



El Excentrico

Magazin Social, Fotográfico Latino-Americano

Humberto Garcia, Director



Año 4 Num. 19

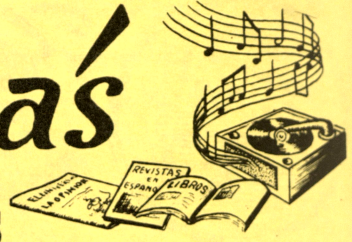
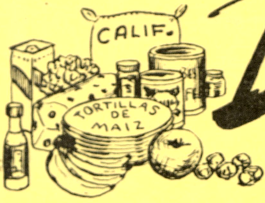
Agosto 5 de 1954

San Jose, Calif.



Johnny Hernandez -- "Young man with big Ideas"

De La Rosas



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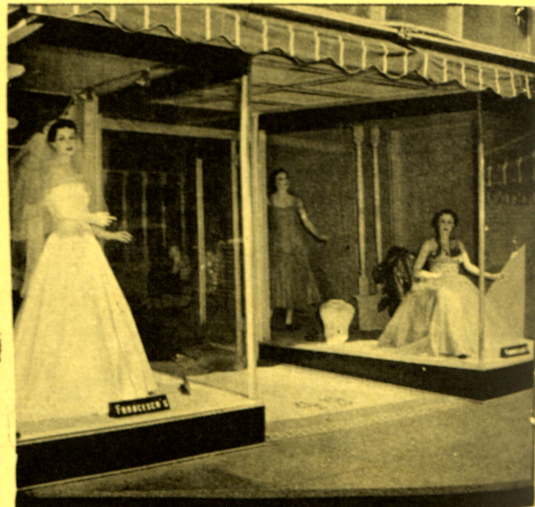
SI UD. PIENSA CASARSE con toda segu-
ridad que Ud. necesitará un VESTIDO-
DE NOVIA que sea lo mas hermoso posi-
ble y como es natural a un precio---
dentro de sus posibilidades económi-
cas por esta razón FRANCESCA'S tiene
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ciones que haran que su boda sea un-
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cular. HAGALE UNA VISITA !!!

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49 W. San Fernando San Jose



Mensaje del Community Service Organization

ARE YOU REGISTERED TO VOTE?

to win equal rights for all people of Calif-----
it is necessary to all citizens to take part in
their government. Only by voting can you be-----
sure of doing your part. But no one can vote-----
unless he registers.

Your community Service Organization reminds you
that it is right and the duty of every citizen--
of this country to register and to vote. Rem--
ember voting is a right of every citizen. Use
that right and keep our democracy alive. Rem--
ember: Every Citizen a voter.

COMMUNITY SERVICE ORGANIZATION Esta Ud. Registrado Para Votar?

Para obtener los derechos iguales de la gente--
de California, es necesario que todos los ciu--
dadanos de este país tomen parte en el Gobierno.
Solamente votando puede Ud. tomar parte en el--
Gobierno.

Pero nadie puede votar si no esta registrado.--
Su Community Service Organization le recuerda--
a Ud. que es la obligacion y el derecho de cada
ciudadano de este país el de registrarse y ----
VOTAR.

Recuerden: que votar es un derecho de todo ciu--
dadano. Use Ud. ese derecho y tenga la democra--
cia con vida.

Recuerde: Cada ciudadano, un votante.

IN ORDER TO VOTE IN THE COMING ELECTIONS YOU MUST REGISTER IF:

1. You have not registered in Santa Clara County.
2. You have changed your address.
3. You have changed your name.
4. Your former registration was cancelled because you did not vote at either the direct primary or the general elections in 1952.
5. You desire to change your political affiliation.

YOU ARE ELIGIBLE TO REGISTER IF:

1. You are twenty one years of age.
2. You have resided in the state of California for the past year.
3. You have resided in Santa Clara County for the last ninety days.
4. You have been a citizen of the United States for the last ninety days.

This information is being furnished you by a --
member of your CSO as a service to you and all
the voters in the community. The members of --
the CSO would like to take this opportunity to
urge you to register at this time, so be pre--
pared to exercise your right as a citizen to --
vote in the coming election.

C.S.O.
Juan Marcoida
Publicity Committee
Chairman.

ALBUM SOCIAL



Engalana nuestras paginas esta simpatica dam--
ita, cuyo nombre es SARAH COTA. Sus padres, --
son los esposos Cornelius y Angie Cota. Sarah
es nacida en Tulare, California, cuenta con 20
años de edad. Ella igual que su hermanita Alice
Cota, adornan nuestros mejores centros sociales
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En persona

Merced Gollegos

Y su Orquesta

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"DEL RANCHO A LA TELEVISION"
** ADEMAS **

"AL CAER LA TARDE"
CON PEDRO ARMENDARIZ

MIERCOLES 4, JUEVES 5 de AGOSTO

"EL HIJO DEL BANDIDO"
** ADEMAS **

"CREPUSCULO"
CON ARTURO DE CORDOVA

LUNES 9, MARTES 10 de AGOSTO

"LLEVAME EN TUS BRAZOS"
** ADEMAS **

"BONFI" RULETERO

MIERCOLES 11, JUEVES 12 de AGOSTO

"CANCIÓN DE CUNA"
** ADEMAS **

"2 PESOS DE JADA"

LUNES 16, MARTES 17 de AGOSTO

"UN RINCON CERCA DEL CIELO"
** ADEMAS **

"AY PALILLO NO TE RAJES"

MIERCOLES 18, JUEVES 19 de AGOSTO

"AMOR QUE MALO ERES"
** ADEMAS **

"VIENEN LOS
MENDOZAS"

Calles E. Santa Clara y 37

Traiga a todos los niños!

