



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotografico Latino-Americano



AÑO 13. Num. 15

MAYO 20, 1963

SAN JOSE 10, CALIFORNIA



The Fernandez Twins "Cheaper by the Dozen" plus one



*Maria de la
Luz Sánchez*

Sociales - Personales

La Rama Hispano-Americana de San Jose, California, presenta su gran Jamaica Mexicana anual el viernes 31 de este mes de mayo en el lugar de costumbre, 1336 Cherry St. de esta ciudad de San Jose.

Esta Jamaica consistira de una rica cena a base de bien condimentados platillos genuinamente mexicanos y a continuacion un gran programa artistico de musica y variedades en el que intervendran famosos artistas profesionales traídos expresamente de otros estados de la Union Americana para que participen en este lindo festival.

De 6:30 a 8:00 P.M. se servira la cena y despues se desarrollara el formidable programa que se recomienda porque todo lo que en el se presenta, sera tipicamente mexicano.

La donacion es de \$2.50 por persona con dercho a cena y programa y de \$1.50 por solo el programa. Para los estudiantes hay el precio especial de \$1.00 por el programa.

Vea y admire a estos artistas, cuya actuacion le va a gustar seguramente.



Nuestra bella y progresista ciudad de San Jose esta destacandose a ultimas fechas por las actividades artisticas que en ella estan desplegando sus elementos jovenes dentro del divino arte musical. Entre estos elementos nos merece mencion especial el gustado conjunto musical denominado THE MAJESTICS, una orquesta realmente juvenil, ya que la integran joven-citos cuyas edades fluctuan entre los 10 y los 16 años. Nos complace en verdad presentar este simpatico y ya muy gustado conjunto a nuestro publico engalanando las paginas del EXCENTRICO con esta buena foto-

grafia cedida galantemente para esta columna por el gran amigo y fotografo Richard Diaz, "El Azote Del Lente" a quien estamos muy agradecidos.

La orquesta THE MAJESTICS toca tan alegre, tan bonito y de un modo tan variado que es un gusto oirles.

NOTA DE DUELO

La estimable y virtuosa señora Da. Rafaela Armenta, madre politica del Sr. D. Benjamin Ulloa, Presidente ejecutivo de la Comision Honorifica Mexicana de San Jose, paso a mejor vida.

La Sra. Armenta dejo de existir el viernes 17 del actual a las 6:30 de la tarde a la edad de 72 años. El velorio tendra efecto en la casa mortuaria Mission Chapel de los Sres. Rancadore & Alameda ubiicada en la esquina de las calles Segunda y Reed, el domingo 20, rezandose el Santo Rosario a las 8 de la noche. El lunes 21, a las 9 de la mañana seran los funerales en la conocida iglesia de La Sagrada-Familia y de alli partira el cortejo funebre al cementerio de Santa Clara donde se inhumara el cadaver.

Sobreviven a la extinta, sus hijos Nellie, Ramon, Rafaela, Gabriel, Ysidoro, Isabel, Roberto y Lucy, asi como sus hijos politicos y nietos, quienes al participar el triste acontecimiento a sus parientes y amigos, solicitan la caridad de sus oraciones por el eterno descanso del alma de su inolvidable madre.

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La Srta. MARIA GLORIA BAÑUELOS rodeada de parte de su acompañamiento momentos antes de partir para la Iglesia Sacred Heart en Lindsay, California para contraer nupcias con el joven Jesse Ortiz.
foto Manuel Fernandez

Ortiz - Bañuelos

El Sabado 27 de Abril
a las 2:00 de la tarde
La Señorita
Maria Gloria Bañuelos
contrajo NUPCIAS con
el joven

Jesse Ortiz

En la Iglesia Sacred Heart
de Lindsay, California

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y del novio

Sr. y Sra. Jose Ortiz

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Publicado los Dias 5 y 20 de cada mes en San Jose,
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Due to Last Minute Changes
in Writers for this Club
we were unable to feature
a picture in this issue.

CLUB *Elite*



No, we're not the Beechnut Twins. Since Eleanor is finally getting hitched (it's about time) and quitting this ratrace, we thought we'd try our hand at reporting the latest. If you see us on the street, please no rotten tomatoes, they're kind of messy. Try strawberries, they're more in season!

Jessie Hernandez and Tony Ruffalo heading for a merger. Jessie is sporting a diamond ring on her third finger, left hand, and we know what that means.

The Bachelors Club finally have a new member. It's none other than David "Watusi" Navarro. How many members does that make now fellows? Six?

Hope Allamilla back in town after months of vacationing in Mexico City. Did you leave the boys as they were? We doubt it.

The gal with the velvet throat, Carol Mann, leaving for Europe in June. Carol is having a hectic time getting prepared, but we're sure she'll make it. She'd better as she's too much competition.

Carmen Molina (Our Minnie Mouse) is getting so many calls from guys she's thinking of installing two phones or hiring a private secretary.

Art De Luna and Eleanor Solarez have set the date for the 8th of June. In the "Wedding Cast" include Rachel Andres, Rudy B., Hank Paramo, Yolanda Fuentes, Jessie Castillo, Sergio Cerna, and us two, The Beechnuts.

Josie Gaeta and Manuel Lopez exchanged vows three weeks ago at the Holy Family Church.

Following in their footsteps will be Margie Jaramillo and Ray Gaeta sometime this summer. Congratulations!

