

# El Eccentrico

HUMBERTO GARCIA  
Director

Magazine Social Latino Americano

Año 16, No. 10 Marzo 5, 1966 San Jose, Calif.



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QUEEN CONTEST

SATURDAY, MARCH 19, 1966



LETTERS  
TO THE  
EDITOR

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

Dear Mr. Garcia:

I am in receipt of the following letter which I received sometime back. I am sending it to you because I want the Mexican-American community to become aware of the wonderful work that is being done by the Latin American Council of Santa Clara Co. and by the personal work done by Mr. RICHARD A. GOMEZ who has given so many hours of his time to this wonderful benefit every Christmas week for the past five years. He is the one who should receive the credit for this project.

It is noteworthy that the efforts of men like Mr. Gomez and his assistants who every year make possible entertainment and gifts for the boys at the Judge James Ranch for Boys. These boys, ranging in age from 11 to 18 years of age, are given an opportunity to finish school, learn a vocation and become responsible citizens of our community again. This token of remembrance by those that are more fortunate is to be commended.

It is also desirable at this time to acknowledge the great and beneficial work of and Boys Ranch Superintendent, Leonard C. Ramirez, has done. He is to also be given credit for his participation in this yearly Christmas show and party.

What is most important is that these two men and their aides are Mexican Americans who are and always will be interested in fulfilling their devotions to our community in a constructive and unselfish way so that those less fortunate will find happiness and a more useful purpose in life. Congratulations to Richard Gomez and Superintendent Leonard Ramirez.

Yours sincerely,  
John de Heras, D. C.

Dear Dr. de Heras:

All the boys here at the William F. James Boys Ranch wish to thank you for the wonderful Christmas Party that you presented to us on December 16, 1965. We appreciate the thought, effort and talent that went into making your program a complete success. Everyone feels that your program is the best program ever to be presented at either of the ranches. The singing, dancing, and musical numbers were superb.

Again thank you for the wonderful Christmas Party and we hope that the United Latin American Council of Santa Clara Co. will present their fifth annual Christmas Program at the ranches.

Sincerely yours,  
The boys at William F. James  
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DID YOU KNOW THIS WAS GOING ON ?

I will try to open America's eyes to the facts about the problems of the Santa Clara County Economic Opportunity Commission.

I hope that after you read some of my collection of ARTICLES and my SYNOPSIS you will understand why I was in the fight against Mr. Potts and why I bolted the coalition and later voted in support of Mr. Potts.

BY

Isaias Aguilera  
President of the Mexican-American  
Political Association (MAPA) San Jose  
Chapter. Northern Region Director of  
the Mexican-American Political Association  
(MAPA).

Read all the articles and my synopsis and you will have the facts and reasons why I voted against the coalition. The reasons were:

1. We have received everything we the Mexican-Americans were fighting for.
  - A. A Mexican-American was appointed as Deputy Director.
  - B. More Mexican-Americans were hired as employees.
  - C. More Mexican-Americans were appointed Commissioners.
2. I do not support Dr. Arturo Cabrera as Executive Director nor Phil Buskirk as Deputy Director.
3. I will never work with the clique that gravitates around Assemblyman William Stanton, D. San Jose.
4. I do not believe in Kangaroo Courts.
5. I feel that the way Mr. Potts was fired was not the right way nor the right time.
6. I do not believe in lynch-party methods.
7. New members joined the San Jose Chapter of MAPA only to use the name and destroy the chapter.
8. I feel that the fight is no longer sincere, honest and in behalf of the poor but rather a conflict of interest.
9. The fight will never stop and it will hurt the EOC program rather than help it.
10. These are some of the reasons.

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# Mexican-American Leader Guerra Wins Poverty War Deputy Duties

Emboldened EOC Executive Director Arthur W. Potts has appointed Mark Guerra, a Mexican-American community leader, as his deputy director. Reaction to the news was varied from the Mexican-American community.

Guerra, 47, is a leader of the Mexican-American Political Association and director of the EOC's Neighborhood Youth Corps.

His appointment drew quick praise from one Mexican-American leader, Isaias Aguilera, president of the San Jose MAPA.

"There is no better man in the whole county on the qualifications. As vice president of San Jose MAPA he will have the support of MAPA groups throughout California and Arizona.

"I am personally delighted. I hope the other Mexican-American organizations will get behind him."

## SUBDUE REACTION

The reaction of Al Pinon, president of the Community Service Organization, was more subdued.

"Mark is well qualified and will do the job. However, I know for a fact that Potts told Guerra last Friday he was to be the deputy director."

Twenty-four candidates for the deputy director's job were screened after the Monday application deadline.

An administrative panel reviewed the names and called in five for final interviews Tuesday.

Guerra's appointment was announced this morning.

"It's the same old garbage of setting up screening panels when you already know who is going to be chosen," Pinon said.

## FLAT DENIAL

Potts flatly denied it. "If he knew about it Friday, he knew about it before I did. I don't know. Al Pinon may know more about what I'm doing than I do myself."

The Mexican-Americans were very much concerned about this and we moved it ahead with absolute haste. The one-month application period was followed by immediate screening and the panel.

"I have exercised my commitment to the letter," Potts said.

Guerra, the man in the middle, was happy but dubious.

"I haven't quite decided how I feel about it," he said, "but I will do my best."

## PRIORITY JOB

"Of first priority, and something I expect to be involved in immediately, is bringing about a dialogue with the outside organizations which have grievances.

"I think it's absolutely necessary to get the boat back on an even keel and get the job done for the people who need help."

Guerra said he found out about his appointment Tuesday night.

"There is no reason this community cannot get together and reach an agreement. We are in-

telligent people and we can sit around the table and iron out problems so we can help the people who need help," Guerra said.

As director of the Neighborhood Youth Corps for the EOC, Guerra was in charge of a program to get part-time jobs for teen-agers from low-income families.

Before joining the EOC, he was dean of Overfelt High School, where he had worked for 16 years.

## CEASE-FIRE

Tuesday, Potts called for a "cease-fire" to avert an almost certain collision with leaders of the Mexican-American community.

The Mexican-Americans asked Monday in a letter to the EOC that Potts be fired.

In calling for a cease-fire, Potts said:

"The commission could ini-

tiate this move or the Mexican-American groups could initiate it. They should sit down in open session and have a candid exchange of views in terms of where the hell we are going with this program."

"Maybe we ought to declare a cease-fire here and see if the Mexican-Americans and the Anglos can sit down and talk through what is needed to make this program effective."

## TAKES ISSUE

Earl Willow, 896 Baird Ave., Santa Clara, chairman of the Alviso-Agnew service center board, took issue with Potts' statement, saying Potts' was promoting racism.

"When a director states that Mexican-Americans and Anglos can sit down and talk this thing through he is obviously trying to line up the Anglo community behind him. And against our Mexican-American friends."

# SAN JOSE NEWS

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## Potts Suspended --Probe Sought

Executive Director Arthur Potts was suspended for one month Thursday night by the County Economics Opportunity Commission which then recommended a man fired by Potts last week be reinstated.

The commission also voted unanimously to request a federal investigation of Potts' administrative policies.

The EOC appointed deputy director Mark Guerra to serve as executive director during Pott's suspension. It also voted to recommend to Guerra that he reinstate Edgar Cummings.

### PLOT ROLE

Cummings, coordinator of area service centers, was fired last Friday by Potts after he admitted taking part in a staff plot to unseat Potts.

Guerra said today he would reserve the decision to rehire Cummings until after he meets with his staff department heads.

"I kind of think I'm going to operate for the time being with an administrative committee of top staff professionals," he said. "Decisions will be made by consultation with division heads."

The decision to suspend Potts was hammered out in a hectic meeting that saw anti- and pro-Potts factions of the commission facing each other over the hurdle of the state's Brown Act.

### 400 ATTEND

Almost 400 persons packed the County Welfare Building auditorium and adjoining rooms to watch the action.

Deputy County Counsel William Siegel opened the meeting by citing the Brown Act, the anti-secrecy law. The per-

sonnel issue was not on the agenda for the special meeting and therefore could not be considered.

His opinion was backed by Commission Chairman Dr. Stanley Skillicorn who headed the pro-Potts commissioners.

### BREAKTHROUGH

After two hours of parliamentary maneuvering during which

(Continued on Page 12, Column 2)

(Continued from Page 1)

Siegel and Skillicorn held off the anti-Potts commissioners. Fred Hirsch, delegate for South Central San Jose, scored a breakthrough.

He demanded that Skillicorn be overruled by secret ballot.

Siegel again attempted to use the Brown Act but lost on an 11 to 9 vote.

Hirsch then made a motion

that Potts be fired immediately, again calling for vote by secret ballot.

The Rev. Robert Gorman, delegate from Alviso-Agnew, amended Hirsch's motion by calling for Potts' suspension and the federal investigation.