Johnny Hernandez

"Young man with big Ideas"

Reviewing the back issues of "EL EXCENTRICO" we came to the fact (not assumption) that we very seldom --- feature the masculine gender in the front cover, our findings showed a ratio of about four to one favoring fairer sex to ornate the front cover of this --- publication. The reason perhaps is our belief that the ladies or girls seem to fit or to have been made for ornamental or display purposes since in most instances they are associated with beauty in the form of contour, fancy hair styles, spectacular gowns--- and overall glamour and quoting from somebody whom I don't recollect they are often referred to as: THE--- GREATEST PURCHASING POWER ON EARTH", so be it true--- or not perhaps this partly explains our overwhelming majority of feminine covers. In this instance we go against our principles or better said "feelings" and run the picture of a very likeable---

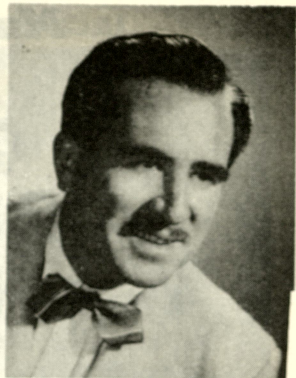
young man, our sports writer who has--- been with us for over two and a half--- years I am referring to MR. JOHNNY HERNANDEZ, "a young man with big ideas". Johnny is manager of PRICES shoe store for men, located at 36 S. First St. here in San Jose. The reason we call Mr. Hernandez "a young man with big ideas" is because at the present he is actively--- engaged in the promotion of a SPANISH--- VILLAGE, proposed cultural and tourist attraction for San Jose, it has grown out of the inspiration stage, past the idea point, and is about to become a--- cause. Attorneys Nathan Newhouser and Herman Mager are drawing up papers for a corporation to guide the plans along, the corporation will go under the name of HERNANDEZ and ASSOCIATES. Mr. Hernandez said. An approximate 2 months is--- estimated before the stock for this project will be available.

Present plans call for a 15 to 20--- acre tract of land situated preferably some where on the Bayshore Hiway inside the city limits, to accommodate a replica of a small Mexican town. Buildings, centered around a typical plaza, will--- house recreational and cultural activities, restaurants, theater, arts and--- crafts shops, and stalls for produce--- and fancy groceries. It is to be in the order of OVERA STREET in the city of--- Los Angeles only bigger and more modern with the facilities of expansion. The name of the village has not been selected, a contest will be held in the near future with a \$200.00 cash prize to be awarded to the person submitting the--- best name for the village.

An architect is now preparing sketches of the proposed layout, backers--- plan to sell stock in the amount of--- \$500,000 (half a million dollars) to--- finance the corporation.

The idea for this Spanish Village--- originates from Johnny Hernandez and he claims that he has encountered tremendous enthusiasm for the proposed project Mr. (Dutch) Hamann, city manager is said to be highly in favor of the enterprise.

From every standpoint of view this---



Humberto Garcia

project will be very beneficial to people here in San Jose, it could be a--- good tourist attraction bringing many--- dollars into to town, increase business and employment, a place where Mexican--- and Spanish merchandise & customs could be found, and of course adding value--- and beauty to our fair city.

Like most everything in this world--- besides the romantic, profitable and--- rosy side there is the other side of--- the picture, countless hours of work,--- planning and executing of ideas, right man for the right kind of jobs, the legal side, here is where the enthusiasm--- stamina, courage, perseverance and the drive of men is put to test and it will determine how soon and how well this--- project is carried out into a sound practical working basis.



In the picture--- appears MR. JOHNNY HERNANDEZ "A young Man with big Ideas"

Johnny originates from New York city and has resided here in San Jose for the last 2 1/2 years, lives--- with his charming wife Dolores and their two sons--- Johnny 19, attending San Jose State and Jerrilyn 9, during the short time--- that he has resided here he has become one of the better known latin-american civic leaders.

We wish you all the luck in the world Mr. Johnny Hernandez & Associates and--- hope in the near future to have the--- pleasure of publishing pictures and news of the future SPANISH VILLAGE.

Get your copy of *Excentrico*
from any of our sponsors

Matrimonio Garza - Barrera



El día 6 de Junio del año en curso se unieron bajo los lazos del matrimonio el joven Gilbert Garza y la Srita. Alicia Barrera. La ceremonia religiosa se efectuó en la iglesia católica Holy Family, a las 11:30 A.M. La Srita. Barrera es hija de los esposos Crispin y Aurora Campos, y el joven Gilbert Garza es hijo de la feliz pareja Ubaldo y Adelfa Garza.

Una elegante recepción se llevó a cabo en la residencia de la encantadora novia, en el numero 1136 calle Locust, aquí en San Jose. Los recién casados eligieron la ciudad de San Francisco para su luna de miel.

Apadrinaron esta boda, Sovedia Gutierrez y Humberto Gutierrez.

1ra fila de izquierda a derecha el cortejo de esta feliz pareja: Casimiro Salinas-Tony Garza-Joe Tafoya-Phil Mondragon- Sovedia Gutierrez (madrina)- los novios-Humberto Gutierrez+padrino) Marty Barrera-David Campos-David Campos-Oscar Moreno. 2da fila : Jessie Barrera-Virginia Reyes-Virginia Zapien-Sra. Phil Mondragon-page Cecilio Campos-pagesita Linda Capas- Alicia Salinas-Gloria Mondragon-Judy Burganham-Rose Nava.

Esta revista les desea mil felicidades y una eterna luna de miel. A su retorno, este ideal matrimonio estableceran su residencia en ésta hermosa ciudad de San Jose.

Obtenga su Revista EXCENTRICO en las tiendas que en ella se anuncian
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La Cocina CAFE

Para comer deliciosamente de lo mejor y mas succulento en platillos mejicanos le recomendamos este acreditado restaurant donde se observa estricta higiene y se usan los mejores ingredientes para confeccionar estos deliciosos manjares.

El Sr. Joe Salazar goza de largos años de experiencia

COMIDAS MEXICANAS

Y recuerde Ud. que aqui encontraran toda clase de antojitos Mexicanos-- propiamente preparados a precios--- razonables. **VISITELE!!!**



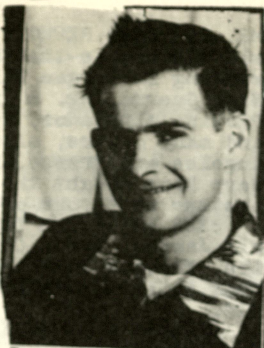
Cy 5-9684 131 W. Santa Clara St.

Joe Salazar, Prop.

Charting Your Course

A series of arti-
cles on HOW TO MA-
KE YOUR WEDDING---
SAIL SMOOTHLY.

(Courtesy
THE TUXEDO SHOP
84 S. First St.



Robert H. Keifer

THE BEST MAN

The best man is the right hand man to the groom. As such he has more responsibilities than all the other attendants. Among his duties are the following:

1. To see that the groom is properly dressed. This is, of course, assuming that the groom is so nervous that he will undoubtedly overlook a few dressing details.
2. Be certain to receive the clergyman's fee in a sealed envelope from the groom. Some time before or after the ceremony, the best man is obliged to hand it privately to the clergyman.
3. Carry the wedding ring to the ceremony in some secure place.
4. Make sure that the ushers are on call before the ceremony is scheduled to start.
5. Perform all errands that the groom or the bride's mother may request.
6. Before leaving for the ceremony, help the groom pack his clothes for the honeymoon. See to it that the groom's bags are taken to the point of departure. This is generally done before the ceremony.
7. Before the bridal couple leaves, accompany the groom to his room and help him change into his traveling attire.
8. The attire of the best man is invariably the same as the groom. The only possible variations are in the tie and the boutonniere.

