

El Excentrico

HUMBERTO GARCIA
Director

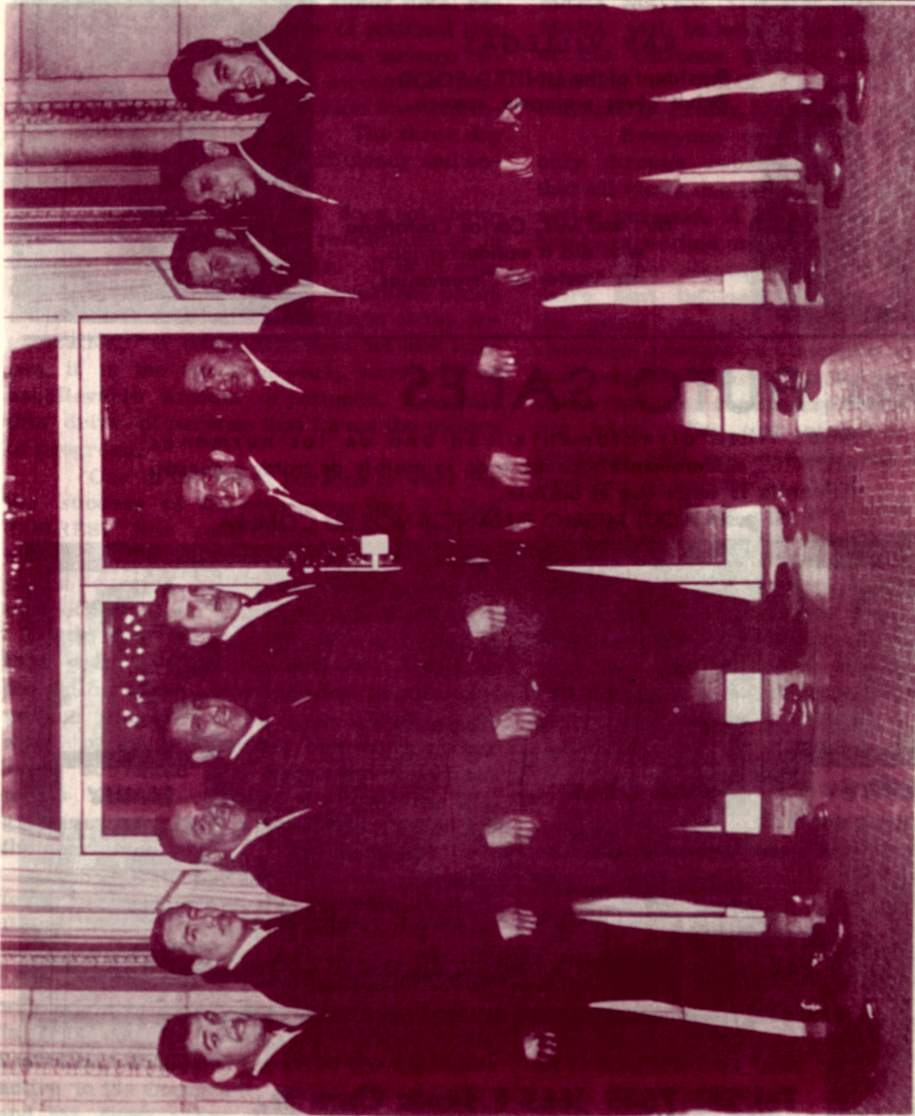
Magazin Social, Fotográfico Latino - Americano



AÑO 15, Numero 18

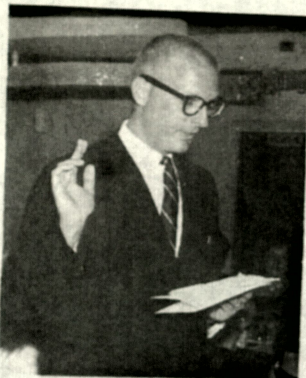
JULIO 5, 1965

SAN JOSE 10, CALIFORNIA



Club San Felipe 6th Anniversary Formal Dance

SATURDAY, JULY 31, 1965 9:00 a.m. to 1:00 a.m. HOTEL SAINT-CLAIRE



Councilman Bob Miller installs new U.L.A.C. officers during a Banquet held at El Tropical Restaurant.

Mrs. Mike Ybarra awards chairman presents Pete Garcia an appreciation certificate for valuable help from Pink Elephant super - markets.



RAY VILLEGAS
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Mr. and Mrs. Carlos Castañeda who did a wonderful job as Master of Ceremonies.



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The advertisement features two portraits of men, Monty and Sammy, at the top corners. Below them is a large photograph of a car lot filled with various models of cars. In the background, there are signs that read "MONTES USED CARS" and "AUTOMOBILES". The names "MONTY" and "SAMMY" are printed below their respective portraits.

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THE POLITICAL ● SCENE

William T. Ellis

THE SHEPHERDS HUT: The State Convention of the American GI Forum held this past weekend at the Cabaña Motor Hotel represents the full spectrum of political life. Hard work and reward in their strange relationships brought forth a strength of purpose which will carry the Forum forward into a great year of activity. The three day function progressed with efficiency and enthusiastic participation.

The great strength does not, however, lie in the very fine resolutions or in the presenting of bouquets. It is in substance the dedication and perseverance which evidenced itself in the backbone of the organization. A convention does not just happen, it is the result of work, worry and an unbelievable amount of patience. It is only this drive of purpose that forms the pillars of progress.

One of the finest persons to work for the success of the convention was SYLVIA TORRES. Her contribution cannot be measured by the limitations of title. Her dedication carried her above and beyond the competitive barbs of the less qualified.

From October of 1964 to March of this year SYLVIA has devoted her time to the selling of the advertisements for the convention program. After approximately \$200 worth of gasoline (at her own expense) her sales accounted for 90% of the advertisements as appeared in the program. The gross sales of \$2,625 netted about \$1400 for the convention fund.

She organized two chapters and chartered two as State Vice Chairman of the Auxiliary. These accomplishments among many were the natural course for her to take.

This is the same SYLVIA TORRES who was the Outstanding National Forumeer in 1964 and the Outstanding Member of the Santa Clara Auxiliary for 1965. She has been active in the Community Theatre Bond Issue and the Santa Clara Parks and Recreation

Bond Issue. Her other contributions to our community include the Chairmanship of the United Fund Drive (on the East Side) during the first year of Mexican-American participation, Secretary to the Spanish speaking Californians in the LB Johnson campaign, and has recently been appointed by Mr. Luis Juarez to serve on the Committee to Educate Mexican-American Women on Cancer.

In addition to these activities and being Secretary of MAPA, she is the mother of two fine children. It is this kind of dedication and perseverance that gives to Sylvia a satisfaction that she alone has earned.

MAPA NOTES: The next regular meeting of MAPA will be held in the Community Room of the Citizens Federal Savings and Loan Building on North First Street (use rear entrance), Friday, July 16, at 8 P.M.

