



El Excentrico

HUMBERTO GARCIA
Director

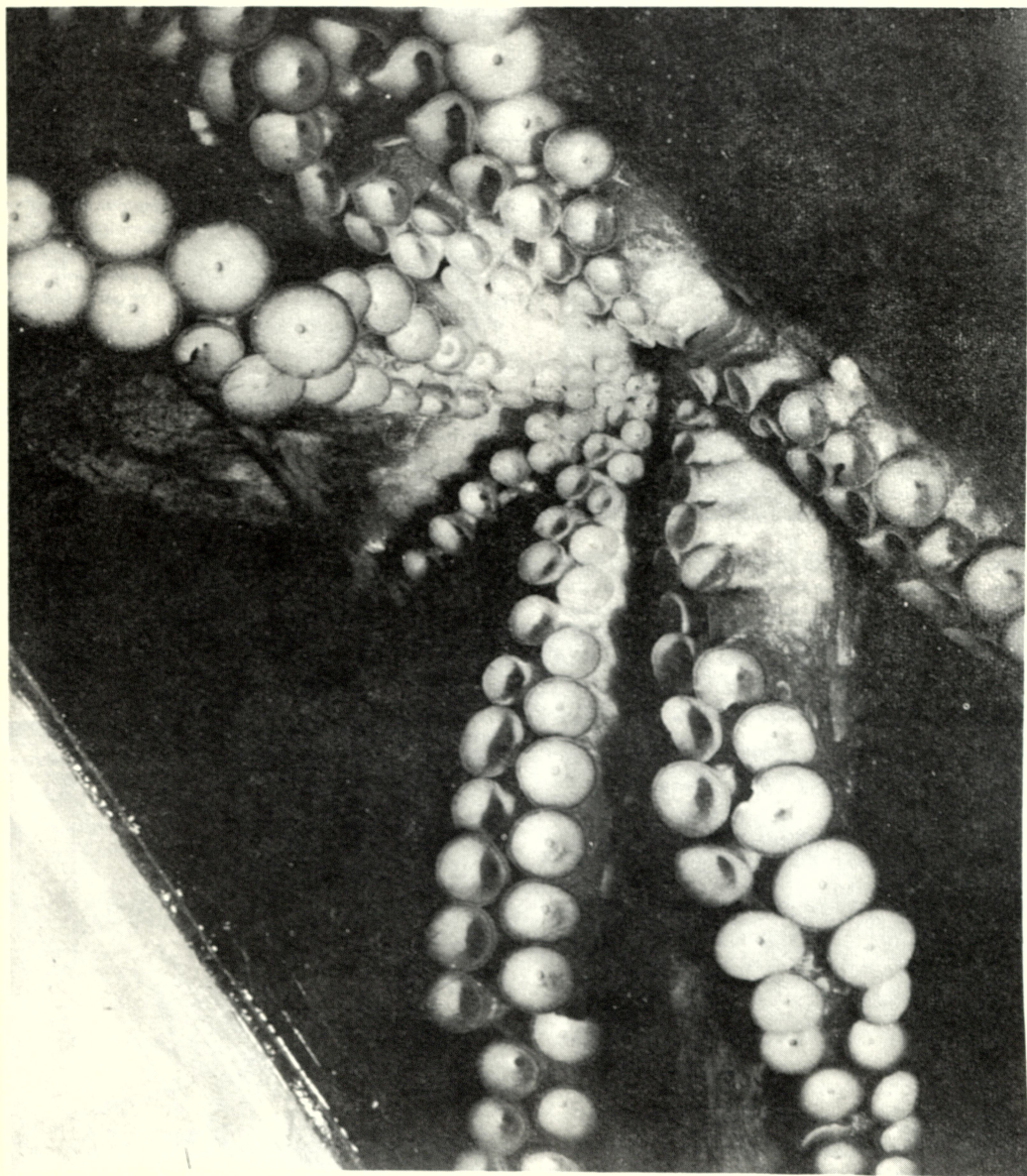
Magazin Social, Fotográfico Latino-Americano



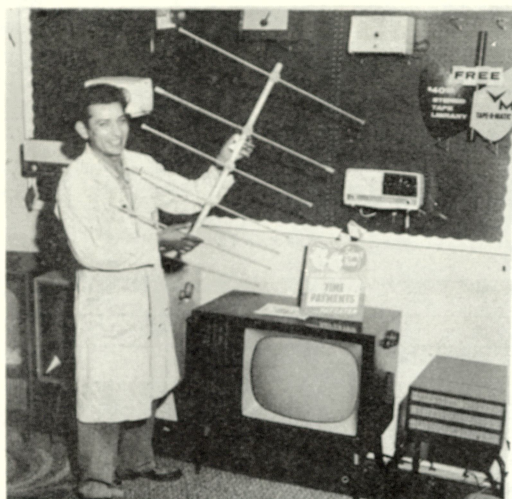
AÑO 8avo. NUMERO 16

ABRIL 20, 1958

SAN JOSE, CALIFORNIA



Howdy! How about a friendly many arms suction-tipped hug. Huh?



Ace TV SERVICE

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\$18.95

Este precio incluye la ANTENA e INSTALACION y Ud. y su familia podran cojer el canal ocho con sus programas en ESPAÑOL. RAY atento radio-técnico lo atendera en español si Ud. lo desea.

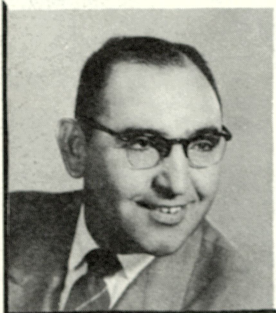
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Frank Di Salvo, Prop.

CY 3-4181 881 S. FIRST ST.

As a candidate in San Jose's recent CITY Council elections, I wish to take this opportunity to thank my many supporters. My purpose in running again was to encourage civic interest in the Mexican-American community and to further a program of improved human relations. By a show of strong support for a candidate, we can best win the respect of elected public officials. I believe this is the most effective way to win the improvements we need. In the light of this aim, I feel that my campaign has been a success. Mexican - Americans represent only about 5% of the San Jose's registered voters. Yet my total vote of



3,367 represents 25% of the 13,563 voters who went to the polls. This is a substantial improvement over the 18% of the total vote which my campaign won two years ago. It is clear therefore, that there were substantial inroads into other parts of the community and that success will come only through the united efforts of all community groups.

In view of the fact that I ran against entrenched incumbents and with very limited campaign funds, the election results are actually a significant victory.

I hope that the effort to run candidates will continue. It is not too important whether the candidate is myself or some other person. What counts is that we should run qualified candidates.

Thank You LEO C. SANCHEZ

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

La Selección Más Grande en toda San Jose !

« Ropa para Bautismo » Juguetes « Trajecitos
Ropa para Infantes y Chamaquitos

Esta Tienda es UNA VERDADERA MARAVILLA para las personas que andan preparándose para BAUTIZAR pues aquí encontraran la variación más completa en todo San José en ROPITA para INFANTES y BABIES.

VESTIDITOS - TRAJECITOS - BOQUES - AJUAES
JUGUETES - IMPERMEABLES Etc. Etc.

HARRY LASNICK, PROP.

PRECIOS BAJOS



San José *Kiddie Shop*

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Conozca Y ELJA Ud. Su Candidato
1862 1958



Consuelo Camargo

Corinthe Chavez

Lupita Valdez

Margarita Tamez

Fiesta Patria del 5 de Mayo

Comision Honorifica Mexicana
 San Jose, California

Computo Final
Rainbow Ballroom ABRIL 27, 1958

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Lalo Caballero y Pedro Valente Reco
 miendan este lugar.

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

Distribuidores de las famosas Llantas PACIFIC.

