



# El Excentrico

HUMBERTO GARCIA  
Director

*Magazin Social, Fotográfico Latino-Americano*



AÑO Once, Num. 23

SEPTIEMBRE 20, 1961

SAN JOSE, CALIFORNIA



**Miss Dolores Echevarria**

*Romero*

*Queen of the 16 of September Mexican Independence celebration*





LATIN AMERICAN

**IMPORTS**

*Curiosidades y Musica*

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REVISTAS y LIBROS**



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**para Hombre marca VARON DANDY**

**CY 7 - 4976 76 W. San Antonio St.**



*Valverde - Lopez*

La Señorita DOHLIA RUTH LOPEZ

hija de los esposos

Adam y Lupe Lopez

contrajo NIIPCIA S

con el Caballero MIKE VALVERDE

hijo de los esposos

Mike e Isabel Valverde

El dia 2 de Julio a la 1:00 p.m.

En la Iglesia APOSTOLICA oficiando el pastor Amaya

San Jose, California

1961

RAMIREZ STUDIO

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PELO, quita la CASPA por completo y  
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TAMAÑO REGULAR.....\$5.00

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**75 S. Market St.**





PATRICK J. SULLIVAN TO BECOME COUNTY'S  
NEW REGISTRAR OF VOTERS IN 1962

Howard W. Campen, Santa Clara County Executive, announced today the appointment of PATRICK J. SULLIVAN as Registrar of Voters effective January 1, 1962.

Mr. Sullivan will replace G. Eber Tarleton who is retiring after 17 years of service.

Sullivan, a 1942 graduate of the University of Pennsylvania, and a World War II Navy veteran, entered County service as Assistant Director of Central Services in 1954. He was promoted to Business Manager of Public Works in June 1958, and will continue to serve in that capacity until he takes over the Registrar's office.

Sullivan lives at 2780 Cherry Ave., San Jose. He is married and is the father of four children.

Eber Tarleton, a World War I veteran, began his career with the County as Clerk of the Superior Court in 1945. He was appointed Assistant Registrar of Voters in 1947, and Registrar on September 1, 1948.

Tarleton, who lives at 1018 Hazelwood St., San Jose, has a daughter in San Jose, a son who is a Navy Commander, and five grandchildren.

#####



*Patrick J. Sullivan*



*Mabel Thorp, Prop.*

## Spring Special

\$ **5.** Cold Wave  
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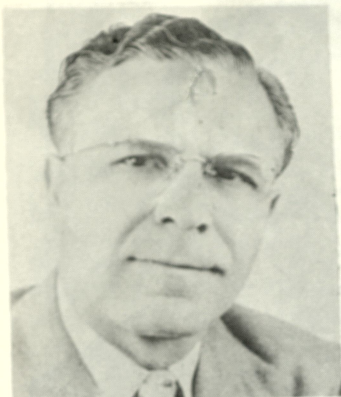
# La Rosa Beauty Salon

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**San Jose**





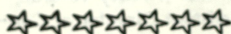
FRANK DAVILLA  
AX 6-0306  
Miembro de la Camara  
de Comercio Mexicana

EN PERSONA

Rene Touzet y Su Orquesta

Sabado 23 de Septiembre

Rainbow Ballroom



EN PERSONA

Maria Victoria

BETO VILLA

y Su Orquesta

DOM. 24 de SEPT.

Civic Auditorium



EN PERSONA

Chula Prieto

La Escultural Belleza del  
Cine Nacional

Sabado 30 de Sept.  
RAINBOW BALLROOM



CY 2 - 4273 195 DEVINE ST.

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

HUMBERTO GARCIA  
Director

DAVE E. SIERRA  
Assistant Editor

HUMBERTO GARCIA, JR. Fotografo

COLABORADORES

AMERICAN G I FORUM

Club BACHELORS

CATALINA BARRAGAN

Community Service Organization

Club ELITE

RICHARD DIAZ

ESTHER MEDINA

BOB RODRIGUEZ

Maria de la Luz Sanchez

Club RIVIERA

Club SAN FELIPE

MARIO VAZQUEZ

SIMON VILLA

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



Maria La Rosa. Prop.

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## CLUB Bachelors



*Gilbert Solarez*

### BACHELORS DEFEAT U.C.C. ALL STARS 4-3!!!

The Bachelors, U.C.C. League champs, took on the U.C.C. League All Stars last Thursday at Columbus Park. Jess Medina coach for the All Stars threw everyone including outside help against the Bachelors but our players and pitchers had just a little too much on the ball against the All Stars.

The game went 7 innings with the score 4-3 in our favor.

Pictured below before the game are: Front row, L to R, Paul Chavez, Roy Ordonez, Rudy Arriola. Signing a check for refreshments, Charlie Molina. Top row, Ray Jimenez, George Plata, Joe Rodriguez and XX.



One of our players, Jess Escobar who was spiked on 2nd base against Casa Mañana and required five stitches on his left knee said, "The only thing that really hurt me was the \$25 doctor's fee."

Bob and Mannie Gonzalez have just rented a huge eight room home which used to be a store on Drake St. They say the place is just right for all kinds of parties.

Al Rodriguez, the new President of the Mexican-American Bowling League, had a little trouble the other night after leaving Ann Darling Bowl. Seems his lights wouldn't work and his car wouldn't start. Lucky it was just a loose battery cable but Al was checking his oil, water and gas. (Que tonto!)

Coming soon Friday, Oct. 27th the Elite and Bachelors Masquerade Halloween Dance at I.E.S. Hall (downstairs) with Teddy Rodriguez and his orchestra. PLACES TO GO IN L.A.

Are you planning a trip this weekend to L.A.? If you are, here are some spots you'll enjoy if you are going Club hopping. Playing at Club Boom Boom is Mr. Rene Touzet and Bobby Gil, Eddy Montez at Club 469, at the Latin Playboy, Trio Los Amigos and Lalo Guerrero and his orchestra at Lalo's.

Do you know what a specimen is?  
That's an Italian astronaut!!!!!!!!!!!!

Obtenga su Revista EXCENTRICO  
en las tiendas que aqui se anuncian



Gilbert Solarez stops to visit his old chum popular composer-band leader LALO GUERRERO in his elaborate NITE CLUB with a sitting capacity of 400 persons in the heart of Los Angeles. Mr. Solarez was on business for Club Cuauhtemoc coming formal dance.

## Jo-Mar BEAUTY SALON

### Salón de Belleza Mexicano



ABIERTO DIARIAMENTE de 9:30 a.m. a 6:00 p.m.

MARGARET VASQUEZ - JOSEPHINE MONTECINO  
Se localiza en la esquina Delmas y Auzerais

CY 2 - 2550 385 Delmas Ave.





## Views & Reviews

Bob Rodriguez

Mrs. Mary A. Hoelck has been analysing the handwriting of our readers for the past six issues. She will make a final appearance in the next issue. All the mail received has been answered and we want to thank you for the interest which you have shown in Grapho Analysis. If there is any reader who meant to send their writing in for analysis but has not done so, please send it to Mrs. Mary A. Hoelck, c/o Views & Reviews, 2797 La Jolla Ave., San Jose, California.