USHERS

The number of ushers is dependent directly on the size of the wedding. Anywhere from two to twelve can be present. Here are some pointers to be remembered:

1. Ushers are expected to put in an appearance at least an hour before the wedding.
2. Where certain guests have been given reserved seats at the church, the ushers should be given a list. If unknown guests arrive, the ushers can request their names and seat them according to their relationship, on either the bride's side or the groom's.
3. All ushers should stand at the door of the church. As each feminine guest arrives, one of the ushers offers her his arm and escorts her to her seat.
4. All front pews on the left side of the church are reserved for the bride's family, and on the right for the groom's family.

Corbatas y Joyeria para

hombre para toda ocacion

"Donde su Dollar compra mas"

Tie Rack

121 S. First St.

Cy 5-8338

ALBUM SOCIAL



Se encuentran visitando a su madrecita, la Sra. Patricia Ramirez, los jóvenes Ramon Muñoz quien se encuentra estacionado en una base aérea en Nuevo México, y Daniel Muñoz, quien presta sus servicios en los U.S. Marines en Texas. Estos jóvenes proxíamente regresaran a sus respectivos lugares, pero de pronto se pasan una feliz estancia, charlando y visitando con sus numerosas amistades. Al partir, ellos al igual que nosotros, les deseamos mucha suerte, y UN PRONTO REGRESO.

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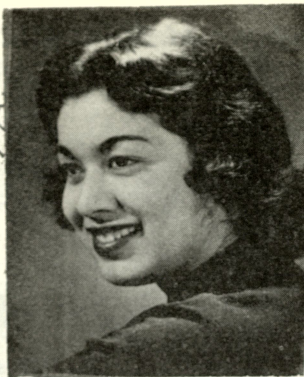
"SEE"

Audrey's

BACK ROOM

Audrey's

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BETWEEN FIRST & MARKET STREETS



Alice Delgado

HELLO EVERYONE.... Alma Reyes and Irene Serrano seen doing the town. Heard say that Irene and Manny Rodriguez have that LOVE look in their eyes, but Manny has some of us guessing because he has that same look when he's around? Sorti-llon.

A surprise party held in honor of Frances Andrade's birthday was given by Lucy Serrano and Rudy Belloumini in the house of yours truly. Those attending were: Rudy Martinez, Johnny Zamora, Martin Mendez, Carlos Guerrero-Eddie Estrada, Johnny Gutierrez, Margie Andrade, Ebby Andrade, Betty Ortiz and Bob U. (of course). A wonderful time was had by all.

THE NIGHT BEFORE there was a party given in honor of Cesar Sanchez and Ray Torres in the home of the "S" brothers, sister! Hmmm! The guest list included Connie R. Cecilia R. Lupe R. Lucy S. Lydia? Gabby (who was seen dancing a real crazy bop.) Charlie Y. - Sal R.

THE BEAUTIFUL GALS that are running for Queen of the 16th of September Fiesta under the auspices of the CIVIC COORDINATING COUNCIL are: Miss LUCY SERRANO (Club Capri) and LETICIA VILLALOBOS (Club del Mar) good luck and may the best girl win. THE CIVIC COORDINATING COUNCIL has a great program in store for us this year, which will be held the 19th of Sept. The parade will start at 1:00p.m. at St. James Park with different groups participating. Those being decorated cars, floats, Majorettes, bands, etc. for these units and groups there will be cash prizes amounting to \$225.00 and trophies and awards valued at \$75.00. The program will take place at the Civic Aud. and this is also a "must" the guests of honor will include governor of Calif. Mr. Goodwin Knight, and the Attorney General, Edmundo Roybal candidate for Lt. Governor (Democratic Party) will come from Los Angeles to crown the Queen. The dance at night will be held at the Civic Auditorium with all profits going to the SCHOLARSHIP FOUNDATION for young Mexican Americans, those interested in participating in the parade & literary program contact Herbert Martin or Tony Flores of the CLIFFORD RODRIGUEZ, American Legion Post No. 809.

MR. AND MRS. REFUGIO ALTAMIRANO thank all the people that attended their wedding in Morgan Hill. Those being Nick Guerra, Mr. & Mrs. Frank Rios, Pauline Alfanador, Helen Jaramillo and many others, also some from Los Angeles and Fresno. Fifteen year old Mary Rios caught the bridal bouquet (better wait four or five more yrs.)

SEEN DOING THE TOWN LATELY are Connie Jacobo, Irene Cortez, Jewel Franklin, Eleanor Zamorano, these gals hail from Tulare, Calif being young and single.

ENGAGED ONCE AGAIN: M.A. and D. L. Congratulations.

For those who have asked for Mary-- Mello: She is in Alabama and will be home soon (We Hope.)!

GOD-BYE..... ALICE.

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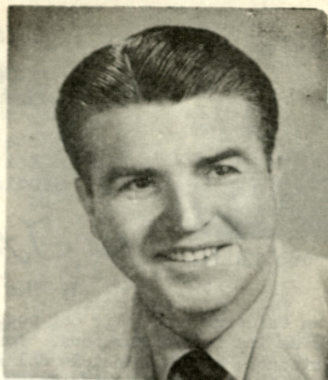
PRICES

36 S. First St. San Jose

Dr. Juan de Heras, D.C.
Porter Bldg. Segundo Piso 208
57 E. Santa Clara St. San Jose
Telefono CY 5-5390 Dia o Noche

Horas de consulta:

Lunes, Miercoles y Viernes de 10 a.m a 7 p.m.
 Martes y Jueves de 10 a 3 p.m.
 Sabados de 10 a 1 p.m.



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Lucha Libre

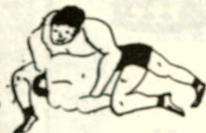
por cortesia de

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136 S. First St. San Jose, Cal.



Joe Janovitch



Los hermanos Torres Enrique y Ramon, salieron vencedores, sobre Mike Sharpe y Joe Pasandak, el miercoles por la noche en el auditorio Civic de esta ciudad. Las ultimas

caidas fueron a favor de ellos, lo cual les trajo el triunfo. El encuentro termino con mucho entusiasmo, ya que Mike Sharpe, reto a los hermanos TORRES a otro encuentro que se verificara la proxima semana. Mike, un poco triste, por haber perdido la tercera y significativa caida, por tal motivo desafio a los hermanos Torres. Enrique, el encabezado de la familia Torres, tomo el microfono y dijo, "El señor Sharpe nos ha hecho un desafio, seriamos muy tontos si no aceptaramos."

