

WHEREAS:

The moderate tax increase requested places the District rate at 14¢ less than the average of comparable districts in the Bay Area,

NOW THEREFORE BE IT RESOLVED THAT:

This organization hereby endorses and commends to its membership and to the voting public the tax election of the East Side Union High School District scheduled for February 6, 1962. The issues are as follows: "That the tax rate be increased by 10¢ to 1.30 and that such increase be for an indefinite period."

THIS ORGANIZATION URGES A "YES" VOTE
on February 6, 1962

Servicio de Income-Tax



Blanca y Jose Alvarado

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

Asuntos de INMIGRACION

Traducciones - Notario Publico

AGENCIA de CASAS

Cy 7 - 1275 152 W. San Fernando St.



CLUB *Elite*



Diane Barrera

Results of Club Elite Elections

I would like to introduce the new officers of Club Elite for the year of 1962:

President - Rachel Andres
Vice-President - Carmen Aguilar
Secretary - Gloria Fuentes
Treasurer - Delia Perez
Director of Publicity - Diane Barrera

Club Elite's Anniversary Party

Everyone was twisting to the music of the Gordon Brothers. Dick Perez walking around the party with a bottle of San Martin wine. He says it gives him an appetite. As I understand it was pr3

appetite. As I understand it was prescribed to him by his doctor. WOW!!! What a prescription!!!!!!!

Gloria Fuentes and George Plata having a friendly discussion. Also seen in a very quiet corner were Ellen Garza and Jamie Alimillo. Wonder what they could have been doing.

Latest Couples

Jimmy Baisa and Angie (Babe) Perez seen dancing every weekend at the Rainbow.

Also going out very steady are Sam Valdez and Virginia Barrera, they are seen at the Ann Darling Bowl every Thursday night.

Terry Ochoa and Larry (Mosco) Vega are also seen together very often at the dances.

Vacation over

The crowd wants to welcome home Pete Silva after a three months vacation in Mexico. Pete will be seen at the dances from now on.

Problems

Carmen Molina - wants to know how to get rid of her beard. She doesn't know whether she should remove it with wax or shave it off.

Candy Veliz - wants to know how he can fix the dent on his car without having to pay \$50.

Carmen Aguilar - would like to know if anyone is going to Mexico so that they can bring David back.

Lucy Gutierrez - would like to have some ideas on how she can get out of her house more often, so that she can make the rounds in San Jose.

Shirely (Perez) Isaia - would like to know if anyone has a cha-cha or a Pachanga record that she may borrow. She has a notion that she is forgetting how to dance.

Rosie Gutierrez - would like to know if anyone knows how she can get into the Roller Derby.

Lola Beltran at the Rainbow

Lola Beltran will be the next coming attraction at the Rainbow Ballroom. The date of the dance will be February 11th.

Music will be provided by Becho Flores and his romantic orchestra.

The next attraction following Lola Beltran will be Las Hermanas Hernandez. They will appear at the Rainbow Ballroom on February the 17th.

..... Diane Barrera

MADAM Zora

ADIVINADORA



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

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

featuring Mr. Richard



" THE STYLIST
FROSTING - HIGH STYLES

Permanente . . . \$7.50

NO NECESITA CITA

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

Se localiza en la esquina Delmas y Auzeiras

CY 2 - 2550 385 Delmas Ave.

San Jose Kiddie Shop

CY 3-0104 279 S. First St.

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Charge Plan



Use BANK AMERICA
Charge Card

o USE Nuestro PLAN de Apartado



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Adair INSURANCE REAL ESTATE

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

Gilbert Adair

ASEGURANZA NOTARIO PUBLICO
REAL ESTATE

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



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

Belleza es SUYA con Lentes

Del DR. VAL E. SNEED

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

NO NECESITA CITA

PAGOS FACILES

En la grafica: el Dr. Val E. Sneed y la guapa recepcio-
nista Srita. Susan Molina.

En la grafica: el Dr. Val E. Sneed y la guapa recepcio-
nista Srita. Norma Reyes.

En Seguida de KAY JEWELERS

DR. VAL E. SNEED Optometrista

CY 5 - 4805

67 S. FIRST ST.



PERSONALITIES

of 1961



By Rachel Andres

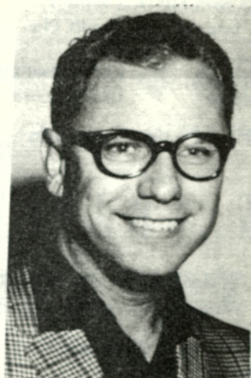


MR. and MISS PERSONALITY
Robert Rodriguez Elenore Solarez

BEST SENSE of HUMOR

Mary Sierra

Jess Medina



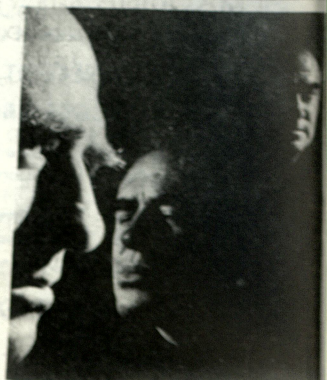
PLAYBOY and PLAYGIRL
Gil Solarez Trudy Jimenez

BEST DANCERS of 1961
Larry Spur Diane Barrera



PUBLICATION of the Year
(a fact) no butter-up job

EL EXCENTRICO MAG.
Humberto Garcia



...(continued from last edition) and to be continued....

