

El Excentrico



HUMBERTO GARCIA
Director

Magazine Social Latino Americano

Año 16, No. 11 Marzo 20, 1966 San Jose, Calif.



In this Issue: EXCENTRICO STORY Columnist Angie Medina

Maria's

COCKTAIL LOUNGE



El Centro Nocturno Mas Elegante

Better than Ever !

featuring every Wednesday and Thursday
EL MARIACHI SAN MIGUEL
floor SHOW
DANCING and ENTERTAINMENT
Every FRIDAY and SATURDAY

Lino & Blanche's Combo

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.

DAN y MARIA AGUIRRE, Props.

CY 5 - 9872

728 N. 13th St.

THE COLUMNIST

Lovely ANGIE MEDINA, one of many Excentrico columnists, poses prettily atop one of our Web presses.

Our presses have been known to hum just a bit faster when lovely lasses like Angie happen to be in the room when it's printing time.

ANGIE is one of the most beautiful young ladies in San Jose and the popular Miss puts her journalistic talents to good use in the Zanzaree Club column.



RADIO AMISTAD



K P E R
1290 KC.

presenta **Radio Novelas**

Sombras de Tormento

A las 6:00 P. M. Media hora
todos los dias.

JOSE TORRES

Agente de Ventas 842-3155 Gilroy

Angelica

A las 5:30 P. M.
Media hora de
drama ... fabu-
losa ... Intriga..
Amor!



BEN GUTIERREZ

Excentrico Sports

PARAMO WINS RACE

Hank Paramo receives congratulations from ace mechanic Joe Van De Mark after his win against all comers from the state of California in his powerful Super-Stocker SS-78 (Bandito) at the Calero Dam Regatta.

The race was sanctioned by the American Power Boat Assoc. and put on by the San Jose Boat & Ski Club. The Super Stockers are capable of hitting speeds up to 95 miles per hour on the straightaways and 55 on the turns.

Hank Paramo is now getting ready to enter the BANDITO in the Lake Berryessa Six Hr. Marathon, a 400 mile race to be held in March.

Nine boats sank last year in one of the rough-



est races ever held in the United States. The prize will be \$10,000 this year.

In July Hank will journey to Vancouver, B.C. and race in the 92 mile race on the Columbia River.

Hank credits his ace mechanic Joe Van De Mark for the tremendous power that comes from his engine and his success in racing.

Servicio de INCOME TAX

No Hay Substituto para la Experiencia

24 AÑOS en el RAMO de INCOME TAX con los que cuenta LENA sirviendo a la colonia de Habla Hispana le dan a Ud. la Completa CONFIANZA de que sus PAPELES de INCOME TAX seran hechos segun la LEY EXLJE y a la vez Ahorrándole MUCHOS DOLARES con todas las DEDUCCIONES que Ud. Puede Obtener

HORAS de OFICINA:

Lunes a Sabado 9:00 a 5:00 p.m.
Martes y Viernes 9:00 a 9:00 p.m.

Otras Horas con Cita:

Pase por su Regalito

Como todo los años LENA tiene un regalito para sus clientes. Pase por el suyo.

Lena Manriquez

CY 3 - 3388

1246 E. Santa Clara St.



Lena Manriquez

VOTE FOR *Attorney*

"DAN" HERNANDEZ

FOR **JUDGE** SUPERIOR COURT

ELECTION, Tuesday, JUNE 7, 1966

If you have any Questions
About my Candidacy
CALL OR SEE ME AT:

Community Bank Building
111 W. St. John St. Suite 526
Telephone 293-8575



Excentrico Story

OUR FOUNDER AND DIRECTOR

HUMBERTO GARCIA displays one of the many awards he won for writing his great book, "HOW TO LOSE YOUR SHIRT IN THE PUBLISHING BUSINESS."

Many would-be publishers in this area have come to Humberto for advice and it isn't too many months after he counsels them that they go under. Gurgle! Gurgle! Gurgle!

Due to the "great success" of last year's 15th anniversary dinner at Hawaiian Gardens our staff is already planning the 115th anniversary party. The public is welcome!!



FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

Featuring
LOS MARCIANOS
With Singer
ELENA & NANDO

Arrive before 9 and Save !



Pink Elephant MARKETS

★ Complete line of Mexican Foods



En la grafica parte del atento personal, de izquierda a derecha:
TIM GUTIERREZ, PETE GARCIA, JOHN ZAMORA, e ISAAC VASQUEZ



LINEA COMPLETA de CHILE, ESPECIES y MANTECA
LOS PRECIOS MAS BAJOS DE PLAZA en la FAMOSA HARINA LA PIÑA

CENTRAL VALLEY NAT'L BANK - MONEY ORDERS
SE REGALAN THRIFTY GREEN STAMPS



Fruits & Vegetables at Farm Prices

Daily
'til
12:00
p.m.



OPEN
DAILY
TILL
12
MIDNITE

286 - 8161 1098 N. First St. 251 - 8890 400 S. King Road San Jose
583 - 0891 645 El Camino Real, Southwood Shopping Center, S. San Francisco

county of santa clara



SANTA CLARA COUNTY
DWIGHT L. MATHIESEN
 COUNTY ASSESSOR
 70 W. HEDDING STREET
 SAN JOSE, CALIFORNIA 95110

DWIGHT L. MATHIESEN, County Assessor, reminded veterans that their property tax exemption claims should be filed soon.

California law allows all qualified veterans a \$1,000 deduction in the assessed value of their property, provided the veteran or the veteran's wife does not own property in the value of \$5,000 or more.

Under certain conditions, widows of veterans may be allowed up to \$10,000 in total assets. As a prerequisite to the allowance of the veteran's claim, the interest of the claimant in the property must be of record on the lien date, which is the first Monday in March.

Veterans filing for the first time this year must personally appear in the office of the assessor, presenting their record of service, evidence of property ownership, and proof of residency in California as of Nov. 3, 1964. If the veteran is unable to personally appear, the veteran's spouse may file for the veteran. Under recent legislation, veterans purchasing property under unrecorded contracts of sale, under certain conditions, are now eligible to file for exemption. In filing for exemption, the contract must be presented so that a copy may be made for the Assessor's files.

Veterans who filed last year and who are still qualified under the \$5,000 limitation may file their affidavit by mail prior to May 2, 1966. No exemption can be allowed after 5 P.M., May 2, 1966.

All veterans who appear on the Assessor's records as the owners of real property for 1965, whose claims for exemption were allowed last year and continue to own the same property, have been mailed the neces-

sary exemption affidavit. These affidavits must be filed in detail, properly signed, and acknowledged and returned to this office at once. All questions MUST be answered.

The Assessor's office is located in the County Administration Building at 70 West Hedding Street, San Jose, and is open from 8 AM to 5 PM daily except Saturdays, Sundays and holidays. The telephone number is 299-2401.

MADAM Zora ADIVINADORA



Posee Gran sabiduria
 para ayudarle en
 todos sus Problemas
 SALUD - AMOR
 NEGOCIOS
 ENFERMEDAD
 TRABAJO

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



CY 2 - 4273 195 DEVINE ST.

