



El Excentrico

HUMBERTO GARCIA

Director

Magazin Social, Fotográfico Latino-Americano



AÑO 14. Num. 14

MAYO 5, 1964

SAN JOSE 10, CALIFORNIA



Club Riviera's Semi-Formal Ball - Hawaiian Gardens - Sat May 16th

● Bonanza REALTY



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Club Zanzaree

Trudy Jimenez

Birthday greetings go out to Pat Maldonado who was 21, so she says, a birthday party was held for her at the "place".

Latest joke at Fairchild was about LOVERBOY Hector Esparza, yes girls you read right, Hector left to L.A., seems his wife is in San Diego, you sure had a lot of girls fooled -- some nerve.

Congratulations to Joe Alarcon in his recent engagement to Miss Flores.

Nice to see Frank Sedillo back in town, seems he's working in San Francisco.

What's this I hear girls are fighting over Rudy Belluomini, Rudy what are you doing to your fan club?

Our special thanks go out to LOS LOCOS who are currently appearing at a local nitespot. They sure threw out the red carpet for us.

The car wash was a success, thanks to all of you.

Heard that "phoney" Carlos Zamora came in second place in the swim contest, is that what you do when you don't go to work?

Gil Solarez using all his terribly nice charms on a certain redhead, her name is Marcy Mora.

Well girls, Uncle Sam has done it again, he has taken one of San Jose's most eligible bachelors, Mr. Louie Coca. I guess you girls will have to wait at least two years before he will be available to you girls. Seriously, Louie, I do wish you the best of luck!

Seen together frequently these last few weeks are Gama Guevara and Betty Garcia. Could this mean wedding bells?

Art (Alaska) Lopez, why do you keep asking me when am I going to get married. I'm not worried, so why should you be???

Art Cuellar soon to be stationed in Sacramento within the next six months.

I was asked if it was true that I was born in Del Rio. I said yes, but don't spread it around. They may ask me to leave town!!

Where has Gloria Castro been hiding herself, could it be that she has found a steady boy friend and wants to keep him a secret?

Joel Reyes, I bet you didn't know that a certain girl (who's name you know) has a mad crush on you.

Amparito Valdez still her sweet lonely self. When are you going to give Joe a break and say you'll go out with him?

Burt Garza and Beatrice Reyes seen quite often together, by the way what happen to you Sunday, Beatrice?

The UCC League Baile Ranchero was a tremendous success. A few of those attending were Mr. and Mrs. Jess Medina, Patito & wife, Mineria Isais, Gilbert Isais, Pat Maldonado, Frances Herrera, Chalin, Jessie Salome & friend, Hank Paramo, Mr. and Mrs. Ray Espinoza, Gilbert Minjares, Bertha Garcia and sister, Helen Solarez and many, many others.

Linda and David Cadena home from Alabama, where David was stationed, welcome home you two.

* * * * *

Don't forget Club Riviera's Semi-Formal Dance coming up, Saturday, May 16, in the Terrace Room of the Hawaiian Gardens, music provided by Enrique Olivares and LOS ELEGANTES.

For bids call Frank Espinoza - CY 2-5365, or Herold Martinez at AM 2-2032.



In the picture above is lovely Frances Herrera who is a graduate of James Lick High School. Frances is now employed at Fairchild Semiconductors at Mt. View.

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Light Opera Production **"CARNIVAL"**

A strong cast, experienced in both professional and amateur productions, has been selected for the San Jose Light Opera Association of CARNIVAL, to be presented at San Jose Civic Auditorium May 7, 8 and 9 and 14, 15 and 16.

Jeanette Putnam, a teacher at Herbert Hoover High School, who has played in Off-Broadway productions as well as Summer Stock, will play the lead role of Lilli, the young girl from the small town who is thrown into carnival life. This is the role played on Broadway by Anna Marie Alberghetti.

In various Summer Stock productions, Miss Putnam has played Julie in CAROUSEL, Princess Margaret in STUDENT PRINCE, Fiona in BRIGADOON and Mary in THE DRUNKARD. In the long-running Off Broadway show, LITTLE MARY SUNSHINE the red-haired soprano understudied the lead while playing various roles.

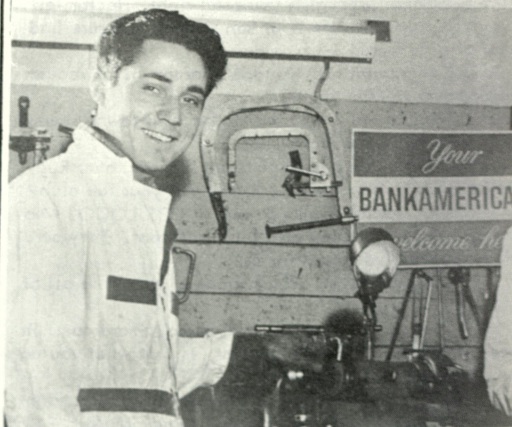
As Lilli, Miss Putnam will sing the melodious LOVE MAKES THE WORLD GO 'ROUND, and the poignant MIRA, among others.