We will continue to feature Mrs. Hoelck as long as the mail keeps coming in.

\*\*\*\*\*

This column in the future will be featuring interesting items from the world of Sports, Movies, Politics, Foreign Affairs, Love, Marriage, Glamour, Local Personalities and Doings and other items deemed to be interesting to the reader. Feel free to write in if you disagree with my views as there is not the least intention of passing myself off as an expert. I write for the reader and in this column the reader reigns supreme. You can be sure that you will get fair treatment and in most cases the last word.

\*\*\*\*\*

TO MR. JUAN VASCONSELOS R.:

May I quote from your letter to me in Club Elite's last column: "It can be very embarrassing when we come to the point of making remarks without knowing the person."

It sure can, embarrassing is spelled with a double "s"!!!

\*\*\*\*\*

VOLTAIRE:

"A long dispute means that both parties are wrong."

\*\*\*\*\*

YARDSTICK FOR SUCCESS: "A man who is a success never has to prove it. The reason why spectacular spenders throw their money around so conspicuously is because they are trying to prove to others - and to themselves - that they are successful. What they are really demonstrating is their spiritual poverty."

Success - the real, not the flashy kind - can never be measured by bank balances; money measures only prosperity. Success is a matter of character."

..... Anonymous

Welcome aboard to Bill Lopez as a columnist for the American GI Forum. The GI Forum Luau at Senter Park September 23rd will really be something if ticket sales are any indication.

Ed Camunez has done a bang-up job!

\*\*\*\*\*

Los Amigos Golfing Club is making plans for their Championship Tournament for 1961. The club adopted a rough constitution and by-laws which makes it hard to get into the club and easy to get out. If a member misses three meetings and is delinquent in his dues, Pffffffft!

Lilly Lozano rode in the Amigos car in the Fiestas Patrias parade September 17th and was a knockout as she continues her reign as Miss Los Amigos Golfing Club of 1961.

\*\*\*\*\*

(Note to the Editor)

A letter written to me by Mr. Ismael Perez of Santa Clara which I refused to print in my column because it was not signed had no address and was kind of hard on Dave Sierra was printed in Dave Sierra's column last issue. This was done without my permission. The letter was my personal property and I believe that this is carrying "Freedom of the Press" a little too far.

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

## Prestamos dinero en Prendas



En la grafica: el caballero del Clavel ELIAS CHAVEZ y el propietario Sr. ALBERT MORRIS lo atenderan. PRESTAMOS - Toda clase de GANGAS en PRENDAS Sin REDIMIR. GUITARRAS... RELOJES... Etc.

**Big Ben**

**LOAN OFFICE**

CY 4-3143

63 S. Market St.



## Galeria Infantil



VERONICA COTA  
3 mo. - Born in S.J.  
Parents  
Eddy and Bertha Cota



ANDREW MERAZ  
3 mo. - Born in S.J.  
Parents  
Gilbert and Fujiko Meraz



LEITER STUDIO

WILLIE VIGIL, JR.  
6 mo. - Born in S.J.  
Parents  
Willie and Josephine Vigil



ERNEST GUTIERREZ  
3 mo. - Born in S.J.  
Parents  
John and Candy Gutierrez

## ● GALLEGO & BANDA **CHECKER BOARD** *Garage*

### TALLER de **MECANICA**

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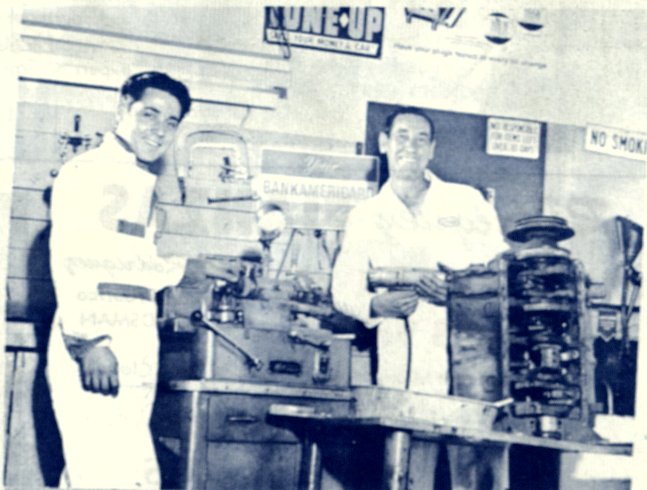
**TRANSMISIONES**

*Automaticas*

**MOTOR OVERHAUL**

**TUNE - UP, Reparaciones  
en General**

**PRECIOS RAZONABLES**



Este taller se localiza en seguida del Teatro al Aire Libre TROPICARE exactamente atras de la gasolinera CHECKER BOARD.

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**San Jose, Calif.**





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**Mexican - American Bowling League  
Award Banquet**

The MEXICAN - AMERICAN SUMMER BOWLING LEAGUE just ended recently with Club Cuauhtemoc obtaining first prize the captain for this team was Mr. Gil Solarez, the team is composed of Al Rodriguez, Mary Sierra, Irene Sandoval and Paul Chavez.

To present awards a BANQUET was held at IDA'S FIRESIDE INN on South First St. Saturday, Sept. 9 at 8:00 p.m. 1" x 10" Square Steaks was the Menu.

In picture: Humberto Garcia (Excentrico Boss Man) who was a guest, Anna Dominguez was the most attentive and courteous hostess and dashing Mr. Gil Solarez.

Another guest was Mr. Mario Vazquez Excentrico's expert on Bowling and columnist.

(photography by EXCENTRICO)

**Rodriguez FIANZAS**  
**DIA y NOCHE**   
**CY 5-6890**

*Jim Rodriguez*  
Notario Publico  
y BONDSMAN

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**CREDITO ? SI !**

**482 N. 8th St. San Jose**







#### CLUB CUAUHEMOC CHAMPS

Al Rodriguez-New President, Mary Sierra, Gil Solarez-Captain, Irene Sandoval and Paul Chavez-Sec. Tres.



#### HIGH SERIES GAME

Mary Sierra and Irene Sandoval

#### HIGH GAME Gloria Maldonado



#### 2nd PLACE WINNERS - Club DEL MAR

Abel Acosta - past president, Gloria Maldonado, Oscar Vazquez - Capt. and Pauline Perez.

#### MOST IMPROVED BOWLERS

Louie Coca-Sec. and Irene Sandoval



#### Mr. BOWLING EXPERT

Lovely Mary Sierra is congratulated by Excentrico's Bowling expert Mario Vazquez







W. J. Lopez

The Santa Clara County GI Forum was chartered here in the latter part of 1959 and today has fifty-two members. The Ladies Auxiliary has a membership of twenty.