RADIO

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JESS CARLOS



Gerente General
J. T. CRENNAN

K.O.F.Y.

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Suite 700

SAN FRANCISCO

PROGRAMAS durante FEBRERO

LUNES a VIERNES

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

Para Cualquier Asunto
Relacionado con estos

PROGRAMAS

dirijase a

RADIO K.O.F.Y.

100 California St.

Suite 700

San Francisco, Calif.

Tel. YU -2-99-33

SABADOS

10:15 a 11:00	" CITA INTERNACIONAL " con OLGA LAVALLE
11:00 a 12:00	" LATIN AMERICAN PROMOTIONS con OSCAR MUÑOZ
12:30 a 1:00	" LA VOZ de MEXICO " con DAVID ORTEGA CID
1:00 a 2:30	" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
2:30 a 4:00	" EL CIRCO de DON MENDEZ con DON MENDEZ
4:00 a 5:00	" MUSICA de las AMERICAS " con DAVID ORTEGA CID
5:00 a 5:30	" CARROUSEL MUSICAL " con MANUEL RODRIGUEZ

DOMINGOS

7:00 a 8:45	" EL VOCERO DEL AIRE " con ROBERTO QUINTANA
2:30 a 3:30	" ECOS de BORINQUEN " con DANIEL CHAMORRO IGLESIAS
3:30 a 4:00	" LA HORA ARTISTICA " con JESUS REYES VALENZUELA
4:00 a 5:00	" EL CIRCO de DON MENDEZ " con DON MENDEZ
5:00 a 6:00	" LA HORA ARTISTICA " con JESUS REYES VALENZUELA

Jesus Reyes Valenzuela



David Ortega Cid





Joel Aguilera

Club Riviera



On January 22, 1962 the United Food Drive organization held its annual elections. The following are the new members that were elected to maintain the functions of this worthy organization. Awards Committee Chairman, Friday Aguilera President, Rudy Belluomini Vice-President, Gil Solarez Secretary, Miss Mary Flood Treasurer, Mrs. Lena Manriquez Publicity Director, Tony Carabajal Dance Chairman, Candy Veliz Talent Show Chairman, Marcelo Saucedo Distribution Chairman, Miss Trudy Jimenez Beer Chairman, Manuel Barajas

Once again the UFD calls upon you the public and all other organizations to cooperate wholeheartedly with their annual effort. As all of you know, this benefactory non-profit organization has done a very outstanding job in the past, in supplying food staples to needy families of the County of Santa Clara. Therefore, with your donations and full cooperation with UFD's annual drive dance which will occur on 2/25/62 at the I.E.S. Hall on E. Santa Clara St., San Jose, we expect this to be a more successful annual drive and outstanding distribution year.

R.V.A. Post 1775 wishes to announce that their Valentine Dance, first of a series of dances which R.V.A. will sponsor this year, will take place on Saturday, Feb. 17, 1962 at the S.E.S. Hall in Santa Clara where everyone can enjoy themselves from 9 P.M. to 1 A.M. dancing to the fine music of none other than Beto Torres y Sus Alegres.

Admission ---- at popular prices.....

Ideal BARBER SHOP

BARBERIA MEXICANA

CORTE de PELO...\$1.75

SERVICIO de PRIMERA
ADULTOS y NIÑOS

ABIERTO

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

Sebastain y Raul Hernandez
Propietarios

Lo atenderan con esmero !



CY 5-2688

70 W. St John St.

THE WINNER!

Appearing L to R: Angelo Rogers, Rodriquez, Louie Molina, and Dave Mendez. Photo was taken by Richard Diaz at a recent bout at the Civic Auditorium where Louie Molina defended himself successfully against Baby Vasquez of Mexico to the tune of a unanimous decision.



MANUEL RODRIQUEZ

from Hollister, California, still trying to overcome that New Years celebration after effect, which, from the looks of things Manuel is more than likely to succeed.

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ESPECIALISTA en RECETAS

JOSE LUCERO CANSECO
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Para comezones de la piel, rasquera
producidas por la irritación de la sangre
comezones entre los dedos de los pies.
TAMAÑO regular.....\$2.00

HAIRGROTONE

El unico tónico 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

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esta LARGA EXPERIENCIA, sus PAPELES segun la LEY
Requiere y a la Vez con todos los DESCUENTOS
Humanamente POSIBLES.

