



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



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ABRIL 20, 1964

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Sr. Humberto Garcia
Director de "El Excentrico"
San Jose, California

Respetable Señor Garcia:

Es verdaderamente indignante el hecho de que personas sin criterio y sin principios y si me permite decirlo con franqueza que es la me ha caracterizado hasta sin sentido comun la hayan emprendido contra el monumento a la memoria del finado Sr. Presidente John F. Kennedy el cual pretendemos llevar a la practica un grupo de Mexicanos y Mexico Estaunidenses de buena voluntad y que llevaremos a cabo; y to do al amparo de que escriben alguna mamarrachada en esta revista que usted acertadamente dirige, y la cual tendra mas prestigio si los detractores de la obras del monumento con mas provecho para ellos mismos y para el sufrido publico que ha estas alturas debe ya de estar cansado y harto de leer tantas estupideces, mejor se dedicaran (YA QUE SE ATREVEN A ESCRIBIR SIN SABER HACERLO) a mejorar sus conocimientos en los idiomas Español e Ingles que tan horriblemente destrozan. Ya tube el gusto de contestar yo personalmente al Señor Salarez ia serie de preguntas sin sentido o mejor dicho mensas que tuvo a bien dirigir a nuestra presidenta que haya usado de mucha paciencia al responder a otro cuestionario de tal categoria, y ahora ahorrándole el trabajo yo conteste a esas preguntas por asistirme el derecho de ser miembro del comite tantas veces atacado por personas irresponsables que sin ayudar en lo mas minimo se creen con el derecho a exigir cuentas y a pedir que se les conteste cosas que solo competirian a las autoridades de esta noble y gran ciudad.

Sr. Garcia: de una vez por todas es necesario que usted honre su puesto de director impidiendo a sus aprendices de escritor seguir ensañandose en una obra que no comprenden y ni llegan a comprender jamas porque sus sentimientos son ras rastro y su cultura es tan escasa que estan imposibilitados segun parece a distinguir el dia de la noche y la cabeza de los talones.

Nunca, y lo digo con satisfaccion, los Mexicanos de esta area se habian unido en una obra tan hermosa y tan noble; asi como jamas lo aseguro con verguenza se habian presentado tantos enemigos estupidos a esta obra de unidad y elevacion para nuestra raza.

Que quede establecido que ya no estamos por rendir cuentas de nuestros actos a quien no tiene ningun derecho de exigirla. Nuestro trabajo es legal y esta autorizado por los poderes que controlan el mando y la ley de esta ciudad; que pedimos la ayuda de todos nuestros compatriotas y Mexico Estaunidenses

pero a nadie exigimos a que cooperen sino estan dispuestos a hacerlo, y por lo mismo nadie tiene derecho a quejarse, que nuestro trabajo es de lo mas honrado y limpio que pueda darse y que los enemigos de nuestro proyecto con no ayudar tienen bastante pero que por lo menos nos dejen trabajar en paz ya que en todas las obras buenas y grandes, siempre estorban y dan lata los elementos que no sirven para nada.

Sr. Garcia: Espero que publique esta carta ya que ha tenido la paciencia de dar publicidad a tantas estupideces que se han suscitado por la mala fe de estorbar nuestro trabajo.

Atte. De Usted Su Atento y Seguro Servidor.

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Simon Villa



UNION CITY, CALIF.

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CASTRO -- ALVELAIS

En la foto aparecen los nuevos esposos Luis R. Alvelais y Antonieta C. Castro y madrina Glenda Castro, Janis Springer y Esther Springer.

El Sabado 22 de Febrero de 1964, en la Parroquia de Nuestra Señora del Rosario en Union City, California, en la solemne misa de las 12 A.M. que estuvo a cargo de Honorable y estimado Rev. Padre Alarie Kilroy de quien recibieron la bendicion nupcial la guapa y atractiva señorita Antonieta C. Castro hija de los esposos Anthony Castro quien radica en Sud America, republica de Venezuela y el atento y amable joven Luis R. Alvelais hijo de los bien conocidos y estimados esposos Leo y Emilia C. Alvelais con domicilio en el No. 224 Tamarack Drive en Union City, California.

Los novios fueron acompañados al altar por los padrinos Ken Lima, Albert Vanelli y las madrinas Janice Springer, Glenda Castro y la pequeña damita encargada de las flores Esther Springer.

Despues de solemunidad religiosa los recién casados se dirigieron al Salon Portorriquello sito en las calles E y 7th de Union City, California, en donde se llevo a cabo la recepcion.

La fiesta estuvo muy concurrida y tanta la familia de los novios e invitados, pasaron un rato alegre y feliz.

La revista El Excentrico felicita cordialmente a los nuevos esposos Alvelais y les desea que Dios Padre Todopoderoso les conceda mucha felicidad, progreso y bienestar.

VISITA LA CIUDAD DE
UNION CITY, CALIF.
EL REV. FRAY OCTAVIO
DE LA CRUZ



Hoy engalonamos nuestra revista con la fotografia del joven Rev. Fray Octavio de la Cruz, quien procedente del Templo de San Francisco de la populosa y bella ciudad de Guadalajara, Jalisco, Republica Mexicana, arribo el ilustre joven Reverendo Octavio de la Cruz a esta ciudad de Union City, Calif., el dia 22 de Febrero de 1964, quien permanecio entre nosotros durante las primeras semanas de Cuaresma y que en cumplimiento de su ejercicios espirituales se noto entre los fieles de la Sociedad Catolica Latina Americano el inmenso regocio al escuchar sus predicaciones espirituales ganandose el Rev. Padre la admiracion, respeto y aprecio de sus fieles oyentes.

Durante la estancia del Rev. Padre en la iglesia de Nuestra Señora del Santo Rosario de Union City, California, en sus sermones nos hablo sobre "Los Diez Mandamientos" de la Ley de Dios.

Haciendo saber que el primer "Mandamiento" es nuestro deber necesario practicarlo, porque en el encontramos el verdadero amor, la fe en nuestros corazones, y la tranquilidad en nuestro espiritu, porque es lo primero creer el Dios sobre todas las cosas, es lo principal porque el esta con nosotros siempre y en todo lugar.

Cumpliendo con este primer Mandamiento en verdad los otros seran cumplidos, dijo el Rev. Padre.