### AMENDMENT PASSES

Father Gorman's amendment, in effect a substitute motion, passed by a 16 to 3 vote.

Federal regional office field representative Tom Cutler told the commission the first question his office would probably ask would be:

"Why can't the commission handle this (the investigation) itself?"

Guerra was elevated by executive director during Potts' suspension on a motion by Supervisor Sam P. Della Maggio.

Guerra was appointed deputy director by Potts only Tuesday.

### FULL PAY

After the vote moving Guerra up, Potts immediately left the auditorium. He will draw full pay during the suspension.

Opposition to Potts has come mainly from the Mexican-American community and groups which favor poverty programs to remedy local problems.

While not opposing the multi-service center idea approved by the commission, they feared too much central control would hurt local anti-poverty efforts.

Potts had said he favored programs with "county-wide impact."

The inability to come to an agreement on this point, fueled by Potts' long refusal to appoint a Mexican-American as deputy director, led to the commission's action Thursday.

### TAKE A REST

"I'm going to take a 31-day rest," said Potts, after the meeting. "I'm glad to see a federal investigation. I hope they investigate the whole program from one end to the other. I hope some conclusions will come out of it."

"You can't run a program like this with pressure groups, unless they are willing to cooperate in terms of a community coalition."

## PREPARING APPEAL

*SAN JOSE MERCURY SAT., FEB. 17, 1968*

# Potts To Fight<sup>2</sup>

## EOC Dismissal

By DICK FLOOD  
*Mercury Staff Writer*

Arthur Potts, ousted chief of the county's war on poverty, isn't going to take his firing lying down.

Potts said Friday he will take advantage of the appeal mechanism set up by the Economic Opportunity Commission Thursday night when it voted 11-7 to dismiss him.

He will have two weeks in which to prepare his appeal. The commission agreed to call a special meeting to hear it.

Potts said Friday he has not had an opportunity to defend himself in the power struggle by Mexican-American organizations which ended in his firing.

"There have been issues," Potts said. "but there have never been formal charges made against me or my administration. I will accept this opportunity to appeal to the commission."

Potts also criticized the new EOC bylaws which make it possible for a majority of the commissioners at any meeting to carry an action.

Firing of the executive director should require a two-third majority of the commission, he said.

Otherwise it's "too unstable a situation for the commission or an executive director to operate in. It doesn't provide for continuity or permanence. The vote was 11 to 7 this time. Next time it could be the reverse."

In the absence of formal charges against him, Potts said he isn't sure that he is not the "victim of a personal vendetta."

"The issues have not been presented to the commission or discussed by the commission," he said. "There has been no evaluation of my work. Until there is an evaluation any executive who replaces me will be working in a state of limbo."

The only charge brought against Potts at Thursday meeting came from Dick Flores, delegate from the East Side area substituting for Al Pinon.

Flores said Potts has "lost the confidence" of the Mexican Americans, the poor and "a per cent of this commission."

William Fernandez, delegate from the Inter-City Council, defended Potts' administration and urged the EOC not to fire him "like a mangy cur or whipping dog without minimum consideration."

Joe Beck, newly seated delegate for private welfare institutions, said it was a case offering Potts "a trial but you're going to hang him anyway."

The Mexican-American gained supremacy in the EOC power struggle for the first time Thursday night.

Though the Mexican-American groups won this round in the Potts controversy with the help of labor, Negro and poverty

(Concluded on Page 2, Col. 3)

## Potts Fights Firing From EOC Post

(Continued from Page 1)

area delegates they are far from being a controlling power on the commission. They won by a slim one-vote margin.

The prime movers in the Mexican-Americans' attack against Potts were in the audience in the Welfare building auditorium but they were silent.

Two late-comers, attorney John Thorne and former commission delegate Fred Hirsch, hurled challenges from the back of the room at Chairman Stanley Skillicorn.

Thorne at one point yelled at Skillicorn to stay out of the debate and confine himself to running the meeting. There was a lynch-party ugliness in the crowd's applause.

After firing Potts with the two-weeks appeal provision the commission instructed Skillicorn to choose a screening committee for a new director.

The commission allowed 45 days for applications for the top EOC job and ruled selection will be within 60 days.



FRANK DAVILLA  
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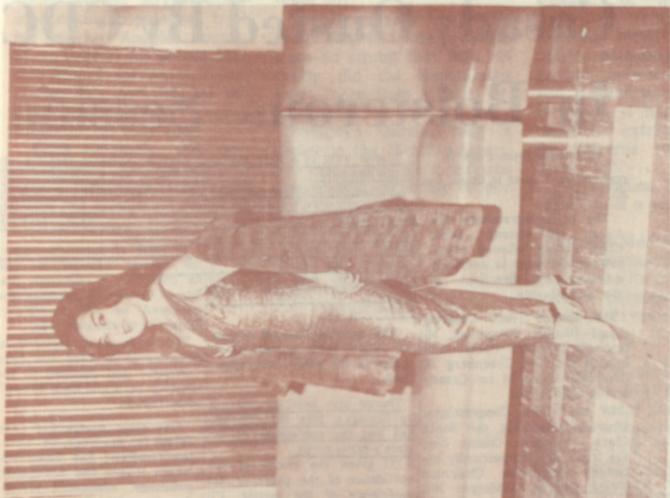
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## LOSES CONFIDENCE VOTE

# CDC's Heavy Artillery Forces Casady To Quit

By HARRY FARRELL  
*Mercury-News Political Writer*

BAKERSFIELD—Simon Casady, white-manned foe of America's role in Viet Nam, resigned as president of the California Democratic Council Saturday night after he failed in his bid for a vote of confidence from the CDC convention.

His resignation meant that Gov. Edmund G. Brown—and probably most other Democrats in top state-wide jobs—will fly here today to accept CDC endorsement in their re-election campaigns.

Brown, who supports the Johnson administration's prosecution of the Viet Nam war, had announced earlier that he would not come to Bakersfield this weekend if Casady remained at the helm of the CDC.

Casady lost in his try for a vote of confidence on a "cliff hanger" roll call at the end of a raucous, rowdy session marked by boisterous cheering as well as frequent boos and cat-calls.

The crucial vote was 858 for Casady to 1,001 against him, with six abstentions.

The lead in the balloting swung back and forth at least twice before the decisive anti-Casady pattern set in, and neither side knew ahead of time what the outcome would be.

Immediately after the vote against Casady, the convention adopted, by voice vote, a by-laws change which cuts short immediately the terms of all CDC officers and directors.

This meant that an entire new slate of CDC officers must be elected this morning.

Casady was on the stage of the huge Bakersfield auditorium, but not presiding, during the vote which signaled the end of his leadership. As the vote was announced he came smiling to the lectern, to the tune of generous applause from the delegates who—with mixed emotions—had just turned their backs on him.

"The delegates have spoken at this great convention," said Casady, a former El Cajon newspaper publisher. "The vote is decisive. It is your wish that I no longer remain as your president. So in keeping with my promise, I intend to submit my resignation as of the close of the present session of this convention."

"I think you've had a great

(Concluded on Page 2, Col. 1)

Sunday, Feb. 20, 1966 *San Jose Mercury-News*

## Casady Ousted By CDC In Boisterous Session

(Continued from Page 1)  
convention. I want to thank you all. Carry on!"

The two congressional districts representing Santa Clara County followed expectations and went in decidedly different directions on the crucial vote.

The 85-vote Tenth Congressional District delegation, all from Santa Clara County and headed by Leo Greenberg of Campbell, voted 24 for Casady and 61 against him.

In the Ninth Congressional District, straddling the Santa Clara-Alameda County line, the trend was diametrically opposite. Delegation Chairman Frank Crosby of Morgan Hill reported 44 votes for Casady and seven against him.

The south central coast 12th Congressional District delegation headed by Ruth Dodds voted 16 for Casady and 18 against. San Mateo County's 11th Congressional District delegates, led by Herbert Fishgrund, voted 11 for Casady and 56 against him.

Emotion ran high during the lengthy floor debate preceding the decisive roll call.

Among those who opposed Casady were his two immediate predecessors as CDC president Tom Carvey and Joseph Wyatt. Wyatt's remarks, accusing Casady of making public statements not authorized by the CDC as a body, brought a spirited denunciation from John Thorne of San Jose, a bitter foe of the Viet Nam war himself and a militant Casady supporter.

Thorne went to a floor microphone and said: "One of the previous speakers says Casady used words that we never voted on. I call your attention to the constitution of the United States which says only Congress can declare war. Is there anyone here who would impeach the President of the United States?"

This question brought shouts of "Yes!" from several delegates in the noisy convention hall.

Thorne also belittled charges by Casady's foes that Casady had lost the confidence of the state's press corps.

"If given the choice of the confidence of the press or the confidence of the people, I'll take the confidence of the people every time," Thorne thundered.

"... If we have a man who will speak out on the issues of the day and we throw him out, will any man or woman of integrity accept the presidency of this organization again?"