HORAS

de OFICINA

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

Lena Manriquez

CY 3-5323

1175 E. Santa Clara St.



Lena Manriquez

San Jose



DAN and MARIA AGUIRRE, Props.

Maria's
COCKTAIL LOUNGE
BAILE VIERNES - SABADOS
y DOMINGOS

El Centro Nocturno

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Mas Elegante

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

Bobby Zamora y su Conjunto

CY 5 - 9872

728 N. 13th St.



W. J. Lopez

In keeping with our plan to introduce a member of the FORUM to our readers in each issue of EL EXCENTRICO, it is with great pride that we present Mr. Ernest F. Vazquez as our first subject.

Ernie was the founding chairman of the first chapter of the GI Forum in Northern California, then known as the Santa Clara County Forum. Through his relentless efforts and personal sacrifices he was able to mold an organization highly respected throughout the state.

Ernie was praised by U.S. Attorney General Robert Kennedy for his dedication to the aims of our organization which won him the Forum's Outstanding Award.

A native of the San Joaquin Valley, he graduated from Fresno State College with a B.A. degree in Criminology.

At 37, Ernie is a veteran of three years service with the U. S. Navy in the Pacific and ten years police service. He presently holds the rank of Juvenile Officer with the San Jose Police department.



Mr. & Mrs. Vasquez (Wife, Lupe) have three boys and a girl and reside at 564 N. Redwood Ave.

Santa Clara City officials have endorsed the S.C. GI Forum's FIESTA NIGHT which will be held on June 16th in the heart of the city, (S. C. Picnic Grounds). This FIESTA NIGHT is a big night to look forward to.

SWEETHEART DANCE

Saturday, February 17, 1962 9 P.M. to ??? A.M.

Danny Espino & His Orchestra

Y. L. I. Hall 827 Lafayette St. Santa Clara

Donation \$2.00 per Couple

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A. H. Ramirez

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La Sra. SANDOVAL es MEXICANA

CL 1 - 2467 374 McCreery Ave.

Galeria Infantil



MARIO JUAREZ
9 mo. - Born in S.J.
Parents
Guadalupe and Alicia Juarez



GILBERT VEGA, JR.
3 mo. - Born in S.J.
Parents
Gilbert and Carmen Vega



DONNA MEDRANO
9 mo. - Born in S.J.
Parents
Mr. and Mrs. Ricardo Medrano



MELISSA PALACIOS
6 mo. - Born in S.J.
Parents
Manuel and Andrea Palacios

LEITER STUDIO

GREATEST SALE

Zukors

of COATS

Magnificent Selection



Every Coat Specially Priced

\$23 \$28 \$33 \$38

ALSO a LARGE VARIETY
of FUR TRIMMED COATS
in MINK, FOX and SQUIRREL
At Prices
THAT DEFY COMPARISON

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UNCONDITIONALLY for the LIFE
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and Friday
Til 9:00 p.m.



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132 S. First St.



Aquí... MEXICO



Catalina Barragan

La Candelaria en Mexico

Esta es una de las costumbres típicas que ha ido desapareciendo con la modernización de las diversiones. Hoy día 2 de Febrero para la mayoría de las gentes pasa inadvertido. Casi todos han olvidado la fecha en que se recuerda la presentación del Niño Jesús en el templo. Todavía nuestros abuelos y nuestros padres recuerdan con nostalgia la fiesta popular llena de colorido y alegría que se celebraba el 2 de Febrero.

Hace algunos años, muy de mañana, entre las salvas de cohetes y coheteros, la gente se despertaba alborozada. Puertas y ventanas se adornaban con cadenas y banderitas multicolores de papel de china; los patios y banquetas desde temprano eran barridos y lavados; las macetas se limpiaban cuidadosamente antes de ponerlas como adornos en las salas y corredores. Los trajes de fiesta de toda la familia esperaban sobre los respaldos de las sillas, para ser lucidos por sus dueños en la Misa de función.

A media mañana la solemne ceremonia congregaba en las iglesias a piadosa multitud que esperaba la bendición de las "candelas" para la hora de la muerte, y la bendición de los chiquitines.

La gente acudía a todas horas a las iglesias llevando grandes charolas cubiertas de flores y veladoras, en medio de las cuales reposaba un Niño Dios de yeso, vestido de brillantes colores. En todas las calles y plazas cercanas al templo la animación reinaba durante todo el día. Los puestos de taquitos pambazos, buñuelos, y gorditas, invadían todos los lugares disponibles. Las velas y los quinqués ponían reflejos raros en las ollas de barro vidriado, que contenían el atole, el tepache o el ponche, que la gente consumía mientras se divertían viendo los juegos artificiales, o simplemente charlando. Ese mismo día en las familias de posición más desahogada, se efectuaba el "baile de los compadres", fiesta que se empezaba a preparar desde el día 6 de Enero, día de los Reyes, en el que la persona que se sacaba el "niño" de la rosca, se comprometía a dar una fiesta en su casa el día 2 de Febrero.