In this length of time and with the combined efforts of these two Forums, and along with the generous support of this community, scholarships have been awarded, successful food drives have been conducted and an Eastside Boys Club is now in existence. 13th National GI FORUM Convention

One of the most important resolutions adopted at the GI Forum National Convention held in Las Vegas last month was:

"to fully support President John F. Kennedy's policies on the Berlin crisis and to bear arms if called on to do so by the Chief Executive."

In another resolution adopted, the GI Forum delegates were to call on President Kennedy (A Forum member) to use Spanish speaking American citizens as emissaries to Latin America. This would be of vital help in cementing U.S. - Latin American diplomatic relations.

Nevada's senior senator Alan Bible (known as the unofficial mayor of Washington, D.C.) and senator Howard W. Cannon were guest speakers at the banquet held in the Hacienda Hotel.

#### SUNDAY, SEPTEMBER 10TH

The Ladies Auxiliary annual family picnic turned out to be a very enjoyable all day event at Oak Meadow Park in Los Gatos.

#### WEDNESDAY, SEPTEMBER 13TH

The Ladies Auxiliary treated themselves to a dinner at the Hofbrau prior to their monthly general meeting.

#### CONGRATULATIONS

To Mr. & Mrs. Edward Torres on the birth of their first born, a boy named Edward, Jr. HAWAIIAN LUAU (Polynesian Style)

Live Hawaiian music will provide the atmosphere for the Luau taking place Saturday night, September 23rd at Senter Park for all GI Forum and Ladies Auxiliary members and their guests.

Kailua pig, poi, lomi lomi salmon and all the trimmings will be featured!

The American GI Forum of the United States was founded March 26, 1948 in Corpus Christi, Texas by

Dr. Hector P. Garcia. It is an organization composed of honorably discharged veterans and non-veterans not to exceed 25% of the membership. It is a non-profit, non-partisan, non-sectarian organization which today extends throughout twenty states. It is dedicated to the improvement of the Social, Economic, and Political conditions of all Mexican Americans.

One of the Forum's most important objectives is to encourage and support higher education for needy qualified Mexican American students through a system of grants and scholarships.

The American GI Forum also sponsors a Ladies Auxiliary and an adult-directed Junior GI Forum in the local, state and national level.

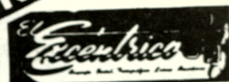
Note From Your Reporter:

I would like to express my appreciation to the GI Forum of Santa Clara County for giving me this opportunity to represent them in this column, and to Mr. Humberto Garcia for allowing us this space.

W. J. L.

YOUR  
**WEDDING  
INVITATIONS**

SEE

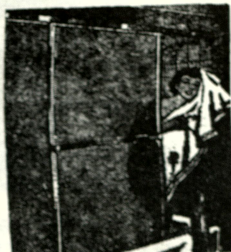


Humberto Garcia

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En la Iglesia HOLY FAMILY de esta ciudad de SAN JOSE, el Domingo 3 de Septiembre, exactamente a las 3:30 de la tarde, unieron sus destinos en MATRIMONIO los jóvenes DOLORESTORRES hija de Josephine Torres y BOB GARCIA hijo de Joe Garcia. Dolores es procedente o mejor dicho nativa de esta cd. siendo Bob de Denver, Colo. RECEPCION fue en el I.E.S.Hall

asistiendo mas de 200 invitados. Luna de MIEL la disfrutaron en Lake Tahoe y a su regreso estableciendo residencia en esta.

En la foto: Mario Reyna, Ruth Torres, Mrs. Virginia Solano-madrina y Joe Solano-padrino, Ronnie Torres y Juanita Torres papejicos.

LEITER STUDIO

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**San Jose**





## CONCERNING C. S. O.

*Louis Zarate*

### GENERAL PROVISIONS OF THE OLD AGE SECURITY LAW

**PURPOSE:** Old age security shall be paid to every person who is in need and who meets the requirements of the law. The assistance shall be administered promptly and humanely, and without discrimination on account of race, religion or political affiliation.

**APPLICATION:** Every applicant for old age security shall file a written application with the county welfare department in the county in which he resides.

The applicant may sign the application within 60 days of reaching the 65th birthday or any time thereafter. The application is made on a form provided by the county welfare department. Only that information will be sought which is necessary to carry out the provisions of the law. ID documents, letters, or other material pertaining to age, residence, property, etc. are assembled and shown at the county welfare office when making application, this will hasten the determination of the eligibility of the applicant.

Persons physically unable to make application in person may authorize another person to make application for them.

Information may be obtained and applications may be filed at the county welfare department office in your county.

A copy of the Old Age Security Manual of Policies and Procedures and department bulletins may be purchased through the State Department of Social Welfare for \$3 including sales tax.

#### State Department of Social Welfare Offices

107 South Broadway, Los Angeles 12, California  
1530 Capitol Avenue, Sacramento 14, California  
Pacific Bldg., 821 Market Street, San Francisco 3,

**INVESTIGATION:** The county welfare department is required to make an investigation of every application to determine if the person is eligible to receive aid. This investigation must be started promptly. It must be completed and payment must be made to eligible persons as soon as possible after the application is signed. In order that the necessary investigation can be made every person who signs an application must also give the county written authority to investigate assets and income, if any.

The investigation of an applicant must be continued until all of the facts which are necessary to determine the person's eligibility have been secured.

The law contains a special provision to insure prompt restoration of aid to recipients whose aid was discontinued because of income from employment.

Cash on hand, in a bank account or safe deposit box, in postal savings, on deposit with building and loan associations or otherwise held where it is payable on demand; stocks, bonds, notes, mortgages, deeds of trust, etc. Exception: Proceeds received from the sale of real property shall be considered real property for one year after receipt. Profited the proceeds are to be used to purchase a home.

Automobiles and motor vehicles of all kinds, if not needed for transportation.

The cash-surrender value of life insurance.

The market value of all other items of personal property other than the value of personal effects of the applicant or recipient.

"Personal Effects" include clothing, household furniture and equipment, foodstuffs, fuel and personal jewelry. The value of these items is not counted when determining personal property holdings.

**TRANSFER OF PROPERTY:** One who voluntarily assigns or transfers property to another for purpose of qualifying for aid is ineligible.

**RELATIVES:** Responsible relatives are the spouse and adult children. Responsible relatives living within the state who are financially able are required to contribute to the support of the applicant or recipient. (The Governor just signed legislation to modify the state old age security law by relieving those whose net income is less than \$400 a month from the responsibility of contributing to their parents' support. Also stricken from the law are provisions requiring a

(continued next page).....

## Ideal BARBER SHOP

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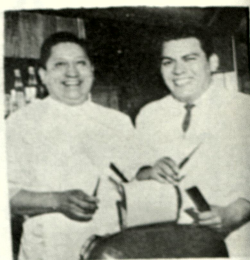
ABIERTO

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

Sebastian Hernandez, Prop.