Assemblyman William Stan-

ton (D-San Jose), a member of the Ninth District delegation which was heavily anti-Casady, declared after the vote:

"I really believe the actual issue was the Viet Nam war. It is unfortunate at a time when we are getting a rational exami-

nation of the war that Casady should be sacrificed for his position. Worst of all is splitting the organization and becoming involved in a nasty, personal controversy."

In spite of Stanton's support

for Casady, however, he said

he considers it important that

Brown be elected governor and indicated he will support

Brown's endorsement today.

Thorne, however, declared the

integrity of the CDC has been

"shaken" and decided to say

whether he would back Brown's endorsement.

One other prospective candidate for governor, Dr. Carlton Goodlett, San Francisco Negro leader and newspaper publisher, announced yesterday he will also seek the CDC's endorsement in the gubernatorial race.

The Viet Nam issue also was central in Saturday's luncheon speech to the convention by actor Robert Vaughn, television's Man From U.N.C.L.E. "The war in Viet Nam cannot be rationalized by moral men," Vaughn declared.

"I believe the concept that we cannot abandon Asia to communism is false. Because by inference it implies that Asia is ours to abandon. I believe that the concept of this great nation losing face in the eyes of the world by retiring from an untenable situation is false. Our older brothers, Britain and France, retired from untenable situations and gained the gratitude of the world. And I believe that if the face of this great republic was lost, the loss is of no consequence if it ends the slaughter in Southeast Asia. I believe the killing must stop."

PEOPLE AND POLITICS: *SAN JOSE MERCURY*  
THUR., AUG. 17, 1965

## Politicians Zero In On Minority Groups

By HARRY FARRELL  
*Mercury Political Writer*

The recent history of Santa Clara County's Mexican-American population provides a classic illustration of the techniques used by political parties and pressure groups in battling for minority bloc votes.

The 1960 census showed Santa Clara County with the state's second largest Spanish-speaking population, trailing only Los Angeles County. There were 77,755 people here with Spanish surnames, representing 12.1 per cent of the whole Santa Clara County population at that time.

Quite obviously, this concentration of Mexican-Americans — rapidly growing more

politically alert — represents a target for both political parties. The Democrats, for a long time, were much smarter than the Republicans, in the way they zeroed in on this target.

**WRITTEN OFF** — For the most part, the GOP's attitude toward Mexican-Americans was largely one of writing them off.

The Democratic majorities in the East San Jose precincts were so strong that only recently did the Republicans exert more than a token effort there.

Pompeyo Garcia, long a leader in the Mexican-American community here, guesses that in 1952, probably 99 per

cent of his people were Democrats.

But this is slowly changing. Five years ago, he says, some 5 per cent of the local Mexican-Americans were Republicans, and he estimates the proportion today at 10 to 20 per cent.

**EXTREMISTS** — Isaias Aguilera, president of the San Jose Chapter of the Mexican-American Political Association, has found his organization to be not only a battleground between Democrats and Republicans. More spectacularly, it has become a target for extremists, both of the extreme right and extreme left.

The invasion from the left came about a year and a half ago.

Because MAPA tries to be a broad, community-based organization, its membership is open to persons of all national and racial origins. In this respect, it is like the NAACP.

Suddenly, during the 1964 campaign, MAPA found itself with a vocal faction of left-wingers whose names had no Mexican ring at all. These were people like James R. (Bob) Lindsey, who ran for the San Jose City Council this year with the declaration, "I am a Marxist, I am in favor of socialism."

Others were Francis Fink, Peter Szego, Fred Hirsch and John Bernstein, all members of the clique that gravitates around Assemblyman William E. Stanton, D-San Jose.

Fink worked so hard in MAPA that the local chapter made him its secretary.

This ultra-liberal group worked mightily from within last year to win Stanton's pre-primary endorsement for

Stanton in the 25th Assembly District primary.

**OTHER SIDE** — But at the same time, MAPA was being invaded by another bunch of Anglos, the Democrats surrounding Stanton's more conservative challenger, John P. McEnery. People like Don Cornish, a public relations man and general roustabout in the McEnery campaign, took out MAPA cards.

In a bitter fight, the McEnery people wrested MAPA's endorsement away from Stanton, who had had it in 1962.

During the Stanton-McEnery campaign, Aguilera had not yet become MAPA's president here. He was for McEnery, but was also Mexican-American County chairman for Alan Cranston's U.S. Senate campaign for \$100 a week. This lined him up with the liberals in the Cranston effort, and with the moderates or conservatives on behalf of McEnery. Aguilera says Stanton's lieutenants tried to get him fired from his Cranston job. They failed, but he was compelled to stop working for McEnery.

**BIRCH** — A new factor has entered the MAPA, with some infiltration by the far right. Ray Guries, one of the Birchers members of the Republican County Central Committee, has paid his MAPA dues.

Shortly after Aguilera was elected local MAPA president last spring, he was also named as chairman of the Mexican-American Committee in the Stanton recall campaign.

About the same time, the leftwing faction tried to have Aguilera's election overturned because of alleged irregularities, but the effort flopped.

*SAN JOSE MERCURY NEWS*  
**MAPA CENSURES AGUILERA** *SUN. FEB. 20, 1966*

# 'Man Who Walked Alone' Feels 'Revolution's' Wrath

By DICK FLOOD  
*Mercury-News Staff Writer*

A revolution requires discipline within its ranks. He who walks his own way walks alone.

Isaias (Friday) Aguilera walked his own way when he voted against the Mexican American coalition in its move to oust war on poverty director Arthur Potts last week.

He voted against the will of the Mexican American Political Association, of which he is president, and against the will of the people in the Gardner District, which he is supposed to represent on the Economic Opportunity Commission.

Potts' ouster came Thursday night. MAPA met Friday night. A motion to impeach Aguilera failed by a narrow margin. A second motion to censure him was adopted almost unanimously.

Those arguing against the impeachment pointed out the need for unity in the organization at this time. They also pointed out that MAPA will elect new officers in May.

Aguilera was stripped of his job as delegate to the Mexican American Roundtable, the council of war of the Mexican American groups.

He was stripped of his job as public spokesman for the organization.

Dr. Arturo Cabrera, a San Jose State College professor of

education, was handed the task of representing MAPA at the Roundtable.

Cabrera was also appointed chairman of a committee to write the letter of censure which will be sent to the state officers of MAPA and the other Mexican American groups.

Before the action Aguilera was asked repeatedly to explain why he bolted the coalition and voted in support of Potts.

Aguilera declined. He spoke instead of his previous good record as MAPA president. The chapter, he said, had become the largest in northern California under his leadership.

Mark Guerra, vice president of the chapter and now Potts' replacement on the EOC, sat at Aguilera's right hand.

Guerra was silent through most of the meeting. He spoke briefly in defense of Aguilera.

Several others who are deeply involved in the EOC controversy were present.

Al Pinon, president of the Community Service Organization and Potts' most outspoken opponent, opposed the impeachment in the interest of unity.

Dr. Edgar Cummings, whom Potts fired from the EOC and who was later re-hired by Pinon and the East Side poverty council, asked Aguilera to explain his vote.

Another EOC staff member, Tom Frontera, said Aguilera had given fuel to those who would say the Mexican Americans can't stick together on an issue.

John Castro, president of the Gardner District Council, made the motion to impeach Aguilera.

Ed Mercado, who seconded Castro's motion, told Aguilera he had gone against the wishes of the "whole Mexican American community."

"It isn't that we want to expel Aguilera," said Mercado. "This organization has suffered in the eyes of the poverty people. We want to exonerate the organization in the eyes of our people. I'm not concerned with how we look in the eyes of any other community."

Jose Lopez, a behind-the-scenes mover in the revolution against Potts, called Aguilera's action "betrayal."

Pinon delivered the clincher, however.

"There is nothing Friday can tell us about what he did that we don't already know," he said. "He went his way and he's going to have to walk it alone."

Throughout the lashing Aguilera slouched with arm over the back of his chair or leaned forward with his elbows on the table and listened silently.



Miss Oralia Saldana became the wife of Mr. Frank Godinez in nuptial ceremonies in Gilroy on December 18, 1965.

She is the daughter of Mr. and Mrs. Oralio Saldana and he is the son of Mr. and Mrs. Frank Godinez.

Back row, left to right are

Frank Cardenas, Danny Morales, Manuel Luna and Arthur Siquerois.

Front row, left to right are Sarah Montez, Madge Martinez, Isabel Centeno - Maid of Honor, The Newlyweds, Jessie Centeno - Best Man, Precilia, and Nancy Saldana.

