



# El Excentrico

HUMBERTO GARCIA  
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 14, Num. 9

FEBRERO 20, 1964

SAN JOSE 10, CALIFORNIA



United Food Drive Committee - Tardeada Sun Feb 23. J. E. S. Hall



# ● Bonanza REALTY



*Daniel Boone*



*Bertram Shands*



*Peter J. Diaz*

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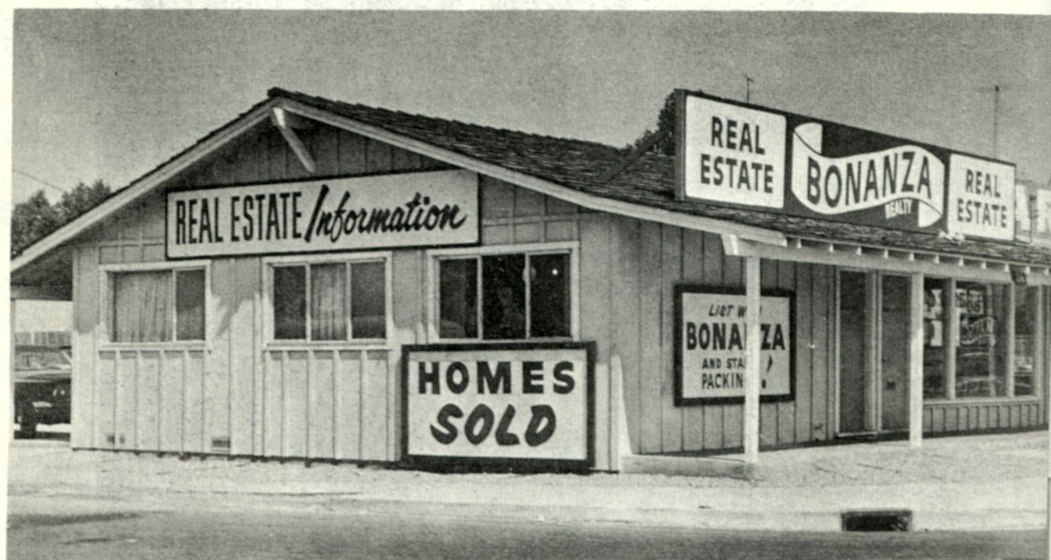
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### KISMET a light hearted Musical

PHILIP REYES, who plays "Hassan-Ben" in the San Jose Light Opera's KISMET, whisks off Nancy Bonetti, whose role is that of an "Ayah".

KISMET, a light-hearted musical about a poet-beggar turned emir for a day in a magical Arabian City, will play February 28-29, March 6-7-13-14 in Montgomery Theater, the little theater in the San Jose Civic Auditorium building. Curtain time is 8:30 PM.

Reserved seat tickets are on sale at Wendell Watkins Box Office, 89 South First Street, San Jose. Phone 293-6252. Prices are \$2.50 and \$3.00.

The San Jose Light Opera Association is presenting the show, which is one of three being staged this season. The Association is a cultural group which has drama workshops and which produces musicals in which local artists appear. Membership is open to all. For information write Mrs. William Nelson, 2638 Kring Drive, San Jose.



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RAY MARTINEZ

EXCENTRICO presents...  
personalities that attended  
Club Cuauhtemoc's Formal Dance  
Nov. 16 at Ricky's Hyatt House



MR. and MRS.  
Daniel and Sylvia Jimenez





## CLUB San Felipe



*Candy Veliz*

### DO A GOOD DEED!!!!

Attend the United Food Drive Dance, Sunday, February 23, 1964, 2 to 10 P.M. Admission any donation of can goods or money.

\*\*\*\*\*

Club San Felipe wishes to express their deepest condolence to the Valdez and Sanchez family in the loss of their loved one, Mr. Pasqual Valdez. May he rest in peace.