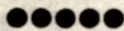
Everyone is urged to attend. It is only through representative participation that all views can be expressed and effective action pursued. A fine schedule of speakers has been worked out for this year.

The meeting held during June was more than informative, Mr. Luis Juarez, the guest speaker, found the interests of everyone present and inspired an active debate which culminated in the formation of a committee for community action relative to his topic. The text of this or any MAPA program will be available only through attendance so be sure to attend.

For those who may have misunderstood the article in last month's issue of EL EXCENTRICO the following clarification is offered. Mr. Andy Diaz was appointed to act in the capacity of Assistant Public Relations Representative for the MAPA dinner dance held on June 5th. His continuing services will as will the participation of any member in the tasks ahead, be welcome.

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Los Satelites



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y Domingos en el Club
TICO - TICO
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Lo Mejor en Musica
y exquisitos Hi - Balls.



The Alienation of Mexican Society

by

ROBERT A. CERVANTES

In one of the longest pieces of writing ever presented in EL EXCENTRICO, it is published here in its entirety. We sincerely hope that you enjoy reading it.

We would have liked to publish Mr. Cervantes' article in its entirety in one issue of EL EXCENTRICO. Space limitations, however, dictate that it be spread out over 2 or 3 issues. We hope you enjoy reading it.

ABOUT ROBERT CERVANTES:

Born in Arlington, California in May of 1941. 1959 graduate of Redlands High School. Attended San Bernardino Valley College, graduating in 1963.

Served as Communication Specialist in U. S. Army.

Mr. Cervantes attended the California Military Academy as an officer-cadet. He is presently a senior at San Jose State College, majoring in Social Science.

Mr. Cervantes is a member of the Equal Opportunity Committee of Riverside, California.

He is presently writing THE CACTUS SHADOW, a book which depicts the struggle of Mexican Americans against Anglo social system. He hopes to continue his education at the University of the Americas, Mexico City, Mexico.

PREFACE

Mexican Society, as other minority groups, has in the past been more or less voiceless, expressionless and anonymous. But no responsible person will deny that Mexican Society has not played an important and significant role in the creation of America. Despite many paramount contributions however, it is quite evident that Mexican Society is still largely alienated. Now however, an age of social and racial awareness has arrived with great dynamic forces that must be considered. One must consider the present role of Mexican Society and those factors which have caused and are still contributing to its alienation. One must also consider those forces imposed from an alien

source and those manifested from within Mexican Society.

But the intent and purpose of this writer is not social criticism, of whether the causes of the status quo are good or bad, right or wrong, moral or immoral, just or unjust, but rather a brief analysis of this social problem of alienation which is so clearly a product of American Society. This analysis will therefore consider the factors of alienation of Mexican Society; namely, intercultural conflicts, social disorganization and economic exploitation.

In the past there were relatively few people who really knew enough about Mexican Society to care or become concerned about its attitudes, interest, feelings or general welfare.

The imposed romantic haze has concealed the real Mexican despair, economic and cultural exploitation. But the sleeping dragon of the Southwest is now awake and the true significance of Mexican Society must be realized despite one's false dignity or imagined self-interest. The importance of this subject is of paramount since Mexican Society composes the largest ethnic group of the American Southwest, some 3.4 million people. And that one of every eight persons in the United States is in some respect of Latin heritage or background.

There is need for clarification, however, a definition of the term "Mexican Society" before continuation. Therefore within the context of this subject "Mexican Society" will refer principally and most importantly to Mexican-Americans, naturalized or American citizens by birth, and will additionally include "Mexicans," (citizens of Mexico living in the U.S. with the intent of becoming naturalized) and all Spanish-speaking peoples of Mexican heritage. The terms Mexican and Mexican American will at times be used as one.

For the obvious reasons of immensity this subject will primarily be limited to the American Southwest. Objectiveness has been one goal of this writer with statements based on facts and not emotions, half-truths or paranoid thinking.

The reader, however, should be aware of traces of "involvement" on the author's part who is, and proudly so, a Mexican-American.

The uniqueness of America has been her multiplicity of ethnic racial groups.

America has been created from the blood, the sweat, the tears and cultures of

(continued next page)

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(continue next page)

many minorities and migrant peoples -- the Poles, the Germans, the Italians, the Irish and many countless others. Yet unique of all racial minorities in the United States is the Mexican American, for no other ethnic group has had and retained "so great a linguistic unity and common cultural core."

Unlike the European immigrant peoples who came to the United States to fulfill the "American Dream," and who in the process have become largely assimilated, Mexican Society still remains greatly alienated to the American "Mass Society." Mexican Society is still the other America -- a separate, alienated subculture of America.

Alienation of Mexican Society has not been caused by any small single factor, but rather from a company of vast and dynamic forces. The most notable of these forces are ethnic disorganization, defeatism, diviance and socio-economic degradation imposed by both external and internal forces of society.

Since Mexican Society composes a facet of America, no matter how remote, certain facts in this undertaking merit serious consideration. First, it is important to remember that Mexican Society has a vast amount of self identity with the Southwest and it has retained this identity despite all pressures and problems. Second, Mexicans when treated as individuals do not present a "great problem," but when treated as an arbitrary racial group vast and serious difficulties arise. Therefore to merely regard Mexicans as just "another minority group" destined for ultimate absorption is to gravely minimize the significance, importance and potential of Mexican Society. Third, Mexican Society has been continually undergoing considerable cultural dualism of social marginality. Mexican Americans, moreover are at the same time conditioned by their parents "old world" culture and by the imposed stereotype and minority group status.

As a consequence Mexican Society is exposed both to internal and external norms and expectations. This dualism often results in deviancy and ambivalence between the Mexican Americans' own society and that of the Anglo social system.

Fourth, the imposed moderate socio-economic status of Mexican Society may be appreciated by observing the reluctance of majority group members to refer to Mexicans as "Americans" when in fact our claim to the title is more valid. In situation after situation we are often designated as "Mexi-

cans" with a ring of contempt; rarely are we called Americans or Mexican Americans with pride.

The Mexican, unlike the immigrant European crossed no great ocean to reach the Southwest. This land was once Mexico and as Mexicans we are citizens of this land, a fact often forgotten. As a consequence, Mexican Society has a unique identification with the land that can never and will never be broken. This identity has been created from the bitter turmoil of history and the harsh geographic environment. Therefore to consider Mexicans as immigrants is to greatly support a falsehood. Mexicans are not immigrants. Our Indian ancestors retained and toiled with this land before the advent of Columbus. Our Spanish forefathers created wealth from this land before the land was America.

And, as Mexican Americans we still retain this unique and unparalleled identity. The Mexican Culture, heritage and place names is our testament to this claim.

But the calling of the Southwest brought many diverse people together--a people whose knowledge, techniques and tools has helped to create "industrial America." In the process however Mexican Society has been robbed and exploited and as a result has suffered humiliation and defeat, which with other social factors paved the road to alienation.