- LEITER STUDIO -

## Dr. JUAN de HERAS, D.C.

PRACTICA QUIROPRACTICA GENERAL

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February 20, 1966

Dear Americans:

The grievance of the Mexican-American Community against Mr. Arthur Potts, Director of the County Economic Opportunities Commission and the war on Poverty started in August, 1965. The reasons were sincere, and honest. There was inadequate recognition of the Mexican-American Community at "Policymaking" levels of the Anti-poverty program, the principal target group. A Mexican-American Deputy Director and more representation on the commission were the main complaints.

On Wednesday, February 2, 1966 a Mexican-American was appointed as Deputy Director of the Santa Clara County Economic Opportunity Commission. 40% of the employees were Mexican Americans, and there were 7 Mexican-American Commissioners out of 19. At the present time there are 9 Mexican-American Commissioners out of 21 in the E.O.C. It took some time, but we have received everything we were fighting for.

Why do some of the Mexican-American leaders and Anglos continue their fight against the E.O.C.?

Two weeks before Mr. Mark Guerra was appointed Deputy Director some of the leaders decided to support Dr. Arturo Cabrera for Executive Director and Mr. Phil Buskirk for Deputy Director. After Mr. Mark Guerra was appointed Deputy Director they decided to continue as planned. Dr. Arturo Cabrera is the leader of the coalition to fire Mr. Potts from the E.O.C. post. I do not know if Mr. Phil Buskirk knows this, but it was Mr. Bob Rodrigues who was the first person who asked me if I would support Cabrera and Buskirk. Later Dr. Arturo Cabrera and Mr. Lino Lopez asked me for the same support. During this time Mr. Fred Hirsh and Att. John Thorne, part of the clique that gravitates around Assemblyman William Stanton, D. San Jose joined in the fight against Mr. Potts. The same clique that tried to get me fired from my Cranston for U.S. Senator as County Co-Chairman job in 1964 and the "leftwing faction" who tried to have my election as President of the San Jose Chapter of MAPA overturned in May, 1965. Yet some persons expect me to work with this group.

The article written by Mr. Dick Flood in the San Jose Mercury News, dated Sunday, February 20, 1966 entitled "Man who walked alone" feels "Revolution's" Wrath, left out some important facts and information. The meeting described in this article was held on Friday night, February 18, 1966. The majority of the members of the San Jose Chapter of MAPA were NOT present at this meeting and neither they nor I knew that this issue was going to come up. I was surprised to see Ed Mercado and John Castro at this meeting because they were both C.D.C. delegates in the delegation in favor of Casady to the State convention at Bakersfield during the same weekend.

During this meeting I was convicted in a kangaroo court with 5 employees of the E.O.C., earning their salary from our TAX MONEY, as jury members, they were: Mr. Jose Lopez, staff member of the E.O.C. who furnishes all inside information to the coalition, Dr. Edgar Cumings, Tom Frontera, Sylvia Torres, and Beatrice Gonzales. Dr. Arturo Cabrera and Fred Hirsh were the leaders of this action. Before the meeting was called to order, Mrs. Sylvia Torres turned in NEW MAPA membership cards to our Treasurer from Dr. Edgar Cumings, Jose Lopez, Tom Frontera and two weeks before she turned in membership cards for two other NEW members Albert Pinon and Jose Martinez and before that she turned in a NEW membership card for John Bernstein.

OBIDIVIA.L 920L

obidivia@obidivia.net

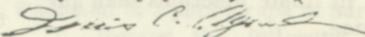
Fred Hirsh and his wife Virginia Hirsh secretary in the Law offices of John Thorne and Assemblyman William Stanton, D. San Jose, renewed their membership and I also received a new membership card from Ed Mercado by mail, paid by Mercado for Peter Szego. Mr. and Mrs. Hirsh renewed their membership the same meeting.

Neither the San Jose Chapter of MAPA nor the Gardner District Council passed a resolution, motion or anything else on the issue of firing Mr. Potts, pro nor con!!!!

I feel that the fight against Mr. Potts and the E.O.C. is no longer sincere, honest, and in behalf of the poor. I also feel that Mr. Potts should have been given a chance to answer the charges before firing him. There is a right way and a wrong way for firing any person and I feel that the way Mr. Potts was fired is the wrong way.

We do not live in Cuba, Russia or Red China, where people do not have freedom of speech nor freedom of any kind. I refused to participate with any group that believed that freedom of speech and freedom to be different only pertains to them and not to any other American. GOD help us if we ever lose the freedoms that so many Americans have died for!!!!

Very truly yours,



Isaias C. Aguilera



Club  
Riviera



HAROLD  
MARTINEZ

Club Riviera Column by Herold Martinez  
Dropout Of The Year

#### ALVISO POLITICS MAKE MOCKERY OF DECENT PEOPLE

The City of Alviso has been trying for 180 years to drag itself out of the mud. It's had a long history of crooked politicians, embezzlements on the city treasury and raids on gambling houses and houses of ill repute. It's been plagued by many severe floods throughout its history but more dirt is brought up in their elections than any flood could produce.

The candidates for this year's elections promise the same type of election as in the past. The candidates are inexperienced, and some are ignorant. The bosses out there will no doubt get their puppets in, no doubt, and the decent people will be pushed around as usual.

These are some of the ways that the people are taken out there. The average family out there pays an average of \$15 per month for water and some as much as \$36 a month. Their brand new sewer plant is overloaded and people pay through the nose for installation. The city spent thousands of dollars to pave the streets but the rains came and ruined the cheap covering. Trucks are not allowed on these streets because they will ruin them. Quite a sum of money was spent for stop signs for every corner in the residential section of town. ALVISO IS THE ONLY TOWN IN CALIFORNIA WITH FOUR-WAY STOPS AT EVERY CORNER!!!!!!

Seventy percent of the city is owned by five people, the other thirty percent can do very little to protect their interests when 50 percent of the voters are not property owners. I cannot suggest any solutions to the problem. A few years ago the voters turned

down consolidation with San Jose and things have gotten worse. The only alternative left for the decent citizens is to move out as many of us have done.

#### UNITED FOOD DRIVE SUCCESS

The 19th Annual United Food Drive is now over and it was the 19th successful drive. The talent show at the Azteca Hall produced an outstanding show, and the dance at the IES Hall was equally outstanding. The clubs would like to thank all the donors who contributed to make the drive a success especially the merchants who contributed the raffle prizes.

#### HAPPY BIRTHDAY

Club Riviera gave their former Publicity Director Frank Espinoza and the wife of our President, Mrs. Paul Ramirez, a surprise birthday party at the home of Mr. Espinoza last Saturday night. Everybody had a wild time as usual.

Other birthdays coming up in March include my parents Mr. and Mrs. J. F. Martinez on the 3rd and 6th respectively, Frank Kawakami on the 18th and myself on the 22nd.

#### S. C. GI FORUM DANCE

Don't forget their Black & White Ball at the Cabaña, March 19th. Bids are now on sale for only \$6 apiece.

#### ATTN: CANDY V.

I saw Nena Adzar the other day and she gave me a message to pass on to you. Since she is in need of a rabbit's foot she thought she might borrow yours since it has brought you such good luck (?).



If you're wondering who these lovely young ladies are I can't help you. I wish I knew because then I could have their names under this picture instead of all this wasted talk. It was taken at the Rainbow Ballroom and they were having a great time. (If you waste time reading this nonsense I can't help either.)

Photo by RICHARD DIAZ

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LETTER TO THE EDITOR  
El Excentrico Magazine

To whom it may concern:

I'm interested in having my baby's picture put in your magazine. Enclosed is a photograph of her.

Hoping the following information will be all you need. She's a girl.

Name - Denise Cortez, Age - 7 months, Birthdate - July 27, 1965, Parents - Phil and Rose Cortez, Born in San Jose, California.

Thank you,  
Mrs. Cortez

Please Remit: \$ 2.99

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## MEXICO

*Catalina  
Barragan*

En la region de Chiapas se encuentran las ruinas de Bonampak, Chiapa de Corzo, Palenque, Tonina y Yaxchilan, mereciendo especial mencion Bonampak y Palenque.

### CHIAPA DE CORZO

En las orillas de la poblacion y proxima a la carretera se encuentra una zona arqueologica en la cual se aprecian numerosos monticulos piramidales, algunos de considerable altura.

Recientemente se han hecho exploraciones encontrando datos que indican una antiguedad muy anterior a la llegada de los españoles.

### TONINA

Uno de los lugares pertenecientes a la epoca maya clasica comprendida en los siglos IV a. c. al X a. c. es Tonina situado en las tierras altas al sur del area maya. Por las muestras de arte escultorico descubiertas en este sitio se aprecia la fuerte relacion que esta region tuvo con centros mayas tan alejados como Copan en el territorio de Honduras. A pesar de esta relacion Tonina como muchos otros centros mayas, tuvo sus caracteristicas propias y diferenciadas.

### YAXCHILAN

En union de Palenque constituye uno de los centros mas notables de la epoca maya-clasica en la region del rio Usumacinta. Aun cuando menos accesible que Palenque y por lo tanto menos explorado, conservado y reconstruido, Yaxchilan puede visitarse con relativa facilidad.