NADA de ENTRE

CL 8-1639

2250 Alum Rock Ave.



Frank Davilla

AX 6-0306

MIEMBRO DE LA CAMARA
DE COMERCIO MEXICANA

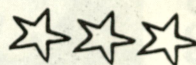
Coming Soon

**MANNY
LOPEZ**

y Su Orquesta

Rainbow Ballroom

Dom 20 de Abril



Dom 27 de Abril

GRAN BAILE (from 9:00 P. M.)



Baile y Diviertase!



CY 5-5594 849 ALMADEN AVE.

Publicada los días 5 y 20 de cada mes en San José,
Calif. (Condado de Santa Clara).

HUMBERTO GARCIA
Director

VIOLA MONTOYA
Secretaria

STELLA CRUZ
Secretaria

VICTOR HILLIS & SONS LEITER STUDIO-Fotografia
Impresion Mac Hernandez

MEMBER



Club Del Mar
Club Riviera
Club Venus
Esther Medina
Johnny Hernandez
Lic. Manny Gómez
Luis Juárez M. P. H.
Ma. de la Luz Sánchez
Margaret Montague
Marty Sanchez
Richard Días
Soledad Sepúlveda

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

Joker Club CARD ROOM



PAN - POKER - LO-BALL

El lugar mas NUEVO y MODERNO en todo el valle
de Santa Clara.

ABIERTO de las 12 del día a las 2 de la madrugada.
Co-Manejador.

Raul (Blackie) Lugo

SUNNYVALE CALIF.

RE 6-9868 133 S. MURPHY AVE.



*Club
Riviera
"It Really Happened"*

Phil Hernandez

'I'll see you at the Snug Harbor' for the past year has been sort of a password for our Club Riviera. Club members, before going anywhere will stop there with their dates, girls and wives. Ernie and Beulah Murray have reminded the club members of the SNUG HARBOR 1st ANNIVERSARY on April 30th.

DELANO HAINES, Chairman of the Club Riviera paper drive has gotten the guys together for a very successful drive. The guys over the past few weekends have collected quite a few truck loads of this fund raising paper.

CHUCK HERNANDEZ is now acting as temporary athletic manager. Any scheduling of games to be played will be through him and Ernie at the 'Snug'!!

RUBEN JACOBO, steadiest member of Club Riviera is now serving his basic training at Fort Ord in Monterey. Ruben was inducted in the army April 9th, along with many other San Jose boys.

Shuffle board at the Snug Harbor is starting to pick up. The guys are thinking of getting up a shuffle board team to play other teams around the area.

MEXICAN INTER-CLUB COUNCIL will finally get together on April 20, 1958. Each Club will have two representatives (2) from their respective club. The reason for only two is so that a small group can meet at the home of a member, if one has a larger group they must meet at a hall. The M.I.C. will have three meetings, then on the third, election of officers will take place.

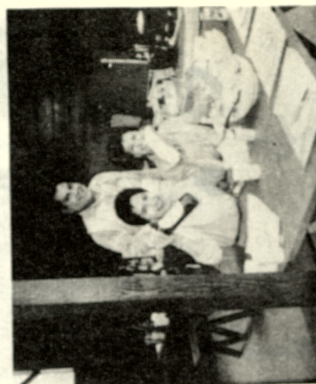
Club Riviera's Third Anniversary is in the planning for Riviera members. Social Chairman, Delano Haines announced to members that there will be a banquet in the early evening with club members and family attending, then at night dancing will be done with the music of a big name band.

THUNDERETTE BarBQ: The Thunderettes bowling team got together with a few members of San Joaquin Club, Daffy Soto of Geni's, Paul Becerra of C.S.O. and many friends for an Easter BarB.Q. The patio of Connie Cisneros was used for this dancing feast of Easter. Luckily the patio has a roof on it for it was raining cats and dogs outside.



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

Pictured, we have L to R: Rory Cortez and Tessie Alvarado sitting and Paul Gary standing. They are at the Thunderette Bar B. Q. getting ready to really dig in and enjoy the 'vittles'.



MADAM Zora ADIVINADORA

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



AMOR, MATRIMONIO, TRABAJO
NEGOCIO, ENFERMO

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9-Piece Bedroom Group \$69⁰⁰

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3-Room Group Complete
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GREAT WESTERN FURNITURE
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It's True

Marty Sanchez



Deadline time again and this time ERNESTO MARTINEZ has made news in the purchasing of a \$200.00 Hi-Fi, which means that he will be giving FRANK GARCIA competition when Del Mar parties come around.

COMISION HONORIFICA MEXICANA WILL NOT have a parade this year due to lack of funds, but the dance will certainly make up for it. Also, there are only four candidates running, which means a better opportunity for each girl to sell more votes.

STILL DEFINITELY ENGAGED is HELEN FLORES who has by no means broken her engagement with JOE SALDIVAR, who is stationed in New Jersey.

A WEDDING SHOWER FOR JESSE MENDOZA was held on April 11 at the home of FLORENCE GAETA. Among the many who attended were YOLANDA MINJAREZ, CLUB VENUS, CLUB RIVIERA and many more people.... The date has been set for May 4th at Holy Family Church, when Jesse will become Mrs. Jess Gaeta.

GREAT EMPRESARIO FRANK DAVILLA----WILL BE BRINGING SUCH ATTRACTIONS as MANNY LOPEZ in May, who is at present in Las Vegas on a five-week engagement, also coming are such great artists as TINTAN, MACHITO & his Afro-Cuban Orch., TITO PUENTE, AND ON JULY 13th, MARIA VICTORIA WILL RETURN WITH THE ORCHESTRA OF HER COMPADRE LUIS ALCARAZ.

TAKING IN A NIGHT OF DANCING AT THE COPACABANA in San Francisco to the music of Joe Duran were MARGO NAJERA, LUIGI DUARTE with her fiancé JOE MONARES, newlyweds CARMEN & DAVE RIVERA, MARY MICHEL & her date BONNIE GALLO.

EASTER SUNDAY CERTAINLY BROUGHT OUT LONG LOST PEOPLE who have been missed at the dances lately, and I got a glimpse of none other than that dashing RICHARD SWAIN, I wonder who he was looking for?????...HANDSOME EDDIE BOJORQUEZ seen dancing with his ex-girlfriend, the very beautiful HERMELINDA GARCIA, who looked very sophisticated wearing a white fitted lace dress and sporting the latest hair-do, a french twist.....In asking Hermelinda about Eddie, she told me, quote, 'Eddie and I are old, old friends', unquote.....IRMA REYES doing her fancy cha cha steps, with her specialty, FRISCO GUYS.....and believe me Irma can tell Frisco guys a mile away.....Lovely NORMA MINJAREZ and ROBERT CARRASCO looking very happy, and so were VIOLA MONTROYA and LEO ALVARADO.....CONNIE CHAVEZ SELLING TICKETS like mad for the 5th

of May.....which goes to show why she has taken over second place...Connie is the sister of ex-boxer Eddie Chavez and boxer Chenco Chavez.....the best of luck Connie.....Saw EDDIE TORRES walking around with a real cool blonde.....The popular swain BENNY ROMERO dancing away as if he didn't have a care in the world, but I bet his heart was aching for a certain green eyed beauty.

INSIDE INFO.....CROONER CONRADO BARRIENTOS SINGING WITH THE ORCHESTRA OF CONNIE CAUDILLO, and Conrad was telling me at the Volantes party, which they gave for GIL SOLAREZ, that he gave up drinking for Lent, my admiration goes out to you, Conrad.....Teaming up with Conrad for a duet was MARGO NAJERA and who may very soon be teaming up with a trio.....TERRIFICALLY OVERWHELMED AND SO VERY HAPPY is BECKY SANCHEZ (my sis) who got her notice from Notre Dame High School that she passed her entrance examination and has been accepted into the freshman class.....ALICE MARTINEZ keeps losing me, but I have finally caught up with her and that she is now dating PETE GONZALEZ from San Jose State, I hope this will last for a while, so I can rest up.....