Marzo 20, 1966

Año 16, No. 11

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

HUMBERTO GARCIA
 Director

DAVE SIERRA
 Assistant Editor

- COLABORADORES -

American GI Forum
 Club San Felipe
 Catalina Barragan
 Maria de la Luz Sanchez
 Roberto Rodriguez
 Rigo Ordaz

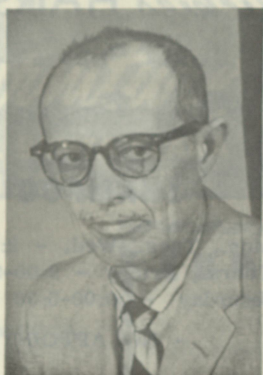
Manuel S. Coy
 Richard Diaz
 Daniel Saldaña
 Club Riviera
 Club Zanzaree
 Dave Sierra

* * * * *

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



MANUEL
S. COY



INTERCAMBIO SOCIAL

EL EXCENTRICO se complace en ofrecer a sus numerosos lectores y publico en general, tanto del idioma Ingles como Español, esta columna, con el proposito de brindarles UN SERVICIO mas.

101

Northamerican would like to correspond with a Spanish girl of good family, and decent, 25-35, single, never been married. Will exchange photographs in letter. Write to EXCENTRICO.

102

Desearia tener correspondencia con caballero decente, 40 a 60 años, posicion desahogada, tengo 38 años y tres niños. EXCENTRICO tiene mi direccion.

103

Carpintero y Pintor, soltero, 48 años de edad, desea relacionarse con mujer Mexicana, fines matrimoniales, no pasatiempo. EXCENTRICO proporcionara mi direccion.

104

Señora decente, 38 años, con dos niños, soy blanca, no mal parecida, buenas costumbres y principios, deseo formar un hogar con un Hombre decente y trabajador. EXCENTRICO tiene mi direccion.

BASES:

Mande su anuncio de 25 palabras al EXCENTRICO (escriba bien claro o maquina), no olvidando poner su nombre y direccion.

PARA SUS INVITACIONES DE BODA

Los Precios Mas Economicos

La Variacion Mas Grande

IMPRENTA EL EXCENTRICO

CY 2-4273 195 DEVINE ST.

Galeria Infantil

STANLEY GAETA

8 mo. old - from San Jose

Parents

Jess and Jessie Gaeta

ARTHUR CELIO

3 mo. old - from San Jose

Parents

Lupe & Trino Celio

LEITER STUDIO

ROSE ALARCON

from San Jose

Parents

Rosie and Joe Alarcon

CHRISTINE MOYA

3 mo. old - from San Jose

Parents

Joe and Dora Moya





Vickies HAIRSTYLING

PRECIO COMPLETO.

\$ 5.00 *Permanent* **WAVE**

SHAMPOO & SET \$2.75

Mon., Tues., Wed. - 9:00-5:30

OPEN: Thurs., Friday - 9:00-9:00

Saturday - 9:00-5:30

- NO APPOINTMENT NEEDED -

Left to right: Virginia Espinoza, Helen Varao, and Irma Falcon

297 - 8552

253 S. 2nd ST.



THE RECEPTIONIST

MARY ROGERS, she of the pleasant voice and sparkling personality, does the phone-answering bit for EL EXCENTRICO.

Many of our customers tell us that they call in to place their ads in El Excentrico just to hear her pleasant voice.

Mary was the stand-in typist recently when our regular typist, Assistant Editor Dave Sierra, was in the hospital with Ostropofugosecoco.

She didn't feel like doing it when this photo was snapped but Mary can actually answer the phone and type statements at the same time!!!

Income Tax Service



20 Years Experience

All Work Guaranteed

FREE PARKING TO INCOME TAX CLIENTS

*New Office Hours For Your Convenience
Until April 15th.*

Monday Through Friday 9:00 A.M. to 8:00 P.M.

Saturday 9:00 A.M. to 5:30 P.M.

Se habla espanol.

EMILIO MENDOZA PUBLIC ACCOUNTANT

852 E. Santa Clara St. - San Jose, California - CY 3-4772

P. S. COME EARLY - RECEIVE REFUND QUICKLY



Furniture Discount House

82 E. SANTA CLARA
SAN JOSE CORNER OF
THIRD STREET

607 E. MARKET
SALINAS



HANK COCA

Spanish

TV SHOW

CHANNEL 11

Direct from Mexico City
Every Sunday 10 to 10:30 a.m.

SEE OUR WONDERFUL
WEEK END SPECIALS !

CUPON

10%

Descuento

Al presentar este ANUNCIO con la compra de
\$69.00 o mas.

RECORTE ESTE ANUNCIO y AHORRE



GIL COCA



JOE SANCHEZ



PHIL RODRIGUEZ



EDDIE BOJORQUEZ



CANDY VELIZ



HECTOR ESPARTA



PETE ROJAS

WE GUARANTEE LOWEST PRICES
WE GUARANTEE SERVICE and What we SELL
WE GUARANTEE Style and Quality
No Carrying Chgs. just low Bank Interest terms

6 LOCATIONS to SERVE YOU !

1975 MISSION ST. San Francisco

7134 E. 14th STREET OAKLAND

2130 ELCAMINO SAN MATEO

836 E. Sonoma Blvd. Vallejo, Calif.

607 E. MARKET ST. SALINAS

82 E. SANTA CLARA ST. San Jose

USE OUR LAYAWAY PLAN

Easy Credit

Terms

CY 7 - 9486

82 E. Santa Clara St.



Daniel Saldaña



Abajo Caretas, Se Acabo El Carnaval

Las fiestas del Carnaval se celebran en muchos lugares en forma fastuosa, en estas fiestas se acostumbra vestir disfraces y usar un antifaz, pero una vez terminadas las carnavalescas diversiones, bailes y coronacion de rey feo, llega el momento de quitarse el antifaz siempre grotesco y presentar las facciones verdaderas.

En nuestra creciente ciudad de San Jose, no tuvimos baile de carnaval ni coronamos a ningun rey feo, pero a pesar de ello, si tuvimos algunos antifaces; como la fecha del fin del carnaval ya paso, es hora de quitarse las caretas y demostrar las verdaderas facciones.

Se puede decir que el carnaval (lease pachanga) de San Jose empezo hace meses y al decir de las apariencias aun no termina. El carnaval a que me refiero es el que todavia se esta celebrando en el seno y alrededor de la Comision de Oportunidad Economica. Dentro y fuera de la Comision, cae quien se ajusto su antifaz; algunos de jueces implacables, otros de chivos expiatorios, los demas alla de angeles benefactores, estos de incansables paladines, aquellos de burros togados; en fin de todo se ha visto en este carnaval, cuyo punto central ha sido la Comision de Oportunidad Economica de San Jose, que se ha creado con el fin de ayudar a las familias de bajo ingrasso anual, es decir a familias que se debaten en la pobreza. Lo peor de esta mascarada es que entre todos los que estan en la fiesta, no hay nadie que verdaderamente pertenezca a la clase pobre.