Playing opposite Miss Putnam will be David Ray, a veteran of amateur musical productions, who will play the role of Paul Berthalet, the puppeteer with whom Lilli ultimately falls in love. Ray has played lead roles in THE KING AND I, FINIAN'S RAINBOW, BRIGADOON, and ANNIE GET YOUR GUN.

Comic relief is supplied by Joe Speciale, in the role of Grobert, an ineffective lecher who gives Lilli a job in the Carnival with ideas that are more carnal than carnival. He has played many roles in the Light Opera Association, San Jose Theatre Guild and Palo Alto Community Theatre projects.

A trio of Foothill College are cast in the other top roles. Adrienne Barbeau, an 18-year-old black-haired beauty who had Maria in WEST SIDE STORY, Mei Li in FLOWER DRUM SONG and Tuptin in THE KING AND I, will fill the role of Rosalie. Miss Barbeau also has toured the Orient with the Showtime on Broadway company.

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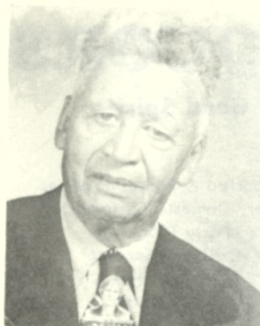
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Simon Villa



UNION CITY, CALIF.

LAS ELECCIONES DEL DIA 14 DE ABRIL DE 1964 EN UNION CITY, CALIFORNIA

El día Martes 14 de Abril del presente año de 1964 se verificaron las elecciones para consejales del Concilio de la progresista ciudad de Union City, California, tocando en suerte salir electos por mayoría de votos a los siguientes ciudadanos, Sr. Irving A. Williams con 800 votos; Sr. Bernie Morales con 770 votos y Sr. Willard Davis con 474 votos.

Para propaganda de la campaña política fue nombrado un Comité de algunas personas y como Presidente se nombro el honorable veterano Sr. Juan Sammarros y el Sr. Jesus Alonzo Cardenas, miembros de el American GI Forum de Union City, quien selecciono como candidatos a Williams y Morales. Los miembros del comite trabajaron sin descanso para obtener el triunfo. Tambien el distinguido y fino amigo

Sr. Leo Alvelais trabajo con abinco en favor de los candidatos ayudando al comite. Los señores Victor Cabello y Carlos Ramirez, recorrieron las calles anunciando por microfono para recordar a los votantes que fueran a votar.

En esta ocasion se noto en el rostro de los ciudadanos votantes y residentes de Union City, el regocijo y satisfacion al conocer el resultado de la eleccion, y esperamos que el Concilio trabaje con justicia y honradez por el progreso y bienestar de nuestra comunidad y que sirva de ejemplo para nuestros representantes del mañana.

EL EXCENTRICO felicita a los triunfadores y les desea progreso en su administracion.

★ Viajeros ★

El día Jueves 5 de Marzo de 1964, salieron de la progresista ciudad de Union City, California, el Rev. Carlos Guerrero Pastor de la iglesia Apostolica de Union City, acompañado de su fina y amable esposa Nelly. Tambien los acompañaban el Rev. Juan S. Amayo Pastor de San Jose y el Rev. Pedro Nava Pastor de San Francisco, California. El Rev. Carlos Guerrero, visito a su hermano, Francisco Guerrero, a quien la suerte le permitio que Dios nuestro Señor le permitio volverlo a ver durante 49 años de ausencia. El cariño entre los dos hermanos segun el Rev. Guerrero fue tan grande y lleno de amor que abrazaron, dando gracias al Todopoderoso por la maravilla concedida de volverse a ver.

En seguida los estimados viajeros visitaron algunas bellas y florecientes ciudades entre ellas Mon-

terrey, Nuevo Leon, San Luis Potosi; Guadalajara, Jalisco; Saltillo y Manzanillo. De regreso pasaron por Ciudad Obregon; Hermosillo, Sonora y al aproximarse a la frontera admiraron las hermosas montañas nombrada la Rumorosa, que en realidad es una hermosura; todo el tiempo que pasaron en Mexico fue delicioso, las carreteras amplias, arquitecturas hermosas en los edificios y muchas cosas que admiraron lo que le hizo un viaje agradable que jamas olvidaran.

Pasaron la frontera por la hermosa ciudad de Tijuana, para llegar a Union City, California, lugar de su residencia.

La revista EL EXCENTRICO felicita a los viajeros por haber presenciado tanta hermosura en la Tierra MEXICANA.

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

RJL

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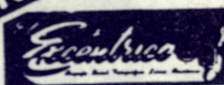
Jesus Gomez
Luis Ruiz
Roberto Rocha

Flower Girl: Elizabeth Hernandez

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San Jose, California 1964

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Mrs. Taylor is a teacher in San Jose.

Commander Marcel Saucido organized four organizations
R.V.A. Post 1775 and Post No. 10. He is also State
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Graduation

TONI CORRALES

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Toni was born in Brawley, California Her Birthday will be May 8th, preparations for a Birthday party have been completed.