Asi fue como se realizo el proximo encuentro de la semana entrante. Los contrincantes seran los hermanos Torres contra Mike Sharpe.

Mike aprisiono a Ramon a la lona, para asi ganar la primera caida en 12 minutos 14 segundos la cual fue disputada por ambos. La segunda caida se la llevaron los hermanos Torres, cuando Sharpe y Pasandak fueron desqualificados por usar tacticas que estan contra las reglas de la lucha. Esta caida fue de 11 minutos y 10 segundos de duracion.

La tercera caida termino en una forma brutal ya que los contrincantes, la disputaban con todos los tacticos que la lucha permite. Una vez mas salieron vencedores los hermanos Torres, despues de 5 minutos y 52 segundos. Billy Quayle, referee, desqualifico a Sharpe y Pasandak, cuando Mike se rehuso a salir del ring despues del intercambio.

En los encuentros preliminares, Dan Flechas vencio a Cliff Thiede en 11 minutos 27 segundos y John Barend triunfo sobre Lou Newman, en caidas consecutivas. Este ultimo encuentro habia sido marcado por 45 minutos, pero termino cuando Barend gano la primera caida en 15 minutos, y 18 segundos, y la segunda caida en 6 minutos y 28 segundos. Barend gano la primera caida en un "foul" y la segunda con un as tijeras en el aire al cuerpo.

Le invitamos a que asista el proximo miercoles, ya que este encuentro promete ser algo verdaderamente especial en el deporte de la lucha. Como ustedes saben los hermanos Torres, siempre luchan a lo limpio, por tal motivo casi siempre salen vencedores.



Gordon Keith

Reproducido de la

Revista **Dancing Star**
376 ALMADEN AVENUE SAN JOSE 10, CALIF.

Cortesía de
Gordon Keith Dance
Studios.

the TANGO

by Neal Stanton

En un esfuerzo por salir del pequeño círculo de los bailes Europeos. Los Norte Americanos, en el principio del siglo 19, fueron introducidos a diferentes tipos de baile. Así como, la mazurka, las cuadrillas, el el tango argentino. De Los cuales el que ha mantenido su popularidad hasta la fecha, ha sido el tango.

Si retrocedemos algun tiempo dentro de la historia, se da por conocido que, a mediados del siglo 16 hasta principio del 17 El baile de los campesinos Ingleses es descendiente directo del tango.

En 1750 fue introducido el baile nominado Contradanza, pero no fue hasta 1825 que este baile fue descubierto en Cuba, donde fue nombrado, Danza Habanera, o baile Cubano. Desde Cuba este baile camina hasta España.

Durante la guerra Hispano-Americana, una nueva versión del baile Habanero aparecio en la escena. Conocido como Habanera del Cafe. Esta variacion seria un antecedente del tango moderno de hoy.

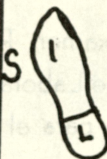
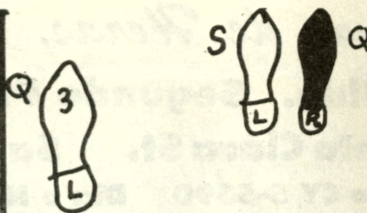
El tango sobre paso la Milonga (originalmente, una canción vieja de España, que despues vario a tipo de baile), como el baile nativo de Argentina.

El tango de hoy es muy distinto de sus precedentes, es decir, del tango que origino en los barrios pobres de Buenos Aires.

Antes que el tango fuese introducido a este país por Maurice y Florence Walton en 1914, corrían rumores de las sugestiones ofensivas que este baile aparentaba. La Sociedad, empezó a protestar, y algunos oficiales de la ciudad tomaron medidas por pasar una ley, que prohibiera este baile. No paso mucho tiempo sin que el publico lanzara una protesta ya que encontraban este baile de su agrado, y careciendo de vulgaridad. Cuando Vernon y Irene Castle apoyaron este baile, instructores en escuelas de baile recibieron peticiones de personas que deseaban aprenderlo.

El tango de hoy, con sus pasos bailables simplificados, con su gran cambio sobre el ritmo apasionante de el Habanero, y de la modificada Milonga, es hoy uno de los bailes Latino-Americano, mas agradables y popular.

El tango es agradable, y fácil de aprender. Abajo, esta un paso simplificado. Permita 2 medidas para cada paso lento marcado S- y una medida para cada paso rapido marcado Q.



Pie izquierdo: Un paso lento al frente.
Pie derecho: Un paso lento al frente.
Pie izquierdo: Un paso rapido al frente.
Pie derecho: Un paso rapido hacia la derecha. lleve el pie izquierdo hacia el derecho lentamente sin poner su peso en el.

Ahora está Ud. listo para empezar otro paso basico. Principiando con el pie izquierdo como lo hizo anteriormente.

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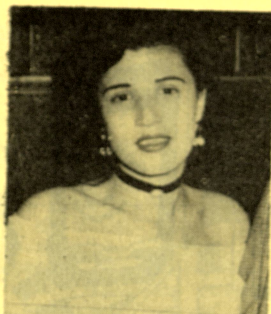
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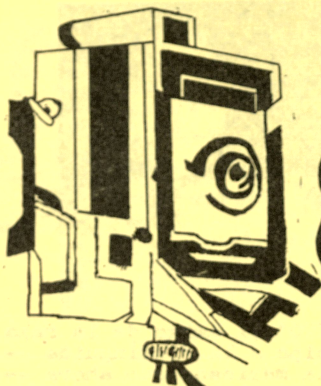


PHOTO SCHEMES



Ray Reyes

Most photographers are artists and depend on their skill and fair dealing to hold a permanent place in the community. But, the files of the Better Business Bureaus show many cases where the practices of a minority are detrimental to the public.

Some of them adopt "studio" names but have no studios. They have their films and plates developed and printed in outside shops where they are processed as jobs, not as photographic art. Complaints are ignored and, when they pile up, customers find that the "studio" is no longer in business or cannot be located. Often, the owner has only changed the address and name of the "studio."

Some of the schemes used, methods, employed and things to look out for in dealing with this type are:

FAKE SAMPLES

Canvassers carry beautiful samples of photographic work, to show prospects. Photographs delivered do not measure up to the samples shown.

C.O.D.

Often the finished photographs are sent to the customer C.O.D. In this manner, the customer must pay before examination of the photos.