Unos dicen representarla, otros aseguran que quieren ayudarla. Los primeros tal vez representen a algun grupo que en ninguna forma cuenta mayoria y menos aun de gente pobre. Los segundos efectivamente buscan ayuda, pero no la buscan para la gente pobre, la ayuda que buscan es para ellos ya sea en forma economica o en pub-

licidad que puedan usar mastarde para otros fines; con la careta de representantes o paladines de la clase pobre han estado bailando al compas de esta pachanga.

Pero ya es tiempo de quitarse las caretas y actuar en forma que demuestre plenamente su interes en servir a la gente pobre. Se hizo renunciar al director de la Comision por no avenirse a sus demandas, ahora se busca a otro director que corra la misma suerte del anterior o acata la voluntad de los que pretenden manejar la guerra contra la pobreza a su antojo, con fines que solamente ellos conocen.

Si solo se pretende hacer una demostracion de fuerza, ya pueden darse por satisfechos, y lo que corresponde ahora es trabajar con esa misma fuerza pero en beneficio de las familias pobres. Si en lugar de trabajar siguen con su politica de "plan rancharo", la ayuda que esperan los necesitados no llegara nunca y hasta puede nulificar la buena intencion que se tuvo al iniciar la guerra contra la pobreza.

El tiempo y dinero que se consume en deponer y nombrar miembros de la Comision, puede emplearse en preparar a algunos jefes de familia para que mejoren las condiciones de vida de ellos y de sus dependientes.

Abajo caretas, se acabo el carnaval, a trabajar en armonia y sin rencores, todos contra el enemigo comun...**LA POBREZA.**

* * * *

25avo Aniversario de Bodas

El domingo 27 de febrero se efectuó una comida típica mexicana y un baile en honor de el Sr. Richard Diaz y su guapísima esposa. Este agasajo se hizo como un testimonio de cariño a la pareja Diaz de parte de sus numerosas amistades.

El famoso Fotografo de las Estrellas, Sr. Richard Diaz y su gentil esposa estuvieron atendiendo a sus amistades que gustaron de los deliciosos platillos mexicanos que se sirvieron y bailaron a los acordes de la popular orquesta "Los Aventureros" que dirijen Alfred Candelaria y Robert Delgado. Tambien la Banda de Ernie Gomez hizo la delicia de los bailadores. La niña Catalina Romayor que es ya famosa como cantante fue muy aplaudida por todos los concurrentes.

El Sr. Bernabe Lucio presidente de la
(continua en la siguiente plana)

FINANCIAL REPORT

1966 UNITED FOOD DRIVE

Starting balance -- January 1966 \$200.00

INCOME:

Donations:

Rainbow Ballroom	\$ 25.00
Latin Gun Club	50.00
Club Riviera	15.00
Total Donations	90.00

SALES:

Beverage Sales	758.75
Soda Sales	73.05
Hot Dogs	58.00
Coat Room	31.56
Merchant Donations	325.00

Total Sales 1246.36

Azteca Hall donations 28.60

IES Hall donations 221.93

Total 250.53

Total Income \$ 1586.89

Adjusted Balance 1786.89

LESS EXPENSES:

Paid out by checks:

Gem Super Mkt. sodas 70.98

H. Garcia (Excentrico)
pictures, posters &
tickets 81.49

H. Flores - dance permits
and license 18.90

Lindsay's - ticket rolls 6.76

Union Ice Co. 16.48

Toby Tobias - Police 126.00

IES Hall rental - balance 80.00

A. Bustamantez - napkins
& dressings 3.80

Santa Clara Valley
Distr. - Bev's 309.62

Courtesy to bands 49.00

Total Payouts \$ 763.03

Balance left \$ 1023.86

Present balance due to
Pink Elephant Market
from 12-22-65 204.52

Present balance
3-6-66 \$ 819.34

Joe S. Ponce, Treasurer
United Food Drive

Frank's Radio & TV



FRANK ZAMORA, Prop.

TV & HI - FI SERVICE - Phonographs
Car and Home Radios - Custom Work

ANTENNA INSTALLATION

USED TV's from \$19.00

1st NATIONAL - BANK AMERICARD

Servicio de Reparacion y Venta

CY 2 - 9205 349 WILLOW ST.

Income Tax Service



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

INCOME TAX SERVICE

NUEVA OFICINA DE

Jose J. Alvarado

297 - 1339 1190 E. Santa Clara St.

Asociacion Recreativa Azteca comentaba con el Sr. Castulo Loredó de la Patrulla de Servicio. Lo animado de la fiesta, la gran cantidad de regalos que recibió la pareja Díaz y el buen éxito que ha tenido la Asociación Azteca desde que se fundó.

El Sr. y la Sra. Díaz agradecieron este testimonio de cariño que sus amistades les dedicaron por sus 25 años de dicha conyugal, deseándoles mayor dicha y felicidad en los años venideros.

Diamond Juan



La Joya

REPAIR SHOP

Original Hand made
JEWELRY
Alterations
& Diamond
Setting

Amplia seleccion de anillos
para hombre y mujer
Anillos de MATRIMONIO

80 W. SAN CARLOS STREET

Located in the Sainte Claire Hotel

Tel. 298-2423

80 W. SAN CARLOS ST.

Income Tax Service

PERSONAL and BUSINESS

Teneduria de Libros

Servicio Practico
Razonable
Eficiente

ABIERTO
Diariamente
de 9:00 a 9:00



NICK H. GUERRERO
Notary Public

Experto en documentacion relacionada con
INMIGRACION y NATURALIZACION

Enfrente de la Escuela Roosevelt
Estacionamiento Gratuito atras del Edificio

297 - 2079

910 E. Santa Clara St.



Julia Vallagara and Jesus Garza were wed on Jan. 29, 1966 at Holy Family Church in San Jose. She is the daughter of Mr. and Mrs. J. Mercedes Vallagara and he is the son of Mr. and Mrs. David Garza. (Leiter Photo)

For ARTISTIC and CORRECTLY
DESIGNED

Wedding Invitations

Our PRINTING DEPARTMENT

Is at Your SERVICE.



HUMBERTO GARCIA
Director

Agencia Social, Fotografico Latino-Americano

Telephone CY 2-4273

195 DEVINE ST. SAN JOSE, CALIF.



LETTERS TO THE EDITOR



Humberto Garcia, Editor and Publisher
El Excentrico Magazine
San Jose, California

Dear Mr. Garcia:

In the past few months, a supposedly Mexican American organization has created a ruckus within the Economic Opportunity Commission in the name of the Mexican American community. The organization I am referring to is, of course, the Mexican American Political Association. They waged a crusade to plant a director who would serve their purpose and made Arthur Potts their scapegoat. Then when their President, Mr. Isaias "Friday" Aguilera dared to voice a minority opinion, he too was bulldozed by the lynch mob.

As a member of the Mexican American community, I protest their actions since they do not represent the feelings of the community. I protest that they are referred to as the "Mexican American" leaders.

I also protest the membership of non-Latins within MAPA. Certainly an organization claiming to be a Mexican American organization, representative of the community, should not have members who do not represent our best interests in their organization.

I further protest the actions of the organization in the expulsion of Mr. Aguilera because he dared to voice his opinion. A political organization such as this which allows non-Mexican Americans to join and which allows persons of both the left and the right in their membership, certainly must allow them to be expressed if it is to exist.

