

El Excentrico

HUMBERTO GARCIA
Director

Magazine Social Latino Americano
Año 16, No. 12 Abril 5, 1966 San Jose, Calif.



Barbara Larios, Queen Santa Clara G. I. Forum 1966

Las Cazuelas

DRIVE IN



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SAN JOSE, CALIFORNIA



The bob rodriguez REPORT



WHO KILLED MAPA?

The Mexican American Political Association (MAPA) who has had its share of problems in the past has finally lost its way. The coup de grace was rendered with the help of Anglos, Birchers, conservatives and do-gooders under the false impression that MAPA was being taken over by the ultra liberal left wing turned out to support Friday Aguilera who was supposed to face impeachment as President of MAPA at the meeting of March 18th. What these people didn't know was that the move of the Executive Board of MAPA to impeach Friday had fizzled out. Many of Friday's opponents did not show at the meeting and some who were there were so put out with the conduct of the meeting and lack of parliamentary procedure that they either didn't vote or walked out.

Many MAPA members felt that the censuring of Friday Aguilera for his turnaround in the Potts issue was enough. MAPA will elect new officers in a couple of months.

The overwhelming vote of 54 to 11 to drop impeachment charges against Friday Aguilera and to give him a vote of confidence speaks for itself.

As the only statewide Mexican American political organization MAPA has excellent aims and purposes for furthering the political condition of the Spanish-speaking.

However, good aims and purposes don't make good organizations. Many organizations have crumbled in spite of good aims and purposes.

It is people who make good organizations and the aims and purposes and their implementation are expressed by the quality of leadership and membership in the organization.

Now MAPA finds itself in a ridiculous situation. With a significant non Mexican American membership how is MAPA going to carry out its aims and purposes? Aguilera and his supporters won, no one can doubt that. The question is...they won what?

There was great fear that MAPA would be taken over by left ultra liberal left wingers. This was a myth.

Infiltration can only be effective when it is subdued. The MAPA infiltrators including the ultra conservative right wingers found themselves too much in the limelight for comfort in the MAPA debacle. Some did not understand what the issue was.

There is no question that MAPA needs help from the total community. But the sincerity of some of the infiltrators is open to question.

Several concerned people in MAPA are now seriously pondering how to put MAPA together again into an effective Mexican American political organization. To simply say, "throw the gringos out!" is not the answer. We live in an American community and we should not adopt strict nationalistic attitudes although certainly some restriction in membership will have to be in order.

The wound is deep and the MAPA patient is in critical condition. It is going to take a good brain surgeon.

Who killed MAPA? We can come to immediate conclusions that don't tell the story. Aguilera played his part, the Executive Board played its part in their haste to rid Aguilera. The Birchers, the right and left wingers all played a part. Perhaps the real blame falls on the Mexican American himself for his lack of interest in the politics of our community. A strong membership in MAPA could have given the organization much needed stability. We cannot excuse the attitude of some MAPA leaders in the past who seemed to think that there was no room for any other political organization.

However a new unity was emerging in MAPA. New leaders were joining. It all came too late.

The explosion within MAPA offers an opportunity for reflection. More Mexican Americans must emerge in the political scene. A few people cannot cope with the job to be done. Help is needed.

Who won in the MAPA affair? Nobody really won for in the end result MAPA may be lost. The quickest way to cut off our own necks is to fight among ourselves. We got some help here.

Maybe we don't learn fast.....but every indication says that we sure learn good.

SI SU NEGOCIO NO LE DA
PARA ANUNCIARLO

VENDALO

PARA VENDERLO

ANUNCIELO !

Humberto
Garcia
DIRECTOR



CY 2 - 4273

195 DEVINE ST.

SAN JOSE, CALIFORNIA



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HUMBERTO GARCIA DAVE SIERRA
Director Assistant Editor

- COLABORADORES -

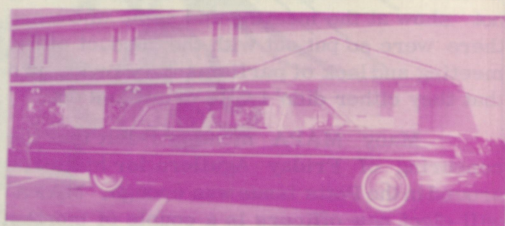
American GI Forum	Manuel S. Coy
Club San Felipe	Richard Diaz
Catalina Barragan	Daniel Saldaña
Maria de la Luz Sanchez	Club Riviera
Roberto Rodriguez	Club Zanzaree
Rigo Ordaz	Dave Sierra

* * * * *

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



Bertha Irene Carbajal celebrated her 15th birthday on February 25, 1966. She is a native of Del Rio, Texas and attends Woodrow School in San Jose. Linda's parents are Mr. and Mrs. Vicente Carbajal.



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"QUERER ES PODER Y

ALEX BENITEZ QUIERE"

Llege desde Reynosa, Tamaulipas, Mexico con grandes deseos de ver a mi familia que vive en este hermoso Estado de California, para ser mas exacto, en San Jose.

