



El Excéntrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 10, NUM. 10

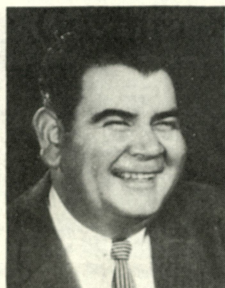
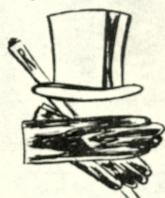
ENERO 20, 1960

SAN JOSE, CALIFORNIA



Noted actress Maria Felix to appear in San Jose
RAINBOW BALLROOM Sunday, February 7th

Club Riviera



Paul Castañon

FLASH! WHAT 1960 BROUGHT TO THE EXCENTRICO.....

Before I start this column, I would like to introduce myself. My name is Paul Castañon, but almost everybody in San Jose knows me as "Bubbles."

Maybe it's because I'm a little bit overweight, by about sixty pounds.

I consider myself fortunate to have been elected publicity director of Club Riviera. I am honored to represent this group which has done so much to help the community.

Due to the fact that I have just joined the club, I regret that I am not up to date on its activities. But by the next issue, I will have more to report about the club.

I only hope that I can do half as good as that which Gil Minjares has done. We, the club, feel we have lost one of the best representatives the club has ever had, and wish him the best of everything in the future. I would like to take this opportunity to congratulate him on his marriage to Mandy. May all their troubles be small ones. (about half a dozen.)

RAINBOW BALLROOM EXCLUSIVE

While sharing a cocktail or two with Frank DAVILLA I was informed that he has quite a few surprises in store for us in 1960. One of them being the great MARIA FELIX,.....

NOW FOR SOME GOSSIP, GOSSIP, GOSSIP

It came to my attention that columnist JOE GONZALES has a new nickname: Shaggy something or other. How about it, Joe?

I hear that HANKIE PANKIE CORTEZ's New Year's resolution is that he will not go out with any other girl except with a girl known to him only as "SNAP SNAP!"

Hey Friday Aguilera! Who was the girl we saw you with at the dance? She sure is a doll.

RAY BRAVO threw a party over my house. It turned out to be quite a ball.

Rudy Barraza got so full of you know what that he asked his girl to be his one and only. But I hear that she turned him down!!!!!!

PEE WEE SALINAS got the same way. He and his girl broke up. (Poor Pee Wee!)

Bravo decided to step outside with his girl but some officers who were cruising through the neighborhood chased him back into the house. I wonder why????????????????

By the way, the gang went over to Ralph Medina's, EL KIKE, house to play cards. We asked him to give us a drink. He gave us a glass of wine. Ay Dios que Wino!!!!!!

Jose Hernandez tried to show off his Ma-

rine skills on a jug of wine. (T-BIRD)

BIRTHDAYS

Paul Salinas celebrated his birthday Friday the Fifteenth.....

TRAVELING

Roy Domingas and his lovely wife Kelly are flying by jet to Lansing, Michigan where they will pick up their 1960 Oldsmobile station wagon.

What's the matter Roy, aren't the cars in California good enough? I hope you will have a very good trip back in your new Oldsmobile.

SURGERY

RUBEN CORTEZ went through surgery on January 12th, 1960. We're all hoping you will get well soon.

..... Bubbles

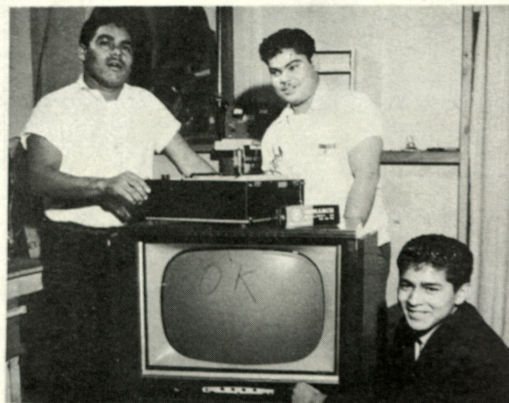
- LATEST FASHION NECKWEAR
- DISTINCTIVE JEWELRY FOR MEN
- ACCESSORIES

Tie Rack

"A SHOP FOR THE PARTICULAR MAN"

121 S. First St. CY 5 - 8338

Henry's TV HI FI SERVICE



TELEVISORES USADOS desde \$20

En la grafica de izquierda a derecha: Enrique Rodriguez, Paul Rodriguez y Henry Mendez, radio tecnicos.

ABIERTO de LUNES a SABADO 9 a 9:00 p.m.
SERVICIO DE PRIMERA TRABAJO GARANTIZADO
SERVICIO las 24 HORAS

Enfrente a la Escuela ROOSEVELT

Robert Mendez, Mgr.

CY 8 - 2257 942 E. Santa Clara St.



LEITER STUDIO

Después de haber contraído NUPCIAS el Domingo 27 de Diciembre de 1959, a las 11:30 de la Mañana, en la Iglesia HOLY FAMILY, Vera Chavez y Rudy Diaz los recién casados, posan con parte de la familia, sentados: Dora Torres, Candy Torres, (baby) Rudy Diaz, Cleo Caballero (madre) Maxie Jr. Caballero, Margaret Caballero, Victoria Caballero, Lorenzo Caballero, Diane Caballero, Harry Caballero, de pie: Paul Chavez, Johnnie Chavez, Velia Chavez, Tony Chavez y Max Caballero.

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

CONTACT LENSES



En la grafica el Dr. Levine (quien usa Contact Lenses) y la atenta recepcionista Sta. Gloria Porras. Estos CONTACT LENSES son mas pequeños que un diez.

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

EXAMINACIONES FRECUENTES son NECESARIAS
BUENA VISTA contribuye a BUENA SALUD

No Necesita Cita

PAGOS FACILES

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

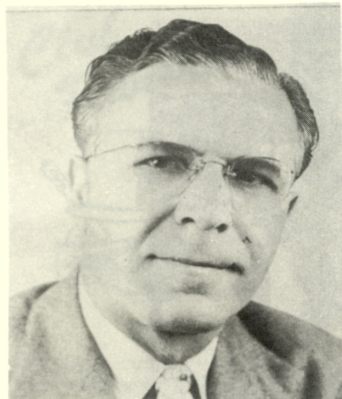
Drs. LEVINE & LEWIS Optometristas

EN Seguía de KAY JEWELERS

CY 5-4805

67 S. FIRST ST.

SAN JOSE



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

PROXIMAMENTE
GRANDES
ESPECTACULOS

Admision Gratis para Dam



Domingo 24 de Enero

Rainbow Ballroom



EN PERSONA

MARIA
FELIX

Domingo 7 de Febrero

Rainbow Ballroom



Maria La Rosa. Prop.

Nos Especializamos en Recetas

Preparadas EXACTAMENTE como su MEDIDO indique

FREE DELIVERY S. & H. GREEN STAMPS
MEDICINAS MEXICANAS CABELLINA etc...
Laboratorios D. FRANCIA
ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.



CY 2 - 4273 195 DEVINE ST.

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

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

LEITER STUDIO - Fotografia
HUMBERTO GARCIA, JR. Fotografo

EDUARDO COLEMAN
RICHARD DIAZ
ESTHER MEDINA
Maria de la LUZ SANCHEZ
Club RIVIERA
Club GENIES
Club SAN JOAQUIN
Club SAN FELIPE
SIMON VILLA

Esta Revista no se hace responsable de ideas
y opiniones expresadas en articulos firmados



Toda Clase de Propiedades de Venta

Informacion GRATUITA !

PRESTAMOS Los Mejores Tratos

Bob Zamora

AGENTE de CASAS

ABELL REALTY

SI UD. TIENE un LOTE, Nosotros le PODEMOS
MOVER y PONERLE una CASA en su LOTE
Sin que UD. tenga que dar NADA de ENTRE
Nosotros nos Encargamos de TODO.

Rose Insurance AGENCY

Ofrecemos un SERVICIO completo de ASEGURANZA
LIFE - AUTO - FIRE - HOSPITALIZATION
BUSINESS INSURANCE - LIABILITY

ESPECIALES:

CASA GRANDE de 4 RECAMARAS

Dos BAÑOS - Cocina ELECTRICA
Primoroso PATIO
En CAMBRIAN PARK \$850 de Entre
\$95 por MES

SERVICIO de INCOME TAX

VERNON BROOKS le arreglara sus papeles de
INCOME TAX
Entre mas PRONTO envíe sus papeles mas PRONTO
le regresaran su DINERO.

CY 5-8444

1049 E. Santa Clara St.

San Jose



Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

Saco Blanco

LA MAS AMPLIA
VARIACION

Saco Azul

Cut Away

LA MEJOR
CALIDAD.

MATRIMONIOS

BAILES

FIESTAS



CY 4-2322

75 S. 2nd St.

Russell - Geraci

Miss ANN GERACI
daughter of Mr. & Mrs.
Philip Geraci

was married to

Mr. ROY RUSSELL
son of Mr. Roy Russell, Sr.

WEDDING

took place on

Sunday, January 13th, 1959
at 2 P.M. in

HOLY FAMILY CHURCH
San Jose, California.

LEITER
STUDIO

The couple honeymooned in
TEXAS

and established residence in
DALLAS, TEXAS.



John P. Jack Miceli, Jr.