Rachel Andres, the beauty with brains, is now selling wigs. The wigs are very smart looking and in case you're interested give Rachel a buzz.

The debonair Ken Hermann bragging about his dates with Bridget Bardot-----How can they miss.... She's God's gift to men and he God's gift to women. A Heavenly team, We think.

Hey, Tony (pato) Guillen, your acquiring a mid-drift bulge, may we recommend Eileen Feather, she may be able to transfer that bulge to another spot.

Yolanda Fuentes (Girl most likely to succeed) heart goes potato-potato every time she hears the name Jay.

Joe Perez hasn't been seen around town lately. Not even at his natural habitat the bowling alley. Rumor has it that he was last seen at a neighborhood supermarket hiding behind the potato chip rack, in between the Fritos and Granny Goose not to mention Mr. Eggo.

Rodeo time is with us again and George Plata is steering his way into the coral. This time Georgie plans victory over the mule races.

Our prixy nixy Pattie Tamez civic-minded these days is running for secretary of the United Latin American Club Association. Good luck.

Charles Canedo gravitating from Oakland quite frequently these days to see Gloria Montanez. His idea of a simple date is taking her to dinner at Paolo's and catching Martin Denny at the Safari Room (Nothing personal - guys from S. J.) We like hamburgers and movies and late philosophical discussions over cups of java, but GEEEEEEEEEE!!!

Here is a gal that you either know or don't. If you don't know her, she is Jessie Castillo and she is presently employed at Vickie's Hairstyling Studio. Aside from hair-dressing her real talent is making avocado dip.

Jessie, what you need is a good chip to match your dip!



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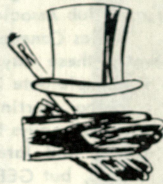
JOSEPHINE MONTECINO - MARGARET VAZQUEZ

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Club Riviera



FRANK D. KAWAKAMI

Club Riviera and all its members wish to extend its thanks and deepest appreciation to Dale DeLa Cerda who is buying its softball team fourteen uniforms and to Maier Construction who also contributed to the purchase of these uniforms.

Birthday greetings are due to:

Cathy Ramirez - May 18th

Madeline Ramirez - May 19th

Beverly (Babe) Espinoza - May 24th

Donna Rene Espinoza - May 28th

And last but not least, congratulations to Gordon Cooper, the people of Project Mercury and the NASA organization on the latest U. S. Space effort. It is a credit to them that they accomplished the mission even after the electrical system had failed. Let's hope we always have men like Mr. Cooper for such important projects.

U. C. C. ATHLETIC LEAGUE SETS DANCE DATE

The U. C. C. (United Club Council) Athletic League has set Sunday, May 26, as the date for its annual fund raising to be held at the IES Hall located at 1401 E. Santa Clara Street in San Jose. The clubs include Club Riviera, San Felipe, Bachelors, El Dorado, San Joaquin, Casa Manana and Los Toros.

The league is composed of seven Mexican American clubs who each year get together and hold the fund raising affair. The money is used to provide recreation equipment and facilities to serve the needs of persons of Mexican American descent.

The dance will begin at 2:00 o'clock and will last until 6:00 o'clock in Tardeada fashion. The music will be provided by Teddy Rodriguez and his Charanga Sensation. A \$1.00 donation will be taken at the door.

On May 5th Club Riviera had an exhibition ball game. They lost it 2 to 0. The game was played at Columbus Park. After the game Cheb Ramirez brought out his cooler of beer and the game's mistakes and outstanding plays were discussed. This went on for about two hours.

That same day Mr. and Mrs. Frank Espinoza invited the team and their families over to their home for a barbecue. The menu consisted of hotdogs, hamburgers, macaroni salad, cool-aid for the children and more beer for the adults. Later the stronger liquid refreshments were brought out. They were Tequila and Mescal. The dinner was served first then when everybody had their fill, it was suggested we play a little volleyball. The first game was played women against the men. Naturally the men won (but not by much!)

There was some complaint that one of the men (Lou Cedillo) was cheating.

Along about the end of the volleyball game a rest period was called. That was when the "strong stuff" began to take its toll. Someone said it was raining because water or moisture of some sort was falling from above. The moisture turned out to be water and beer and the source was "Vivian Ramirez". I think!!!!

Well, things got even better after that. When everybody realized the beer was a part of that moisture they decided to help it along with lemon peels, which by the way, were procured by Lou Cedillo. I do believe some hangovers were had the next day. I know I had a LULU!!!!

The following Sunday, on May 12, another barbecue was held at the home of Mr. and Mrs. Paul Ramirez. The main course was chicken. It was very delicious and very well watched by the chef Paul. There was also a very tasty green salad, potato salad, a fruit punch, french bread and of course Beer. This was a more reserved barbecue but a good time was enjoyed by all.

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SAN JOSE

The Pony Express
arrived a couple of days
after DEADLINE
One of the Horses lost a
Shoe. Picture of Mr. B. C.
will appear next issue.



FROM CLUB SAN FELIPE

Club elections were held Friday, May 11, and those elected are as follows:

President - Cruz "Junior" Tapia
Vice President - Greg Gloria
Secretary - Richard Martinez
Treasurer - Joel Reyes
Sergeant at Arms - Genaro Moran
Historian - Raul Chapa
Reporter - B. C. Clubb

This is my first time as a journalist, so I'll try very hard to please all these guys from Club San Felipe, and if I don't, well don't bug me, after all, you elected me. (Pleasing these guys is like Kennedy pleasing Kruschew).