Soy un modesto periodista que ejerse su trabajo en diferentes periodicos deportivos en Mexico, todos ellos de boxeo, el deporte que mas me apasiona.

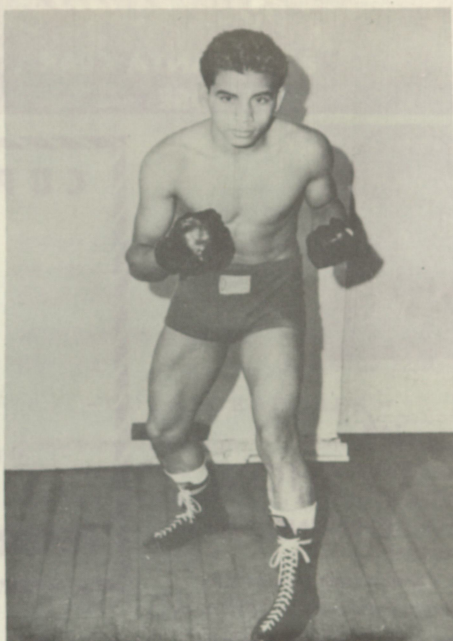
A mis manos llego un ejemplar de la revista EL EXCENTRICO y animado por el gran amigo Richard Diaz, y por recomendacion de el, escribi este articulo basado en un boxeador Mexicano que reside en San Jose y que mucho habia oido hablar de el. Se trata de ALEX "Halcon" BENITEZ, boxer que a tenido tremendas peleas con peleadores raqueados mundialmente, tales como Rey Asis, Manny Elias y Jesus "Chucho" Pimental, a los 2 primeros los derroto, perdiendo unicamente con el ultimo una desicion apretadissima.

De su pelea con Pimentel me explico: "Subi de antemano derrotado, ya que se me fue creando (psicologicamente) un complejo de inferioridad, puto, que siempre habia recibido aliento de este publico de San Jose y para esta pelea con Pimentel hasta de los que yo creia, mis amigos, escuchaba palabras tales como estas, 'Te ba a KO,' 'Pimentel es muy superior a ti,' y 'No le bas aguantar ni 3 raund.'"

"haci que al subir al ring, veia ante mi a un gigante y a la postre el resultado es conocido por la aficion."

"Ahora que a pasado lo que para mi fue una pesadilla, me he puesto a pensar y he sacado en conclusion que de haber tem-

plado un poco mi caracter, durante esos dias anteriores al combate, ubiera yo derrotado a Pimentel!"



Alex (HALCON) Benitez

Alex Benitez con esa pelea tambien se dio cuenta de que el publico aun no le tiene confianza, que luchara afanosamente para ganarsela, dandoles el campeonato Pluma del estado de California, que proximately disputara al enfrentarse al actual campeon Danny Valdez.

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Lena Manriquez



Rosa Hernandez, daughter of Mr. and Mrs. Alvaro Hernandez, became the wife of Mr. Alfonso Lopez, son of Mrs. Mary Alvarez, on December 26, 1965 in wedding ceremonies at Holy Trinity Church in San Jose.

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*Club
Riviera*



HUMBERTO
FLORES

MUCHAS GRACIAS

A todo el publico que tuvo a bien asistir al Festival del Talento, asi como al Baile, organizados en beneficio del United Food Drive, en su 19avo. año, ya que su presencia hizo de estos acontecimientos todo un exito.

Tambien merecen nuestro agradecimiento las orquestas y conjuntos que generosamente contribuyeron a estos eventos: The WhoWhat bajo la direccion de Pete Gonzalez (251-6967), el Conjunto San Jose a cargo de Guillermo Rojas (298-0145), Los Aventureros dirigidos por Roberto Delgado (262-1154) y Alfredo Candelaria (793-1248) y el Conjunto Del Valle que dirige David Flores (296-2408). He anotado los numeros telefonicos de estos buenos conjuntos porque estoy seguro de que ustedes han de querer obtener sus servicios para sus fiestas sociales, pero si acaso les fuera dificil localizarlos, les suplico se comuniquen conmigo personalmente.

BAILE BLANCO Y NEGRO GI FORUM

Muy alegre y concurrido resultado el Baile Blanco y Negro organizado por el GI Forum de Santa Clara, al que atendieron mas de seiscientas personas. Una sola observacion quiero hacer para el futuro, o sea que las orquestas que amenicen los bailes no se limiten a tocar melodias cantadas.

JUNTA DE CLUB RIVIERA

Aprovecho esta oportunidad para recordar a nuestros miembros que la proxima junta se llevara a efecto el segundo miercoles de Abril, o sea el día 13. Si deseamos que nuestro Club progrese, la unica forma en que podemos lograrlo es mediante la asistencia de todas y cada una de las personas que lo formamos.

Entusiasmo, colaboracion y perseverencia son los componentes de la unica formula que puede llevar al exito toda organizacion, y son precisamente estos, los que quisiera infundir a nuestros miembros, para que hagan del Club Riviera uno de los mejores Clubes en San Jose.