Since
1885

Navlet's

Headquarters
For Flowers
By Wire

Something New in FLOWERS

Gifts of Distinction

Primorosos Bouquets

PLANTAS

Recuerde Usted que esta
Gran FLORERIA también

cuenta con un EXTENSO SURTIDO en PLANTAS
SEMILLAS, ARBOLES Etc... Etc...

Lo Atenderá el Sr.

Pompeyo García

2da y SAN FERNANDO

CY 2-8312

491 PREVOST ST.



DEJO de EXISTIR



El MIERCOLES 13 de ENERO a las 12:30 de la mañana del año en curso dejo de existir el Sr.

Jose C. Gonzalez

A la edad de 50 años

Su muerte fue causada despues de haber sufrido un ataque del Corazon hace aproximadamente 3 meses, fallecio en su domicilio 20 Sunol St. de esta ciudad de San Jose.

El Sr. Gonzalez nacio en Del Rio, Texas en el año de 1909, trasladandose en compania de su familia a esta hace 5 años. Deja a su esposa Sra. Trini E. Gonzalez, y a sus hijos Joe Gonzalez, Jr. de 22 años, Maria Estela de 13, y a Yolanda de 7.

El VELORIO se verifico en la capilla Rancadore & Alameda el Jueves 14 y Viernes 15.

Misa de cuerpo presente se celebro en la Iglesia de San Jose a las 9:00 de la mañana el Sabado 16, despidiendose sus restos en el panteon catolico de Santa Clara.

La familia GONZALEZ hace palpante su mas sincero agradecimiento a todas las personas que se dignaron asistir a sus funerales, como igualmente notas de condolencia, ofrendas florales etc.

NOTICIA:

Cortez Automotive

Engrandece su negocio en la
VENTA y COMPRA de AUTOS

Para MEJOR SERVIR a su NUMEROSA CLIENTELA el Sr. CORTEZ ha agregado a su taller de MECANICA un Lote de Carros USADOS

Cuando UD. NECESITE un BUEN AUTOMOBILE comprello con Alguien que CONOCE AUTOMOBILES para que NO VAYA a COMPRAR un

LIMON

Re-FINANCE

Si Ud. esta atrazado y a PUNTO de PERDER su AUTOMOBILE, visite UD. al SR. CORTEZ, el hara todo lo POSIBLE para RE-FINANCIAR su AUTOMOBILE y que UD. NO lo PIERDA.



Bart Cortez

Cortez Automotive Sales & Service

CY 5 - 6556

620 E. Rosa St.

San Jose



Synonymous
with Success

Club SAN JOAQUIN

Johnny Zamora



MAY HE REST IN PEACE
JOE GONZALEZ, SR.

On January 13, 1960 in this city, Jose C. Gonzalez, devoted husband of Trinidad E. Gonzalez and father of Joe, Jr. and Marie passed away.

Mr. Gonzalez was a native of Del Rio, Texas where he was loved and admired by all, as he was loved and admired here in San Jose.

He was a fine man with a warm personality which rewarded him with many friends.

He played baseball in Texas with the best teams and was looked upon as one of the best ballplayers around.

Mr. Gonzalez has left behind a part of him in his son who has all the fine qualities he had, Joe Gonzalez, Jr.

Our sincerest sympathy to the Gonzalez family on their great loss.

Club San Joaquin
John Zamora

- 1960 With A Bang -

Slick Dave Sierra left me waiting for the gallina en mole and just took off like something from Cape Canaveral, returning all hitched up to Gloria Caravayo. (now Sierra.)

Besides sincere congratulations from all members of Club San Joaquin and myself all I can say is Bang! Ooh! Ah! Wee! Wow!.....

A PARTY by Eddie & Bonie

Bonie Villegas and Eddie Plata celebrated their birthday Saturday January 2nd at Frank Serrano's home on Sunset Avenue.

What a bang out affair it was with all in attendance and enjoying it. A few guests at the party were Chris Trujillo, Connie Rodriguez, Charles (Chicharon Viejo) Ybarra, Bob Samarripa, Silver, Jess, and Alex Navarro.

A CABIN IN THE SKY.....

Charlie Ybarra, Eddie Estrada and myself are getting ready for Spring and Summer. We purchased a cool cabin in the mountains 10 miles from Santa Cruz, for cool happenings. We're having trouble keeping Charlie away till Easter, he claims there is a heater, a fire place, and a bear rug up yonder.

HA! HA! HA! HA! HA!

City slick Chick and the Hick Chick.

Slick chick: "How are things back at the farm Hick?"

Hick Chick: "Mighty quiet. All the pigs are here in town!"

U.C.C. ENDS MOST SUCCESSFUL SEASON

The U.C.C. League has ended its most successful season in football. All the teams were loaded with talent and potentially could have been U.C.C. champs.

My opinion is that each team will contribute at least one player representative to the U.C.C. League All Star Team.

Not one week went by that the sidelines weren't loaded with fans cheering for their respective teams.

With more clubs wanting to join instead of dropping out, I can see no other future for the U.C.C. in 1960 but one of more success.

FINAL FOOTBALL STANDINGS

Team:	Won:	Lost:
SAN JOAQUIN.....	5	1
The Knights.....	4	2
San Felipe.....	3	3
Casa Mañana.....	0	6

Outstanding ballplaying by Dan Bittel, SAN JOAQUIN'S Galloping Ghost; the Garcia duet, Bob & Rudy; Eddie & Cheno Plata; big Ed Baltierra, Bob Ochoa, Paul Reynoso, Dan Vasquez, Julio Camacho, Ken Saucedo, Chris Trujillo, Jess Aguilar, Frank Serrano, Bonie Villegas, Ron Gonzales, Arnold Fimbres, Paul Gary, Richard Lopez, Freddie Asebes, and all the others paid off in the form of another Championship Title for C.S.J.

Jo-Mar BEAUTY SALON

Salón de Belleza Mexicano

JOSEPHINE
MONTECINO



Oferta Especial \$2.00

Esta MARAVILLOSA OFERTA consiste de UN CREAM SHAMPOO, Cream RINSE, Style SET y seleccion de SPRAY.

Todo esto por SOLAMENTE.....\$2.00

Josephine Montecino - Margaret Vasquez

CY 2 - 2550

385 Delmas Ave.

Vistase de Pies a Cabeza

ULTIMOS ESTILOS

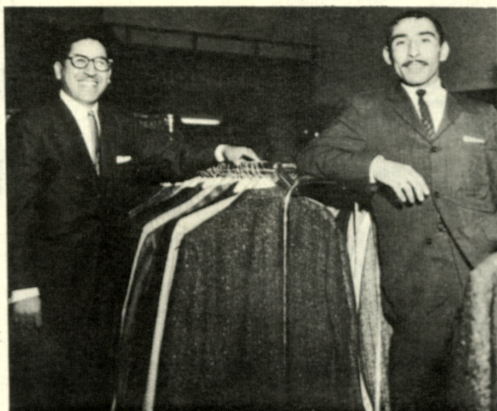
para Hombre y Mujer

Para vestir elegante y económicamente visite esta
GRAN TIENDA donde le aseguramos quedara Ud.
completamente SATISFECHO.

6

Nueva tienda BERG'S

MONTHS TO PAY, BERNIE BERG, Prop.



En la grafica LEO GARDEA y DICK PEREZ ambos
ampliamente conocidos en nuestra comunidad le
atenderan en correcto ESPAÑOL si Ud. lo desea.

Yvonne Garcia

En esta ocasion nos deleitamos en presentar a la
agraciada jovencita que contesta al nombre de Yvonne
Garcia, hija de nuestro director de EXCENTRICO Sr.
Humberto Garcia.

Yvonne nacio en El Paso, Texas hace 14 primaveras
habiendoradicado en San Jose por los pasados 13 años
Atiende a la escuela PETER BURNETTE (Jr. High) cur
sando el 8vo. grado. Sus materias predilectas son:
typing, filing y todo lo relacionado con secretaria, ya
que tiene empleo garantizado en las oficinas de EX-
CENTRICO con un crecido sueldo \$10 a la semana
naturalmente tiene que trabajar parte del día Domingo
para mantener su empleo.

La foto fue tomada cuando Yvonne se afanava a
preparar una ENSALADA para su papa, se le agradece
su buena intencion, lo unico que estubo tan avinagrada
que causo la muerte de siete gallinas.



JOHNNY HERNANDEZ

OPEN SUNDAYS
10:30 to 4:00 p.m.



LITTLE CHAMP SHOE OUTLET

Shoes for the Entire Family

OPEN Monday, Thurs. Fri. & Saturday
UNTIL 8:00 P.M.

Call CL 8-5232 ●

2227 Alum Rock Ave.



Simon Villa

DECOTO, CALIF.