I don't know all the personnel of the pro Kennedy monument but Mr. Daniel Saldana and Mrs. Maria de la Luz Sanchez are honest, hard working and reliable. I have great respect for them. I am sure there are many more only I don't know them. If at the beginning there were some persons or person of questionable character they are being eliminated and things NOW look rosy.

Club San Felipe Valentine Dance was a big success and we owe it all to our many friends. Thanks Ladies and Gents.

La Asociacion de Charros de Guadalupe are having a Baile Ranchero on February 29th at the IES Hall on E. Santa Clara St. Try to make it.

This is Private Raul Chapa, before Uncle Sam took him a very prominent member of Club San Felipe. He is the son of Mr. and Mrs. Juan and Sara Chapa of Del Rio, Texas.

Raul write to us and tell us about the señoritas in that yonder place, Kansas.

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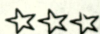
### THIS "N" THAT . . . . .

Club San Joaquin beats San Felipe (BAD). Cruz Tapia says that El Pato Guillen engages and disengages more than a clutch. Joe Flores says AMEN.

Trudy Jimenez, long time no see. She must be in love with Beto Chavira.

Eloy Musquiz and cute Betty Valdez a steady twosome. Yolanda Cuellar and Art Sotelo are going steady no mo. I wonder why the girls let an eligible good looking young man like Joel Reyes roam free. Girls, you're slipping!

Thanks to Felo Pizina of the 277 for the record. The Club really got a bang out of it. The club is owned and operated by three real live cats. You boys should know that Sal Peña don't touch the fire-water anymore. How about that.....



Thanks to Hank Coca of the Furniture Discount House. He donated a set of lamps for the dance door prize and also to Martin Mendez of Las Palmas Taco Bar. He donated some dinners. To Simon's Beauty Salon for the hair coiffure. To you business people the club is grateful.

"RHAPSODY IN GREEN . . . . ."

A must in your social calendar is Los Amigos Golfing Club second annual ball, honoring Ray Garcia the 1963 Club Champion.

When: March 7, 1964  
Where: Hawaiian Gardens Terrace Room  
Time: 9:00 P.M. to 1:00 A.M.  
Music: Jess Torres & his recording artists  
Semi-Formal \$5.00 Couple

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ADMISSION: Donation or Food Products;

From 2:00 p.m. to 10:00 p.m.

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**BECHO GLORIA**  
2:00 to 4:00 p.m.

**PAT VASQUEZ**  
Dance Chairman



**JESS ESCOBAR**  
4:00 to 6:00 p.m.



**CHRIS CARMONA**  
6:00 to 8:00 p.m.



**CONNIE CAUDILLO**  
8:00 to 10:00 p.m.

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**564 W. SAN CARLOS ST. SAN JOSE**





*Ed Camunez*

#### Attention High School Seniors:

The San Jose Chapter of the American GI Forum is offering three \$200 scholarships to Mexican American students in Santa Clara County. Contact your Senior Counselor or home room teacher for application blanks. A "B" average will qualify you for these and other State, Business, Professional, Art, and other scholarships. When you apply do not limit yourself to the Forum Scholarships but apply for others as well. In many cases the qualifications are the same.

\*\*\*\*\*

#### Coming Events:

Feb. 21st to 23rd: United Food Drive

Talent Show and Dance

Feb. 29th & 30th: American GI Forum Charter Presentation & Board of Directors Meeting in Oakland. Dr. Hector P. Garcia, founder of the Forum and other distinguished guests will be present at both events.

March 7th: Los Amigos Golfing Club Semi-Formal Hawaiian Gardens Terrace Room

March 22nd: San Jose Ladies Auxiliary Fashion Show & Queen Contest. This is a must for all Mexican American residents of Santa Clara County. More on this event in the future.

March 24th: Conference on Juvenile Delinquency at Foothill College, Mountain View. All Mexican American clubs and organizations invited to send delegates to this confab.