All out-going officers worked very hard during their terms in office, especially San Felipe's top man, Candy Veliz, whom I think his work has been outstanding, so to this fine gent and all out-going officer, congratulations on a job well done. (Incidentally, Candy declined for re-election.)

SPORTS

Club San Felipe's softball team started out the season with winning two practice games. Medina's men downed Victory Market of Gilroy 5-1 and then blanked Eldorado 3-0.

New additions to San Felipe's glory team is Eppie Gallegos, well known shortstop and about the best in the league, others are: Rudy Alcacer and Bill Woodmancy. Welcome to the club, boys!!! We can sure use you.

Club San Felipe's first golf tournament to be held June 9-16 at Riverside, California and Spring Valley Country Clubs.

San Felipe's bowling team to get underway pretty soon; those on the team are Tony Guillen, Butch Martinez, Joel Reyes, Joe Camarillo, Anna Dominguez and Margie Coca. Lots of luck, gang!

DIZ 'N DAT

Club San Felipe wishes to welcome ex-member P.F.C. Caesar Isaia who is home on leave from the war games. Welcome home, Caesar!

Why is it that my compadre, Tony Patito Guillen, likes going to the Bachelors Club? Is it because of a certain Club Elite girl? (...and her initials are not J. R. either!!!)

EXTRA - EXTRA!!!

Club San Felipe's members voted to abolish beer-buying for ball players after games. Why the sudden reformation, boys?

Candy & Patito had dinner (at 3:00 A.M.) at La Siesta Restaurant and they report that the food is delicious. Patronize it. It is owned and operated by Nach & Rocky, a couple of nice guys. Other people beside La Siesta have cooperated with the club and they will be duly recognized in the following issues. Thanks Nach and Rocky for your cooperation; the boys appreciated it.

Jess Medina, are you still trying to figure out a way to reform Jose (Naro Moran's concunio) Gonzalez? Don't ask us how, Jess, I don't think that even Clyde Beatty, world's greatest lion tamer, could tame this one!!!

The Zamora Brothers, Bob and Johnny, have just opened up the Piedmont Bar on Devine and Pleasant Streets. Drop by and see these fine gents sometime.

Joe Ruiz, Club San Felipe's member, is in the insurance business, anybody who may need insurance contact Joe at 670 South 11th Street or call CYpress 2-3668.

Bueno, see you all at Maria's Club, 471 No. 13th Street.

FOR YOUR

**WEDDING
INVITATIONS**

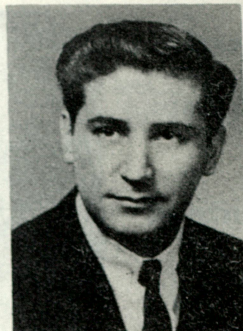


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The Fernandez Twins "Cheaper by the Dozen" plus one

En la grafica aparecen las gemelitas

REBECCA y SYLVIA FERNANDEZ

Quienes arriaron a este mundo el

Día 21 de Diciembre de 1962

marcando el reloj las 4:00 de la mañana

en el Hospital San Jose de esta ciudad

Sus padres son el matrimonio

Cruz y Margarita Fernandez

Con el arribo de Rebecca y Sylvia los esposos Fernandez cuentan con 11 herederos mas siendo ellos Ruth 2, Robert 5, Zolia 7, Cruz, Jr. 13, Joe y Mary - gemelos 15, Rachel 19, Phillip 21, Manuel (El Rapido) 23 y Esther Herrera de 25 años de edad, los esposos Fernandez contrajeron nupcias en Zacatecas hace aproximadamente 26 años, radicado en San Jose por los pasados 9 años.

Como nuestro titulo indica MAS BARATO por DOCENA mas UNO el apellido Fernandez continuara por muchas generaciones. Manuel Fernandez presta sus servicios en EXCENTRICO en calidad de prensista, las fotos fueron tomadas por el.



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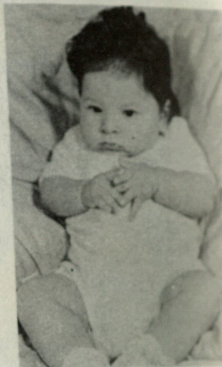
Ahora tenemos la oportunidad de engalanar las columnas de nuestra revista con la foto de los entusiastas y progresistas personalidades, señores J. Piedad Fernandez, Presidente y fundador del fondo Pro-Beca, Colegiales, de Oakland, y al distinguido señor Ricardo Lemo, organizador de la Banda de Guerra de Oakland, California, quienes por su carácter social y amigable se han atraído un gran número de amistades, que admiran los trabajos cívicos desarrollados en bien de la comunidad, principalmente entre la colonia Mexicana, a quienes se les inculca la necesidad de recordar y festejar las grandeza y sacrificio de nuestros heroes festejando los días 5 de Mayo y 15 y 16 de Septiembre y 20 de Noviembre y día de la Bandera honrando a Mexico desde un país extranjero y respetar las leyes del país donde radicamos.

En la foto se ve que estimado señor Ricardo Lemos jefe de la Banda de Guerra entrega al Señor J. Piedad Fernandez una placa de honor como recompensa por su cooperación en sus trabajos cívicos en bien de toda la comunidad Latino-Americana.



