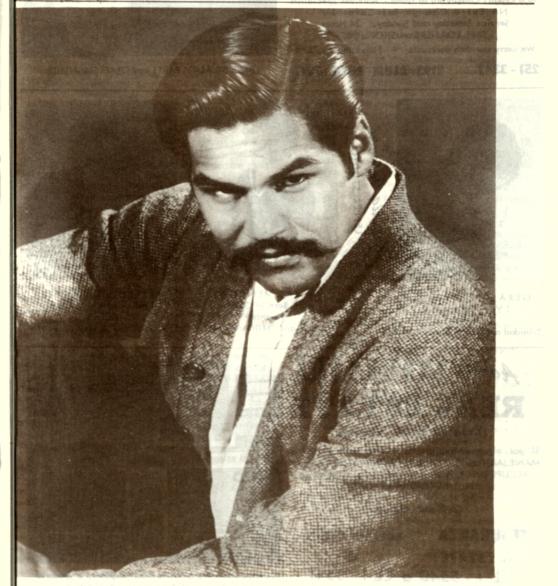


ANO 14. Num. 24

OCTUBRE 5, 1964

SAN JOSE 10, CALIFORNIA



Luis Valdez "El Machete" Experiences in Cuba

American Electronic Service



SERVICE CALL

PLUS PARTS

1 Hour Service in Most Cases 40% Less on Tubes 90% Repairs Completed in Home Antenna Specialists No Extra Charge for Color TV Service Saturday and Sunday. 24 Hours. FREE LOANERS on SHOP JOBS

We carry our own contracts - Financing Available

251 - 3347 2193 ALUM ROCK AVE.



BEST QUALITY PARTS and CRAFTSMANSHIP



GERALD RODRIGUEZ 1 Yr. - Born in S.J. Parents Trinidad and Josephine Rodriguez



ALBERT VENEGAS 1 yr. - Born in Campbell Parents Albert and Stella Venegas



ALFREDO CALVETTI 4 mo. - Born in S. Clara **Parents** Alfredo and Shirley Calvetti

Adair INSURANCE

REAL ESTATE

"Casa de Buen Servicio"

SI por algun motivo Ud. ha perdido su LICENCIA de MANEJAR, el Sr. GILBERTO ADAIR le ayudara a RECUPERARLA, Proporcionandole ASEGURANZA IRRESPECTIVO de su EDAD.

Gilbert Adair

SFOURANZA

NOTARIO PUBLICO

LAL ESTATE

CL 1 - 5540 o CL 1 - 5541 1508 E. SANTA CLARA ST.



El atento caballero Gilberto Adair dispuesto a ayudarle en problemas de Aseguranza y Real Estate.

Open Letter to Mr. Gilbert Solarez

Sept. 29, 1964

Dear Mr. Solarez:

I had no idea you were a highly trained and specialized marriage critic. Since you consider yourself such, let me clue you that there are many who think you are just a lot of Hot Air.

To begin with, Marriage is like any other job. You have to work hard at it to make it succeed. The married jokers that you obviously got your research material from, are just plain selfish loafers, unwilling to work at a job they started. These men have not grown Into Adult Manhood, they are still infants in BVD's. They have not realized and accepted their responsibility as man, husband and father. They think only of their selfish pride and what their alcahuete friends opinions are of them and forget their obligations. Typical conversation:

Bachelor: "Hey buddy, let's go have a drink." Married Man: "No thanks, not today." Bachelor: "Mmmmnn S - - - , te manda la

vieja....." Get the message????????????

You look at married life as a drag. Now let me tell you a few rewards of marriage. You probably will laugh at some of the experiences listed below, simply because you are totally ignorant of actual onthe-scene, everyday married life. But please, Mr. Solarez, don't base all married life on a few adulterating fools who have nothing better to do than complain about what a rut and bore married life is.

They are just trying to cover up the fact that they have failed miserably as husbands and fathers. Take it from someone who is happily married, that married life need not be a dragged out bore as you so

bluntly put it.

The experiences in married life are much more thrilling and rewarding than those you might experience in your bachelor life. These experiences are deeply rooted and come from the heart. They are shared with the mate that you have chosen to make a new life, I'll just mention two experiences, the beginning and the endings of a marriage.

LOVE.....Not the cherish and devoted love that husband and wife share, but the kind of love that is shared by a family as a whole. The kind of love that goes with the thrill of holding your first-born child for the first time. As you look at your baby you realize that you are now a father. This child is helpless, depending on you for life. This makes you feel big and mighty because you are sole responsible for this child's future.

If you are a man you will never shy away from this responsibility !

ACCOMPLISHMENT....The true feeling of accomplishment, of working together with your mate to have a lasting and successful marriage, of buying a home to shelter those you love, of succeeding in whatever job or profession you have chosen because now you have someone to work and strive harder for, of setting an example to your children so that someday you will have children anyone would be proud of. Seeing that your family will be well taken care of fi-

nancially (so there won't be need for welfare) if anything should happen to you.

In the end of growing old with your mate and sharing all the good and bad memories after the children are on their own. These, Mr. Solarez, are only a very few rewards. I could go on and on, there are so many rooted, richful experiences.

Now, Mr. Solarez, let's really take a good look at bachelor life. What will you do when you start getting old, wrinkled and bald? (or haven't you noticed Mr. Solarez your hairline is receding?) Who will take care of you with love and devotion when you are sick in bed?

> Your mother? She won't always be around.

Who will lift your spirits up when you are down and out because of a job conflict or other problems?

Who will be your companion throughout your ageing years? Your friends? Your relatives? Don't kid yourself, they have lives of their own, they won't. want to be bothered with an extra wheel.

And in the end, Mr. Solarez, who will mourn you while you lie in state in your coffin? The atten-

dants at Forever and Ever Chapel???

In the end what will you have? Absolutely nothing, but maybe the memories of artificial thrills, the exciting life you had going to parties, belonging to different clubs, having one woman after another, because that's exactly what you are going to end up with: One Great Big Nothing. Is this what you really want out of life?

Now it's about time you really faced the facts of life and do something concrete with your life instead of just going to parties, attending club meetings, participating in activities, and nursing a hangover. These are all minor pleasures which can be enjoyed with the companionship of a wife, and last but not least, writing Stupid Columns in the Excentrico. If you must write, pick a subject you know something about. Don't fool with this marriage bit, that you know nothing about.

Get with it, man, and write about something interesting to read and not a bunch of hogwash.

From this point of view it appears that your bachelorhood is one long enormous drag. If you're so happy as a bachelor why do you spend your weekend in a bar?

It appears that you're drowning out your loneliness. You're hiding behind the bachelor symbol because you are afraid to face responsibility.

You are afraid of losing your freedom (which you don't, after all who is the head of household?)-etc. etc. etc.

Marriage is a fifty-fifty proposition, giving of yourself and receiving. It can be one great big Hell, but only if you let it.

There are a great many ups and downs, many arguments, and sometimes even fist fights, but let me tell you, boy, it takes a Man and Woman to make a good marriage work, not a bunch of cry-bables that you have based your facts of marriage life on.

(.... continued next page)

The next time you decide to write on the subject of marriage I suggest you interview some of the happily married couples and get some true facts of marriage life. Or better yet, why don't you give it a try? At least you'll have someone to caress your baldy ten years from now.

There are many people very disgusted with your column lately, including some of your friends. It seems the older you get the more senile your column is tf you're not afraid of criticism I dare and double dare you to print this letter in your next column. ed and bald? (or haven't you

naticed Mr. , ylurs subjur hairline is receding?) Who will take care &f Me with love and devotion when you

are sick in bed?

t always be ground.

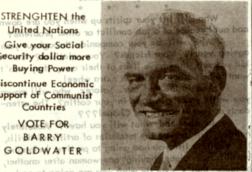
United Nations to tall not do to

Give your Social incomes way at Security dollar more Buying Power alad losses

Discontinue Economic Support of Communist Countries

VOTE FOR BARRY it of a GOLDWATER man after another,

are going to end up



Alma LIQUORS

The House of Good Spirits



En la grafica ENRIQUE y ETHEL tol word . porb atentos propietarios.

DIFERENTE CLASES de LICORES por CAJA imply because yown Perlanghant of actual on-

286 - 2323 557 W. ALMA AVE

Lo MEJOR en COMID

MEXICAN



FINE MEXICAN FOOD

Como en LAS PALMAS este Restaurant usa unicamente los Mejores ingredientes para todas sus comidas.

COMBINATION PLATES desde . 90c

Abierto LUNES a SABADO 11 a 8:00 p.m.

MARTIN MENDEZ & SON 294 - 4923 1310 AUZERAIS AVE.

Continental Cusine Atras de SEAR'S Las Palmas Taco Bar

" San Jose's Original Taco Bar "

Only the BEST QUALITY FOODS USED

-inegxa thoi SPECIAL PARTY RATES was been

Open 7 Days a Week 9a.m. to 9:30 p.m.

1.000,000 TACO Mark

We are glad to announce to our patrons that just last week we passed the One Million Taco Mark. Thank you, Martin Mendez, Mgr.



1495 The Alameda





On November 6th there will be a reunion of all ex-San Felipe High School students. The committee is busy getting most of the addresses, but as you know this is quite a job and some of the addresses of the alumni are not easy to find. Therefore, if you or your wife or you or your boy or girl friend have attended any of the San Felipe Schools try to be with us on November 6th at Lou's Village. The admission is just \$1.50 per person and there will be dancing, entainment and refreshments.