ATENCION

CUIDADANOS LATINO-AMERICANOS DE
UNION CITY, CALIFORNIA

Todo buen ciudadano de los Estados Unidos de Norte America debe de cumplir con sus deberes y usar sus derechos que la Constitucion nos concede: el derecho de hablar, el derecho de prensa, el derecho de formar asambleas pacificamente, el derecho de hacer peticiones al gobierno para remediar agravios. Ciudadanos de Union City, el Sufragio es el derecho mas grande y sublime de un ciudadano. El derecho de votar; todo ciudadano que vota significa una fraccion en el Gobierno constituido que representa a los pueblos democraticos que alimentan el progreso y bienestar de toda persona digna ante la sociedad fraternal y politica que se sacrifican para el engrandecimiento de sus pueblos donde radican; ejemplo que elogia a todo buen ciudadano. **ATENCION!**

En las elecciones verificadas el dia 13 de Enero de 1959 en Decoto y Alvarado pueblos pertenecientes al condado de Alameda, estado de California; fueron registrados 15 candidatos para concejales, pero los ciudadanos que estaban en pleno derecho de usar su voto ignoraban como usar su voto por ser una eleccion primordial y adamas el punto principal era en primer lugar votar por la incorporacion de la union de los pueblos que al ser favorable la eleccion se unirian en uno solo con el nombre de Union City, quedando en categoria de una nueva ciudad del estado de California y al mismo tiempo los candidatos que fueran afortunados con mas votos serian los representantes de la nueva ciudad.

Pues bien de los 15 candidatos toco en suerte por medio de votacion legal favorecer a las siguientes personas: Tom Kitayama como Mayor; John Ratekin, Joseph Seoane, Oscar Dove y Joseph Levis; todos tomaron sus respectivas oficinas para representar al pueblo, en la nueva ciudad de estar principiando sus delicadas labores, el Sr. Joseph Seoane Jr., miembro del concilio, sufrio un momento doloroso por la muerte de su apreciable hijo Richard de 16 años de edad y otros asuntos le hicieron renunciar, quedando legalmente en su lugar el Sr. George Sloan.

Ciudadanos Latino-Americanos ya se aproximan las elecciones para votar por nuevos concejales que ayuden a el Mayor Tom Kitayama y al el Sr. J. "Mick" Ratekin quienes quedaron para proseguir sus trabajos hasta cumplir su delicada administracion.

Ida's TUXEDO RENTAL



IDA SPADAFORE, Prop.

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

RED, WHITE, BLUE
Dinner Jacket
and Pants

Includes Shirt, Tie
Cuff Links, Cumberbunds
Suspenders and Studs

\$7.00

CY 2-9102

174 S. 2nd St.

MADAM Zora



ADIVINADORA

Traigame sus Problemas
y PREOCUPACIONES
yo se los Solucionare
AMOR-MATRIMONIO
TRABAJO-NEGOCIO
ENFERMEDAD

CY 5-6210

144 S. 2nd. St.

CARDENAS Market Carniceria Mexicana

La Unica CARNICERIA MEXICANA en (DECOTO)
UNION CITY, CALIF.

BARBACOA (calientita) CHORIZO MEXICANO
Acabadita de Hacer (hecho en casa)

CARNES de CALIDAD

Abarrotes en General

Tel. GR 1-3707

706 Calle E.

(Decoto) UNION CITY, CALIF.



FRANCES NEVAREZ
9 meses - Nacio en S. C.
Padres:
Joe y Curry Nevarez



Galeria Infantil

Fotografia HERNANDEZ

LEITER STUDIO



KAREN MARIE BRISEÑO
3 meses - nacio en Vallejo
Padres:
Ray y Genevieve Briseño

WEDDINGS

Studio - Candid



Mac A. Hernandez, Prop.
Fotografo de Fotografias Finas

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

publicadas en esta Plana sin Costo Alguno.

SIEMPRE que UD. NOTIFIQUE al Sr. HERNANDEZ

CY 3-3343

255 S. FIRST ST.

REBECCA CHACON
6 meses - nacio en Freemont
Padres:
John y Pat Chacon

LUIS DARIO MEDINA
7 meses - nacio en S. C.
Padres:
Luis y Leonor Medina

RACHELLE RIGGIO
1 año - Nacio en S. J.
Padres:
Sam y Mozelle Riggio



American Legion Clifford Rodriguez Post 809

Over five hundred cheerful young boys and girls attended CLIFFORD RODRIQUEZ POST 809's 1959 Christmas Party on December 19th at the Liberty Theater.

Tony D. Maria, Theater Manager, again made his facilities available to the Legion and exhibited a full length movie and cartoons to entertain the kiddies before Santa Claus arrived from the North Pole.

The party included movies, ice cream, candy, and other gifts for the children.

Rogers Jewelry Co. of 200 South First Street, San Jose, donated 12 watches which were given away to twelve lucky winners.

Dolls, rifles, and teddy bears went to fifteen fortunate kids. The BIG PRIZES, a boy's and a girl's bicycle, went to:

Armando Lomas	Gloria Ester Ponte
14481 Christ Lane	940 McLane Street
San Jose, Calif.	San Jose, California

EL EXCENTRICO salutes Post Commander Paul Gallegos, Herb Martin, and the other men of Clifford Rodriguez Post 809 on a splendid display of Christmas spirit and community service. Well Done!

In photos at right appear highlights of the Christmas Party on Dec. 19th at the Liberty.

Top, Santa Claus with his arms around two of the lucky winners. Bottom, winners try out their new bicycles.



TIRE OUTLET STORES

Llantas Nuevas y Usadas

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

FLATS 79¢

CREDIT TERMS • NO MONEY DOWN
BANKAMERICARDS • CHARGE PLAN

**(WHEEL BALANCE
99¢ Weights FREE)**

Open Mon., Thurs., Fri. 'Til 9



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

SY 7-2425 38557 FREEMONT BLVD. FREEMONT, CALIF.

CL 8-1639 2250 Alum Rock Ave.

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

American Legion Clifford Rodriguez Post 809

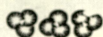
Space limitations do not permit listing of ALL winners at the Xmas Show but here are a few of them:

Lupe Lopez, Mike Weatherly, Lreanna Ayers, Christine Flores, Linda Espino, Fred Florez, David Velez, Gloria Marquez, Paul Lopez, Billy Larigo, Eddie Ruiz, Rosa Vega, Lennie Laredo, Sandra Macias, Mike Ramos, Jose Sanchez, Irma Valanza, Linda Loredo, Manuel Enriquez, Manuel Lorigo, Eloy Garcia, Eva Leamos, Hilda Martinez, Usibio Garza, Chick Gonzales, Lino Ovela, and Margie Perez.



More highlights from the Christmas show. Santa Claus and the bike winners and a proud mother immediately after the show.

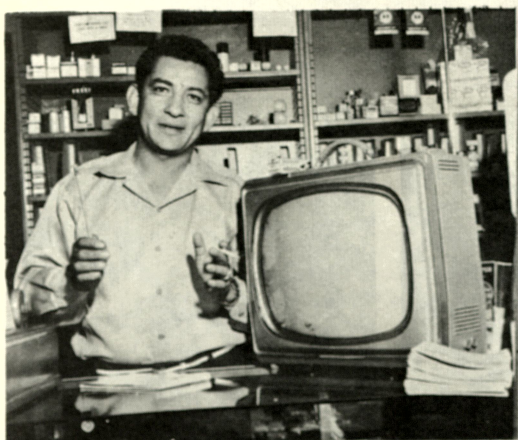
A Legionnaire watches kids filing into the theater for the big show and gifts galore!



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



LIDO'S TV HI FI SERVICE



RAY REYES, Prop.

REPARACION y VENTA



CY 7-3081

TELEVISORES (Nuevos y Usados)
RADIOS para Autos y Casa

Trabajo Garantizado

Una de las razones porque este ACREDITADO TALLER de TELEVISION goza de tantos clientes de habla hispana es por la absoluta GARANTIA que ofrecen en todos sus TRABAJOS de REPARACION.

LLAMELES HOY MISMO quedara SATISFECHO.

DISTRIBUIDORES

De los famosos Televisores

OLYMPIA

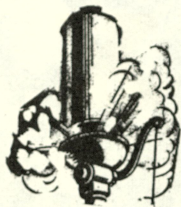
MODELO 1960

349 WILLOW ST.



Esther Medina

"It's
No Secret"



1959 PERSONALITIES

by esther medina



ANITA COLLINS

The petite young miss with
a lovely wardrobe.

BEST DRESSED



DANNY CASTELLANOS

Besides he is the only ba-
chelor with shoes instead
of GUARACHES.



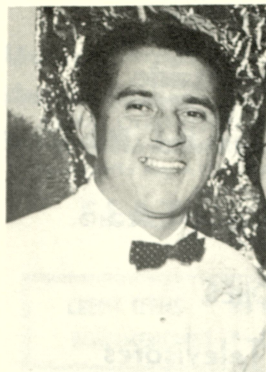
HUMBERTO GARCIA
(boss man)

Undoubtedly BEST Latin
Publication in Northern
California.



CY 2 - 4273 195 DEVINE ST.

COMMUNITY SERVICE

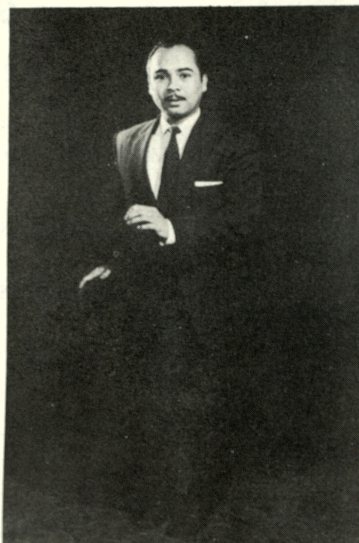


FRIDAY AGUILERA

Outstanding leader in the
UNITED FOOD DRIVE
and really folks, he doesn't
KEEP any CANS.