En la foto aparece el gracioso y robusto niño, Frank Flores, Junior, que nació el día 3 de Diciembre de 1962 en la clínica del Doctor Lee en la ciudad de Union City.

Sus padres, Señor y Senora Carmen Flores seleccionaron como padrinos a los distinguidos esposos Jesus y Margarita Ramirez par presentar el niño el día 3 de Mayo de 1963 en la iglesia Apostolica.



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On Saturday, April 20th the AMERICAN GI FORUM (Santa Clara Chapter) held it's FIRST ANNUAL BLACK & WHITE Scholarship Dance at DICK'S DRAGON (Pagoda Room) To select Miss Santa Clara GI Forum winner of this

event was Miss MARIA RODRIGUEZ in 2nd. place Miss Charlotte Sotelo and 3rd. Ida Soria. In immaculate TUXEDOS appear part of the Santa Clara GI Forum boys. The event was extremely successful. EXCENTRICO photography.....



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Personalities that attended
this event.

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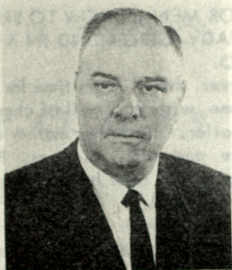
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Edificio (El Paseo)

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Theodore J. "Ted" Moniz was named County Agricultural Commissioner by County Executive Howard W. Campen.

A veteran of thirty-three years in the Commissioner's office, the 56-year old Moniz was Assistant Agricultural Commissioner for eight years under David T. Rayner. Upon Rayner's retirement two months ago, Moniz became Acting Commissioner.

Moniz joined the Commissioner's staff in 1931

as a Clerk and in 1932 was made an Inspector. He became a Deputy Commissioner in 1946, and Assistant Commissioner in 1955.

The Agricultural Commissioner is the County's chief agricultural official, with an annual top salary of \$12,288. He is charged with enforcing the bulky State agricultural code and County agricultural ordinances. He also directs an advisory service to agriculturists and compiles statistics on crops, income, etc.

The importance of agriculture locally is shown by the fact that it still retains its traditional standing as the County's No. 1 source of income. Last year County agricultural income was \$72,098,630.

Moniz lives at 1074 Camino Pablo in Willow Glen. He is married, has one married daughter and a grandchild.

A native of nearby Niles, the new Commissioner attended Oakgrove Grammar School, seven miles south of San Jose, and St. Joseph's High School in San Jose. He also attended business college in San Jose.



Teddy Rodriguez

and his " CHARANGA SENSACION "

Maria's COCKTAIL LOUNGE
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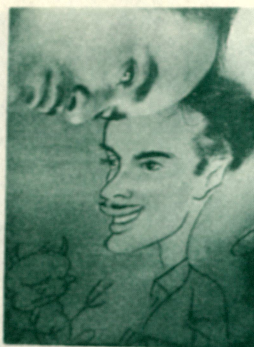
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MARIA'S COCKTAIL LOUNGE se ha convertido en el CENTRO NOCTURNO mas popular en toda la Bahia por su ELEGANCIA, HI - Balls bien preparados y lo Mejor en MUSICA para BAILAR.

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CLUB *Bachelors*



Gilbert Solarez

Questions a woman would ask a man if she knew him well, but feels embarrassed unless you are her husband, brother, or close friend.

How old are you? ____ Let me see your driver's license.

Are you married? ____ (Confidentially, always say no.)

Are you working? ____ (Always say yes even if you are a phoney gambler and drawing unemployment.)

What kind of car do you drive? ____ (Is it yours or does it belong to the finance company?)

Where do you live? ____ Is it an apartment house or motel. Don't tell me you are on a weekend from the Milpitas Jail Farm. Is this your home?

Are you a heavy drinker or boozier? I don't mean sour grape juice.

Do you have any money? What are you worth?

How "big" do you have it around the waist. I hate beer bellies!

Do you always take girls to cheap places?

It depends on her.

Are you the jealous type? Baby only because I love you and I'm true Blue to you?

Do you always feel sexie with any woman? Wouldn't you like to know?

Are you a clumsy lover? ____ Try me out.

Have you been doing as you please with girls, and do you plan to marry them? (Don't answer.) What if something goes wrong? (Help her pack.)

Do you have hairs on your chest and legs? There's one way to find out.

Do you go out with barmaids? Whose bar?

Do most men kiss a girl on their first date? It depends if he's a "real" man.

Do you like to dance? Say yes but don't tell her you don't know how.

Do you like babies? Yes between the ages of 16-45!

Are you evil minded like Paul Gary in your nasty thinking? Oh, No, I'm a nice guy!

Do you think single young girls are dangerous to fool around with? Why? Jailbait!

Have you ever been in love? (What kind of a girl was she? Did she smell nice? Did she bathe? Was she pretty? Good figure or was she fat? How far did you go? Did you get her in trouble? Why didn't you marry her?)

NOTE: Answers you usually hear....She got what she deserved, or I wasn't ready for marriage or I'm not working and my parents wouldn't sign.

I wasn't that much in love with her. She was nothing but a party girl if you know what I mean..

My parents didn't approve of her for me because I am too nice for her.....beside her mother was a barfly and her father was a wino.....and they lived in a rundown chicken coop.....Another thing, there is always a sucker that will fall for her line or the welfare will take care of her.

"ONCE A PLAYBOY, ALWAYS A PLAYBOY"

And what's more I've been married before and I did not like it. "A la mujer, ni todo el amor ni todo el dinero".....And another thing she was always putting on a false front.