PROBLEMITAS

Los que tiene nuestro Director Don Humberto Garcia con sus maquinás de imprenta.....los que tiene Martin Mendez, tratando de abrir su nuevo restaurant situado en la calle San Antonio para Easter Sunday.

PROBLEMAS

Los que tiene nuestro buen amigo Isaias Aguilera.....los que tiene Herold Martinez tratando de olvidar su querido Alviso.

PROBLEMOTAS

Los que tiene EOC (Comision de Oportunidad Economica) para encontrar su nuevo Director Ejecutivo, quien debe reunir numerosas cualidades, entre ellas la de ser aceptado por todos los partidos.

SU OPINION POR FAVOR . . .

De que color iran a ser sus fotografias que se tomaron a magnifico color en el Baile Blanco y Negro?

DEPORTES

Nuestro equipo de Softball se encuentra ansioso de que la temporada de principio para hacer el debido honor a su Club Riviera como de costumbre.

Mucha suerte y hasta la proxima.

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THE POLITICAL ● SCENE

William T. Ellis

PHILOSOPHICALLY SPEAKING:

The man who walks alone oftentimes walks the difficult path of principle. This is truly the leader for it is upon principle that constructive advancement is made.

There are no shackles and the ties of allegiance are only to his conscience.

The emergence of group strength and the leadership responsible to the group must be a cohesive movement founded on principle and impervious to deterrent emotional or materialistic forces. Initially the need is recognized and the motivation conceived. Intrinsic strength is evaluated with relation to transitional challenges and the objective is established. To this, dedication and discourse serve, but realization demands beyond these essential but superficial contributions.

It is strength of purpose and strength of character that can transform the idea to reality. Strength of battle comes easily in the heat of challenge, but it is the weak who forfeit their goals to the appeals of self interest in the calm of victory. The weak can follow this change of direction, but the man who walks alone, onward, toward fulfillment is the leader. The man whose strength refuses to allow him to relinquish victory for the false securities of public acclaim and the support of those whose weakness subjugate purpose is no sheep.

MAPA

The March 18th meeting (allegedly a recall meeting) could well be described as a lesson in the science of politics. It cast an aura of amateurism interspersed with the polish of seasoned pros.

The impeachment forces with the confidence of their polish and precalculated

timing arrived late, due to an understanding that their interest in the evening would follow adjournment of the regular meeting. Although still in session the floor recognized the subject of intended recall. The battle raged and the dissident forces found call to leave their seats during the vote. This voluntary boycott of their own proposal offers two perplexing thoughts. Were they in doubt of the legitimacy of their charges or would the loss of closed session secrecy reveal embarrassing support. The count 54 (eleven anglos) in a vote of confidence for their president against 11 (six anglos) opposing votes.

JUDGESHIP RACE:

I wish to personally extend an apology to Mr. Hector Moreno for the disgraceful behavior of a newcomer Anglo during the endorsement of candidates at the MAPA meeting. His unjust and ill-conceived attack against Mr. Moreno could only represent his own irrational and impulsive nature. Those of us anglos who have been in attendance at Mexican American functions somewhat regularly resent his rude attitude.

It is my personal desire to see a Judge of the Municipal Court whose insight of the Mexican American will allow for a greater understanding of the non-judicial forces of human behavior to be extended in the administration of justice. Hector Moreno's involvement with his fellow man (Mexican American and Anglo) has given him a firm foundation as an attorney to be fair and impartial, and as a judiciary to execute the laws with a respect for human strengths and weaknesses.

His election will contribute a long overdue addition to our representative form of government.

Dr. JUAN de HERAS, D.C.

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She recently appeared on Channel 11 in San Jose and will soon be seen in local night clubs. Her manager is Marcel Saucido.

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CLUB San Felipe



Candy Veliz

This beauty is Alice Zamora. March 15 is the date that she left for West Virginia to join the Job Corps. We wish her all the luck in the world and may she succeed in whatever her endeavor may be.



Just a little note to Dick Flood: If he is to continue to cover the MAPA meetings I strongly recommend that he wear an armored suit, things are getting mighty rough.

Some of the members don't know that we are civilized. If they do know, they certainly do not act like it. Gents from MAPA, let's stop the circus and do whatever it takes to get back on the right track.



This is Armando Cerna the star cager for Club San Felipe. Armando was one of the boys responsible for our club placing 2nd in a very strong league.

Nice going, boys, and Coach Jerry Moran.

I must not forget to write Mr. Farrell a note in the next issue.

THIS 'N THAT

About the Black & White. The judges made an excellent selection in lovely Barbara Larios. Congratulations, Bobby Zamora and his orchestra played superbly. The ladies that attended looked stunning. A most successful dance in every respect. Our heartiest congratulations to the Santa Clara GI Forum and its Ladies Auxiliary and Jr. GI Forum.

Greg Gloria has problems, so do Pinni and Alice & Rosa Maria. If you want to talk about a ladies man go no further. How about that, Wally?