COUPON OFFERS

Photographers agents call on homes offering coupons for 50¢, 98¢, sometimes more. The coupons are supposedly good for one or more pictures "free" or at a special rate. The unethical studio uses several devices to force a large order before surrendering the

"free" portrait. Often, it has been impossible to get what the coupon offered.

CONTESTS

"Personality Contests," "Baby of the month," "Talent Contests," are some of the types of contests used by unethical operators. Generally, the contests are mythical.

PICTUR FRAME

Some unethical photo studios specialize in securing orders for special types of finished pictures i.e., convex, concave, hexagonal, etc., in connection with a colored enlargement of a portrait. Many customers don't know what these terms mean. In small type, the order calls for a frame. The price of the photograph may be reasonable, but the price of the frame is grossly inflated.

NEWS SERVICE

Many businessmen have been induced to have their photographs taken by a studio posing as a "Press" service, and representing that their pictures were wanted for publication in newspapers, magazines etc. Whether or not the portrait ever appears in a publication, the businessmen are pressured to buy copies at high prices.

SIDENALK SHOOTERS

Innumerable complaints have been received from patrons of sidewalk photographers, ranging from failure to deliver, receipt of likenesses of other persons, and receipt of photographs out of focus and improperly exposed.

CONCLUSION

Customers can avoid disappointment by dealing with photographers of known reliability.

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" NEWS and VIEWS "



By Cecilia Rodriguez

HELLO FRIENDS: NEWS TO YOU from the--- ISLE OF CAPRI. One of our main topics--- which you all have heard about and --- which we are proud to announce MISS --- LUCY SERRANO will represent Club Capri as our Queen Candidate for the 16th of Sept. under the auspices of the Civic Coordinating Council. Club Capri will do their best to see our choice Queen-candidate reign the FIESTAS PATRIAS. And we are asking all our many friends for your cooperation so that we may see this beautiful young doll on the throne.

THE RECENT HAPPENINGS ON OUR SOCIAL CALENDAR: Sunday June 18, thirty five members of Club Capri had a Chicken Fry at Stevens Creek, a ball game was enjoyed between the boys and girls. Many of the members took to swimming and boating the climax of the evening was a swimming race between Joe Sanchez and Joe Morales with Joe Morales being the winner, after swimming all afternoon Bill Ramirez was too tired to take part in the swimming event.

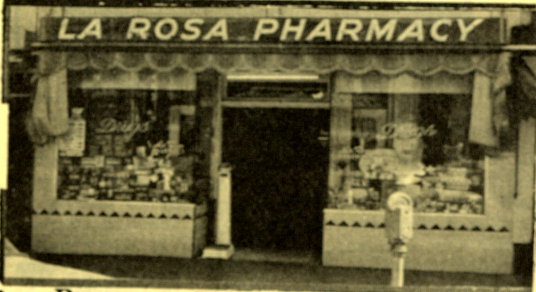
FRIDAY JUNE 23, a going--- away party was given in honor of Cesar Sanchez and God's gift to San Jose, RAY TORRES with all the members of Club Capri present. Cute Libby Sortillon looking very daring in a low cut Cashmere--- sweater being ever so popular with all the boys. Lucy Serrano sporting a --- short-short hair cut and displaying her wonderful personality. Bill Ramirez--- & Esther Medina dancing cheek to cheek Lydia Barrera dancing the JARABE TAPATIO with Mr. Sanchez, father of these famous brothers. Manuel Rodriguez and Adran Sortillon sitting up in a corner and holding hands. Just about everyone that is anyone was at the Sanchez party given by Abel and Joe.

SATURDAY JUNE 24, A surprise Birthday party was given for Frances Andrade by Lucy Serrano and Rudy Beloumini at the home of Alice Delgado, only close friends were invited. Betty Ortiz looking very charming in a white summer dress with handsome Bob Vasquez. Mr. & Mrs. Joe Alvarado were among the invited guests. AND NOW FOR THE MAIN-EVENT** is the much talked about softball tournament and Dance which CLUB CAPRI is ---

sponsoring on SUNDAY, SEPT. 5th. With--- the Tournament being held at BACKESTO--- PARK the dance where the softball Queen will be crowned and trophies presented--- to the winning teams will be held at--- the PALOMAR BALLROOM from 9:00 to 1:00 music will be furnished by Jose Rodriguez and Vernon Brooks. Tickets are now on sale by all the members of Club Capri for the price of \$1.00 which will--- admit you to both events. There will be eight different teams participating in the big event. We are looking forward--- hoping that each and everyone of you--- will attend our FIRST ANNUAL tournament to help make it a huge success.



MISS LUCY SERRANO Club Capri's candidate for Queen for the coming Fiestas--- under the Auspices of the CIVIC COORDINATING COUNCIL. Young, beautiful, refreshingly vibrant, would make an exquisite Queen. Don't you think so, dear readers?



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ALBUM SOCIAL



En la foto de arriba presentamos a la guapísima
Srita. Ann Galvan, que cuenta con 19 primaveras.
Son sus padres los Sres. Jose y Maria Galvan.
Ann es nacida en esta ciudad, y acaba de ter-
minar sus estudios, graduando de la escuela-----
Lincoln High School. En sus lindos ojos, vemos
la pureza de sus sentimientos. Le deseamos, --
mucho exito en el futuro, y esperamos que todos
sus planes, hacia el mismo, se realizen.
MUCHAS FELICIDADES, ANN!

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TONY DE MARÍA
GERENTE

Novela condensada, cortesía Teatro Liberty

"SUBIDA AL CIELO"



EL VICIO, LAS AMBICIONES Y EL MAL QUERIAN IMPEDIRLE SU MARCHA POR LA JUSTICIA

Spanish director Luis Buñuel, after his sensational avant-garde experiments in UN CHEN ANDALOU, TERRE SANS PAIN, and L'AGE D'OR, filmed in Europe, settled in Mexico during the Second World War, making a number of commercial pictures. However, his talent for unflinching realism showed itself again in LOS OLVIDADOS (Mexico: February 1950). And then, in an unexpected change of mood, he filmed SUBIDA AL CIELO (Mexico: August 1951), an entrancing comedy, still enlivened by one of his renowned dream sequences but with the directorial pyrotechnics more under control. There is a new emphasis on character drawing and local color. In this film, Buñuel has utilized the tropical coast near Acapulco to produce a sparkling regional novel with overtones of symbolism.

The types are universal. There is the mother, a tough peasant woman who is dying; the good son who has just been married; and two wonderfully psychopathic bad sons who scheme, in a manner ferocious and disorganized, to get the inheritance. The mother begs the good son to have her will drawn up in a neighboring town, away from the influence of his brothers. She wishes to leave some property to her only grandson.