I am not prejudiced but
the fact is that their rivals
trip all over themselves.

TONY FLORES
(El Chapulin)



BEST DANCERS

MARGE OCHOA



(Continued Next Page)

INCOME TAX



Lena Manriquez

Notario Publico

Interprete en la Corte

MIEMBRO de la CAMARA
de Comercio MEXICANA

17 AÑOS de EXPERIENCIA

HORAS de OFICINA

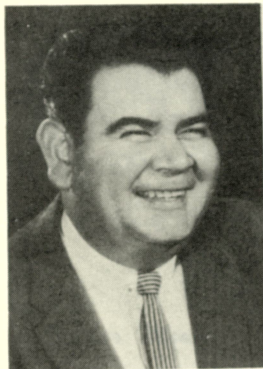
LUNES a SABADO
de 9:00 a.m. a 4:00 p.m.

Para otras Horas llame al
CL 1-3121

CY 3-5323

1175 E. Santa Clara St.

San Jose



BEST SENSE of HUMOR
BUBBLES #2 CASTAÑON
That we know of, he is allergic
to work, if you don't sit on him,
he won't sit on you, I think !!



BEST SENSE of HUMOR
RACHEL REYES
Student Beautician and an abso-
lute NUT, if you forget to sit
on her, she might say something
embarrassing.

MOST ELIGIBLE YOUNG MISS
ELEANOR SOLAREZ

C.H.M 16th of Sept. Queen
2nd place winner in C.S.O.

BEAUTY CONTEST

Manager of Ace Loan Office
Student Model and future home
maker, she makes the roundest
TORTILLAS in TOWN.

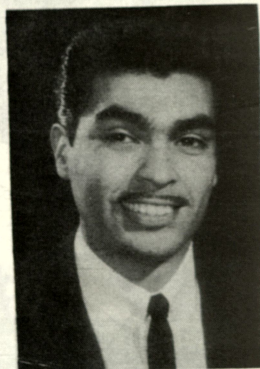


MOST ELIGIBLE YOUNG MAN

EDDIE BOJORQUEZ
Manager and Owner of the
LATIN QUARTER

Talented member of el
TRIO CRISTAL

but this one can't make tortillas
although he is an expert with a
can opener.



MOST LIKELY TO SUCCEED

EDUARDO (El Guero) GRIGG
Rising announcer on
RADIO KLOK

His programs are considered
Modern and very Progressive
according to him. Sure lucky
he's got long arms, it's easier
to pat himself on the back.
Bless his SENSE of HUMOR.



(TO BE CONTINUED)

Farmacia Lucero

Especialista en Recetas

HAIRGROTONE

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

TAMAÑO regular.....\$5.00

RASCALIN

Para comezones de la piel, rasqueras producidas por la
irritacion de la sangre, comezones entre los dedos de
los pies. No Olvide RASCALIN.

TAMAÑO regular.....\$2.00

Jose Lucero Canseco

CY 7-7258 202 W. SANTA CLARA



Furniture CENTER

Ajuar de Recamara \$89

NADA de ENTRE
TOME AÑOS para PAGAR

Ajuar de Sala \$99

Escuche Ud. a CARLOS GRAHAM
y el programa de FURNITURE CENTER
Diariamente en Radio KLOK a la 1:00 p.m.

CY 5-6765 66 N. Market St.



FRED

Fred & Paul Automobile Sales

TODOS ESTILOS - TODOS MODELOS
Amplias facilidades de PAGO

NADA de ENTRE
Buenos carritos desde
\$100

Vea a Paul Gonzales



PAUL



LEGUILLON'S QUALITY AUTOMOBILES

CL 8-6754 1650 E. Santa Clara St.

Maria's
COCKTAIL LOUNGE
BAILE VIERNES y SABADOS
POR LAS NOCHES
TARDEADAS - DOMINGOS

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

Dan & Maria Aguirre. Props.

CY 5 - 9872

728 N. 13th St.



*Dan's Combo featuring vocalist
Frances Wells*

Diaz - Chavez

La Srita. VERA CHAVEZ
Hija de Pablo y Cleo C. Chavez
contrajo matrimonio con el joven

RUDY DIAZ
Hijo de Eliseo y Juanita Diaz

El Domingo 27 de Diciembre de 1959
A las 11:30 a.m.
En la Iglesia de la
SAGRADA FAMILIA
Oficio el padre Donald McDonald

SAN JOSE, CALIFORNIA

LEITER STUDIO



ROYAL CAMERA SHOP

EQUIPO *Fotográfico*
PAGOS BAJOS

Aqui encontrará Ud. un amplio surtido de todo lo relacionado con el Ramo de FOTOGRAFIA.

CAMARAS - ENLARGERS - TRIPODS - PELICULA
toda clase de accesorios (Nuevos y Usados).

INSTRUCCIONES GRATIS!

Ademas de Absoluta GARANTIA el personal de esta tienda: Don, Harry, Don y Ray le daran instrucciones GRATIS para que así tome BUENAS Fotografias.

Harry Jacobs

CY 7-2908 179 S. FIRST ST.

Campeon

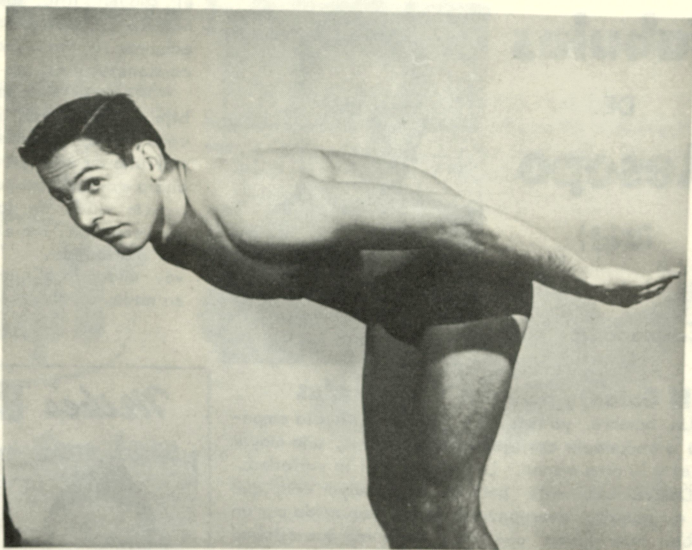
HUGO ALONSO GARZA
Campeon Nacional de Natacion
1956 - Mexico, D.F.

Hugo tiene 21 años de edad, nació en Monterrey, Nuevo Leon, Mexico (y no vayan a creer Uds. que Hugo es como algunos de los chistes que cuentan por hay) no comen platanos por no tirar la cascara etc.

Sus padres son Raymundo y Maria Garza de Lopez.

Durante su Servicio Militar obligatorio, que duro 1 año, 7 meses, Hugo obtuvo el Título de Campeon de NATACION de toda la Republica de Mexico en el año 1956.

La competencia se desarrollo en Mexico, D.F. en el parque Plan Sexenal o sea Alberca del Gobierno donde competieron los mejores nadadores (resistencia) de todo Mexico



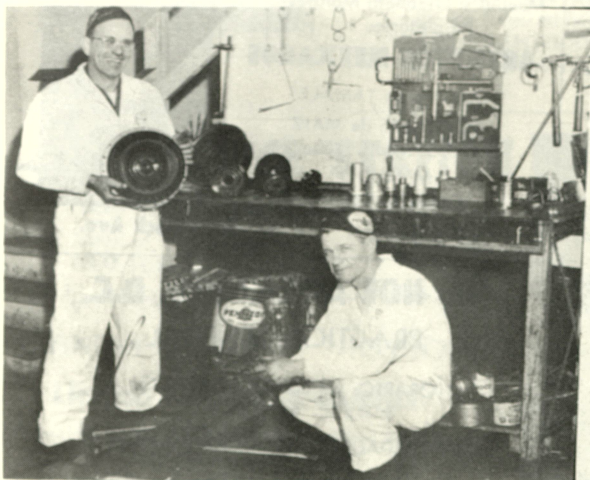
En 1957 tambien obtuvo Primer Lugar en Tampico, Tamaulipas, al nadar 42 Kilometros o sean aproximadamente 32 millas, en el Rio Panuco, permaneciendo en el agua por 12 horas, su alimentacion consistio de liquidos por conducto de una tripita de plastico, como igualmente cuadritos de chocolate, todo esto dentro

del agua, sin ayuda o descanso cual ninguno.

Tiene aproximadamente 1 mes de radicar en esta en la casa de su primo Jose Calderon.

Es un activo miembro del Club SAN FELIPE, ya esta trabajando, piensa extender sus conocimientos estudiando INGLES por las noches.

NETTO'S GARAGE



Para un SERVICIO EXCELENTE de MECANICA lleve su carro con PETE NETTO, Prop. y HERB MUNGER con la completa seguridad de que quedará SATISFECHO.

Automotive Specialist

**Automatic TRANSMISSION
OVERHAUL**

Desde el bajisimo **\$99 50**
Precio de

OFFICIAL LIGHTS & BRAKE STATION

NADA DE ENTRE

24 MESES para PAGAR

Trabajo de Primera

Este taller cuenta con cientos de Clientes de HABLA HISPANA por sus Precios Razonables y su Trabajo de MECANICA de Primera.