Ese mismo día de Reyes se formaban las parejas de compadres, entre la gente joven casi al "azar". En un sombrero y una caja se ponían por separado los nombres de las mujeres y de los hombres, acto seguido los jóvenes sacaban uno a uno los papelititos, pero era muy frecuente que los encargados de hacer el sor-

teo, se hubieran puesto de acuerdo antes de empezar y de esta forma, enterados de antemano de las inclinaciones de sus amigos formaban las parejas, haciendo muchas veces de "Cupido".

Otras, en cambio, eran venganzas sentimentales y junto de el nombre de "Juan" que era novio de "Lucita" y que estaban enojados, ponían el de doña "Chuy" solterona, gorda y amargada.

La fiesta era esperada con entusiasmo e ilusión.

El momento culminante de la fiesta era cuando, un poco antes de iniciarse la primera contradanza, los "compadres" se dirigían a sus respectivas parejas, les ofrecían un pequeño obsequio, consistente por lo general en un perfume, ellas lo tomaban entre timidas sonrisas y a su vez prendían en la solapa del caballero, un ramito de flores. Acto seguido se iniciaba el baile, frente a los escrutadores ojos de las señoras mayores y la indiferencia de los padres que hacían tertulia aparte, hablando de política.

Hoy todo esto ha desaparecido casi por completo. Solo la iglesia se regocija en esta fecha y la gente humilde, fiel depositaria de la tradición, toma al Niño Dios, lo coloca entre flores y romero y velas y lo lleva a la iglesia, siguiendo la costumbre casi olvidada.



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REVISTAS Y LIBROS**

COSMETICOS

para hombre Varon Dandy

CY 7 - 4976 76 W. San Antonio St.



Recientemente en una de las sesiones de COMPAGINACION del EXCENTRICO, los aguerridos, unicos, temperamentales y excepcionales TEJANOS, miembros del CLUB SAN FELIPE, 99 y 11/8 son procedentes del segundo estado mas grande y prospero de toda la union americana DEL RIO, TEXAS (a lo menos eso dicen los Tejanos) celebraron hasta la fecha no sabemos que pero los hechos son que trajieron un enorme BARRIL de Agua

de Los DIOS (cerveza) a las oficinas de Imprenta de EXCENTRICO y una vez terminada su labor de compaginacion, que SED tan INSACIABLE pues en el transcurso de una HORA colorin colorado el consumo fue el equivalente de tres VALDES por persona. Huesped a la izquierda sentado Roberto Rodriguez humorista columnista de EXCENTRICO y miembro activo del Club LOS AMIGOS GOLFING CLUB

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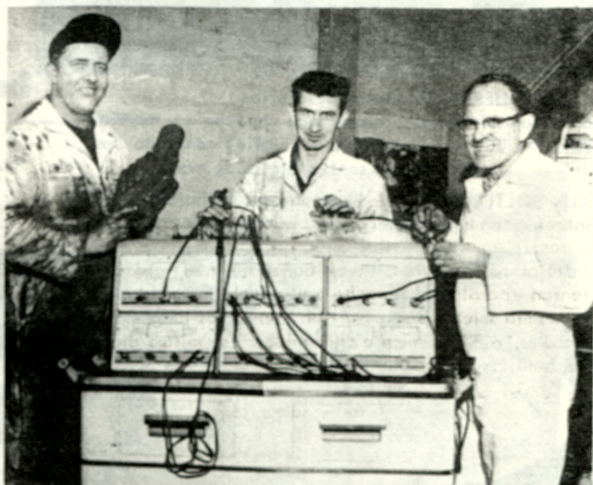
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Para un SERVICIO de PRIMERA de MECANICA lleve su carro con NETTO'S GARAGE con la completa seguridad de que quedara satisfecho, en la grafica: Vic, Dave y su atento, servicial propietario Pete Netto.

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Annual United Food Drive Show

LIBERTY THEATRE 9:00 a.m. to 12:00 a.m.

SATURDAY, FEBRUARY 24th

PLAN to ATTEND HELP A NEEDY FAMILY

Admission: Can of Food or Donation.



LOLITA GUERRA (El Ciclón del Caribe)
bailarina profesional interpretando cha-cha's y mambos
PERLITA LUCERO (La Alondra del Valle) cantando los
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CLUB SOLTERONES por demanda popular hara su pre-
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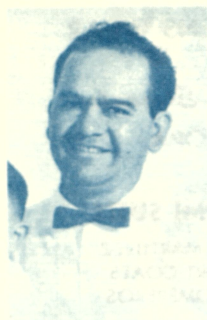
ABIERTO: De Lunes a Sabado 9:30 a 5:30 p.m.
Los JUEVES hasta las 9:00 p.m.

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204 S. FIRST ST.