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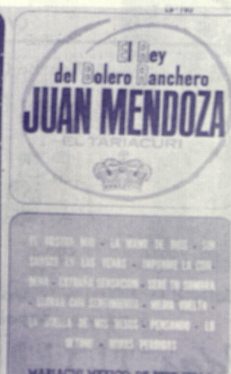
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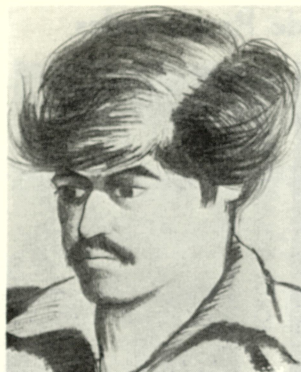
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"EL MACHETE"

Luis Miguel
Valdez

"Villa es la reencarnacion de la vieja leyenda: el bandido-providencia, que pasa por el mundo con la antorcha luminosa de un ideal; Irobar a los ricos para hacer ricos los pobres! Y los pobres le forjan una leyenda que el tiempo se encargara de embellecer para que viva de generacion en generacion."

-- MARIANO AZUELA

LOS DE ABAJO, 1964

There is an old corrido, perhaps well known to the viejos among us, called LAS ESPERANZAS DE LA PATRIA POR LA RENDICION DE VILLA. It is a strange song. Katherine A. Porter has called the raza "a race of singing people used to sorrowful beginnings and tragic endings."

The corrido in question illustrates this quality exactly - but with a good deal of unintentional irony. For once, at least, the ballad is not about conventional lost loves or early death. Instead, its very title grasps toward something all too frequently absent from Mexican life: ESPERANZA. And this is the very irony:

Pancho Villa se rindio
en la ciudad de Torreon
ya se canso de pelear,
se va a sembrar algodon.

In 1923 Pancho Villa was assassinated by a savage hail of bullets on the dusty streets of Parral, Chihuahua. Also in 1923, almost sixty-four thousand Mexicans crossed the border into the United States -- a record number exceeded only in the next two decades by the 89,000 that poured across in 1924. In either case, little cotton was planted by Mexican hands.

Besides Villa's bloody body on the streets of Parral lay the butchered hopes of the impoverished raza for a prosperous, sovereign and just nation in the name of the people. The sorrowful, tragic end. Or so it seemed.

In 1952 during the cotton-picking season, a movie came to my hometown, in the San Joaquin Valley, called "Viva Zapata!" Weeks before, the owners of the movie house had plastered the sidewalk in front of their rundown show with a huge advertisement properly belonging to a thirty foot billboard. The words "Viva Zapata!" thus scanned the entire width of the sidewalk and screamed their message to all pedestrians. During these weeks it became a practice

for the kids in school to run down to show immediately after school to look at the sign.

We would walk all over it, looking at the pictures of Marlon Brando as Zapata, looking up and down the street, and earnestly feeling more important surrounding by so much publicity. The truth was that none of us knew why the movie was so important. We had heard of Pancho Villa, but this Emiliano Zapata was a real mystery. Did he really ever exist?

Pancho Villa and Emiliano Zapata are names totally absent from the roll call of American history. The young Mexican-American student will learn nothing about them in his school, and should he ever mention Villa - whose name still drifts on the winds of popular legend - should he ever mention Pancho Villa, he will be ridiculed. Even among the raza, the name is no longer as blood-stirring it used to be. For many it is even a cause for embarrassment. More and more, Villa seems a crude revolutionary clown better left forgotten. So does Emiliano Zapata, though his position is not as bad as Villa's - yet.

Zapata, the greatest agrarian leader Mexico has produced, is at least acceptable to the gringos. He has provided as good dramatic role for Marlon Brando and this makes him perfectly respectable, for the meantime. Someday he too will go the way of Pancho Villa. When the celluloid frames of "Viva Zapata!" rot and turn to dust, the great caudillo will only be one more Spanish name too difficult to pronounce; only one more obscure Mexican little remembered because little understood. This is the backside of the tragedy of our people. We were ignorant of the real issues of the Revolution of 1910, and we remain ignorant now. Time and distance have compounded the tragedy: we have ceased to sing our sorrows.

(to be continued)

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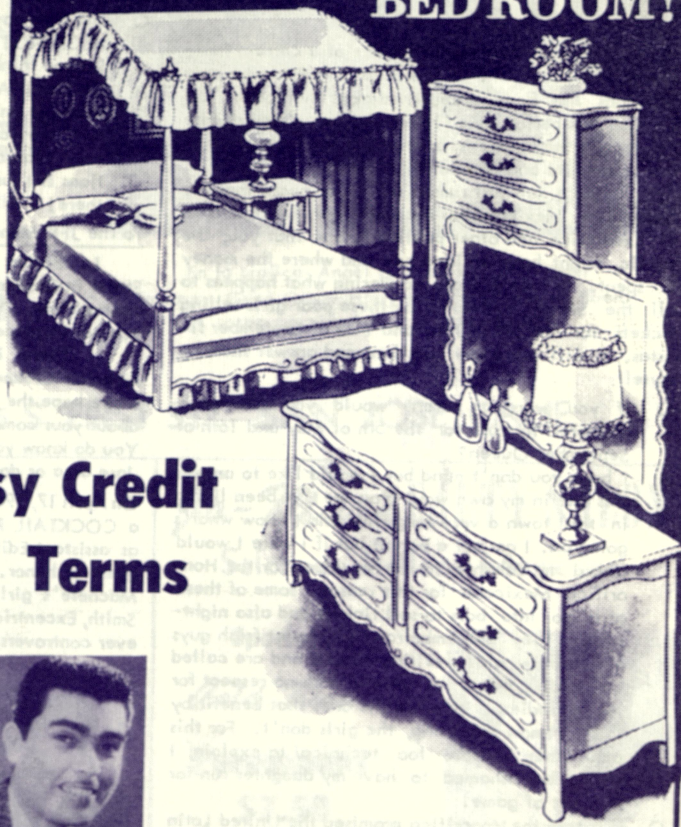


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Gilbert Solarez

I heard that the presence of a certain individual whenever the Honorifica Mexicana has any functions has been threatened more than once, just because this person asked them why don't they donate the money they make to be used for the betterment of the community and community projects.