Digale a nuestros Anunciantes
que lo vio en el EXCENTRICO

Ida's TUXEDO RENTAL

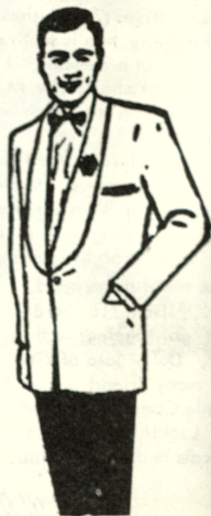
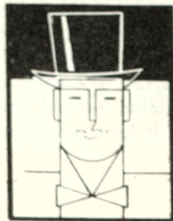
RED, WHITE, BLUE
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and Pants

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and Studs

\$7.00

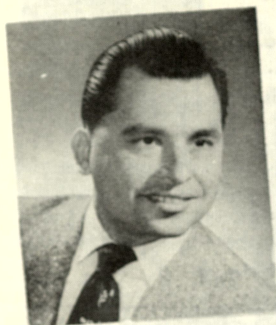
8 a.m. to 7 p.m.
Saturdays 6 p.m.

IDA SPADAFORÉ, Prop.



ABIERTO - DOMINGOS

CY 2-9102 174 S. 2nd St.



Sam Arrazate

Gracias

A TODAS LAS PERSONAS QUE NOS PERMITIERON
PREPARARLES SUS PAPELES de INCOME - TAX

Los esperamos el PROXIMO AÑO
Mientras tanto estamos a sus ordenes en todo lo
relacionado con:

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REAL ESTATE**

NOTARIO PUBLICO

Le Atenderemos en INGLÉS
o en ESPAÑOL

CY 5-1233

Arrazate **REALTY**
953 ALMADEN AVE.



Graduara

(foto LEITER STUDIO)

ELEANOR BUTRON es el nombre de esta preciosa
mujercita que en la presente cursa su ultimo año en la
escuela LINCOLN HIGH de esta ciudad de San Jose,
al terminar sus estudios ELEANOR atendera a un cole-
gio en Sacramento especializandose en un curso secre-
tarial. Eleanor cuenta con 18 primaveras, siendo sus
padres los esposos Wilburn y Dolores Butron con residen-
cia en esta ciudad.

Sus pasatiempos son el dibujo (portraits) y natural-
mente el baile con especialidad el CHA - CHA - CHA.



COMBINATION DINNER 50¢

ABIERTO

Tacos Enchiladas

Los DOMINGOS

Tamales Tostadas

Luis Manuel Hevia, Prop.
y Cleo Cortez

24¢

CY 7-8421 4th & St. James



Esther Medina

"It's
No Secret"



Oh, come on somebody do something so Marty and I can have something to write about... Fall in the mud, break your leg or fall in love... anything, we're not fussy.

A certain service station on the Alameda is off limits to all females (specially Zanzaree's) reason, charming ESTHER CABELLO has her lense on a handsome attendant..... Seems that the feeling's mutual being that he asked her for a date..... Everyone wonders who the good-looking chicks LEO & TOBY ALVARADO have been waltzing around the dance floors lately..... Still going strong are ROSEMARY RAMIREZ and CAESAR SANCHEZ..... Lucky girl, free manicures??..... ELEANOR and HELEN SOLAREZ traveling to Madera, Calif. to attend their cousin's wedding... Now girls, leave the boys as you found them..... Torrid romance between FREDDIE ESCARCEGA and RACHEL REYES in the deep freeze... Reason: JERRY WARNER..... A couple of girls mad at ERNESTO MARTINEZ for talking too much!!!..... JOEL REYES and HOPE RUBALCAVA romancing... could this be the real thing??? CONNIE NUNEZ engaged to a marine named Albert... Sorry, that's all I could squeeze out of her..... SALLY (Fig) FIGUEROA gets a nightly mysterious cruiser who honkshishorn when he passes her window..... Must be one of her many admirers... EDDIE BOJORQUEZ shocking everyone and going to church on Easter Sunday... Apocote cres muy angelito!! Just kidding!!! For flowers for all your spring and summer weddings call Navelets..... The Mexican Chamber of Commerce to start a bowling league..... 'La Cocina' open once more..... NORMA MINJAREZ hasn't been around lately (so my spies tell me). Her new nickname, 'La Nina Perdida'..... Dashing JAIME JARAMILLO, el sidekick de ERNESTO MARTINEZ anda enamorando a mas de cuatro... no te vayas a tirar plancha... Ay que romantico!!!..... IRMA REYES at the dance 'stag' giving all the boys a break... Also stag with her sister, LUPE, was lovely HERMELINDA GARCIA..... Muy solita..... The C. C. C. plus other organizations to put on a big shindig for Mother's Day.

Hasta Luego,
ESTHER.



CY 5-5594

849 ALMADEN AVE.

Goldie's BRIDAL SALON

SALES & RENTALS

Equipos completos para la
NOVIA y su CORTE.

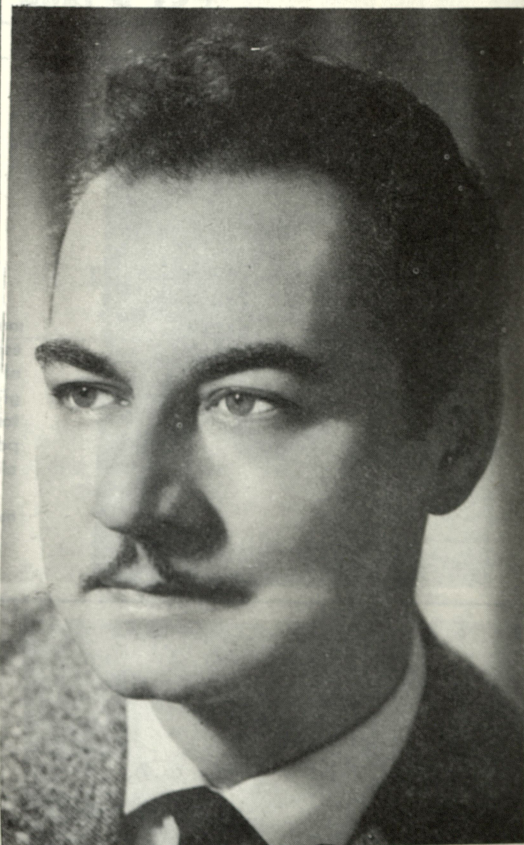
Cocktail dresses - Casual
Velos - Accesorios.

PREGIOS BAJOS



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

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

Luis Juarez se traslada a Honduras

El Viernes 4 de Abril a las 5 de la tarde salio por avion el Sr. Luis Juarez (columnista de EXCENTRICO) en topicos de salubridad, para Honduras donde radicara por los siguientes 6 meses, va con el objeto de prestar sus servicios en el Ministerio de Sanidad y Beneficiencia en Tegucigalpa, D.C. HONDURAS, lo acompaña su familia su esposa Anita, Richard, Luis Jr. David y la niña Elizabeth despues de Honduras se trasladara por aproximadamente 4 meses en Mexico en el departamento de Salubridad.

La grafica reúne a toda la familia, fue tomada un día antes de salir a Honduras, de izquierda a derecha: Alfredo, Mayo Hector, Luis Juarez, Elizabeth 5, sentados: Alfredo Melchor 4, Rosalva esposa de Alfredo, Ruth Sra. Raquel Juarez (madre de Luis) Patricia 2, Sr. Luis Juarez, Anita, Richard 8 meses Abel 3, David 4.

El Sr. Luis Juarez y su familia arriva ron a HONDURAS el Sabado 5 de abril muy de mañanita.

En el futuro publicaremos algunas novedades y costumbres de HONDURAS ya que Luis siguira escribiendo en EXCENTRICO ahora con el role de corresponsal.