RICHARD DIAZ

Wrestling PERSONALITIES



MEXICAN HEAVYWEIGHT CHAMPION
Joseph Serapio Palomino Gomez, Jr.,
better known as
PEPPER GOMEZ

Pepper was born in Mexico City, Mexico, 30 years ago. He now tips the scales at 220 pounds and stands 5' 10 inches tall.

Gomez learned to wrestle in Mexico City, Acapulco, and Guadalajara. At one time he held the Texas Heavyweight crown and met some of the top grapplers in the world. He beat Lou Thesz in Texas when Thesz challenged him for the Lone Star state title before a capacity crowd in Texas Stadium.

The match was a two out of three falls, no time limit, winner take all. Gomez won the first fall with an airplane spin and a body press. A Twist Head Scissors won him the second fall and he retained the title of Texas State Champion.



PEPPER GOMEZ
Mexican Heavyweight Champ in action!

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Simon Villa



UNION CITY, CALIF.

En la sesion verificada por la organizacion de la ciudad de Union City Taxpayers League del dia Jueves 18 de Enero de 1962 a las 7:30 P.M. en el auditorio de la escuela Decoto de Union City, California, en donde se trataron asuntos de importancia para nuestra comunidad; entre los asuntos pendientes se trajo a la mesa, estar en comunicacion con el honorable Concilio de la Ciudad: Para poner en sus manos los problemas de la comunidad. Entre ellos el de el Alumbado de la Ciudad, Tambien se mandara una carta al Concilio pidiendo que de ser posible se siga con el sistema anterior en lo que concierne a las banquetas, arreglandoles el frente de la calle a todo aquel propietario que las ponga.

En esta sesion estuvo presente el distinguido Sr. Michael Caro, Presidente del Club Democrita de la floreciente ciudad de Hayward, California, quien nos habla sobre la necesidad de la organizacion de los pueblos. El presidente de la Liga Sr. Enrique C. Rivera, dio las gracias por su asistencia y su valiosa cooperacion.

El Vice-Presidente Sr. Jesus Cardenas dejo pendiente una iniciativa que dara a conocer en la proxima junta.

Al finalizar la sesion el comite de aperitivos sirvio un rico cafe acompañado un delicioso cake.

...por Simon Villa

Kantiano, se le titula
Al que lee filosofia "de Kant"
"Critica de la razon pura"
o practica su estructura.
Eximio, se especifica
de exelente o superior
pero eso no dulcifica
si no se es Liberador

Natural, es todo aquello
que tiene su vida propia
mucho se funde en lo bello
y otro en el aire se acopla

Novisimo, es lo primero
del genero que se trate
a quien es hoy el postrero
no hay nadie que se le empate.

Esplendido, es liberal
magnifico y obstentoso
todos nos sentimos mal
si alguien se pone garvoso.

Dinamico, y sonador
dos palabras en contraste
la primera nos da honor
la otra produce desastre

Yema, es la parte del centro
en toda demostracion
Con Kennedy a paso lento
se gobierna a la Nacion.

Autor Jose Zendejas Aguilar.



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ACROSTICO en

Cuartetos a

JOHN P. KENNEDY

Presidente de los
E. U. A.

Justicia, a mi ver concluyo
Virtud; que debes de dar
a cada uno lo que es suyo
en la perfecta equidad.

Orden, deve de tener
en su lugar respectivo
lo que uno deve de hacer
sin lugar a correctivo.

Humildad, virtud Cristiana
en que devemos de ver
que todo aquel que se ufana
no se puede comprender.

Nobleza, abolengo portentoso
de idiosincracia social,
sentimientos muy virtuosos
de amor y fraternidad.

Fuente, corriente de la energia
que fluye de una potencia
y segun se le dirija
se inclina por su tendencia.



Views & Reviews

Bob Rodriguez



PARAMO AND VELIZ NOT BEST DRESSED!

Ran into "Keed Paramo" the other day. He was a devastating vision in a dark blue silk suit. "Hey Hank, how come you weren't voted the 'Best Dressed Man of 1962'?"

"I guess they don't consider guys that wear \$200 suits", he replied.

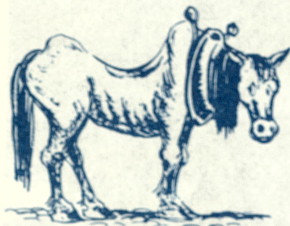
Hank, I'm sure you should have gotten the honor for you dress impeccably, and for sure you're the best dressed Mexican Pilot!

Candy Veliz seemed put out. I know he has a wardrobe of 27 suits.

He said, "Yeah, I have 27 suits but I guess I was disqualified because I only have one pair of socks!"

NOTE TO DIANE BARRERA . . . CLUB ELITE!

I think Rachel Andres is tops, just to clarify things. I could go on and on but I know better than to pick a fight with the "Elite" girls. Below is the "Fighting Mustang of Club San Felipe" after you girls got through with him. I offered Eleanor Solarez space in this column to reply to you but she refused. I guess she figured it wasn't worth the trouble.