Al terminar sus ejercicios espirituales en la iglesia de Nuestra Señora del Santo Rosario. Al siguiente dia miembros de la Sociedad Catolica Latina Americana le organizaron una simpatica fiesta de despedida, donde saborearon un rico cafe acompañado de sabroso y bien preparado pan Mexicano escuchando las melodias vibrantes de diferentes grupos de musicos brindandoles deleite al publico espectador.

Ya para terminar la fiesta el Rev. joven Fray Octavio de la Cruz manifesto a las personas allí presentes que el en verdad se sentia altamente maravillado por la atencion con que todos los fieles habian escuchado sus platicas espirituales, como tambien por la bondadosa con que prepararon tan simpatica fies-tecita, por lo a todos y cada uno de vosotras doy las mas sinceras gracias por el agasajo de que fue objeto.

"Que Dios los bendiga" manifesto el Rev. Padre.

Por Simon Villa
Union City, California Marzo de 1964

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Aqui...
MEXICO



Catalina Barragan

En la zona llamada del Pedregal, en el Distrito Federal, y que se extiende hasta las estribaciones de la Sierra del Ajusco, existe un pequeño volcan llamado "Xitle". En tiempos ya muy remotos, este volcan hizo erupcion, cubriendo toda la region de una gruesa capa de lava. Debajo de esta capa de lava se hicieron en fechas recientes, diversos tuneles, habiendo encontrado restos humanos, abundantes objetos de ceramica, morteros y pavimentos de piedra. Estos hallazgos demuestran que las tumbas encontradas pertenecieron a hombres incaicos muertos y enterrados antes de la erupcion del volcan.

Los geologos sin fijar una fecha exacta de la erupcion del "Xitle" estan acordes en que esta debio ocurrir a fines del siguiente milenio A.C. siendo entonces factible que el valle de Mexico estaba habitado hace mas de 4,000 años por hombres que vivian en un estado de relativa civilizacion. Prueba de ello son los objetos encontrados en las tumbas. Habia numerosas cabecitas de barro hechas a mano, siguiendo la tecnica de pastillaje, que consiste en aplicar pedacitos de barro en la pieza principal para figurar la nariz, la boca y los ojos. La ceramica de esta epoca se distingue por ser sus paredes gruesas y adornadas con pinturas o grabados de tipo negativo o a cera perdida, predominando el color blanco.

Entre los objetos de piedra estan los metates, cuyo uso aunsubsiste en Mexico; pelotas de diversos tamaños y cuyo significado no ha sido posible determinar. Flechas y navajas de obsidiana.

En las diversas zonas de cultura arcaica la deidad que con mayor frecuencia se encuentra representado, es el Dios del Fuego "HUEHUETEOTL".

Al seguir las excavaciones en la zona del Pedregal, fue descubierto en CUICUILCO un templo cubierta a medias por la lava. Este templo no es precisamente una piramide sino un monticulo en forma de cono truncado, solido, artificial, y compuesto de 5 terrazas. El centro que es de adobe esta recubierto con parades de maposteria.

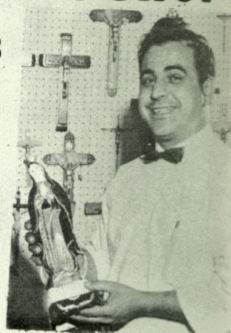
Habiendo sido edificado con seguridad al Dios "HUEHUETEOTL" como la deidad que adoraban en esa epoca, no es extraño que los templos se contruyeran imitando la forma de los volcanes, considerados tambien sagrados en virtud de su relacion con el fuego.

Considerado como contemporaneo o tal vez anterior a Copilco, el templo de Cuicuilco es de suma importancia e interes para los arqueologos, pues al mismo tiempo esta considerado como la construccion mas antigua del continente.

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VOTE JUNE 2**

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McENERY

**Club Riviera's ★
Semi - Formal Ball
Saturday, May 16
- Hawaiian Gardens**

Left to right: Frank Kawakami, Ron Trillo, lovely Magdalena Adzar Club Riviera's Queen, Harold Martinez, Pub. Director and Tony Trillo are part of the committee that is making extensive preparations so that their first Semi-Formal Ball will be a smashing success.

It will be at the Hawaiian Gardens
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Music will be by Los Elegantes
excentrico photography.....



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Jovita Martinez

The following anecdote was written to me by a delightful, amusing, young, lovely, modern, devoted housewife and mother of one (as she calls herself).

MY DAY IN THE BIG CITY November 1963

There she was standing by the 5 & 10 cent nail polish, lipstick, emory boards, etc. Upon spotting her I recognized her immediately as an old alumni of mine from junior high. Oh! how our paths have grown further and further apart. Our interests, victories, sorrows and ambitions differed in many ways while we were in school. Once we were very much alike for instance we were obnoxious, giggley, boy-crazy, greedy (especially at lunch time) we would change the shape of our eyebrows twice a week and use to stay after school for talking in class and chewing gum. We had a name for everybody for example there was Bat-Legs, Sweater Girl (she weighed 200 lbs.), Miss Smart and many others which bring sad tears to my lovely eyes whenever I recollect especially a boy called Bosco (which we named after the Bosco chocolate flavored drink.) Ah yes! We were totally ignorant of the better things in life. Yes well, like I was saying, there she was standing by the 5 and 10 cents cosmetics and I approached her from behind and before I had a chance to think of an appropriate greeting I blurted out, "Hi Stupid!"

She quickly responded with a mouthful of giggles. We exchanged How have you Beens and unawarely gave each other The Once Over (my foot it was unawarely!) We are quite critical of one another, an old habit of ours. For instance she thinks that I should thicken my eyebrows and I in turn think she should look at people in the eye while speaking to them instead of gazing at walls, ceilings, floors, etc., but that's a different story.

She was quite delighted with my year old offspring which I had in the stroller. My offspring in turn showed his affection towards her by sharing his lint, drools of saliva with her. (He's very generous this way). She agreed to accompany me to the exclusive Austin-Fox-Tiffany Photography Studio with me. I was in the process of having my offspring photographed. (with my free coupon). Upon arriving with her and my offspring we were quite overcome by the crowds of people already waiting ahead of us. So we seated ourselves and chatted during our wait. (Although were different we manage to find subjects to suit both of us).