Aqui...



HUMBERTO GARCIA  
Director

CY 2-4273 195 DEVINE ST.

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

HUMBERTO GARCIA  
Director

E. DAVE SIERRA  
Assistant Editor

### COLABORADORES

American GI Forum	Simon Villa
Catalina Barragan	Richard Diaz
Club San Felipe	Club Riviera
Jovita Martinez	Daniel Saldaña
Roberto Rodriguez	Club Zanzaree
Ma. de la Luz Sanchez	Rigo Ordaz

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

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DIRECTOR



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## 25th Wedding Anniversary

Richard (El Azote del Lente)  
Diaz believes in doing things  
up right.

Recently, he and his wife Vera  
celebrated their 25th wedding  
anniversary and the celebra-  
tion was capped with a dinner  
and dance on Sunday, Feb.  
27th which was open to the  
public!!

Mr. Diaz is a native of Cali-  
patria, California and Mrs.  
Diaz was born in Brawley,  
California. They were mar-  
ried in Yuma, Arizona on  
February 28, 1941.



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

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### MAYO BRIDALS

que antes se localizara en las  
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mando a la vez la oportunidad  
para participarles que en un fu-  
turo no muy distante abrira sus  
puertas en otra localidad mas  
amplia y mejor acondicionada,  
donde se ofrecera creaciones  
Europeas y autenticas.





EL FOTOGRAFO  
de las  
ESTRELLAS ...

*Richard Diaz*



Three of the prettiest girls ever to appear in this column are (left to right) Sandra De La Cruz, Christine Florez and Willie Fay. The girls were enjoying themselves at the Rainbow Ballroom in San Jose.

Rev. Jose A. Peña is shown with Eduardo Grigg, KNTV television personality, after a recent appearance on television.

Ernie Gomez y su conjunto donated the music at Mr. and Mrs. Richard Diaz' 25th anniversary dance at Azteca Hall.

This is the best "Texas music" group in Calif. There was a terrific attendance at the dinner-dance on Feb. 27, 1966.





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In the photo below are Mr. and Mrs. Harvey and Hortencia Valdez as they appeared some time ago when they visited our fair city. Mr. and Mrs. Valdez are a very prominent couple of Del Rio, Texas. And the welcome mat is always extended to them wherever they go. They should visit us more often. May they enjoy many many more years of happiness.



#### UN POQUITO DE TODO

Joe Ruiz is now lost for the season to our basketball team. Luis Luna will return and the basketball championship is so near and yet so far away. One thing for sure, Jerry Moran is not about to give up. That's the spirit, Jerry. Meanwhile back at the ranch, Jess Medina is trying to get his baseball team all lined up and if someone can, Jess is the man.

Richard Martinez was one of the

guardsmen that went to Watts. Kilo, why don't you pick on him for once and leave Jess alone.

Steve Carvallo, one of Club San Felipe's basketball mainstays, will soon join the army. Steve, you will be missed by all. Good luck!

Leo Perez down with the flu and Savoy's damned near went broke!

Don Ricky Zertuche made a two point landing *y ahora camina como Chester*.



These San Felipians helped in the Food Drive this year like they always have, except Patito. He is with Uncle Sam.

Well what do you know!! Joe & Lotty Flores went to Del Rio and it snowed. This is something rare in Del Rio.

WHO MARRIED WHO -- Olga Vasquez to Gabriel Rodriguez. Los felicitamos.

John and Olivia Ramirez became abuelitos when their daughter Marie gave birth to a baby girl.

Congratulations to Mr. and Mrs. Cruz and Margie Mejia.

Joe Ramirez, Greg Gloria and Jerry Villarreal are all in agreement that Carlos Gonzalez (Tri-Valley) shouldn't send his jacket to the cleaners, he should take it to a garage and have the oil changed - *esta muy cebosa*. Maybe Carlos can compensate by saying that it is waterproof.

#### A MILLION THANKS

A million thanks to all the following establishments for donating gifts for the United Food Drive Drawing. They are:

LA ROSA PHARMACY - 30 So. Market - one Maja spray cologne with Maja hand soap. Also one bottle of Chanel No.5 spray cologne.

(continued next page)

MAYO BRIDALS - 85 W. San Antonio - one fur cape.

LIBERTY THEATRE - 67 So. Market - six passes to the show.

KAY - So. First St. - one knife set.

LOLO'S RECORD SHOP - Market St. - one album of Javier Solis.

LAS CAZUELAS RESTAURANT - 30 South Second Street - eight dinners.

LA SUPERIOR BAKERY - 320 W. St. John Street - \$3 worth of Mexican bread.

PROCTOR'S JEWELERS - 91 So. First St. - four gift certificates at \$2 each.

LA SIESTA - Santa Clara St. - two dinners.

RAINBOW BALLROOM - six passes to the dance.

CAPRI INN - two dinners.

FRANK & PHIL'S BARBER SHOP - one hair cut.

IDEAL BARBER SHOP - one hair cut.

SANTA CLARA JR. GI FORUM - one bottle of champagne.

MANNY'S - one case of beer.

NICK GUERRERO, TAX CONSULTANT AND NOTARY PUBLIC - 910 E. Santa Clara St. - two crosses with chains. Also three planters plus one dog made of ceramics and a bowling ball bag, all made in Mexico.

PINK ELEPHANT MARKET - 400 South King Road - five certificates at \$10 each.

Thanks a million,  
Velia Duran, Drawing Chairman

Wally Benech remembers when the cops used to shave the pachucos' long hair off. The way a lot of kids have the Beatle like hair now it's the most hideous looking thing I have ever seen. Why don't the cops move in with the scissors?

See me for tickets to the Santa Clara Black and White Dance. It will be at the Cabana Motor Hotel in Palo Alto on March 19. Bobby Zamora and his 10 piece orchestra will play. Bids are \$6 per couple.

Bailamos ? ? ? ? ?

Angie Garcia joins with Club San Felipe in wishing Armando Cerna good luck and a speedy safe return. Armando is on his way to Vietnam.

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Finis --  
Candy

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MARIO  
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### OUT SANTA CLARA WAY

The Santa Clara GI Forum will present its most spectacular extravaganza for their Fourth Annual BLACK & WHITE CORONATION BALL this year on Saturday, March 19. It will be held at the elegant and fabulous Cabana in Palo Alto. This is where you find the dancing waters and changing color lights that are located in a formal Italian Cypress garden setting with marble statuary. To dance in this ballroom makes every young lady feel like a Cinderella.

And the Cinderella who will be chosen Queen of the Santa Clara GI Forum will have her dream come true. This year there are nine contestants. Have pity on the judges for they can select only one Queen. Contestants are Barbara Larios, Jennie Bravo, Linda Talamantez, Dorothy Martinez, Mary Elias, Rosita Clara Torres, Dora Anne Ramirez, Gloria M. Guzman and Mary Garcia.

The contest starts at 7:30 P.M. sharp!

After the crowning the Coronation Ball will follow with BOBBY ZAMORA & His Ten Piece Orchestra which will provide you with the best music this area has ever known. This will be the highlight of Semi-Formal Events on the year.

Bids are now on sale for \$6 a couple. You can get them from any member of the Santa Clara GI Forum or you can call me at 243-5967. In case you do neither, then you can purchase them at the door. Don't forget, it's BLACK & WHITE.

### IMAGE OF SANTA CLARA CHANGES

Twenty years ago Santa Clara was a Portuguese town. Council, Mayor and all. Today the image has changed. This was done mainly through the work of the Santa Clara GI Forum.

The Mexican American community has now shown its wares and is being respected as such. A couple of years ago, Albert Ramirez Jr. was elected President of the El Camino Little League. One of the most devoted managers is Iniz Mancillas. Both later became members of the Forum. Their sons became known in their own behalf for their ability in the field of play as were other boys who have played and are playing in Little League ball now.

Victor Camacho was elected to the School Board of Trustees, Mario Vazquez appointed to the City's Historical Landmarks Commission, Monty Amador elected to be Area 7 delegate to the Economic Opportunity Commission, Ray Flores Chairman of the Area 7 Budget Committee, Joe Carrasco Chairman of the Representatives of the Poor, and Tony Sanchez Chairman of the Applications Committee of Area 7. We can now stand up and be counted.

Why not, there are 13,411 Spanish surname people living in the Santa Clara-Sunnyvale area.

### SANTA CLARANS ANSWER THE CALL

Santa Clarans have answered the call of the United Food Drive. The Santa Clara GI Forum and the Asociacion Guadalupana of the Church of St. Lawrence the Martyr were well represented at the Talent Show and at the Gran Tardeada last week. Let's hope that other groups interested in helping the poor answer next year's call.

Our thanks to Paul Ramirez of Club Riviera who shouldered the office of President this year, and all the other officers of the United Food Drive.