Becho Gloria is in charge of getting the orchestra and these are just some of the musicians eligible to play: Becho Gloria, Ramiro Trevino, Pete Reyes, Jose "Cheche" Ramirez, Connie Caudillo, Jose Guillen, Jimmy Lozano, Rudy Coronado, Henry Sanchez and Raul Ramiro Ramirez etc. etc.

The one with the voice will sing, the incomparable Humberto Villarreal. Oh yes, Delia Chacon Garcia will be head cheer leader.

And on and on and on. Proceeds of this reunion will go to the Mustang team - if you are eligible, won't you please join us.

This ladies and gents, is Art Cuellar. Art is an ex-member of Club San Felipe, attended San Jose State College and graduated from Sul Ross State. Art is a navigator with the U.S. Air Force. Stationed at Connolly AFB in Texas, he holds the rank of 2nd Lt.

Le deseamos mucha suerte a Arturo y de todo corazon felicitamos a su madre Señora Frances Cuellar. will by caleswere gall the

On the last EXCENTRICO issue I wrote that Mary Vagara and Vince Erevia had gotten married. I was misinformed, they became engaged and will marry in the near future. I hope that Mary and Vince will accept my apologies. Sorry, and I still hope that I will be invited to the chocolate.

The former Carmen Ramirez now Mrs. Carmen Hudnut gave birth to twins - boy and girl. Nice going, Robert, always knew you had it in you.

9 *10 od *

On September 20, 1964 when Proposition 14 was being discussed by the San Jose City Council in an open meeting Mr. Dick Flood (Mercury Staff writer) wrote about the discussion and about the middle of the article he said, "The meeting fell apart at that point with lots of Negroes, Mexicans and Whites pressing out into the hall where they buzzed angrily.

I guess that according to Mr. Flood, Mexicans are not whites.

Proposition 14 concerns all of us therefore the CSO, American GI Forum, and MAPA have made an intensive study of this proposition and they recommend that you vote NO on Prop. 14 an Nov. 3rd.

I have also studied the proposition and also recommend a NO vote. You and only you have the last say so. We merely state our recommendations.

LBJ all the way for the USA para que salga bien el dicho que train en Mexico: "America tiene a Lyndon y nosotros a Fellon."

Mel Moran is in town visiting with his good friend Gama Guevara. Mel records for RCA Victor, Disco Grandes and others. Mel will probably appear at El Sol on Delmas & Willow on Sunday's tardeada.

Mel is very talented and I recommend that you drop by to see him if you can. There will be dancing to Willie Vargas and his boys.

If you want a ride to Texas as far as San Antonio, on October 12th call 251-7186 and ask for Gama Guevara.



Cut - Rite BARBER SHOP

Highest Quality Hair-Cutting at Reasonable Prices

OPEN 7 DAYS - Daily 9:00 a.m. 7:00 p.m. SUNDAY 9:00 a.m. to 3:00 p.m.

> MEN \$1.75

Children (Under 12) \$1.35

Al Cano. Prop.

297 - 9705 1279 E. Santa Clara St.



MACHERE

Luis Miguel Valdez

"El respeto al derecho ajeno es la paz." - BENITO JUAREZ

"Primero se hundira la isla en el mar antes que consintemos ser esclavos de nadie!"

- FIDEL CASTRO

PATRIA O MUERTE!

An anonymous Mexican-American addressed a convention of communists in Brazil last year and told them he was the delegate from "Occupied California." In much the same spirit, my 'compa' Roberto Rubalcava and I did a little traveling this summer, accepting (as Chicanos often do) the responsibility of representing the raza. Few ex-fruitpickers like ourselves have ever travelled so far, against so many of the gringo's sacred sanctions, to finally feel so much at home, as we did this June, July, and August. We went, in short, to CUBA SOCIALISTA, Territorio Libre de America.

I for one feel as proud as Pancho Villa after the Columbus, New Mexico raid. But let that pass. There is a very serious side to this whole affair. The truth about the Cuban Revolution.

The most obvious truth about the Cuban Revolution is that the US Government does not want anybody to see it. Arriving at Kennedy Airport on the way back, Roberto and I (together with the 82 other American students) were handed a signed and sealed envelope. The letter inside stated that our United States passports were "by direction of the Secretary of State, tentatively withdrawn." So far this is the only repercussion, which is relatively mild considering that passport-violators are subject to "fifteen yrs. imprisonment and/or a \$10,000 fine."

Of course, we were aware of the possible consequences even before applying to go on the trip.

Whatever the consequences, we were determined to go and did just that. The F.E.U. (Federacion de Estudiantes Cubanos) footed the entire bill, and it must have been something to see. From San Francisco we flew by jet to New York; boarded another jet there to Paris; boarded still another airliner there to Prague, Czechoslovakia. At Prague we finally met up with "Cubana de Aviacion" which transported us back to Shannon, Ireland; then to Gander, Newfoundland; and finally to Havana.

We left San Francisco on June 9 and arrived in Havana June 12. The return trip two months later took about as long and followed the reverse route. All in all, we crossed the continent twice, the Atlantic four times, and spent more than fifty hours in the air. This, then, is the shortest way for average American citizens to visit Cuba today. Occasionally, as an exception, the State Department "approves" certain, selected individuals and they find the trip considerably shorter.

MANY MEXICOS

From an eye-witness point of view, the bigges truth about Cuba (though it shouldn't surprise anyone) is that the gabachos have been lying again.

Contrary to American newspaper reports, nobody is starving there, there is no "tyranny" and the Cubanos are completely behind Primer Comandante Fidel Castro. We shall be discussing these aspects of Cuba in more detail in later columns. For the moment I should like to point out that one of the mos impressive things about Cuba is the reception they give Chicanos. Dios mio, do those people love the

At first the Cubans presumed Roberto and I were Puerto Ricans, but as soon as they found out we were Mexican-Americans "estabamos en nuestra casa." The Havana dailies started it by announcing that two HIJOS DE MEXICANOS were among the American students. After that we were promptly invited to spead on Radio Habana (in Spanish naturally). As Mexican Americans we were recognized as Mexicans from "esa parte de Mexico que se robaron los Yanquis," and so we received a lot of publicity. An artist sketched our caricatures, which appeared in a popula weekly magazine called "Bohemia."

In Havana the permanent Mexican colony go wind of our presence and invited us to a special reception. In Santa Clara (Las Villas Province) a Cubanita told us that we were featured in a newsreel, which we never saw but which she said she had seen at the movies. She asked us to autograph the caricatures.

Throughout Cuba we were stopped in the street in countless towns and asked if we were Mexicans. We lost track of the free "Cuba Libres" and Havans cigars we got just by answering them. "Somos hermanos," the Cubans would say, and before we knew it all of us would be stoned out of our minds with rum singing Mexican and Cuban revolutionary songs at the top of our voices. (I'll never forget the Bar Jerezans in Camaguey.)

Even Fidel himself, when we finally met hin at Santiago de Cuba - he asked if we were Mexican. And Cubanita after Cubanita would start a conversation with us just to hear us talk. "Me gusta la cancioncita de tu voz," she would explain. Cancioncita or not, we came back with Cuban accents.

Mexican personalities (real ones, not two imposters like us) are extremely popular all over the island. Pedro Infante, Jorge Negrete, Pedro Armen dariz, Maria Felix and dozens of others are great favorites. Cantinflas films were playing in three or four different shows while we were there. (Most of the shows are ultra-modern, by the way, as in Mexica where most of them have also been nationalized.) For some reason, Cubans kept asking me if it was true

(continued next page)

* FURNITURE House



HANK COCA

FRENCH PROVINCIAL BED ROOM!

Spanish TV SHOW CHANNEL 11

> Direct from Mexico City Every Sunday 10 to 10:30 a.m. SEE OUR WONDERFUL WEEK END SPECIALS !



Easy Credit Terms GIL COCA



JOE SANCHEZ



EDDIE BOJORQUEZ



HENRY NAVARRO



WE GUARANTEE SERVICE and What we SELL WE GUARANTEE Style and Quality No Carrying Chgs. just low Bank Interest terms

WE GUARANTEE LOWEST PRICES

6 LOCATIONS to SERVE YOU !

1975 MISSION ST. San Francisco 7134 E. 14th STREET OAKLAND 2130 ELCAMINO SAN MATEO 836 E. Sonoma Blvd. Vallejo, Calif. 607 E. MARKET ST. SALINAS 82 E. SANTA CLARA ST. San Jose

CY 7 - 9486

82 E. Santa Clara St.

that Miguel Aceves Mejia was dead. They also asked about Lalo Guerrero; he used to be very popular, but they haven't been able to get his records for about four years.

Perhaps all this talk is a little too frivolousemed bardering on gossip, but it is important to emphasize how warmly the Cubans feel toward Mexicans. Even the campesinos seemed to know who we were. Way up in the Escambray Mountains, where we went to visit a school, an old man gave Roberto some little red chiles; because he knew how much Mexicans like "picante." The hot little peppers came from his own garden. (If any chicano calls himself "Spanish" in Cuba, he would be debasing himself.)

From Pinar de Rio to Oriente, schools have been named after famous revolutionaries: EMILIANO ZAPATA is among them. PANCHO VILLA is also seriously respected as a revolutionary and as a true leader of Mexico's pobres. In Las Villas, high above the sugar cane fields, the gigantic smokestack of a sugar mill carries the name of the entire cooperative: BENITO JUAREZ. Another sugar mill in Matanzas is simply named MEXICO. Which reminds me that any Mexican, or any Cuban who is particularly in love with Mexican ways, is quickly nicknamed "Mexico." There are many "Mexicos" in Cuba.

PA'LANTE Y PA'LANTE (Para Adelante)

Though Cuba is closer to Yucatan than to Miami with its embarrassing 90 miles, Mexico will only permit "approved" Americans to pass to the island.