Meanwhile, my offspring became quite irritable what with a plugged-up nose, diaper rash, lack of sleep, colic, etc. She quickly quieted him by allowing him to nibble on her house keys, fingers, coat, books, and other little known objects which she had in her purse. After the photos were taken, we left and she invited me for a bite to eat at Woolworth's. She explained that it was the least she could do and told me not to order anything over 25 cents. With this in mind I proceeded to order. She jumped off her stool and said that she was going over to buy a cookie for my offspring so that he would leave us in peace. By now my offspring had become quite attached and fond of her. She took quite awhile coming back and when she did she announced that she had just met up with an acquaintance whose brother she favored very strongly. He was suppose to be quite handsome I gathered.

She was quite perturbed by the fact that I do Not don my wedding rings when making public appearances with my offspring whom I might mention, does not resemble me. We spoke again of old acquaintances, one particular girl Maxine. I recalled the time I introduced her to Maxine (Maxie weighed 220 lbs.) when I introduced them she was deep moved by Maxine's diameter and radius. She went into a fit (a laughing one) and Maxine almost beat her up.

We then proceeded towards the bus line and I agreed to take her bus for the sole purpose of her assisting me with stroller, offspring, etc., off and on the bus. My idea of having her help with my offspring proved to be quite tiring, exhausting task. Finally the bus was within view, I held offspring while she tried to fold up stroller (no can do) so she ended up holding offspring while I folded up the stinking stroller! While I was laboring away at this, my offspring tickled her neck and she exploded into gales of laughter and dropped her purse. People stared. Purse's contents immediately scattered all over the gutter and she laughs harder and more people stare. Meanwhile my face is changing colors, from my natural golden tan to crimson red. Finally we boarded the bus and she gives me that I Don't know you and Offspring plus Stroller Look! Upon reaching my destination (I should have walked). She faithfully assists me off the bus with a good riddance look and returns to her seat on the bus. As I walk away from the bus pushing the stroller ahead of me, I glance back to try and catch one last look at her but fail to spot my old alumni who is on the bus quite overcome by people. There goes her bus heading towards the Eastside of the big city.

And a smile comes to my face as I recall our everlasting friendship in spite of our vast differences in triumphs, ambitions, sorrows, etc.

Ever yours,
Morrie

Does your taste palate yearn for something different and exciting? Are you bored with that kid stuff you've been munching on lately? Would you like something sweet and tantalizing? Well rejoice! I've just the thing for you. A case of Chateau Brand chocolate covered ants, caterpillars, baby bees, and grasshoppers.

(continued next page)

Ah yes! There's nothing like munching on Chateau Brand with a good friend. It is at times like these that you really appreciate the value of true friendship. There you are sitting by the fireside nibbling Chateau's chocolate covered grasshoppers with your best friend while you share secrets, gossip, the skeletons in your closet, blackmail threats.....

MARRIAGE OF THE MONTH

Saturday April 4th marked the wedding of Marjorie Coca to Leo Piacentini of Santa Catalina. The ceremony was conducted at Holy Family Church here in the city. The service was a lovely and simple one. Even the wedding march which is always so solemn sounded gay and airy. The bridesmaids wore pale blue. They were: Alice Coca, Mrs. Eddie Bojorquez and Mrs. Hank Coca. Marge and Leo will reside in Oklahoma after a brief honeymoon in Catalina Island. A reception was held for them afterwards at the home of Hank Coca and a splendid one indeed. I might add that everyone had a gorgeously devastating time. The champagne never was so sparkling and spritz, all 159 bottles of it.

The Music was provided by three excellent musicians who played the guitar and Trini Lopez recordings which everyone enjoyed singing and dancing to. At one point there we were all clapping so much that I rather thought we looked like a bunch of SEALS!

There was one little minor thing which I had hoped would happen, just to give the affair that Final Dramatic Touch, but Alas, it didn't. I was waiting for someone to fall in the pool.....

Then there was this delirious girl there who must have been stark raving mad (you know the type) who kept playing Ebb Tide on the piano so frequently that I was waiting for her to drown! Also this young man kept requesting that she should play Theme from Goodbye Again, but instead she would play Goodbye Already!

Then there was another young chap who kept dancing by himself all over the place quite madly and he would kick his legs up in the air from time to time (of course he kicked one leg at a time)..... I think he thought he was Fred Astaire. Eddie Bojorquez conducted a Sing Along and we all sat on the floor and gayly sang while he played the guitar. Trouble was that every time we sang something everyone would have different words for the song even though we were all singing the same thing. We sounded like a revival meeting.

Next morning Hank Coca received ten phone calls from various guests who couldn't quite recall if they had left their gloves there last night? And did I leave my purse there Hank? Say Hank, did I happen to leave my head at your house last night? I can't seem to locate it and I've looked everywhere!

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Ernie Vasquez

**IRENE GARCIA SELECTED
SANTA CLARA GI FORUM QUEEN**

Approximately 400 persons attended the Black and White Ball at Lou's Village on Friday night, April 10th, sponsored by the Santa Clara American GI Forum. Miss Irene Garcia was chosen Queen of the Santa Clara Forum and will represent that Forum at the State Convention in Pico Rivera in June. Miss Garcia is a senior at San Jose High School and resides at 250 N. 12th Street, San Jose. She is the daughter of Mr. & Mrs. Sam Garcia and this is the first time she has entered any contest of this type. She was selected from five other contestants who were vying for the crown. Miss Garcia plans to enter San Jose State College in the fall. She wants to be an elementary school teacher. Miss Garcia was crowned by Miss Maria Rodriguez, the outgoing Queen of the Santa Clara Forum. Congratulations, Irene, and here's wishing you success in the State Queen Contest in Pico Rivera. Congratulations also to the Santa Clara Forum for putting on such a wonderful show.

SAN JOSE FORUM COLOR GUARD

Under the direction of Manuel Delgado, a color guard is in the process of being formed to represent the San Jose American GI Forum. Mingo Rodriguez, Bonnie Hernandez and Frank Estrella are assisting Mister

Delgado on this project. According to Mr. Delgado this color guard has a good chance of being ready for Memorial Day. Congratulations to the above mentioned gentlemen for their interest and spirit shown in this project.