These are just rumors but I also heard that the Honorifica Mexicana has not sent financial reports to El Excentrico and other publications so that you, the public, might have an idea how and where the money is spent. In case you are wondering what happens to all the money collected by these poor girls selling tickets for the 5th of May and 16th of September fiestas. I will ask a few questions and answer them by myself:

Q If you were a parent would you allow your daughter to run for the 5th of May and 16th of September Queen?

A I hope you don't mind but I would like to answer this one in my own way. You see I've been living in this town a very long time and I know what's going on. I am not a parent but if I were I would forbid my daughter to run for queen for the Honorifica Mexicana for this reason: some of these girls go into bars to sell tickets and also night-clubs. They get embarrassed by smart fresh guys and drunks while selling tickets and are called unfriendly names by people with no respect for young ladies. Who are the ones that benefit by this? I know one thing, the girls don't. For this and other reasons too technical to explain, I would be ashamed to have my daughter run for this sort of game.

Q Is it true the Honorifica promised the United Latin American Council a banquet for helping them with the parade last year and did not keep their promise?

A Yes, and all we received were promises, promises, promises.

Q If the Honorifica was to keep their word and go on with the banquet would you attend?

A Are you kidding? Just the sound of my name and they get goose pimples. And besides, they might serve refried beans and corn tortillas and I might as well eat them here at my home at least here I have chile sauce. Come to think of it I might attend but I'd take along my bodyguards.

Q Is it true that some of the officers get free paid vacations to Mexico from the Honorifica treasury?

A I don't really know, but I've heard rumors along

these lines. You know how people talk, or don't you?

Q In 1959 when you were asked to be Co-Chairman of the 16th of September parade did you pay for certain expenses involving the parade?

A Yes!

Q Did they say they would pay you back?

A Yes!

Q What were your expenses?

A They asked (my co-chairman and I) to pay for expenses to bring a War Hero from Fresno and to pay for the M.C.'s tuxedo, and gas for the convertibles for the parade. My expenses were about \$18.00.

Q Did they pay?

A HECK NO!!!!!!

Q Do you think they will ever pay you back?

A Hell no! And they can keep the money for when they go on vacation to Mexico so when they return they can be ready for the next parade. The only reason I asked and answered all these questions is I just happen to know all the answers. So there!

To the JFK Monument Committee:

La Botica Mexicana on 735 Washington and 8th Street in Oakland wants you to come after one of your contraptions. You know which ones I mean, the kind you put in places of business asking for donations.

There is also another one of those boxes at America Cleaners, 2929 16th Street in San Francisco. I sure hope the Better Business Bureau doesn't find out about your committee places these boxes out of town. You do know you're not supposed to go out of the San Jose area or don't you?????

On April 17, 1964 Mr. Esquire DAVE SIERRA was given a COCKTAIL PARTY honoring his six years of service as assistant Editor of EXCENTRICO, el MACHETE was guest of honor. In picture left to right: Fren Fertig-Machete's girl friend, Jack Pockman, Mike and Sandy Smith, Excentrico's publisher Humberto Garcia and the ever controversial MACHETE, (Luis Valdez.)



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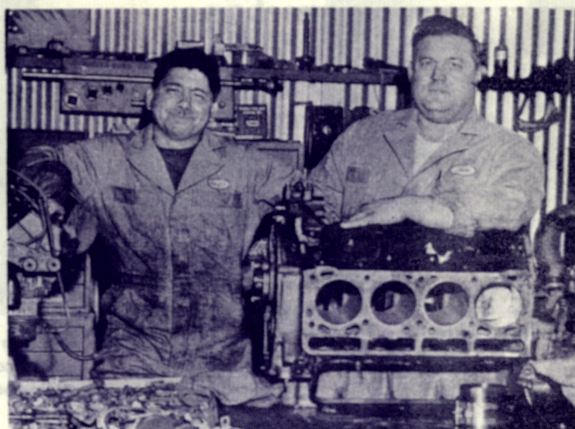
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request the honour of your presence
at the marriage of
her daughter

Lydia

to

Mr. Eddie Morales

Son of Mr. and Mrs. Manuel Morales

On Saturday, May 23rd, at 2:30 in the afternoon
at the Holy Family Church.