\*\*\*\*\*

**CHARLATAN** --- Webster's Dictionary defines one as a quack, pretender to knowledge not possessed. The San Diego GI Forum sometime ago exposed a charlatan who used the following methods: Passed himself off as a graduate of Eastern or European Universities and as a Freedom Fighter, Revolutionist, or Political exile. Contacted groups and organizations, preferably those engaged in fund raising activities, joined them, operated just within the law, but still managed to get his cut of funds raised. Upon his exposure, he was forced to leave town. Forum Leaders have reason to suspect that he may be operating in the Bay Area, and have warned all northern Forums to be on the lookout for such a person. We are passing this warning on to ALL fund raising groups in the county.

The San Jose Forum passed a resolution endorsing the San Jose School Bond Issue. The need for more schools in the city cannot be denied, the longer we delay in building them the more they will cost.

We urge all our friends and supporters to vote YES on this important issue.

A warm welcome to new Forumeers, Dan Tellez and Gil Solarez. Dan is a brother of National Executive Secretary, Felix Tellez; and Gil was sponsored by none other than State Chairman Bob Rodriguez.

Good Deed of the month: Forumeers who often needle Boss-man Humberto Garcia, no slouch with the needle himself, coming to his aid recently.



Then: Radarman Ralph Aldama, aboard the USS Logan, ten years ago, serving his country during the Korean Conflict.

Ralph, born in Fresno, graduated from high school and attended Fresno Junior College before moving to Santa Clara County.

Now: Ralph Aldama, married to lovely Connie Aldama, and proud father of a daughter, Veronica, is a specifications writer for Varian Associates and serves his community as a volunteer fireman for the City of Santa Clara, and as Scholarship Chairman of the San Jose Forum. Ralph, an avid Dodger fan, who sometimes misses a meeting when the Dodgers are in town, and Sandy Koufax is due to pitch, is responsible for the Forum Scholarship Program this year.

## Dr. NOE ARRAZATE, D.C.

### PRACTICA GENERAL

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

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## Plans in the Making



Committee Chairmen of the American GI Forum gather at the home of one of its members to make arrangements for their third annual fashion show "Waltz Into Spring" plus coronation of Miss San Jose American GI Forum to be held at the Hawaiian Gardens Terrace on Sunday, March 22, from 2-5 PM.

Organizing this event are: (left to right)

Mrs. Edmundo Torrez, Publicity  
Mrs. Joe Manriquez, Prizes  
Mrs. Bob Baca, Reception  
Mrs. Lawrence Flores, Queen Contestants  
Mrs. Fred Vazquez, Fashion Show  
Mrs. Bob Rodriguez, Models  
Mrs. Pedro Gonzales, Tickets  
Mrs. Daniel Campos, Judges

Tickets may now be obtained by calling Mrs. Gonzales at 295-0336 or Mrs. Charles Padilla at 251-2288.

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**VIRGINIA RAMIREZ**  
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Parents  
Flavio and Enriqueta Ramirez

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**RICHARD RODRIGUEZ**  
1 yr. - Born in S.J.  
Parents  
Richard and Nora Rodriguez

**PATRICIA MERCEDES ZAMORA**  
3 mo. - Born in S.J.  
Parents  
Mr. and Mrs. Richard Valdez



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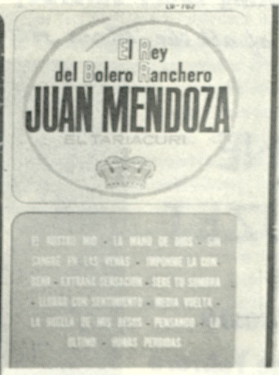
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**United Food Drive Committee  
of Santa Clara County**

## TALENT SHOW

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## 17TH ANNUAL



# GRAN TARDEADA

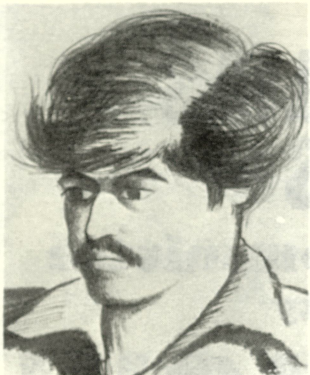
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## SUN. FEB. 23 2 to 10 p.m.

