



El Excentrico

Magazín Social, Fotográfico Latino-Americano

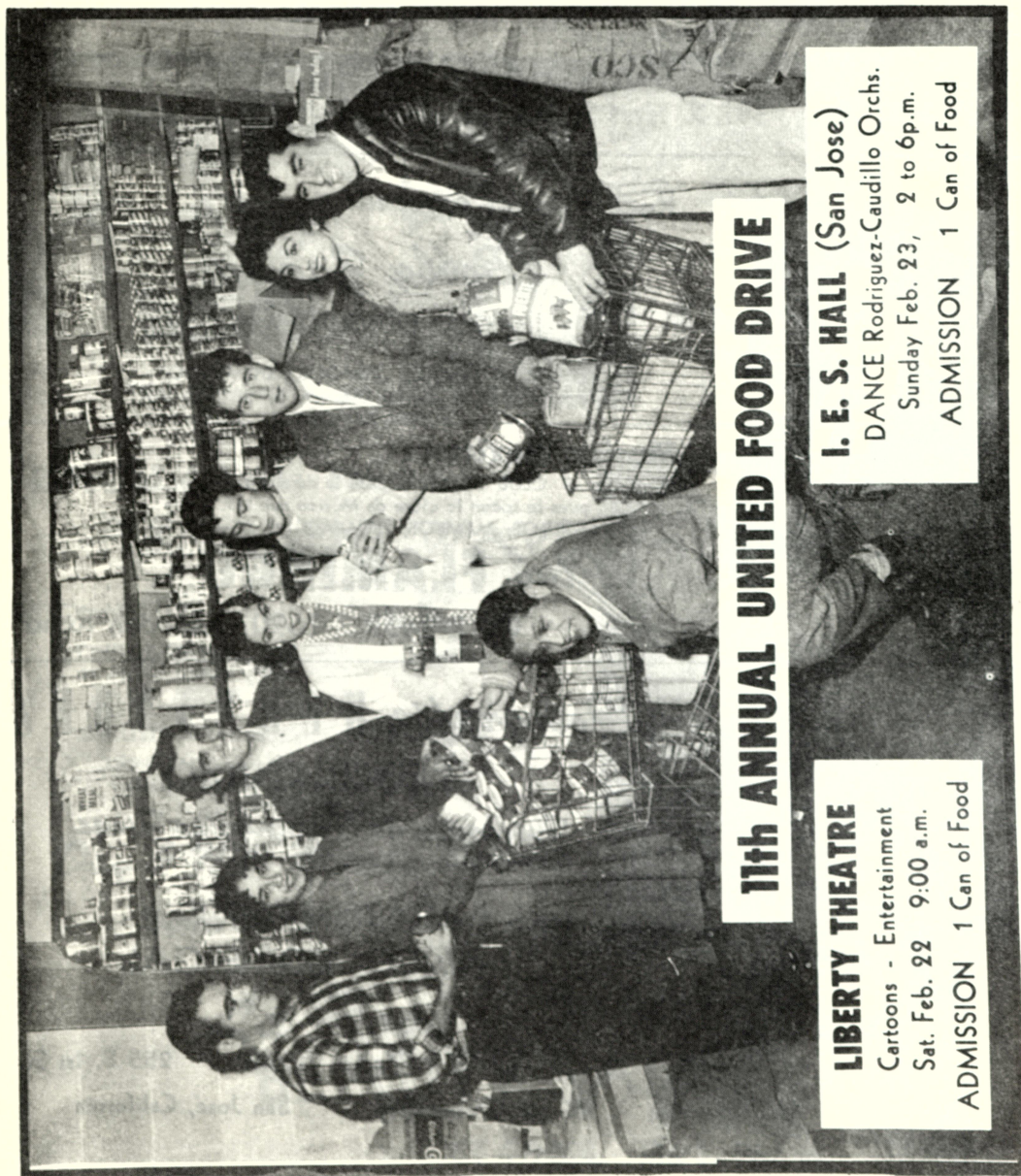
Humberto García, Director



AÑO 8avo. NUMERO 11

FEBRERO 5, 1958

SAN JOSE, CALIFORNIA



11th ANNUAL UNITED FOOD DRIVE

LIBERTY THEATRE

Cartoons - Entertainment

Sat. Feb. 22 9:00 a.m.

ADMISSION 1 Can of Food

I. E. S. HALL (San Jose)

DANCE Rodriguez-Caudillo Orchs.

Sunday Feb. 23, 2 to 6p.m.

ADMISSION 1 Can of Food



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Productos Mexicanos

Curiosidades - Revistas

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Rocky López presenta . . .

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BAILE los VIERNES, SABADOS y DOMINGOS
Al compás de la popular Orquesta del REY del SAX
BOBBY ZAMORA.

Musica Mexicana

En el CLUB FLAMINGO se le da gusto al PUBLICO
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CORRIDOS, MAMBOS, GUARACHAS, BE-BOP etc..

Club **FLAMINGO**

Cy 3-9452 1620 Almaden Road



Fotografia **HERNANDEZ**
LEITER STUDIO

Fotografo de Fotografías Finas

MATRIMONIOS
NIÑOS COMERCIAL

CYpress 3-3343

255 S. 1st St.

M. A. Hernández

San José, California

Club Los Volantes

En las fotos aparecen algunos de los miembros del popular CLUB VOLANTES cuando hacían entrega de JUGUETES, ROPA y PROVISIONES a familias necesitadas en el condado de Santa Clara.

El día 15 de Diciembre de 1957 se verificó un BAILE en el RAINBOW BALLROOM con el objeto de coleccionar Juguetes, Ropa etc. para distribuirla el día de CHRISTMAS cuyos fines se llevaron a efecto.

Los oficiales de esta organización son: Frank Morales, Presidente, Tony Rios, Vice-Pres. Joe Flemate, Secretario y Gilbert Solares, director de publicidad.



ESPECIAL durante Febrero

PERMANENT WAVE

ESTO INCLUYE:

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de PELO, Cream SHAMPOO
y RINSE.

ESTILISTA de PEINADOS.....MR. JOSEPH

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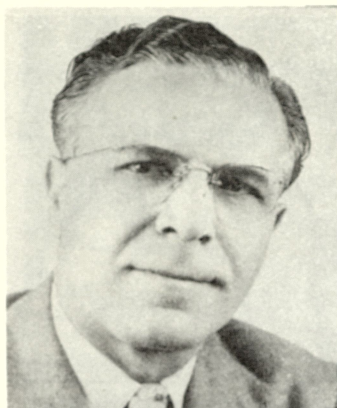
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Frank Davilla

AX 6-0306

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DE COMERCIO MEXICANA

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**MANNY
LOPEZ**

y su Orquesta

:- 2 GREAT BANDS :- CHICO OCHOA ARTURO MARCUS

y su Orquesta

Sunday Feb. 9

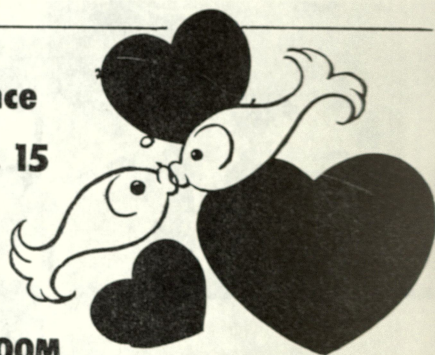
Rainbow Ballroom

**Valentine Dance
Saturday Feb. 15**

VALENTINE CANDY
DOOR PRIZES !