CY 3-3663

564 W. San Carlos St.

Fabulas

DE.

Aesopo

RR

Eduardo Colman



El Galan y sus dos Enamoradas

Un hombre ya maduro c.-yo cabello habia empezado a encanecer cortejaba a dos mujeres, una mayor que el y la otra menor. Le gustaba a el la variedad.

Desgraciadamente para el, la de mayor edad que el, su poquito avergonzada de ser requerida por un hombre mas joven que ella, cada vez que estaban juntos, le arrancaba los cabellos negros y asi poquito a poco el pobre galan se fue quedando sin ellos.

Al mismo tiempo la mujer mas joven que el, tambien avergonzada de ser requerida de un hombre mas viejo que ella, cada vez que estaban juntos le arrancaba las canas. Total, y sin darse cuenta nuestro galan, quedo con una cabeza que parecia una bola de billar.

El Agricultor y sus Hijos

Un agricultor, al tiempo de morir, llamo a sus hijos que tenian la tendencia de ser holgazanes y les dijo:

"En mi parcela de terreno hay un gran tesoro escondido. No os voy a decir donde se encuentra exactamente pero si cavais la tierra con diligencia estoy seguro vais a encontrarlo. Y es una suma considerable, creedmelo, hijos mios."

A pesar de los ruegos de los hijos de que les dijera el sitio exacto, el agricultor se nego.

Murio el agricultor. Los hijos se armaron de azadones y palas y se fueron levantando la tierra que era un contento. Trabajaban desde el amanecer hasta bien entrada la noche.

Ese año la tierra propiamente trabajada rindio una enormidad de tomates, de lechuga, de arvejas, de cebollas, de fresas, de cuanto se planto en ella y los hijos obtuvieron tal cosecha que su venta les produjo un verdadero tesoro. Y lo mas importante es que ya se acostumbraron al trabajo y de año en año fueron cosechando en abundancia los productos que el bien trabajado rancho les producía.

Un agricultor tenia tres hijos muy avaros. El agricultor se enfermo gravemente y antes de morir oyo a sus hijos que discutan en la proxima sala. Uno de los hijos decia: "Cuando muera nuestro padre alquilamos cinco limousines nada mas para acompañar el feretro. A quince dolares cada limousin son setenta y cinco dolares. No es mucho, y en ellos metemos a los familiares y a los amigos que quieran acompañarnos."

"Setenta y cinco dolares es mucho dinero," digo

el segundo hijo, rascandose la cabeza. "Porque no alquilamos tres camionetas a doce dolares cada una, echamos a todos los amigos y enemigos dentro de las camionetas y asi nos ahorramos unos cuantos dolares."

"No es del todo mala la idea," dijo el tercer hijo, "pero no veo para que vamos a alquilar tres camionetas, cuando podemos alquilar un camion grande uno de esos que jalan lechuga en el verano y que ahora estan desocupados, podemos pagar....."

Un ruido de la habitacion vecina interrumpe la conversacion. Era el padre que gritaba desde su lecho de moribundo. "Traiganme los pantalones y yo me voy andando al cementerio y asi no tienen que gastar en nada, muchachos."

Mike's BARBER SHOP

BARBERIA
MEXICANA

El Popular Barbero
MIKE DIAZ
anuncia la Apertura de su
Nueva BARBERIA
Abierta diariamente de
9:00 a.m. a 8:00 p.m.

Mike Diaz, Prop.

En seguida de
JOSE TELEVISION

1541 E. Santa Clara St.

La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales
Propietarios

ANTOJITOS MEXICANOS

MASA para TAMALES

TORTILLAS de MAIZ

3 Docenas....50¢

MENUDO

Todos los Domingos

CL 8-4702

1730 Alum Rock Ave.



Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

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

ENFERMEDADES de SEÑORAS y NIÑOS

Facilidades para Completo Examen Fisico

X - RAY y LABORATORIO

CONSULTA GRATIS

A Personas Necesitadas.

CY 5-8870

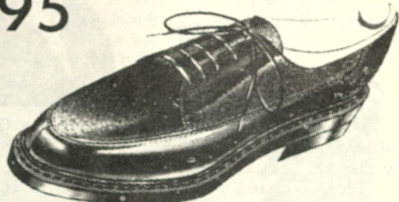
565 Almaden Ave.

Calzado para toda la FAMILIA

RECUERDE que esta GRAN ZAPATERIA tiene el mejor CALZADO en Todo San Jose y ademas LOS PRECIOS MAS BAJOS. Hagale una VISITA y obtenga todo el CALZADO para TODA la Familia.



8⁹⁵



MEN'S DRESS OXFORD
Handsome, western styled dress oxford with combination smooth leather and grain leather treatment. In Black storm welt, BLACK or BROWN. sizes 6 to 12.

136 S. First St. - San Jose

Onomastico



El dia domingo 27 de Diciembre de 1959, se verifico una fiesta organizada por los esposos Simon y Margarita Villa en el No. 33516 10th St. en la ciudad de Union City, California para celebrar el onomastico de la simpatica y amable niña Catalina Villa Rojas que en esa fecha cumplio 8 años de edad.

En la fiesta estuvieron acompañandola sus primos Carlitos, Antonio y Esteban acompañados de su papa el Sr. Carlos Villa, Carlos y Luis hermanos de la niña ya mencionada.

Despues de haber tomado un rico chocolate y exquisito pastel bien preparado la atractiva y encantadora niña les manifesto a los acompañantes su agradecimiento y dirigió estas palabras:

"Deseo que pasen todos ustedes y tambien mi mama Catalina a quien yo llamo mi hermanita Mayor que pasen un Felix Año Nuevo."

EL EXCENTRICO la felicita y desea que Dios la ayude en el proximo Año Nuevo y siga viviendo muchos años.

Leo's SERVICE STATION

Leo Fassnacht, Owner



Use BANK of AMERICA
CHARGE PLAN

La Mejor GASOLINA - Aceites

LLANTAS - BATERIAS ACCESORIOS

Llantas Nuevas y Usadas

Toda clase de LLANTAS nuevas y usadas a los Precios MAS BAJOS de PLAZA.

GASOLINA BLANCA PETROLEO
SOLVENTE PARA LIMPIAR

ABIERTO todas las DIAS de 7 a.m. a 9 p.m.

CY 5-2224

Esq. VIRGINIA y ALMADEN Ave.





Alvin Valadez



My deepest condolence to Joe Gonzales, columnist for Club San Felipe, and his family for the recent death of his father.

The Genies will elect new officers this month. I hope to introduce the officers to the readers on the next issue. The time is also nearing for the club to choose its most Outstanding Member of the Year 1959. He will be known as Mr. Genie of the Year.

The last member who this honor was deserved by was Joe J. Rodriguez who was crowned with the Genie Turban at our annual banquet. Since then Joe J. doesn't even talk to us unless we address him as MR.

It is my personal opinion that the Genies will have a very hard time deciding between Jess Medina and Eppie Gallego since both are very active members and always give a good impression of the CLUB.

So start counting the "cokes" members!

Sierra let me give you a word of advice. Never print in your column something derogatory of any person or thing strictly from rumors unless you make an effort to find out the truth. Continually writing falsities will result in the readers losing confidence in the writer. If you must write about rumors behind a pair of dark glasses, write only of the rumors not detrimental to the subject since in such cases the subject will not be unjustly effected.

Granted the news is not so dramatic but sincerity is sometimes better appreciated. You know of course that I'm making reference to your column in the previous issue and let me put the facts to you straight!

THE GENIES ARE PROUD, on the GRID-IRON the GENIES have been MIGHTY and we HAVE boasted but only when our Club has something to BOAST about. There was NO game scheduled through the Athletic Directors of CLUB SAN FELIPE & the GENIES & I think their CLUB will concur with what I say. Our CLUB has no phonies and for damn sure I'm not one; on the contrary YOUR club has ONE----- namely YOU!!! And YOU are the biggest phonie of them all.

Your jokes in your column are sometimes humorous but you, you are the biggest joke of all in the UCC League and you have some, if not all, of the clubs in the league laughing at you. OHHH HA HA HA AHHHH HA HA HA! and you DAVE, and YOU don't even know it.

OH HAA HA HA HA HA & look at your picture on your last column. Don't even know your left from your right huh????

Seriously, DAVE, I like you personally

and you are a very good conversationalist but as a critic you just don't have it.

The GENIES wanted to play CLUB SAN JOAQUIN football because we beat you last year and though it might have been a tough game, we think that even though you are the LEAGUE CHAMPIONS this year we can still beat you. According to you, Dave,

"It will be a COLD day in Hell before San Joaquin plays the Genies."

It would be easy for me to make a statement that CSJ is chicken to play us----- league CHAMPIONS of the previous year.

This would be unfair to your club and I would be saying something that I would not really believe.

I know that the reason you won't play the Genies is because if we defeated you it would take away a lot of the GLORY & PRIDE which you can now place on your CHAMPIONSHIP TROPHY!

As for myself I'll give you the words of Cullen as he saw it in the ULTIMATUM.

I hold not with the fatalist creed
of what must be must be;
There is enough to meet my need
in this most meagre me.

These two slim arms were made to rein
My steed, to ward and fend;
There is more gold in this small brain
Than I can ever spend.