And finally, I protest the statement by a member of that organization that Mr. Aguilera's difference of opinion represents the age old problem of Mexican American disunity among ourselves. I assure you that I would not compromise my beliefs just for the sake of unity. I commend Mr. Aguilera for exposing the facts and for standing up

to the stampeding forces to express his opinion.

Sincerely,
HEROLD MARTINEZ

For Your Wedding INVITATIONS see:

Humberto Garcia
DIRECTOR

CY 2 - 4273

El Excentrico

Magazine Social, Tempestad, Lucha, Amistad

193 DEVINE ST. SAN JOSE, CALIFORNIA



Directors Coats Cuta Away
Bridal Hoopskirts
Fur Stoles



ALL NEW ---
Dinner Jackets, Pants,
Shirts, Cumberbunds
Suspenders
and Accessories

\$8.50

Daily 8 to 6:00 p.m. Mon. Thurs. Friday 'til 9
Sunday by Appointment.

Ida's TUXEDO RENTAL

CY 2 - 9102

380 S. First St.

Tina's COCINA RESTAURANT



ESPECIAL: Chiles Rellenos . . 75c.

MEXICAN - AMERICAN DISHES

Abierto los 7 dias de la Semana 9 a 10:00 p.m.

Viernes y Sabado 9:00 a.m. a 3:00 a.m.

TINA STEFANO, Propietaria

A dos cuadras pasando el hospital del condado

286 - 8726 983 S. BASCOM Ave.



The
bob rodriguez
REPORT



THE END OF THE BEGINNING

The Mexican American organizations that led the revolt to restructure the Economic Opportunity Commission (War on Poverty) to give voice to the poor and minority organizations should be commended by the community. The adamant, inflexible Executive Director Arthur Potts who was fired by the EOC was allowed to resign. After seven months the long sought victory has been achieved.

Attacks against the Mexican American organizations have been coming back fast and furious. We have been referred to as conspirators, connivers, sharks, left wing dominated, political opportunists and other such names. The record will show that throughout the seven months the Mexican American organizations never attacked the integrity or personal character of any individual or group. In other words we should make clear which side is the side that is playing dirty and using the vicious name-calling tactics.

We hope that now the War on Poverty can return to its concept - the involvement of the poor to the maximum extent in planning, policy making and operation of the program.

The only sin against us is that we were in a hurry to get rid of Potts. We lost his confidence and any delay in firing him would delay getting the war on poverty programs to the poor. He completely rejected the Mexican American groups and our concerns for the poor. In the end result he was judged by those whom he had judged. His adamant and inflexible attitude and his bureaucratic approach was no longer acceptable to many groups in our community.

Now Congressman Charles Gubser blows into town and says that the M-A groups

were used by the left-wing who are trying to gain control of the program. After years and years of being one of the foremost exponents of foreign labor the Congressman could hardly qualify as having any feelings for the poor. He voted against the anti-poverty program in Congress. He is the fair haired boy of the California growers. He didn't say anything about the dangerous right wing Bircher dominated element.

All we can say is, "Sorry, Charlie, we did it ourselves. Regardless of what you think the Mexican American does have the brains to solve his own problems."

They refer to our victory as the revolution. If it is, then it is a revolution for social justice. A loud cry from Americans that have been excluded for too long. We no longer want to be captives in American society, we want to be full participants.

It has been an honor for me to have served with some of the leaders from the organizations that led the charge. Albert Piñon, Dr. Y. Arturo Cabrera, Jose Martinez, Pat Vasquez, Max Ruiz, Monico Amador, Joe Sarzoza, and Ramiro Perez. Many other individuals, community groups, organized labor, gave us a great deal of help. Nothing could have been achieved without the tremendous support from the membership of the Mexican American organizations. Our admiration and thanks to the EAST SAN JOSE SUN.

A few leaders have demonstrated beyond the benefit of a doubt, thru great personal sacrifice of time and family, that the Mexican American community possesses the desire, the guts and the determination to solve problems that affect the poor of our community.

Out of this has been born a new type of leader that places the needs of our community first without self interest, a leader that is not afraid to fight for justice for our people.

We have great faith in the War on Poverty program now that obstacles have been removed. We will support it as hard as we have fought it.

The revolution may be the end of the beginning.

(continued next page)

Please Remit: \$ **2.99**

Check () or Money Order ()

for one year's subscription to EL EXCENTRICO Magazine (24 ISSUES).

292-4273 • 195 Devine St. • San Jose 10, Calif.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SUBSCRIPTION BLANK

No. Calif's Oldest Mexican-American Publication



THE ASSISTANT EDITOR

DAVE SIERRA puts on his drinking hat. This is one of the many hats he wears at EL EXCENTRICO. When he isn't glued to the radio listening to the Dodgers, he works as a typist part time in addition to his duties as a full-time advisor to Director Humberto Garcia.

He was trying to grow a mustache to go with his big hat but forgot and washed his face - and lo!, the mustache came off!!

Dave doesn't always wear a snarl on his face, it's just that he just found out that he has to work Sunday ... to correct Saturday's mistakes!!



DON la encantadora GAY y ART MARTINEZ lo atenderan con toda cortesia y esmero.

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Silk & Wool 1 Button CONTINENTAL SUITS

Vistase de PIES a CABEZA en ART MARTINEZ
Continental and Ivy Suits SPORT COATS
Ropa INTERIOR CORBATAS SOMBREROS
ROUGH RIDER - Slacks and Sport Coats

Pendelton Shirts

Abierto los Lunes, Juev. - Vier.
hasta las 9:00 p.m.



INTERNATIONAL
and
Bank of America
Chg. Plans

Art Martinez

CY 3-3236 290 S. FIRST ST.

DEPARTMENT OF EMPLOYMENT WANTS PART-TIME WORKERS

The Department of Employment has openings for Employment and Claims Assistant (Spanish speaking). The salary range is \$2.65 to \$3.23 per hour.

Openings will occur during periods of heavy workloads due to seasonal fluctuations in industry or agriculture or due to changes in economic conditions. Appointments will be made on a permanent basis but the work will be on a part-time or seasonal basis.

Candidates for the competitive examination must have the equivalent of completion of the 12th grade and two years of paid or voluntary experience performing the duties of a clerical, sales, technical, professional or managerial nature. Education may be substituted for the required years of experience.

Applicants must apply in person to the Department of Employment, 970 West Julian Street in San Jose. Filing for the jobs closes on Monday, March 28th. Call the Department of Employment for further information.

OOPS!

A couple or three columns back we said that the MORALS at the Economic Opportunity Commission office was pretty low. It was a typographical error. We meant to say MORALE. Sorry about that, Chief.

IMPORTANT WORD

There was a very important word in the ten page blast that Isaias Aguilera fired through this magazine in the March 5, 1966 issue. The word appeared at the bottom of the first page and may have been missed by the readers. The word was "advertisement."

La Internacional **Tienda de Abarrotes**

MASA PARA TAMALES
HOJAS - CHILES

Toda Clase de

ESPECIES - Todo lo
necesario para los dias
FESTIVOS!

Ordene Con Tiempo!