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**Everybody Invited Please Help Needy Families**





## "EL MACHETE"

Luis Miguel  
Valdez

"It is difficult for a Mexican to admire and glorify native things without running down foreign ones. This is a deplorable way to act. I think my feeling on the subject dates from some remote moment when I realized, with anguish, that the Mexicans suffer from an inferiority complex.

"Since my hair was lighter than that of my schoolmates, I was picked to play Uncle Sam in parades and pageants. I would take from my stovepipe hat big pieces of paper, stamped with the dollar sign and hand them out, seeking to buy Mexico's conscience, its corn and its oil."

JOSE LUIS CUEVAS

"Recollections of Childhood"

### THE COMING OF THE RAZA

The Mexican has come to the United States as a unique immigrant. With no vast ocean to cross, he has come "to these shores" by crossing deserts. Superficially, this immigration by land has been far easier than most journeys to the New World. But this is not to say the coming of the Raza has been easy. The apparent privilege of an overland trek contains a number of deep-rooted, bitter implications that no one has ever bothered to dredge up. While it is true, for instance, that the Mexican immigrant has often made it by guarache alone, it is equally true that no Statue of Liberty has greeted his arrival; and that El Paso, Nogales, San Luis, and Tijuana have had to serve as his New York.

One can seriously doubt that any Mexican migrating north to America has ever thought of his destination as a new world. This world, to him, is very old indeed. He has been part and parcel of it for centuries; certainly for longer than the United States has existed. "The land was ours, before we were the land's," read Robert Frost at Kennedy's inauguration. He was not talking to Mexican Americans. Or if he was, he failed to mention something: that the land was OURS first. As Mexicans, it was ours before Frost's great-grandfather was born. As Spaniards, it was ours before his great-grandfather's gringano ancestors even knew it existed. As Indians, it was ours before the world was round.

Unfortunately though, merely claiming land does not create ownership. History provides thousands of instances where might has made right, and the mightier has usually walked away with new property.

Cortez brought very few men to Mexico, but he had horses and muskets and gunpowder, so Aztec gold went to Spain. American colonists also brought very few men, but they too brought gunpowder and the first glimmerings of American "know-how" and eventually drove the Indians to the Pacific. It was this way when Napoleon claimed Mexico, selling the whole of the Louisiana Territory to Thomas Jefferson for a mere 15,000,000 bucks; and when his grandson, Napoleon III, planted Maximilian on a Mexican throne, driving Benito Juarez into the Sierra Madre. Above all, it was this way when Texans claimed their "republic" and rat-holed in the Alamo, foreshadowing the greedy war for land between the United States of Gringos and Mexico.

The Mexican, however, has not come to the U.S. seeking to reclaim the lost acreage of the Mexican War. As an immigrant, he has entered through the back door, but he has come considerably less naive than the hungry-eyed dreamer from the swarming ports of Europe or Asia. Squatting just across the border, the Mexican has not only been a unique witness to gringo growth, but he has suffered the additional humiliation of watching his former lands prosper in the hands of his ancient enemy. From the oil fields of Texas to the orchards of California, he has only found cause for frustrated resentment.

If, therefore, the European has been fascinated and drawn, full of ignorant optimism, to a new life created and built by American know-how, the Mexican has long been broken by it. From his vantage point, America has only filled him with overwhelming feelings of inferiority. Finally unable to beat the gringos, he has joined them, but not without a devastating sense of self-defeat. He has thus come with his sombrero in his hands, asking only for the meanest of co-existence with these cabrones, and being satisfied only to share a bit of their monstrous wealth. Quietly and unobtrusively, he has come seeking their cotton crops, and having found them, has picked out a row and disappeared into the depths of the field.