The seed I plant is chosen well
Ambushed by no sly sweven,
I plant it if it droops to hell,
Or if it blooms to HEAVEN!



MENS All Wool SUITS

Tailored to Order in Any Style

200 Fabrics to Choose From

ALL at ONE LOW Price

\$59.50

HANK PARAMO
Sales Representative

Paul's TAILOR SHOP

CYpress 3-0695 234 W. San Carlos St.

Wrestling



RICHARD DIAZ

AMERICAN LEGION MEMORY POST 399

presents.....

WEDNESDAY NITE WRESTLING

San Jose, Civic Auditorium



THE MAIN EVENT

The Mighty Sharp Bros. from Ontario, Canada and Steve Stanly former Mr. America lost the six man tag match against a team of Ronnie Etchison one time Pacific Coast Wrestling champion, Suni War Cloud, and Ramon Torres, Wednesday night January 13th at the San Jose Civic Auditorium.

Steve Stanly won the first fall over Suni War Cloud with a stepover toe hold in 13:45 seconds. Suni came right back and applied his most favorite hold, an Indian Dead Lock, and won the fall in 7:50 seconds.

Ben Sharp lost the 3rd and deciding fall when Etchison and Suni worked him over for 20 minutes with a series of elbow smashes and a body slam by Ronnie. Etchison throws his opponent so hard on the canvas that they lay flat on the mat for the count. Torres won the third fall.

THE SEMI MAIN EVENT

Hombre Montana and Juan Humberto wrestled to a draw. Humberto won the first fall in 17:30 with an arm stretch and a body press. Montana won the 2nd fall with a bear hug and a body press in 15:30 seconds.

10 MINUTE OPENER

Mike Sharp and Torres fought to a draw.

INTRODUCING EDOUARD CARPENTIER.....

The most intriguing figure to astound the wrestling public in a decade is Edouard Carpentier, the compact, broad-shouldered Frenchman. Born in Roan-ces, near Paris, 26 years ago, he is the nephew of the famous Georges Carpentier.

Edouard Carpentier has brought to the mat a high degree of drama and blazing color. This wrestling sensation is as light on his feet as a ballet dancer, is a highly skilled gymnast and was a member of the French Olympic team at Helsinki.

He was carefully trained by Henri DeGlane, a Frenchman and former World's Champion, and almost overnight the youthful Carpentier became a sensation with the Parisian crowds because of his speed, clean, clever technique, and unusual holds.

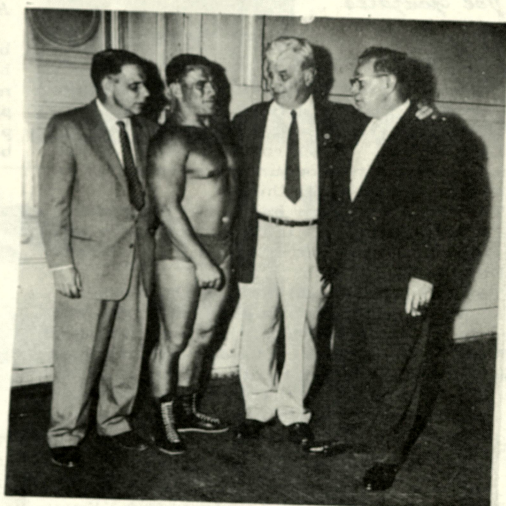
He entered a tournament in Germany which he won, then met and defeated Felix Miquet for the European title.

He is an all-round athlete, proficient as a weight-lifter, swimmer and diver. He has a pleasant personality, which is reflected in his clean and sporting attitude in the ring.

Edouard Carpentier in action! He hits his opponent with a drop-kick on the chest, makes a complete somersault in the air, and lands on his adversary's chest with his shoulders.

There isn't a wrestling hold that Carpentier can't break. This boy is "Terrific!".....

--- The Best Of The Best ---

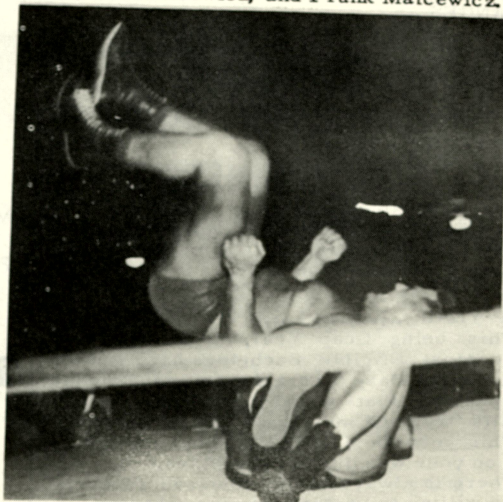


Thanks to the three gentlemen Wrestling Promoters in this picture for bringing into this area one of the most popular wrestlers in the world.

Known as The National Alliance Wrestling Champion, conqueror of Lou Thesz-----

EDOUARD CARPENTIER

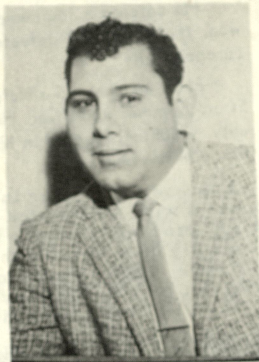
Left to right; Mr. George Ireland, Carpentier, Joe Malcewicz, and Frank Malcewicz.



CLUB San Felipe



Joe Gonzales



TO JOE GONZALEZ JR. and FAMILY;

Club San Felipe wishes to express its most sincere sympathy in respect to the death of Mr. Joe Gonzalez Sr.

Life is full of sorrow and setbacks, and some incidents that occur are as ineffable as the source who so wills them.

The loss of a dear one is hard to endure, but nevertheless one must accept God's will and adjust to it no matter how difficult or painful the task may be.

"The Lord giveth and the Lord hath taken." Thus ending the life of a great man who was loved by all who knew him. In the same manner which we must accept God's biddings, we must unite and turn to him for consolation, for it is in Him alone that strength and courage can be found to go forth in this world in which life and faith prevails.

ON THE SPORTS SCENE.....

Some time ago the U.C.C. League clubs held a meeting in which San Joaquin's "Reign Of Terror" was supposedly brought to an end with the dethroning of Dave Sierra as U.C.C. Athletic Commissioner. Club San Felipe's Joe Gonzalez, Jr. was elected to the post and Dave Sierra was elected U.C.C. Secretary.

Unless Club San Joaquin stops running away with Championship Trophies, things will look pretty bad for some people who alleged that Mr. Sierra was behind it all.

ROMANCES.....

It was brought to my attention that Rosie's new flame is KILLO. Ya te barrieron Candy, Hugo, etc. etc. etc.....

I personally heard Kilo refer to Rosie as "Mi portamoneda..." I wonder why???????

S.F. TALENT

Club San Felipe possesses many talented members. Hugo Lopez from Monterrey, N.L. is one of Mexico's champion swimmers, and his side-kick Cesar is C.S.F.'s answer to the Bachelors Club, for he claims that he can drink anybody under the table.

LEAP YEAR.....

This being Leap Year, most of San Joaquin's Most Eligible Bachelors have run for the hills, but Dave Sierra did not stand a chance pushing that weird looking thing (belly) he calls "relaxed muscles."

This may be a little late, but congratulations on your wedding anyway, Dave.

There is always some brave soul (sucker) who is willing to venture into the unknown.

THE COMMERCIAL

And now to earn my free beer..... Since the acquisition of Ray's Place by Candy Veliz and Joe Carbajal, the place has been really jumping, so for an evening of pleasure and relaxation why not join the crowd and visit JOE and CANDY at JOE'S CANDY BAR on Tenth & Taylor.....

While on the subject of Leap Year, here's a friendly warning to all of you men----- Stay clear of Eleanor Solarez for she claims it is NOW or NEVER!!!!!!!!!!!!!!!!!!!!

Tony "Onnie" Carbajal and Cesar Isaacs claim they have already turned down three proposals, so stop wasting your time girls!!! ALOHA, AMIGOS.....

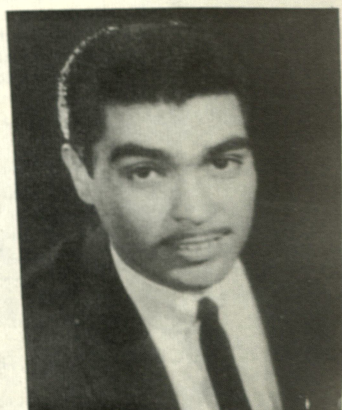
While pinch-hitting for Joe Gonzalez in bringing you this report, if I stepped on anybody's toes----- those were most certainly my intentions. Furthermore, I just got thru packing my bags, and as this report goes to press I am on my way out of town, so don't bother to look me up.....

So long, Art Cuellar



**Tell our Sponsors you saw it
in EL EXCENTRICO**

EDDIE
bojorquez
Prop.



the *Latin Quarter* PRESENTS....

VIRGINIA MARTINEZ
Recording Star with
Pete Bugarin's orchestra

La Popular Orquesta
HERMANOS JORDAN
TARDEADA - Domingos

Dancing: Fri. Sat. & Sunday
The LATIN QUARTER

Al & Eddie Bojorquez

TELEPHONE CY 3-9452
1620 ALMADEN RD. SAN JOSE, CALIF.