Once in a while it lets a renegade US citizen through (such as Negro leader Robert F. Williams) just to keep the gringos on their toes. Certain foreigners, IIke the forty-six Canadian students we met in Santiago de Cuba, are also allowed to pass, but they will never be allowed to travel to any Latin American country through Mexico again.

Neither renegade, foreign or approved, we as 84 average American students were rejected by Mexico; perhaps because the C.I.A. (pronounced silla) had whispered that we were "communists." Perhaps not. One can doubt that Mexico, MEXICO REVOLUCIONARIO, which had the first great social revolution in Latin American history, which nationalized the Standard OII lands in 1938 under the leadership of Lazaro Cardenas, which refused to sanction Cuba in the recent O.A.S. meeting, out of respect for national sovereignity and international law-one can certainly doubt that this dear, brave, beloved patria is afraid of "communistas." No, señores, Mexico does not fear communists.

Mexico in fact deserves our greatest and fullest pride for not breaking relations with Cuba. The cultural and historical ties that bind Latin American countries are stronger than any political ideology.

One does not have to be a communist to have felt the sting of North American power and money in one's own land, to have felt the humiliation of swallowing one's pride while catering to the whims of "vacationing" white fathers from the North.

The real and common enemy in America Latina today is that "bola de c---" in the C.I.A. Never in recent times has American pressure on Mexico been

so strong as it is now. The resistance the patrie is putting up at this moment represents not only a fight for her own sovereignity but the future hope of all Latin America to decide who her amigos will be. The gringos must learn, they must be taught, that the Latin American countries are all grown up now and canhandle their own affairs! That is where the example of Cuba comes in.

CUBA REVOLUCIONARIA is not only handling her own affairs, she is doing it beautifully even thou under constant attack from the United States. That is why the gringos would like to see the entire island blown out of the Caribbean. It might give the latinos too many ideas.

Incidentally, what we call gringo, the Cubanos call Yanqui. Pero lo mismo da Juana que su hermana, as they say in La Habana.

The American newsmen invited by Fidel to attend the 26th of July Celebration brought back tall tales of a "duped people." (They used to say "captive" but since they are NOT captive, they must be duped.) Cuba, they reported, after a weeks' visit, is rapidly becoming a police state. The people are being endoctrinated at mass meetings.

The American newsmen we saw during the CARNAVAL rarefy got out of the bars in the hotel. The Cubans meanwhile were stamping their feet, clapping their hands and dancing in the street, chanting in their "propagandized, brainwashed" way:

"SOMOS SOCIALISTAS Y EL QUE NO LE GUSTE PA' LANTE Y PA' LANTE QUE TOME PURGANTE!"

The article above or any other articles in this magazine do not necessarily reflect the opinion of it's publishers



or sponsors.

WEDDING

Widest selection In Bay Area Reasonable Prices



Humberto Garcia CY 2-4273 195 Devine St.

ST. JOSEPH'S SHOP

CATOLICOS

NOVENAS ESTATUAS - CUADROS

VELADORAS

(En seguida de PARISIAN DELICATESSEN).

CY 5 - 2130 49 W. San Fernando





FRANK DAVILLA AX 6 - 0306

Rainbow Ballroom Dancing Every Saturday and Sunday

he Home of all the Main Attractions

El Mariachi Infantil de

Los Ninos de Monterrey

No se pierda esta Grandiosa Presentacion SABADO 10 de OCTUBRE

Manolin y Shillinsky Famosos Comicos del Cine Nacional

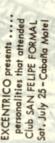
SABADO 17 de OCTUBRE

HALLOWEEN DANCE PREMIOS para los Mejores DISFRAZES

SABADO 31 de OCTUBRE



MR. and MRS. Danny and Gloria Marquez





MR. and MRS. Joe and Rose Alarcon



MR. and MRS. Richard and Trini Martinez

SAN JOSE Drive - In THEATRE

LUNES - MARTES 12 - 13 de OCTUBRE

" MUCHACHAS QUE TRABAJAN " Rosita Arenas - Adriana Welter

- Ademas -

A Colores " LOS MUERTOS NO HABLAN " Tony Aguilar - Flor Silvestre

MIERCOLES - JUEVES 14 - 15 de OCTUBRE

" EL RAYO DE JALISCO " Aldo Monti - Marina Camacho - Ademas -

LA ADULTERA "

Sylvia Pinal - Ana Luisa Pelufo

LUNES - MARTES 19 - 20 de OCTUBRE

" EL CID " En Español Sophia Loren - Charlton Heston - Ademas -

OTRA PELICULA EN ESPAÑOL MIERCOLES - JUEVES 21 - 22 de OCTUBRE

" EL MISTERIO DE LA COBRA "

Rosita Arenas - Ramon Gay - Ademas -

" EL FIN DE UN IMPERIO "

A colores Antonio Aguilar - Fernando Casanova

CY 5 - 5005 13th St. Oakland Highway & Gish Road

THE POLITICAL S C E N E

William 7. Ellis



Governor Brown, in his "News Letter" Vol. 18, No. 1 (Sept. 1964) referred to the Mexican American as a minority group nine (9) times and each time grouped them with the other minority -- the Negroes. He never once mentioned the Japanese, the Portuguese, the Phillipinos or any other so-called group. He did, however, firmly set the Mexican Americans and the Negroes apart as different from other Americans. Is this what the people of our community want? Is this good? In this community and across the nation there are plumbers, carpenters, doctors, attorneys, owners of businesses and people of countless other vocational and professional achievements whose surname is generically Spanish. It seems an injustice to these people to be grouped with, and coerced to support demonstrators and marchers who engage in civil disobedience to obtain what others have proudly worked for.

It is becoming increasingly evident that the leaders in the Democrat party wish to pick up the minority group votes as minority groups. They feel that this year should be no different than any preceding election year. Take them off the shelf where they have collected political dust for the past four years and they will be eager to be USED again. The approach is quite simple. Wear the clothes and you are 'i just one of THEM''. Don't, However, forget the promises - these bring votes. Good old Al (The Serape) Cranston forgot the promises, but then they are eventually forgotten anyhow. After their votes are cast more serious matters can occupy the activities in the Democrat circles: like the increase in red tape and restrictions imposed on immigration from our "No Quota" neighbor Mexico. This has reduced considerably the immigration of Mexicans during the past four years (Know anyone who has tried lately?) These restrictions, brought about by the Democrat administration, incidentally do not apply to any other "No Quota' country. Then too, that Judgeship in Santa Clara County - well, it will really be more strategic to disregard the largest "minority group" (and those promises) there and play Trade-A-Vote with the group currently being segregated by the National Democratic spotlight. The best way to keep these groups of votes is to define the people as a minority and feed them paper patronage, nothing real mind you, just a pat on the head.

Six weeks ago a call was placed to the Santa Clara County Democrat Headquarters to get the phone number of a recent supervisorial candidate. The Santa Clara County Democratic Party Headquarters (297–8865) did not know the requested phone number. They did not know whether the former candidate (a registered Democrat) was John D., John R., or John A. They did not know where he worked, and they did not know whether he lived on Peach Street, Spencer Ave., Montevido Lane, or any other street in San Jose. In short they did not know who he was. But you can be assured the Democrat party will take for granted that his 6,400 votes are their personal property.

Let it be, now that the dust has been fanned with the traditional paper patronage, that the Americans of Mexican ancestry will not have that "minority" line drawn around them, and will not be pushed back and grouped as "different". It is a real challenge to stand up against the rule of a party and demand the respect due an individual who does not wish to be taken for granted and referred to as a number in a minority block solely for his vote.

The Democrat party owns no one, no political party owns anybody. Americans are the masters of their own decisions.

FOR YOUR

WEDDING

WEDDING

Keenbica

Humberto Garcia

CY 2 - 4273 195 DEVINE ST

Fred & Sams Sunland Service



Gasolinera - Taller de Mecanica

FRED ROCHA and SAM OCHOA, PROPS.

ONE STOP AUTOMOTIVE SERVICE

Rebuilt Motors - Radiator Repairs - Starters Generators - Smog Control Devices Installed BATTERIES - TIRES - ACCESSORIES

241 - 1317 2511 Newhall Santa Clara



DON la encantadora GAY y ART MARTINEZ lo atenderan con toda cortesia.

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
Para CABALLERO

Black MOHAIR Continental SUITS

Vistase de PIES a CABEZA en ART MARTINEZ Continental and Ivy Suits SPORT COATS Ropa INTERIOR . CORBATAS SOMBREROS ROUGH RIDER – Slacks and Sport Coats

Pendelton Shirts

Abierto los Lunes, Juev. -Vier. hasta las 9:00 p.m.

Art Martinez

INTERNATIONAL and Bank of America Chg. Plans

CY 3 - 3236 290 S. FIRST ST.

Rincon Poetico



ENRIQUETA LORIGO

LUZ de AMOR

Se prendio una Luz eterna Que jamas, se extinguira Y ante todos que la vieron Una plegaria se elevo.

Se prendio la Luz eterna como prueva de lealtad y como ella el mundo entero siempre se iluminara.

Luz de Vida Luz de amor Luz de Fuego, Luz sensual Todo en ella se ha de unir Para bacer una inmortal,

Dos almas se han encontrado Que no se separaran Esas almas son las nuestras Son Luz son la eternidad.

MADRE

Madre las cinco letras de tu nombre Son una inmensidad alla en el cielo Tu nombre esta escrito en toda mi alma Y mi ser te lo debo, adorada madre La M es misterio es hermosura Que siente toda madre en su interior La A es Amor, es la ternura es el suspiro que vida me dio.