Raul R. Hernandez

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**70 W. St John St.**

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relative to submit to the county a form stating his ability to pay. Relatives will be able to ask the Social Welfare Board to modify their contributions).  
**INCOME:** The income from all sources must be insufficient to meet the applicant's needs. Income commonly includes earnings, net income from real or personal property, civil and military pensions, social security payments received from the federal government, contributions from relatives and others.

In cases where the applicant receives Social Security in an amount less than the state pension grant, the state will make up the difference. For instance, if an applicant receives \$33 from the social security the state will make up the rest for a total of \$95.

After January 1, 1961 the total state grant will be \$100.00.

#### AMOUNT OF OLD AGE SECURITY PAYMENT

Old Age Security is granted on the basis of need. The maximum grant to meet basic needs (i.e., normal living expenses; such as food, housing, clothing, transportation, incidentals, etc.) is \$95. (Will be upped to \$100 by the first of the year) However, many persons have needs other than basic needs, and such other needs are called "special needs". Special needs may include the cost of medical and dental care, boarding and nursing home care, as well as other items. Certain medical needs (including some prescriptions) may be provided under the MEDICAL CARE program.

When an applicant or recipient of old age security has special needs, total need is the sum of \$95 plus the cost of the items of special need.

When the applicant or recipient has no income less than \$20 a month, his total need, up to \$115 a month, can be met from his income and his old age security grant. For example, a person with total need of \$113 a month and income of \$10 a month is able to meet \$10 of his \$113. Need from his own income.

Old age security of \$103 a month is granted to meet the balance of his \$113 need. If his total need were \$125 a month and his income \$10 a month, he still could meet \$10 of the \$125 need.

THE END

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 en las tiendas que aquí se anuncian**

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*Maria Espinosa*

CY 5 - 3379 1294 E. San Fernando St.

## Angie y Terry Diaz en la Feria del condado de Santa Clara



En la grafica: ANGIE y TERRY DIAZ quienes toman un momento para posar con la celebridad de Radio y Television FRANK DARION personalidad local.

Los hermanitos Angie y Terry disfrutaron de la pasada FERIA del CONDADO de SANTA CLARA de orilla a orilla, sus padres son nuestro cronista deportivo Ricardo y su gentil esposa Vera Diaz.

## Seb's GARDENS



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*Manuel Resendez, Jr.*  
 Manager

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## MADAM Zora

### ADIVINADORA

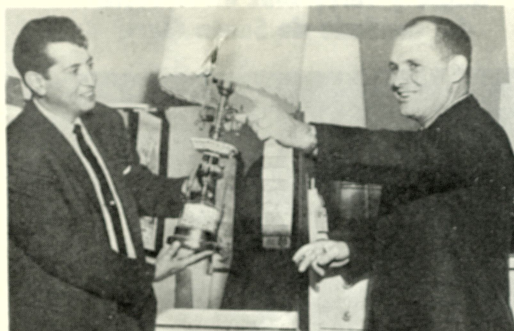


Poseedora de SABIDURIA y PODER para Ayudar a la HUMANIDAD. Ha dedicado su vida entera a este trabajo.

Esta Sra. ayuda a los enamorados y parejas separadas a que se CASEN o se vuelvan a REUNIR.

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





Richard Swain - Sal Talesfore

Richard Swain y Frank Gomez lo atenderan en español

**Abierto - Domingos**

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



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Sectional**

**\$148**

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**American Legion Clifford**

**Rodriguez Post 809**

ricardo lopez moctezuma diaz, (el azote del lente) hizo una visita al Clifford Rodriguez Post 809 del American Legion de esta ciudad, en su centro de recreacion que se localiza en Center Road durante uno de sus BAILES que se organizan frecuentemente.

En la foto: Joe Orozco-2nd Vice-Commander (Trio de Guitarristas) Joe Garcia-Finance Office, inclinados Ray Garcia - Commander, Tony Torres-First Vice - Commander y Frank Marquez.



**Art Martinez MENS WEAR**

*La Tienda del Caballero Elegante*

**ULTIMOS ESTILOS en ROPA  
para CABALLERO**

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La triunfadora de \$10.00 DOOR PRICE ofrecido por el Clifford Rodriguez Post 809 fue Maria Cruz, la acompaña su amigo Alberto Carrasco, al centro el comandante Ray Garcia.

El Sr. Ralph Castro del 15925 Herring St. en esta ciudad, gana una botella de "espíritu" 90% proof, la entrega la hace el 2do. Vice-Commander Joe Orozco, a la izquierda Jaime (Krupa) Lozano, el virtuoso de la Bateria, presencia la entrega.



*Getting Married?*

*Something New has been Added....*



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*Simon Villa*



UNION CITY, CALIF.

## *Para Ti*

Con esas cejas espesas,  
A tus ojos dan valor,  
Reluciendo su esplendor,  
Mujer tu luz; como el sol,  
Eres bonita, afable y hermosa,  
Naciste formando como una rosa.

Feliz y con fe sincera,  
Logrando en tu primavera,  
Ocasión de ser dichosa,  
Risueña, siempre piadosa,  
Eres como petalo de rosa,  
Suave, delicada y cariñosa.

\*\*\*\*\*

Acrostico dedicado a una amiga  
que aprecio.

Agosto de 1961, Union City, Calif.

Por Simon Villa

## *No Pecador*

Dios, todo poderoso, ten piedad de mi alma,  
yo, todo un pecador que tanto te he ofrecido  
mi corazon marchito no ha encontrado calma,  
mas no creo que ya te haya perdido.

Hoy en el fango del vicio voy rodando  
cual serpiente venenoso de maldad,  
es posible hasta tu nombre profanando,  
alumbrame Señor con la luz de tu bondad.

Yo soy la abeja perdida en tu rebaño,  
me desvie por un camino diferente,  
hoy se que te he causado tanto daño  
que clabo mas las espinas de tu frente.

Perdon, Señor, como yo hay tantos seres  
que seguimos bagando en la obseccion,  
no sabemos apreciar lo que Tu eres,  
lo mas hermoso en esta vida, La Salvacion.

9-11-61

Roberto Rodriguez R.

## *La Novia del Mar*

Soy la novia del mar.....  
de ese mar tan tracionero,  
para poderme conquistar  
se llevo mi amor primero.

Ese mar tiene tres novias,  
mi Borinquen bella es una,  
yo soy la mas desdichada  
y la otra es la luna.....

Borinquen bella es dichosa,  
pues el la viene a besar,  
es la novia mas preciosa  
que ha tenido siempre el mar.

La luna, novia coqueta,  
para llenarme de celos  
se sumerge y riela en el,  
y luego se sube al cielo.

Yo soy la mas desdichada,  
contemplo las densas brumas,  
y veo mis ilusiones,  
convertidas en espuma.

En mis tardes de tristeza  
me voy a la orilla del mar.....  
abstraida en su belleza  
mi pensamiento se pierde  
en la gran inmensidad.

Soy la novia del mar,  
la novia que sufre y llora  
ojala todas mis penas  
se la llevan las olas.