RAINBOW

BALLROOM



El Excentrico
Agencia Social, Fotografica, Lettering, American

ADVERTISING SERVICE

849 ALMADEN AVE. CY 5-5594

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Calif. (Condado de Santa Clara).

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Director

STELLA ESTRADA
Secretaria

STELLA CRUZ
Secretaria

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Club Riviera

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Esta Revista no se hace responsable de ideas
u opiniones expresadas en artículos firmados

Garden Spot GROCERY



ANTOJITOS MEXICANOS

PRUEBE los deliciosos TAMALES que ofrece esta Tienda
todos los SABADOS y DOMINGOS. (Son Deliciosas).
TODA CLASE de ABARROTES VINOS y CERVEZAS,
Permanece ABIERTA los DOMINGOS.

Sixto Valenzuela y la Sra. Ignacia Vera lo atenderan.

Sra. Ignacia Vera, Prop.

CY 5-9666

201 DELMAS ST.

Mexican Chamber of Commerce

Installation of new officers was the main order of the San Jose Mexican Chamber of Commerce at its last meeting.

Installed for the year of 1958 were the following:
 President.....DR. JUAN DE HERAS, D.C.
 Vice-Pres.....MR. POMPEYO GARCIA
 General Sec.....MR. JOE R. ALVAREZ
 Sec. of Correspon....MR. RAUL GONZALEZ
 Treasurer.....MR. TONY VALERIO

Elected to the BOARD of DIRECTORS were the following:
 Alex Delgado, Chairman, Rocky Lopez, Joe Salazar,
 Frank Davilla, Joe Puentes, Louis Hevia, Bart Cortez.

The following committee chairmen were appointed by DR. JUAN DE HERAS:
 Sickness and Distress-POMPEYO GARCIA
 Membership-RUDY G. BELLUOMINI
 Research Committee-JOE PUENTES
 Advertising and Public Relations-RUDY BELLUOMINI
 Entertainment-ALEX DELGADO
 Scholarship Fund-FRANK DAVILLA

The new president outlined his policy and program for 1958 stating that the Chamber of Commerce was an organization organized and formed for the purpose of promoting as well as protecting the interest of the Mexican business and professional members of the Chamber as well as the Latin-American Colony, and to see that the rights granted to these people by the Constitution will be protected.

"In order to achieve this" he continued, "no personality problems or cliques will be tolerated by the Chamber of Commerce; that all the meetings shall be devoted to the welfare of the membership and not just for the benefit of a few."

Reception to the new policy was shown when 20 applications for members were received by the Board Directors for final approval from the membership chairman Mr. Rudy Belluomini.

The main business for next meeting will be the acceptance of the new By-Laws as well as the program for the following year.



No Sufrir Mas!

Para que SUFRIR cuando
 Ahora Ud. puede tomar

DAMALIN

PARA EL ALIVIO de Dolores
 causados por

ARTRITIS y REUMATISMO

PRUEBE estas TABLETAS y se
 CONVENZERA.

Las Puede Obtener en su
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LIVING ROOM

GROUP 69⁵⁰

9 Pieces Complete

BEDROOM

GROUP 69⁵⁰

9 Pieces Complete

3-ROOM GROUP

Living Room
 Bedroom and
 Dinette
 ONLY

\$149

complete

Bring This Ad in for Free Gift
 No Purchase Necessary

4-ROOM GROUP

Living Room, 2 Bedrooms,
 Plus Dinette

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No Money Down. Up to 36 Months to Pay
 Credit Cleared Immediately

This Ad
 Is Worth
 \$20.00

Complete
 Group Purchase
 BRING IT IN!

West's Largest Room Group Outfitters

GREAT WESTERN

FURNITURE

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NADA de ENTRE

AQUI es BUENO su CREDITO

Henry Coca Benny Romero

Le Atenderan en Correcto ESPAÑOL

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 PROGRAMAS de RADIO diariamente desde sus oficinas
 ESTUDIOS que se localizan en el 135 Calle Post con
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HORARIO DE PROGRAMAS:

LUNES a VIERNES de 5:00 a 5:45 por la tarde
 SABADOS de 4:00 a 4:30 por la tarde
 DOMINGOS 7:30 a 8:00 por la MAÑANA.



Pagina Literaria

Ma. De La Luz Sanchez



Contestando a una pregunta que recientemente se me ha hecho, de nuevo asiento en una breve síntesis las causas que me orillaron a sostener con carácter de permanente, dentro de este magazine que por hoy, es el único exponente de la cultura latina en nuestro medio, desde el punto de vista periodístico y literario que la importancia de la literatura como medio de desenvolvimiento intelectual en cualquier pueblo, es tan decisiva y tan patente que nadie, absolutamente nadie con una pizca de sentido común, se atreve a poner esta verdad en tela de juicio. Se necesitaría ser un irracional o un ignorante y tanto hasta decir basta, para menospreciar la influencia de la literatura como medio de elevación moral y filosófica. "La grandeza de un pueblo mas se mide por su literatura que por sus hechos" dice a este respecto Baltasar Gracian, y tome nota de esto el Sr. Alfonso Ampudia a quien estoy contestando su pregunta sobre si es o no importante el conocimiento de la materia que estoy dando a conocer al público desde esta pagina. Cuando vine a San Jose, me di cuenta de inmediato de que el habla castellana que habla, o pretende hablar gran parte de la colonia, esta por los suelos para la inmensa mayoría de los latinos a quienes he tratado de ayudar con los conocimientos que poseo en la materia. La Real Academia de la Lengua Española suprema autoridad en esta cuestion, funda muchos de los preceptos que da como reglas del bien hablar y del bien escribir, en el uso que hacen de las palabras y de las letras los buenos escritores, y para conocer a los buenos escritores maestros y forjadores de nuestro idioma, es preciso conocer siquiera superficialmente a los grandes maestros que he ido presentando a los lectores por orden de antiedad para que tengan siquiera nociones de como se formo y perfecciono la lengua española que por suerte hablamos, aunque en este medio de raquítica cultura, mal se hable y peor se escriba por una lamentable falta absoluta de conocimiento no solo de literatura sino de gramática elemental. En todas partes abundan espíritus nobles amantes de la elevación y de la belleza, almas que tienden a elevarse por sobre el fango de la tierra en un anhelo constante de progreso, aumentando por cuantos medios se les presenten su caudal de cultura, yo lo se por los muchos testimonios de simpatía y agrado por mi trabajo que he recibido al respecto. Para esta clase de personal es esta pagina que siempre se sostiene en su plan de altura y noble proposito. Los que no sientan gusto por estas cosas que como llevo dicho no son para los que estan contentos con su cras ignorancia, con que no lean esta pagina esta todo arreglado. Yo, de acuerdo con el consejo evangelico, no ofrezco margaritas a los cerdos.