J. C. PLUMBING CO.

Toda clase de Trabajos de Plomeria

CY 3 - 1269

SERVICIO de 24 HORAS

Nos ESPECIALIZAMOS en REPARACIONES

SINKS descompuestos Calentadores de AGUA

ESCUSADOS Instalacion - Reparacion

Toda Clase de PLOMERIA

PRECIOS RAZONABLES

John Castro, Prop.



ARTHRITIS AND RHEUMATISM AFFLICT
11,000,000

ALL AGES STRICKEN BY THE
GREAT CRIPPLER...
CAUSE: UNKNOWN
CURE: UNKNOWN



MARCH OF DIMES TO START
PATIENT AID PROGRAM FOR
ARTHRITIS PATIENTS THROUGH
18 IN 1959.

Doctors estimate 70% of
serious crippling can be pre-
vented with **EARLY TREATMENT**



RHEUMATOID ARTHRITIS
3 WOMEN STRICKEN FOR EVERY
MAN - WOMEN USUALLY ARE HIT
BETWEEN 20 AND 35

NOW MARCH OF DIMES FUNDS BATTLE ARTHRITIS
PLUS POLIO... BIRTH DEFECTS... VIRUS DISEASES.

JOIN THE MARCH OF DIMES
--- TOWARD GREATER VICTORIES ---

Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian



Harry Lasnick, Prop.

San Jose **Kiddie Shop**

CY 3-0104 279 S. First St.

SPECIALISTS IN
Christening Clothes

Everything you may desire is here in **TREMENDOUS ASSORTMENTS**

Exquisite Long GOWNS SHORT DRESSES SETS
TODDLERS DRESSES BOYS SETS
(Plus Accesories)

Use BANK AMERICA
Charge Card



Use FIRST NATL.
Charge Plan

Or USE Our LAY A WAY PLAN

Louis Gonzales

PROPIETARIO MAYFAIR REALTY

**Agencia de Casas
REAL ESTATE**

\$395 de ENTRE

TRES RECAMARAS
Hardwood Floors
FIREPLACE
Lote EXTRA GRANDE
Cercas de la escuela
James Lick
No necesita CALIFICAR

ESPECIALES:

MUCHAS pero MUCHAS
OPORTUNIDADES
Toda Clase de BIENES RAIZES
Al ALCANSE de su BOLSILLO

\$ 950 de ENTRE

TRES RECAMARAS
No es moderna pero
muy LIMPIA
A dos cuadras de la calle
Santa Clara
Precio total: \$9,500

En Seguía de la PANADERIA
GUADALAJARA

CL 1-0333

1657 E. Santa Clara St.



Russell - Geraci

Miss ANN GERACI became the wife of Mr. ROY RUSSELL on Sunday December 13, 1959.

Father De Lucca joined the couple in marriage in 2 P.M. rites at Holy Family Church in San Jose.

In picture are members of the wedding party which included (back row, left to right) Jim Harris, Don LaFond, and Bob Townsend.

In front row are Lucille Geraci, Ann Geraci (bride), Roy Russell (groom) Doris Zito, and Jennie La Rocca.

LEITER STUDIO

Angel's AUTO REPAIRS

Toda Clase de REPARACIONES

El popular mecanico ANGEL GONZALEZ anuncia a todos sus CLIENTES y AMISTADES de su Cambio de DOMICILIO que ahora se localiza en el

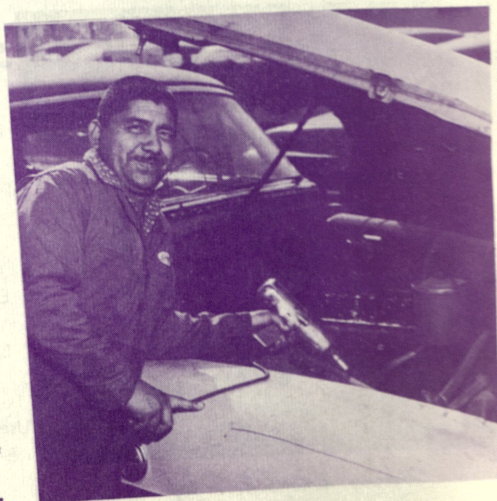
2171 ALUM ROCK AVE.

Abierto 7 dias de la Semana incluyendo DOMINGOS

Fred's SUNLAND SERVICE

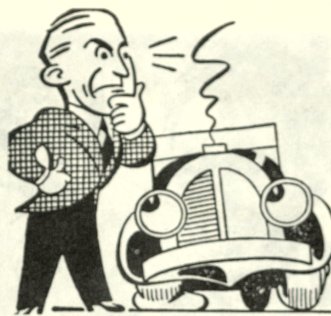
FRED WILSON ofrece una TARJETA de SERVICIO por solamente \$1.00 Le da derecho a Ud. a esto:
CHASSIS LUBE TIRE REPAIR BATTERY CHARGE
TIRE REPAIR \$4.00 worth of Stamps with Gas Purchase

CL 1 - 3445 2171 ALUM ROCK Ave.



Car Sickness....

by dave e. sierra



"Shakey Jakey" has been sick this week. No, he isn't a wino. That's what I call my car. You know. That 1937 Corvette which Alvin had the audacity to call a "Pig."

We first noticed that all was not well on Tuesday morning of the past week when he failed to respond to our urgent pleas to awaken and greet an overcast morning with the customary sputter and then a roar of the powerful engine asleep under its hood.

He just groaned a couple of times, turned over, and went back to sleep like the winos at the city jail.

We knew for sure then that something was wrong, somewhere. But where? About the time that we were getting ready to think that maybe the dilapidated old baby had just about had it, and that it would be to our advantage to look around for another one, a friend more skilled in diagnosing automotive illnesses than myself, arrived on the scene.

We were in deep consultation with him for the better part of one day. Beer numbs the mind and we arrived at no conclusions whatsoever. He advised consulting with specialists more versed in the intricacies of the horseless carriage than himself.

The following afternoon Jupiter Pluvius arrived on the scene after a much heralded announcement that he was due in Santa Clara County. He bathed old Shakey for three days and even though he still wouldn't respond to urgings to awaken from his deep slumber, he looked better than he's appeared for a long long time.

Another friend arrived on the heels of a stiff day of rain and came to the unquestioned belief that one "foot" of Shakey's was out of commission and would require the attention of a foot mechanic.

Automobiles being what they are, bless them, the foot was detached and taken to a specialist on Williams Street who looked at it while filling us in on his 15 years experience in this field which covers a third of his lifespan and practices in two states, Minnesota and California. He said his name was Uly\$Sye\$\$. Sou\$Sa\$Sia. I began to perspire.

Repairs were made on Shakey's foot and still he could not walk on it. Fallen arches.

The foot was returned to the specialist on Williams Street and further work was done on it. Again he could not walk on it. Flat feet? Flat!!!!!!!

After a brief but spirited discussion held by yours truly, the mechanic, and a vacationing motorist from Ontario, California, we came to the conclusion that a new "foot" was needed. The vacationer and I parted in a belligerent and argumentative frame of mind after I made mention that I considered his knowledge of Shakey's troubles equal to that of an illiterate nincompoop.

"You know less about cars than I do," I said. "In fact, I betcha I know more about the town you're from than you do!"

Don't anyone go tell William Bell that I was born in Ontario.

After the foot was back on Shakey, I tried to figure out why he wouldn't run. Maybe he needs water I thought. I put water in the radiator, water in the battery, and water on the windshield. Again I entered the cockpit, pulled all the levers, turned the key, opened and closed the glove compartment, pumped on the accelerator, kicked the headlight dimmer twice, and then punched the ignition button. NO response!

Okay. Let's see. Start all over again----- Pull all the levers, turn the key, open and close the glove compartment, pump on the accelerator, kick the headlight dimmer, and punch the ignition button..... Still, NO response....nada, nicht, nein, nothing!!!

Then it came to me, slowly at first, then awakening memories in me. Why hadn't I thought of it before! I'd forgotten to talk to the old bus! How's anyone going to wake up from a deep slumber without a little verbal urging to go along with the mechanical?

I followed the same procedure as before----- Pull all the levers, turn the key, open and close the glove compartment, pump the accelerator, kick the headlight dimmer, and then a few choice words to Shakey, "Dammit, you better start now you little @%\$#!*&% or I'll %\$#L(*& and #\$\$(c&% you!"

With increased confidence now, I punched the ignition button. NO response. Felt like crying.....

"Talk to me, you old \$(c*%&@," I growled. We finally put Shakey in the hands of a real honest to goodness specialist. This guy was out on McKee Rd.

"I don't know what's the matter with it, just get it running for me!" I said.

The man looked under the hood, then tried to start it himself.

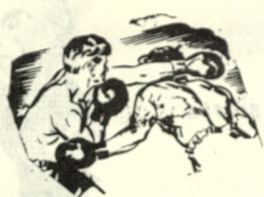
"How do you get your kicks out of life?" he asked.

"I get a charge out of watching big girls wiggle down the street, that little girl on radio who says: 'MY mommy listens to KEWB!' and from watching the sun sink slowly over a glimmering sea."

The man led me to one side of the car hospital and showed me a strange looking red box with two wheels on the bottom and a couple of long rubber covered wires leading from the sides.

"This!" he said pointing proudly at the machine, "is how cars get their charge!"

Oh.