## **Dr. NOE ARRASATE, D.C.**

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

297 - 8552

253 S. 2nd ST.



### Baptism

Lisa Marie Flores, child of Mr. and Mrs. Lily and Ismael Flores, born in San Jose on the 20th of December, 1964, was baptized on January 22, 1966 at the Holy Family Church in San Jose.

Rev. Charles J. McKee, S.J., performed the rites of the Roman Catholic Church.

The sponsors were Lucy and John Madrid.

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BEN GUTIERREZ



## THE POLITICAL SCENE

*William T. Ellis*

**E. O. C. TAKEOVER** -- The power struggle within the EOC represents what can happen when a just and necessary cause falls into the hands of political opportunists. The movement among the leaders of the Mexican American organizations was long overdue, and it was successful.

A Deputy Director of Mexican descent was appointed and the personnel of the structure reflected proper adjustments.

From the very beginning the motivation was to correct bias and unfair treatment of all citizens of our country, and particularly those of the Mexican American component. At the point where this was accomplished the fight kept on, however, for an entirely different motive. It is no longer in pursuit of fairness and due process of order, but rather for the singular purpose of advancing the special interests of a group from the far left of the political spectrum. It is unfortunate that several dedicated persons who have been caught in the web of this now ill-guided movement will, for their mistake, be forced to accept the companionship of people who apparently like to use any ethnic group which will turn over its souls and minds to a power structure during the heat and emotion of battle. For others there is the false glory of patronage, a "payola" for their surname.

But for the many, the man on the street, there is the price of setback. Can he continue to have pride in his accomplishments; can he continue to strive for earned advancement? His daily life has taken on additional public notice of ethnic ties to the few who have aligned with those of extreme views as pawns for political power. In reality the few represent fewer, but in the eyes of the public (Anglo and Mexican American) eleven commissioners voted with self interest for a left wing power grab. It seems now

that the only proper course is to denounce the bearded agitator approach and work for honest, fair, representative action by the members of the commission.

The Economic Opportunity Commission should be dedicated to the uplift of standards and opportunities for all, not for the political uplift of a few nor for the political opportunities of special interest groups.



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## Anderson - Villareal

Miss Romelia Villareal became the bride of Mr. Rafael Anderson on Feb. 6, 1966 at Our Lady of Guadalupe Church in San Jose.

A reception immediately after the ceremonies was attended by over 200 friends and relatives of the newlyweds.

Romelia is the daughter of Mr. and Mrs. Manuel Villareal and is a native of Del Rio, Texas. Rafael is the son of Mr. and Mrs. Ricardo Anderson and is a native of Piedras Negras, Coahuila, Mexico.

In the photo with the newlyweds are Mr. and Mrs. Ignacio Diaz.

# Servicio de INCOME TAX

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

*Lena Manriquez*

CY 3 - 3388

**1246 E. Santa Clara St.**



*Lena Manriquez*



Mary Elias



Linda Talamantez



Jennie Bravo

SANTA CLARA GI FORUM

*1966 Black and White Coronation Ball*

CABAÑA MOTOR HOTEL, PALO ALTO

Saturday, March 19



Barbara Larios



Gloria Guzman

QUEEN CONTEST

CORONATION: 7:30 P. M.

DANCING: 9:30 P. M.

Music by Bobby Zamora Orchestra

\$6.00 Per Couple

Dora Anne Ramirez



Rosita Torres



Dorothy Martinez



## VOTE FOR

## VOTE FOR

## ATTORNEY

J. HECTOR MORENO  
FOR  
J U D G E

## ELECTION, JUNE 7, 1966

Since it is impossible to contact all of my friends personally, I am using this means to earnestly request your support for my candidacy.

Those of you willing to help in any way can do so by contacting me during the day at 293-2800 or at night at 259-0335. Thank You.

Ya que me es imposible comunicarme con todos mis amigos personalmente, uso este medio para solicitar sinceramente su apoyo para mi candidatura. Cualquiera de ustedes que este dispuesto a ayudarme, les agradeceria que se comunicaran conmigo durante el dia al 293-2800 o por la noche al Tel. 295-0335.

GRACIAS.

EXCENTRICO PUBLISHING HOUSE 195 DEVINE ST. SAN JOSE, CALIF

583-0891 645 El Camino Real, Southwood Shopping Center, S. San Francisco

VOTE FOR

ATTORNEY

H. HECTOR MORENO

Mary Ellen

S. G.  
wife  
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Autu  
and  
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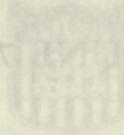
SANTA CLARA FOR

1966 Black and White Coronation Ball

JUDGE

SAN JOSE MUNICIPAL COURT

ELECTION, MAY 1966



San Jose Municipal Court of County of Santa Clara County, 1966

QUEEN CONTEST

Single ticket admission of \$1.00. Advance tickets available at the Municipal Court of San Jose.

Election to be held at 8:00 P.M. on May 19, 1966. To buy tickets call 253-3830 or 253-6236. Thank You.

Gloria German



As a result of the impossible competition for votes will suffer greatly.

Dorothy, the most popular candidate, will be the winner. Dorothy is a good person and deserves to be elected.

Remember, the most popular candidate is Dorothy. Dorothy is a good person and deserves to be elected.

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Remember, the most popular candidate is Dorothy. Dorothy is a good person and deserves to be elected.

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DAN TELLEZ

#### GI FORUM MID-YEAR CONFERENCE

Albuquerque's four Forum chapters hosted the delegation from throughout the nation with an utmost warmth and cordial hospitality.

Among California's representatives were our National officers from Riverside, Augustine Flores National Chairman and his wife, Fran, National Auxiliary Chairman, Hiram Diaz, Sergeant at Arms and also our former State Chairman Charlie Samarron.

From San Jose were our State Officers Dan Campos State Chairman and his charming wife Anita, State Auxiliary Chairman and little ole me.

From Santa Clara we had Mike Ybarra Jr., National Jr. Forum Chairman.

The attendance was so great that even though committees were excused to attend their separate workshops the Conference Room was still crowded to capacity, which in turn allowed standing room for many.

Dr. Hector Garcia, Founder of the American GI Forum, was in from Corpus Christi and he proceeded with two most inspiring speeches. The first one was directed to the delegates after moving into executive session. The second was directed at Dr. Luther Holcomb, Vice Chairman of the Equal Employment Office in Washington D. C., and Gerald Clarke also from D. C. Dr. Garcia made a plea to these gentlemen for a more positive position on their behalf in dealing with placement of more Mexican Americans in their Commissions, Committees and policy making level position.

Dr. Garcia also asked that all big businesses, industry, corporations, chain stores, oil companies etc. be explored to secure more employment for Mexican Americans.

The conference business was so fast and heavy that it was virtually impossible to try and cover any appreciable amount of the messages from the Speakers, the resolutions by the committees, reports from the Washington D. C. office, the Auxiliary, the Jr. Forum, the Department of Navy who had three representatives present and Eddie Terrones from the Inspector General's office of the EOC, etc. etc.

Therefore, may I suggest that anyone really interested please attend our March 4th meeting at Lena Manriquez Hall, 1246 E. Santa Clara St. Our State Chairman, Dan Campos will be on hand to give the membership a thorough report and I am sure that all members will be interested in its contents.

Membership Chairman Pete Gonzalez of the San Jose Chapter has yet to turn away any veteran applicant to the Forum. So if you are ready to join our Chapter I am sure he will be more than happy to oblige you. Pete is not in the employment business so don't wait for him to call you. You take the initiative and call on him or any chapter member.

#### ANNOUNCEMENT:

The Santa Clara GI Forum Chapter is holding their annual Black and White Coronation Ball at the exquisite Cabana Motor Hotel in Palo Alto on March 19th. At only three dollars per person everyone can be assured a wonderful evening at this Black & White Dance.

#### PARA SUS INVITACIONES DE BODA

Los Precios Mas Economicos

La Variacion Mas Grande

IMPRENTA EL EXCENTRICO

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**MADAM Zora**  
**ADIVINADORA**



Posee Gran sabiduria  
para ayudarle en  
todos sus Problemas

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NEGOCIOS  
ENFERMEDAD  
TRABAJO

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hasta las 9:00 p.m.



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### SIG SANCHEZ SEEKS REELECTION TO BOARD OF SUPERVISORS

First Supervisoral District Supervisor Sig Sanchez, 44-year old resident of Gilroy, will seek reelection to his present position.

His district was enlarged last year to include not only the South County area but Los Gatos, Monte Sereno and the Cambrian Park and Edenvale areas of San Jose.

Sanchez previously served 10 years as Gilroy city councilman, 5 of those as Mayor of the city.



## Siro's HAIR FASHIONS



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CLARA AGUILAR  
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297-9950

353 MERIDIAN ROAD



The  
bob rodriguez  
REPORT

### EQUAL EMPLOYMENT OPPORTUNITY

It is now unlawful to discriminate against a person seeking employment because of his sex.