ADVICE TO WOMEN ABOUT MEN:

Never trust a man unless you are too blind or madly in love with him that he can walk all over you, or maybe too much for you.....He'll lie to save his crummy hide.....He'll two-time you, he'll cheat on you, he'll take you for what you're worth.....He'll love you and leave you holding a bundle under your arms.....might even try to make out with your sisters if the opportunity presents itself. A man will always desire other women even if he lives to be a million years.

ADVICE FOR MEN IN HOW TO BREAK AWAY FROM YOUR STEADY GIRLFRIEND IN A NICE WAY AND DIRTY TOO:

Never show up on time for your date. Come to her home with the smell of cheap wine & lipstick on your collar. Snub her mother and buy her father cheap wine and dirty pictures. Pinch her sisters in the right places. Take her to cheap places and show her nasty movies.

Insult her family and choke her pet poodle, spit on her cat. Come over to her home straight from work and take your shoes off and sit on the dining room table. Wash your feet in the punch bowl. Drink her father's cold beer and good whiskey and give him advice on marriage. Tell her she is getting fat as a house and the bags under her are getting worse. When you're kissing her and mad loving her call some other girl's name. Always talk about other girls and the good places you used to take them out and the other affairs you used to have. Get fresh with her as far as you can and after you're through with insult her by telling her how many other guys had been there before you. Whenever she tells you a silly joke slap her and tell her she is out of line. Tell her to show some class. And you demand respect! Tell her decent girls don't talk that way. Cuss her out. Whenever you are talking to her on the phone hang up without saying goodbye. Go over to her house drunk with your camera and ask her mother to pose in a bikini. Make fun of her mother by telling her how plump she is. Buy her mother an electric blanket since that guy she lives with can't keep her warm, then get fresh with her mother. Pinch your girl, abuse her in front of her friends, bite her neck. Date other women and drive around her house a few times then park in front of her house and make out like Flynn all night.

Throw beer cans on her front yard, cigarette butts and cheap wine in her fish pond. Tell her you do not have any money and you just can't get married... Stop phoning her and if she comes over to your house sic your dog on her... If she phones disguise your voice like your father's and say some blonde came over in a

(continued next page).....

convertible and away they went, I don't expect him back til tomorrow night or the night after... She looked like a real hustler... Care to leave a message? Call again... Insult her state and home town and say that where you came from "Men are Men" and women are proud of them... Tell her that where she comes from women are women and men want to be too... Cut her state and home town to the ground, always brag and brag at how sharp and what a great guy you are. There you have it fellows, great basic fundamentals.

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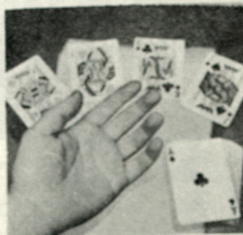
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CY 5-6210 144 S. 2nd. St.



Edward Camunez

Santa Clara County Citizens and Newspapers, outraged at the use of dogs against the Colored Citizens of Alabama. We recall that the Sunnyvale police used dogs against Union Members during the Lockheed strike. Is it wrong to use dogs against human beings 2,000 miles away and right to use them against your friends and neighbors?

We opposed the Water Bond issue last November since we felt that it could be improved. It was defeated and many improvements and compromises have been made. We feel that it is now acceptable to the public and urge our readers to vote YES on the Water Bond issue at our next bond election. Santa Clara County needs water and any further delay in getting this project underway would do more harm than good.

The Forumeer staff is burning the midnight oil trying to meet the deadline on the national magazine, believe they spend as much time looking at the pictures of the beautiful state queens as they do at their typewriters. Charlie Molina, a cartoonist, working with us on this project. Pete, sign this fellow up. We like him.

Congratulations to Mr. and Mrs. Oscar Driscoll on the birth of a baby girl May 15th. Proud papa Oscar a fellow worker at Libbys.

The San Jose Forum will hold its annual elections at the next regular meeting in June. Forum elections are always close and many have been decided by one vote. The June meeting should be a must for every Forumeer.

We have 9 outstanding candidates for our scholarships. Winners will be selected Friday, May 17, and announced in the near future.

Took our family to the Scout-A-Rama at the County Fairgrounds and enjoyed a wonderful show.

Members of the Ladies Auxiliary photographed at the Union City dance by Al Pelayo. Hey Al, where are their husbands?



Forumeer Richard Franco, who is dedicated to the Scout program, is to be congratulated for his part in making this affair the success that it was.

Forumeers are actively participating in many community affairs. Scout work, Union activities and Little League, etc. The one field in which we seem to be late in getting started is political action. Attendance at recent Forum events has been great. This indicates we have the support of the Mexican Americans in Santa Clara County and that our dream of a Mexican American on the city council is not as wild as many would have us believe.



Congressman Joseph M. Montoya, President John F. Kennedy, Congressman Edward R. Roybal, and Congressman Henry B. Gonzalez.

President Kennedy is an Honorary Member of the American GI Forum. Congressmen Roybal, Montoya and Gonzalez are members of the American GI Forum and have been working for years for the Aims and Objectives of this organization.

New Mexico, Texas and Southern California have their congressmen. With 40,000 Mexican American voters in this area, why can't we have a Mexican American on the San Jose City Council?