The culture of Mexican Society has without a doubt been under consistent degradation. Fortunately the situation is not now universal. But the fact remains that degradation has created internal spiritual defeatism and social disorganization.

Mexican Society has suffered a degree of defeat and alienation in its annexation to the Anglo way of life, but moreover in its competition against the Anglo "go-getting" culture. This situation has been hastened by the tendency of majority group members to stereotype Mexicans. All too often is the Mexican depicted as sleeping against a shady wall. Too often do people think of the Mexican as "Jim Crow with a sombrero." Too often do Anglos regard the successful Mexican American lawyer, doctor, teacher or college student as "different" from "those other Mexicans."

In effect, a totally false impression has been created by Anglos about the true nature of Mexican culture and institutions.

Disorganization and disorder within Mexican Society has also been manifested by

(continued next page)

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The University of California's School of Dentistry in cooperation with the Economic Opportunity Commission is providing dental examinations for 1245 pre-school children in 83 HEAD START centers throughout Santa Clara County.

The Mobile Examination Unit will travel to each of the centers some time during the July 6 to August 27 session.



Standing outside the U. of California School of Dentistry's Mobile Examination Unit are (left to right) Dr. Stephen Monroe, Ted Falk, Dr. Marvin Stark, Brad Hill, and Molly Green. All are dental students.

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the lack of unity and diverse internal difference. It has been assumed that Mexican Americans share the same social, psychological and cultural patterns, when in fact such generalizations are false. Native Californians, for example, retain distinctive cultural differences in comparison, to say, Texans, and visa versa. It is this internal isolation and lack of social and spatial interaction that has manifested these differences. Because of the tension created by the goals and the institutionalized means of achieving success from within Mexican Society, many Mexicans are still somewhat actively passive as to their role in society. It seems evident that the goal and means of achieving success constitute two dichotomous and incapatable variables. This is illustrated by the fact that some members of Mexican Society rather than pointing with pride to their successful social and economic members tend to divorce them and regard them as "gingo." In addition a few insecure Mexicans in their futile search for status and prestige make the ridicules claim of being "Spanish," European and even Anglo in hopes of solving their conflicts and frustrations. These "brown puritans," perhaps unknowingly, persecute their true and beautiful heritage, detract from the natural abilities of their ancestry and add to the indignity already suffered by proud Mexican Americans. Disorganization and internal conflict is further manifested by the dissention of the "in" groups of Mexican Society.

Although Mexican Society is of a Gemeinschaft type, it is still nevertheless highly class concious.

Consequently Mexican social class tend to put considerable distance between themselves. The old Mexican aristocracy (or old Californians) seem at continuous odds against the Mestizos, and both in turn are at odds against the "Indio" or relative newcomer. These forces have resulted in a continuous friction within the society because of the open conflicts and mutual suspicions.

Thus, conflicts for prestige, pride, personality and group suspicions have made it difficult for Mexican Society to work together at any one time.

Prejudice, discrimination and segregation which still exist today, despite claims to the contrary, are additional factors which must be briefly mentioned as forces leading to alienation.

The Mexican had been legally defined as "caucasian" before the U. S. Supreme

Court in the Spring of 1948. Therefore Mexican Society has few "legal" prohibitions opposing its free movement.

But the fact remains that Mexican Society has, and is still, experiencing all the major problems of an oppressed minority. Mexican Americans are still acting as a buffer group (being the buffer). Also, there still exist many open conflicts between Mexicans and Anglos. These factors serve as a mechanism by which the rise of Mexican Americans to a position threatening the Anglo is retarded if not prevented. The prejudice and discrimination against Mexican Society is best perhaps exemplified by Rogers and Hammerstein's YOU'VE GOT TO BE TAUGHT TO HATE:

"You've got to be taught to hate and fear
You've got to be taught from year to year
It's got to be drummed in your dear little
ear

You've got to be carefully taught.

You've got to be taught to be afraid of
people whose eyes are oddly made,
And peoples whose skin is a different
shade.

You've got to be carefully taught.

You've got to be taught before it's too late
Before you are six or seven or eight
To hate all the people your relatives hate
You've got to be carefully taught.

Mexican Society, or any other group, in any way prejudiced or discriminated and conscious of imposed racial difference or inferiority and with standard socio-economic conditions creates attitudes and beliefs which are destructive both to its own way of life and that of the Anglo culture.

The infringement upon the institutionalized value system of Mexican Society is but another variable of alienation.

Mexicans are judged and evaluated not by their own laws, mores, values or norms, but rather by the Anglo value system. It was mistakenly supposed that the Mexican would without question assume an inferior role in accordance with the expectations of the Anglo culture, one of the greatest mistakes made by Anglo Society.

Not being the case, Mexicans have been "constantly belabored for their stubbornness to adhere to the Anglo culture."

The dominant group society fails to realize that a vast majority of Mexicans have no wish to be fully anglicized.

Granted, Mexican Society wishes to



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improve its position but not at the total loss of its identity. Mexican culture and ideology is just not compatible with the Anglo Protestant ethic and ethnocentrism.

It should be further noted that the value of the Gemeinschaft family in Mexican Society is being destroyed by the partial, though not total, breakdown of traditional structures. Because of internal and external conflicts and pressures family breakdown is occurring and an extended-family system is rising. The value of central family authority, welfare of the family rather than the individual, courtship and marriage patterns, and strictness is definitely declining. Disorder usually results from the intergenerational conflicts within the family structure.

The role of religion also lends itself to alienation since the highly "conservative" Catholic religion of Mexican Society does not easily blend with the Protestant "individualistic" religion of Anglo society, this however may be terminated by recent Catholic Church changes.

The Spanish language of Mexican Society is perhaps a better indice of alienation since the use of Spanish usually makes "outsiders" feel excluded and thus accentuates cultural differences. But the use and knowledge of Spanish should be regarded as an asset rather than a handicap as is often the case.

However the different forms of Spanish nevertheless accents disorganization since there is a vast difference between the Sixteenth Century Archaic form, the "middle generation" Spanish of Mexico and the "young generation" Spanish of the American Southwest. Needless to say, the linguistic intolerance and cultural arrogance of Anglos add to the difficulty.

Perhaps more than anything else, it is the attitudes of both Mexicans and Anglos which have lead to the gap between the two societies. Anglo Society fails to recognize or admit the uniqueness, contributions and vast potential of Mexican Society. On the other hand Mexican Society has a false and misplaced attitude of "La Rasa". The nostalgic nativism of "Mexicanismo" has and will continue to hamper any self improvement on the part of Mexican Society unless it recognizes first its problems and then seek solutions. Mexican Society will not be a complete entity unless it comprises the advantageous traits of both cultures.

Social change is the greatest pillar of disorganization and alienation. Mexican

Society has not fully recognized the fact that the aggregate of America is changing and that social change will remain. Mexican Society will remain alienated unless it too changes.