La D es Dulcura, es maduresa
Que mi madre me da con su ser
La R es la Razon de mi existencia
Que a mi padre y a mi madre debære
La E es el Refugio que he encontrado
en el regaso de su pecho amante
Y si a sus puertas siempre yo llamare
En mi madre Bendita siempre hallare
Un amor mas Bendito y mas Constante.

FARIAS and CANALES AGENCY

Servicio de Oficina y en su casa

Documentos de Inmigracion
Aplicacion para Seguro Social
Dificultades con su
INCOMETAX
Certificados de Nacimiento
Notario Publico

Tel. 293 – 2824 53 E. Santa Clara St. San Jose Tel. 724 – 9782 129 Main St. Watsonville, Calif.

Teneduria de Libros

724 - 9782



129 Main St.

Watsonville, Calif.



Club Zanzaree

Frances Herrera

LOVE

What is Love?

I've asked just about every person I know this question and for some reason most of them thought this was a difficult question to answer. They all had their own idea of what love is but they just couldn't put It into words. Here are just a few of the answers I finally received:

A sexual attraction one may have for another.
Respect and loyalty for someone.

Love is security.

I am sure most of you have your own idea of what love is and how it should be expressed. But you can't actually define love without really giving it a long and serious thought.

There are all kinds of love, love you may feel for your husband or wife, love for your family, sweet-heart, and of course love of God.

How many times have you heard the saying that love makes the world go round? Many times, I'm sure and yet do you actually believe it, I do. Love is something we all feel and want. This world of ours wouldn't be what it is now if it weren't for love.

Love is a desire that is in every man, a desire that may either bring out the good or bad in him.

Wanting to do good for someone is love. We must remember that love isn't just something you say to someone, you must express your love in the way you treat that person or by the way you respect their ideals and their morals.

Now isn't it funny how loosely the word love is used today, it's used to the extent where its true meaning is lost. And we all know that without love you can't exist. Our aim in life is to find someone to share our life with. Someone to share the bad and good times in life. This is our main goal in life, to find that certain someone to share the rest of our life together.

To a husband and wife love is sharing their home, having and bringing up their children in the best way they know how. Being able to go through the hardships in life without any regrets.

For we all know that marriage is a sacred vow, that if once taken should never be broken. The people of today don't take marriage as seriously as they should. They don't realize that marriage is the biggest step anyone can take in life and should be given the greatest of respect.

Somewhere in the back of our minds there's that hope that when that certain someone comes along we're going to hear some kind of bells. But in reality, we know that it isn't going to be that easy. Sure it's so easy to say you love someone, but do you really mean it? You must think is this the person I want to build my whole world around? Is he the one I want to be the father of my children? Will he be a good provider? Will he have faith in me? There are so many things that a woman expects from a man and yet she knows that when the right man comes along, he won't have all these qualifications. Why? Because love is blind.

I would like to conclude this column by saying that at one time in your life you will fall in love and it will either bring you sadness or joy. But you must remember that you must not have any regrets for loving even if you have lost that certain someone.

I leave you with this thought in mind; it's better to have loved and lost than not to have loved

at all.

-- Frances Herrera

ATTENTION:

The John F. Kennedy Committee is sponsoring a dance on October 11th at the Civic Auditorium from 8 PM to 1 AM. Music will be provided by Ray Camacho. We hope to see you all there.

Obtonga su Rovista EXCENTRICO en las tiondas que aqui se anuncian

go - Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Back to School Cold Wave

> Permanent \$6.95

OPERATORS
Who use only the Finest
Solutions and Fully

GUARANTEE

Their WORK



JOSEPHINE MONTECINO

Open SUNDAY'S 10:00 a.m. to 4:00 p.m.

OPEN Tuesday thru Saturday 9:30 to 6:00 p.m.

CLOSED MONDAY

Thursday and Friday Open Evenings by Appointment Corner Delanas and Auzerais

CY 2 - 2550 385 Delmas Ave.



Se Rentan y se Venden Tuxedos

Todas Clases y Tamaños

All BRAND NEW
White Dinner Jackets & Black Tuxedos

Red Coats, Grey & Blue
Directors - Cutaway

LA MEJOR CALIDAD.

BAILES FIESTAS SELIX FORMAL WEAR

CY 4-2322

75 S. 2nd St.

Lumello · Esquival

La Srita. EDITH ESQUIVEL

hija de los esposos

Sr. y Sra. Felix Esquivel

contrajo nupcias con el caballero

DANIEL LUMELLO

El dia 12 de Septiembre a las 7:30 de la noche En la Iglesia First Latin American Assembly of God de esta ciudad.

> fotografia MANUEL FERNANDEZ (el rapido de Zacatuercas)



Maria's COCKTAIL LOUNGE

BAILE

VIERNES - SABADOS

El Centro Nocturno

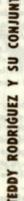
क्रक्रक्रक Mas Elegante

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

DAN and MARIA AGUIRRE, Prop.

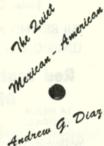
CY 5 - 9879

728 N. 13th St.









Introduction

For the benefit of those who do not know who I am, I would like to introduce myself. My name is Andrew G. Diaz, single, born in San Jose, Calif., 21 years, former resident of the William F. James Boys Ranch 1961, U.S.A.F. veteran, USNG veteran, former Psychiatric Technician Trainee, Agnew State Hospital, Active student peace officers association, former Bigley's ambulance driver, S.J.; active member in MAPA, CSO, Freshman class representative before the student legislature at San Jose City College, Student Advisory Committee, International world wide Rescue and First Aid Association, First Aid Chapter San Jose and the President's Committee, also a former active member of the State Employee Association, I feel it is my duty at this time to bring out this important points, I add my personal admiration for those active citizens such as Mr. Leonard Ramirez, William F. James Boys Ranch; Mr. Frank Davilla, Rainbow Ballroom; Mr. Ignacio Galindo, Redevelopment Agency, Mr. Fred Lucero, Mr. Leno Lopez. Project Director of Mexican American Community Projects; Mr. Juan Ramos, Chairman CCSS, Mr. Hector Moreno, Mr. Isais Aguilera, Mr. Al Pinon, President USO, Mr. Zarate - County Human Relations, Mr. John Castro - Supervisorial candidate and presently running for City Council, Mr. Arturo Cabrera, M.D.; Mr. Dave Sierra, Mr. Humberto Garcia and Mr. Simon Villa, for their initiative and forward step action In curving the problems that face our community and society. Fields I am deeply interested in, Crime Prevention and School Dropouts, I again send my deepest gratitude and will give all support possible in assistance on my behalf as an expected active American Mexican citizen in our community, I again urge with full support that full participation among all Mexican American Youth, I will express with strong feelings. Play it cool! And stay in "School". And to use is to abuse.

The Mexican civilization has been sturdy enough for the past four hundred years to keep going without any economic lefts or nose drives. How long will this last? As yet we haven't even glimpsed our true human values. Our hatred and negligence has blinded us and limited our true qualifications to strive for a better world to live in but worst of all we are sacrificing and neglecting our ways of living.

In the eyes of the white American businessman

the Mexican American is lazy, shiftless and improvedent. Don't be fooled by a one sided rumor, an impression, don't let it bother you yet. In this decade thousands and millions of Mexican Americans like myself will express their deep inner feelings of how we should and shouldn't be treated. I am only one easy cool headed individual. Soon there will be more Mexican American business or the so-called educationally qualified individual whom will express himself with strong emotional feelings; such statements as you step on my toe and I'll climb allover your back. It must not be forgotten that the Mexican American has struggled with and has suffered social poverty for many years. Maybe we do need be more conservative be tougher so as to get the things we want. Sure we need this and even to know the true value of money. Anything to please the American businessman in his business contract. Just so long as they have the Mexican American to throw peanuts with one hand and take his pride with the other.

This is just my personal experience with the white American businessman. This may not be true in all cases, but we Mexican Americans must make sure that this is held to a minimum. This is time for us Mexican Americans to expose our resistance with full political force and show other persons how we feel and stand, for what is ours to use.

It may be true that we lag in some parts of our community, were we find rural neighborhoods and noticeable patterns of delinquency and slums. The cause of this is that our minority group is undisciplined and uneducated. I have experienced many instances where Mexican parents put themselves in such position that the child tries not only to control himself but the entire home. The child will undoubtedly follow the same pattern the parents set in running the home. This puts a great burden on the shoulders of the child. In the later years the child will suffer financially for his lack of education, and simply walks into the gold plated platform of a car wash, or a career of a labor.

It has long been known that the Mexican Americans and Mexicans are never in a hurry. Welcome is plenty of sleep and much of our time is given to fiestas, we have to eat, and unfortunately this means swinging the pick and shovel. This is why our race has not advanced in the past decade. For this reason like myself, Mexican Americans are noted as champion workers. We labor in any non-skilled job, and don't realize that the Education Revolution is now in progress. The Mexican American will not accept direct pressure from his employer. He has come to use this as an economic weapon, his employer in turn is aware of this and uses apathy to control the simple minded Mexican who has no more formal education to retaliate with firmness against any one person or majority group to gain for himself or his minority group

Only until this Mexican American has learned to deal with this handicap will he achieve his aims. This type aim can be and will be accomplished only if the Mexican American has a strong enough urge to break through the ice. To unite through economics, education and even political resources will we win the struggle.

There is also a great number of Mexican Americans whom are not exactly conservative in their way of living. I nor any other Mexican American can

(.... continued next page)



Que es la Vida?

Una Si u

Que es la vida? Un conjunto de mentira Una copa de veneno Si uno es sincero, no mira Al que se dice que es bueno.