FORUM BARBEQUE AT SENTER PARK

San Jose Forum sponsoring a stag barbeque on Saturday, May 2nd, at Senter Park. Starts at 3 P.M. to 12 midnight. Will serve from 6:00 P.M. to 8 P.M. It will be necessary for everyone to bring their own plate, knife and fork. The Trio Silvestre will furnish entertainment and the tickets are going for \$2.25. This event is always the highlight of the San Jose Forum's activities. Additional information may be obtained by calling Mr. Pat Vasquez, 258-1277.

SCHOLARSHIP PROGRAM PROGRESSING

Mr. Ralph Aldama, Chairman of the San Jose Forum Scholarship Committee, reports that this year's program is going along nicely. He has received about half of the allotted applications from several of the ten high schools in the area. One boy and one girl is selected from each high school and they in turn submit applications to the committee. James Lick, Lincoln and San Jose High Schools were well represented last year in the final selection of the winners. The candidates will come before the committee for final selection the latter part of May.

FORUM SOFTBALL

The first practice of the San Jose Forum softball team was held at William Street Park on Sunday, April 5th. A tremendous turnout of seven men were vying for positions on the team. Another practice session is scheduled for Sunday, April 12th. If we can ever get ten players at one time we might think of looking around for a game. I understand that the Santa Clara Forum is itching for a game, so I'll kinda challenge them to a game, winners to be treated to a beer bust by the losers.

**MISS SANTA CLARA
GI FORUM**

IRENE GARCIA

Left to right: Paula Ponce 2nd runner-up
Irene Garcia Miss Santa Clara GI Forum
Elvie Gonzalez first runner-up.

This event took place at Lou's Village
Friday, April 10th
during the 2nd Annual
BLACK & WHITE BALL

exentrico photography.....





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excentrico portrait.....



En la grafica el Dr. Lawrence Stern y la guapa
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Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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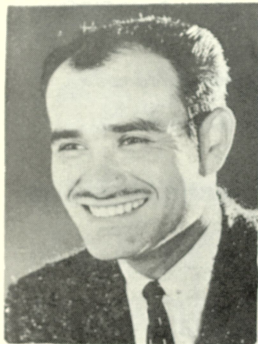
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67 S. FIRST ST.



Gilbert Solarez

While making my rounds one evening after dumping an acquaintance at her pad, I drove over to EL EXCENTRICO Magazine with ideas in my mind looking for a pigeon. I would have driven over to Rudy Belluomini apt. but his much too, too, nasty. As I approached Garcia's Publishing Company El Excentrico I spotted my victim's car parked outside the building then a large evil smile gradually came to my face like a cat stalking his prey. Walking towards the building with my portable bar (a Christmas present from Hank Coca of FURNITURE DISCOUNT HOUSE) I knew I had caught him like a rat in a trap. You can catch more flies with honey than vinegar.

Who was my victim you ask? El Rapido de Zacatecas Manuel Fernandez, who else.

Then I was in the building like Flynn. I opened my bar, poured two double shots of VO and gave him one and said, "Let's toast to your health, Rapido."

Then I poured two more. Now I said, "To my health."

After those shots I poured two more. This went on for quite a while. Finally I told him I had a problem and asked him for advice and with out batting an eye he agreed. Below is a list of questions I asked Manuel Fernandez "El Rapido".

- Q. If a girl asked you to go out with her on a weekend trek would you make?
- A. It depends.
- Q. Supposing you dated your girl for sometime and she had a much more attractive sister would you make a play for her?
- A. I'd be tempted, wouldn't you?
- Certainly, Rapido, I'm asking the questions!
- Q. Would you trust your best friend with your girl parked in a lonely road and you were out of town on business?
- A. What????
- Q. Would your girl trust you with her best friend alone when she was out of town?
- A. I don't think so.
- Q. Would you trust me with your girl on a snow trip?
- A' Why heck I wouldn't even trust a dying old man like Robert Rodriguez!
- Q. Rapido, when you are out with your girl do evil thoughts ever enter in your mind?
- A. Do they ever appear in yours?
- Rapido, I am asking the questions!
- Q. Would you marry a woman in her forties?
- If she had a lot of bread???????

- Q. Then would you marry her if she had a daughter real pretty like 36-22-36?
- A. Oh, that's different.
- Q. Do you like phony bleach blondes?
- A. I'd rather go out with a phony blonde than one who wears a wig because one time I saw this girl at this nite club sometime ago where she got in a hairy old fight and this other girl pulled her hair and came the wig, and I am telling you she was almost as ball-headed as you, and I got sick of my stomach.
- Q. Would you like to be a self-styled witty witty self appointed imitation politician like Bob Rodriguez?
- A. I don't think so. Bob has his own problems and it's well enough to let things be.

ATTN: Mr. Gilbert Solarez

Dear Gilbert:

I have read your column everytime the Excentrico comes out and really enjoy your articles. The main reason I am writing to you is because you might be able to help me and at the same time this letter might help other girls in the same predicament as mine. I am in love with a very mean man and I have listed the following reasons why I feel he is mean:

1. He has a heart but doesn't know how to use it.
2. Has eyes, but doesn't see.
3. Has legs, only for dancing.
4. He is a hunk of meat with no feeling.
5. He knows how to fool the girls, nothing but promises, promises, promises.
6. I think he has two or three girls on the side, trying to keep them all happy.
7. He is a big liar, tells me that he called, but nobody answered.
8. He is a master of Deceit.
9. He tries to conquer all the girls.
10. My friends tell me all about how flirty he is, yet I am a fool not to believe them.
11. He'll tell me that they are only trying to start trouble between us.
12. He acts like a little Saint but I can see his little horns sticking out.
13. I'll ask him questions about rumors I heard about him and right away he gets mad, or is he acting?
14. Yet, I see him with other girls at the danc and am willing to forgive him when he explains that they are just good friends, nothing between them.
15. He hardly sees me on weekends, only on week nites and usually on certain nites. Do you suppose he goes by a schedule, like I'm his Monday girl, next one is his Tuesday girl and on down the line?
17. He doesn't want to get married and tells me: "Later, Honey, I'm worried!"

Gilbert, please don't make fun of me and tell me what I can do about it? Please help me.....

-- A girl in love

Note: Please don't mention my name.

ANSWER:

Not all men, but most men are this way, so why don't you live with it? Eventually something might happen and he'll have to marry you. By the way, do your parents have a "shotgun"?