San Jose, California 1969

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MARGARET VASQUEZ



Club Riviera



Harold Martinez

There are only a few days left to purchase your bids for our Semi-Formal Dance on May 16th at the Hawaiian Gardens. The persons to contact for bids are:

FRANK ESPINOZA	292-5365
PAUL RAMIREZ	262-1074
FRANK KAWAKAMI	297-6104
TONY, ANTHONY, RON & JIM TRILLO	269-1116
HEROLD MARTINEZ	262-2032

My last two columns have dealt with the history of the club and a background on our band and our special guest, Dr. Ernesto Galarza. In this column I will give a background on the present Executive Board members which will show what makes Club Riviera tick.

Our President FRANK ESPINOZA is from Tracy, California. He attended and graduated from Tracy High School where he took part in boxing and basketball and lettered two years in both sports.

After high school, Frank played softball for the YMI in Tracy and received a trophy and 4 medals for team championship. He also served as President of the YMI for one year.

While a member of Riviera Frank has been elected Secretary, Vice President and President, serving one year each at this time. He was also elected Athletic Manager for the United Latin American Council and is still serving that term.

Our Vice President PAUL RAMIREZ is also from Tracy. He also attended Tracy High School.

For most of his life Paul has played either baseball or softball. He has managed a ball team for the last 8 years. While managing for the YMI in Tracy he won championships three years in a row and served as Athletic Manager during those years. Paul also helped his team win the title in the Ford Motor Company job ball league.

It isn't hard to imagine why Paul has been elected Athletic Manager for Riviera three years in a row, and one for ULAC.

Paul has served as Vice President twice while also serving as Athletic Manager. He was given a trophy by the club members for the outstanding job he did in guiding the softball team to the second half championship in the Santa Clara County League in 1962.

Our Secretary FRANK KAWAKAMI attended St. Vincent's School for Boys in San Rafael before transferring to Live Oak High in Morgan Hill. He

lettered twice in baseball, basketball and track and once in football. Frank was awarded the trophy for the outstanding player while playing fullback for Live Oak. In track, he won three consecutive trophies and the perpetual trophy for being the outstanding all around performer in the annual school track meet.

Frank was elected President of the Spanish Club in his Junior year while at Live Oak.

For Club Riviera Frank has served as Secretary and Publicity Director. Last year he helped his bowling team win the crown in the Golden West 800 Handicap League.

JIM TRILLO, our Treasurer, attended Pioneer High School where he wrestled and played football. He lettered twice in wrestling and received two medals in the process. In high school Jim belonged to the Future Farmers of America and served as Sentinel and Treasurer. A car enthusiast, Jim is making a name for himself with his 1959 Chevrolet Impala at Fremont Dragstrip. He has already won two trophies in the last year.

Jim has been Riviera's Treasurer for the past year.

This Reporter, HEROLD MARTINEZ, has been active in many activities since "Day One". In pre-high school days he served as President of the Alviso Jr. Optimist Club. While attending Santa Clara High he competed in wrestling, track, football and cross country track, lettering 4 times in wrestling and track, twice in cross country track and once in football for a total of eleven letters. He received 16 medals in track, one in intramural basketball and received championship trophies in football and track.

Herold was elected Athletic Manager of his Junior and Sophomore classes. After high school he competed in softball and bowling. He was awarded the club trophy for the outstanding player in softball and just recently won a trophy by helping his team win the title in the 832 Scratch League at 4th Street Bowl.

Herold has served as President of Riviera for 2 years and is now club reporter. He also served as Distribution Chairman and Awards Chairman for the United Food Drive, and as Public Relations Director for ULAC. In his spare time, Herold is helping to set up a recreation program for the City of Alviso.

These individuals have helped Club Riviera gain much prestige and make Riviera a very outstanding organization.

COMING EVENTS

Club Riviera's First Annual Anniversary Ball, Saturday, May 16th, at the Hawaiian Gardens in the Terrace Room.

Time: 9:00 P.M. until 1:00 A.M. Dress: Semi Formal
Price: \$5.00 per bid (couple).

San Jose GI Forum's Youth Benefit Dance on Saturday, May 23rd, at the IES Hall in San Jose.

MUSIC BY CHRIS CARMONA
Time: 7:30 until 1:00 A.M. FREE BEER FROM 7:30 to 8:30 P.M. Door Prizes!! Admission by donation -- \$1.00.



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Sunday, MAY 10 - 9:30 to 12:30
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DOMINGO 17 de MAYO
9:00 p.m. a 1:00 a.m.

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request the honour of your presence
at the marriage of
their son

Richard

to

Miss Annie Barrera

Mr. and Mrs. Robert H. Maldonado
request the honour of your presence
at the marriage of
their son

Robert, Jr.

to

Miss Olegaria Barrera

Mr. and Mrs. Vicente Barrera
request the honour of your presence at the marriage
of their daughters

Annie to Mr. Richard Gaxiola and Olegaria to Mr. Robert Maldonado, Jr.

On Saturday, June 6th at 2:30 in the afternoon, at Saint Lawrence Church
Santa Clara, California

1964

RAG

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En la grafica el Dr. Lawrence Stern y la guapa
repcionista Sussan Lopez.