Hay que vivir en acecho Y siempre con desconfiansa Y guardar siempre en el pecho El valor y la esperanza.

No entregues tu corazon Oye atento te lo digo Hay que usar nuestra razon No te creas del amigo.

Confia solo en tu suerte Y nunca pierdas la fe Si has de llegar a caerte No hay quien la mano te de. Has brindado tu amistad Y nunca te han comprendido Y con pura falsedad Has sido correspondido?

Olvida pues la amistad Del hipocrita y cobarde Y brindale falsedad Que es lo que en su pecho arde.

Si te brindan amistad Por interes a de ser No existe sinceridad No te vayas a creer.

por Socorro Posada de Hermosillo

Que es la vida?
Una mescla de dolor y de alegria
Donde encuentras amistad
Donde la pierdes tambien
Donde encuentras falsedad
Donde encuentras un desden.

Que es la vida? Mescla de mentira y maldad Juramento hipocresia Falsedad en la amistad Desepciones cada dia.

Que es la vida?
Oropel y fantasia
Desepcion y falsedad
Caminos de hipocresia
Y mentira en la amistad.

ALL TYPES of COMMERCIAL and SOCIAL PRINTING



CY 2 - 4273 195 DEVINE ST

California BUSINESS COLLEGE

MEN WOMEN

CALIFORNIA BUSINESS COLLEGE
OFFERS a CAREER In
THE FOOD BUSINESS

TRAIN NOW FOR

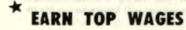
GROCERY CHECKING

ADVANCED MANAGERIAL TRAINING
FINANCING ARRANGED
Day and Evening Classes
Call or Come in: 294 - 7782, 294 - 1802

Call or Come in: 294 - 7782, 294 - 1802 1098 E. Santa Clara St. San Jose, Calif.



FREE PLACEMENT SERVICE



EXCELLENT WORKING CONDITIONS

UNBEATABLE INSURANCE PLAN

for YOU and YOUR FAMILY.

RESPECTABLE JOB and FUTURE

Tel. 294 - 7782

1098 E. SANTA CLARA ST.

SAN JOSE





Pat Vasquez

After counting some of the 25 cent donations that our dear Editor was kind enough to start for me, I went out to buy a new coat. So keep sending in your donations so I can keep making the payments. Just send them to:

Pat Vasquez 2957 Bell Avenue San Jose, California

After spending a week in Lake Tahoe, I'm ready to go back to work for the Forum again. While up at the Lake on a Sunday night, my wife and I went to one of the casinos. Boy, was it crowded there and people losing their money left and right. Since money is hard for me to make, I decided to do a little gambling and to see if my luck was good. I decided to just spend 10. I went to the cashier to get my change, I gave her my 10 and she gave me my two nickels! I put them in the slot machine and I won nothing. So I went back to the bar to figure my next move. After 1 or 2 drinks or was it 10 or 20, (1 do not quite remember). I went outside the casino to get some air. By that time my courage was up and I felt real lucky, and by chance I found a machine that was not in use, so I started to feed it dimes.

After a while, my wife found me and asked me what I was doing. I told her that I was mad cause I had been feeding this machine dimes for the last hour and it hadn't paid me any money once and she said:

and it hadn't paid me any money once and she said:
"Pero mi vida!" (asi me dice a mi, porque
me habla con mucho cariño), "como seras Pend-io! That is a parking meter!"

So if you go up to Stateline, look for parking meter #126 and say that I sent you. You can park for free, cause I have paid rent there for the next six months!

On Saturday night, September 26, 1964, I attended the Charter Installation of the Richmond Chapter of the American GI Forum. I must congratulate the Richmond Chapter for a real nice banquet. There were 250 guests present. Those boys from Richmond have proved that they don't let any grass grow under their feet. When you can sell 250 tickets at \$5 each you can bet your life that they were working hard.

The Banquet was well planned and it ran real smooth. Raul Morin, author of the book, AMONG THE VALIANT, was one of the guest speakers. All the GI Forum Chapters supported the Richmond Banquet real strong. From San Jose Chapter were:

Bill & Marge Lopez Ted & Sara Cazares
Bob & Elsa Rodriguez Ernie Vasquez
Ike & Maria Hernandez My wife and I
From Santa Clara Chapter were:

Mr. and Mrs. Mario Vazquez
Mr. and Mrs. Mike Ybarra and Family
Mr. and Mrs. Torrez
Mr. and Mrs. Jess Reza
Mr. and Mrs. Sal Ramirez
Mr. & Mrs. Sam Garcia and lovely Irene.

On Saturday, October 24, 1964, at the Elks Lodge in Fremont, Calif., a new chapter of the American GI Forum is to be installed. Chairman Louis Cortez of the Fremont Chapter tells me that they are going to outdo the banquet that Richmond had. They are planning on a banquet of 400 guests. To do this, Louis, you and your men will have to work day and night. To all you San Jose Forumeers, if you want tickets to this banquet be sure to get them soon, don't wait till the moment cause you will be out in the cold. Louis, if I can make a suggestion, just have your band play some corridos. Good luck to you and the Fremont Chapter.

GI FORUM TAKES STAND AGAINST PROP. 14

The San Jose Chapter of the American GI
Forum consistent with its aims and objectives of preserving and advancing the basic principles of democracy, equal social and economic opportunities for
all citizens has taken a stand against Proposition 14,

Proposition 14 is the initiative which the California Real Estate Association has sponsored to amend the state constitution which in effect will wipe out the Rumford Fair Housing Act.

The GI Forum believes that an individual should have equal access to housing and that the Rumford Fair Housing Act should be given a chance to work. The passage of Proposition 14 will wipe out the Rumford Law which now prevents landlords using government financing from discriminating on the basis of race, creed, or color.

THE AMERICAN GI FORUM URGES YOU TO VOTE NO ON PROP. 14 on November 3rd.

The above paragraph was written by my good friend Bob Rodriguez. I also urge you to vote NO on Proposition #14.

I'm a little surprised at the City Council's stand on Proposition 14. As you know they voted 4-3 not to recommend a no vote on 14, they will stand nuetral. Well, it's nice to know that we still have a few friends in the City Council. Although some of them say that they are our friends, it seems to me that the only time they are our friends is when they can get a ride in a parade or mooch a free dinner. But when the chips are down, they turn their backs on us. So remember that voting and next time City elections come around you will know who our friends are.

It looks like the San Jose GI Forum has made the stork mad, because it's been bombing our members. It made a hit at Pete Gonzales' and Manuel Delgado's home and it is buzzing Eddie Torres' place.

(continued next page)

I have installed two anti-aircraft guns on my roof just in case he gets smart and tries to scare the life out of me by buzzing my home. Incidentally, it was a boy at Pete's home and also a boy at Manuel's. Twins? denigrater Comits Provides

COMING EVENTS:

Mayfair Little League Benefit Dance, Saturday, October 24, 1964. 9 PM to 1 AM, I.E.S. Hall, 1401 E. Santa Clara. Andy Flores & his orchestra.

Door prize, donation \$1.00. Be sure to attend cause they need the money to buy baseball equipment to keep playing. That way we can keep them in the ball park instead of the streets. . .

Mario Vazquez will be my guest columnist and will write the next GI Forum column.

MADAM Zora



ADIVINADORA

Poseedora de SABIDURIA Para ayudarle en Problemas de SALUD - ENFERMEDAD TRABAJOS - NEGOCIOS Traigame sus Problemas

Esta Sra, ayuda a los enamorados y parejas separadas a que se CASEN o se vuelvan a REUNIR.

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



Steaks \$1.25 Abjerto 24 Horas

Originarios de los famosos Steaks por \$1.25 Incluye Ensalada, Pan y Mantequilla

ALMUERZO - LUNCH - CENA Nunca Cerramos Las PUERTAS

FREE PARKING - 38 S. 3rd St. Carl & Al's

" Visitenos despues del Show o Baile "

CY 7 - 7184

72 E. Santa Clara St.

Dr. Ivan T. Hendren



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

DAVE E. SIERRA Assistant Editor

COLABORADORES

AMERICAN GI FORUM CATALINA BARRAGAN RICHARD DIAZ CLUB SAN FELIPE CLUB RIVIERA BOB RODRIGUEZ DANUEL SALDAÑA GILBERT SOLAREZ SIMON VILLA CLUB ZANZEREE Maria de la Luz SANCHEZ

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



OHIROPRACTICO

Tel. 295 - 4202 416 E. Santa Claro St.

HORAS de CONSULTA Lunes a Viernes 9 - 12 y 2 - 5 Martes y Sabados 9 - 12 Lunes y Juev. 7a9:00 p.m.

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





Maria de la Luz Sánchez

Festival Pro - Monument a KENNEDY Domingo 11 de Octubre

SAN JOSE CIVIC AUDITORIUM

En un nuevo esfuerzo por llevar a una feliz realizacion su noble empeño de erigir un monumento al gran Presidente Kennedy en esta nuestra hermosa ciudad de San Jose, el Comite que encausa esta empresa presentara un gran festival en el Auditorio Civico el domingo II de Octubre de 2 PM a una de la mañana.

Este festival estra amenizado por dos buenas orquestas de la localidad habiendo baile y en tretenimiento continuo para todos. En el se presentara nuevamente completo y reforzado por elementos de San Francisco y Oakland, el fabuloso Ballet Azteca del Palacio de Bellas Artes de la ciudad de Mexico, presentando todo lo que en materia de bailes autoctonos y de verdadero folklor mexicano se admira en la muy noble y muy senorial Ciudad de los Palacios.