NETTO'S GARAGE

MOTOR - OVERHAUL

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Plymouth 6
Willys 4
Dodge 6

Chrysler 6
De Soto 6
Ford 49-51
Pontiac 6

\$79.50

\$89.50

NADA DE ENTRE

24 MESES para PAGAR

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

Gratis!

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

CY 3-3663

564 W. San Carlos St.

Secretarias de EXCENTRICO



En esta ocasion y con el mismo placer de siempre a continuacion presentamos el elemento con que cuenta EXCENTRICO, estas dos sonrientes jovencitas son las que tienen a su cargo el departamento en INGLES el cual desempeñan con placer y gusto.

A la izquierda tenemos a STELLA ESTRADA quien celebra su cumpleaños el 22 de este mes y que de seriedad recibira un AVALANCHE de regalos pues goza de muchisimas amistades por su jovial y complaciente personalidad. Reside en esta en compañía de sus padres los esposos Manuel y Dolores Estrada.

Originaria de El Paso, Texas con residencia en esta por los pasados 11 años. Graduo de la escuela alta LINCOLN y su ambicion mayor es aprender a nadar.

A la derecha tenemos a VIOLA MONTOKA quien es originaria de Wheatland, Wyoming y con residencia en esta por los pasados 3 años, es una altamente popular jovencita y a la vez un activo miembro del CLUB DEL MAR, Viola curso la mayor parte de su colegiatura en el estado de Wyoming. Su alto sentido de responsabilidad y puntualidad la hacen un elemento indispensable en esta publicacion. Sus padres son: John D. Montoya y Louise. Su ambicion mayor es manejar un CADILLAC (convertible) del año.

De pasadita añadimos que STELLA y VIOLA son intimas amigas (palsy-walsies.)



Musica para todas Ocaciones

Vince Hermosillo

Y Su ORQUESTA

VINCE HERMOSILLO destacado director de Orquesta y Maestro pone a sus ordenes y disposicion su popular ORQUESTA que de su amplio repertorio le tocan a Ud. la musica de su agrado.

BAILES - CUMPLEAÑOS - BAUTISMOS - BODAS
PRECIOS RAZONABLES.

CY 3-7625 557 Minor Ave



Club del Mar HI-LITES

Jenny Talavera

Hi there one and all, back once again with news from Del Mar.

Big Dance: On Easter everyone showed up for the annual dance, once again to show that we love Chico Ochoa & Arturo Marcus' music. By the way don't forget Lalo Guerrero on April 20th and Lalo Gonzalez on the 27th. Say Ed, who was the doll with you Sunday???

17 Miles: Easter Sunday, members of Club Del Mar and Club Riviera enjoyed an afternoon at the 17-mile drive. This promoted good Club feelings and made a very delightful afternoon-huh, J.A., F.A., and R.J.!!!!

Birthday Greeting's: Go out to Leo Alvarado on April 14 and to his brother, Toby on the 16th. Happy returns of the day and many more. **Congratulations:** To Mr. & Mrs. Al Minjares on their 1st wedding anniversary, April 28. Hope to see your golden wedding anniversary someday. Best wishes and the best of luck in the future.

Something New: For Del Mar will be sweat-shirts or shirts with the club emblem and colors. This will be voted on in the very near future. As soon as this is done, we will show "you" through the popular Excentrico.

To Whom It May Concern: If you don't like it don't read it, I always say, I know I can't please everybody and I don't intend to either. So don't waste your breath on telling everybody how lousy my column is, they can read it.

Romeo's: Seems that we have two very much alive Romeo's in our club, Ernesto Martinez and Jime Alamillo. They are constantly together and seem to daze all the prettiest girls in town. My, But they must have a pretty line, Think So?????!!!!

That's all for now.....JENNY

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Sixto Valenzuela y la Sra. Ignacia Vera lo atenderan.

Sra. Ignacia Vera, Prop.

CY 5-9666

201 DELMAS ST.

Angel's AUTO REPAIRS

REPARACION de AUTOS



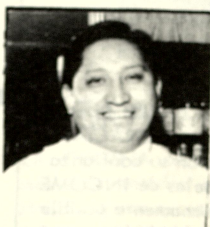
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Electrical Tune Up
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ABIERTA DIARIAMENTE
de LUNES a SABADO
9:00 a.m. a 7:00p.m.

CORTE DE PELO
Adultos..... \$1.50
NIÑOS..... \$1.25

Sebastian Hernández, Prop.
CY 5-2688 70 W. St John St.



Sociales - Personales

MARIA de la LUZ SANCHEZ



Señorita MARIA JOSE BRAVO
Directora
CENTRO DEL ESPIRITU SANTO



El Club Catolico COLOMBIAN LADIES, prepara con todo entusiasmo un FASHION SHOW que con el favor divino tendra efecto en el elegante centro social HAWAIIAN GARDENS el sabado 3 de Mayo a las 7 de la noche.

La fiesta consistira en la exhibicion de las modelos, CENA y BAILE. El precio de los tickets es de \$3.50. El mencionado club, invita muy encarecidamente a la colonia latina para que concurra a este festival y coopere una buena obra, pues los fondos que en el se recaben, se destinan para ayuda de las muchas obras de beneficencia que en bien de nuestro pueblo realiza la popular y muy querida religiosa Señorita MARIA JOSE BRAVO Directora del Centro del Espiritu Santo cuya foto engalana nuestras paginas de EXCENTRICO.

Los tickets ya estan de venta y se pueden obtener con las siguientes personas:

Sra. Bernardo Garcia 873 Locust - CY 3-0869
Sra. A. Polito 165 S. calle 22. CY 2-6543
M. de la Luz Sanchez-727 Almaden CY 2-0815



LENA MANRIQUEZ

Por conducto de las planas de EXCENTRICO es el deseo de LENA expresar sus mas atentas GRACIAS a las numerosas personas que depositaron su confianza en ella para que les arreglara sus papeles de INCOME TAX asegurandoles que todo lo humanamente posible se hizo para ahorrarles dinero y a la vez hallar todos los requisitos segun la ley.

Gracias, Mil..... LENA MANRIQUEZ



No Sufra Mas!

Para que SUFRIR cuando
Ahora Ud. puede tomar

DAMALIN

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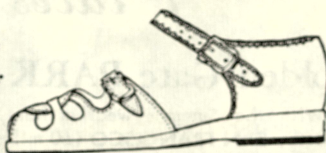


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Recientemente regreso DON ENRIQUE (alias El INDIO pata rajada) de unas unmercedas vacaciones de la ciudad de los palacios Mexico, D.F. nos platica nuestro amigo del alma.....UGH. que recorrio la mayor parte de los estados de Mexico y como prueba nos presenta la grafica de la carretera de Mexico a ACAPULCO regresando a esta el 24 de Febrero.

El Sr. Martinez fue en compañía de su estimable esposa Consuelo y sus cuatro hijos, Enrique Jr. Juana Maria y Patricia. Durante su estancia en Mexico visito a su respetable padre Sr. Manuel Martinez y al resto de sus hermanos. San Jose descanso durante las vacaciones del Sr. Martinez.



La Cocina CAFE

MIEMBRO DE LA CAMARA
DE COMERCIO MEXICANA

COMIDA MEXICANA

COMA MEJOR
Y
PAGUE MENOS

GRAN RE-APERTURA

LA COCINA se ha convertido en uno de los centros mas frecuentados aqui en San Jose por la colonia de Habla Hispana, recientemente fue completamente RE-ACONDICIONADO para ofrecer un MEJOR y MAS RAPIDO servicio a su numerosa clientela.

131 W. SANTA CLARA ST.

Joe y Lydia Salazar, Props.

INTERESTING

Places and Things

Golden Gate PARK

With the Summer weather here, GOLDEN GATE PARK located in nearby SAN FRANCISCO (50 miles from San Jose) will be flocked with visitors and vacationers from all over the world.