ALONSO DE ERCILLA nacio en Madrid en 1533 en esta misma ciudad en 1594. A los 21 años se embarco para Chile con el fin de ayudar a la sofocación de los araucanos, indios indomitos que resistian valerosamente a los españoles. En aquella guerra se granjeo justa gloria como valiente soldado y capitán, al par que como historiador e insigne poeta.

Escribia de noche lo que habia ejecutado o visto de dia, y estuvo alli mucho tiempo, turnando, como el dice, "ora la espada, ora la pluma". Compuso los quince primeros cantos de su poema La Araucana en la misma guerra y en los mismos sitios, escribiendo a veces en cuero o en cortezas de arbol por falta de papel.

El merito de La Araucana esta en algunos episodios considerados independientemente del conjunto; en la pintura de algunos heroes, especialmente los caudillos araucanos; en la descripción sobre todas de las batallas y en la buena versificación, siendo Ercilla un magnifico autor de sonoras octavas reales. (continuará)

Digale a nuestros Anunciantes que lo vio en el EXCENTRICO



MADAM Zora

ADIVINADORA

Tráigame sus problemas o apuros yo se los solucionaré. Miliars de personas han encontrado la felicidad.



AMOR, MATRIMONIO, TRABAJO
NEGOCIO, ENFERMO

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

TOWER Barber Shop

Corte de Pelo

\$1.25



ABIERTA Los DOMINGOS

Mike Diaz, Prop.

3 S. Market St. San Jose

1958 PLYMOUTH



Pregunte Ud. por FRANK VILLEGAS quien con todo gusto le demostrara las muchas VENTAJAS y adelantos Del PLYMOUTH 1958

ABIERTO DIARIAMENTE Hasta las 6 de la TARDE
CERRADO LOS DOMINGOS

LUNES y VIERNES hasta las 9:00 P.M.

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LLANTAS RECAPS.....\$5.95
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LLANTAS (Side wall)full
caps.....\$8.95

Lalo Caballero y Pedro Valente Reco
miendan este lugar.

* Llantas nuevas 670 x 15 \$9.95 *



**Pacific
tires**

En la Gráfica: DON CUTLER Prop. quien le ofrece el mejor trato si Ud. necesita LLANTAS par su carro. ELEASEZAR MORALES y Don lo atenderán en Español.

Distribuidores de las famosas Llantas PACIFIC.

NADA de ENTRE

CL 8-1639

2250 Alum Rock Ave.



*How About
That...*

CLUB VENUS.....

DOLORES COCA

GLORIA PORRAS

Here we are bringing you the ups and downs of the latest happenings---

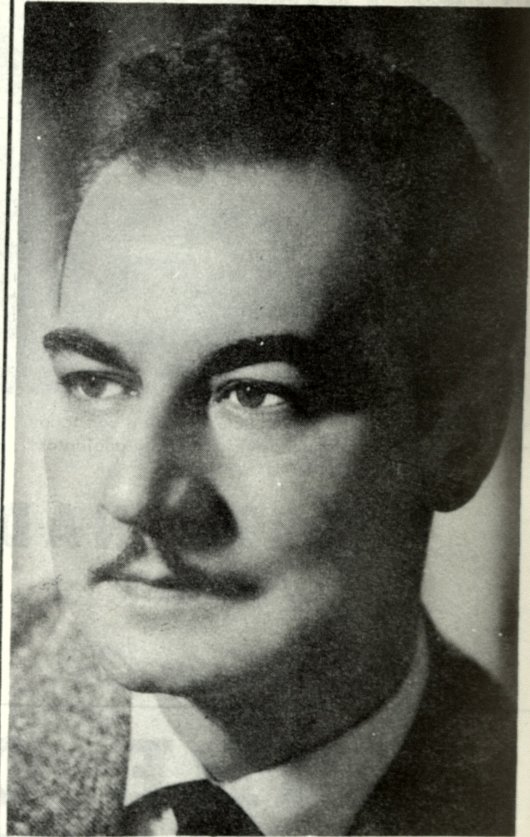
Heard that life has been treating some couples purr-ty good (that seems to be unusual around here lately.) ANNIE RANGEL and ROBERT MORENO are now going steady, while CRUZ MERCADO and AL MARTINEZ have gotten engaged. Good Luck Kids!!!

SMALL TALK: Crazy job GLORIA ZOY SOYA has now, heard she's an instructor at 'Silhouette' in Sunnyvale... JOE ORTEGA making the rounds at the dances and giving all the gals a break... What's happened to RALPH BENITEZ--(we've missed you Ralphie)... Caught a glimpse of DAVE DUSSART and his girl at the Palomar last Saturday nite--Seems the whole crowd showed up, including RUDY MOYA who, by the way, was sporting quite a fancy head--(que te paso Rudy?)... Cuauhtemoc gang getting up at 4 A.M. to make a day of it at the snow last Saturday, Feb. 1st at Dodge Ridge. It was quite a shock when they discovered they left some certain individuals behind... Uncle Sam is really going to town drafting all the guys. Two of his latest victims are EDDIE BOJORQUEZ and AL RODRIGUEZ, who should be leaving Feb. 12th... RUDY BELLOUMINI'S latest project, 'El Chismosito' will really come in handy for those wishing to defend themselves in print against gossip!!! (Oh, that Rudy!!!). Look out when you see EMILY CASAS and JOHNNY CORTÉZ coming your way, because the stars in their eyes will blind you, now that they are engaged. Their plans are to make it a June wedding... A surprise party was held for LOUIE COCA at his home Saturday, Feb. the 8th. Helping him celebrate his 16th birthday were his close friends and family.

CLUB 'LOS COMPADRES' have chosen two leading men, MR. FRANK DAVILLA and JOSE ALVARADO to lead their food drive. Don't forget to attend their tardeada Sunday afternoon, Feb. the 9th.

The following officers were elected to lead the annual food drive dance and show put on by the many clubs of the Bay Area: Pres. PHIL HERNANDEZ, Vice-Pres. RALPH AGUILAR, Secretary MARGO NAJERA, Treas. AL VALADEZ. Different committees were appointed for various duties. This annual food drive will consist of a movie and entertainment put on by all the clubs at the Liberty Theater Feb. 22nd and a tardeada Sunday, Feb. 23rd at the I.E.S. Hall from 2 to 6 P.M. Be sure to attend and bring your cans of food which is all you will need for la entrada. Remember, a can of food may mean very little to you, but to others not so fortunate, it may mean a meal.

SERENATA NOCTURNAL



Carlos Graham

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

LUNES a VIERNES de 7 a 9:00 p.m.

SABADOS de 7:00 p.m. a 8:30 p.m.

CARLOS GRAHAM hace derroche de su Talento Artístico y poético en SERENATA NOCTURNAL.