Este espectaculo de maravilla por si solo desquitara con creces la modica suma de un dollar con cincuenta centavos, \$1.50 que sera el costo del boleto personal para este gran evento y que dara derecho a disfrutar de la variedad y del gran baile.

Amados compatriatas y cordiales admiradores del Presidente Martir John F. Kennedy: No olvideis que de vosotros depende que el gran proyecto de inmortalizar en bronces y en marmoles mexicanos la gran figura del llorado Presidente de este gran pais, que ya ha costado tantos sufrimientos y tantos sinsabores a los miembros del Comite que ha encausado la obra. El ancestral honor y la nobleza del pueblo mexicano estan moralmente empeñados en esta obra en que se trata de pagar una deuda de gratitud y demostrar que los mexicanos nunca se dejan vencer en generosidad. COOPEREN, COOPEREN, COOPEREN y que sin su cooperacion no sera posible esta obra que ya confirio a nuestra querida ciudad el privilegio de ser la primera que concibio tan bello proyecto.

Esta por cumplirse el primer Aniversario del Nefasto magnicidio que cego la noble y fecunda vida del gran hombre que pretendemos honrar, y muy poco se ha avanzado en la realizacion de tan bella obra. Insistimos en que si los mexicanos y mexico-americanos del Norte de California contribuyeran con cincuenta centavos cada uno, para el monumento, este se levantara en corto plazo.

Consulten a su corazon, y no olviden que de su generosidad depende el buen resultado de una obra cuya grandeze y excelencia no pueden discutirse y mucho menos negarse.

Maria de la Luz Sanchez Presidenta del Comite Pro Monumento a Kennedy.



El famoso BALLET AZTECA de Bellas Artes que hara derroche de su Arte en esta gran celebracion y Baile cuyo objeto es recaudar fondos para la construccion del MONUMENTO de KENNEDY.

Toda Clase de Propiedades

Tel. 258 - 1366

1411 Sun Shadow Lane





BLANCA y JOSE J. ALVARADO

Asuntos de INMIGRACION Traducciones - Notario Publico

Nuestra larga Experiencia en tramitar Documentos de Importancia es su Mejor Garantia.

Agencia de CASAS

Tel 251 - 6756

2194 ALUM ROCK AVENUE.



TO T MIS CRCUMSTAN

Ana Maria Dominguez

Y despues

Al matricularme en mis clases la realidad de que no era libra me enfrento. Que raro senti al despertar a esta fria realidad. De un minuto a otro me traslade a un estado de obedencia, en el cual todo escuchaba y nada discutia. Porque en este país de ditadura el aclarar o denunciar una accion contra el gobierno es uno de los errores mas graves que uno puede cometer.

Con esta informacion me matricule en un curso de política actual. Pase los ratos bastantes angustiosos en esta clase. Uno podria decir que estas clases habian sido inutil. Esto no fue culpa del profesor sino el los requisitos bajo los cuales el tenia que ensengar. Pero, si llege a deducir de estas clases como tambien de todo el hambiente, que existe, de una forma os-

cura, una sombra tras la cual se esconde la descomformida de la gente.

Como sabran, Franco, dictador de España, fue un hombre muy activo en la guerra civil; la cual durando cuarto años logro destruyir el país, y dejo un heulla honda y ardiente en el animo de la gente española. Hoy, Franco el brinda al publico español la ironia de los 25 años de paz que el ha conservado. Ironial SI tiene que serlo. Porque lo que el llama paz es solo una dictadura absoluta, donde nadie se atreve a llevarle la cantraria al gobierno y donde la poblacion se tiene que satisfacer con estar bajo sus leyes, ya sea con fuerza o inancion.

Los españoles no saben lo que es tener el privilegio de votar! Han pasado tantos años desde que este privilegio se ejercio en España, si es que alguna vez se llego a ejercer en su totalidad, que muy pocos españoles se recuerdan.

Sin embargo, ellos luchan contra esta injusticia can la unica arma que no se les puede prohibir, la educacion. Se les prohiben ciertas materias pero el desarroyo del pensamiento, o la habilidad de pensar pensamientos libres nadie se los puede prohibir. Esto es educacion ya sea formal o lirica.

Y es la poderosa arma de la educacion la cual todo dictador teme, porque su reyno se basa en la ignorancia. Y es de la ignorancia que nace el hambre, el hambre que no conoce fronteras.

Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian

August Ramirez

PHOTOGRAPHY



We Restore OLD CRACKED & TORN PHOTOGRAPHS
FREE ESTIMATES I

We are MOVING our Photographic facilities to

CL 9 - 2733 1743 Lavonne Ave.

SPECIALIZING IN CHILDREN & CANDID WEDDINGS IN Beautiful LIVING COLOR



Work Done Strictly by Appointment

HOURS:

Monday Through Saturday 9:00 a.m. to 5:00 p.m.

★ Candid Wedding in Living Color

ONE ALBUM plus 24 - 8 x 10 pictures in natural color

\$159 oo

CL 9 - 2733 1743 Lavonne Ave.

not go strictly on the basis that we are being constantly picked on or being exploited. To some extent or degree we are being used, yet to a larger degree we put ourselves in this position. I have to say that we as Mexican Americans do not all walk about with halos overhead. I am sure it is known among true Mexican American people that the youth of our minority group improvise their own laws in the place of our state laws. Another thing that downgrades the local Mexican American group is the slang which is spoken instead of coloquial Spanish. Worse of all they speak not knowing that they are degrading something that took many years to establish. Another thing that is unfortunate is true of the Mexican American gangs that riot among themselves instead of putting this energy to better use. I personally felt that this group consisted of only a small percentage of the youth until I became involved only four years back. If you feel this as being a derogatory statement on my part pick up the newspaper and look at the surnames of the individuals on suspicion or potential lawbreakers.

Speaking about surnames let me just mention Mexican American Distinguished Men of World War II and Korea:

Pvt. Jose P. Martinez whom assumed great importance, not only to United States history but to all Americans of Mexican descent for he was one of the first draftee enlisted men in the Pacific to distinguish himself in battle by winning the Congressional Medal of Honor in World War II. Died from Japanese bullets after leading his fellow doughboys in a successful attack on a vital pass in Attu, let it also be known that his family originated from a long time and line of American born Spanish-speaking ancestors from the state of New Mexico who has been regarded for many years as Spanish-Americans. Inspired by his actions, these pinned-down GI's could not believe their eyes. The quiet Mexican kid from Colorado, who wasn't even in charge of the rifle squad, setting up the example and urging the others to follow. This is only one distinguished Mexican American. We must also remember among them Sgt. Martin Quintana of Albuquerque and Sgt. John Trujillo of Socorro, New Mexico where many Mexican American combatmen took part in the Invasion of Sicily on July 10th, 1943. Landings with the 2nd Armored the 1st, 9th, 3rd, and 45th Infantry Divisions, and even with the 82nd, and all American Airborne Divisions, who landed five hours before all others Company E The ALL CHICANO INFANTRY COMPANY, started their front line action when the American troops landed at Salerno. The entire company was made up of Spanish speaking soldiers including Mexicans, Mexican American and the so-called Latin Americans. The majority were uneducated and spoke a limited English, we must also look at other Valiant Mexican Americans such as Pedro Rubio, Austin, Texas, received the Medal of Honor after operating on a victim's thigh under heavy enemy fire, and removing it with a pocket knife.

Vincent Gonzales, Rio Hondo, Texas, received the silver star for crawling under a sheet of heavy machine gun fire on the high bluffs of Omaha Beach to give aid to two wounded comrades. Other valiant men are Sergeant Ambrosio Guillen, awarded the Congressional Medal of Honor, Staff Sergeant Joseph C. Rodriguez, Medal of Honor. The glory of Joe Marti-

nez will never be forgotten.

Us Mexican Americans were just a little more proud of him. His widely heralded achievement occurred at the time when attitudes toward Mexicans in the United States were at a ebb because of the zootsuit riots in Los Angeles. This Angel City had left a very bad impression of Mexican Americans throughout America. Nothing then was ever said about the Mexican American proud Martinez except that many persons were proud for his actions. Our Corporal Benito Martinez, 21 year old infantry from Texas, gives further proof of the valor and courage of the Mexican-American soldier.

Other noted men such as Sgt. Ambrosio Guillen awarded the Congressional Medal of Honor.

If you believe this material is false, I suggest it is found in the entitled book AMONG THE VAL-IANT by Mr. Raul Morin, 4226 Brooklyn, Los Angeles, California, or write a letter to Mr. Lyndon B. Johnson. It must also be brought before the uneducated Mexican American that the Social Welfare, Public Attorney, Public Officer can not and will not help a potential lawbreaker. The sooner the youth of our minority group absorb the fact that a true friend con-sists of four sides, the blackboard and the A.S.C.'s of living and reconstructing our Mexican American civilization will we achieve our goal we have had a long policy of proudly conserving 95% of our customs, ideas, religion, welfare as well as spirit. If you believe this as being a derogatory statement. Just remember the Alamo. We must join the revolution to surge forward to make this world a better place for ourselves, after all don't be fooled. The only revolution won by the Mexican Americans was when he closed the doors among its own people. My goal will be completed only when our race is up to its standards past due by a decade. I again give my strongest suppurt and aid to any juvenile, convict and criminally inclined individuals which are so widely neglected by our society.

Sincerely and truly,
ANDREW G. DIAZ
351 No. 16th St. San Jose, Calif.
CY 7-8577

Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian

Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

HORARIO: De LUNES a SABADO 3:00 p.m. a 7:00 p.m.