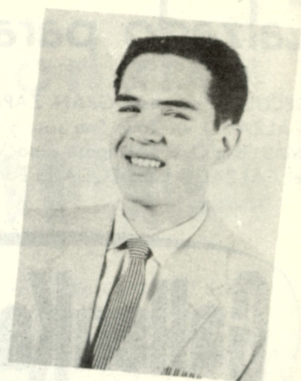
Leaving from San Jose, one of the easiest and shortest routes is to take the BAYSHORE HIGHWAY driving north until you arrive at San Bruno (going on the over pass) follow straight through the city until you get to Junipero Blvd. drive north to 19th Ave. which will lead you straight to the middle of the GOLDEN GATE PARK.

The AQUARIUM with it's ample variety of sea life is very interesting and educational, it is located in the center of the Golden Gate Park.

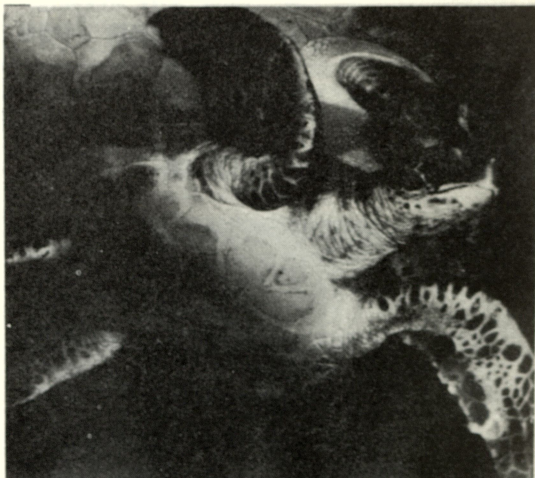
A short way from the Park on SLOAT BLVD. is located FLEISHHAKER PLAYGROUND (where temperature controlled) salt waterswimming can be enjoyed, if you have not seen the ZOO put it down on your notebook as a must, it will be a most entertaining and enjoyable holiday. The surroundings are picturesque and in some instances the animals live in similarity to their primitive land.

Turtle Soup, anyone?

This is a sea turtle LOGGERHEAD from Miami, Florida the creature does not look very inviting but actually an exceptionally delicious TURTLE SOUP is made from them.



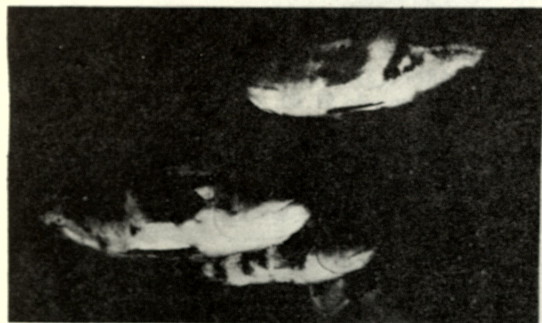
Humberto Garcia, Jr.



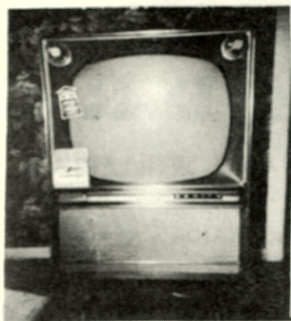
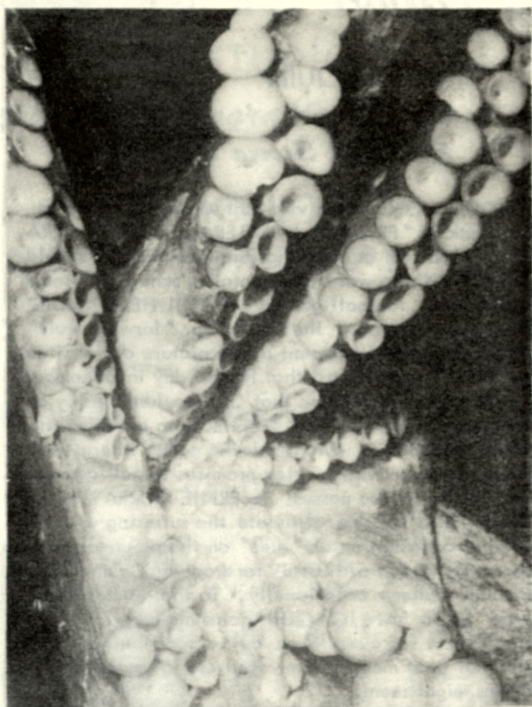
FRIENDLY CREATURE, (to look at thru the protection of thick glass) notice all the suction cups throughout the length of the Octopus tentacles, once they are wrapped around it's victim, they make a very positive hold. When alarmed an Octopus can move at a very high rate of speed by expelling water from the jet like siphon, like jet propulsion, it also expels an electric & ink cloud and rapid color changes as well as changing the texture of his skin thus giving a measure of safety from his pursuers. It is said that this ink cloud is very effective and repellent to sharks.

The AQUARIUM in GOLDEN GATE PARK has a very large variety of fish species. Ranging from the dreaded South American 6 inch MAN KILLER called PIRANHA to the treacherous warm water roving shark

A wide variety of colored fishes are also on exhibit as well as ELECTRIC EELS, alligators and hundreds of small salt water fishes.



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Club SAN JOAQUIN

E. David Sierra



ROUND ONE: To give credit where it is merited, a big thanks to "FRIDAY" AGUILERA of CLUB RIVIERA who kept alive in our minds the idea that we should organize and who was instrumental in scheduling some of our early football games; To PHIL HERNANDEZ who overexaggerated the size of our "forward wall" and yet managed to present a true picture of the situation as it existed until that fateful day in December when the Genies decided that CSJ wouldn't enjoy an unbeaten season; To the GENIES who provided the caliber of opposition which made the games interesting, giving birth to a rivalry which promises to getting even more intense as time passes; To ERNIE MURRAY of the "Snug" who helped alleviate the suffering with his generous contribution of "suds" on those Sunday afternoons; To MARTY SANCHEZ for dropping CSJ members into her column occasionally. To these people, the entire CLUB SAN JOAQUIN joins me in extending a warm thanks for everything you've contributed as infinitesimal (that means little, Paul Gary) as your contributions might seem.

ROUND TWO: SPORTS....CSJ is embarking on a very ambitious Spring sports program. Preliminary negotiations have been completed for softball games vs SIGMA NU and SIGMA CHI Fraternities of S. J. State. CSJ will always strive to meet the best competition available in every sport regardless of the game's outcome. Contact E. Villigas at Cy-2-8503. Ask for "RAY."

ROUND THREE: ELECTIONS....Trusting that he doesn't abscond with the funds, DAN VASQUEZ was elected club treasurer recently. EUGENE G. RAMOZ was voted Sgr. at Arms and BONIE VILLEGAS was named Secretary.

ROUND FOUR: A GRIPE....We had planned to run a picture of SJ'S members and introduce them to you individually but unfortunately a disease hit our ranks (esta enfermedad se llama haciendose de rogar'). We were forced to hold the matter in abeyance until a later date.

ROUND FIVE: THE SICK LIST....EDDIE LEON, he of the dry throat and the '57 Ford, is het recuperating at his home in Woodlake. Reports are that he is sporting a beard as is local custom at Pioneer Roundup time. JESS MUÑOS is also at home in Woodlake, and information reveals that he has departed the ranks of the unemployed. Hurry back, men.

ROUND SIX: OUR POLICY ON GOSSIP....This in answer to an inquiry about when we'd start flinging mud. We will not convey malicious gossip to the readers, no matter the person or the circumstances. Nos gusta el chisme, que nuevas, pero eso se lo dejo a las comadres. Note: This policy subject to change without notice so be good, como dice el Santo Claus.