Danny Lopez & Lalo the Gay Caballero presented the real McCoy when they had the Charro Negro. He is a charro and he is colored. How more realistic can you get. Este si que es charro negro!

A 6 year old boy told his mother that he wanted to have a baby, not knowing what to answer the mother gave the little boy a bean and told him to put it under the rug and that in a few days he would find a baby there. The little boy obeyed and everyday he would look under the rug. One day he looked and there was an ugly cockroach in place of the bean and the little boy said, "my but you are ugly. If you weren't my son I would kill you."

If you are a good ballplayer and would like to play for Club San Felipe see Jess Medina. He is our athletic director.

A friend of mine needs to sell his car. It is a 1961 Thunderbird convertible, in very good condition. If interested call 293-3528 and ask for David Martinez.

When Manolo Constacio's wife asked him how come the black eye, he said, "I would rather fight than switch."

It is later than you think. If you have not filed your income tax return, hurry and go see Lena Manriquez at 1246 E. Santa Clara St. She is very competent.

Paul Gary is finally getting married. The date is February 31.

If you want to listen to the best trio in town go to Maria's Club on 728 North 13th Street. Amiable Dan will see to it that they sing the songs you want to hear. Dancing



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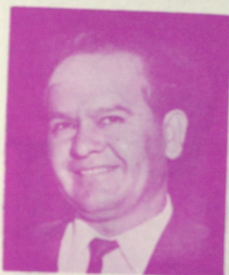
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BARBARA LARIOS S.C. FORUM QUEEN

Beautiful Barbara Larios is the 1966 Santa Clara American GI Forum Queen contest winner. Miss Larios won the title at the Chapter's Coronation Ball-Dance on Saturday, March 18 at the Cabana in Palo Alto.

Pete Arballo, SC Chapter Chairman presents trophy to Miss Barbara Larios.

Friday and Saturday. Here is a photo of the trio, left to right, Chuy Leon, Carlos Perez de Leon, and Eduardo Ramirez.



The only thing wrong with Raul Chapa is that he is very shy.

Club San Felipe wishes to express their deepest condolences to the Burola and Paredes family in the loss of their beloved one, Mr. Perfecto Burola. May he rest in peace.

This lovely lady is Jane Robles. She is a native of Zacatecas. Jane was residing in Mexicali with her family before coming to San Jose. While in Mexicali she won a contest of an all expenses paid trip to Mexico City for her beauty and personality.

We couldn't agree more. You Jane, me Tarzan!!



ENGAGED

Dolores Melendrez to Roger Trevino. Dolores is the treasurer of Club Selene. So you girls might as well start looking for another girl to handle your loot.

AND END OF AN ERA

Club San Joaquin will not compete in sports no more. Too bad, they were great competitors.

COMING EVENTS:

San Jose GI Forum Fashion Show and Queen Coronation Ball on Saturday, May 7th.

In April the Mexican American Lions Club Fashion Show.

May 28, the UCC League Baile Ranchero.

July 30, Club San Felipe Formal Dance.

Finis --

Candy

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NEWS

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ZENDEJAS A.

A los asiduos lectores del Excentrico:

El reportero de Union City y Hayward, California, Sr. Jose Zendejas A. dara mencion honorifica y publicara la mejor carta que se le mande; expresando que cualidades le gustarian a una mujer del hombre al cual tendria que unir su destino.

Lo mismo al caballero que nos envie una carta diciendo que cualidades decearia que tubiera la mejor a la cual a de unirse toda una vida.

Agradeciendo su atencion inmerecida, espero recibir su correspondencia a esta direccion:

Sr. Jose Zendejas A.
27745 E. 12th Street
Hayward, California

Tambien estoy dispuesto a contestar preguntas de incumbencia social publica. Mande sus preguntas a la direccion antes mencionada.

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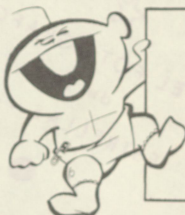
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☆☆☆
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de las
ESTRELLAS ...

Richard Diaz

Gloria Vasquez, La Malagueña, became the wife of Mr. Ernesto J. Lara on Saturday, February 19 at nuptial ceremonies at Our Lady of Guadalupe Church in San Jose at 12 Noon.



"LOOK MA, NO CAVITIES!"

Little Bobby Diaz is shown checking out Dino The Dinosaur for cavities in his mouth during a recent trip to The Los World, the popular children's park in the Santa Cruz Mountains.

LARA-VASQUEZ WEDDING PARTY

In the photo are, left to right, Blanca Rodriguez, Pedro Luna Jr., Irene Perez, Silvestre Luna, Padre Antonio Soto, Gloria V. Lara - La Malagueña, Ernesto Lara, Pedro Lara, and Juanita Lara. The flowers bearer is Susana Lara and the ring bearer is Esteban Nance.



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SAMUEL & MARGARITA ALONSO, great television and radio stars, recently appeared at the Million Dollar Theatre in Los Angeles with the company of Gena The Dancing Star.

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Mr. Samuel Alonso also teaches guitar and is known as The Human Trombone!! Their manager is Marcel Saucido.