ENFERMEDADES de SEÑORAS y NIÑOS

Facilidades para Completo Examen Físico RAYOS X y LABORATORIO Consultas en Español e Ingles

CY 5 - 8870 565 Almaden Ave.

Simon's Beauty Salon Salon de Belleza Mexicano

Permanent Wave

LAS MEJORES ESTILISTAS en EL Norte de California

.00

PRECIO COMPLETO.

ABIERTO: lunes a Sabado de 9:00 a.m. a 9:00 p.m.

Domingos de 9 a 5:06

NO NECESITA CITA

SERVICIO DE BELLEZA COMPLETO Corte de Pelo - ESTILO - PINTURA - PLATEADO

Teddy Castillo

Tel. 295 - 5391

32 South MARKET STREET (Cercas de la Farmacia LA ROSA)

Engagement

Mr. and Mrs. Max Rodriguez request the honour of your presence at the marriage of their daughter

MARY JANE

MR. EARL ESPINOZA, JR. Son of Mr. and Mrs. Earl, Sr. Epinoza Saturday the seventh of November nineteen hundred and sixty four at two in the afternoon. Holy Family Church San Jose, California





PRODUCTOS DE CALIDAD

PRODUCTS

CY 3 - 1773 363 AUZERAIS AVE. SAN JOSE, CALIFORNIA



Daniel Saldaña



Festival Pro - Monument a KENNEDY Domingo 11 de Octubre

El Comite Pro Monumento Kennedy esta trabajando activamente en la organizacion del programa artistico y baile que se llevara a cabo el once de Octubre en el Civic Auditorium de San Jose, Calif.

Este evento comenzara a las dos de la tarde y terminara a la una de la madrugada.

El carnet musical estara a cargo de dos famosas orquestas, la de Ray Camacho y la de Chris Carmona; ademas actuaran el Dueto Los Chacales, El Ballet Azteca, Jesusita Vallejo y muchos otros artistas famosos de la Capital Mexicana y de Los Angeles, California.

El dinero que se obtenga en este festival se destinara a aumentar el fondo del proyecto para levantar una estatua en San Jose a la memoria del Presidente J. F. Kennedy el gran amigo de Mexico y de los Mexicanos. JESUSITA VALLEJO reconosida artista quien se presentara en esta gran CELEBRACION 7 BAILE. 2:00p.m.a 1:00a.m. Civic Auditorium



Asista Ud. y su familia, baile, diviertase y coopere para que los mexicanos y Mexico-Americanos demuestren su gratitud al gran patriota desaparecido y a este gran pais en el que vivimos.

Para cualquier informacion relacionada con el Monumento Kennedy dirijase a 426 Royal Avenue en San Jose o llame al telefone 292-1260.

No lo olvide el 11 de Octubre en el Auditorio Civico de San Jose de las 2 de la tarde hasta la 1 de la mañana.

Payless TIRE COMPANY



Ed Gonzalez

BRING THIS AD to us FOR A FREE FLAT REPAIR

Tel. 251 - 8360

La variacion mas Grande de Llantas Usadas desde \$2.95

Featuring the famous
REMINGTON TIRE
for as little as \$9.77 with your
old tire regardless of condition

Facilidades de Pago Abierto de 9:00 a 8:00 p.m. Sabados 8 a 5:30 p.m.

FLATS .69
WHEEL BALANCING

.88

1815 ALUM ROCK AVE.

PARA CASAS Bonanza

Vendedor de la Semana

PETER J. (Pete) DIAZ With Bonanza 18 months

Has been a leader in serving the area's Mexican - American people.

La GANGA de la Semana

Esta Semana Pedro le ofrece: 3 RECAMARAS Lote de 65 x 125 Alfombras, Cortinas, Water Softner

\$450 ENTRE \$86 POR MES \$14, 950 F H A CY 2 - 7900 CY 8 - 1966



Pete Diaz

PARA CASAS Bonanza 367 MERIDIAN ROAD SEARS



TWO BIRDS of A FEATHER OUT TOGETHER

Here we have two of San Jose's most talked about play boys out for a day of water skeing at lake Tahoe, the owner of the new motor boat with the 65 H. P. Engine is the fabulous " Keed "Hank Paramo and his sidekick EL EXCENTRICO'S own trouble making reporter Gil " Cahuama " Solarez who had to leave town on a short notice. It all happened rather suddenly, old BALDY received a phone call from Los Angeles late in the afte noon last Saturday and off he raced through Market St. without an explanation. We suspect one of his skirts was on the other end of the phone line. With all these trips out of town he is sure to wear out that white Cad of his before the year is out.



G. M. Russell Used Cars

All Sharp Cars 1950 to 1960 Ni lc de ENTRE

100 % FINANCIAMIENTO una vez Aprovado su CREDITO. COMPRAMOS y VENDEMOS toda clase de AUTOS Obtenga un BUEN AUTO sin tener que dar Absolutamente nada de ANTICIPO

295 - 0677 or 78 745 S. FIRST ST.





Hello out there Giant Fans:

This is Frank Espinoza stepping in Herold's shoes for a couple of issues. I don't think I could stand his size shoe for much longer. I would like to say that I'm nervous as you know what. Especially when you don't have anything to write about. I guess I'll have to make up a story as I go along.....
WELL ANYWAY:

I would like to take this opportunity to give special thanks to Esther Trillo and Ron Henry for the magnificent job they did on our parade entry on Sept. 13 here in San Jose. I still believe we should have won a trophy for the effort. Our thanks also to Richard Moreno, Adeline Gomez, Phillip Payer, and Lorraine Moreno for their cooperation. Maybe we can do it next year, OK gang?

Our club has received a beautiful trophy for finishing 2nd place in the UCC softball league. It was received by our Athletic Manager Paul Ramirez at a dinner given at Original Joe's.

Our regular season is over but we are still having a few practice games. As a matter of fact we lost our first one to a mighty team from Tracy. They came out of a ten year retirement and handed us a 12-8 trouncing. The game I don't mind losing but having to pay for the keg of beer is what hurts. All kidding aside, we had a great time. We, the team and family, were treated to a delicious dinner by the wonderful Tracy hosts. We are looking forward to their coming to San Jose for the return game. This time we'll be ready.

Anyhow, we are getting ready for the basketball season. If you tall fellas are interested in playing you can get in contact with Paul Ramirez at AM 2–1074 or CY 2–5365.

CLUB NOTES:

Say Richard, you really ought to give up those hikes. You aren't so young anymore, you know.

And Jimmy, you knew you couldn't get by with that scatter shield. Better luck next time. Have you thought of a new mechanic?

Hey Danny Boy, careful what car you sit in next time out. It could prove to be dangerous.

And no matter what you say Frankle, I can't believe that all those errors were due to your optical glasses. I think they were due to the glasses from Burgle, Meister.

Richard, you've got to live and learn. You

should know what happens when you let a wife take the movie films.

In closing this column I would like to say a word or two to a couple of friends of mine. You are both adults and you should be able to get along with one another. I'm sure it would make everyone concerned very happy.

I'd like to stress to the public to go out in November and vote. The issue at stake is of the greatest importance to you and those you hold dear. Your patriotic duty calls: answer it.

Till next issue, I'll keep an eye out for you.
So long !.....

Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian

LaRosa REALITY SALON

Special Cream Permanent

COMPLETE

Regular \$10.00

No Fancy Slogans just and honest Value. A Free Haircut, short or Medium lenght, Shampoo and Set.

Special Oll Cold Wave

COMPLETE

For a Firm, regular or bodycurl
Also includes style cut \$

OPEN till 9:00 p.m. Monday Thru Saturday
Eastside location open SUNDAY 10 to 4:00 p.m.



186 S. 2nd Street CY 4-9254 1504 E. Santa Clara St. 251 - 1845

Mrs. Janet Kaczmarck, Prop

Trabajo de Casa

Se Solicitan los Servicios de una Señora o pareja para trabajo Domestico

Se ofrece Cuarto y Baño Privado, Comida y Salario.

No se requiere que hablen Ingles

Llame: Venga en Persona o Escriba:

14434 OAK PLACE SARATOGA, CALIFORNIA

· 7el867-0467

La Cocina CAFE COMIDA MEXICANA

ESPECIALIDAD
COMIDAS MEXICANAS
y SABROSOS ANTOJITOS
Manuel y Elizabeth Morales
Propietarios.



CY 3 - 9864

131 W. Santa Clara St.

Citizens Television



En la grafica: Ray Reyes Gen. Mgr. Charles Meredith Service Mgr. Jose G. Mota, Gene (Kay) Kledzik Sales Mgr. listos para ayudarle en compra o reparaciones.

Televisores Usados desde \$19.95

CAR RADIOS - ANTENNA SPECIALISTS

2 WAY RADIQ MOBIL for CARS

No job too big.or small - All Work Guaranteed

Open Monday thru Sat. 9:00 a.m. to 9:00 p.m.

CY 2 - 9204

347 WILLOW ST.

Checkerboard GARAGE TALLER de MECANICA



Lionel Banda

TRANSMISIONES AUTOMATICAS

Tune - Up MOTOR OVERHAUL

Reparaciones en General

CL 1 - 0606 1991 ALUM ROCK AVE.



Maria La Rosa. Prop.

Nos Especializamos en Recetas

Preparadas EXACTAMENTE como su MEDICO indique FREE DELIVERY S. & H. GREEN STAMPS MEDICINAS MEXICANAS CABELLINA etc... Laboratorios D'FRANCIA 4 BIERTO LOS DOMINGOS

CY 4-5030 30 S. MARKET ST.