Later....E. Dave Hill

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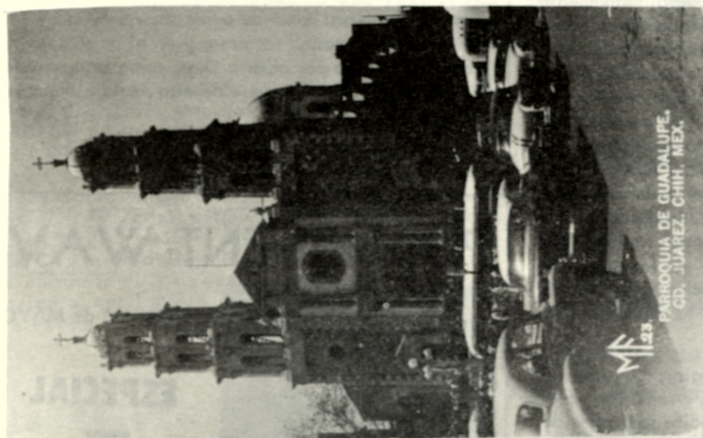
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Soledad Sepulveda

Desde Ciudad Juárez, Chih., recibimos esta postal que gentilmente nos enviara la señorita Soledad Sepulveda quien se encuentra en esa en viaje de negocios en compañía de sus padres. Nos comunica que Cd. Juárez esta progresando rapidamente y que cuando termine con sus asuntos regresara de nuevo a San Jose con algunas botellitas de TEQUILA para obsequiar a sus amistades. (Estaremos pendientes).

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JULIAN PEREZ, L.P.T.



Reflexiones Cristianas

Ma. De La Luz Sanchez

Acaba de pasar la santa cuaresma. Se han ido los días en que año tras año, a lo largo de veinte siglos, los humanos conmemoramos el acontecimiento cumbre en la historia de la humanidad: La Redención del género humano mediante la Sagrada Vida, Pasión y Muerte de JESU-CRISTO, Dios y hombre verdadero..

Al ver el fervor y la devoción con que las multitudes acuden a los templos en la Semana Santa, más de una vez me he preguntado: Porqué parece que solo nos acordamos de nuestro Salvador en dos ocasiones de tan diferente índole como son la Navidad y el Viernes Santo?.....

Qué solo serán lo suficientemente poderosos para hacer nos pensar y actuar como creyentes el Pesebre de Belén y el Calvario?..... Porqué solo sacuden las fibras de nuestro empedernido corazón la cuna humildísima y el patíbulo del Hijo de Dios?..... ¡Oh! cuan insensatos somos, y cuan olvidadizos de la impagable deuda que todos tenemos con el Rey del Amor. En la espantosa soledad de los sagrarios se perpetúa la obra nefasta del Deicidio. En el Sagrario abandonado despiadadamente por nuestra monstruosa ingratitud, continúa renovándose la Pasión de Cristo y en el místicamente puede nuestra fe escuchar los vagidos del pesebre o el gotear de la Sangre que hace veinte centurias mojó la cumbre del Gólgota. Reflexionando acerca de esta verdad cual deberá ser nuestra estimación por la Santa Misa, y por la visita frecuente al Divino Prisionero del tabernáculo, cárcel elegida por El para permanecer en nuestra ingrata compañía hasta la consumación de los siglos?..... La tregua tradicional de los Días Santos es un ejemplo magnifico, una reiterada sucesión de los deseos de Jesús que había proclamado en la fecha de su Nacimiento, el deseo de que hubiera paz en la tierra para los hombres de buena voluntad.

El mundo, lleno de negativos presagios, envuelto en las disputas habituales de intereses y rencores, cede ante al augusta emoción de estos días saturados del recuerdo de la Redención, en que se venera conmemora, exaltándolo, el sacrificio del Justo por excelencia en beneficio de la Humanidad entera.

Si se tomara el ejemplo del Hombre Dios que quiso ser, imagen y semejanza, la figura simbólica de la piedad, del perdón, de la bondad y del arrepentimiento, el mundo se basaría en distintos soportes a los que actualmente dan consistencia a su locura.

La hermandad espiritual, el deseo de colaboración entre todos los habitantes de la tierra, los propósitos de entendimiento y la fe y adoración común al que nos comprara al precio de su Sangre a la Vida Eterna, podrían formar la Gran Doctrina de la vida humana.

¡Oh Santos días en que ceden las armas y en silencio de paz reina en los más remotos confines del Planeta, sacudido por el recuerdo del Divino Mártir que vivió predicando el bien y murió en el incalificable suplicio de la Cruz para la Salvación de sus verdugos!.....

¡Oh Días Santos en los que los cirios encendidos, las lágrimas de piedad, el arrepentimiento de los pecados y los propósitos de enmienda hacen a las almas mas nobles y elevadas!.....

La capacidad del hombre para dominar sus instintos y bajas pasiones, está inscrita en el amor y en el servicio del que lo dió todo por nuestro bien.

¡Oh!, no olvidemos que la renuncia a la codicia, la penitencia de los pecados, la aspiración a la santidad, el deseo de copiar el ejemplo de Jesús, y el procurarlo en cuanto este de nuestra parte, nos dará la paz llena de justicia en que todos seremos hermanos de cada uno.

Esa paz universal fundada en el amor servicio y gloria de Dios sobre todas las cosas y en el amor al prójimo como así mismo por amor a Dios, meta insuperable de la condición humana que de otro modo el hombre no conquistará jamás.

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How About That...

ROSIE MONTEZ

OLGA ZAMARRIPA

CLUB VENUS.....

Well here we are again to bring you the latest happenings around good ole San Jose---

CONGRADULATIONS...to Mr. & Mrs. Frank Flores (formerly Dolly Montez) on their new arrival - Cynthia Diane.

NATIONAL BEAUTY WEEK...The California Cosmetologist Assoc. held a contest on hairstyling. Few that entered and placed were Irene Deuchar--taking top honor in novice haircutting while Helen Vilche won first place in the novice hairstyling. Mary Bogunovich took third place in hairstyling and Eleanor Lara took second place. This event all took place here in San Jose at the Modern Solon.

BIRTHDAY...Seems Gloria Porras has received her birthday present a little early this year. She received a '51 Chevie from her Aunt now the only thing you have to do, Gloria, is to learn how to drive it.

CLOTHES CLOSET...seen sporting a shirt-styled Chemise dress at the dance Sunday was Margie Coxa, while Norma Minjares had on a print flower dress with shoes to match. Gloria Porras wore a sailor style chemise dress.... Anita Collins looking real cool in a full strapless summer sikk dress. While Della Maes was sporting around a red sheath with 3 quarterlength sleeves.

Introduction: Pretty Antonette Navarez, living in Santa Clara. She is 18 & unattached. She attends SCHS as a senior, enjoys dancing bowling & listening to Domino albums. Antonett's ambition is to become a beauty operator.



BIG PLANS...Planning a big wedding around August are Marilyn Flores & Ronnie Wright. talking to Joe Flores the other day, he told me he would like to know a certain girl (Olga Figueroa) a little better. --Secret Crush Joe.

RAINBOW BALLROOM... will be the place for next Sunday, April 20, for Davilla will have Lalo Guerrero there. Be on the lookout for when Maria Victoria will be in town--also Louis Alcarez.

Well People, I guess this is it until the next time.

Lalo's SHOE REPAIR



TODO TRABAJO GARANTIZADO

El buen caracter para tratar a la gente y los muy amplios conocimientos de LALO RODRIGUEZ en el ramo de REPARACION de CALZADO han hecho este taller el centro favorito de la colonia de habla hispana.

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Wrestling



RICHARD DIAZ



"ON THE WRESTLING SCENE"

MAIN EVENT

WORLD'S TAG TEAM TITLE MATCH ends in a draw. ART NEILSON and HANS HERMAN spell alot of excitement for fans and alot of trouble for their opponents. These two wrestling stars intend to keep their Golden Trophy for a long time. Each team won a fall by disqualification: Referee JOE BENICASSA disqualified RAMON in 25 minutes for tossing Neilson into the Ramon & Anderson corner by using the Irish Whip. While Anderson was standing inside the corner of the ring--so that Neilson would bump against him--the Irish Whip worked like so: Ramon got Neilson by the arm and then spinned him around with full force and then tossed him over to Anderson. Second fall went to RAMON TORRES in 28 min. when Neilson landed a shoulder block on Referee JOE BENICASSA and almost rolled out of the ring.