Por CARMEN ACOSTA de LOPEZ

FOR YOUR

**WEDDING  
INVITATIONS**

SEE



Humberto Garcia

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## **Dr. NOE ARRAZATE, D.C.**

### **PRACTICA GENERAL**

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La Srita. DOLORES TORRES

hija de la Sra. Josephine Torres

Contrajo Nupcias

Con el caballero BOB GARCIA

hijo de Joe Garcia

El Domingo 3 de Septiembre, a las 3:30 p.m.

En la Iglesia HOLY FAMILY

Oficio el Rev. Padre Tahony

SAN JOSE, CALIFORNIA

1961

LEITER STUDIO



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## Spares & Strikes



*Mario R. Vazquez*

### THE MEXICAN-AMERICAN BOWLER

To the Mexican-American bowler, progress is our most important movement. And the Mexican-American bowler is now on the move.

One of the most important achievements was the Don Carillo as the City Champion of all bowlers in the San Jose Bowling Association. The association has over 8,750 members. Don had an average of only 149 when he succeeded in bowling a 205 average in the tournament. Along with him was Vic Rodriguez who placed 6th in Class A of the tourney.

The Mexican-American tournament has over three times the entries of last year with this year's tournament to be the biggest ever. Finally as of last week, The Bowling Association wanted to have a Mexican-American on the Executive Board which is composed of 20 bowlers, and in the meeting of the Board of Directors, they decided to appoint me. This is quite an honor and I hope I can do a good job.

### WHEN IS MEXICAN TIME?????

In an invitation received for the Mexican-American Bowling League Banquet, the scheduled time was for 8:00 P.M. Naturally, not wanting to be late, I was there at eight on the nose only to find out I was the only one there for the banquet. The final group arrived at 9:00 P.M. and the banquet went smoothly under the direction of Ann Dominguez who incidentally did a wonderful job.

Trophies were awarded to the Champions, Club Cuauhtemoc. Members of Cuauhtemoc team were Gil Solarez, Mary Sierra, Al Rodriguez, Irene Sandoval and Paul (Untouchables) Chavez.

Not present to receive their trophies were Jess Chavez who had high game and Rafael Rodriguez who had high series and is now bowling for the Lawrence Barber Shop team of the 825 Scratch League at Ann Darling Bowl team on Tuesday nights.

Second place team trophy was awarded to Oscar Vazquez, captain of Del Mar team.

Also present was "Boss" of EXCENTRICO, taking his usual excellent pictures.

--Hey Dave, your sister Mary is now a champion. How are you at bowling?

### 25 YEAR OLD RECORD BROKEN AT ANN DARLING

On August 22 Harry Lambert, anchor man of the Lawrence Barber Shop team in the 825 Scratch League rolled ten strikes in one game to finish up with a low 221 game. In checking through the records, the lowest ten-strike game ever reported was bowl-

ed on November 12, 1936 by R. H. Prose of St. Louis, Missouri when he had a 224.

### WINTER LEAGUES UNDER WAY

With the winter leagues under way, San Jose Refrigeration and Fond-du-Lac Lodge of Lake Tahoe are in first place in the 825 Scratch League at Ann Darling Bowl. Again it was PBA Lalo Ruiz who came up with games of 207 and 200 with Armando Guerra rolling a 201 game. Both teams have 4-0 records.

High game of the night was rolled by Pete Balistreri who had a 224 and a 577 series. Bill Garcia, bowling with Pete for Tico's Tacos had a 209 along with Bob Rath who contributed a 203. Bill Smith of Scardina Brothers bowled a 207 game to pace his team.

In the 860 Scratch League at Alma Bowl, Augie Chinnici of Augie & James Texaco rolled a beautiful 204-225-214 -- 643 series, Al Tognetti of S & S Supply had the high game of 244 and a 609 series, and Frank Palermo, now bowling with the Leapin' Lubers of Santa Clara, had a 213-200 for a 605 series. High game went to Augie & James a 959 while Leapin' Lubers had a 920 game. Leading the league with 4-0 records are S & S Supply and Sam's Automotive Service.

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

*Radio Club  
Social*

**D. C. O.**

**1050 KLCS.**



**ESCUCHE UD. a**

*David Ortega Cid*

**Radio K O F Y**

**Lunes a Viernes 12:30 a 1:30p.m.**

**Sabados 1:00 a 2:00 y 4 a 5:00 p.m.**





### American Legion

#### AMERICAN LEGION MEMORY POST 399

This excellent Band has been in existence for more than 15 years which performs at all of the Post activities under the baton of Mr. M. Baylione.

Left to right: P. Sousa, A. Kaslow, P. Rocchi, D. Schaffer, L. Etria, M. Baylione-conductor, D. Cluccio, J. Shroves, R. La Rosa, H. Yarnell, G. Scardina, T. Silva, J. Correia, C. Silva, G. Nuñez, F. Bettencourt, P. Calabrese, R. Martinez, F.P. Chair.

Photo by Richard Diaz

# NETTO'S GARAGE

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Chevrolet 6 - Ford 6 - Plymouth 6 **\$99.50**  
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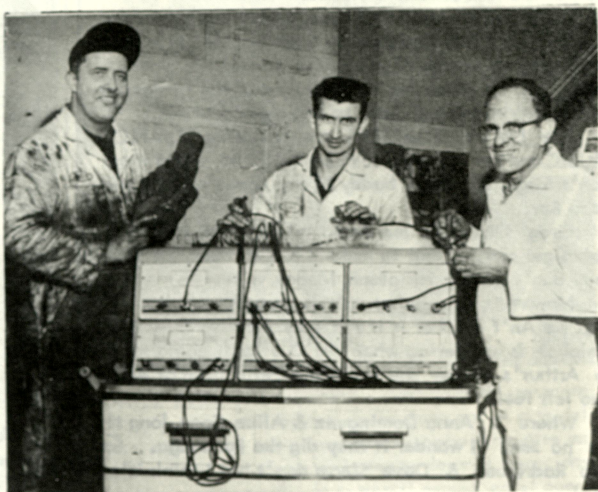
All work Guaranteed 90 days or 4,000 miles  
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**GRATIS!**

Le proporcionamos un carro para que Ud. no sufra ninguna inconveniencia mientras le arregalamos el suyo.

**FACILIDADES de PAGO**

**CY 3-3663**



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

**564 W. San Carlos St.**





CLUB  
San Felipe



Joe Gonzalez

I am the above CHARACTER with a lot of help from the Photographer Mr. Humberto Garcia.

In view of the fact that Tony Carvajal is Vacationing in Monterey, (Working in the Fish Canneries) I will wrap this column together.

Working nights I am not connected with the outside world so will someone tell me who Shirley Perez is going with, Cesar Isais or Jess Martinez ???

Question No. 2. Why is Eddie Valdez always home and his girl friend always at the dances alone? While we are talking about Eddie, Club San Felipe will not play Joe Carvajal's All Star Team anymore if Eddie doesn't wear a cap because the reflexions are terrible. QUE LINDA FRENTE.....