Old attitudes, belief and traditions will not long exist without modifications. Moreover, before any real progress can be made both Anglo and Mexican societies must make concessions.

In the field of economics the situation has little changed. The past economic history of Mexican Society is one of exploitation. One would be indeed foolish not to admit that there has not been downright economic (and social) mistreatment and exploitation of Mexican Society by Anglo "big business."

Mexican Americans were robbed, and are still being robbed, of millions of acres of land by means of sales tax, fraudulent law suits and claims, and violent acts of ruthlessness; moreover, by the failure of Anglo-Americans to recognize the Mexican concept of land retention.

Even the personal and property rights guaranteed by the Treaty of Guadalupe Hidalgo in 1848 were broken before the ink was dry on the treaty.

Presently, there are still many cases where minority group members are directed into accepting low-paying unskilled and semi skilled employment, thus continuing the vicious chain of inadequate training and education, lack of economic opportunities and the manifestation of other social problems.

Needless to say many present day moral and legal "guarantees" go unobserved. Need one say more.

In education there has been an utter failure to adjust or create programs to meet the cultural values and needs of Mexican American youth as defined by themselves rather than Anglos. The present Anglo school system has the honor of graduating minority group children totally unprepared for life, ashamed of themselves, their culture and their people. The educational system is indigent, it manifest alienation, it prevents rather than provides escalation.

Still there remains a sorry need for Mexican American teachers whose contributions and knowledge could help eliminate such conditions.

In summary, Mexican Society has done what no other culture has done since the advent of America — it has preserved its old folkways, heritage and culture. It has also

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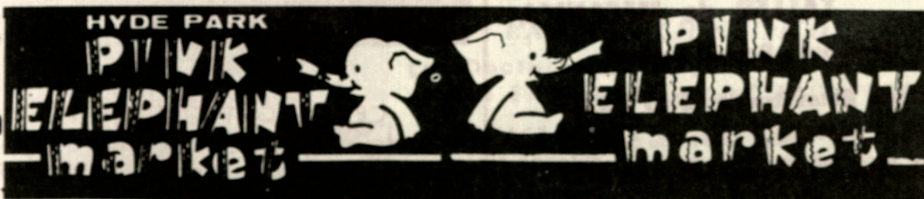
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remained isolated and alienated, largely by force rather than choice. Mexican Society is clearly in the mist of a social revolution and transition which began during World War II such as the world has never before seen. But by the same token Mexican Society will not survive this nuclear-space age and social revolution without to changing.

The social revolution of minorities indicates the flaws, the injustice, bigotry and arrogance in the present Anglo system which has too long prevailed. Social, political, economic, religious, color and ideological lines are being crossed. In essence, the social revolution is changing the face of America. Social change is here. Already we have seen Civil Rights legislation, the Equal Opportunity Act (job corps, work-study program and VISTA), not to mention the growing importance of organizations such as the American GI Forum, California Democratic Council, The Mexican American Political Association and Community Service Organization.

Recently a Mexican American said, "We Mexicans are learning slow, but we are learning, we are doing and we are building--we are changing."

We have come a long way, but have a much longer distance to travel with many social, political, economic and educational ills to solve. As we cast away the bonds of isolation and alienation let us retain the best of both the Mexican and American cultures. Let us retain our unique and beautiful Mexican language and heritage as we step forth to meet the new age. We have become conscious of ourselves not as Mexican Americans but rather as Americans of Mexican heritage.

It is a new challenge, a new world, a new age--come, join me.

Robert A. Cervantes
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(continued next page)



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Esta foto fue tomada en el año 1953 la niña es
MARY MATA hija de los esposos
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Dr. HAROLD ZLOT

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Pat Vasquez

SJ'S DAN CAMPOS STATE CHAIRMAN!

San Jose Forumeer DAN CAMPOS succeeded Charles Samarron of San Diego as Chairman of the American GI Forum - Department of California in elections held as a part of the organization's 8th annual state convention last weekend at the Cabaña Motor Hotel in Palo Alto.

Campos won the top post in competition with Ralph Sepulveda of Riverside and Mario Vazquez of Santa Clara.

The San Jose Policeman had an easier time of it than expected. He pulled 56 votes on the first ballot to 29 for Vazquez and 20 for Sepulveda.

SAN JOSE FORUM FIRST IN RENEWALS!

San Jose Forum, being currently touted as AMERICA'S NO. 1 FORUM, showed why as they led the statewide competition in percentage of members renewing their membership (92.7%!!!) and Largest Forum in The State of California (85 members).

SJ FORUM NO. 1 IN INTEREST!!!

San Jose had the largest number of delegates in attendance at all business sessions, again demonstrating the interest of its members in Forum affairs. The San Jose delegation varied from 13 to 22 persons at all times, outnumbering even the host Forum.

ANITA CAMPOS OF SAN JOSE WINS STATE AUXILIARY CHAIRMAN POST

Mrs. Anita Campos of the San Jose Forum Auxiliary was elected on a white ballot to the position of Chairman of the Ladies Auxiliary of the Department of California.

Her only competition, Mrs. Sylvia Torres of Santa Clara, withdrew from the race at the last minute and Mrs. Campos succeeded Mrs. Irene Morales of Pico Rivera as head of the Auxiliary in California.

SJ'S JO FLORES VOTED OUTSTANDING IN THE STATE OF CALIFORNIA

Mrs. Larry (Jo) Flores of the San Jose Ladies Auxiliary was voted the Outstanding Member Award by the ladies of the California Forum.

Mrs. Flores was very instrumental in the success of the highly acclaimed queen contest and fashion show which highlighted the year's activities of the San Jose Aux.

SAN JOSE FORUM COLOR GUARD CHOSEN TO PRESENT COLORS AT CONVENTION

The sharp San Jose Color Guard led by Captain Manuel Delgado was chosen to present the colors at opening ceremonies of the 8th annual state convention. The snappy SJ unit received a standing ovation and many favorable comments were heard throughout the 3-day convention.

Well done, men, you rate a first class salute for a commendable effort.