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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Club Riviera's ★

Semi - Formal Ball

Saturday, May 16

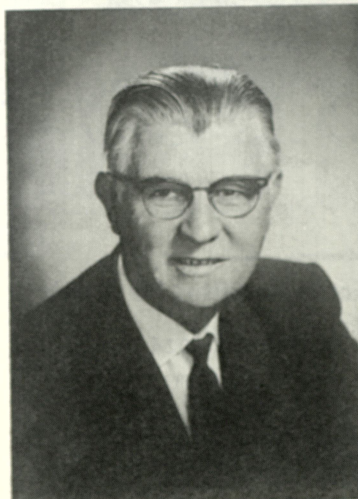
- Hawaiian Gardens

Harold Martinez, Club Riviera's publicity
chairman, will escort lovely Magdalena
Adzar-Club Riviera's Queen to their
first SEMI-FORMAL BALL.

Excentrico's camera will cover the event.

It will be at the Hawaiian Gardens
(Terrace Room)

Music will be by Los Elegantes
excentrico photography....



**V
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E**

ASSEMBLY

VOTE JUNE 2

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McENERY



CLUB
San Felipe



Candy Veliz

Time marches on and the stork flies real low when it goes by the Club San Felipe members' homes. This time it dropped two baby boys, one at the home of Mr. and Mrs. Naro & Hilda Moran and one at the home of Mr. and Mrs. Cruz & Nellie Tapia. Congratulations.

More on the club's awards party. Two photos taken by Bert Garcia Jr. The first photo shows club president Cruz Tapia congratulating Jess Medina for being named Coach of the Year. Its quite an honor and Jess deserves it. Again congratulations, Jess.

On the second photo the Club San Felipe members that made the all star team and one special award to Joe Gonzalez. L to R are Eppie Gallego, Joe Gonzalez, Jess Medina (Coach of the Year), Manny Castañeda (Undeclared Pitcher), Cruz Tapia. Kneeling - Freddie Santos & Danny Castellanos.

Congratulations men, we would never have won the league championship without you.

For the first time in eleven years Club Riviera is having an anniversary ball and they are certainly worthy of our support. The day of the dance is Saturday, May 16, 1964. The place is the Hawaiian Gardens. The outstanding orchestra of Los Elegantes will play. I know that Club Riviera will forever be appreciative of your attendance. Try to make it.

There is a very likeable gent around. His name is Danny Lopez and he is a salesman at MMM --MM Carpets Unlimited where lowest dollar gets highest quality, so if you want a good deal on carpets call Danny at 227-9279. We thank you.

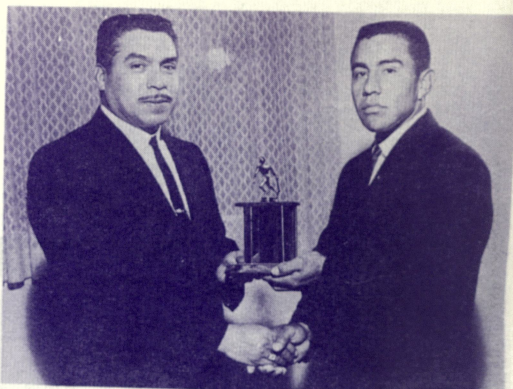
Joe Gonzalez was elected Club San Felipe softball manager. Good luck, Joe.

If you see me go around blinking my eyes it's because I have just finish seeing Art (Alaska) Lopez diamond ring. It's a beauty.

Mr. Frank and Ray Davilla will present at the Rainbow Ballroom on May 17 Perez Prado and on May 24th La Sonora Santanera. Bailamos????

The Mexican American Political Association is working diligently for John Castro and John McEnery. Won't you help with your vote on June 2nd. These gents and MAPA will appreciate it.

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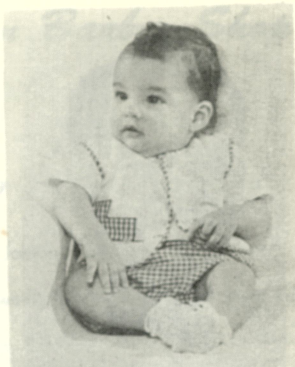
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EL FOTOGRAFO
de las
ESTRELLAS ... I

Richard Diaz



Left: Tommy and Mary Lou Torres, Gabby Raya and Raymond Garza
Picture was taken at the United Food DRIVE DANCE.

Mary Lou used to be Excentrico's assistant editor years ago.



THE CLAN

Left to right: Mr. Tony Espinoza, Ally Espinoza, Mr. Manuel Gutierrez, Mrs. Ally Gutierrez, Mr. Robert Rodarte, Mrs. Eloise Rodarte, Mrs. Isabel Mendoza, Mr. David Mendoza, Mrs. Charlotte Castrida and Mr. Joe Castrida enjoying themselves at a local Nite Club.

Attending a COCKTAIL PARTY commemorating Mr. DAVE SIERRA'S 6th Anniversary with EL EXCENTRICO MAGAZINE are 1 to r: Mrs. Zario Guerrero, Mrs. Al Caravayo, Mrs. Ike Hernandez, Mrs. Hank Coca, Mrs. Robert Rodriguez, Miss Dolores Caravayo, Mrs. Joe Fillingieri, Mrs. David Sierra. Party was held at Mr. and Mrs. Dave Sierra home on April 17, 1964. Machete was guest of honor.