A Texas rancher advertised for a "cow person" instead of a cowboy. He specified the applicant must be "proficient in profanity to avoid inferiority complex in the presence of experts, must share bunkhouse with three cowboys who seldom bathe." Well girls?

### THE NEXT GOVERNOR?

It now looks like movie star Ronald Reagan will win the Republican Primary on June 7th and square off against Governor Pat Brown in the general election Nov. 1st.

There seems to be no doubt that Pat Brown has the upper hand. For one, he is a better actor than Reagan and far better informed about California's problems.

Pat Brown was asked what he thought of Reagan. He admitted that he had seen Reagan once on the late show. He was playing a Sheriff and a very attractive one at that. "He was shot in the end, though", the Governor added. Reagan fired back, "In the back I was shot..... in the back!"

Ron Reagan has engaged the public relations firm of Spencer-Roberts - the best in the business - to put him in the Governor's chair and he has the loot (about 2 million).

I saw Ronald Reagan in the movie KING'S ROW and my memory is that he lost a leg in the movie. Perhaps he should quit while he is ahead!

Friday, I don't understand you at all

For seven months Isaias (Friday) Aguilera, MAPA's embattled chairman, has been on the inside with the Mexican Ameri-

can groups in the local War on Poverty fight to oust Executive Director Arthur Potts.

As such, he had access to all information and strategy.

The people of the Gardner area with all due trust picked Friday to represent them on the Economic Opportunity Commission.

Overnight and without warning Friday turned against the M-A groups and voted to retain Arthur Potts.

The question is not that Friday doesn't have a right to disagree. He has, but as MAPA's chairman he doesn't have the luxury of disagreeing and continuing to lead MAPA and sit on the Economic Opportunity Commission.

After MAPA voted to censure him because of the irrational way that he went about things Friday lashed back with a press release supposedly blowing the lid off the secrecy maintained by the M-A groups.

The statement was ill conceived and thought out. Friday took liberties with the truth. He implicated some innocent people.

Friday says that there is a right way and a wrong way of firing Arthur Potts. He doesn't practice what he preaches. There is a right and wrong way to disagree. To attack the M-A groups and to implicate innocent people is not the way.

Why Friday betrayed the trust of his friends remains a big puzzle. Even though he attacked me I am not bitter. I am just sorry that Friday threw away all that he has worked for in the Mexican American community.

WATCH FOR

INTERESTING STORY

ON EL EXCENTRICO

IN THE MARCH 20

ISSUE.

**Grandes Especiales en todos sus Departamentos**



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- Se Cambian Cheques del trabajo y Welfare con identificacion propia
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- Estacionamiento GRATUITO.

**CROWN da la Bienvenida a todas las personas de habla Hispana**

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

MUCHAS PERO MUCHAS OTRAS ESPECIALES

MASA PARA TAMALES

QUESITOS

PATITAS de PUERCO y RES

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Daniel Saldana



### SISTER BRAVO

Hace alrededor de quince años llego a San Jose la Sister Bravo, dedicandose a hacer un servicio social religioso, poseida de el deseo de hacer el bien a sus semejantes, empezo su labor humanitaria; la gente pobre se acerco a ella buscando remediar en parte su miserria; otras personas que sin ser ricas se dieron cuenta de la labor benefica de Sister Bravo, tambien se acercaron para ayudar en la obra y asi las manos de esta bondadosa mujer recibian de unos para dar a otros, los mas afortunados daban y los mas desafortunados recibian; la Sister Bravo recibia de unos pocos para repartir entre muchos.

Su popularidad entre los grupos de gente pobre (especialmente Mexicanos) hizo que su obra fuera conocida por un gran sector de la comunidad.

Despues de quince años de hacer la caridad aqui en San Jose, la Sister Bravo se va a un pequeno poblado de el Estado de Michoacan que se conoce con el nombre de "La Piedad;" en este lugar empezara la construccion de la CASITA DE NAZARET donde se dara proteccion a los ancianos desvalidos y a los ninos desamparados.

Para la realizacion de este proyecto, Sister Bravo cuenta en primer lugar con la fe que tiene en que el Todopoderoso guia sus pasos hasta ver realizado este piadoso y caritativo proyecto; en segundo lugar cuenta con la ayuda que le den todas las personas que conocen la bondad de esta obra y la caridad que la misma encierra.

La piadosa labor que Sister Bravo realizo en San Jose, es una garantia de que la CASITA DE NAZARET sera un refugio a donde los ancianos y ninos desamparados encontraran abrigo, sustento y alivio para sus males.

Para despedir a la querida Sister Bravo se reunieron unas docientes personas

en una cena con que la obsequiaron sus amistades quienes llevaron muchos y deliciosos platillos y varios pasteles. Dos conjuntos musicales amenizaron el agape; la popular Banda Ernie Gomez y Los Aventureros, que dirigen Alfred Candelaria y Robert Delgado. Hicieron uso de la palabra algunas personas que agradecieron a Sister Bravo su altruista labor, haciendo votos para que en el futuro y con la ayuda de Dios, siga aliviando las necesidades de los pobres.

Ahora mas que nunca, la embajadora de la caridad necesita nuestra ayuda, los pobres ancianos y los ninos que se acerquen a ella implorando ayuda, la encontraran si nosotros nos despojamos un poquito de nuestro egoismo y compartimos con ellos algo de lo que tenemos. Lo que usted pueda mandar por poco que sea, en manos de Sister Bravo, se convertira en balsamo que remedie muchos males y usted tendra la satisfaccion de ser parte de ese ejercito de bondad que aliviarla la miserria de esos pobres desventurados.

De usted algo, sienta la satisfaccion de que ha alimentado una boca hambrienta, le ha dado abrigo a un desamparado y ha aliviado el dolor de un enfermo.

Mande sus donativos a  
CASITA DE NAZARET  
1067 Chestnut St.  
San Jose, California  
95110



Sister Bravo, standing third from left, is shown during a going away party for her recently. Standing, left to right, are Father Gabriel, Father Antony Soto, Sister Bravo, and Father Carlos Gonsalves.



CLUB ZANZAREE



#### VIETNAM CRISIS ??

Heck we have our own crisis here in San Jose. Unfortunately looks can't kill. Otherwise some of us would be dead by now. Like the song says "NO SOY MONEDITA DE ORO."

Pedro Valente's program "SU OPINION POR FAVOR." Lots of times we have wanted to express our opinions but have been unable to do so. Seems like some people think they should draft young men between the ages of 18 and 21 because they are juvenile delinquents. We are not saying they should or shouldn't be drafted, but we will say that not all of them are juvenile delinquents. People that talk should think and put themselves in those poor guys' places. We are sure none of them would like to trade places with them.

#### WHAT'S HAPPENING AROUND HERE ??

Not much? Why can't Candy Veliz get drafted so we can have something exciting to talk about. Tan facil! Just kidding. He is our pal.

#### LUCKY PEOPLE . . .

Seems like Marcie Mora spends a lot of her time on vacation. Right now she is in Mexico (con todos los mariachis).

Rogelio and Trudi Ceballos doing very well. They just bought a five bedroom house.

On January 21 wedding bells rang for Jennie Lugo, a former member of CLUB ZANZAREE and Victor Casada. We wish them the best of everything and may all of their troubles be little ones.

Cute Enedina Gonzalez running for the title of REINA DEL AÑO. We wish you luck and we hope you get it.

Sally, Lydia do a lot of traveling, they probably be doing some more pretty soon. YES or NO, girls?

With Lent here, we thought of being

nice to everybody. While we were thinking of sacrifices, we thought of some for our friends too.

PEPE OZUNA and JOE RODRIGUEZ - not to make promises they can't keep.

RAY MARTEL - to be faithful to only one girl.

JAIME ALAMILLO - to give up dancing.

SANDY VALLEJOS and MAGDALENA AZDAR - to give up Ray.

JOHNNY RODRIGUEZ - to give up the Army. GABRIEL CAUDILLO - playing the drums.

LALO CABALLERO - quit making dances.

RAY CABELLO - quit accusing Armida of scratching his car every time she drives it.

VERA SANCHEZ - (Bello) - give up her boyfriends. A cuales??

RAFAEL ONTIVEROS - quit shooting blanks and scaring people.

MARIO GUZMAN - quit being a ROMEO.

GUILLERMO - dejar de madear a las muchachas.

TINA CAMPISTA and SYLVIA MARQUEZ - quit chewing bubble gum at the tardeadas.

HUMBERTO GARCIA - to give up women, drinking and smoking.

VELIA DURAN - quit one of her jobs. (Guess Candy's ambition is rubbing off on her.)

BEN (Casey) - quit investing all his money on bathing suits.

JOHNNY, BOBBY and ART ALASKA - to quit selling liquor and sell nothing but sodas.