CL 8 - 4702 1884 Alum Rock Ave.



Maria La Rosa, Prop.

Nos Especializamos en Recetas

Preparadas EXACTAMENTE como su MEDICO indique

FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc...

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.

FOR SALE **Govt. Homes** **\$100 DOWN**

And ONLY \$100 per Month

3 BEDROOM and 4 BEDROOM

Very Low Interest Rate only 5 1/2%

New PAINT - CLEAN AND VACANT

LOCATED IN ALL AREAS

LET US SHOW YOU ONE OF THESE HOMES

Please Call: 323-1593

Tom Watson

Garza - Vallagara



Miss Julia Vallagara of 1036 Newhall Street, San Jose, became the wife of Mr. Jesus Garza of 538 17th Street, San Jose, in nuptial vows exchanged at the Holy Family Church in San Jose on January 29, 1966 at 12:15 P.M.

In the photo are, left to right, Tomasina Saenz, Lucy Garza, Maria Garza, David Garza, Jose Saenz, Albertina Vallagaras, Maria de la Luz Garza, Enrique Gonzales, David Garza Jr., Aurora Garza Vda de Villareal, and Diana Olga Garza.

Payless TIRE COMPANY

Alineamiento de las Ruedas de enfrente de su Auto

Solamente \$5.⁹⁵

Balanzamiento de ruedas Aero Dinamic .99c

Llantas Nuevas desde \$6.⁸⁸

FLATS REPAIRED .49c

FACILIDADES DE PAGO

Se Aceptan todas las tarjetas de Credito

.....

Llantas Usadas desde \$1.79

ABIERTO DE 9:00 a 8:00 p.m. diariamente

DOMINGOS de 10:00 a.m. a 4:00 p.m.

.....

CY 3 - 7204

1687 S. FIRST ST.

Tel. 251 - 8360

1815 ALUM ROCK AVE.

Dear Sirs:

Would you be kind enough to announce the dance to be held on March 19. Enclosed are details. If I have omitted anything please call me at 225-3113.

ST. PATRICK'S DAY DINNER DANCE

A benefit dance is planned for March 19th at the parish center of Our Lady of Guadalupe at 222 South Jackson Avenue.

There will be dancing to the music of THE PHIRE PHLYS and THE TIMES FIVE, two local combos that will provide a variety of tunes to please the young and old.

Things will get started about 4 PM and the activity will continue until 11:30 PM. We will be serving enchilada dinner, hot dogs, soft drinks, Mexican pastries, coffee.

Lee Dance Studio will put on a complete variety show for all to enjoy. Your Mistress of Ceremonies for the evening, Miss Margie Corey.

All proceeds of the event are to be used for the rent, supplies and upkeep for the Community Improvement Center located at 230 Lynette Way, San Jose. Volunteer teachers (parents) staff the center and hold a pre-school program for 2-1/2 to 6 year olds.

Donation for the dance is 75¢ for adults and 50¢ for children over 12. With the purchase of a dance ticket one pays only 25¢ more for the enchilada dinner. Door prizes will be given away as well as records for the winners of the dance contests.

Yours truly,
Jean E. Corey
(Advertising Chairman)

Sandoval Rest Home



CASA de RETIRO
para ANCIANOS
que reciben Old Age
Pension o Ayuda del Welfare
Excelente Ambiente !
Dietas Adecuadas !
El Mejor Trato y Cuidado
Sra. Isabel Sandoval, Prop.

Tel. 297 - 1721

300 S. 22 St.

Jo - Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Cold Wave

Permanent

\$7.50



JOSEPHINE MONTECINO

MONDAY SPECIAL

FREE HAIRCUT

With Shampoo & Set
Med. Length hair

Open Mon, Tues. & Wed. 9:30 to 6:00 p.m.
Thurs. Friday, Saturday 9:00 to 7:00 p.m.

Josephine Montecino - Maria Gonzales

Corner Delmas and Auzerai

CY 2 - 2550 385 Delmas Ave.



LITO
SANCHEZ



WILFORD
R. IRIZARRY

**Principie el Año Manejando
UN FORD 1966**

Lo Puede Hacer por Medio de las facilidades
que le proporcionan sus Conosidos Agentes
de Carros

LITO y WILFORD

Abierto de Lunes a Sabado de 8:30 a 10:00 p.m.
Lito y Wilford le haran un BUEN TRATO.

Carritos Usados desde \$95

San Jose Ford Sales

295 - 0151 375 S. MARKET ST.



RACHEL RODRIGUEZ
Charros de Guadalupe
de San Jose



MARIA ANITA EYLICIO
WYCA - San Jose



LUPE MENDOZA
GI Forum
Santa Clara



SUZANNE GUTIERREZ
San Jose GI Forum
Ladies Auxiliary

PINK ELEPHANT SUPER MARKETS

Concursantes para Novia del Año

These lovely young ladies are among many Bay Area beauties competing for the title of NOVIA DEL AÑO, a contest sponsored by George Carlson's Pink Elephant Super Markets.



Photos by
RICHARD DIAZ



SALLY LEYBA
Mayfair Little League



ROSA MARIA RAMIREZ
Charros Los Amigos
San Jose



Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

EXAMEN CIENTIFICO

Los Doctores ZLOT y STERN le ofrecen una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS

Se Aceptan Casos de Old Age Pension

ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.

Se Localiza en el edificio de Kay's Jewelers.

PAGOS FACILES

En la foto el Dr. Lawrence Stern y las atentas recepcionistas Annette Obeso y Susana Lopez.

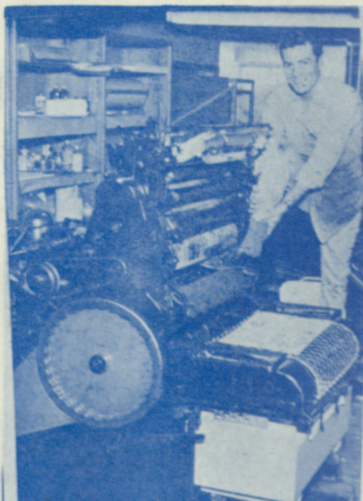
CY 5 - 4805

67 S. FIRST ST.

THE PRESSMAN

MANUEL FERNANDEZ, better known as EL RAPIDO DE ZACATECAS for his speedy and highly competent press work demonstrates for our readers how efficient he's gotten. Manuel is able to remove the plate from the press with his foot!! When he gets to where he can do it without using his hands to brace his leg, we'll consider him good enough to rank with the great pressmen in Excentrico history.

Manuel is a jack of alltrades in our shop. He runs the Web press, the Davidson, burns plates, develops plates, strips, and after all the work is done, does not consider it below his dignity to have a snort with the Director and tell him how to run his business!!



Aproveche estas Especiales!

Rayette Permanent \$7.95

REGULAR \$12.40

(Includes Styling, Haircut (regular or medium length hair), shampoo and set.