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

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Aquí... MEXICO

*Catalina
Barragan*

BONAMPAK

Este sitio goza de merecida fama por haberse encontrado en él los tres aposentos de un templo cubiertos totalmente de pinturas, cuya conservación es casi milagrosa ya que fueron hechas alrededor del año 730 de nuestra era. La temática desarrollada en estas pinturas así como sus características estéticas, hacen de este lugar uno de los primerísimos entre las obras de arte Maya.

Además de las pinturas y de varias esculturas artísticas, en las proximidades de Bonampak habita hoy en día uno de los contados grupos de indios lacandones, descendientes directos de los mayas-clásicos.

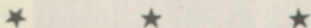
PALENQUE

Palenque es una de las zonas arqueológicas más extraordinarias, que se caracteriza por poseer las mejores obras de arte en bajo y alto relieve; las primeras en piedra caliza propia de la región y las segundas en estuco. Entre los descubrimientos más recientes destaca el de una cripta colosal construida en el núcleo de una pirámide, la del Templo de los Tableros o las Inscripciones.

Cuenta esta zona con los siguientes templos, algunos de los cuales se encuentran aun en buenas condiciones.

Templo de los Tableros
Templo del Hermoso Relieve
Templo de la Cruz
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Y por último el Palacio, morada del Rey-Sacerdote es el principal monumento y tal vez el más notable de todas las antigüedades americanas.



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Miss Barbara Larios, center, 1966 Queen of the Santa Clara Chapter of the American GI Forum, is shown with the two runners-up, Linda Talamantes, left, and Mary Elias, right, shortly after she was crowned Queen.

A new attendance record was set at the Cabana on March 18 at a program met by Rudy Calles. Miss Larios is now eligible to enter the State Queen Contest to be held this summer in Santa Barbara.

Works of Man

The experts say the poor are apathetic, inarticulate, incapable of formulating demands, designing programs, assisting and diagnosing their own needs.

"They are wrong," says Fred Albritten. "The poor are only waiting for the opportunity to be heard on a subject only they fully understand."

With this thought in mind the Community Improvement Center was started by two honest and sincere men, Fred Albritten and John Hernandez. The first meetings were held in a garage, then in a living room, and now the center is located at 230 Lynette, San Jose, California.

One Eastside "instant Blight" area is not sitting back waiting for funds to pour in. The Community Improvement Association has been trying for the past two years to help themselves and improve the Mayfair district neighborhood bounded by Bayshore, McKee, Story, and Jackson.

The main demonstration project is the Pre-School Program. It has continued to succeed for about 1-1/2 years also without the aid of funds. All of the help is volunteered. Children from the ages of 2-1/2 to 6 years attend the pre-school classes. Not only are the children taught knowledgeable information but they are also taught important things such as respect, courtesy, hygiene and other subjects.

Classes are held three days a week for a two hour period. "Along with knowledge, we also need to learn respect," says Fred Albritten.

His greatest aims, through the Center, are to make the Community independent rather than dependent, to create jobs on the community level, and to help people who need it and want to help themselves.

On behalf of the community, I would like to thank these two generous men for giving everyone their generous support. We need more people like Fred Albritten and John Hernandez among us.

Sophie Mendoza
Board of Directors



Club Zanzaree

MARCE MORA

Like the song goes, "Ya Llegue Raza," that's me. Yes, I have just returned back from a vacation in beautiful Mexico, it seems though that I've been gone for a long time. I would like to thank Connie and Angie for the wonderful job they did while I was absent.

Seems they really meant it when they said if looks could kill, they'd be long gone. All I can say is "mucho cuidadito muchachas."

I'd also like to thank all the girls that worked for the United Food Drive. Miss Becky Sandoval who stayed in charge of the girls did a splendid job. She reported that all Chairmen and members of other clubs were extra nice to her and the girls.

Noticias de Ultima Hora

Miss Mary Gutierrez is representing Club Zanzaree in the contest Novia Del Ano. Please don't forget to cast your vote for her. This contest is very difficult because so many girls that we know are competing, but the best of luck, girls.

I wonder what happened to Mr. and Mrs. Richard Diaz? They haven't been seen around very much. Could it have something to do with their 25th anniversary? Hope to see their smiling faces again.

It's nice to see Dave Sierra working again at the Excentrico. I really missed him. Why? Because he corrects my mistakes because I am no writer, verdad Dave???

Joe Ramirez returning to circulation again. Good to hear about it.

That Manuel F. and Marina have eyes only for each other. Very nice looking couple, both understand each other.

Congratulations !!!

The Santa Clara GI Forum Black & White Dance was a real success. All the

queen candidates did a splendid job. It seems everybody attended, just to mention a few were the following very well known couples, Mr. and Mrs. Fierros, Mr. and Mrs. Saldaña, Dr. J. DeHeras and his lovely wife, Mr. and Mrs. Cadena, Mr. and Mrs. Joe Flores, and our good friend none other than Hank Coca and his lovely wife Mae.