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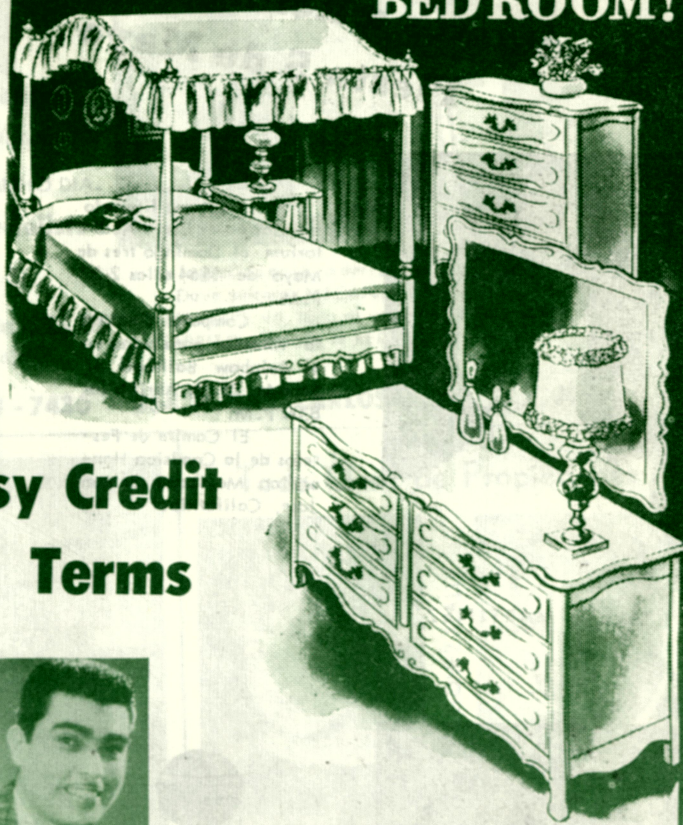


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Daniel Saldaña



Candidatos a Reina Fiesta 5 de Mayo



DORA SEGOVIA



SILVIA MARTINEZ

Programa literario musical en el Civic Auditorium el Domingo tres de Mayo de 1964 a las 2:30 P.M.

Computo final de la votacion para reina en el Rainbow Ballroom el Sabado 25 de Abril a las 8:00 P.M.

El Comite de Festejos de la Comision Honorifica Mexicana de San Jose, California.



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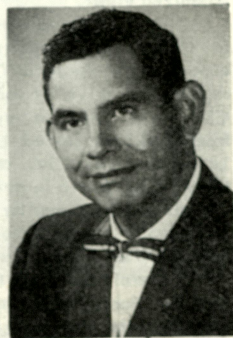
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Views & Reviews



Robert Rodriguez

IN UNION CITY

"THE CRYSTAL CITY TECHNIQUE"

The Mexican American power play in Crystal City shook the political world not long ago. There were lessons to be learned and the people in Union City, California, learned them well.

The formula is simple. Get out and register people to vote and once having accomplished this difficult task then make sure that they turn out to vote on election day. The formula works beautifully where the population is over 50% Mexican American.

To start out you have to be mad enough at the absence of Mexican Americans in elective office and you have to be willing to work like hell and forget petty differences. It requires a great dedication to the task. . . . the target is to get the man in. everything else becomes secondary and petty bickering is out of the question. And finally it takes a great organized effort.

These ingredients all came into play recently in Union City, California. It all started innocent enough with the local GI Forum Chapter initiating a registration drive for voters. The MAPA Chapter and CSO from Oakland and the GI Forum Chapter also from Oakland joined Union City in the effort. The Latin American Club and Comision Honorifica from Union City joined in as well as other interested individuals and a steamroller began to develop.

500 people who had never voted before were now qualified to vote.

Bernie Morales, the local chapter chairman of the GI Forum, was approached to run for the City Council. He decided to run and found widespread support. Bernie is a quiet, unassuming man. He has a cabinet making business and is well liked for his sincerity and concern for the progress of the Mexican American.

In prior years only about 20 to 25% of the Mexican Americans turned out to vote in Union City and some hundred years passed since any M-A has been elected to any elective post in Alameda County.

With the registration drive a success and a candidate ready to go the gears were oiled for a drive to get out the vote. The workers went out and rang doorbells, offered baby sitting service and ran a sound truck thru the neighborhood.

Jess Cardenas, who acted as campaign chairman for Bernie Morales, was optimistic and the work-

ers continued to pound away with one thing in mind. . . . ELECT BERNIE MORALES TO THE COUNCIL.

When the polls closed the die had been cast. 65% of the Mexican Americans had turned out to vote as opposed to a 59% general turnout. The results showed that Bernie Morales had won a seat on the city council with 770 votes. The top vote getter in the race had received 800 votes, only 30 more than Bernie Morales. The third candidate elected came in with 452. Overnight a new respect was born for the Mexican American. A respect that only comes with the power of the vote.

I called Bernie Morales on the phone. He was pleased but not surprised. The credit belonged to the workers and the people. . . . it was their victory he said. He didn't say what is well known. he worked as hard as anybody.

In two years the Mayor and the Vice-Mayor come up for election and for Union City it's just a matter of how much they want. I don't think that any power grab is planned on any grand scale by the Mexican Americans in Union City but they know they can do it any time if the situation demands it.

For San Jose there's a lesson there somewhere. It is a fairly obvious one. Till we go to school on it a gloomy political cloud will remain over our fair city.

TO BERNIE MORALES AND ALL THE PEOPLE AND ORGANIZATIONS WHO MADE HIS ELECTION POSSIBLE . . . OUT UTMOST ADMIRATION AND GRATEFUL THANKS.

Dr. Ivan T. Hendren



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

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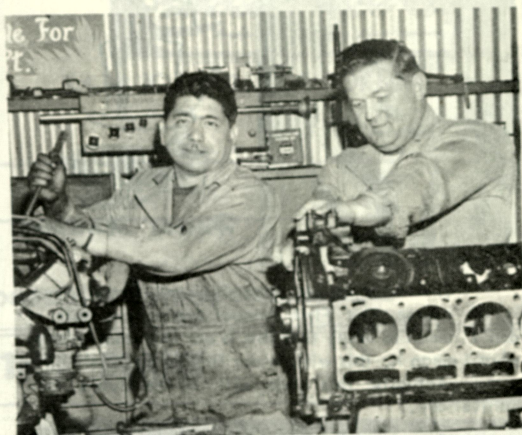
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Born in San Jose

Parents:

Jess and Jessie Gaeta



LEITER STUDIO

ANTONIETTE TORRES

1 yr. - Born in S.J.