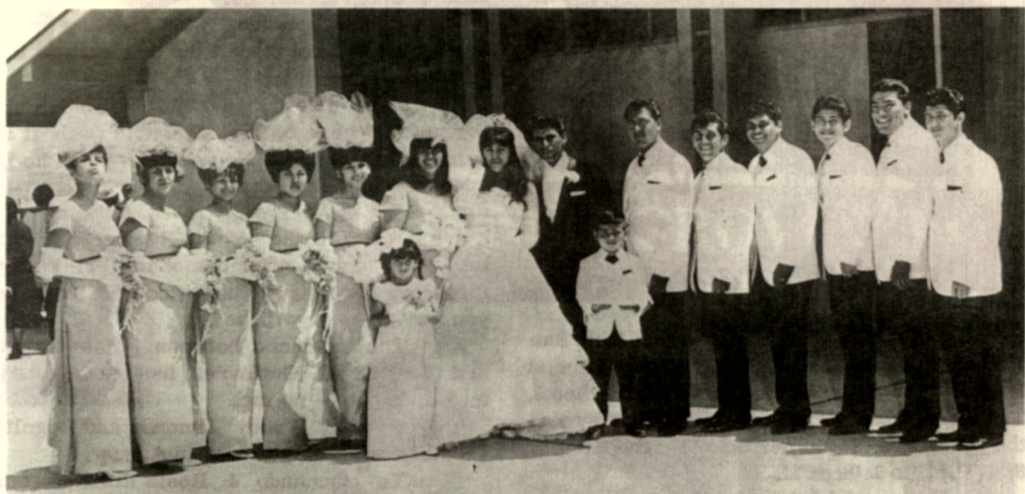
SJ'S SUZANNE GUTIERREZ 2ND IN QUEEN CONTEST; MISS SAN BERDOO WINS

Lovely Suzanne Gutierrez, pride of the San Jose Forum and Ladies Auxiliary, finished 2nd to Miss Gloria DeLaRosa of San Bernardino in the State Queen Contest.



TEEN GREET'S NEWSBOYS -- Augustine "Teen" Flores, National Chairman of the American GI Forum of the United States, says hello to Dave Sierra (center) and Bob Rodriguez (right) in the San Jose Forum's Hospitality Room at the state convention.

Dave and Bob comprise the editorial staff of THE FORUMEER, national newspaper of the organization. Handling the circulation and mailing are Fred Vazquez and Ben Garza who were unavailable for photo.



Miss Sandra Irene Macias, daughter of Mrs. Nellie Macias of San Jose, became the bride of Mr. Dario R. Mendoza, son of Mr. and Mrs. Dario A. Mendoza of San Jose, on May 1, 1965.

The Rev. John R. Coleman officiated at ceremonies at Most Holy Trinity Church of San Jose at 12 noon.

The reception at Almaden Lodge was attended by over 500 relatives and friends of the newlyweds. They honeymooned in L. A.

Photography by
RICHARD DIAZ



ROSA LINDA MARTINEZ, daughter of Mrs. Carmen Martinez exchanged wedding vows with ROGELIO M. REYES, son of Mr. & Mrs. Francisco V. Reyes on April 24, 1965 at Guadalupe Church in San Jose, Calif.

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Candy Veliz

July 31st is the date that Club San Felipe is having its 6th Anniversary Formal Dance. It will be at the Sainte Claire Hotel. The Elegantes from Stockton will play and the bids are \$5.00 per couple - the time is 8:30 P.M. to 1:00 P.M.

See any of the Club San Felipe boys for bids.

Congratulations to the Santa Clara GI Forum and the Ladies Auxiliary. It was an outstanding convention. Bien Hecho.

To Dan & Anita Campos, good luck & congratulations. Dan was elected State GI Forum Chairman and Anita was elected State Auxiliary Chairman.

Club San Felipe expresses its deepest condolences to the Gloria family in the loss of their loved one, Mr. Hermilo Gloria.

My good friend Ray Martinez is not singing "yes it is" like the Beatles no mo. He is now cutting hair. We happen to think that it's for the best.

Hank (The Kid) Paramo will have to move aside. His wife, Frances, just gave

birth to a baby boy. His name is Mark Anthony. Congratulations.

Ladies, ladies, stop bawling or we are going to have to call the convention, the Bawling Convention.

Naro "Jerry" Moran will close his barbershop for a couple of months while it is remodeled. We will let you know when he is open for business again.

Joe "Cheche" Mario Ramirez, I hear tell, was named after one of the Tri-Valley foremen. Joe, if he finds out he'll promote you for sure, or will he?

The romance between Jaime Alamio and cute Trini Gutierrez has terminated, ended, kapute - no mo.

Popular Trudy Jimenez and Rogelio Ceballos are going to wed in August.

To Armando & Rosie Rosales, our congratulations. Rosie gave birth to a baby boy. He can't talk now but when he does he will answer to the name of Michael Joe.

The Houston Colts had to change the name to Astros because the Colt 45's wanted a bite. They have a farm club, Colt 22's, in Birmingham and I am wondering if they are going to change the name to Half As tros.

Something else about our formal dance: The program will be filmed in color and all photos for the Excentrico will be in color.

Hasta luego,

Candy

EXCENTRICO'S publisher Humberto Garcia and staff of photographers have been contracted to cover this event and YEAH MAN in COLOR.

Here is a photo of part of the welcoming committee. Make plans to attend. We'd love to have you.

L to R are Cesar Isais, Shirley Isais, Naro Moran, Hilda Moran, Art Sanchez, Jess Medina, Lois Martinez, Pres. Joe Flores, Jim Baeza, Greg Gloria, Ray Barron, Velia Duran and Candy Veliz.





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A Voice

MARIA
REYES

A sense of humor helps us to laugh at our failures -- even when they are not funny which most of them are.

A friend told me, "Don't get married, first enjoy yourself."

I answered, "I have, now I want somebody to enjoy me."

When a man asked me, "Where do you hang out?"

I looked down at myself and answered, "I hope I don't hang out anywhere."

A married man: "When are we gonna go out?"

"When I get married my husband and I will be happy to take you out. Does your wife lock you up?"

There is the dance floor where many interesting conversations get started.

Mujer: A la mejor es usted casado.

Hombre: No! Todavía no me toca.

Mujer: La consciencia o el diablo?

Mujer: Y es usted casado.

Hombre: No. Hasta luego que muchas me han cazado, pero hasta ahora ninguna me ha dado.

Mujer: Le ha dado que? Su fortuna?

Hombre: Dame tu telefono.

Mujer: No lo traje.

Hombre: Apoco no lo traes en tu cabeza.

Mujer: No. Nada mas traje mi peluca.

It is good to act dumb, especially among people who use words that can be twisted out of shape.

Esa es un bolada.

Pues bale mas cerrar las ventanas.

Esa es muy pesada.

Pues a mi se me hace muy flaca.

Are you free?

It depends on what you mean.

Si hombre, eres libre.

Oh! Si. Es que free quiere decir muchas cosas.

One man to another:

What is the first thing a woman buys for her hope chest?

I don't know.

A dog leach - but not for him, its for her children.

All men are creameated equal. That is all men who come from the same class, died of heartburn, and have approximately the same weight. Ooops! I forgot, they must also have attended the same church, and their families must be "resting" on the same cemetery.

Decidi no quedarme a vestir santos. Se me hizo que a ellos no les gustaria; pues nunca aprendi a cozer, ni a tejer. Asi es que ni un sueter para usted San Antonio.

Mr. Garcia wanted me to write recipes, but I never learned to cook. If I were to get married my husband will have to hire a cook. I am a realist. After all a man can not live on love.

The above jokes were written by me, so I am solely responsible for their confusion, their content, and their CORN.....