The good son sets out on a bus trip which is a race with death. The characters on the bus form a human comedy as it rolls through the tropical countryside. Of course, the good son is tested, and distracted, by Evil in the form of an exciting little wench played with great style by Lilia Prado. She does her best to delay his return and to make him forget his bride. And he almost does, being human. But because he is also a good man, he finally goes back to his village.

His mother has just died. The shadow of the other woman haunts him. His brothers seem to have the inheritance in their grasp; his mother had died hoping that part of it would go to her grandson. How is Evil to be outwitted? The ending of the picture is logical and ingenious.



Lilia Prado, — lozana e inquietante — con Esteban Márquez en una escena de SUBIDA AL CIELO, una comedia-fantasia del gran director Luis Buñuel.

Luis Buñuel ha conquistado un puesto de honor en la cinematografía universal, gracias a su labor como director en el cine mexicano. "Subida Al Cielo," es otra obra maestra de Buñuel que ha sabido encontrar la atracción mundial que tienen las tramas sencillas.

En "Subida Al Cielo", vemos las pasiones y los vicios de los humanos, movidos por los deseos que todos conocemos. Lo extraordinario, lo que nos retiene al asiento, poseídos de interés y respirando entrecortadamente con emoción, es el desarrollo de esta historia, en la que vemos a un recién casado, buscando la justicia y cumpliendo como hijo, para caer vencido por la mujer fácil que al conseguirlo lo humilla.

Una madre agonizante, que quiere salvaguardar los intereses del más débil de sus descendientes, espera ansiosa el retorno del hijo joven que en el viejo camión ha ido a buscar al juez para que de fe del testamento de la moribunda, que los dos hijos mayores quieren anular, orientados por la maldad. El viaje de este camión

ión cargado de humanidad, que vive cada kilómetro y que nace y muere a cada vuelta de rueda, es la historia de "Subida Al Cielo", humana y mexicanísima en su universalidad. Lilia Prado logra una de sus mejores interpretaciones en "Subida Al Cielo," que presenta a Esteban Márquez y sirve a Luis Aceves Castañeda para consagrarse. Carmencita González hace una novia virtuosa y sufrida, que en su bondad es incapaz de pensar mal, por lo que logra la felicidad de la ingenuidad, que es, a fin de cuentas, la lección que ofrece "SUBIDA AL CIELO."

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Dear Jack:
Don't buy the business that you are --- planning on. There will be a better opportunity for you before the year goes--- out. You will benefit by waiting.

R.M.:
The party you have in mind cares for -- you very much. Don't two-time him for-- he is very jealous minded and in the --- long run you would loose him.

ANGELA:
You ask me about two different parties-- seems that you love the one tha' wants- to finish school, he is the one that is worth waiting for, the other one cares- more for himself.

DEAR MARY:
You are kind of fickle, you make boy--- friends easy but you haven't met the --- one you are to marry. You will meet him June of next year.

Miss Emily:
You are in a very depressed state of --- mind over your recent quarrel with your boy friend, but don't worry he is not--- suited for you. You are going to meet--- another man in whom you'll see the difference, someone who will treat you with love and consideration. This will happen within two months, so keep you chin --- up. Things are going to straighten up.

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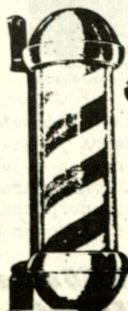
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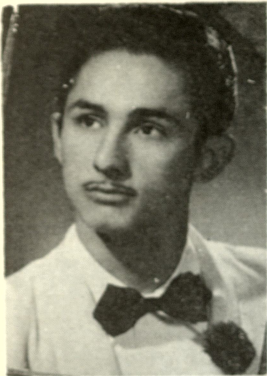


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AND AWAY WE GO....! Seems like we'll be seeing a good local race now that the georgously beautiful doll, LETTY VILLALOBOS, recent princess of the Road Races at the fairgrounds is being sponsored by CLUB DEL MAR for the honor of being the Queen of the Civic Coordinating Council coming 19th of Sept. Fiesta Running in the same race and expecting nothing less than lat. place is the very eye-catching beauty, LUCY SERRANO, of Club Capri. From here on it will be touch and go and these charmin' gal's had better not be too sure of their chances, less some other young miss surprises them with a win, like the very lovely LILY MENDOZA sponsored by Club AZALEA. It's at this precise time that I view the proceedings with depressed emotions as to the many QUEEN CONTESTS being held in this vicinity. The Comision Honorifica Mexicana has their candidates (7 girls) and their FIESTA will be held on the 12th of Sept. Parade at 1:30p.m. from the St. James Park. following with a LITERARY-PROGRAM at the Civic Aud. at 2:30 and winding up the Festivities with a Dance at night at the same Civic Aud. The Civic Coordinating Council will have the same lay-out except it will be held one week after which will be on the 19th of Sept. When in reality there should be only ONE QUEEN to make the Sept. Fiesta have a better meaning and more tranquility prevail among and in all fairness to the girls not have the attention diverted from their efforts first one Queen and a week following another Queen which automatically decreases the value also the returns from the tickets sold for each party will be less and consequently their attire will suffer and furthermore shows a state of dissention amongs our people, A HOUSE DIVIDED WILL NOT STAND!

SPANISH VILLAGE: Is now in the executive stage on it's way to becoming a reality. (See cover and article by Humberto Garcia in this issue for full details.)

LATIN YOUTH CENTER: Tickets are now being sold for a fight to be held at the Civic Aud. AUGUST 10th with the proceeds to go to the Youth Center,---

In the main-event Jorgie Macias, will meet Augie Villa in l0rds. Other bouts in this action-packed card will include home town boys: Bobby Martinez, Tboy Alvarado and others. Tickets can be bought at PRICES STORE (Men's Shoes) at 36 S. First St. Dr. Juan de Heras director of the Youth Center, they will also have a dance on the 20th of August, he announced. Music will be furnished free of charge by Bernabe Fuentes and his Orchestra with all prevailing profits to go to the center.

LOVE HAS IT'S SMOOTH AND BUMPY ROADS, it's smooth when being together means everything to a couple and bumpy and rugged for them when people who can't stand to see them together conspire with unsigned letters and gossip, to make it appear dirt cheap. Referring to said couple (visiting at cannery) in last issue. My apology and lot's of good wishes to said couple. Signed A.D.



In the picture appears the georgous LILY MENDOZA from Mt. View, who is a candidate for QUEEN of the 19th of Sept. Fiesta. Sponsored by the Civic Coordinating Council. Representing Club AZALEA. All girls club.