"OLE SMOKEY"
HE LIVED TO FIGHT
ANOTHER DAY

ISOMETRIC CONTRACTIONS

If you have a problem with your weight, here's a tip that will do wonders for you and you don't have to worry about the calories. Take a deep breath and push your stomach back to your spine and hold it for ten seconds. Do this five times a day and after 30 days you're going to be missing two inches off your waist. Don't believe me? No harm in trying, let me know how you make out.

GIL SOLAREZ

Did you hear about the guy that mated a crocodile and an abalone? Something went wrong and he came out with a "Crock-O-Baloney". I'm sure you guys are young but a long way from "Spring Chickens".

ELVIS, HOW COULD YOU!!!!

I'm just about the most gullible person on this earth but one thing I can't buy is Elvis Presley. Not only is he a bad singer but now he's turned into an actor, a very bad one at that. I do admire the fact that he pays enormous income taxes and it helps pay for all the fizzles at Cape Canaveral. It's your money if you want to make Elvis richer that's your problem. I'm writing this on Feb. 2nd and the world is supposed to come to an end Monday. If that's what it takes to get rid of Elvis I say, GO! On second thought, STOP THE WORLD I WANT TO GET OFF!!

THIS GUY JUST GOTTA GO



Maria La Rosa. Prop.

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Vista Elegantemente ! ULTIMOS ESTILOS Ropa para Hombre

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

Tome 6 MESES para PAGAR

6

MONTHS TO PAY BERNIE BERG, Prop.



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

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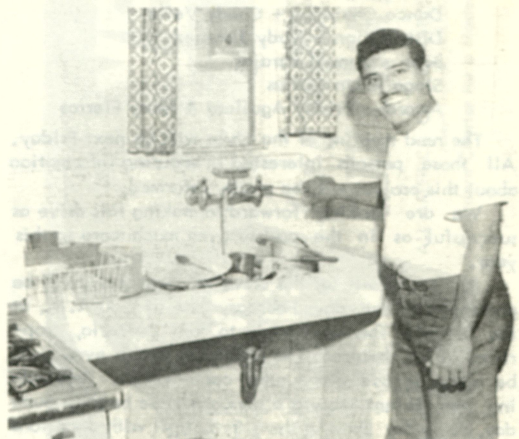
Este servicio ESPECIALIZADO que ofrece el Sr. DIAZ es de VOLTEAR la TIERRA acabando con hiervas y preparar la tierra para sembrados o LAWNS.

SPRINKLER SYSTEM

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

TRABAJO de PLOMERIA

Tal como instalacion de calentadores de Agua, instalacion de ESTUFAS en fin todo lo relacionado con el ramo de PLOMERIA.



CY 3 - 4791



UNITED FOOD DRIVE

Tony Carvajal

"I expect to pass through this world but once. Any good work, therefore, any kindness, or any service I can render to any soul of man or animal, let me do it now! Let me not neglect or defer it, for I shall not pass this way again."

These are the words of Carlyle and in them I find much truth; for in them is evident the example that is present in the UNITED FOOD DRIVE.

This organization that has been active for over 14 years is once again at its noble purpose is to aid the needy Mexican families of this area as well as other groups.

In a meeting that was held at Mrs. Lena Manriquez's last Friday the various organizations agreed to work together and elected officers to lead in this project. Among the clubs represented were Hope Alamillo, Mary Hernandez, and Trudy Jimenez of Club Zanzaree, Rachel Andres and Connie Rodriguez of Club Elite, Gil Solarez from Club Bachelors, Maria Flood from Club Del Mar and Candy Veliz from San Felipe.

Officers and Committee Heads are:

President - Rudy Belluomini
Vice President - Gil Solarez
Secretary - Maria Flood
Treasurer - Lena Manriquez
Publicity Director - Tony Carvajal
Talent Chairman - Marcel Saucido
Dance Chairman - Candy Veliz
Distribution - Trudy Jimenez
Beer - Manuel Barajas
Stage - Ben Garza
Awards - Friday Aguilera & Mary Fierros

The next meeting of the clubs will be next Friday. All those persons interested in securing information about this project will be gladly informed.

We are looking forward to making this drive as successful as in the past or even much more so this year.

As a kick-off for the drive a Talent Show will be presented on Saturday, February 24th at 9:30 A.M. at the Liberty Theatre, thanks to Tony DeMaria, proprietor of the theatre. The admission to this event will be a can of food or any other contribution. Proceeding the Talent Show is a dance will be held on Sunday, February 25th at the I.E.S. Hall with donations of the same nature.

We ask the people of SAN JOSE to contribute wholeheartedly to this drive and to contribute as gen-

erously and sincerely as is possible - and as you give bare in mind this words:

If nobody smiled and nobody cheered
And nobody helped us along,
If each every minute looked after himself
And the good things all went to the strong,
If nobody cared just a little for you,
And nobody thought about me;
And we stood all alone in the battle of life
What a dreary old world it would be.