I wish I could mention everyone that attended but it would be impossible. Speaking of this dance, the music was terrific by Bobby Zamora, and to end this, all the girls of Club Zanzaree would like to say thank you Connie Garza for representing Club Zanzaree at the dance. You looked very nice.

Seems a coincidence but on the same day another dance took place, by Los Charros de San Jose de Guadalupe. Their dance was also successful. They would like to thank everyone that attended.

Sorry for the misunderstanding, but the surprise mentioned the last time will be coming up soon.

And before I sign off I'd like to say Happy Birthday to my father Jose Mora. Also, Happy Anniversary to my parents. They will soon celebrate their 38th year.

Until next time I'd like to say thank you for reading the column. And in your prayers don't forget to pray for those men who are fighting for us.

Don't forget to listen to Ben Gutierrez on KPER. He is everybody's friend, and would like more listeners.

WHO NEEDS GARCIA ??

Excentrico Editor and Publisher Humberto Garcia has been advised by his doctor to take it easy. The panic button was very promptly pushed by your favorite magazine publisher. It rang until out of the east came All purpose printer Manuel Fernandez, Garcia's psychologist - Dave Sierra, and Manuel Coy, all around type-setter, Doctor of Letters, and dedicated graphic artisan.

This new, improved edition of your EL EXCENTRICO was produced with very little interference by Publisher Humberto Garcia.

No, seriously, Garcia, get well quick. It was more fun with us making the suggestions and you doing the work!!!



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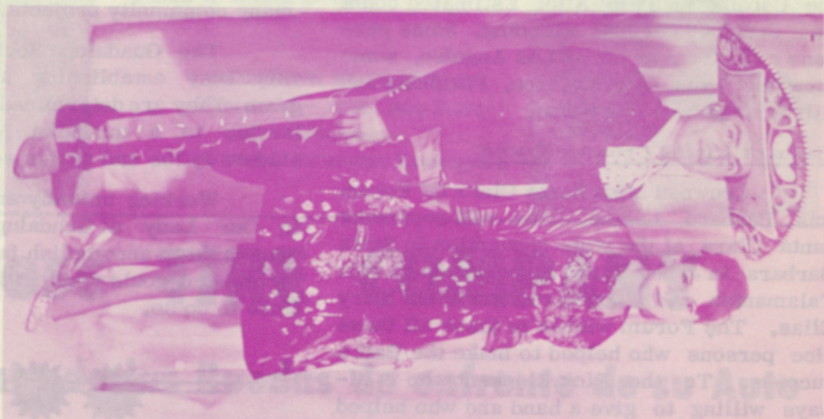
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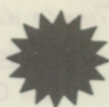
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MARIO
VASQUEZ

OUT SANTA CLARA WAY

As predicted, the Santa Clara GI Forum's Black & White Coronation Ball was extravagant and spectacular, as the Mexican American community made it a night of nights at the Cabaña in Palo Alto. Estimated count was over 600 persons attending. Some persons came from as far as Los Angeles, some from San Francisco, Stockton, Pittsburg and Gilroy to name a few towns.

Barbara Larios Crowned Queen

Crowned Miss Santa Clara GI Forum was Barbara Larios. She will represent Santa Clara at the state convention in Santa Barbara in June. First runnerup was Linda Talamantez and Second runnerup was Mary Elias. The Forum wishes to thank all those nice persons who helped to make the Ball a success. To the Pink Elephant who is always willing to give a hand and who helped by donating the Orchestra and the Trophies, Hank Coca of Furniture Discount House for the Gifts and the Program, Hank Ruiz of Hank's Pharmacy for the Tiara, Lena Manriquez Income Tax Service for the Queen's Cape and Villa Cleaners of Palo Alto for the Bouquet and Flowers.

A hand is also extended to Club San Felipe, Club Fiesta, Club Riviera, and the Mexican American Lions Club for their fullest support. To those fine persons who were present, we thank you for making the Ball a success in both attendance and the financial outcome.

Bobby Zamora did an excellent job in providing his fine music. The Forum also wishes to thank those other persons who did so much: Miss Christine Cadena for the background music at the piano, Rudy Calles, the Master of Ceremonies; Irene Perez, the

Commentator; Mike Ybarra, the Ball Chairman; Carmen Garcia the Queen Chairman & Martin Perez the Art Chairman. Again, we thank you all.

About six years ago, a small group of Mexican Americans formed a Latin American Club in the Church of St. Lawrence The Martyr in Santa Clara. The members soon changed the name of their club to the Guadalupe Society. Since then, their membership has increased to 65.

The objective of this organization has been to interest the Latin community to participate more freely in church and community affairs.

Several members, through this organization, have become active in other programs such as the Catholic Migrant Mission Program (CAMMP), The Latin American Missionary Program (LAMP), and in many community projects.

The Guadalupe Society has also been very busy establishing a scholarship program. They are determined to award a scholarship to a qualified Mexican American student by the end of this school year.

Working unitedly and with great faith in Our Lady of Guadalupe, this group has been able to accomplish far more than their anticipated goals and feel that they will continue to do so.