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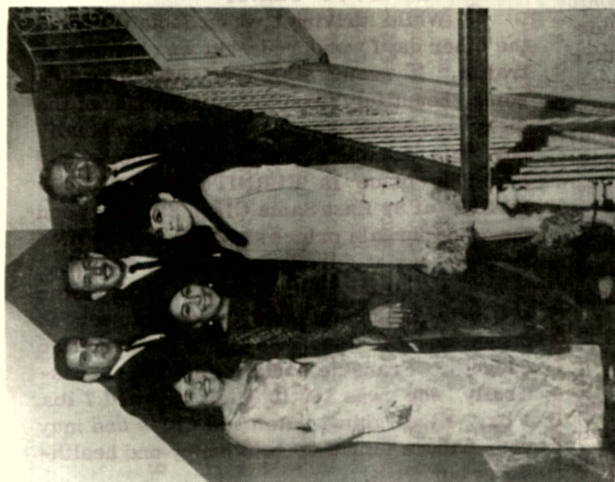
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CLUB SAN FELIPE PRESENTS

A Night To Remember
with Club San Felipe

Making extensive preparations for Club San Felipe's 6th anniversary Formal Dance are (left to right, top and bottom) Mr. and Mrs. Naro Moran, Mr. and Mrs. Cesar Isaacs, and Candy Veliz and Velia Duran.

EXCENTRICO'S color photographer will be on hand to shoot souvenir pictures in living color.

Saturday, July 31, 1965 is the date & Hotel Sainte Claire, San Jose, is the place.

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*Club
Riviera*



Frank Espinoza

THIS IS COOPERATION??

The UCC Dance that was held on June 12th was a moderate success. While the clubs that were there cooperated very well with each other there were two certain clubs belonging to the UCC that didn't even bother to send any of their members to the dance. If I recall correctly every club in the league had a specific duty, to be done throughout the dance. These clubs have long been members of the UCC League and certainly know what entails in putting on a dance. This writer is of the opinion that these clubs should be fined or be rejected from the league. After all they are enjoying the reaps of the harvest, so to speak.

RIVIERA FACES CLUB SAN JOAQUIN

The first half of the UCC League is almost done. With each team having one more game to go we find Riviera still undefeated. We face a tough opponent in Club San Joaquin on Sunday, July 11th. Riviera ball players are looking forward to this one. Plan to be there and see the game this Sunday at Columbus Park at 1:30. I'm sure it will be a terrific game.

Good luck to Art Castillo from Club El Dorado. I understand he is now employed by Uncle Sam and will be for the next two years. El Dorado will miss his fielding and his hitting for the rest of the season. I'm sure the pitchers for other teams in the league wish him well but will be more than glad to see him go. See you in two years, Art.

This last Father's Day served a double purpose for two members of Club Riviera. On that particular day these two men were given a surprise party at the home of Paul Ramirez. Jesse Esparza and Paul Ramirez were surprised by their devoted viejas, I mean wives and some of the other Riviera members and families. Those attending the party were Joe and Juanita Padilla,

Hillard and Delores Payer, Frank and Bev Espinoza, Bob and Joyce Gutierrez, Ron & Chris Henry and all admitted to having more fun than they have had in a long while. Fortunately or unfortunately the party ended early as some of us had to work the next morning. The party was great fun as long as it lasted.

While I'm on birthdays I must say that this past 4th of July was one celebrated by a boy whose name is Frank Espinoza III. The boy is now eleven years old and when asked what he wanted to be he replied, "twelve."

How time does fly. Frankie is eleven and his dad is only 23?????

By the way, how many of you people out there have a sister-in-law that's an ambulance driver??? I have.

While driving east on Santa Clara St. the other day I wondered what was holding up traffic. It seems a big truck was unloading some beautiful furniture. I thought of the lucky and happy people who would eventually buy this furniture and how glad they would be. The place is FURNITURE DISCOUNT HOUSE at 82 East Santa Clara St. For good buys and bargain prices stop and see the nice gang of guys at Furniture Discount House.

Congratulations to Mr. and Mrs. Ron & Chris Henry on the birth of their second daughter. On June 24th Chris gave birth to daughter Francine early in the AM. Statistically she was 18" long and weighed 7 lbs. 1 oz. Nice going, Ron and Chris and may your baby's future be both happy and healthful is our wish.

SAN FELIPE ANNUAL FORMAL BALL

The big day is July 31st. This will be San Felipe's Annual Semiformal Ball. Anyone who is anyone will be there.

This is going to be a great time for those attending. It will be held on July 31st at the Ste. Claire Hotel. The music will be furnished by the wonderful band of Los Elegantes. For bids see any SF Club member.

Club Riviera would like to extend their sympathies to Mr. and Mrs. Frank and Jean Kawakami and relatives on their great loss. Mrs. Nellie Hough, mother of Mrs. Kawakami, passed on two weeks ago. A fine person and fine friend is gone. May she rest in peace.

By the way, why don't you drop by and see and talk to Rueben and friends. Have a cool one while you're there. The place is CUATRO MILPAS in Milpitas. I guess that's all the space I can take for now but I'll be

(continued next page)

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San Jose, California—Junio 23, 1965

Estimado señor y amigo, con benevolencia y cordura di lectura a su muy bonita y acetada poema intitulado **EL HOMBRE MAS QUERIDO**, maxime cuando se trata de una persona tan digna, en que la mayor parte del mundo habia puesto su confianza con todo pureza de optimismo y equidad, esperando que todas las naciones del mundo nos fueran gratas con su amistad, esperando un futuro progreso, bienestar, e igualdad en nuestros derechos.

En verdad el nombre del Presidente fallecido John F. Kennedy, es infalible, y el recuerdo vive en todos los corazones humanos.

Solo nos queda el recuerdo del gran hombre Mr. Kennedy que ahora descansa en paz, y le rogamos a Dios Padre Todopoderoso, le de la Gloria Eterna.

Señor Sierra: En nombre de nuestro digno y amable Director de El Excentrico, Señor Humberto Garcia, y el mio en particular doy a Ud. las mas sinceras gracias por su amable dedicataria. Sin otro particular a que referirme, me despido de Ud. sinceramente agradecido por su poema del 5 de Junio 1965.

Su afectisimo amigo y S.S.

--SIMON VILLA



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Art Martinez

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trying to do better. I just remembered, did you hear of the fellow who didn't wear his gloves when he went to see his girl? He claims he feels better without them.

See you next issue.

Frank Espinoza



EDITOR'S NOTE:

This picture is a memento of Club Riviera's 2nd ANNIVERSARY BALL held on May 15th at the HAWAIIAN GARDENS and like Mr. Espinoza said "the bomb fell" ... but what the heck you can't win them all... and like the psychological saying goes, you are a failure only when you stop trying.

Left to right: Frank Espinoza, Frank Kawakami, Club president and Riviera's Queen Irene Raya.