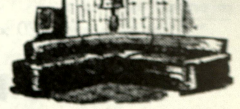
radio KEEN
1370 KLC

HOLLYWOOD Furniture

AHORRE en sus MUEBLES

LLENE TODAS SUS NECESIDADES.

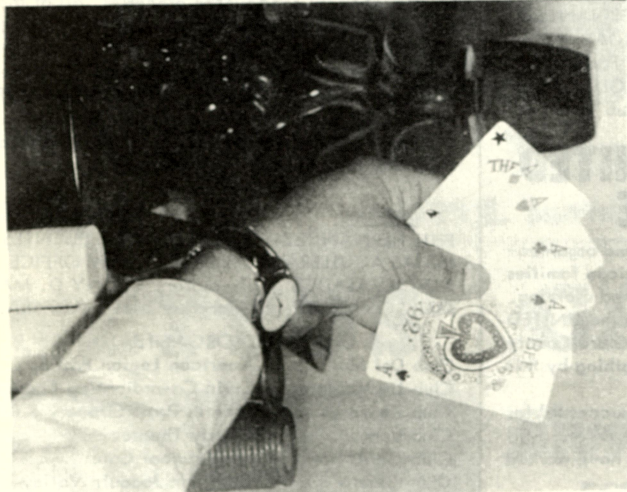
ALL NEW-- from **\$89.50**



1525 E. Santa Clara

Esquina 31st St. (En San Jose) UNICAMENTE.

Little RENO Social Club



LITTLE RENO Social Club had their regular SATURDAY NITE game with a De-Luxe OCTOPUS DINNER (caught by some of the members) off Catalina Island coast, during their recent fishing trip. The meeting was held at the home of Mr. & Mrs. Bert Gutierrez. The best card hand of the nite was four-Kings made by Mr. Gutierrez.

ATTENTION: Club Members, there will be a Club Meeting February 22nd at the Hawaiian Gardens, PLAN TO ATTEND.

El Azote del Lente
RICHARD DIAZ, Pres.



En la foto Frank Grey, (Mayordomo), Humberto García (Director de "Excéntrico") y Charles Hillis, prop. de los talleres donde se imprime su Revista "EXCENTRICO".

HILLIS PRINTING COMPANY

**SERVICIO
Rapido Correcto
Economico**

38 SOUTH FOURTH STREET
San Jose
CY 4-2535

**Digale a nuestros anunciantes que lo vio en EL EXCENTRICO, Gracias
Tell our Sponsors you saw their AD in this publication, Thanks**



Goldie's BRIDAL SALON

SALES & RENTALS

Se ACABA DE ABRIR una nueva negociacion aqui en San Jose donde puede Ud. RENTAR o COMPRAR su TRAJE DE NOVIA como igualmente VESTIDOS para Toda la CORTE de HONOR.

También cuentan con un GRAN SURTIDO de TRAJES (elegantes) de Noche que Ud. puede comprar o rentar.

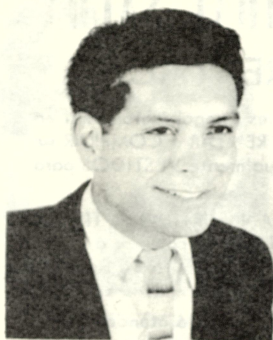
ROPA INTERIOR Long Line BRAS HOOPS Etc.

HELENA COIL y CHIC UJIFUSA lo atenderan.

PREGIOS BAJOS



CY 5 - 9061 156 S. 2nd St. San Jose



*Club
Riviera*
"It Really Happened"

Phil Hernandez

DESCRIPCION de la PORTADA

On the cover appears from left to right: AL VALDEZ, Club Genie, Treasurer of Food Drive, NORMA REYES, Club Venus, GILBERT SOLAREZ, Club Volantes, ESTHER MEDINA, Club Zanzaree, PHIL HERNANDEZ, Club Riviera, President of Food Drive, FRIDAY AGUILERA, Club Riviera, Vice-President of Food Drive, LUPE REYES, Club Venus, JOE RODRIGUEZ, Club Genie. Kneeling: FRANK MORALES, Club Volantes.

11th ANNUAL UNITED FOOD DRIVE

Eleven years ago, San Jose Area clubs and organizations realized that there were many Mexican families that were completely out of funds for food and clothing. These organizations and clubs organized the UNITED FOOD DRIVE. Many families in Santa Clara County have been helped with groceries and clothing by this committee.

The UNITED FOOD DRIVE has been successful for the ten years that they have given these drives. All of the different clubs and organizations have worked hard together to make these a success.

In this picture appear, from left to right, NORMA REYES (Club Venus), ESTHER MEDINA (Club Zanzaree), LUIS JUAREZ (Public Health Inspector), and LUPE REYES (Club Venus). Mr. Juarez is going to make sure that all perishable goods will be handled properly.



LIBERTY THEATRE

Cartoons - Entertainment

Sat. Feb. 22 9:00 a.m.

ADMISSION 1 Can of Food

I. E. S. HALL (San Jose)

DANCE Rodriguez-Caudillo Orchs.

Sunday Feb. 23, 2 to 6p.m.

ADMISSION 1 Can of Food

The UNITED FOOD DRIVE works side by side with the Welfare Department. Names of families are put on a list by the members of this committee. This list is checked by the Welfare Department to see if there are any cases in which they can help. Also, as they check this list, there are many families that we do not know of. So when we send out the groceries, all of the families in need will be helped out.

The UNITED FOOD DRIVE elects officers every year from the different clubs and organizations. These officers are in office until the next year. New officers are elected as soon as the new drive starts again.

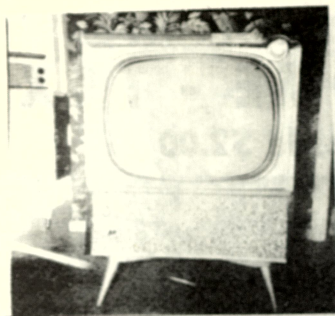
Here is a list of the officers and clubs and organizations that are, thus far, participating.

OFFICERS

Incoming		Outgoing
PHIL HERNANDEZ	President	JOE PUENTES
ISAIAS AGUILERA	Vice-Pres.	NEW OFFICE
ALVIN VALADEZ	Treasurer	TONY D. MARIA
MARGO NAJERA	Secretary	JOE ALVARADO

CLUBS AND ORGANIZATIONS

Club Del Mar	American Legion Post 809
Club Los Volantes	Civic Co-ordinating Council
Club Zanzaree	Puentes Bros. Grocery & Bakery
Club Venus	Liberty Theater
Club Genis	Snug Harbor Cafe
Club Riviera	Club San Joaquin Valley



MOLLY
GONZALEZ

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TODAS MARCAS
TODOS PRECIOS.