AL RODRIGUEZ to quit being snobbish.

We don't think these are really big sacrifices..... DO YOU ??

CONNIE GARZA and ANGIE MEDINA



La Joya

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SEE  
MARCH 20TH  
ISSUE for  
EXCERPT  
Story

THE HISTORY OF  
OSTROPOFUGOSCCOCOO  
IN SAN JOSE



DAVE SIERRA



The recent medical problems which had me on my keester for five weeks have now been positively identified by Dr. Humberto Garcia as ostropofugosccocoo, a rare tropical disease which is found on people who frequent cocktail lounges. Dr. Garcia believes that there is a chemical used in the dyeing of the leather on the bar stools that is injurious to the southern region of the afflicted. Dr. Garcia had 16 specialists flown here from New York to see his patient. The first one that saw him asked one question: "What the hell is it?"

The second one asked Dr. Garcia, "What did you do, trap it? Find it under a rock?"

The third one took one look and shot himself.

Seriously, we wish to thank those who visited Dr. Garcia's patient. Special thanks go to Mingo Rodriguez and Joe Quiñones who took the time to shave my puss. We thank Hank Coca and Mr. and Mrs. Joe Torres for the flowers, Mingo for moving the icebox we purchased from Furniture Discount House, Charlie Padilla for the books, Fidelio (Fred) Vazquez, Ray Garcia, and Dick Marden for their frequent visits; Frank Singh and Tony Rubaleava, Manuel Delgado, Ben Garza, Bob Garcia, Bob Rodriguez, Greg Nogales, Dan Tellez, Dick Caravayo, Ray Villegas, Julian Camacho, Thomas DiPippo, Richard Gomez, Joe Gomes, and all the others for visiting with us.

A long-to-be remembered visitor was Carlos (El Gallo) Gomez. He came on a Sunday afternoon when the old spirits were pretty far down in the dumps and his enthusiasm and contagious good spirits pretty well peped up the patient.

A million thanks to everyone, especially those whom we forgot to mention.

WORLD'S SHORTEST EDITORIAL

The San Jose papers have been full of news recently about the Mexican American community and its problems with the War on Poverty.

Now there is a new iron in the fire. Friday Aguilera, MAPA President, has been censured for voting against the firing of Mr. Arthur Potts, Executive Director of the Economic Opportunity Commission.

We think that most of MAPA's problems can be solved by simply throwing out all the gavachos in the organization!

Just to get things back to normal, here's lovely Sadia Balu who recently appeared at the Rainbow Ballroom. I don't know who she's winking at. Not me. I'm married. (Photo by RICHARD DIAZ)



# Simoni's Beauty Salon

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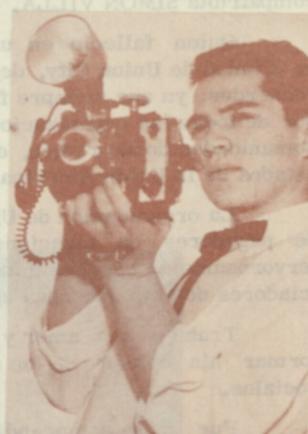


*Teddy Castillo*



### Black and White coronation ball

First class color photos  
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Ball will be available  
from Excentrico's staff  
of photographers head-  
ed by Humberto Garcia  
and Bert Garcia, Jr.



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728 N. 13th St.



## UNION CITY

### NEWS

JOSE  
ZENDEJAS A.

#### PERDIDA LAMENTABLE EN UNION CITY, CALIF.

En nuestro circulo social ha desaparecido un companero, un amigo, un hermano; verdaderamente activo, me refiero al compatriota SIMON VILLA.

Quien fallecio en un accidente en la Ciudad de Union City, dejando cumulo de recuerdos; ya que siempre fue fiel cooperador de todas las organizaciones en todas las comunidades donde radico, en los diferentes estados de la Union Americana.

La organizacion de Union City, Calif. de pagadores de tazaciones lo recuerdan fervorosamente por que fue uno de los iniciadores de esta poderosa agrupacion.

Trabajo con amor y ahinco para informar a la colonia de los acontecimientos sociales.

Fue mal comprendido por algunas personas inquietas. Pero bien entendido entendido entre las personas sociables los que aun despues de su muerte lo conocideramos digno de respeto y elogio. Ya que fue un asiduo amante de la pluma y sus escritos datan desde el principio de este siglo. Dejo de existir a la edad de 75 años.

Quedando un vacio en el hogar de la familia Villa y otro en el de todos sus amigos, los que deseamos Que Descanse en Paz.

Por Jose Zendejas A.

For Your Wedding INVITATIONS see:



Humberto  
Garcia  
DIRECTOR

CY 2 - 4275

195 DEVINE ST.

SAN JOSE, CALIFORNIA

UNION CITY PRESENTA  
DOS AGRACIADOS DE BECAS ESCOLARES

1965-1966

Aqui tenemos al joven Victor de Andrade, estudiante de Logan High School, a quien por meritos la Comision Honorifica Mexicana Inc. de Union City, lo hizo acreedor a una beca escolar con la cual se ayudo para sus estudios en el Colegio Chabot de Mt. Eden, California al que ahora asiste. Nuestras congratulaciones para el joven de Andrade de Union City, California.



Tambien presentamos a la Señorita Theresa Burgard, jovencita de origen Mexicana becada por parte de la Comision Honorifica Mexicana Inc. Ella hacia sus estudios en Logan High School, ahora estudia en el nuevo Colegio de Hayward State College. Vayan nuestras felicitaciones para Theresita.



En esta foto aparece la Señorita Reina de las Fiestas Patrias 1965-1966 de Union City con sus trofeos. Ella fue reina de reinas en un duro concurso en San Jose habiendo ganado la simpatia del publico por su amabilidad, nobleza y su bonito caracter. La directiva y miembros de esta organizacion le deseamos un sin fin de para-bienes en el año 1966 en union de sus familiares. Esperando sigan cooperando y asistiendo a nuestra organizacion.



A bell is not a bell until it is rung,  
A song is not a song 'til it is sung,  
Love is not put in the heart to stay,  
Love isn't love 'til it is given away.

COMING! IN THE MARCH 20th ISSUE!

THE INSIDE STORY OF  
HOW YOUR EL EXCENTRICO MAGAZINE  
IS PRODUCED

Watch for this interesting  
feature in the March 20th issue!



E. DAVE SIERRA  
Assistant Editor



HUMBERTO GARCIA  
Publisher

**TEATRO LIBERTY**

**CY 7 - 1456**

**67 S. MARKET ST.**

**Tony De Maria  
Gerente**

**San Jose, California**

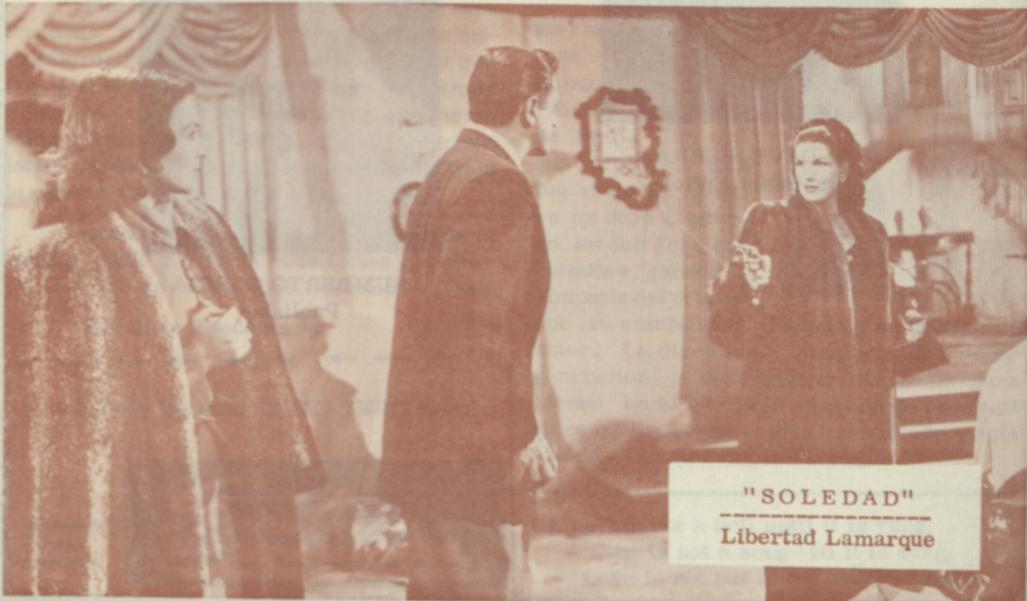
**EL TEATRO DE LOS (Premiere) ESTRENOS**



**"ME LLAMAN EL CANTACLARO"**

**Elvira Quintana - Alvaro Zermeno**

**MIERCOLES 9 DE MARZO**



**"SOLEDAD"**

**Libertad Lamarque**