Dr. JUAN de HERAS, D.C.

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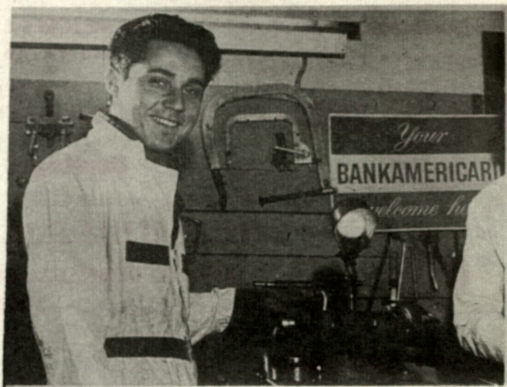
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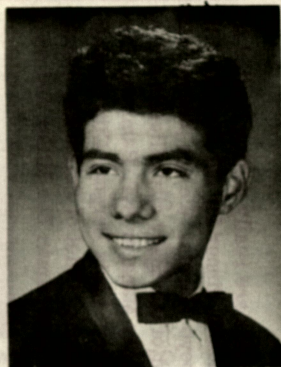
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CINEMA NEWS

Rigo Orday



ZORBA THE GREEK

Film Review

At the time of the Oscar awards, ZORBA had just been released. Few people knew how or why it had won merits.

Photographically speaking, it is beautiful and the award given on this field rightly belongs to the film.

Lila Kedrova acts professionally, that is why she won Best Supporting Actress award.

The film is directed by Michael Cacoyannis and the cast includes Alan Bates and Irene Papas.

Speaking of Mr. Zorba himself, Quinn does a wonderful job. He is as good as Rex in MY FAIR LADY. Anthony Quinn has won two supporting Oscars for VIVA ZAPATA (1952) and LUST FOR LIFE (1958).

He has six kids, is separated from Katherine DeMille.

ZORBA has moments of agony which make it more human and convincing. Such moments as when the widow is stoned. But, as Zorba (Quinn) says, "I laugh at the face of agony" and he proves it by dancing when he has problems. Quinn plays a hard driven Greek who does not fight Turks and what's more does not draw a line between a good and a bad person.

"What's the difference?" he says.

ZORBA THE GREEK is pure and simple joy marred with enough agony to make it human.

(See Anthony Quinn in the coming film "THE CENTURION.")

It seems like the Esquire Theatre has gone Spanish. They have a Spanish program every Wednesday and Thursday. Ignacio Lopez Tarzo, best Mexican actor, stars in the film MACARIO. The film, directed by Robert Gavaldon, will be shown at the Esq.

Coming to the Liberty Theatre is EL GALLO DE ORO, directed by the same director as MACARIO. Lucha Villa, Ignacio Lopez Tarzo and Narciso Busquets appear on this film which seems to have artistic merit.

You can tell, to some degree, by the director.

"HITCH-HIKE"

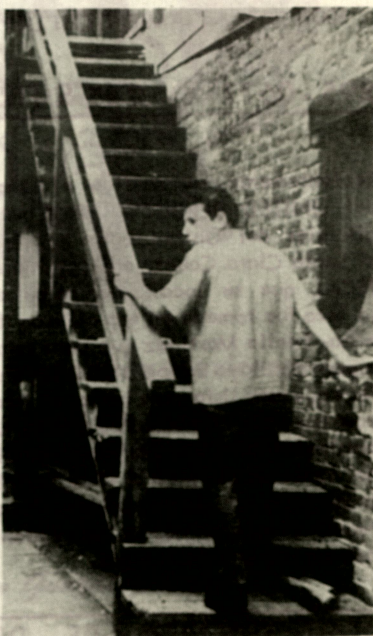
A film about the school dropout problem

The pictures below are from scenes of HITCH-HIKE. I will be directing this film. It will be a documentary dealing with the problem of the school dropout. I hope the film will be of use to boys and girls who are considering dropping school. Teenagers who have already left school have found for themselves how hard it is to get along with the society that brands them as DROPOUTS.

Thus the film will throw light on certain incidents and emotions which lead most boys and girls to drop school.

The film will be shot in San Jose (the Post Street area), Los Gatos Mountains, and the slum areas of San Francisco. The film will be shot in 16 mm and color.

oooo HITCH - HIKE oooo



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Tickets are really getting limited for the testimonial dinner for our favorite citizen, Pompeyo Garcia. We are pleased with the turnout of our many city officials among whom are City Manager A.P. Hamman, District Attorney Louis Bergna, City Councilman Ron James, Chief of Police Ray Blackmore, City Councilman Bob Miller and many others.

Some of the organizations represented will be the Mexican American Lions Club, Woodmen of the World, Sociedad Progresista, Comision Honorifica, M.R. Trace Court of Chevaliers, and last but far from least is our own Mexican Chamber of Commerce.

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Recientemente se verifico el Banquete anual del UNITED FOOD DRIVE e instalacion de oficiales del United Latin American Council of Santa Clara County en el restaurant EL TROPICAL que se localiza en la calle Almaden. la foto fue tomada en esa ocasion de Iz. a derecha; Edelia Martinez que para estas horas nos suponemos vaya rumbo a Mexico, en la foto parece que esta lista para bailar el jarabe tapatio cosa que hace con bastante gracia, Marce Mora presidente del Club Zanzaree recibio certifica de apreciacion para su club, Enriqueta Lorigo propietaria de Mayo Bridals "La casa de la Novia Elegante" 85 W. San Antonio St. posa con sus dos grandes amigas.





DR. JUAN DE
HERAS, D.C.

**FELIX LEON APPOINTED TO
SANTA CLARA COUNTY
HEALTH AND WELFARE COMMISSION**

Mr. Felix Leon was appointed by the Board of Supervisors to the Santa Clara Co. Health and Welfare Commission, upon the recommendation of Supervisor Charles Quinn representing the 3rd District.

The Mexican American Civic Council has worked closely with members of the Board regarding appointments and it was the desire of Supervisor Quinn to appoint a qualified Mexican American citizen to represent the Mexican American community as well as the County.

Supervisor Quinn is to be thanked for his efforts on behalf of the very large Mexican American community in the County by his nomination of Felix Leon. He has shown his foresight in realizing that since the largest recipients of the welfare department are of Mexican extraction, a Mexican American could better assist the County Health and Welfare Commission in their efforts to handle the welfare problems more efficiently and at the lowest tax cost possible.

Commissioner Leon has been an active leader in the Mexican-American Community, is a property owner and affiliated with many organizations. He is a member of the Board of Directors of the Mexican-American Civic Council; secretary of the Mexican Chamber of Commerce; member of the Knights of Columbus, 3 degree; active in Republican politics and member of many other organizations.