Views & Reviews



Robert Rodriguez

Political Unit Group Forms

After a series of meetings the Mexican American Civic Council has been formed. The purpose of the Council is to screen, recommend, endorse and actively support primarily American citizens of Mexican ancestry for appointive and elective offices in the City of San Jose, The County of Santa Clara and the State of California.

The participating organizations in the council are the Political Education Group (PEG), the Mexican American Citizens Committee and the Mexican Chamber of Commerce. The Mexican American Political Association (MAPA) are now considering membership in the council and indications are that they will join.

An organization of this type has been a long time coming and it should be effective in its aims, especially in recommending qualified citizens of Mexican ancestry to appointive positions on city and county boards and commissions.

MEXICAN AMERICANS FOR ALAN CRANSTON

Alan Cranston, the State Controller, and candidate for the U.S. Senate, is using Mexican Americans in great numbers in his campaign. Isais Aguilera is serving as a paid member of his staff at his campaign headquarters in San Jose and Ignacio Galindo has been named co-Chairman of the County Committee for Cranston. What is significant is that Mexican Americans are participating at the policy making level and it is happening throughout California. No candidates in the past have asked M-A's to participate so meaningfully which shows that we are making political progress.

WORTHY CONTRIBUTION

A big thanks to John Hansen, Vice President of U. S. Products for the 150 cases of fruit to the United Food Drive. A worthy contribution for a worthy project.

CLUB RIVIERA BALL

The Semi-Formal Club Riviera Ball on May 16 should be a smashing success. Music by Los Elegantes at the Hawaiian Gardens Terrace Room. A gala night for the socially minded. Do attend.



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SAN JOSE, CALIFORNIA



Louis A. Lopes, of San Jose, yesterday was appointed County Tax Collector by County Executive Howard W. Campen.

A veteran of thirty years with the County - Lopes has served in the Tax Office for approximately eighteen and one half years. He was Assistant Tax Collector for eleven and a half years, and since last October has filled the top job on an acting basis. His salary on his new position will be \$11,196 per year.

Lopes first entered County service in 1934 as a Cost Accountant at County Hospital.

Lopes came out of the United States Army in 1917 a sergeant, and signed on with Sunsweet Growers as an accountant and sales accountant. He spent the next fifteen years between 1917 and 1932 with Sunsweet, then started his County career.

Louis A. Lopes was born in San Jose in 1896, and attended Cambrian Grammar School, Campbell High School, and Heald's Business College. He is married, father of four sons, and is the grandfather of 7 grandsons and 11 granddaughters.

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Teddy Castillo



Excentrico presents aspects of the American GI Forum S.J. Chapter Queen Selection and Fashion Show held at the Hawaiian Gardens recently, picture on left Atty. Paul Mansfield - Master of Ceremonies with prize winner Alice Coca. On the other picture Eddie Torres and a lovely young lady who also was a winner.



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DOROTHY MINJAREZ



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Rolando and Hilda Garza



MR. and MRS.
John and Mary Schabing



FERNANDO ALVAREZ
MARCE MORA

Excentrico presents personalities
that attended the A. G. I Forum
BLACK & WHITE BALL
Friday, April 10 at LOU'S VILLAGE



MR. and MRS.
Pablo and Alicia Castro



EDDIE MARTINEZ
COOKIE ZERTUCHE

Left to right: Mary and Mike Ybarra, Patty Valenti - Miss
San Jose G I Forum, Sylvia and Mike Ybarra, Sr.

RUDY MEDINA
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Maria La Rosa. Prop.

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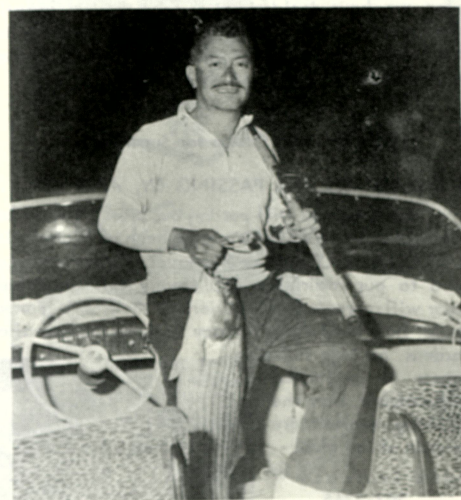
ESTATUAS - CUADROS

VELADORAS

(En seguida de PARISIAN
DELICATESSEN).

CY 5 - 2130

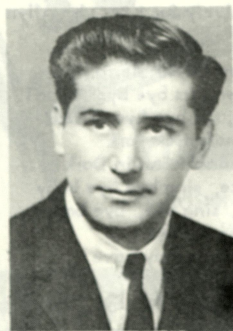
49 W. San Fernando



AZTECA FISHING CLUB

En la foto aparece el popular galan Jimmie Cardenas presidente de este club, Jaime pesca este primoroso Stripper de 12 libras en la vecina ciudad de Antioch. hasta el 26 de Abril Jaime lleva la delantera con el pescado mas grande en este club. Al final del año el miembro triunfador recibe muchos y valiosos premios. Si a Ud. le gusta la pesca y desea ingresar a este club llame a Jaime Cardenas Tel: 297 - 9900.

Dr. Ivan T. Hendren



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HORAS de CONSULTA

Lunes a Viernes 9 - 12 y 2 - 5

Martes y Sabados 9 - 12

Lunes y Juev. 7 a 9:00 p.m.