Parents:

Fidel and Helen Torres



MARTHA MONTEZ

9 mo. - Born in S.J.

Parents:

Antonio and Socorro Montez





Club Riviera



Harold Martinez

The theme for our upcoming semi-formal dance is, of course, The First Annual Anniversary Ball. I don't mean to imply that this is our first anniversary, what I mean is, this will be our first Annual Ball.

Actually this year will be the club's 11th anniversary.

The club was originally formed as an athletic team way back in the 'Fast Fifties' and it was eventually organized into a club. Some of the members at that time were Rudy Moya, Delano Haines, Bob, Ralph, and Ruben Jacobo, Ben and Richard Montez, Frank Diaz, Gil Minjares, Art Gonzales, Paul Morales, Elias Rosas, Friday and Joel Aguilera and of all people, Candy Veliz and Gil Solarez. (Other names were not available for this issue).

One of the wildest dances ever given by Riviera occurred at the SES Hall in Santa Clara. It was a rock and roll dance featuring the Rocket Flames, that had crowds packed in the hall like sardines. The unruly crowds forced the police officers to call a halt to the dance.

Club Riviera, over the years, had one of the most active clubs in the area, but in recent years their membership had dwindled from thirty at one time to almost nothing. However, the seeds for the New Riviera had already been sown. Two softball teams playing out of Milpitas and captained by Paul Ramirez and Herold Martinez, merged into one team. Among the players was one of the greatest ballplayers ever to attend Santa Clara High School. His name was Keith Cody and to him we owe the present existence of Club Riviera. It was through his effort that the softball team organized into a club. Our first intention was to name our club Club D & R, but after meeting with members of Club Riviera, we became a part of Riviera.

The officers for our first year were:

Herold Martinez	President
Paul Ramirez	V. P. & Athletic Manager
Frank Espinoza	Sec.-Treasurer
Joe Catalan	Sergeant at Arms
Joel Aguilera	Publicity Director

Our first year of existence we experienced a few difficulties, but overall, I felt we had accomplished more than the average club does in one year. We operated a very successful booth in the Milpitas Frontier Days Celebration and the funds derived helped us to operate that first year. Our softball team won the Milpitas Championship and thus we revived our club.

Club Riviera in the past two years has won trophies in the September 16th Celebration Parade and also in the United Food Drive for outstanding participation. We have fielded a strong softball team and have participated in Bowling and Basketball.

We have participated in several community projects and have always received compliments for our participation.

Thus, after Eleven Years of Existence, CLUB RIVIERA Rides Again.

CLUB NEWS

Words cannot express our deepest sympathy to the family of Ezekiel Espinoza, (whose brother is our President, Frank Espinoza) who passed away Monday, April 13, 1964, in Bret Harte, California. Ezekiel had been paralyzed from the neck down from an accident for four years.

Riviera Bowlers, John Apodaca and Herold Martinez, tuned up for the upcoming State Bowling Tournament by helping their teammates capture the Friday night, 835 scratch league championship on Saturday, April 11th, at Fourth Street Bowl while bowling for Montgomery Wards. Russ Notari led all bowlers by averaging 190 for nine consecutive games in the round robin playoff, for M.W.

Bids for our dance may be obtained by calling any of the following telephone numbers:

- 262-2032
- 292-5365
- 262-1074
- 297-6104
- 269-1116



BOWLING CHAMPS

Montgomery Wards championship bowling team shown above includes:

Russ Notari	175 average
Harry Johnson	167 average
Capt. Don Freeze	156 average
Herold Martinez	170 average
John Apodaca	177 average

(Photo by Richard Diaz)



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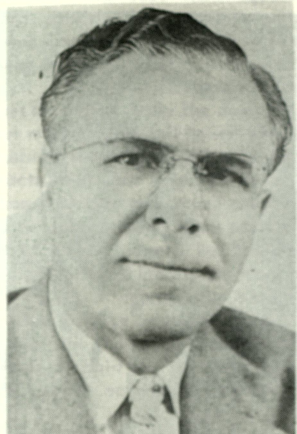
Artista de la Cocina

Con inmenso placer presentamos a la encantadora
MUÑECA de la COCINA

MARIA DOLORES GARCIA

(MARUCA) como le llaman sus amistades nacio en Crystal City, Texas el pueblo que ha recibido mas publicidad internacional que ningun otro, con motivo del Mayor Juan Cornejo, criada en Eagle Pass, Texas, radicado en Gilroy por los pasados 17 años en la presente en esta ciudad.

Maruca es la cocinera oficial del acreditado restaurant el CHARRO que se localiza al Sur de la calle primera, numero 799, es propiedad de sus padres. Desde los 12 años de edad, Maruca demostro gran aficion para la cocina, cosa que a la presente hace a las mil maravillas, sus cientos de clientes satisfechos compruevan esto.



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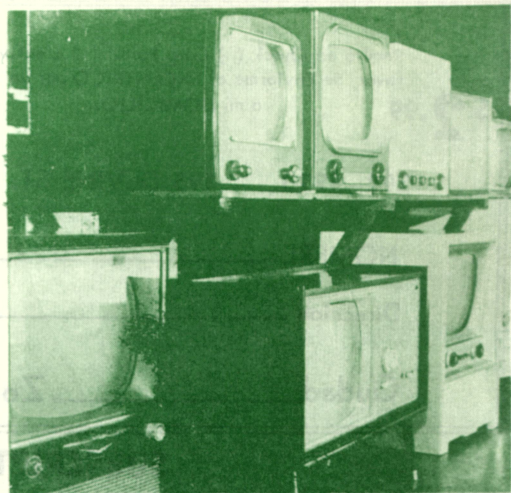
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ABIERTO: Diariamente de 9:00 a.m. a 9:00 p.m.
DOMINGOS: 12:00 a 5:00 p.m.

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(Esquina Willow y Almaden)

286 - 4770 166 GRAHAM AVE.