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TELEVISIONES (USADOS)
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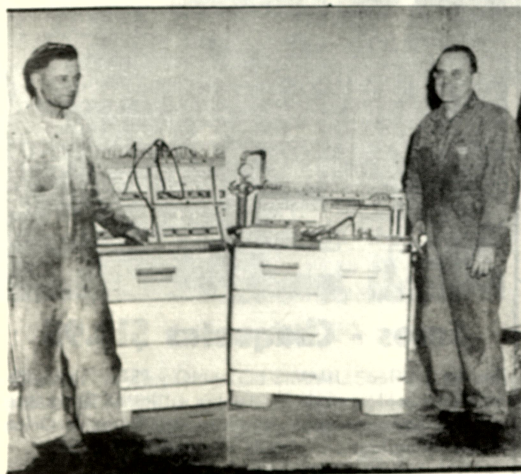


Manny and Pat Props.

CL 1-1240

1539 E. Santa Clara St. San Jose

NETTO'S GARAGE



Para un SERVICIO EXCELENTE de MECANICA lleve su carro a PETE NETO que aparece al lado derecho de la foto asegurándole que quedará Ud. satisfecho.

CY 3-3663

Ajuste - Valvulas

ESPECIAL \$22.05

(Mas Partes) en carros Chevrolet de 6 cilindros
en otras marcas el precio es en proporcion.

ESTO INCLUYE:

*Quitar la cabeza *Limpiar el Carbón *Lijar-afilarse
todas las VALVULAS *Instalar la Cabeza *Limpiar
dentro del Carburador *Ajustar puntos del distribuidor
Limpiar y Ajustar Plagas *Poner a Tiempo Ajustar
el Carburador.

En otras palabras VALVULAS y TUNE-UP completo.

Gratis!

Mientras que su carro se encuentre
en nuestro taller de composuras,
le facilitamos otro para que Ud.
tenga medio de transporte.

564 W. San Carlos St.

EXTRACTOS de *La Voz de Mi Parroquia*

THE IDEAL HUSBAND... THE IDEAL WIFE. The choice of a companion is one of the most serious responsibilities incumbent upon young persons entertaining dreams of married life. - In days gone by, the burden of this choice rested on the parents; oftentimes it was made long before the child even thought of marriage. Modern custom, however, has shelved this method of procedure and the young people of today pick their own partner.

But if young people of today would only go about this matter by letting their head, rather than their heart, decide the choice, and if they would heed the advice of heads wiser than their own, the modern method of determining who is going to marry whom would seem to be the more sensible. After all, the future at stake is that of the young people themselves - not that of the parents.

Young man... young woman, up until now you have been alone; no one has depended upon you; you have charted out the course of your life. But once you join yourselves to each other in marriage, your manner of life must change; there will be two of you, two leading one life, each for the other, two planning to bring new life into the world in order to increase and multiply the sons of God on earth and to people the heavenly courts in after-life.

You must not let yourself be blinded as to the importance of making a good selection of a life's companion. Happiness in married life depends upon it; very often, too, it will not only be a question of happiness in this life, but also in the one that lies beyond the borders of time. Certain marriages do not content themselves with being a "hell-on-earth"; they lead to Hell for all eternity...

There is a further point to consider: your choice does not affect yourself alone... Think of the family that is to come. Young man, never forget for one moment that the girl you ask to be your wife, will also be the mother of your children. Young lady, when you say "yes" to the all important question, remember that the father of your children will be no other than the young man who has led you up to the altar.

Make your choice in such a way that you will never have to regret in your children the choice you have made in husband.

Catholic **SUPPLY STORE** ARTICULOS RELIGIOSOS

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



Mrs. Lee B. Young

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NOTARIO PUBLICO

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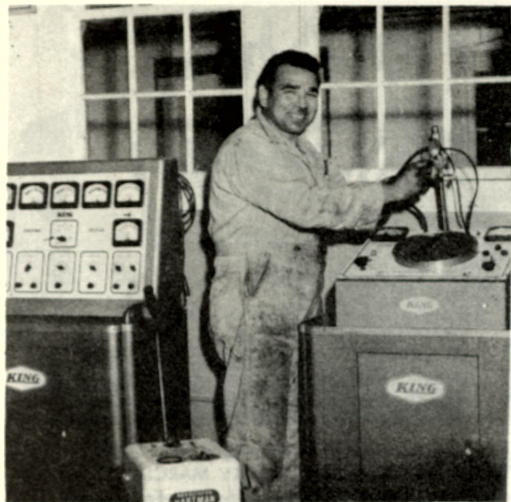
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En la grafica: JIMMIE LOZANO y PETE REYES, Sr. demuestran algunos de los muchos estilos en Chaquetas y Sacos muy propios para esta estacion, forros de Orlon Water Repellent etc. Desde el precio de \$10.95.

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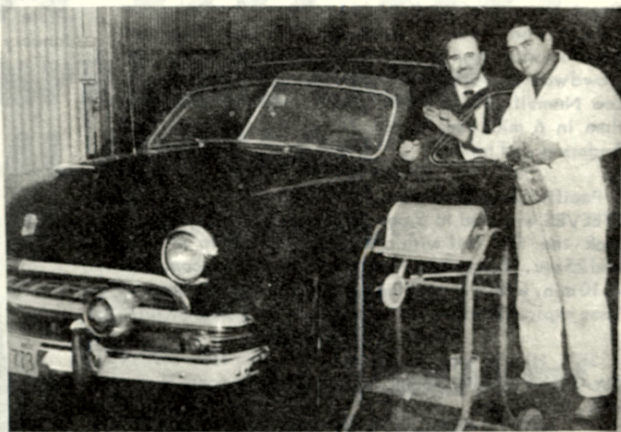
Un buen trabajo de Pintura de Auto

En la grafica aparecen **HUMBERTO GARCIA** (director de Excentrico) y **ADAM ALVIDREZ** propietario del taller de pintura **A & A** que se localiza en el 624 Vermont St.

Pues sucede que nos vimos en la imperiosa necesidad de darle una pintadita al **FORD 51** y podemos decir con toda sinceridad que el Sr. Adam Alvidrez es todo un **PINTOR** de **PRIMERA** pues el (Forcito) quedo que francamente no lo reconociamos cuando nos lo entregaron.

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Por lo consiguiente no vacilamos en **RECOMENDAR** este Taller.



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Wrestling

REPORTS



Richard Diaz

HI WRESTLING FANS:

World's strongest man, PAUL ANDERSON, teamed up with LEO NOMELLINI and defeated the two-man tag team of THE GREAT KATO and STANKOWALSKI Wednesday nite, Jan. 29th at the Civic Auditorium in San Jose, California. Leo took the first fall in 15 min. and 15 sec. with a body slam and a body press. The Great Kato and Stan Kowalski softened themselves up trying to work Anderson over with their judo chops and elbow smashes, but Paul Anderson just enjoyed it. The crowd was very thrilled with Anderson's muscle display. Leo Nomellini took the second fall with another body slam in 6 min. and 45 sec. to win the match for Paul Anderson and himself.

SEMI-WINDUP

Pacific Coast Champion, RAMON TORRES & CLYDE STEEVES wrestled to a non-title draw. Clyde Steeves took the first fall with a stepover toe-hold in 18 min. and 25 sec. Torres came back and took the second fall in 10 min. with a grapevine special to even the match. Time expired before either man could get another fall.