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West Side Story

Mary Rose Moreno, who is well known in the Mexican American community, played "Margarita" in the San Jose Light Opera Association's production of WEST SIDE STORY which wound up its run May 10 and 11 in Montgomery Theater, San Jose Civic Auditorium building.

Miss Moreno is a student at San Jose City College and is employed at El Charro Cafe.

In the dancing picture, Miss Moreno is fourth from the left.



In the picture seated around tables are TV and movie celebrities with Miss Moreno (right) and Adrienne Barbeau, who also plays in WEST SIDE STORY. Best known of the group is Jay Silverheels (center) who plays Tanto in the Lone Ranger shows. The professional group, in San Jose on a personal appearance tour, stopped to chat with the amateur group.



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Morales - Briones

La Srta. VERA BRIONES hija de Jose y Maria Briones contrajo Nupcias con el joven PAUL MORALES hijo de Manuel y Petra Morales el día 17 de Noviembre de 1962 a las 10:30 a.m. en la Iglesia Holy Family de esta ciudad de San Jose. La Recepcion fue en Mary Ann Gardens asistiendo mas de 200 Invitados. En la foto: Gilbert Garcia, Raul Briones - padrino, Rafael Morales, Antonio Delgadillo, Ruth Olivas, Marcela Briones - madrina Antonia Morales, Patricia Olivas y los pajes: Raul Briones, Jr. y Leticia Briones. LEITER STUDIO.



En la grafica el Dr. Lawrence Stern y la guapa recepcionista Sussan Molino.

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

EXAMEN CIENTIFICO

Los Doctores Zlot y Stern le ofrecen el examen mas completo en todo el valle de Santa Clara.

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

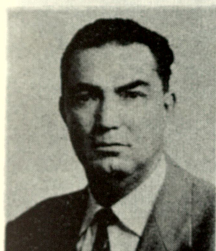
El Lunes y Jueves esta abierto hasta las 9:00 p.m.

Se localiza en el edificio de Kay's Jewelers

PAGOS FACILES

CY 5 - 4805

67 S. FIRST ST.



Daniel Saldaña



El Mexico Americano y la Politica

El Mexico-Americano esta olvidado politicamente hablando, a pesar del gran numero que radican en California, su actuacion en la politica para desempeñar puestos en las oficinas del gobierno y sus dependencias es nula. En las campañas politicas se cuenta con el voto del M-A pero no se presentan candidatos. Grandes promesas durante las campañas electorales, olvido absoluto de las promesas despues del triunfo. Nuevas campañas, nuevas promesas, nuevo triunfo, nuevo olvido.

El olvido de los M-A para que intervengan en el gobierno es manifesto y si no se establece algo definitivo seguira olvidado indefinidamente. Una de las razones o tal vez la principal es la falta de union y donde no hay union no hay fuerza. El ex-Supervisor John Anson Ford dijo recientemente en un banquete: "Unance amigos mios, lo que ustedes necesitan mas es unidad." Sin duda es debido a nuestra falta de union que no podemos presentar un frente lo suficiente fuerte como para ser tomado en cuenta. Sin embargo y a pesar de esta falta de union, la cantidad de votos del M-A puede hacer cambiar el resultado de una eleccion.

La agrupacion politica Mexican-American Political Association ha hecho saber a sus agremiados que en la proxima campaña politica su actuacion sera diferente a la forma en que ha venido obrando hasta la fecha. Si MAPA es el organismo que controla el voto del M-A entonces MAPA debe presentar sus candidatos y es deber de sus contingentes apoyar a esos candidatos y votar en favor de ellos.

Los puestos publicos no van a salir a buscar a los candidatos, son ellos los que tienen que competir por los puestos para los que se consideren capacitados. El ciudadano M-A tiene su organizacion politica; MAPA se puede considerar como el cerebro y sus asociados como el cuerpo, mientras mayor sea el cuerpo, su fuerza sera mayor aumentando así su probabilidad de triunfo en las justas electorales.

Resulta casi increible cuando se conocen las estadisticas, ver la gran cantidad de poblacion latina en California y la poca representacion que tiene en los puestos publicos. Lo mas lamentable es que habiendo calidad individual y de grupo, no se tomen medidas adecuadas para balancear esas cifras estadisticas.

El individuo en su calidad de ciudadano esta obligado a tomar parte en la politica, ya sea como candidato o como votante; el evadir esa responsabilidad da margen a que los puestos oficiales sean desempeñados con poco interes civico por los que llegan

empeñados con poco interes civico por los que llegan a ellos sin los merecimientos necesarios o sin la responsabilidad de servir a los ciudadanos que los elijen.

La politica no debe ser considerada como un interes personal, en realidad la politica es de interes comun y el celo que se ponga en elejir a los dirigentes de las distintas ramas del gobierno, redundara en beneficio de la comunidad, por el contrario, el descuido en la eleccion acarrea la arbitrariedad, el desorden o la incapacidad de los gobernantes, en perjuicio de los gobernados.

★★★★★

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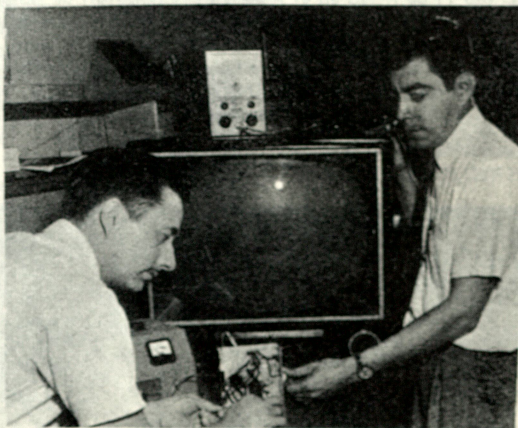
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Pantoja - Sgt. at arms, Joe Peraza - Past Pres. Victor
Yniguez - New Pres. Roy Ordoñez - Past and present
Secretary treasurer.