SEMI-WIND UP

HOMBRE MONTAÑA took the semi with one fall in 11 minutes with his favorite hold the "Flying Saucer". BUD CURTIS was unable to return to action for the 2nd fall. HOMBRE MONTAÑA, recognized as one of the greatest wrestlers all over the world, will meet PAUL ANDERSON Wed., April 16, as this magazine goes to press. Montaña says, "No man wrestling today can escape the 'FLYING SAUCER'".

20 MINUTE OPENER ONE FALL

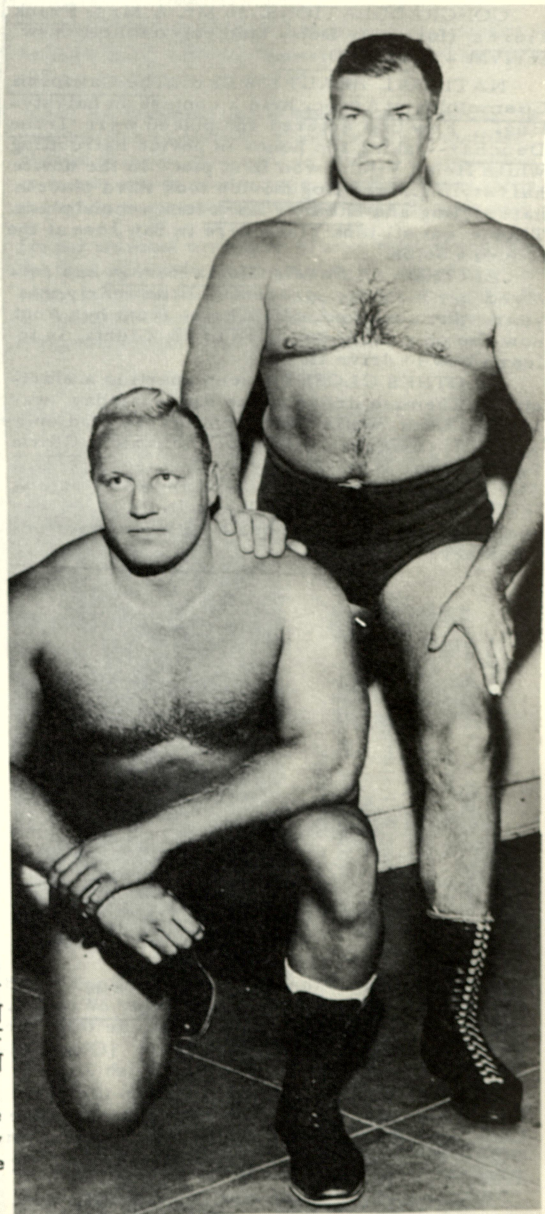
MIKE VALENTINO from Italy defeated JUAN HUMBERTO in the opener with a rolling full crab in 14 minutes and 45 seconds.

WORLD'S TAG-TEAM CHAMPIONS

The present WORLD'S TAG TEAM WRESTLING CHAMPIONS, HANS HERMAN (standing) and his partner ART NEILSON. Hans Herman from Germany, who weights 245, has held the WORLD'S TAG TEAM TITLE before with HANS SCHMIDT as partners. They won the Championship Trophy in Chicago, which they defended in all the big Eastern Arenas some time ago.

ART NEILSON was also one time Middle West Tag Team Champion with REGGIE LISKOWSKI as his partner sometime ago. ART NEILSON is from Chicago tipping the scales at 245 and standing well over six feet. Art possess some of the qualities that go to make a rugged opponent for anyone meeting him on the mat. They made a request to Mr. George Irland, promoter for San Jose wrestling matches, that they would like to meet the Sharp Brother's, one time WORLD'S TAG TEAM CHAMPIONS on a no-time limit, winner take all, Trophy-Purse and Title, just to prove that they can defeat all challengers.

Adios, RICHARD DIAZ



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GEORGE HILLIS, Prop.

Danny Gonzalez

El día 13 de Abril del presente año cumplió 10 años el niño DANNY GONZALEZ y para celebrar tan digno acontecimiento sus padres Paul y Nora Gonzalez le ofrecieron una alegre FIESTECITA en su residencia 14175 Eton Ave a la cual asistieron innumerables amigos de Danny y de sus padres, hubo derroche de golosinas para los niños y (ESPIRITUS) para los niños grandes, suculenta cena, mariachis etc.

DANNY nació en Santa Paula, Calif. radicando en esta la mayor parte de su vida, cursa el 4to grado en la escuela ANN DARLING.

Despues de sus tareas de la escuela dedica su tiempo estudiando musica con buenas posibilidades de ser otro LIBERACE con la unica diferenciencia que a DANNY le gusta la musica con preferencia FATS DOMINO.



Rocky López presenta...

Los Cumbancheros

El conjunto LOS CUMBANCHEROS es altamente popular en el norte de california escuchelos y le aseguramos que pasara unas HORAS ALEGRE.

Música Mexicana

En el CLUB FLAMINGO se le da gusto al PUBLICO pues le tocan la clase de Musica que Ud. desee.
CORRIDOS, MAMBOS, GUARACHAS, BE - BOP etc.



En la grafica: JIMMIE TREVIÑO (Sax), JOHNNY SERRANO (drums) y PABLITO MOLINA al piano.

Club FLAMINGO

Cy 3-9452 1620 Almaden Road

EXTRACTOS de *La Voz de Mi Parroquia*

LIBERTY AND LICENSE

Under a democratic type of government such as we have in many modern countries today, we place great emphasis upon freedom, and rightly so. But there is always the danger of confusing true liberty with license.

Liberty is the freedom to do what by God we are entitled to enjoy within God's laws. License is free rein to do what is wrong; it is to act freely, but without heed to God's law.

Freedom is a great blessing, and people struggle and fight and die for it. We are loud in declaiming any tyrant who would suppress our inalienable rights of life, liberty and the pursuit of happiness.

Particularly dear to us is the freedom of religion, and we brand as rank injustice and tyranny of the worst sort any and all efforts to shackle the soul and deprive it of the right to worship God in freedom of conscience.

Freedom of Conscience--how jealously we guard it! Yet freedom of conscience does not mean that we are free to offend God.

A young girl may at times chafe under the restraints placed on her by her parents, by Church authorities, by the state itself. She sees in these regulations and laws just so many ways to hinder her from having a good time. This is a great mistake. Actually every restraint placed upon her now to enable her soul to keep God's law and to save her soul are but long-range helps to eventual and complete freedom, the freedom that really lasts. It should be remembered that those who are eternally lost are really and fully restrained.

Small consolation would it be for a young girl to find enjoyment in license and then miss the real freedom that is her rightful heritage.

To be free and unimpeded in doing what is right--that is a great blessing. To be neglected, to be permitted to travel down any dubious lane of conduct that strikes one's fancy is the kind of freedom that brings restraint--in the end.

We are never morally free to do wrong, and the physical ability to do what we please, even when wrong, is not liberty, but license. Liberty gives us the opportunity to serve God and save our souls. License gives us the go-sign to destruction.

A thoughtful girl will not resent regulations meant to save her. She will accept them in the spirit of genuine kindness in which they are given. She will appreciate liberty by avoiding license.

(From "Girls", by Rev. T. C. Siekmann)



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TODO INCLUIDO



GRATIS !.....Mientras Ud. espera, en el Salon JO-MAR se le obsequia CAFE con COOKIES como una galanteria de este ESTUDIO.