20 MINUTE OPENER

SKY HI LEE took the 20 minute opener from JOHN SWANSKI with a bear hug and a body press in one min. and 40 sec.

Hasta Luego... RICHARD DIAZ.



PROFESSOR OMAYO KATO

Professor Omayo Kato is a very well educated man. He stands 6 ft. tall, weighs 230 lbs. and is a native of Okinawa. He is considered to be the 'KARATE CHAMPION OF JAPAN'. That is the art of self defense through the use of hands, elbows and feet. Karate is so dangerous, says Kato, that it is taught only by licensed teachers in Japan. If the knowledge of Karate falls into the wrong hands, it can be very dangerous. Omayo is a graduate of one of Japan's leading universities and originally was a medical student. After he left the university, Kato decided to come to the United States and as he was big and strong and knew judo and Karate, he tried his hand at wrestling.

His favorite hold is the sleeper hold. Every time he applies this hold his opponent can't snap out of it, even with the help of the referee. Professor himself has to snap them out of it. Professor Kato is one of the few wrestlers that has mastered the sleeper hold.

He hopes to meet the Pacific Coast Champion for the Title.



Facing the picture to the right, MR. STAN PATTEN (Wrestling Chairman), ROCKY MARCIANO and MR. JOE MALCEWITZ (Promoter for San Francisco Wrestling Matches. Mr. Patten and Mr. Malcewicz welcome Rocky Marciano to the San Jose Civic Auditorium where Rocky refereed the wrestling main event match January 15, 1958.



JULIAN IV STEAKS

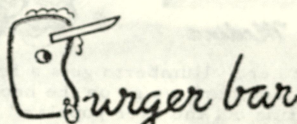
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JULIAN IV STEAKS At The



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Sam Arrazate

NOTARIO PUBLICO

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San Jose, Cal.

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MARTES 10 A.M. a 5:00 P.M.

JUEVES y SABADOS de 10:00 A.M. a 1:00 P.M.

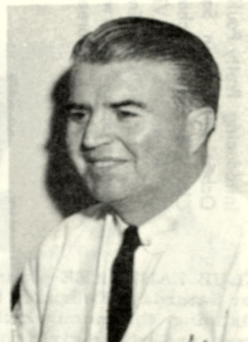
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Esther Medina

"It's
No Secret"



Deadline is here, Humberto gets a few more gray hairs, and here we go on the hectic process of putting out the ever popular 'Excentrico'!!!!

JOTTING'S ROUNDABOUT - Carlos Segura calling up Josie Melchor twice a day from Mexico City. Better hurry and make up your mind Josie cause Charlie is getting impatient. Aye Sangron!!!! Handsome Leo Alvarado & Florence Gaeta making a charming couple. Que paso con Larry??? Gustavo Rodriguez sending Margo Najera such records as 'Todo Me Gusta de Ti, Mi Negra, La Historia de Un Amor'... Lalo Caballero, new owner of 'La Campana' - formerly 'La Perla'.... Eddie Bojorquez does not seem to like a certain girl who throws herself at him... Can't blame him, she is disgusting!!!! Rachel Reyes, ex-cover girl of Excentrico weeping & lonely cause her heart throb, Jerry Warner hasn't come down to see her from base, but all that will cease as she is planning to join Zanzaree.. Heard that Ceasar Sanchez's mystery girl is none other than Rosemary Ramirez. No esta tan perdido!! Ernie Moya and Tony Martinez 'the life-long bachelors' seen at the dance, don't worry about me boys, if your wives don't mind, I don't have any beef with you!!!!

Introducing Pretty Pauline Ochoa who lives in Santa Clara. She is unattached & 21. A graduate of Mt. View High, she enjoys dancing, bowling and going out with the rest of the Zanzarees.



CLUB ZANZAREE planning a Valentines party for Saturday, February 15. The girls are busy planning the menu which will consist of food prepared by the girls themselves.

This Year the -United Food Drive - will commence with a Terrific Talent Show put on by the different clubs and organizations. It is to be held at the Liberty Theater on Saturday, February 22. Admission will be a can of food for the needy. The Drive will continue with a dance at the I E S Hall on the 23rd from 2 to 6 P.M. Music will be donated again this year by

Jose Rodriguez and Hmos Caudillo. Plans to make this the best drive ever are in the making, stated Phil Hernandez, Drive President-- HELP US TO HELP THE NEEDY BY ATTENDING,--

Magdalena Martinez writing to her mystery man, but still keeping ex-boxer Toby Alvarado. Wonder who the girls were that got kicked out of De R'S for the fourth time and told to stay out till they grow up??? Zanzaree's welcome to alot of new members.

Eleanor Solares staying home with a few sore spots after falling down the stairs at Lincoln High. Says Eleanor, 'So Everybody walks, I just like to be different. -Por vova!!! Letecia Villalobos has happiness written all over her face on account of her recent engagement to Bobby Montalvo.

Ideal BARBER SHOP



Abierto Lunes, Viernes y Sábado
8:30 a.m. a 7:00p.m.
Martes, Miércoles y Jueves
8:30 a.m. a 6:00p.m.

CORTE DE P E L O
Adultos.....\$1.50
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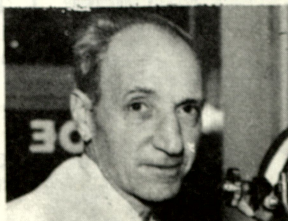
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JULIAN PEREZ, L.P.T.

It's True

Marty Sanchez



Great shocking news to the Bay Area is that CAL TJADER and Combo will disband. Tjader, who makes his home in Daly City, confided that he is tired of the grind, and wishes to disband in order to study further in music. He has just returned from New York City, where his famous Afro-cuban orchestra was contracted at the Birdland. At present he is at the Blackhawk in San Francisco where he ends Jan. 26th--and also the existence of CAL TJADER'S COMBO.

CLUB ZANZAREE dolls are making great preparations for a Valentine's party to be held on the 14th of Feb. Speaking of the Zanzaree's, Pres. CONNIE RODRIGUEZ celebrated her birthday on Jan. 25th with a get-together of the club and their respective dates at her home. Food and dancing were enjoyed by all who attended.

Here we present Columnist PHIL HERNANDEZ and his brother, CHARLIE posing for the camera. Phil, who was named 'Personality of '58', is employed at Lockheed and is reporter for Club Riviera, and his brother, Charlie, is now a family man, as he has a very pretty wife and two children.



1958 has brought out wedding plans for four of San Jose's popular young ladies--those being CONNIE PULIDO, who will wed TONY MARTINEZ in March, VIOLA MONTOYA will become MRS. ROY LOZADA June 8th, LUIGI DUARTE will marry JOE MONARES, and in July, LETICIA VILLALOBOS will become MRS. BOB MONTALVO. To each couple, my best wishes.

UNBELIEVABLE is the fact that pretty FLORENCE GAETA is now paying her attentions to LEO ALVARADO, a down-to-earth man, and so very good-looking. Seems he really goes for Flo--and believe me, Florence couldn't be luckier!!!