Candy Veliz, left, congratulates United Food Drive Committee president Rudy Belluomini on his recent election to head this year's drive. Mr. Veliz was chief of the drive last year.



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

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

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



Spares & Strikes



Mario R. Vazquez

SPAGHETTI FOR EDUCATION

Sunday was the day. For that day, Mexican and American families found that the interest of attending a spaghetti dinner, sponsored by the Santa Clara Ladies Auxiliary of the American GI Forum, was really tremendous. The setting was fine, the decorations tremendous, and the spaghetti, delicious. All this work was done so that some girl who wants to go to college, cannot afford it, and has good grades, will be able to do so. It will be a deed well deserved and well done.

THE STRAPPED SPACEMAN

Once again a few clouds delayed the firing of the orbital flight at the Cape. When Sheppard went up, he was strapped in the capsule four and a half hours. Ditto for Grissom. But pitty poor Glenn. Five and a half hours laying on his back, only to get out again. Who knows, maybe next time it will only take four before he is sent into orbit. That the same of saying, military wise, "Hurry up, and wait."

SWEETHEART DANCE

Trying to sell a married man a ticket to the Sweetheart Dance, which will be held at the YLI Hall in Santa Clara on February 17, brings quite a few comments such as: "I don't have a sweetheart, just a wife".

Things couldn't be that bad. In the spirit of Valentine, and in tradition to life, a wife is always a sweetheart. The boys, American GI Forum of Santa Clara, are now worrying about getting enough money to send a boy to college on a scholarship. Please attend.

RUIZ ROCKS 'EM

What's so hard about bowling? Looking at the smooth motion and delivery of Lalo Ruiz, up and coming professional bowler, it looks easy. However, rolling a 16 pound ball on a three foot wide lane, sixty feet long, is not the easiest thing. Lalo has been bowling with consistency. One thing I might add, I'm glad he is in my team. Sorry, I have exclusive rights on his contract and he, like Willie Mays, cannot be traded.

MID-SUMMER SPECTACLE

Big plans are being made by the Santa Clara GI Forum for a Mexican Fiesta to be held at Naperdak Park in Mid-Summer. As it looks, there will be fun for young and old. The exact date will be announced well ahead of time.

INCOME TAX TIME

Once again it's Income Tax time. Some of the old questions are, how much can I deduct, will they check on it, can I get away with it?

Actually it's not the point on what you can get away with, but can you prove it if you are investigated. Keep one thing in mind, the person that fills your income tax forms is not responsible for what goes in it. He only makes sure that the amounts are in the right places.

MORE ABOUT BOWLING

Shirley Hernandez is burning the lanes at Ann Darling on Sunday nights. Last week she rocked a 205 game.

And how come Club San Felipe does not have their ace bowling, I mean Candy. They seem to be doing very good so far. Maybe its better that way. Santos is really keeping the team in fine shape.

Then you find Rafael Rodriguez collecting for all those high games he has been rolling.

And I have to mention my wife Sadie. She just started bowling this year and she is doing very, very good. Since starting she has increased her average 12 points. I wish I could do the same.

And thanks Bob, I'm practicing left-handed!

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

VOTE YES FEB. 20

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ALL-AMERICA CITY CHARTER COMMITTEE
Joseph George, Hon. Chm.

"A Modern Charter for a Modern Metropolis"

**WHICH WAY
SAN JOSE?**





SAN JOSE CALIFORNIA
ALL-AMERICA CITY



CLUB San Felipe



Candy Veliz

Neomi Sierra got startled when she walked into the electronic plant where she works, for confronting her was a sign that read:

YOU CAN BE REPLACED BY A BUTTON

Congratulations to Danny Marquez and Gloria Sifuentes on becoming Mr. & Mrs. Danny Marquez is one of the main components of Club San Felipe and we think he is a great guy. It is no wonder that Mr. & Mrs. Joe Marquez and Mr. & Mrs. Juan Sifuentes were beaming with happiness. Who wouldn't with a son like Danny and a daughter like Gloria. Again receive our heartiest congratulations.

Donald Mascareñas . . . YYYYYYYYYYYYYYK!!!!

Nicho, your compadre keeps going from hot water to boiling but that doesn't keep him from being a nice guy. All you have to do is understand him.

Heard of a recent marriage that went on the rocks. Some men can't seem to hang on to something good when they have it. They don't come any better nor more wonderful than this particular beautiful Mrs.

Club San Felipe received its bowling shirts. As soon as I can get a picture it will appear in this column..... which is beautified by the girls and horrified by the boys. Just kidding, boys, put your bats down. The bowling team is composed by: Bonnie Reyes, Jane Kiner, Luis "Butch" Martinez, Joe Camarillo and Capt. Tony "Pato" Guillen.



It is my contention that you can't see enough of this beautiful girl, so here you have two poses of....