**BUDGET
PERMANENT**

Complete-
now only

\$5.95

La Rosa Beauty Salons

186 S. Second St. 1504 E. Santa Clara St.
CY 4-9254 251-1845

Open 'til 9 p.m. Monday thru Saturday
Eastside Location open Sunday 9 to 3



MARIA ELENA MONTERUBIO
CSO Redwood City



MARY GUTIERREZ
Club Zanzaree



MABEL LAVORIN
Half Moon Bay



MARIA ELENA SAUCIDO
RVA Post #10 San Jose



MARIA ELENA GODINEZ
Asociacion Recreativa
Azteca de San Jose

Concursantes

para

Novia del Año

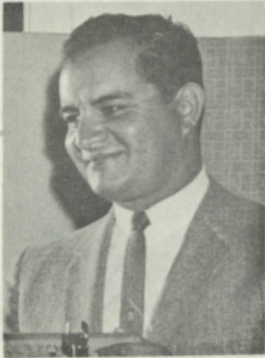


LYDIA VILLAREAL
CSO - San Jose



JEANNE TORREZ
Club Artistico
San Jose





DAN
CAMPOS

THE HAWKS AND THE PEACEMAKERS

The EOC battle which has raged for nearly six months appears to be in its final stages of settlement. The Signatory Organizations are to be highly commended for their gallant action which took fortitude, guts, and a determination to bring justice to the poor.

In the faraway distance, and in all probability gasping his final words on the issue, is Dr. Skillicorn's arrogant voice: "connivers - selfish - political opportunists - biased - bad guys....." which is an apparent but futile effort to revive the controversy.

But Alas! Never Fear! We have a group of peacemakers in our midst! The organized, defunct, and now re-organized Mexican American Civic Council has advised us, through the newspaper media, that we best turn to doves and settle our differences. The vital question still remains: "Where was the Council or its silent leadership while the issue was at its boiling point?"

The fact is they were NOT there to assist, defend, or utter a word on behalf of the Signatory Organizations whose representatives were being insulted, ridiculed, harassed, maliciously accused of self interest, and were all but "railroaded" out of the County.

The fruit of success belongs to those who have earned it.....The Rodriguez', Vasquez', Piñons', Cabrerias', Perez', Martinez', Sarzosas' and the Amadors'.

There should no longer be any room in the ranks for either the "Golden Knights" or the "Turncoats".

The problem is very basic: "One cannot be a peacemaker without first becoming a Hawk".

INVINCIBLE PAT TO SEEK RE-ELECTION

Pat Vasquez, the popular, unpopular, indestructible, King of the Pickets, chief target for Ed Camuñez, Dave Sierra, and other GI Forum Chapters, will seek re-election to the Chair of the San Jose local. Pat has done an excellent job but victory will not be his for the taking---at the last meeting sides were already beginning to align themselves.....and this is the way it should be.

"It's Time For The Mexican American To Come Out Of The Shadows . . ."

At the recent Mid-Year Conference the American GI Forum took a strong position in demonstrations whereby resolution it was resolved: "That the American GI Forum, in meeting of its Board of Directors here in Albuquerque, New Mexico on Feb. 19, 1966 take positive action in the structuring of a National Demonstration Committee whose responsibility shall be to effectuate a policy of action instead of words, and coordinate and plan all national, state and local action activities, and enlist and coordinate said action with all other sympathetic groups.

As the founder of the American GI Forum, Dr. Hector Garcia, so dramatically and bluntly stated, "It's time for the Mexican Americans to come out of the shadows and into the light.....march, crawl, or do all possible to get the recognition that we deserve!!"

LAW ENFORCEMENT CAREER

There is a dire need for Mexican Americans in the Law Enforcement Field. The California Highway Patrol has just announced it will hire approximately 200 officers during the coming year. Applications and information may be obtained at any:

California Highway Patrol Office

Your local Department of Employment Office

FINAL FILING DATE: April 15, 1966

QUEEN CORONATION BALL FASHION SHOW

of the

SAN JOSE GI FORUM & AUXILIARY

Saturday, May 7th, 1966

Rosemary Palacios became the wife of Mr. Cruz D. Moreno in nuptial ceremonies at St. John Vianney Church in San Jose on December 18, 1965. She is a native of New Mexico and has resided in San Jose for the past 20 years. Her parents are Mr. and Mrs. Robert Palacios of 3419 Giant Way.



Mr. Moreno is a native of Mexico and has lived in San Jose for 24 years. He is the son of Mr. and Mrs. Cecil Moreno, Sr. of 2587 Pendregan St.

A reception at Fiesta Hall, Santa Clara County Fairgrounds, followed the wedding and it was attended by many friends and relatives of the newlyweds.

Left to right are Lena Palacios, Jack Matilich, Jo Ann Sabala, Ernie Carbello, Stella Romero, Jimmy

Moreno - Palacios

Romero, Maxine Narvaiz, John Palacios, Maid of Honor Rosemary Chavira, Best Man George Palacios, The Groom and Bride, Ruth Magana, Robert Magana, Margie Gonzales, David Chavira, Gloria Florez, Mike Moreno, Julia Palacios, Ron Torrez, Eilene Palacios and Mike Palacios. The flower girl is Cindy Moreno and the ring bearer is Tony Magana.

- Photo by Richard Diaz -

REMEMBER A LOVED ONE - SPREAD A LITTLE HAPPINESS

April

1966

SUN	MON	TUE	WED	THU	FRI	SAT
	○ FULL M 5th	☾ LAST Q 12th	● NEW M 20th	☾ FIRST Q 28th	1 Meliton	2 Ofelia
3 Domingo de Ramos	4 Isidoro	5 Emilia	6 Celso	7 Jueves Santo	8 Viernes Santo	9 Sabado Santo
10 Domingo de Pascua	11 Leon	12 Julio	13 Hermenegildo	14 Justino	15 Anastasia	16 Engracia
17 Aniceto	18 Perfecto	19 Crescencio	20 Cristoforo	21 Anselmo	22 Sotero	23 Jorge
24 Alejandro	25 Marcos	26 Cleto	27 Zita	28 Prudencio	29 Odilon	30 Catalina de Sena



● SOCIAL & COMMERCIAL

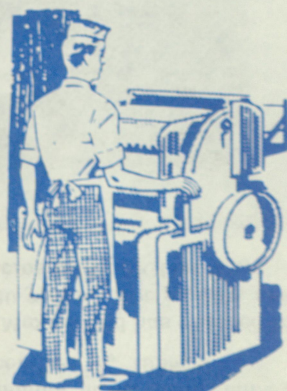
CY 2 - 4273

195 DEVINE ST.

SAN JOSE 10, CALIFORNIA

PRINTING · LITHOGRAPHING

SPECIALISTS IN
WEDDING INVITATIONS
WIDE ASSORTMENT
REASONABLE PRICES !



Grandes Especiales en todos sus Departamentos



**Productos MEXICANOS de PRIMERA Calidad
A Los Precios Mas Bajos de Plaza !**

- SE HABLA ESPAÑOL
- Se Cambian Cheques del trabajo y Welfare con identificacion propia
- TRATO CORTES
- Aire Acondicionadas
- Estacionamiento GRATUITO.

CROWN da la Bienvenida a todas las personas de habla Hispana

PORQUE SIENDE QUE LA COMUNIDAD
MEXICANA MERECE COMPRAR EN
LAS MEJORES TIENDAS.