Humberto Garcia
DIRECTOR

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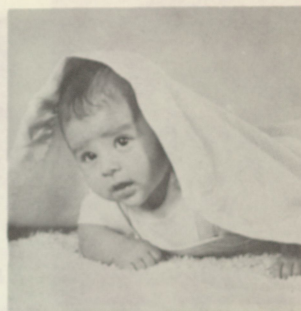
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PAT VASQUEZ

S. J. CHAIRMAN AT EDWARDS BANQUET

Sorry, Forumeers, but it wasn't my fault I didn't go to the last Excentrico binding. The people who were to blame that I did not attend the binding were the Don Edwards Banquet Committee, for it was them who sent me two \$50 dinner plates tickets. And you know I had to represent the GI Forum at the banquet.

The dinner was good and so were the speakers. I got to meet quite a few people, and made a lot of friends for the GI Forum. Ted C. Sorensen was the principal speaker. All in all, everything was fine but I was real downhearted when I didn't see any Mexican-Americans there other than Jose Lopez. But then \$50 a plate is too much money for most of us Mexican Americans. I can suggest to all of our political friends that if you want the Mexican American to attend your banquets, make your tickets \$10 a plate. This way you can get to know us and know what our problems are. At \$50 a plate you will get one or two M-A who are lucky enough to get free tickets like I did.

B. A. P. A.

On March 18, Mexican American Political Association lost the M out of the organization. For on March 18 the Birchers took over the Association. As a member of MAPA, I can suggest the association disband and we try again with new by-laws where only 5% of the members attending be other than Mexican American. Maybe this way we can do things the right way.

RICHARD RAMIREZ:

Richard, wherever you are, I see that you like to write letters to the San Jose NEWS Editor. After reading your letter, I just wonder where you've been the last 10 years. I get from your letter that you were

a farm worker and you were lucky to come out of it and now you have a good paying job.

Well, there are a lot of us that had that same opportunity. But a lot of us are still trying to give that opportunity to those who need it and are not as lucky. We do not write letters to the Editor knocking our Mexican American people down. We join organizations and try to help our people. Tell me Richard, what have you done for our people, besides trying to spit on them? Why don't you join an organization and then you can become more informed about the problems of the Mexican American. Believe me when I tell you, this job is not easy and it takes us away from our family 25 nights a month and we don't get a red cent. It even takes money from our pockets, but if we don't do it, who will? You? Call me any time at 258-1277.

The Day of The Irish

March 17 was my birthday and I was invited to a corn beef and cabbage dinner at Lena Manriquez's home. And to my surprise it was a dinner in my honor. After dinner Lena gave me a present and then we sat and we talked the rest of the evening. I find that Lena is always doing nice things for people just like going to the trouble of having us over for dinner, and many other nice things too numerous to mention.

And how she finds time to do this, I do not know. After all now is the time of the year when she is busiest. Her office is doing the best income tax in this county, and if you haven't done your income tax yet, be sure to go to Lena Manriquez, the best in this county.

DATES TO REMEMBER

April 22 the GI Forum Ladies Auxiliary will have the Queen Contest elimination preliminaries. 7:00 PM, Welfare Building, 55 Younger; then cocktails at Lena Manriquez Hall after the contest.

May 7 and May 21 are two big days for San Jose GI Forum. May 7 is the Queen Coronation Ball and Fashion Show.

May 21st is the Stag Barbeque!!!

Send food to the marchers from Delano to Sacramento. Call me or CSO office.

For best hairdoes in the world go to Evelyn's Coiffures, PX Shopping Center, El Camino, Santa Clara. Ask for Rosemarie Martinez, my daughter.

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UNITED FOOD DRIVE

PAUL
RAMIREZ



I would like to thank everyone that helped and supported in making the 19th annual Food Drive a huge success.

All the committee chairmen and their helpers have my greatest appreciation for the task they took upon themselves to help.

I know that everyone who attended the talent show and dance had a lot of fun and were pleased with the talent and the 4 bands that contributed their time and music.

On behalf of the United Food Drive Committee and myself as President, I want to thank all the people and organizations who gave donations of money and all the contributors who contributed food, prizes, etc.

Special thanks to:

DOYLE MALONE, Sunlite Bakery, for the hot dog buns.

BURGER BAR INC., 1070 Florence Way, Campbell, for the use of the hot dog bun machine.

MARTA DE ANDA, for use of the Azteca Hall for the Talent Show.

LENA MANRIQUEZ, for lending her place for the United Food Drive meetings.

JESUS VALENZUELA, for the mariachis at the Talent Show.

PINK ELEPHANT MARKET, 400 South King Road, San Jose, for all the food they contributed.

I am also grateful to everyone who supported and entrusted me with this office, since this was the first year that I have really participated and put more of my time and effort to the United Food Drive.

The financial report was stated in the last Excentrico's column by our United Food Drive treasurer, Joe S. Ponce.

Paul Ramirez President
1966 United Food Drive.