It seems to me that October is getting married month, so Art Cuellar and Tony Guillen were seen doing the mile in 9 flat, but here is one that didn't get away Congratulations to our Club President Joe Gonzalez & Dolores Sanchez, Joe and Dolores will be married on Sunday, October 1st, at the Holy Family Church at 2:30 in the afternoon, a RECEPTION - DANCE will follow at the I.E.S. Hall, we'll see you there.

Also to tie the knot Sally and Ruben Chavez, Vicky Gutierrez and Jess Espinoza, so Club San Felipe wishes each and everyone of you a life time of Happiness, a party will be given for Yours Truly and the wishes are that I'll drink enough beer to last me a lifetime.

The LATIN QUARTERS are featuring TEJANOS MUSIC and the voice of REYES BALDERAS, while there don't forget to see my buddy Rocky Lopez at La Siesta Taco Bar.

Greg Gloria & Joe Arredondo just left for Reno-not to get married, but to make a fast fortune. I hope they don't come back clean, Money Wise.

Now Webster says that an't is a word Am't it great that we An't dead or is it Am't, by the way Linda Villalobos is wondering when Art Cuellar is going to go to Arthur's Murray, she is getting awful tired of Art's two left feet.

Where is Anna Dominguez & Alice Coca, long time no see. I wonder if they dig the Pachanga. So Bob Rodriguez & Dave Sierra don't but I think it's cool.

Congratulations and good luck to Manuel Resendez in his New BAR, Seb's, we are waiting for the grand OPENING.

Each month we will select the BEST DRESSED boy and girl and have their picture appear in our column, hope you will be one of them.

FINIS

# Zukors Jacket Dress

IN CUPIONI & COTTON

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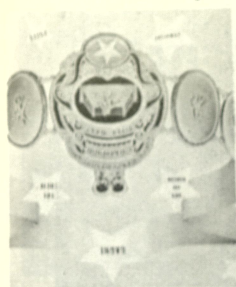


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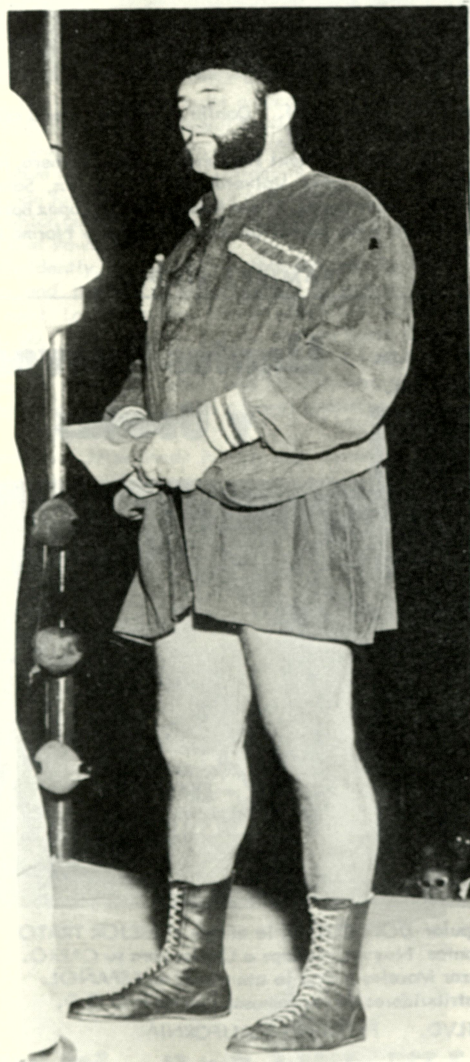
## Wrestling



**RICHARD DIAZ**

AMERICAN LEGION Memory Post 399  
presents.....

WEDNESDAY NITE WRESTLING  
San Jose Civic Auditorium



COMRADE GORKI  
From Russia

## SPOTLIGHT ON COMRADE SOLDAT GORKI

Comrade Soldat Maxim Gorki from the most popular country in the world today, Russia!

Gorki tips the scales at 239 and is 5'9 inches in height. He is a very clean wrestler when the referee is looking, never uses a choke hold, hair pulling, punches in the bread basket, eye gouging, never pulls trunks, never hits with closed fist, never kicks unless his opponent is down, etc.

Comrade Gorki never breaks any of these wrestling rules, **UNLESS HE HAS TO.**

Comrade Gorki and his brother Maxim Tovarch have been wrestling all over the world as tag team partners which has won them much popularity.

Gorki says he doesn't understand why some time ago they were the "MOST HATED" team villains as it appeared in a wrestling magazine.

## MAT MURMURS:

Latest news heard through the grapevine is that BEN SHARPE has retired from wrestling.

EDUARDO CARPENTIER, most popular wrestler here in San Jose will be back soon.



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

## De Vacaciones

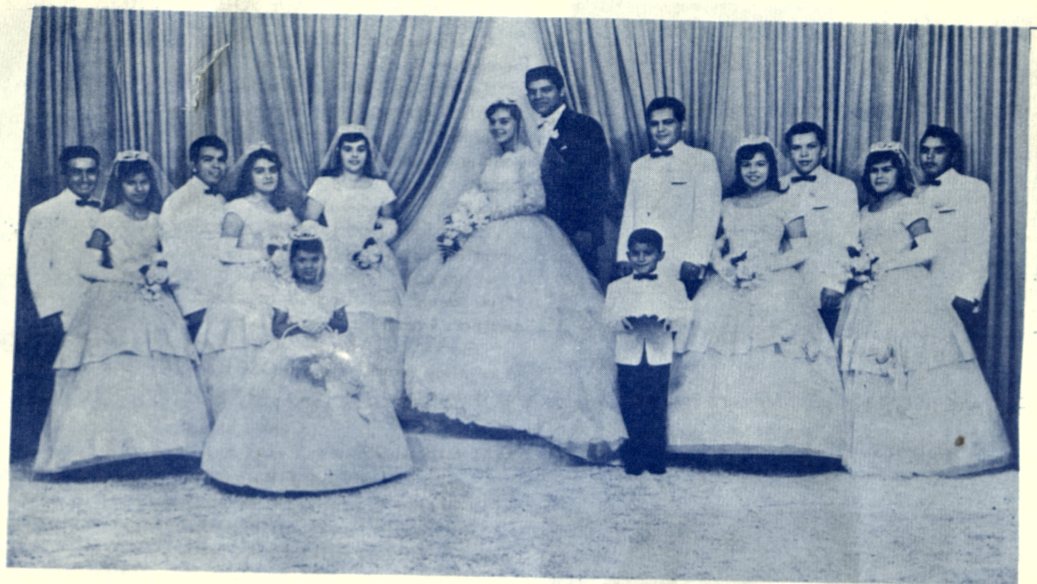


Nuestro destacado, talentoso y controversial asistente editor, y que ultimamente le ha dado por el arte del pincel (pintura) vea su columna y trabajo de Arte en la plana 26 se encuentra disfrutando de unas merecidas vacaciones en compañía de su gentil esposa, en el puerto de San Diego, California.