CROWN DA ESTAMPILLAS EASY
Y REDIME CADA LIBRO
Por \$2.00 (dos dolares)

MUCHAS PERO MUCHAS OTRAS ESPECIALES

MASA PARA TAMALES QUESITOS PATITAS de PUERCO y RES

CABEZITAS de PUERCO y BORREGO MENUDO (Fresquestto)

HARINA LA PIÑA FRJOL PINTO (Nuevo) TODA CLASE DE CHILES

OPEN DAILY 9 TO 10

SUNDAY 10 TO 9



1580 ALMADEN ROAD	1371 KOOSER ROAD	2858 ALMADEN ROAD
2889 SENTER ROAD	3475 McKEE ROAD	COMING SOON Winchester & William Road

Club Epoca de Oro

by MARY DELGADO

Don't know what most people think of this weather, but for me "Spring is here". Being March and windy as it has been for the past few weeks, some fathers in our club have gotten together at Santa Teresa Park to fly kites. Sure looks like they were having a ball cause there is talk of going back and doing it again. In observing all this an idea came to me (and that is not very often) that maybe we should get together with the rest of the clubs around town and have a kite contest, who knows what may happen.

I would like to thank all the people who showed up at the Food Drive Talent and Dance. At the talent show our own member Esther Martinez won a Poodle Bank and it was her first time.

The mariachis were a big hit with all of us and the local talent did a very good job of entertaining everybody, as for the dance what can be said but that it was a ball!!!!

SANTA CLARA BLACK & WHITE BALL

The Santa Clara GI Forum will have its annual Black & White Ball on Saturday, March 19. A Miss Santa Clara GI Forum will be chosen from eight candidates, one who will represent the Forum in Santa Barbara this coming June. Music at the Ball will be played by the ten piece orchestra of Bobby Zamora at the most fabulous Cabaña in Palo Alto. Bids can be bought at the door or from any member of the Santa Clara GI Forum. They are \$6 per couple. For reservations call Mario Vazquez at 243-5967.

Club Epoca de Oro's plans for next month are underway for Easter picnic and it will be held at Santa Teresa Park. In the meeting that are left before Easter, games will be decided so that all that go will be able to participate in such things as volleyball, baseball and races with the children. This year something else is being planned, but it is not yet certain that it will be possible.

If anybody is looking for newspapers for whatever purpose will you please contact me at this number, 295-7100, in the evening.

CENSUS TAKERS ON THE MARCH

Starting on March 21, 1966, the Santa Clara Planning Commission will start counting all the people in the county and would appreciate your cooperation in helping the census takers when they come to your house. This is just to know how many people live in Santa Clara County.

Now is the time to start to bring out all the party dresses and to polish the husband's shoes, with all the things that are beginning to happen there will be no excuse for anybody to stay home, like for instance, the dance at the I. E. S. Hall.

That will be this coming Saturday, March 19, and will be put on by Los Charros de San Jose de Guadalupe. There will also be door prizes plus five hours of music played the the Cuatro Ases.

The Charros are planning a surprise at the dance.

I shall now sign off till next couple of weeks.

MARY DELGADO

Las Cazuelas Restaurant



Lo Mejor en Comida Mexicana

ABIERTO SIETE DIAS de LA SEMANA
7:30 a.m. a 12:00 p.m. Los Viernes y Sabados
de 7:30 a.m. a 3:00 de la madrugada.

El MENU mas Variado y Autenticamente Mexicano en todo el NORTE de CALIFORNIA.

Carmen Gonzalez, Owner

Tel. 297-6370 30 S. SECOND ST.



★ ★ ★
EL FOTOGRAFO
de las
ESTRELLAS ...

Richard Diaz

Lydia Bustamantez, Master of Ceremonies at the Food Drive Talent Show, beams happily at the success of the show. At right is Mike Ybarra, Chairman of the show. Both did a tremendous job.



McKinley School PTA held its annual Founders Day program on February 15, 1966 at the school. It was a Japanese program.

Mrs. Helen Sotelo poses for photo with, left to right, Jo Ann Tanori, Mary Ochoa and Theresa.



Retiring after 25 years as a Plumbers Business Agent for Local 393, Mr. Jean Woodrow, receives congratulations from Mr. and Mrs. Art Smith.



PRINTER'S DEVIL

In the printing field, apprentices are known as Devils. MANUEL S. COY performs that function in our shop. Here he demonstrates how to carefully clean the dust off a negative. Manuel came to us from Yucatan, Mexico where he formerly taught PRINCIPLES OF RAPID TRANSIT to the natives in the jungle.

MANUEL still maintains that King's old toothbrush isn't the right brush.



Simon's Beauty Salon

Dos Salones de Belleza Mexicanos

Permanent Wave

PRECIO COMPLETO.

\$ 5.00

Las MEJORES ESTILISTAS en
El Norte de California

Corte de Pelo - Estilo - Pintura - Plateado

NO NECESITA CITA.

Abierto: Lunes a Sabado de 9:00 a.m. a 9:00 p.m.

Domingos de 9:00 a.m. a 5:00 p.m.

SERVICIO COMPLETO de BELLEZA

SIMON'S BEAUTY SALON
(cerca de la Farmacia La Rosa)

295 - 5391

32 South MARKET ST.

SAINTE CLAIRE BEAUTY SALON

En los bajos del Hotel

286 - 5437

84 W. San Carlos St.



Teddy Castillo

Poema

San Jose, Calif.

Marzo 2, 1966

Una pequeña colaboracion para
EL EXCENTRICO

Nacer para quejarse de la vida:

vivir y maldecir de su destino,

caminar y, ala vera del camino,

desfallecer con la ilusion perdida,

eso es vivir muriendo no es vivir.

Si con el arma del ideal se avanza

como un conquistador del porvenir,

es presiso sentir

que acada golpe de la suerte injusto

revive en nuestro espiritu robusto,

a una esperanza muerta, otra esperanza.

Sentirse obsesionado a cada paso

por un ensueño, por bello amor,

amar la vida de su ilusion, y acaso

tal vez purificarla en el dolor,

eso es vivir soñando.

Constantemente con la fe encendida

luchar para vivir,

y vivir para luchar: eso es la vida!

Autor Desconocido

por Jesus Y. Lopez



CLUB San Felipe



Candy Veliz

EL DORADO 58 - CLUB SAN FELIPE 51

Congratulations to Jerry Moran and his Club San Felipe basketball team. While they didn't win the championship, they did win second place and a nice trophy goes with it. Congratulations!!

Congratulations also to Club El Dorado who did win the championship with the score El Dorado 58 - San Felipe 51. See you guys in softball.

Here are a couple of photos of the Club San Felipe basketball team. We don't like to offer any alibis but if Uncle Sam would have waited just one more week before taking Armando to Vietnam we would have won the championship. But, such are the breaks!!!



San Felipe hoopsters are, left to right, Armando Serna, Jerry Moran, Cruz Tapia, and Sergio Serna.

* * * *

POQUITO DE TODO

Note to the Santa Clara GI Forum: Next time put a little more effort into it and make better bids. These last ones show no class at all. I should be more brutal this time but I am going to be lenient, pero no la muelan.