CLUB DEL MAR'S Romeo, ERNESTO MARTINEZ seems to think that all the gals in San Jose are O.K.--but when it comes to just having a friendly date, he says they want to latch on to you as if they were desperate! Late Bulletin! Ernesto says, 'Not all the girls, only a selected few.'---MAGDALENA MARTINEZ receiving letters from Germany, and from none other than ex-Del Mar member, LUPE CARILLO.

San Francisco's 'EL CHAPULIN' while glancing through 'Excentrico' caught the picture of friend RU-

BEN AVILA, so he decided to pack back to Frisco and show Ruben his picture for being named 'Best Dancer of the Year'. This could possibly mean more Frisco guys will be down San Jose way competing to hold the title next year, but it wouldn't surprise me if 'It's No Secret' names a guy from San Jose.

Proudly & with great pleasure I introduce part of the Sanchez family, thus being equally proud that yours truly became an Aunt for the first time on April 20th, 1957, when my niece OLIVIA was born to MR. & MRS. RUDY SANCHEZ. At left pictured are VIRGINIA, who hails from Puerto Rico & my niece Olivia who was born in the state of Virginia. Career man in the Air Force, RUDY SANCHEZ, will end his leave in Feb., thus embarking on an assignment to Scotland, where he will be stationed 3 years, with his wife and child.



Home once again and recovering from a recent operation is little Alice Rivera, daughter of Mr. & Mrs. Leo Rivera. Best wishes to Alice for a speedy recovery.

Deepest sympathy and condolences to Mrs. Dolly Flores and the Montez family on the loss of their loved one, William Montez.

11th ANNUAL UNITED FOOD DRIVE

LIBERTY THEATRE

Cartoons - Entertainment

Sat. Feb. 22 9:00 a.m.

I. E. S. HALL (San Jose)

DANCE Rodriguez-Caudillo Orchs.

Sunday Feb. 23, 2 to 6p.m.

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Emma Favela.

VALENTINE DAY (Febrero 14) DIA del CUPIDO...

As de corazones rojos
boquita de una mujer
por jugar con mis antojos
me toco la de perder
Tu boquita palpitante
es un as de corazon
la creia de diamantes
asi las barajas son

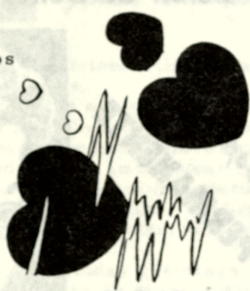
En el juego de mi antojo
me toco para perder
el corazoncito rojo
de una boca de mujer.

Cancion es esta cuya letra se antoja repasar
el dia en que Cupido, el dios del amor segun
la mitologia, desarrolla los romances pletor
icos de desdenes y caprichos que lo hacian
acceder al titulo de flechador certero cuando
en juegos de amor se mescla y es en mas de
una ocasion que se equivoca en el juego y
pierde sin esperar el afecto de un corazon al
cual se creia acceder trazla continua espera
a sus caprichos.

Segun los pasajes de la mitologia griega Mer
curio y Venus padres de Cupido siempre crey
eron que su hijo no tomara el amor en serio
su aljaba iria siempre cargado de flechas, y
de cada corazon haria el blanco objeto de sus
amores traicioneros.

Y un dia lejano la figura ficticia se equivoco
segun la leyenda; tomo por esposa a Psiquis
la belleza griega que opacaba los encantos de
su madre, y locamente enamorado le prometio
serie fiel.

Y muchos son los errores cometidos en el
simulado juego del amor. Se gana, o se pierde
en dicho juego que algunas veces como la can
cion junta lo dice "Me toco para perder etc...."



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ANUNCIO y le rebajarán \$5.00
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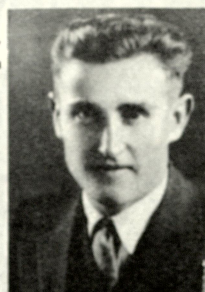
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Johnny Hernandez

IN and OUT of the RING

BOBBY MARTINEZ, whose picture appears in my column, was all set to fight a six-round-er on the TOMMY VILLA-SIXTO RODRIGUEZ card but, had to pull out because of a rib injury suffered while working at his job. It was a tough break for the San Jose Boy. He had trained hard for this fight and was in top shape, yours truly has bought Bobby's contract and I'll do my best to get the local boy in the main event class before the year is over. Bobby is an ex-Golden Glove Champion and was a pro before going into the service, he had 8 fights, winning 6 and losing 2. He is 22 yrs. old now and will fight as a middle weight. Bobby is being trained by Christy Lewis, well-known fight trainer from San Francisco.

WEE WILLIE MORTON's, San Jose's top boy next fight will be in San Diego sometime next month.

Two boys to watch from San Jose are amateur, ARMANDO FLORES-featherweight, and-BILLY CONN-heavyweight. These boys should do very well in the Golden Glove Tournament, February 13. Both are trained by Renny LeVANT and managed by this writer.

Another San Jose Amateur, RUSS PALAFOX, will fight as a middleweight in the Golden Gloves. Russ is a terrific boy body-puncher. I pick this boy to win the Golden Gloves, if not, he will sure make it rough for anyone that sees to step inside the ring with him.

BIG ABE AQUISTAPCE, local boxing promoter mailed me a ringside press pass to the SPIDER WEBB-RORY CALHOUN fight, Thank you ABE.

Any manager wanting his fighter's names mentioned in this column, please write me and if you have pictures, I will also be glad to use them.

And so once again---Thanks for reading my column and until next Excentrico issue may God be with us always.

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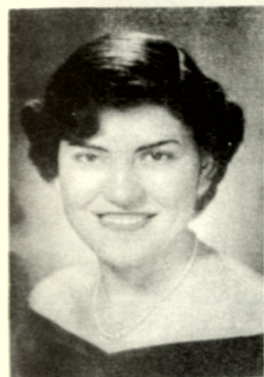
JOSEPHINE MONTECINO - MARGARET VASQUEZ
la atenderan con toda cortesia.

CY 2 - 2550

385 Delmas Ave.



Johnny Hernandez and Bobby Martinez sitting. L to R - Russ Palafox, Bill Conn, Joaquin Herrera, and trainer Renny LeVant



Club del Mar HI-LITES

Jennie Talavera

Hello Club Members and friends. Once again it's time for DEL MAR news.

APOLOGY: I would like to apologize to Gloria Maldonado for the mistake in the last issue of the Excentrico. I'm sorry her picture was mistaken for somebody else. In the near future we hope to have her in this column, picture and all. Please forgive the mistake. I hope this doesn't happen again. (It better not Mr. Garcia!)

HAPPY BIRTHDAY: Birthday greetings go to Romelia Coloca on January 25, Maggie Ayala on the 6th of February, Annie Gaitan on the 8th, and Luigi Duarte on the 16th of February. Happy Birthday to one and all. Many happy returns of the day.