It is important to state here that the contrast between the appointments made by the San Jose City Council and those made by Santa Clara Board of Supervisors is great since no appointments have been made by the City Council to any major Board or Commission (the only exception is the Human Relations Commission and this is a 15 member Committee) whereas the Board of Super-

visors have Mexican American members on the County Library Commission, the County Parks and Recreation Commission; the Health and Welfare Commission; the County National Guard Commission. All of these people are members of the Mexican American Civic Council.

It is very vital to the Mexican American Community that the San Jose City Council be made aware of the example set by Supervisor Charles Quinn and other members of the Santa Clara County Board of Supervisors.

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Daniel Saldaña



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Cuando se llega el momento de decir adiós al amigo que ya no puede contestar porque ha tomado pasaje para la eternidad, no se puede menos que pensar en lo efímero que es nuestra existencia, llegamos a este mundo y nos vamos de él sin que para ello medie nuestra voluntad.

En la mayoría de los casos el nacimiento de los seres humanos es festejado por los familiares del recién nacido, se mandan regalos y se hacen fiestas en su honor; las felicitaciones son numerosas y todas desean al recién nacido dicha y felicidad; así empieza la vida, a través de la cual, gozamos y reímos, sufrimos y lloramos, ganancias y pérdidas, triunfos y derrotas amamos y nos aman; transitamos por los caminos de la prosperidad o nos arrastramos por las tortuosas callejuelas de la pobreza, hacemos amigos o enemigos, conquistamos las cumbres de la fama o nos debatimos en los pantanos de la mediocridad. En estas altas y bajas va desarrollándose el camino de nuestra existencia, de nuestro corto paso por la vida; el período comprendido desde la cuna a la tumba.

Al final de la jornada aparece el balance que cierra el libro de nuestra existencia. Si hemos sabido hacer amigos, ellos estarán presentes para darnos el último adiós, si hemos conquistado un puesto en la

sociedad, esta estará a despedirnos con dignidad y si hemos sabido conducir la nave familiar a puertos seguros, ellos lloran nuestra ausencia y depositarán flores fragantes y fescas, húmedas de lágrimas en nuestra tumba. Esos serán los tributos que los amigos, la sociedad y nuestros familiares nos rendirán como postumo homenaje.

El amigo del cual me despedí hace unos días, Hermilo Gloria, me dejó el sano recuerdo de su sincera amistad y los sonoros tonos de su risa franca. Siempre que nos encontramos en diferentes lugares, me distingo con su afecto, nuestras charlas fueron amenas y en la mayoría de los casos jocosas; Hermilo siempre estaba de buen humor y era una fuente de chascarrillos inagotable.

Las organizaciones a que perteneció demostraron su fraternal cariño en esta última despedida.

Sus familiares, dentro de supena, manifestaron su dolor por la pérdida del guía que supo orientarlos por el camino del deber de la honradez y del honor.

Descansa en paz Hermilo Gloria y recibe la admiración y respeto de tu amigo,

Daniel Saldaña

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Richard Diaz



Above is Al Perez who was AAU boxing champion of the State of Texas in 1957.

After that Al was champ of 11 eastern states in the olympic tryouts and fought 6 professional fights in Calif.

He is now retired and residing in San Jose. Perez's record was 32 won and 4 lost in amateur boxing and 5 won and 1 lost in the professionals.

Popular songstress LIDIA BUSTAMANTEZ was born in Chamberino, New Mexico and was raised in El Paso, Texas.

She began singing at the age of 10 on Radio Station XEJ in Ciudad Juarez, Mexico as La Pequeña Del Tango.

Now she sings rancheras and huapangos with a style which is much applauded. In the photo she is shown during an appearance at Azteca Hall with Mely y Carmen.



CERTIFICATE OF MERIT

Mrs. Jo Lopez (right) receives Certificate of Merit from Mrs. Mike Ybarra in behalf of Santa Clara GI Forum for their work on the United Food Drive this year. Presentation took place at El Tropical Restaurant.



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*Dave
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BEAUTY AND THE BEAST: San Jose Forumeer Hank Coca (right) poses with beautiful Miss San Jose GI Forum SUZANNE GUTIERREZ moments after the gracious Mother Butler High School graduate, placed 2nd in the American GI Forum State Queen Contest at the State Convention in Palo Alto.

Mr. Coca has presented Suzanne with a lovely gift on behalf of his Furniture Discount House furniture store. Suzanne must pick up the gift personally. Take our advice, pretty girl, and take a baseball bat with you. Hank has nothing but eligible bachelors for salesmen, que no Pete?

THE TOP BRASS—National GI Forum Chairman Teen Flores (left) pays a friendly visit to San Jose Chairman Pat Vasquez at the San Jose Hospitality Room at the recent State Convention in Palo Alto.

Pat headed a large delegation from San Jose which helped elect Dan Campos to State Chairman and helped considerably to insure the success of the convention.

GARCIA, RODRIGUEZ, DELGADO, MOLINA FAMILIES REUNION ON JULY 4th

One of the most pleasant afternoons we have spent in a long while was July 4th at Senter Park for a reunion of the families mentioned above.

D. S. was the umpire (the only honest man on the premises?) for the softball game which pitted Garcia-Rodriguez against all comers. None of the players are being pursued by any major league team. Paul Gary used only one of his pitches while he was on the mound. A changeup. John Lira followed with more stuff. A drop off a changeup. My compadre played shortstop in short left field and off what I saw (he struck out) he could not make the team at Miss Jemimah's School for Girls. Mingo Rodriguez played first base with the finesse of a water buffalo on stage at Carnegie Hall. Frank Estrella tried third base and fielded the only ground ball hit to him with his lower lip and right cheek.

The outfielders should have wore helmets. They caught as many fly balls as the umpire. The only double play came when a runner going from first to second fell on his face after slipping on a cup of beer belonging to the second baseman and the batter ran for the beer cooler instead of first base.

Manuel Delgado tagged a runner going from second to first and fired the ball to first, trying for the double play, only to discover that the batter had walked and the runners on base were just advancing according to the rules.

Other than the fact that the backstop had a hole in it and the grass needed mowing, playing conditions were ideal. For beer drinking.



PAT VASQUEZ HEADS SAN JOSE FORUM

Pat Vasquez, acting Chairman of the San Jose Forum since the resignation of Bill Lopez, won outright election to the chair as he defeated darkhorse Pete Gonzalez in a spirited contest.

Fred "El Greñudo" Vazquez was elected Vice Chairman in a close race against Jess Reza.

Major Joseph Sarzoza, Retired, won easy election to the office of Recording Secretary as did Ed Camuñez for the office of Corresponding Secretary.

The Forum's funds will be in the capable hands of Ernie Gallego who won election to the post of Treasurer.

The new Chaplain of the SJ Forum is Mr. Domingo Delgado Rodriguez, who won after campaigning with the slogan, "I'm not here to save anybody, I'm here to save myself!"

The race for Sergeant at Arms was won by hardworking Forumeer Al Pelayo in competition with Andy Mendoza and Dave Sierra.

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