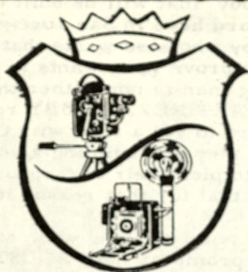
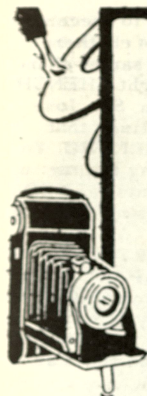
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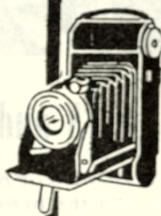
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PHONE CY. 7-2908

SAN JOSE, CALIF.



Friendship Club



(Foto HERNANDEZ)

Recientemente fue instalado un nuevo CLUB que como su nombre indica FRIENDSHIP (amistad) es el fin que se persigue.

Celebran sus juntas todos los Viernes en la escuela COLLINS de la vecina ciudad de Cupertino, sus juntas son de las 7:00 p.m. a las 10:30 p.m.

El club esta integrado por jóvenes de ambos sexos con una membresía de aproximadamente 30. Si Ud. desea ingresar puede llamar al telefono: AL 2-7171 para mayores informes.

En la grafica: de izquierda a derecha: HUMBERTO FLORES, Pres. MARGIE LOPEZ, Sec. MRS. HAL PROCTOR, Sponsor, quien se interesa altamente en las actividades de dicho club. JOSE GARCIA vice-pres.



Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

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VARIACION

Saco Azul

LA MEJOR
CALIDAD.

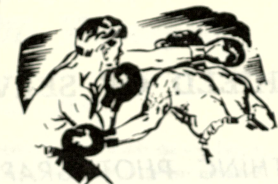
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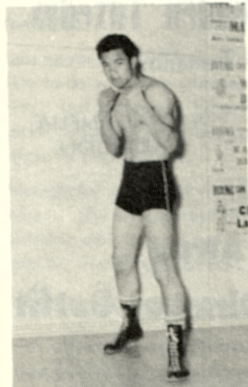


Johnny Hernandez

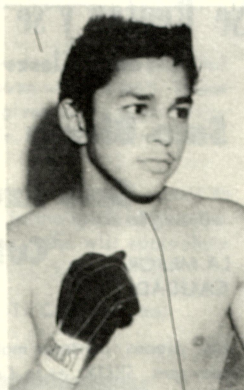
IN and OUT of the RING

HI BOXING FANS:

At the present time there is no logical contender for FLOYD PATTERSON's, Heavy weight crown. Neither MACHON nor FOLLEY looked like they could give PATTERSON a good fight, even if a fight was made between PATTERSON-MACHON, OR PATTERSON-FOLLEY, do you think they can draw a million dollar gate? The answer I am sure, would be no!! This writer believes that old man ARCHIE MOORE can whip either MACHON or FOLEY. Hollywood-match maker, JACKIE LEONARD, has offered either MACHON or FOLLEY a chance to pickup \$30-thousand to box MOORE in June, in Los Angeles. Jackie believes that if this fight is held in WRIGLEY FIELD, it would be scaled to gross \$250,000.00. I doubt if either FLAHERTY—or — SWIFT will accept ARCHIE MOORE as an opponent for their fighters. They would much rather fight RADAMACHER, Olympic champion who was knocked out by PATTERSON—even RADAMACHER is a dangerous opponent for either MACHON or FOLLEY, RADAMACHER, can hit and though he is only a 4-round fighter he needs only one round to finish his man, I do think they would gamble on RADAMACHER than on veteran ARCHIE MOORE, but then looking at it in a big money way, if either MACHON or FOLLEY could land a lucky punch on the old chin of ARCHIE MOORE, then there would be a chance of a Milliondollar gate between PATTERSON and the WINNER.



Bobby Martinez



Chencho Martinez

Lets get back to San Jose and its local prospects. CHENCHO CHAVEZ won in his last time out here. Some say he looked good, some say he didn't but regardless of that CHENCHO is

still the boy that will be built up to become a drawing card here in San Jose. Well there is another boy who also wants that same chance and just to prove it, he wants to fight CHENCHO. This young man is none other than San Jose's BOBBY MARTINEZ. BOBBY realizes that it will be hard to get a fight with CHENCHO. You see, when they are building a young fighter up they like to pick their own opponents, and BOBBY thinks that for that reason it is not going to be easy.

Yours truly working with MARTINEZ will try to get promoter ABE AQUSTAPACE to make this match. BOBBY has proven to me he is dead serious about his boxing by coming down in weight from 180 lbs. to 152 lbs. and for that reason I will devote my full time to the career of this young man.

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4. Buy a cow and wear your britches in your boots.
5. Put your life savings in a wildcat well.
6. Call things Texas the biggest, boldest, baddest, o best.
7. Call yourself "Tex" after 24 hour's residence.
8. Smile out loud when you cuss Texas.
9. Study the basic truths of Texas.
10. Spread the gospel--thick.
11. Don't go away mad.

TEX McKENZIE and MR. EDDIE FONTES, past Commander of American Legion, Post 399 of San Jose, Calif. MR. EDDIE FONTES is the time keeper for the wrestling matches here in San Jose.

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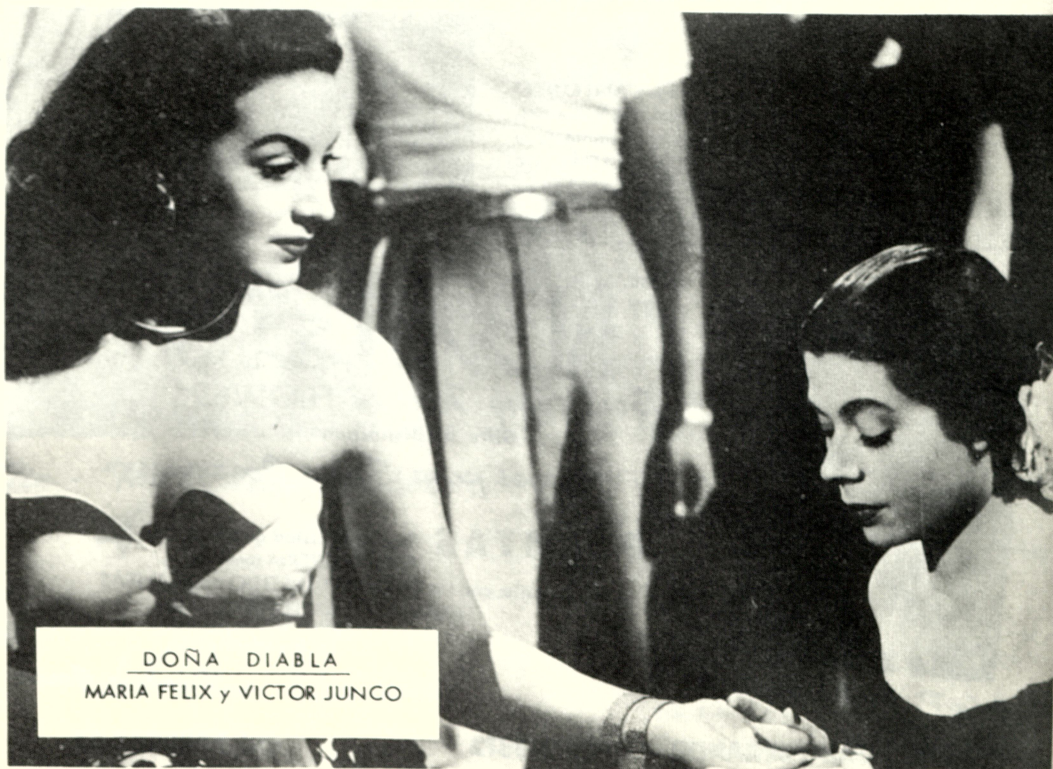


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- A COLORES -

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Miercoles 30 de Abril



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