Club Selene

Attending the American GI Forum
San Jose Chapter

FASHION SHOW
and Queen Selection Contest
are some of the lovely damsels from
CLUB SELENE

L to r: Dolores Melendrez, Mary Rodriguez,
Velia Duran, Armida Medina - con
testant, Helen Solarez and Gloria Ver-
gara.

Event was held on Sunday, March 22
at the Hawaiian Gardens.

excentrico photography.....



Maria's COCKTAIL LOUNGE

BAILE VIERNES - SABADOS

El Centro Nocturno

☆☆☆☆☆☆ *Mas Elegante*

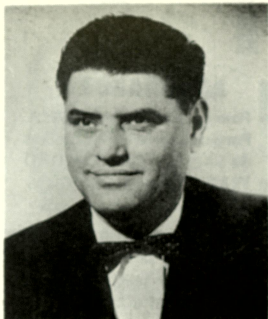
MARIA'S COCKTAIL LOUNGE se ha convertido en
el CENTRO NOCTURNO mas popular en toda la Bahia
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Mejor en MUSICA para BAILAR.

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Becho Gloria y su Conjunto



*John Castro
for
Supervisor*

Until recently I was often asked, "Why are you running for Supervisor? You know you can't make it."

The question has now changed to "What can I do to help? I think we have a real chance now."

Work in the precincts has brought about this remarkable change in the attitudes of my friends and compadres. With the untiring work of many devoted people, my campaign committee has reached out into both the Mexican American and Anglo communities. We have distributed many thousands of leaflets and cards about the campaign. During this time we have also registered thousands of new voters, many of them Mexican-Americans.

Our job has been a tough one, and it will continue to be difficult up until the votes are counted on election day. Our numbers are growing, and victory looks more certain every day.

People in the second district have started asking each other:

"Where are the parks we need and were promised?"

"How can we get a public defender system?"

"What can the County do to end poverty?"

"Will Defense Cutbacks make a Ghost Town?"

These questions affect each of us and the county government must face them squarely. In order to even start solving these problems we must break out of the rural harness of 19th century thinking which has held sway in the Board of Supervisors.

Parks, public defender and welfare are all issues that come under the domain of county government but many people fail to see what the county can do to cushion unemployment due to the end of military contracts. For our size, we have more defense industry than perhaps any other county in the nation. Some laws have already been passed to attack this problem on a federal level. But because of the huge amount of defense work locally we have an equally huge danger of local depression. We have to take local initiative to move on this problem immediately. The cutbacks are not limited to defense workers. When one group is laid off, they can no longer be a support to the whole economy. In short order the cutbacks are felt in the grocery stores, the building industry, car sales, the service industries and in all parts of our economy. Within months it will effect us all. More men will be competing for fewer jobs, and we can

expect such competition to drive down our income. We cannot sit idly by and watch this happen.

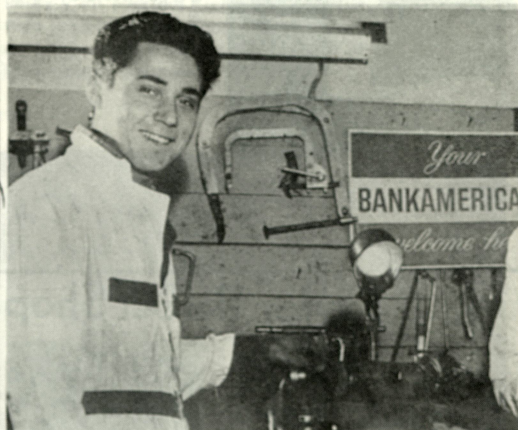
Can we hope for more military contracts? No, the trend is in the other direction and we already have more than our share. What we must do is plan for re-conversion of our industries so that we can meet the changes as they occur. In order to do this, I feel that it is the role of county government to bring together the most knowing elements of the community, labor and management.

Certainly management has a responsibility to the community in which it has thrived, and the people who work in the plants will have ideas of what their machines can do to produce items that are necessary for peacetime use. Many avenues may be open that have not been explored; space research, oceanography, electronic equipment for industrial use, for ships, rapid transit, private aircraft, etc. The possibilities are many. It will take the three way conferences of local government, labor and management to arrive at the specifics, and we cannot delay.

I cannot promise you the solutions to the problems mentioned, but if I am elected, you may be certain that I will represent the majority of the people in the community. All my efforts will be to obtain the needed parks, establish a public defender system to help insure equality before the law, and to see that we run a humane welfare system which will lift people from poverty to productivity.

If you have any questions, or any ideas for the campaign, or if you would like to pitch in for victory in the 2nd district, please stop by at our new headquarters at 1098 Santa Clara Street. (at 23rd Street)

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Reparaciones en General

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Miss Santa Clara G I Forum Miss **IRENE GARCIA** winner of the Queen Contest was escorted to the Black & White Ball held at Lou's Village, Friday, April 10th by none other than Manuel Fernandez alias (el rapido de Zaca tecas) who rated amongst personalities of 1963, eccentric awarded him the title of Most Frustrated Printer.



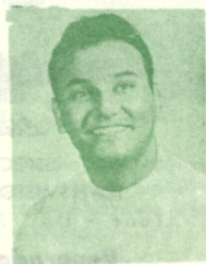
Also attending was
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☆☆☆
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de las
ESTRELLAS ... !

Richard Diaz



BAUTISMO

El Sabado 11 de Abril del presente año, marcando el reloj las 5:15 de la tarde, la encantadora

JAQUELINE PEREZ

recibió los santos sacramentos del BAUTISMO en la Iglesia Holy Family de manos del Rev. P. Jose Peña Jaqueline nació el 31 de Octubre de 1963 a la 1:19 de la tarde en esta ciudad de San Jose. Dr.'s. Hospital.

En la foto a la iz. sus orgullosos padres Robert y Esther Perez y sus padrinos Richard y Vera Diaz.

Para celebrar tan digna ocasión se ofreció una Fiesta en el parque Paseo de Las Flores a la cual asistieron innumerables amistades.



GREGORY PECK Cancer CRUSADE CHAIRMAN

On Thursday, April 2, at Lou's Village, movie star Gregory Peck spoke to a capacity crowd of volunteer workers to help the cause of fighting CANCER.

Left to right Mayor Robert Welsch, Angie Diaz and actor Gregory Peck.