Despues de haber arreglado su carro, llantas nuevas motor nuevo, frenos, radiator, luces, transmision, rearend capazete, tapizeria, pintura, clutch, abanico, y el resto se despidio de San Jose en una inmensa nube de polvo.

Felicidades Sr. y Sra. David Sierra !





El día 2 de Julio del año en curso, ataron el lazo conyugal los jóvenes DOHLIA RUTH LOPEZ hija de Adam y Lupe Lopez, y MIKE VALVERDE hijo de Mike e Isabel Valverde en la Iglesia APOSTOLICA a la 1:00 p.m. oficiando el pastor Juan Amaya, la RECEPCION fue en el salon de la misma a la cual asistieron mas de 300 invitados. Su LUNA de MIEL la disfrutaron en la cd. de Los Angeles y a su regreso establecieron residencia

en Van Nuys, Calif. Dohlia es nativa de esta cd. y Mike de Otay, Calif.

En la grafica: Raul Hernandez, Gloria Romero, Moses Moreno, Ester Valverde, Sally L. Quijas, Samuel Quijas, Irene Lopez, Eliseo Mosqueda, Eva Lopez Bobbie Valverde y los pajecitos Johnny Olague y Norma Pacheco.

RAMIREZ STUDIO

## **TIRE OPEN** 8 a.m. to 6 p.m. **OUTLET stores** Mon. thru Sat.

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SY 7-2425 38557 FREMONT BLVD. FREMONT, CALIFORNIA

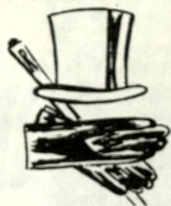
**Cy 3-3211 1687 S. First St. San Jose**





*Joel Aguilera*

*Club  
Riviera*



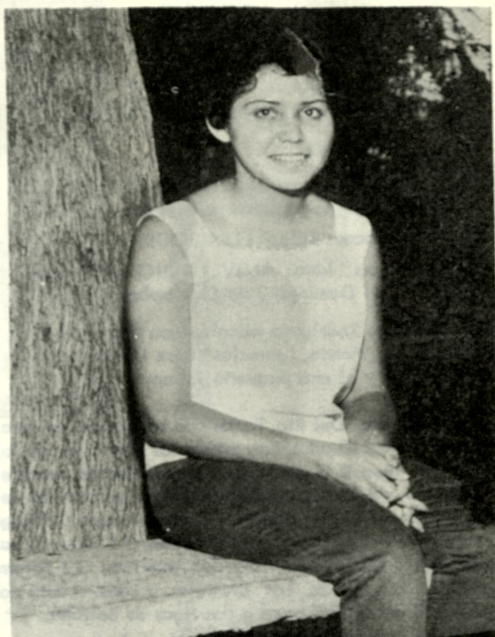
Everything was fine with the arrogant and jealous rooster until he stepped out of the henhouse on EASTER morning. He hurried from brightly painted egg getting madder the more eggs he discovered. He turned in anger, dashed across the barnyard, and beat the living daylight out of the peacock.....

\*\*\*\*\*

On Sept. 2, 1961 as in the past, Club LOS VETERANOS held another gala dance, BAILE de DISFRAZES in Santa Clara, Calif. which was quite a success with everyone that attended enjoying themselves tremendously. First PRIZE was awarded to Mr. and Mrs. Camilo Granados who have their established residence at 157 Talmadge Ave. San Jose, for their unique and colorful Indian costume, which consisted of Princess Pocahantas and powerful Chief Powhatan....

Incidentally, for those of you that are seeking relaxation and the best of entertainment be sure to attend the next Los Veteranos dance which will occur on Sept. 30, 1961, at the S.E.S. Hall in Santa Clara, where you can enjoy yourselves with the vast variety of music of BETO TORRES and his orchestra and with master of ceremonies Mario Alvarez presiding.

Introducing Miss Sandy Juarez, who resides at Tracy, Calif. Sandy is 15 yrs. old, was born in Colusa, Calif. is presently attending Tracy Junior High School and her favorite pastime is dancing, specially the Cha-Cha.



MISS MARY F. HERNANDEZ

Resides at 389 W. Empire St., here in San Jose. Mary is 19 yrs. of age, is a cashier at a local ballroom and adores dancing as her favorite entertainment.

Photography by Richard Diaz

## *De Tracy, California*

De la vecina cd. de Tracy, Calif. presentamos a las elegantes damas: Sta. Joyce Pimbocup, Sra. Henry Navarre propietaria del "Black Cat Tavern" y Sta. Mary Santini, quienes envian saludes para San Jose.

foto ricardo diaz





## 11 Años de pura Vida ...

La maravillosa camara de la Revista EXCENTRICO captura este hogarístico paisaje que forman los esposos BOB y ELSA RODRIGUEZ al cumplir su 11avo. ANIVERSARIO de Casados el Domingo 3 de Septiembre

Los esposos Rodriguez cuentan con 5 herederos Robert Jr., Yvette, (gemelas) Rose Marie-Laura y el mas pequeño Johnny.

Procedentes de Del Rio, Texas con residencia en esta por los pasados 10 años, Bob presta sus servicios con la compañía Reed & Graham, Inc. en calidad de gerente y miembro de la mesa de directores, es columnista de esta publicación, Presidente de Los Amigos Golfing Club, y Vice-Presidente del American G I Forum, Elsa pertenece al Ladies Auxiliary del American G I Forum Company Leader de Los Brownies y como si esto no fuera suficiente pertenece a dos ligas de Boliche.

EXCENTRICO les envia un ramillete de Felicidades en su 11avo. ANIVERSARIO de pura vida....



## TRUE BROS. Chevron Station



Abierto - Domingos



CHEVRON GASOLINE  
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ACCESSORIES

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STEVE & JIM, Props.

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*JMA*

Sra. Evelyn Brogo  
Sr. y Sra. Frank Altman  
participan a Ud. el enlace  
de sus hijos

Mary Ann y Jose Luis

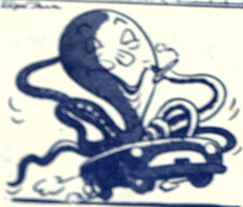
Y tienen el honor de invitar a Ud. y su apreciable familia a la Ceremonia Religiosa que se verificara el Sabado 23 de Septiembre a las 12:30 a.m. en la Iglesia Holy Family.

San Jose, California 1961

Recepcion

A las 3:30 p.m.  
303 N. Alviso Road  
Mt. View, California

Obtenga su Revista EXCENTRICO  
en las tiendas que aqui se anuncian



The OCTOPUS

This is the busy boy who is always reaching for something while he drives - the car roof, a cigarette, the lighter, the road map, the seat on the back seat, the popcorn bag and, at times, even the steering wheel. This big fish is all arms, and needs more.