EL FOTOGRAFO

Richard Diaz

Festivities, on Ex Mayor of San Jose Robert Welsch in center was quist candidate for the state assembly a beautiful sombrero and zarape and Mrs. Daniel September Mexican Sanchez 16th of with





Popular Las Hermanitas Falcon pose with Ray Lujan during their appearance at Trader Lew's Park.



For once (me) wins something at a drawing, one cigarrete lighter, making the presentation on the right is Mike Ybarra accompanied by lovely Maida Herrera.

Drawing was at one of the A. G I Forum Dances.



TO KENNEDY MONUMENT



Directors Coats - Cuta Away Bridal Hoopskirts Fur Stoles



ALL NEW ---Dinner Jackets, Pants, Shirts, Cummerbunds Suspenders and Accessories

Defly 8 to 6:00 p.m. Mon. & Thurs. 'til 9 Sunday by Appointment.

7das TUXEDO RENTAL

CY 2 - 9102

380 S. First St.



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

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

OPTOMETRISTS

EXAMEN CIENTÍFICO Los Doctores ZLOT y STERN le direces una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS Se Aceptan Casos de Old Age Pension

ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m. El Lunes y Jueves esta abierto hasta las 9:00 p.m. Se Localiza en el edificio de Kay's Jewelers.

PAGOS FACILES

CY 5 - 4805 67 S. FIRST ST.

Samuels - Salas

Miss DANNA SALAS

daughter of

Mr. and Mrs. Daniel Salas

Exchanged holy matrimony vows with

Mr. DONALD SAMUELS

Son of Mr. and Mrs. Albert Samuels

On September nineteenth at two in the afternoon

at SAINT FRANCIS CABRINI Church

San Jose, California

photo by Manny Ferdinand alias el rapido de Zacatecas





Diamond Juan

Sabia Ud. que Los DIAMANTES se DAN en NOPALES? Claro que NO SE DAN en NOPALES Por Eso DIAMOND JUAN Recomienda a Usted que Revise sus DIAMANTES cada dos o tres meses Llevelos con un Experto y el Mejor Experto es DIAMOND JUAN el le Inspeccionara y Limpiara sus DIAMANTES sin COSTO ALGUNO.

> DIAMONDS are a GIRLS BEST FRIEND and Diamond JUAN is yours

He Suggests you take care of your Diamond Ring Sets Rebuilt like New - Alterations & Repairs of all Kinds RINGS CLEANED & CHECKED FREE While you Walt.

298 - 2423 80 W. San Carles St.

MAYO BRIDAL'S

Formerly AUDRY'S

Trajes para Novia y su Corte

ABIERTO Lunes de 12:00 del dia a 9:00 p.m. Martes, Miercoles, Viernes y Sabados 9:30 a 5:30 p.m. Jueves de 9:30 a.m. a 9:00 p.m.

LAY AWAY PLAN - First Natl. Bank Card

Se ofrece un SERVICIO COMPLETO para la Novia Fotografia, Floreria, Invitaciones, Pastel de Bodas

Descuento Especial

Henrietta Lorigo

294 - 4348

85 W. SAN ANTONIO ST.



NEW COUNTY OFFICIAL. Robert W. Horger (center) new Santa Clara Co. Sealer of Weights and Measures, gets look at plans for Sealer's future temporary headquarters. Briefing him are his new boss County Executive Howard W. Campen (left), and former Acting Sealer John W. Santner.

Thoroughly experienced in his field, Horger has been with the State Bureau of Weights and Measures in Sacramento since 1950, and will leave the post of Program Supervisor for Weighmaster Enforcement.

He has headed the weighmaster program since 1960 under State Bureau of Weights & Measures Chief W.A. Kerlin.

The fifty year old veteran of World War II served in the U. S. Army's 12th Armored Division as a tank mechanic from 1942 to 1945.



Generous George Motors

LOTE de CARROS USADOS 100% MEXICANO

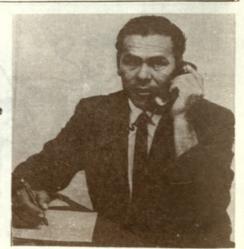
No Hay Oferta Razonable que no se Acepte

GRATIS!

Con la Compra de Un Carro se le regalara 10 Lineas de BOLICHE I

Toda Clase de Autos - Muy facil de Financiar ABIERTO de 9:00 a 9:00 inclusive Domingos GEORGE BURGUEÑO, Prop.

294 - 7241 1045 E. Santa Clara St.



FLORES Pharmacy

del Condado de Santa Clara



Abierta de 10:30 a.m. a 7:30 p.m. Lunes a Sabado
RECETAS - Hierbas Medicinales
Remedios de Casa COSMETICOS
Para Recetas de Emergencia diga a su Doctor que Ilame

A Flores Pharmacy 294-4181 a cualquier hora.

294 - 4181

97 S. MARKET ST.



En la grafica: Jim McKelvey, Prop. y Azof Ferdinand Reseal Trans. \$26.95 Labor plus parts. OVERHAUL \$37.50 Labor plus parts. FINANCING AVAILABLE

FREE COURTESY CAR

Son Miguel Will Welley Me Kelvey Illw tought no

286 - 4008

and Gilberta

433 WILLOW ST.

ferent and varied ways, about helping to large.

this Saturday an

can now add TURNCOAT to his record. Somehow we get the feeling that he and Barry belong together.

For ARTISTIC and CORRECTLY

tell me all he could about GOP Vice Presidential candidate Joe MG=3 M B = 2 G ess. Absolute silence was the answer, I don't really blame him, if my party was running a never-been like Joe I would

Wedding Invitations 1704

Our PRINTING DEPARTMENT

lis at Your SERVICE and and to



CY 2-4273

195 DEVINE STREET SAN JOSE 10, CALIFORNIA



Salas - Garcia

EMILY GARCIA daughter of Refugio and Annie Garcia exchanged vows with Mr. A LBERT SALAS son of Antonio and Antonia Salas, on June 27 at the Holy Trinity Church at 12:00 o'clock noon. San Jose, California

LEITER STUDIO

251 - 1929





Dave Sierra

"AND IF I AM ELECTED "

Have you noticed that most (I said most, Agnes)
Republicans when asked if they are Republicans, are
quick to point out that they are NOT Goldwater Republicans? Hell, we ain't ashamed of LBJ1111

Candy:

MUCHAS GRACIAS

Sensational Singer Mel Moran and Gilberto San Miguel will appear at EL SOL at Willow & Delmas this Saturday and Sunday. Be there!

South Carolina Senator J. Strom Thurmond has compiled a very impressive record over the years. He can now add TURNCOAT to his record. Somehow we get the feeling that he and Barry belong together.

The other day I asked a devoted Republican to tell me all he could about GOP Vice Presidential candidate Joe Miller in ten seconds or less. Absolute silence was the answer. I don't really blame him, if my party was running a never-been like Joe I would not have anything to say either.

NOTE OF THANKS:

To Felix Leon, for furnishing the free booze for the American GI Forum cocktail hours.

To Tony Valerio, 20th Century Cleaners, who does likewise for the happy hours at dances.

To Hank Coca, always a man to show plenty of class, for continually helping the GI Forum in different and varied ways. You always hear people talk about helping La Rasa. Hank don't talk about it, he does it. We were going to mention that his Furniture Discount House is at 82 E. Santa Clara in case you'd like to walk over and make one of his salesmen happy but everyone already knows where FDH is located.

Recommended reading this issue is Frances Herrera's excellent article on Love in the Zanzaree column. Let's have more serious articles, Frances.

"I don't give a tinker's dam what the rest of the world thinks about the United States. . . ." Barry Goldwater

THE SCOREBOARD

Lyndon Johnson vs. Barry Goldwater

	TAX	President Johnson YES Goldwater NO
	CIVIL RIGHTS ACT	President Johnson YES Goldwater NO
	NUCLEAR TEST BAN TREATY	President Johnson YES Goldwater NO
	FOREIGN TRADE EXPANSION ACT	President Johnson YES Goldwater NO
	MINIMUM WAGE INCREASE	President Johnson YES Goldwater NO
	HOUSING ACT DF 1961	President Johnson YES Goldwater NO
U 1000 M	AID -TO Education	President Johnson YES Goldwater NO
	UNITED NATIONS BOND ACT	President Johnson YES Goldwater NO
	VHEAT COTTON CT OF 1964	President Johnson YES Goldwater NO

(RICHARD DIAZ PHOTO)



Pink Elephant MARKET

Complete line of Mexican Foods

En la grafica parte del atento personal que le atendera en ESPAÑOL.

LINEA COMPLETA de CHILE, ESPECIES

y MANTECA.

Los Precios Mas Bajos de Plaza en la famosa Harina LA PIÑA.

AMERICAN EXPRESS MONEY ORDERS

Se Regalan THRIFTY GREEN STAMPS
Abierto Diariamente hasta las 11:00 p.m.
DOMINGOS hasta las 9:00 p.m.





Tripe & Pigs Feet 3 doz. Corn Tortillas
.09c lb. .39c

Fruits & Vegetables at Farm Prices



251 - 1929

400 S. KING ROAD

San Jose



LIBERTY

Jony DI Maria GERERITE

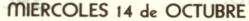
CYpress 7 - 1456 67 S. Market St. San Jose, Cal.







UNA BELLA HISTORIA DE AN.JR ENMARCADA EN EL ENCANTO DE LA PROVINCIA. ¡VOY DE GALLO™! MAS ROMANTICA QUE ROMEO Y JULIETA, CON MARIA ANTONIETA PONS, DAGOBERTO RODRIGUEZ, SARA MONTES, ANTONIO MACIEL, CHICOTE Y FRAUSTITA.





PASO A LA JUVENTUD "
TINTAN - Ane Berthe LEPE