Johnny Hernandez

Bill Young, local promoter has Louie Molina and Speedy Henderson as his main go of ten rounds here at the Civic Aud. Jan. 26.

Henderson claims he will snap the winning streak of Molina. I doubt it very much.

(Molina to stop Henderson)

Willie Sanchez is also on the card. So you fight fans can look for all around card, January 26 at the Civic Aud. here in San Jose.

JOEY ROSE local Portuguese fighter who has been boxing since he was 14 years old has joined my boxing stable.

Joey to date has had 11 amateur and 22 pros, is undefeated and has stopped 13 of his 22 pro opponents.

He has been fighting around Oregon, Nevada, Washington, and Arizona.

Joey is 21 years old and has already fought three main events. He will be ready to go in six weeks. He will be trained by two pretty good ex-fighters- Buster Young & George Hughes (see photo).

Be seeing you at the fights. And so until next issue may God be with us always.

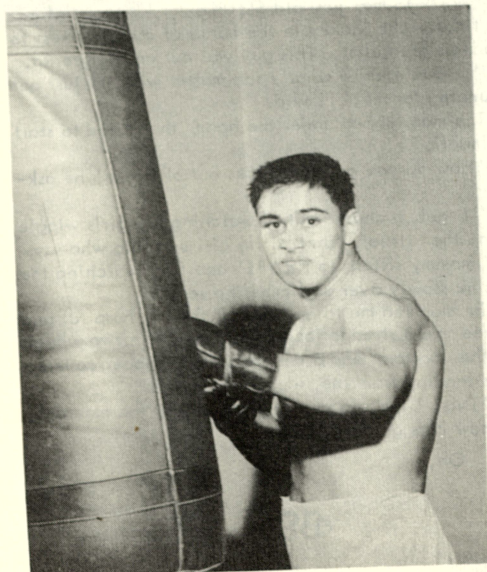
Amigo

Johnny

JOEY ROSE

Undefeated in 33 Fights

Managed by John Hernandez



In the picture are George Hughes (trainer) and 140 lb. JOEY ROSE.

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



Gilbert Adair

AGENTE de CASAS
Westchester Park Realty

Casa DEL Buen Servicio
Casas de Venta - ENTRE \$350

ASEGURANZA

TODA CLASE DE ASEGURANZA

AUTO LIFE HOSPITALIZATION
LIABILITY - BUSINESS INSURANCE

NOTARIO PUBLICO

CY 5-4520 CY 5-4521
816 N. 10th St. San Jose, Cal.

Musica y
Canciones



ESCUCHE UD. a

FERNANDO MERINO

RADIO **KEEN** SAN JOSE

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



GUADALAJARA, JALISCO
Estudios M. SANTANA



LEITER STUDIO

El Domingo 27 de Diciembre de 1959, marcando el reloj las 11:30 de la mañana, en la Iglesia de la Sagrada Familia, unieron sus destinos en el MATRIMONIO los juvenes RUDY DIAZ y VERA CHAVEZ hijos de Eliseo y Juanita Diaz, Pablo y Cleo Caballero Chavez, respectivamente. Oficio el Padre Donald McDonald.

Acompañaron esta boda de iz. a der: Susan Lopez Jennie Delgado, Olivia Espinoza, Beatrice Espinoza,

(LOS NOVIOS) Velia Chavez, Madelyn Chavez, Mary Torres, pajeitos Frank Mendoza y Victoria Caballero. 2da fila: Gil Garcia, Tony Chavez, Paul Montoya, Salvador Espinoza, Salvador de la Torre, Ralph Morales John Chavez y Paul Chavez.

La recepcion se verifico en el Newman's Hall, a la cual asistieron numerosas amistades, LUNA de MIEL en San Antonio, Texas, a su regreso establecieron residencia en esta ciudad.



Dave Sierra



=====

JOE GONZALEZ, U.C.C. COMMISSIONER
Riviera & Del Mar, New League Members

The United Club Council Basketball League for 1960 was organized at a meeting on Monday, January 11th at Joe's Candy Bar on Taylor Street.

Joe Gonzalez, Jr. of Club San Felipe was voted in as new league commissioner succeeding myself. Del Mar & Riviera were welcomed into the league by a unanimous vote of all member clubs.

Riviera returns to the U.C.C. wars after an absence of one year and Club Del Mar is a new competitor in the conference.

KNIGHTS ARE TITLE FAVORITES

An early pre-season choice to nab the conference hardwoods crown is a Knights club team which will show Tabby Perez, Ruben Garcia, Leo Carrillo, Greg Bittel, and Dan Ortiz in the starting lineup. Perez and Bittel were All U.C.C. a year ago. Leo Carrillo and Garcia were on the 2nd all league unit. Dan Ortiz was a regular at San Jose City College!

Some indication of the strength of this team can be gained by noting that 1959 All U.C.C. League guard Sam Ferrel is listed on the Knights' B Class roster!!!!!!!!!!!!

Coach Lou Cedillo's Club Riviera five should earn the runnerup spot in the league although at present his roster remains a big secret. Don't worry about any team managed by Cedillo. They'll do alright.

Casa Mañana is a team which should surprise. But how? Their softball team surprised in Mañana's first ever season in the U.C.C. by finishing 2nd in league play. The football team surprised by rolling over and getting trampled by every team in the loop, finishing DEAD LAST in the league.

And now, for the basketball race in 1960.

Club San Felipe has added Lincoln High's great Al Aguirre and others to their club and will present a highly spirited team as is characteristic with S.F. San Felipe manages to provide anxious moments for the top teams in every sport, so look for upsets in the coming season, especially when this team plays.

San Joaquin will again be led by 6'3 center Bonie Villegas. He'll have help from all around athlete Ron Gonzales, 6'1 forward Jimmy Belong, jumpshooter Ken Saucedo, the alert & hustling Manuel Velasco at 6'0, plus 6'2 San

Jose City footballer Freddie Morales, and 6'3 forward Bill Moyers, an all S.C.V.A.L. selection at Lincoln High School, San Jose.

Club Del Mar is a team of undetermined quality. Sports Manager Sonny Badilla's cagers have played San Felipe twice, splitting the two game series. More on this team later.

Although the Knights are logical favorites to win the league title, don't be surprised if Lou Cedillo smilingly accepts the winner's trophy for Riviera after season's end. We personally feel that The Knights are destined to become the first UNDEFEATED U.C.C. League Champion in the loop's short but highly competitive history.



The above photo is dedicated to Bonie Villegas, Kenny Saucedo, Eddie Baltierra, Bill Villegas, Tino Renteria, Tony Muñoz, and all the other men who gather periodically to exchange legal tender over a card table.

If you come up with a hand like the one above, keep calm and RAISE!

NOTHING CAN BEAT YOU----- except a Straight Razor!!

CONDOLENCES

Our condolences to Joe Gonzalez, Jr. and to the rest of the family on the loss of their father Jose C. Gonzalez. Excellent eulogies for Mr. Gonzalez were written by Art Cuellar and Johnny Zamora in the San Felipe and Club San Joaquin columns in this issue so we won't even attempt one.

Our deepest sympathy.

AN APOLOGY

We would like to apologize to Eleanor Solarez for the comment which appeared in the Dec. 20th edition. We are sorry if it caused embarrassment for anyone.

JOE'S CANDY BAR

No, no, Mabel, that isn't the name of a new candy bar. It's the name of a bar on Taylor St., at 10th to be exact. Used to be Ray's until JOE Carbajal and CANDY Veliz took over. JOE'S CANDY BAR---- Get it?

Anyway, amigos, that's the place to go for those long cool ones. And while you're there, sample the Texas Chili Beans..... Man, Oh, Man, Oh, Man, Oh, Mannnnnnnnn!!!!

Visite el Centro de Costura ATLAS

Maquinas de Coser

DESDE

\$ 29.50

\$ 9.95 (Usadas)

TODA CLASE DE MAQUINAS
de COSER

Empezando desde el bajisimo Precio
de \$29.50

Una demostracion es todo lo que Ud.
necesita para ENCANTARSE con estas
Maquinas ULTRA MODERNAS y a la
vez de lo mas SENCILLO para operar.



ADVERTISED IN
LIFE

ASPIRADORAS

Un concepto totalmente NUEVO en
ASPIRADORAS destinadas para hacer
un placer de la LIMPIEZA de CASA
Tapetes, alfombras etc.

Completa linea de accesorios.
(GARANTIZADAS por VIDA)

TOME largo TIEMPO
para PAGAR



Atlas Sewing Centers, Inc.

CY 3-8478

221 S. 2nd St.

San Jose



Guillermo le atendera en Espanol



TEATRO LIBERTY

Tony D. Maria
GERENTE

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



" AMA A TU PROJIMO "
Arturo de CORDOVA - Elsa AGUIRRE

Domingo 31 de Enero, Lun. 1, Mar. 2 de Febrero

UNA PELICULA ROMANTICA Y BRAVIA QUE GLORIFICA EL PAISAJE Y
LA MUSICA DE MEXICO!



**JOSE ALFREDO JIMENEZ
MIGUEL ACEVES MEJIA**

★
**LOLA BELTRAN
DEMETRIO GONZALEZ**



El gran charro cantante Miguel Aceves Mejia en la grandiosa película de aventuras y melodias "GUITARRAS DE MEDIANOCHE."