GLORIA CASTRO

Let it be known that with the help of my press agent, Carmen (Pretty Nose) Molina, this interview with Gloria was possible.

Gloria's favorite pastime is dancing and occasionally takes in a movie. She is not presently going steady and her future plans are to attend Beauty College. Lots of luck on whatever your endeavors may be.

The Rainbow Ballroom continues to be the center of our social life on Saturday nights and also on Sun-

Attend and you will be glad you did.

Beto Padilla, you will receive the Excentrico, sometimes soon and sometimes a little late, but you will receive it. If you are gracious enough to read it, it is my pleasure to send it to you.

If lovely Linda Villalobos will let me borrow one of her pictures and give me an interview, this columnist will be most grateful.

Basketball in the U.C.C. League is now in full swing and chills, spills and thrills are now plentiful. Jess Medina, Jr. has found a place in the starting five and with a little more experience he will be tops. Johnny Paredes, Jr. was also quick in gaining a starting berth which means that one bad day and you find yourself on the bench.

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

HORARIO: De LUNES a SABADO
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their sons

Margaret Jane Farris

and

Edward M. Martinez

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San Jose, California 1962

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Daniel y Frances Grijalva

Contrajo NUPCIAS con el caballero

CARLOS TRUJILLO

hijo de los esposos

Carlos y Onofre Trujillo

El día siete de Octubre del año 1961

a las cinco de la tarde

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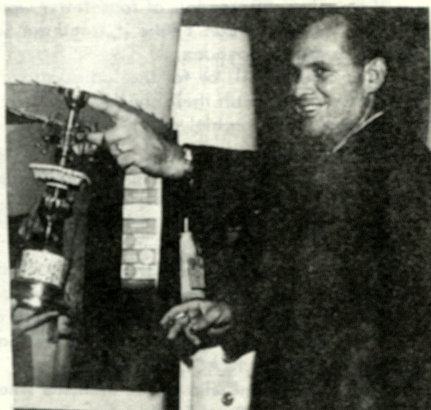
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ABIERTO los DOMINGOS

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



Roman Hands

UGUBUGU RETURNS TO THE JUNGLE!!!!!!

Ugubugu Zamboangatu has returned to his native Africa. He was not happy here. His influence has been felt in the community however. A current dance craze is similar to that which Ugu's ancestors have been doing for centuries. Local girls have adopted face-painting designs which Ugu said turned his stomach even in the dark continent. Girls here paint a bold blueish line under their eyes. Ugu's relatives used red or black paint. Girls wear earrings which hang halfway to their shoulder blades. Ugu's relatives did likewise many years before. Ugu had a sick look as he boarded the banana boat in San Francisco. His last words were: "I may not have lasted too long as an Excentrico writer but while I was in San Jose I had two other apes, also writers for that magazine, wondering what in hell I was gonna do next!"

ROMAN HANDS REPLACES ZAMBOANGATU ON EL EXCENTRICO STAFF

Damn! My name is Roman Hands. I was named after my grandfather Roman Hands the First. I can guarantee you that I won't be Roman Hands the last! I've led quite an interesting life and it will be my pleasure to take you by the hand and lead you down Memory Lane as I relive once again those thrilling and exciting days when Knights were bold, and never told how many bums they'd rolled. Damn!

I'm going to use lots of four-letter words in this column and if you can't take it, read the San Felipe column or Mario Vazquez.

This column will be for the ladies also..... If they've got hair on their chest!

I know quite a bit and I'm going to tell it all.
FR' INSTANCE:

Did you know that Winchell's Donuts are recommended by Dunkin' Hands, my cousin?

That Candy Veliz is a better writer than Tony "The Rainbow Kid" Carvajal?

That the Los Amigos are still waiting for the Bachlors to show up to discuss a "match" between them.

That a girl was overheard whispering to another at a U.C.C. League basketball game: "Those San Felipe guys all PARECEN BRACEROS!!!!!"

That a woman who knows what she likes walked into Harris and Frank's downtown store just before Christmas, bought a beautiful men's white sweater, and instructed the clerk to mail it to 52 Southside Drive, San Jose. Nice and warm, Ron?



DEFINITION OF THE TWIST

The Twist is nothing new. It's just an expression of man's favorite indoor sport with a bit of togetherness taken out, changed from a horizontal to an upright position, and performed publicly.

The ONLY difference between this and an African War Dance is the FIRE!!!!!!

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LOLA BELTRAN IN SAN JOSE SUNDAY, 11TH

Lola Beltran, considered along with Amalia Mendoza as one of the best exponents of Mexican folk songs, will appear at San Jose's Rainbow Ballroom on Sunday night, February 11th. Coming on the heels of an appearance on February 4th of Miguel Aceves Mejia gives San Jose the privilege of having played host to two of the three best "ranchera" singers in Mexico in a two weeks span.



LOLA BELTRAN

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Se exhibiran el Sab. Dom. Lunes 18, 19, 20 de Febrero



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