GIRLS CLUB, AZALEA: Started out as a girls club and the gals wish it to remain that way, guess the only way to have anything to do with them would be to wait till they ask the boys 'round town to go to their Semi-formal dance to be held on the 28th of August. at Sunny View Club. Members include: Pres. Soledad Sepulveda, Lucy Estrada, Ramona Bueno, Alice and Helen Arredondo, Linda De Luna Lily and Olga Mendoza, Carmen Ruiz, etc.

DOING THE TOWN: Pretty Kay Villalobos a close second at a recent Be-Bop contest held at Santa Clara I.E.S. Hall with music furnished by the ever popular Caudillo Orchestra..... Black & White Dance an outstanding success at Frank Davillas RAINBOW BALLROOM.... Two guy's guess who??? taking off to Tia Juana on a dare and turning back after sobering up half-way there.... A sneaky black cat entering Humberto Garcia's Apartment and trying to eat his LOVE BIRD, but Bert was too quick for him, a well planted kick in the rear end seemed to quench his craving for love-bird meat.



Guadalupe Eastside Youth Center " IN FOCUS "



MARTY SANCHEZ

For the second time the GUADALUPE EASTSIDE YOUTH CENTER comes to you through the courtesy of "EL EXCENTRICO". Rudolph Martinez and his softball team are getting in shape for a game with Boys City. Last Thursday's meeting was sure a hectic one for Grace Padilla to see her writing down the minutes at eighty miles an hour. Wow! It seems that there is quite a bit of business going on, so I guess Grace will have to bear it a little longer..... Ernie Frausto, Vice-President who resigned due to insufficient time left after handling two jobs, was seen at the Civic along with Irene Serrano for the presentation of ANGEL INFANTE..... It's unusual and can't help but wonder why Abel Zamora has missed three meetings in a row, Hmmmmmm..... Lupe Alexander once a very active officer, faded away very mysteriously; maybe she leaped across the Iron Curtain???? Was the work that bad?..... Our new correspondence secretary is Jeannie Jaramillo. For more information about the GUADALUPE EASTSIDE YOUTH CENTER write to her in care of the Youth Center, 2121 Kammerer our mailing address. (boys, no phone numbers are given out.)

Introducing young but able miss---

IRENE SERRANO

Who wrote our first column for the center. Irene is quite a Mambo dancer and possesses a charming personality. She is the first one at the center and the last one to leave. Marilyn Monroe has nothing over our Miss San Jose, Irene Serrano.



I wish to remind you that you are welcome to join our YOUTH CENTER, I think we can, and will extend the walls more for everyone of you. Our center is located on Tremont and Jackson. Teen-ager

Night on Sat. from 8:00p.m. til 11:30 Dance to the music of Pedro Esproe and to the tempo of Glenn Miller. So lets-bop, you cats and you'll hit with me.

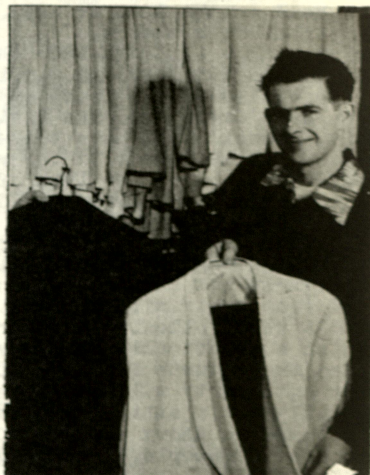
We are glad to see that our director Mr. Herman Gallegos who is in charge of the youth project has recovered from a severe cold. Mr. Art Evans ----- program director, has just returned from Southern California to lead the interior decorating of the Center one of our summer projects.



The chartered members of this club are 1 to r: Bert Torres, Mrs. Olivia Osuna, Henry Hidalgo, Paul Avila.

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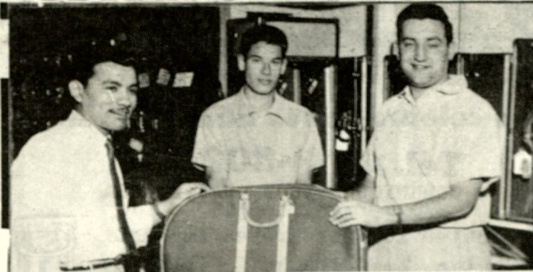
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En la foto Carlos Garabito, experto--relojero, Reginald Aguiar Y Jack Marchick, Prop. quienes le atenderan en--español enseñándole las muchas gangas que este acreditado lugar ofrece.

VELISES - PETAQUILLAS - RELOJES DES--PERTADORES - RELOJES DE PULSERA para HOMBRE y MUJER - RADIOS DE BATERIAS--y ELECTRICOS marcas R.C.A. EMERSON--PHILCO - NAVAJAS de BOLSILLO - TIJE--RAS - MAQUINAS DE CORTAR EL PELO---ANILLOS PARA MATRIMONIO etc. etc....



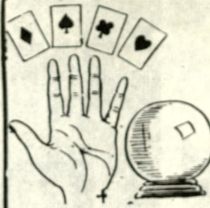
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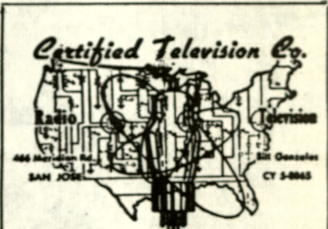
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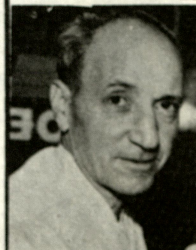
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Fiesta del 12 de Septiembre



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SEPTIEMBRE aqui en San Jose. La Fiesta---
que celebrara la Comision Honorifica---
Mexicana se llevara a efecto el Domingo---
12 de Septiembre. Con un desfile a la---
1:30 p.m. y despues velada-literario en-
en Civic Auditorium a las 2:30p.m. ter-
minando con broche de oro con un GRAN---
BAILE por la noche en el mismo Civic de-
esta ciudad.

El desfile del 12 de Septiembre sera---
indudablemente mucho mas superior al des-
file del 5 DE MAYO pasado, La enorme ---
banda de Gonzalez, Cal. ha sido invitada
para que participe. Y tenemos la segu-
ridad que toda la gente que no estuvo---

conforme con el desfile pasado estara---
mas que satisfecha ya que estamos con---
centrando en tener la mayor cantidad de
bandas posible. Para cuando salga el---
siguiente numero de EXCENTRICO que sera---
el dia 23 de Agosto daremos a conocer---
las bandas que participaran en el gran---
desfile del dia 12 de Septiembre.