El día 11 de Mayo en el American Legion Hall de Ho-
llister durante un baile auspiciado por el CLUB de
DAMAS de esa ciudad la Sra. Perez deleito a la con-
currencia con el inolvidable bolero Enorme Distancia
con acompañamiento de ELENA y NANDO.
La Sra. Perez recibio calurosos aplausos.



Mexican-American Bowling League

CHAMPIONS

In picture from left to right: Victor Sando-
val, Terry Iniguez, Victor Iniguez, Erma
Uribe and Johnny Rodriguez who won the
Winter League Tournament, their sponsor
is Garabito's Jewelers. Awards were pre-
sented at FUTURAMA BOWL on Saturday
April 27th during a Steak Banquet.

EXCENTRICO photography



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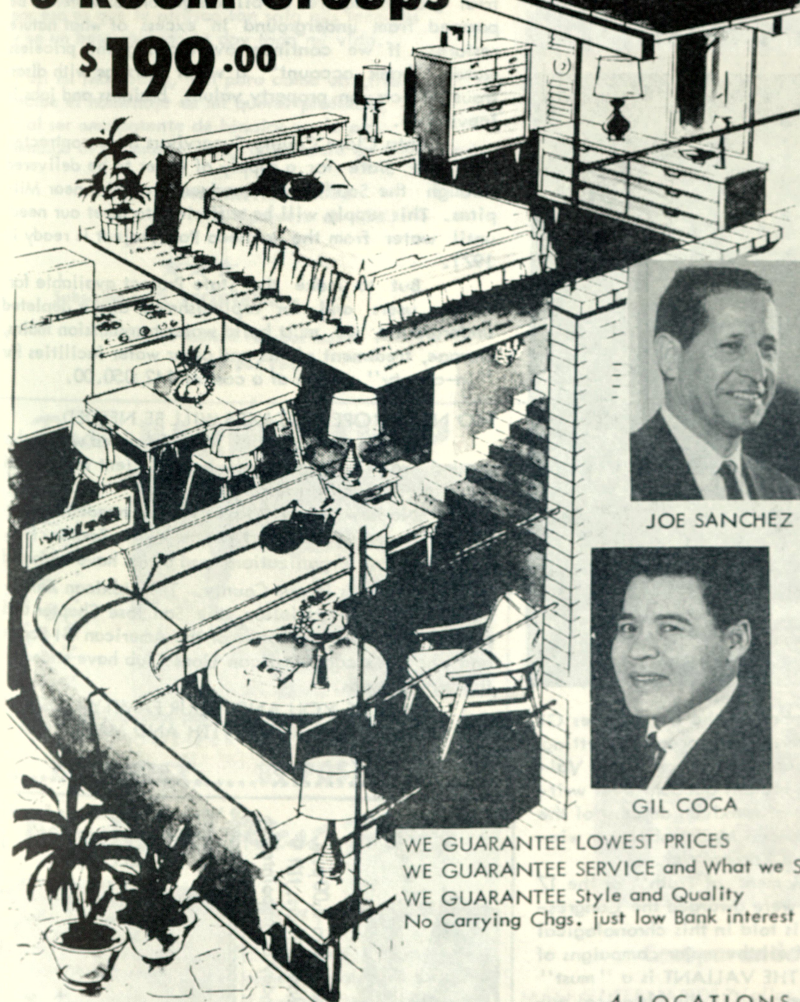
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SAN JOSE



Views & Reviews



Bob Rodriguez

Among the Valiant



Raul Morin, a member of the Los Angeles GI Forum, has realized a three year dream in getting **AMONG THE VALIANT** published. Among the Valiant is the first full-length factual account ever written by a US-born American of Mexican descent of the saga of the Mexican-American Medal of Honor winners of World War II and the Korean War.

The dramatic "Moment of Truth" of the 17 Mexican-Americans who were awarded the Congressional Medal of Honor is told in this chronological and historical account of all the major campaigns of World War II. **AMONG THE VALIANT** is a "must" for all persons who are interested in the historical annals of the Spanish-speaking Americans.

Under the auspices of the American GI Forum of the United States the first printing of **AMONG THE VALIANT** will be out on May 31st.

As this is a limited printing copies are available only from the Among the Valiant Committee, 1280 Crest Vista Drive, Monterey Park, California. Send

\$5.00 with your order to the above address to make sure you get your copy.

Congratulations to Mr. Raul Morin who has brought the story of the 17 gallant men to the American public.

IF YOU INTEND TO STAY HERE VOTE "YES" IN CRUCIAL WATER ELECTION JUNE 11

Do you like to live in the beautiful Santa Clara Valley? Well, if you intend to stay here, you should be aware that we are running out of water despite recent heavy rainfall. Unless we bring in a supply from outside, a water shortage may cause you to move your home or your business away from here.

Each year our booming population and industrial growth requires 22 billion gallons of water to be pumped from underground in excess of what nature restores. If we continue overdrawing this priceless water "bank account" a water shortage with disastrous effects on property values, business and jobs is inevitable.