ANGIE MEDINA (left) and CONNIE GARZA enhance one of El Excentrico's new presses. Seriously, this press is one of the oldest in our well equipped print shop. It was built many years ago by Pat Vasquez who is very skilled at this sort of thing. Pat bought the parts from a junk dealer and assembled the press in his spare time. Wiring was done by Director Humberto Garcia.

- Excentrico Photo -

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- Queen Coronation -

Mrs. Jo Lopez, left, and Mrs. Helen Torres, right, consult with Patricio El Maje who is trying to find out who will be 1966 Queen of the San Jose Chapter, American GI Forum.

The Ladies Auxiliary of the San Jose Chapter are having their annual Queen Coronation Ball and Fashion Show on Saturday, May 7, 1966 at the Little New Yorker in Santa Clara.

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

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5th. of May Queen Candidate



MARIA CRISTINA LUCERO es una de las entusiasticas candidatos para las fiestas del 5 de Mayo de San Jose, California.

Los festejos se verifican bajo los auspicios de la Comision Honorifica Mexicana y su comite de festejos.

!Viva Mexico!



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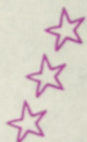
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Continuing from the previous issue when we introduced some of the personnel who work toward making EL EXCENTRICO Northern California's oldest Spanish-English publication, this issue will cover very briefly the functions which must take place before your publication goes to press.

First of all there are decisions to be made: Shall we accept a late full page ad to avoid antagonizing a potentially good customer? Or, shall we explain that deadlines are deadlines in the publishing field?

Shall we run that controversial story or forget it?

Is there something of interest for all age groups?

Do we have enough pictures? These are some of the decisions, though not necessarily the most important ones, that must be made before every issue reaches the reader.



Layout is one of the most important functions connected with planning your EL EXCENTRICO. Type faces must be selected for the new ads and socials, space must be allocated for the columns, photos must be sized for reduction or enlargement, etc.

EXCENTRICO publisher Humberto Garcia, right, shows Jessie Cienega, a recent visitor to our offices, the Clydesdale Horizontal Process Camera which provides the publication with first class equipment in the processing department.

Excentrico Story



Photo above shows just two of the many different type faces which are used for headings in every edition and which are hand-set by skilled craftsmen in our shop. (Type face shown is 72 point Stymie).



'TIS SPRING, AND A YOUNG
MAN'S FANCY TURNS TO ..



DAVE SIERRA



DODGERS JUMP FRISCO TWICE!

The world champion Los Angeles Dodgers, minus recently signed pitchers Sandy Koufax and Don Drysdale, jumped on the San Francisco Giants twice over the April Fools weekend just to prove that they don't need K & D to bop the Baytown Bombers.

The first game it was a homer by NL Rookie of the Year Jim Lefebvre that untracked the Panchos. The Sunday game was iced by Big John Roseboro's three run home run off Juan (Batman) Marichal. This was the first meeting of the two since last year's game at Candlestick when Juan took the easy way out when the Dodgers were pinning his ears back for the first time in Candlestick Park history.

DODGERS FAVORED IN NL RACE

Your old diamond prognosticator, completely impartial, has picked the world champion Los Angeles Dodgers to repeat as national league and world champions. To put it very simply: Too much class for the rest of the league. Last season the Dodgers were a big question mark. Second baseman Lefebvre was a rookie. Wes Parker at first base was also unproven. The third base job was still wide open. Now, Lefebvre has proven his ability, winning NL rookie of the year honors while driving in the winning run in 14 of his team's games. Parker has established himself as one of the top fielding first basemen in baseball, certainly the best in the National League. The third base problem is still there but the Dodgers have proven they can win without a third baseman.

The Giants? We see them finishing in fourth place behind Los Angeles, Atlanta, and Philadelphia.

This is another of a long line of local beauties whose pictures have appeared in this column. The charming lady is Carmen Soto, a beautiful blonde from Morgan Hill. Photo was shot at an American GI Forum Dance last winter.

- Photo by Richard Diaz -



American GI Forum & Auxiliary
Coronation Ball & Fashion Show
May 8, 1966



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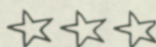
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Sunday, April 17, 1966

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de
"LA LAGUNA"



ENGAGEMENT



Miss Madge Martinez, daughter of Mr. and Mrs. Jose Martinez, recently announced her engagement to Pete Salazar, whose parents are Mr. and Mrs. Albert Salazar. Pete is in the Air Force in Texas. Marriage date is planned for December 1966.

VOTE FOR *Attorney*

"DAN" HERNANDEZ

FOR

JUDGE

SUPERIOR
COURT

ELECTION, Tuesday, JUNE 7, 1966

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

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



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Tony De Maria
Gerente

San Jose, California

EL TEATRO DE LOS (Premiere) ESTRENOS

PELICULAS RODRIGUEZ, S. A. presenta a

**KITTY
DE HOYOS**

**DACIA
GONZALEZ**
En



JUEVES 14, VIERNES 15 y SABADO 16 DE ABRIL



"EL CABALLO BLANCO"

Joselito y Antonio Aguilar