NEW ARRIVAL: New arrival to Santa Clara is Lovely Aileen Marie, new daughter of Mr. & Mrs. Ray Talavera on January 17 at O'Connors Hospital. Congratulations (That's what we wanted--huh girls)

VALENTINE'S PARTY: Club members and guests will have a Valentine's party, Feb. 14, at the home of Mr. and Mrs. Vasquez. Members and guests will receive Valentines from fellow members. Cupid is out on the lookout, maybe you'll be next on the long list of marriages for this summer, Girls.

An invitation is extended to each and everyone to a Valentine's party - dance on February 14, 9:00 p.m. SES Hall in Santa Clara by clubs-Mutualista and CCC. Purpose of the dance is toward scholarships for young students. Public cooperation is needed. Pleasant music will be provided by Pedro Caudillo y Orquesta.

BIRTHDAY PARTY: Mr. & Mrs. Jesse Ayala will give a birthday party to Mrs. Ayala's sister, Annie Gaitan, Feb. 7 at their home. Food will be prepared by the young couple and dancing will be provided by their HI-FI set.

DANCE NITE: Seems everyone enjoys dancing on Saturday nites to the music of 'Arturo Marcus and orchestra' at Rainbow Ballroom. - Don't forget Davilla's presentations on Saturday and Sundays..... See you there.

WELCOME HOME: The welcome home mat is out to Club Member, Gus Sandoval and his brother, Armando. Seems they had a terrific time down South of the Border. Also back from Monterey Mexico is Erma Mireles, Club Cuauhtemoc, Seems she got lost but luckily enough she found a very gallant policeman who helped her out of her situation. --Good thing too.

See you later-----

JENNY

La Rosa PHARMACY



A La Rosa, Prop.

GUS como cariñosamente le llaman sus amigos, tiene muchísimos años de experiencia en el ramo de farmacia, esto le asegura que sus recetas serán surtidas exactamente como su medico lo ordena.

AQUI TAMBIEN ENCONTRARA USTED LO SIGUIENTE: Cosméticos, yerbas medicinales, revistas en español, medicinas de patente, etc. etc.

CY 4-5030 30 S. Market St.



BLANCA ALVARADO les recuerda que ya esta aqui otra vez el tiempo de arreglar sus papeles de INCOME - TAX. Estando como siempre a sus ORDENES.

INCOME - TAX

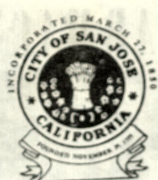


HORAS de OFICINA:
De Lunes a Sabado
8:00 A.M. a 5:00 P.M.

JOSE J. ALVARADO

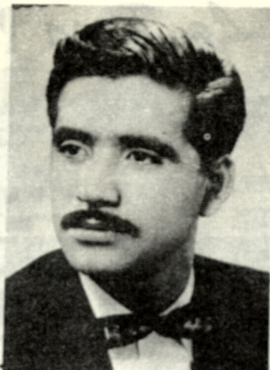
CY 7-1275

135 POST ST.



HEALTH DEPT.

Luis Suarez-M.P.H.



Ataque - Atomico

En estos tiempos en que se habia tanto de el peligro que existe en las probabilidades de un ataque enemigo a nuestras ciudades por medios atomicos creo que es menester enterarnos a cerca de la mejor manera de mantener nuestra salud si desafortunadamente nuestra comunidad fuera atacada!

Es bien conocido que la destruccion de un ataque alcanza una area muy grande y que la mayor parte de los habitantes y edificios en el area directamente atacada sufririan destruccion completa. La destruccion completa de el centro de la explosion alcanza un radio de nueve millas. (Esto es de una bomba de un millon de Kilo-toneladas).

Entonces nos vamos solamente a preocupar por la poblacion que vive fuera de el radio de destruccion completa y que se encuentra dentro de la zona de radiacion.

El peligro de contaminacion radio activa se puede extender veinte o mas millas dependiendo en la direccion y velocidad de el aire en el momento de la explosion. Esta radiacion causa muchos danos y puede ser fatal. Lo que quiere decir que despues de el ataque toda aquella poblacion dentro de la zona radio activa va a tener que permanecer protegida dentro de sus casas o otros centros de proteccion.

Despues de el ataque nos vamos a encontrar sin los servicios que hoy muchas veces tomamos desapercibidos como lo son el agua, gas, luz y el recojimiento de basuras. Probablemente tambien nos encontraremos sin poder salir a conseguir alimentos.

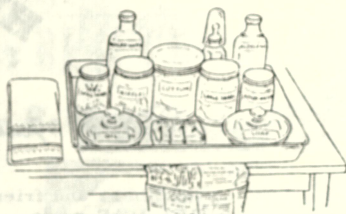
El agua naturalmente se cerraria inmediatamente por la contaminacion que entraria en los abastecimientos de agua y en las lineas. Las familias tendrian que alimentarse con la comida que tubieran a la mano hasta que este departamento determinara el grado de los alimentos existentes en las tiendas de abarrotes y bodegas. La descontinuacion de servicios publicos y la distribucion de alimentos y agua probablemente se suspenderia por varios dias.

QUE PUEDE HACER UD. y su familia para estar PREVENIDOS para una CRISIS como esta? Ud. y su familia podrian durar varios dias sin comida pero no sin agua potable para tomar.

La interrupcion de servicios de agua a su casa no es lo unico que puede pasar si no que tambien la contaminacion de las lineas de agua por medio de materiales radio activos, drenaje o productos quimicos puede ser sumamente peligroso.

Es necesario entonces almacenar agua potable en la casa. El agua se deve guardar en recipientes bien limpios y bien cerrados.

Se sugiere almacenar lo menos dos galones de agua por persona. Si tiene niños menores de tres años guarde un galon mas por cada niño para estar seguro de tener suficiente agua para un periodo de siete dias.



Recuerde que en caso de emergencia puede usar el agua de su calentador (hot water heater) tambien el refrigerador en forma de hielo. Otras liguidos que se pueden usar en lugar de agua son jugos de frutas o frutas frescas que esten protegidas por sus cascarras y que no hailan sido expuestas a la contaminacion radio activa.

Otras preparaciones para una emergencia como esta son las siguientes:

1. Almacene suficientes alimentos para siete dias, incluyendo leche de bote. Los alimentos deven ser de bote. Guarde tambien platos de carton.
2. Alimentos para el bebe y diabeticos o otras dietas especiales requeridas por la familia.
3. Un bote de metal con cubierta (20 galones) para disponer de los desperdicios.
4. Medicinas para dar primeros auxilios.
5. Desinfectantes para el agua y para laba frutas, etc. (bleach water).

Naturalmente que hay muchas otras precauciones que deven tomarse en cada hogar para proteger la familia despues de un ataque atomico pero para discutirlos todos tomaria mucho espacio.

Si algunos de Uds. que tengan mas interes en saber de este topico pueden llamarme al telefono Cy-2-3141 Extencion 158. Mishoras de oficina son de 8-9:00 AM 1:00-1:30 PM - 4:30-5:00 PM de lunes a viernes. Con mucho gusto les atendere. Con mucho gusto tambien hablare a clubso grupos civicos que esten interesados.

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