Sufre de Dolor de Cabeza, corto de resuello, del corazon, presion de la sangre, del estomago, higado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que torceduras de la espina dorsal ponen presion en los nervios y cierra las fuerzas necesarias de los nervios que se transmiten del cerebro todos los organos del cuerpo. Esta fuerza de los nervios dirige la funcion de los organos y cuando hay interferencia causa mal funcionamiento de estos organos. Su doctor QUIROPRACTICO buscara las causas de este mal funcionamiento de sus organos con analisis cientificos quiropracticos. El doctor consultara con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiropracticos.



*Dave
Sierra*

DODGERS INVADE CANDLESTICK!

The Los Angeles Dodgers, The World Baseball Champions for 1963, make their first visit to Candlestick Park this weekend. Twenty-five game winner Sandy Koufax is ready to go as are Don Drysdale, Ron Perranoski, Johnny Podres, and the rest of the tough L. A. pitchers.

While the groundskeepers are watering up the infield you Giants fans might want to sing the Giants Fight Song. Here it is:

When the Giants come to town, it's bye, bye, baby
Ev-ry time the chips are down, it's bye, bye, baby
Hist'ry's in the making at Candlestick Park

Cheer for the batter and light the Spark
If you're a fan of Giants baseball, sing bye, bye baby
If you want to be in first place, call bye, bye baby
LISTEN TO THE BROADCAST ON KSFO

TURN UP THE VOLUME AND HEAR 'EM GO!
With the San Francisco Giants, it's bye, bye, baby!
(Written and composed exclusively for KSFO by Allyn Ferguson and Hugh Heller)

(2nd verse composed by David Sierra)

When the Dodgers come to town, it's bye bye Frisco!
Ev-ry time the chips are down, it's bye bye Frisco!
The Dodgers are hitting at Candlestick Park

The fans are furious and so is Alvin Dark!
If you want to be in third place, sing bye bye baby
If you like to freeze your ---, sing bye, bye baby!
The Los Angeles players love to hit and run

When they play the Giants they have
their fun!

When Alston brings his men to town, it's bye, bye,
G-i-a-n-t-s!!!!

SALINGER SI, CRANSTON NO!

Our Spies Are Everywhere Department
Washington D.C. Division
The Gilroy File:

Agent XB-7 reports that Representative Charles Gubser was known as "SWISS CHEESE GUBSER" when he attended Gilroy High School many years ago. Could it be that even that far back his philosophies and ideas, particularly on the bracero program, were full of holes?

SAN JOAQUIN WINS 1963 BASKETBALL



'STARS EDGE LOS TOROS 45-43'

Coach Ruben Garcia's Club San Joaquin basketball team, led by 6'7 Ray Montijo and 6'3 Dan Ortiz, defeated Los Toros 45-43 to annex the 1963 U. C. C. League Basketball Title at Roosevelt Junior High School gymnasium.

Big Ray came through with 16 big points on 5 field goals and 6 free throws while Ortiz hit on 6 field goals and one free throw for 13 points.

Also contributing to the C.S.J. victory were Lupe Diaz with 9 points, Leo Carrillo with 3, and coach Ruben Garcia with 4.

San Joaquin thus becomes the first team in the history of the six year old league to win championships in three different sports.

After looking over the score sheets of the past season we have decided not to print the San Joaquin game scores. This is done to avoid embarrassing the other clubs. Those of you who did not witness any of the games wouldn't believe them anyway.

* * * * *

--Vote for John Castro for Supervisor--

"I DID BUT SEE HER PASSING BY, AND YET..."

We hope you will pardon our prose, but seldom in the six years in which we have been affiliated with EL EXCENTRICO has such a lovely flower been exposed to our admiring eyes. Lovely Miss Magdalena Azdar will represent Club Riviera at their Semi-Formal Dance ticketed for the Terrace Room of the Hawaiian Gardens on May 16th. Tickets to the dance are available from the following men who are members of the club:

Frank Espinoza
292-5365
Paul Ramirez
262-1074
Frank Kawakami
297-6104
Jim Trillo
269-1116
Herold Martinez
262-2032



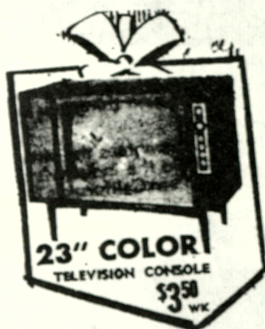
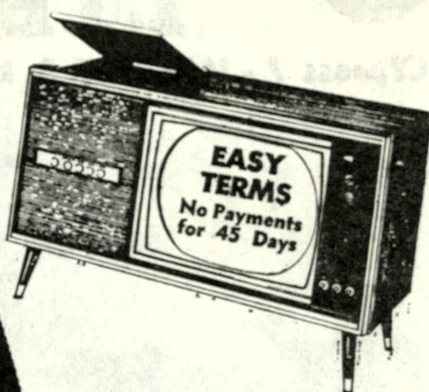
Miss Azdar's telephone number is unavailable.

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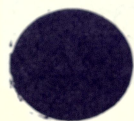


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Nini Marshall - Tony Aguilar