Se nos informa que el Concilio de la---
Ciudad ha dado el permiso a la Comision
Honorifica Mexicana para que se celebre
el desfile el dia 12 de Septiembre.

Los oficiales que ahora integran la
Mesa directiva de la Comision Honorifica
son los siguientes: Benjamin Ulloa, Pres.,
Bill Gonzales, Tesorero, Lucio Bernabe,--
Secretario, Jimmie Garcia, Primer Vocal,
Juan Aguilar, Segundo vocal, Mike Bravo,
Tercer Vocal.

Toda persona o entidad que desee---
participar en el desfile del 12 de Sept.
ya sea con carro decorado, flota o agru-
pacion favor de dirigirse con este ser-
vidor. Para asi ir arreglando con tiem-
po el orden del desfile.

GRACIAS.....

Paul's

**CREDIT
JEWELERS**

72 S. First St.

San Jose

Comision Honorifica Mexicana Candidatas al Reinado



MERCÉ
BARRÓN



LILY
MORENO



YOLANDA
SAUCEDO



HELEN
FUENTES



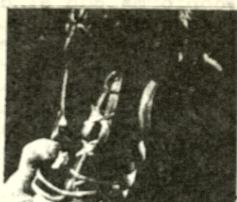
ANITA
CARRASCO



VILMA
SANCHEZ



EMILY
PALAFOX



JOHNNY
HERNANDEZ

IN AND OUT OF THE RING

HELLO BOXING FRIENDS: I didn't have the pleasure of writing for you on the July 20th edition of EXCENTRICO due to vacation time two weeks of relaxation, and now back to work: A benefit fight for the LATIN-AMERICAN YOUTH CENTER will be held at the Civic Auditorium August 10th. Jorgie Macias lightweight from Guadalajara, Mexico and Augie Villa from Decoto have been signed by promoter Don Chargin to headline this card. Macias has fought here before and one of his fights is still remembered by local fight fans, Macias came from behind to almost stop Augie Salazar in a bloody main-event last year, fans liked this fight so much that they showed their appreciation by tossing money in the ring. Augie Villa is a new comer, he is undefeated in all his fights and expects to add Macias to his list of K.O.'s. This kid is clever and packs a wallop in either hand and is considered one of the best prospects on the West Coast. On this card Chargin will also have Jack Scheberries, Bobby Martinez, Manuel Ramirez and Toby Alvarado, all local talent. REMEMBER THE DATE, August 10th, and come and see this good fight card and support a good cause. The future of latin-american kids of San Jose. This is the first benefit for the newly organized LATIN-AMERICAN YOUTH CENTER. The next will be a dance to be held at the RAINBOW BALLROOM, August 20th. The very popular BERNABE FUENTES & his Orchestra will play for this function. Mr. Frank Davila who is always ready to lend a helping hand to any good cause has let us use the RAINBOW BALLROOM free-of-Charge. In order for this youth center to be a success we must have the support of all parents. So here's hoping that you can help our first try at raising funds.

I'll be seeing you at the fights...!

JOHNNIE.....

ZAPATOS PARA HOMEBRES

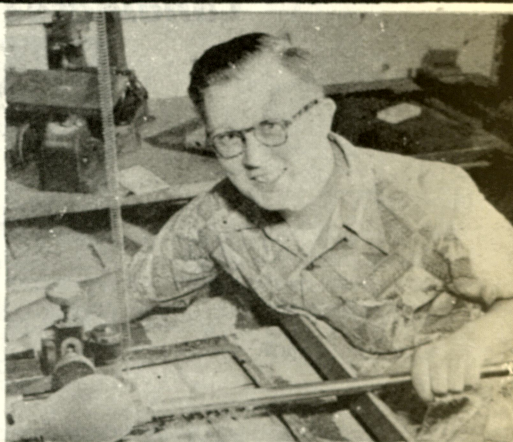
Los estilos de mañana HOY!

PRICES

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JORGIE MACIAS, Guadalajara, Mexico light-weight who will meet AUGIE VILLA from Decoto, Calif. in the Main-event attraction at the Civic Aud. in San Jose. AUGUST 10th.



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La ciguena visita a la pareja Sanchez

La ciguena arribó al hogar de los esposos Raul y Dora Sanchez el día 26 de Julio a las 4:48 P.M. trayendoles a su primojenito el encantador niño Ernest Raul Sanchez quien peso 8 lbs. 11 oz. Los felicitamos y les deseamos muchos más.



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 u OPINIONES EXPRESADAS EN ARTICULOS FIRMADOS.

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 tiendas que en ella se anuncian



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"CAMELIA" Se Exhibiran el Miercoles 4 de Agosto

CON MARIA FELIX

ADEMAS "CARITA DE CIELO"
CON ANTONIO BADU

Ismael Rodríguez, director de "Nosotros los Pobres" y "Ustedes los Ricos", tuvo a su cargo la dirección de "Pepe el Toro", una continuación de las dos mencionadas películas. Ismael nos presenta a un Pedro Infante que sabe imprimir a su actuación un valor dramático enorme, sin desmerecer en la interpretación de las canciones.

Pepe, al que conocemos por sus películas anteriores, continúa siendo un hombre pobre pero honrado, y al aceptar un préstamo de un amigo, se encuentra en una difícil situación, de la que tiene que salir convirtiéndose en boxeador. La mala fortuna le hace matar a su gran amigo en el ring, y cuando todo parece perderse en la desventura, un rayo de luz, nacido de los nobles corazones de los protagonistas, salva la situación. Evita Muñoz y Freddy Fernández ven su idilio convertido en matrimonio: "Mantequilla", haciendo de bracero regresado de los Estados Unidos, hace reír mucho. "Pepe el Toro" está realizada con gran acierto, quizá porque todos los intérpretes tuvieron presente el recuerdo de Blanca Estela Pavón, cuya incorporación en el recuerdo de Pepe, produce momentos de emoción profunda.



ADEMAS
"EL BARCHANTE
NEGUIB"

PELICULAS RODRIGUEZ presenta a

**PEDRO INFANTE
EVITA MUÑOZ
FREDDY FERNANDEZ**

**"PEPE
EL
TORO"**

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ADVERSIDAD Y POR LA FELICIDAD DE
LOS SERES QUERIDOS!

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IRMA DORANTES, MANTEQUILLA,
WOLF RUBINSKY y EL TRIO CANTARRECO

Dirección de ISMAEL RODRIGUEZ

Se Exhibiran el Miercoles 11 de Agosto