Santa Clara County Supervisors have contracted with the State for a supply of water to be delivered through the South Bay Aqueduct to a point near Milpitas. This supply will be sufficient to meet our need until water from the Pacheco Pass Project is ready in 1971.

But to make the State Project available for valley users and for replenishment of our depleted underground, we must build water transmission mains, storage, treatment plants and other water facilities for "in-county" system at a cost of \$42,050.00.

NO NEW PROPERTY TAXES WILL BE NEEDED

Revenues from the sale of treated water plus ground water charges will be sufficient to meet all bond interest and principal payments.

No new property taxes will be needed.

I urge your support for the Water Bonds. Fifty one different organizations and cities have endorsed the Water Bonds in our County. The Mexican American Political Association, the San Jose Chapter and the Santa Clara Chapter of the American GI Forum and the Mexican American Lions Club have endorsed the Water Bonds.

BE SURE YOU AND YOUR FAMILY GOES TO THE POLLS ON JUNE 11TH AND MARK YOUR BALLOT "YES".



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Madrecita

Madrecita linda tan pura y tan Santa,
mis besos y rosas hoy voy a ofrendarte,
por darme la vida, por llevarme en tu alma,
por ello, mi Madre, dejame adorarte.

Las flores que te ofresco en esta primavera
tomaron de tus labios el majico carmin,
son por eso tan rojas, tan puras y tan bellas
y al cielo yo le pido que te hagan muy feliz.

Yo no te ofresco Perlas de nitida blancura
pues soy un hombre pobre, aquí donde me miras,
por eso es que te ofresco tan solo mis ternuras
y en un beso sagrado te doy toda mi vida.

Y así mi Madrecita, tan pura como un Lirio
recibe el homenaje de mi querer profundo,
Y al ser omnipotente de hinojos yo le pido
Bendiga al ser mas grande, que existe en este mundo.

-- Paco M. Hernandez
Primavera de 1963 --



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Comparando Colmillos

MANUEL FERNANDEZ (alias El Rapido de Zacatecas) compara sus colmillos con los del perro de Humberto Garcia o sea KING, ya que a los dos les gustan los BISQUETS y ruñir huesos. El rapido esta celoso de KING pues dice que come mas aprisa y lo deja en la polvadera, por eso la investigacion llegando a la conclusion de que KING tiene los colmillos una hebrita mas puntiagudos que el

Abierto 7 días de la Semana
Domingos de 9 a 4:00 p.m.

CORTE de PELO \$1.75
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Dave Sierra



OPEN LETTER TO THE PRESIDENT OF THE U. S.

Your Honor:

How are you? Fine, I hope. As for us we are doing as best we can with what we have. John, you strike me as being a blunt man who says what he has on his mind. I am that way too. You see, we DO have something in common. But that is about it. I cannot understand why you send "Long Lost Lyndon" to Greece and Turkey to cement relationships with those nations when everyone knows they are our best allies. I think Lyndon Johnson should have been sent to Birmingham, Alabama, don't you? Johnson is a southerner and understands the southerner. Don't you think he could have talked sense to them? Does he really want the negroes to have equal rights with the whites? Do you? Why does the Democratic party, which claims to be the party OF ALL THE PEOPLE, condone Governor Faubus of Arkansas and Governor Barnett of Mississippi, both DEMOCRATS?

Why doesn't the Federal Government cut off all federal aid to the state of Mississippi and all other

southern states which practice segregationism? Why wasn't the more than \$15,000,000 spent to put James Meredith into the University of Mississippi by brute force spent instead to build and equip two ultramodern negro high schools which would make the whites want to enter so THEY could get an equal education? Why is the negro being told to have patience when he has been told that for over 100 years that better times were coming. How long is your patience, John?

Is it true that you didn't do too much campaigning in the south during the 1960 elections because as a Bostonian you are aware that southerners despise Yankees? And that instead you sent Long Lost Lyndon down there to sweet talk those folks into voting DEMOCRATIC?

Incidentally, was the Faith 7 space capsule launched on the date it was launched to take the pressure off the Administration about Birmingham or was it pure coincidence?

How about Adam Clayton Powell and all the spending he's supposed to be doing? Is the reason he hasn't been censured by you, Mr. President, the fact that he is a Negro and has come out and said that he is being picked on just because of his race? True?

There are more questions but no more space.

A Dumb Mexican - E. D. Sierra

WELCOME TO BAY AREA - LOS ANGELES DODGERS
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////////////////////////////////////
LOS ANGELES DODGERS FAN
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URGENTLY!

Going to Candlestick Park for Dodgers-Giants series

David Sierra

AX 9-99999

Before 5 P.M. - Friday, May 24th
////////////////////////////////////

Large photo shows my wife's husband selecting a choice cut of steak at the recent San Jose GI Forum Barbecue held at Senter Park.

If any of you men that were there noticed that the sauce on your steak was a bit redder than your buddy's, maybe that bandaged finger on the guy on the left will explain things!

Small photo is my compadre, Raymond Garcia, showing what he did with about two dozen cold ones. His small jar of that tasty Mexican delicacy known as sumo added to the eating enjoyment of many gourmets.

Good show, Forum!!



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Una realización de ROBERTO RODRIGUEZ

ADEMAS

" Cantinflas y Su Primo "

Del Miercoles 29 de Mayo al Martes 4 de Junio