THE OLD ACCORDION MAN

KEEP A SAFE DISTANCE  
BEHIND THE CAR AHEAD





AURORA MACIAS  
41, 277 Votos



AURORA DELGADO  
18, 835 Votos



LUPITA SARABIA  
17, 180 Votos

## *Su Graciosa Majestad*

DOLORES ECHEVARRIA  
61, 256 Votos

El domingo 17 de Septiembre se celebraron las FIESTAS PATRIAS en esta ciudad de San Jose, California, bajo los auspicios de la Comision Honorifica Mexicana siendo su presidente el Sr. BENJAMIN ULLOA.

El computo FINAL se verifico en el Rainbow Ballroom el Domingo 10 de Septiembre siendo el resultado como aparece en esta plana.

El Domingo 17 se llevo a efecto un monumental desfile por la calle primera hasta el Auditorio Civico siguió el PROGRAMA LITERARIO - MUSICAL y coronacion de su graciosa majestad Sta. Dolores Echevarria por el consul de Mexico en esta cd. Sr. Ernesto Cota. Fungio como maestro de ceremonias el incomparable CARLOS ( Gallo ) GOMEZ.



EVA GARZA  
8, 480 Votos



NELLY HILL  
6, 820 Votos



CONSUELO MACIAS  
5, 956 Votos







DAVE E.  
SIERRA



----- FOR IMMEDIATE RELEASE -----  
Sept. 22, 1961 Cucamonga, Calif. (Untied Press)

The art centers of the world are buzzing with the news of a great new artistic talent that has been unleashed on the art scene.

David Sierra, unknown except in a few San Jose bars until a few days ago, has come into prominence with an impact which has not been felt since the introduction of the non-drinking barmaid and the invention of the shoe-polishing housewife.

Typical reactions by famous personalities are consistently enthusiastic:

"Fantastic expression!"... Niles Lishness

"Marvelous Blending of color"

..... El Joe de San Jo

"Uses to the full extent of his capabilities, my father's favorite color"

..... Hank Ford XVIIIII

"Genius!"

..... Alfred E. Neuman

"Sierra's work reminds me of coffee!"

..... Frank Sinatra  
Cozy Wozy Motel  
Hollywood, Calif.

"Brilliant! Looks good from any angle!"

..... Mutt & Jeff

"Man, we dig it, but turn the lights on!"

..... P G & E

"Everybody down here likes it!"

..... Satan

"Choice of color excellent. More! More!"

..... Casabooboo

"At last! A painter whose ability to blend many paints of the identical color into a living, enjoyable work of art! Vivid! We predict and hope that Mr. Sierra enjoys lasting fame and expect his works to sell well throughout the world."

Milpitas Paint Store

"I don't like his choice of colors"

..... Orbal Faubus

"We want to hear more about this lad. His whereabouts, for instance!"

Police Chief O'Brien  
Saticoy, California

## FOOTBALL SEASON IS HERE AGAIN

Somehow the San Francisco 49ers don't look like the 49ers of old without Hugh McElhenney and Joe 'The Jet' Perry. Hugh is with the Minnesota Vikings and his old friend Norm Van Brocklin and Joe has been dealt to Baltimore.

We're going to miss seeing Hugh and Joe the last 49ers to come out of the tunnel before a game and the last to leave the field afterward. Perry and Mac were the mainstays of the San Francisco attack for many years and each of them at one time was rated the best in football at his respective post.

A top-flight rookie crop headed by UCLA's national collegiate ground-gaining champion BILL KILMER ushers in a new era in San Francisco professional football history. ALL of these rookies will be heard from. They'll make the fans forget Hugh and Joe and all the other greats who have preceded them. They may even bring the Western Conference Championship to Baghdad-by-the-Bay, something no other 49ers team has ever accomplished.

Kilmer is one of the best backs we ever saw in a college uniform. He's destined for a great career in pro ball. John Brodie can go back to golf now!

## CAL BEARS TAKE ON TEXAS

California's Golden Bears kick off the 1961 season on September 23rd against the highly rated Longhorns of Texas U. Cal's ace is quarterback Randy Gold, the 6'3 Junior from Ontario. Fullback John Pierovich is a good one. Texas has jacks, two of them, Saxton and Collins. It should be good with Texas winning something like 30-13.

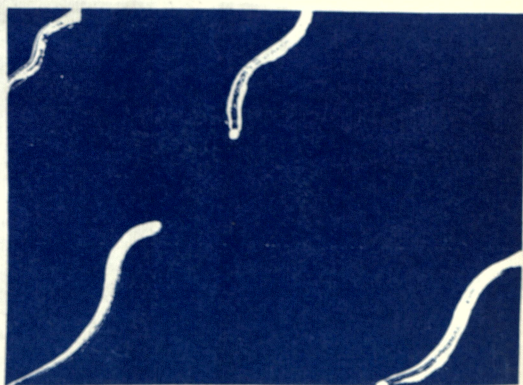
## DO YOU WANT TO WRITE?

Beginning with the next issue, we're going to ask a question in this column. Readers will be asked to send in answers. The best answers will be printed.

If you answer one of the questions, please send it typewritten if possible, and a photo of yourself that we can print if your answer is selected.

This week's question:

WHAT DON'T YOU LIKE ABOUT SAN JOSE?



Coal Miners On The Graveyard Shift  
by dave sierra





*Maria's* COCKTAIL LOUNGE  
**BAILE** VIERNES y SABADOS  
 POR LAS NOCHES  
*El Centro Nocturno*  
 ☆☆☆☆☆ *Mas Elegante*

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.



*Alex Grijalva*

EXCENTRICO se complace en presentar al destacado cantante ALEX GRIJALVA durante una de sus actuaciones en el Programa de AFICIONADOS organizado por el locutor Lalo Caballero y transmitido por la estacion KLOK, el Sr. Grijalva se ha presentado en Bailes-Parties etc, su profesion es el ramo de la Barberia.

En la foto lo acompanian los hermanos Ybarra, procedentes de Eagle Pass, Texas, con experiencia de 10 años, habiendo grabado discos en San Antonio, Texas y recientemente 3 con el Sr. Lalo Caballero.

Diga a nuestros Anunciantes  
 que lo vio en el EXCENTRICO

*Belleza es SUYA con Lentes*

Del DR. VAL E. SNEED

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

**NO NECESITA CITA**

**PAGOS FACILES**

Obtenga el par de LENTES que Ud. tanto necesita con tan solo decir: AGREGENLOS a MI CUENTA.

En la grafica: el Dr. Val E. Sneed y la guapa recepcionista Srta. Norma Reyes.

En Seguida de KAY JEWELERS

DR. VAL E. SNEED *Optometrista*

CY 5 - 4805

67 S. FIRST ST.





# TEATRO **LIBERTY**

*Tony D. Maria*  
GERENTE

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



▪ LA ESTRELLA VACIA ▪  
MARIA FELIX - C. L. Moctezuma

**MIERCOLES 27 de SEPTIEMBRE**



▪ LOS TRES VILLALOBOS ▪  
Freddy Fernandez - Joaquín Cordero