Louie Coca due in town any day. I don't know how the girls feel, but I know his folks will be real glad to have him back.

Jesus Herrera loves to work puzzles. I just hope that when he sees me he won't say,

H
E
L
L

SHADOW

* * * * *

When you think of class and sophistication, you are thinking of Georgia, wow!!

About Gilbert Chapa - he should buy a burro. This way if he can't see where he is going the burro can. This cat hit 4 cars!!

Nena Azdar, you are lovely, you dress nice and you have a nice personality and I like you but I can't let you have my rabbit's foot porque me arruinas.

If it is furniture that you are looking for, you can always get it for less at the FURNITURE DISCOUNT HOUSE, 82 East Santa Clara Street. Come in and ask for me and see.

It looks like Sally and Lydia are replacing my pals Connie and Angie with the foreign musicians. Girls, ask Connie and Angie: gas can be expensive.



Club President Joe Flores is not being arrested, he is talking to his uncle, officer Lecho Barrera, on his recent trip to Del Rio. Lecho is not the officer that caught a lady driving her car without a tail light and told her, "lady, you have no light on your tail!" ha! ha! Ha! Ha!

The United Food Drive was a big success. Thanks, thanks and thanks to everyone who helped.

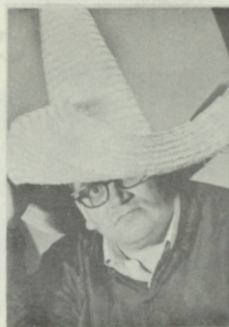
Finis --

Candy

VIVA FRIDAY AGUILERA!
VIVA FREE SPEECH!



DAVE SIERRA



Friday Aguilera, President of the San Jose Chapter of MAPA, has recently been raked over the coals for what amounts to simply this: He didn't want to fire Arthur Potts.

We think that the only "crime" that Friday is guilty of is not agreeing with Al Piñon, Bob Rodriguez, Pat Vasquez, etc.

A GOOD FRIEND OF THE FORUM

Mr. George Carlson, center, Owner of the PINK ELEPHANT MARKETS in San Jose and South San Francisco, turns over some of the grocery items which Mr. Carlson donated to the San Jose Chapter of the American GI Forum to aid their welfare program. Looking on at right is Pete Garcia, Manager of the store at 400 So. King Road.

**

P.S. The guy on the right is Richard Gomez.

NEW FORUM CHAPTER IN MERCED?

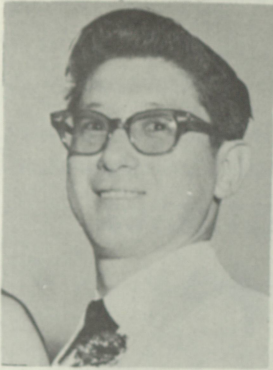
Determined to add more chapters to the American GI Forum in the San Joaquin Valley, four Forum members from Region IV went to Merced last Friday to meet with Mexican American leaders from the Merced County seat.

Accompanying Regional Chairman Bernie Peña of Union City were Fremont Chairman Louis Cortez, San Jose Chairman Pat Vasquez and Mrs. Sierra's beast.

Enthusiasm toward the Forum was great and we predict a new American GI Forum Chapter within 30 days. That has to be the biggest cinch since the Dodgers copied the national league pennant last year.

St. Patrick's Day greetings to Willie McCovey on March 17th. Also to Paul Gary and PINKY O'HARA.





*Club
Riviera*



Frank Espinosa

It's that time again

I'll start by thanking all the wonderful people who helped in the Food Drive. It was a great success due to a great deal of people too numerous to mention. I would like to mention a few of the donors and thank them: Manny's, Savoy, 20th Century Cleaners, and the Latin Gun Club. Thanks also to Club El Dorado for their assistance at the dance on Sunday.

RIVIERA READIES FOR SOFTBALL

Well, baseball season is almost here. The various teams of the UCC league are starting to practice. I notice it is the older guys who start the soonest. Can't say I blame them, we all get there sooner or later. I know I felt like I might not make the full game of basketball during this past season. I sure hope our present athletic manager gets some young blood out for softball this year. I know of two guys who are hanging up their spikes and taking up their fishing rods. It's a lot safer and not as tiring as softball or basketball. If you're lucky, as I am not, your rewards are much more satisfying.

SURPRISE PARTY !!!!!

I'd like to thank my spouse for the surprise party she arranged for me a couple of weeks ago. The cooperation she received from our friends was terrific. The party was for my comadre Vivian Ramirez also. She arrived late as prearranged with my comp's help, as she even shed a few.

How about that, Vivian? Thought I wouldn't write about it, didn't you?

Well, the guests there were from Tracy, San Francisco and San Jose. A better bunch of friends a man couldn't ask for, and I speak for Vivian also, I'm sure. Two guests who attended and are having birthdays

this month are Hillard and Delores Payer on March 20th and 30th respectively. Many happy returns for both my friends.

NEW MEMBERS

Club Riviera is happy to say that we have acquired some new members. I'm happy to welcome Joe Padilla, Art Garcia, Al Rodriguez, Louie Salazar, and now officially Hillard Payer. We from Riviera are sure these men will add new strength to our club. Perhaps we can have some information about each individual and perhaps a picture or two in the future issues of the Excentrico.

I think a certain buddy of mine is going to try not to figure his wife out anymore. This certain fella started growing a beard a couple of months back. His wife told him the beard didn't become him only not in so many words. He showed his manhood and left the beard grow. In two months it was well trimmed and looking good as beards go. He decides to surprise his one and only and shaves it off. The choicest words heard were of a greater meaning than when he first started to grow the beard. All I can say to my buddy is if at first you don't succeed, then forget it and try a new approach. You know the joke about the new approach that O'Toole and O'Hare tried out. Now look at the mess the world is in. Personally I think my friend is going to grow the beard again. Such is life.

PARA SUS INVITACIONES DE BODA

Los Precios Mas Economicos

La Variacion Mas Grande

IMPRENTA EL EXCENTRICO

CY 2-4273 195 DEVINE ST.

Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

HORARIO: 3 p.m. a 7 p.m. (Cita Anticipada)

Consultas en ESPAÑOL e INGLÉS

ENFERMEDADES de SEÑORAS y NIÑOS

Accidentes de Trabajo, Automovilisticos, etc.

.....

TELEFONO DIA Y NOCHE:

CY 5 - 8870 565 Almaden Ave.

TEATRO LIBERTY

CY 7 - 1456

67 S. MARKET ST.

Tony De Maria
Gerente

San Jose, California

EL TEATRO DE LOS (Premiere) ESTRENOS



PRODUCCIONES
ZAGARIAL S. A. presenta

**TIN
TAN**

**LUZ
MARQUEZ
JAVIER
SOLIS**

**FUERTE
AUDAZ
VALIENTE**

CON
RENE
CARDONA,
JR.,
AGUSTIN
ISUNZA,
ANTONIO
RAXEL,
ADOLFO
GARZA y
MARCELO
CHAVEZ

BOQUILLA POR CLASA-MOHME, Inc.

MIERCOLES 23 DE MARZO



" LA BESTIA DEBE MORIR "

Laura Hidalgo - Narciso Ibañez