CARRASCO - MARTINEZ

La Srita. SYLVIA MARTINEZ
contrajo nupcias
con el caballero

RUDY CARRASCO

El día 8 de Febrero 1964

Durante una ceremonia civil en el 590
de la calle Delmas, en esta ciudad,
oficio el juez Dempsey.

Los acompañan en la foto Lew Martinez
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Familia Flores

Con inmenso placer presentamos a la familia Flores Sr. Joe y Sra. Sylvia Flores, Joseph, Jr. de 1 año y Cynthia de 7 años de edad. Sylvia pertenece al A. G. I Forum Ladies Auxiliary de Santa Clara. Joe y Sylvia atienden al S. J. City College persiguiendo títulos en ingeniería en Electricidad y Educación respectivamente.

Baile - Fiesta Cubana

AUSPICIOS
CONCILIO REVOLUCIONARIO CUBANO
WESTERN DELEGATION

VIERNES, MAYO 1, 1964 8:00 p.m. - 1:00 a.m.

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SANTA CLARA, CALIFORNIA

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Antes era la Agencia de
FRANK FARIAS



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MICAS PERDIDAS - APLICACION para Trabajo
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Social.

SE NOTARIZAN DOCUMENTOS.

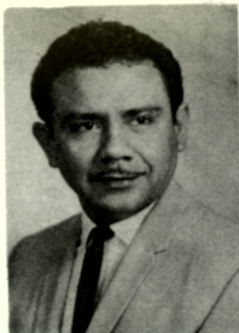
ABIERTO: Lunes a Viernes 9:00 a 7:00 p.m.

SABADOS: de 9:00 a.m. a 5:00 p.m.



Cuarto No. 221

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CLUB San Felipe



Candy Veliz

Joe (Nene) Arredondo has bought the Home Plate.....

A lady (S.T.) from Santa Clara wanted me to blow the whistle on Hector Esparza - S. T. He has left town.

MAPA has endorsed John Castro for Supervisor of the 2nd District and John McEnery for the 25th Assembly District. Very fine choice Ladies & Gents.

(Adlai Stevenson) Fred & Clem Vazquez are very good conversationalists.

Pato Guillen refuses to say if he ordered a patito

Mr. and Mrs. Eleanor & Art De Luna are the proud parents of a baby girl. Congratulations.

Carlos Garza doesn't want anybody to know that there is a bingo game in his house every night. OK, Carlos, I won't tell anybody.

Dances at the Rainbow Saturday and Sunday are better than ever.

The stork will soon visit Mr. and Mrs. Joe and Lole Gonzalez, Mr. and Mrs. Eppie Gallego, Mr. and Mrs. Naro and Hilda Moran and Mr. and Mrs. Cruz and Nellie Tapia. WOW!!!!!!

FLASH!!!!

The Cabaña in Palo Alto is the site of Club San Felipe 5th anniversary ball on July 25th.

These photos were taken by Bert Garcia, Jr., at the Club San Felipe Awards party. The women are left to right: Mrs. Olga Gloria, Gloria Marquez, Julia Ruiz, Nellie Tapia, Elvia Melchor, Mrs. Rosie Barron, Angie Guillen, Miss Velia Duran, Mrs. Florisa Santos, (by the way she had the most stunning hairdo and it was done by her husband Freddie, too bad he is not a beautician). Mrs. Cuny Medina, Sally Castellanos, Mrs. Castaneda, Lotty Flores, Frances Martinez, Mrs. Valenzuela, Olivia Gallego, Dolores Camarillo, Trini Martinez and Mrs. Dolores Gonzalez.

The men are left to right back row: Joe Flores, Candy Veliz, Naro Moran, Tony Guillen, Joe Ruiz, Fred Flores, Joel Reyes, Jess Medina, Joe Gonzalez, and Luis Martinez.

Front row left to right Richard Martinez, Dan Castellanos, Greg Gloria, Luis Melchor, Joe Camarillo, Cruz Tapia, and Dan Marquez. By the way the boys are sporting their new sweaters.

More photos in the next issue....

In the hairstyle show that took place at the Cabaña in Palo Alto, it is indeed a pleasure to report that our 1964 queen Lillian Lozano won first place and our 1963 queen Dora Gutierrez won Second Place. Congratulations! Congratulations!

DID YOU KNOW THAT:.....:

Carlos Garza doesn't think that Lydia Riojas was very ladylike when she made that statement about "all for legs" something or other.

Lt. Art Cuellar is stationed in Fort Worth, Texas, taking Bombardier training.

Club Selene had a successful cake sale at the Holy Family Church. P.S. They baked them (y no hubo empachados) How about that?????

Velia Duran finished her IBM course at Heald's College with an A average. That's excellent in anybody's language. Congratulations!!!!!!!





Dave Sierra

Bartender par excellence Paul Gary pours Mr. Henry Coca a drink to commence festivities at a recent cocktail party commemorating the 6th anniversary of Dave Sierra on the staff of EL EXCENTRICO.



EL MACHETE & Friend

"SIX YEARS ON THE STAFF" COCKTAIL PARTY April 17, 1964



In photo are some of the men who attended EL EXCENTRICO cocktail party on April 17th.

Left to right are Mr. Nazario Guerrero, Mr. Albert Caravayo, Mr. Candelario Veliz, Mr. Henry Coca, Mr. David Sierra, Mr. Eusebio Hernandez and Mr. Robert Rodriguez.

Seated is Mr. Paul Gary, Jr., (U.S.C. '51) who donated his services as Chief Bartender. Paul received the personal congratulations of every assembled guest for an excellent job of drink-mixing.



4:30 A.M. The evening comes to a close and we see our favorite bartender, rose in hand, catch 40 quick winks, bringing to an appropriate end, an unforgettable evening of drinking, discussion, drinking, drinking, drinking, drinking, dancing, drinking, etc.



CY 3 - 1773

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SAN JOSE, CALIFORNIA



Banderas - Mendez

El día primero de Diciembre del año 1963

La Srita. MARGARET MENDEZ

hija de los esposos

Martin y Lupe S. Mendez

contrajo NUPCIAS con el caballero

DAVID P. BANDERAS

hijo de Pedro y Emily P. Banderas

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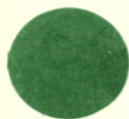
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1 SEMANA - Domingo 3 al Sabado 9 de Mayo