LUIS MIGUEL VALDEZ



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en las tiendas que aqui se anuncian**

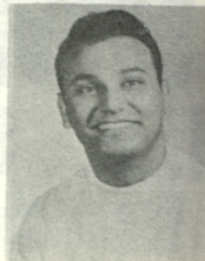
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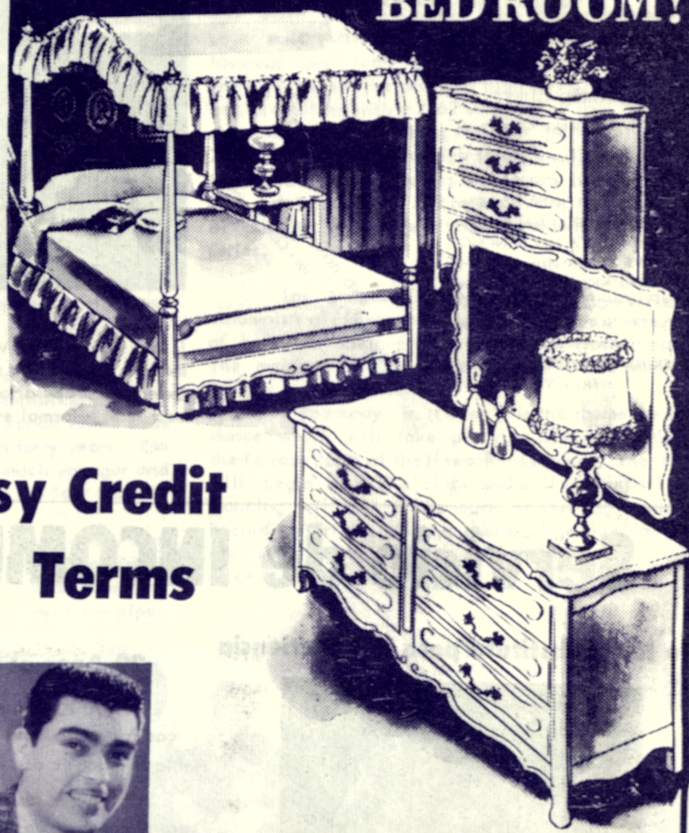


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Los Amigos Golfing Club

presents

"Rhapsody In Green"

2ND ANNUAL BALL

featuring

Jess Torres

And His Recording Artists

HAWAIIAN GARDENS . . . Terrace Room

MARCH 7, 1964 — 9:00 P.M. to 1:00 A.M.

SEMI-FORMAL

\$5.00 Couple

HONORED GUESTS

The "El Excentrico Columnists"

RICHARD DIAZ

CANDY VELIZ, *Club San Felipe*

JOVITA MARTINEZ, *Club Elite*

BOB RODRIGUEZ, *Views and Reviews*

MARIA DE LA LUZ SANCHEZ

DAVE SIERRA, *Assistant Editor*

ED CAMUNEZ, *American GI Forum*

ERNEST VASQUEZ, *American GI Forum*

GILBERT SOLAREZ, *Club Bachelors*

DANIEL SALDANA

HEROLD MARTINEZ, *Club Ritiera*

SIMON VILLA

AND HONORING  
RAY GARCIA . . . 1963 Club Champion



L to r: Boy y Betty Vasquez, Calistro and Elodia Garcia make a toast to the success of this coming year. Very Extensive preparations have been made to make this the best semi - formal event yet.

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## Club Riviera



Harold Martinez

I'm sure by now you've all heard or read the government report on cigarettes which says that they are responsible for many of the human ailments. This thought alone would be enough to make me quit smoking but since I don't smoke, I guess I'll never know the joy of prolonging my miserable existence.

Cigarette manufacturers have not closed down and sales are better than ever. The population has not been panicked into giving up smoking. Recently, however, during the process of a hold-up, the bad-man was heard to say, "Hand over all your money or I'll blow smoke in your face."

I was doing some scientific research for this report and I came up with some astonishing facts. I was surprised to read that Little Orphan Annie does not smoke and thus has not aged in forty years. On the other hand, Mammy Yokum is much younger and looks much older than Annie despite the fact that she only smokes a pipe.

If you look around you, you'll see many men and now women taking up pipe-smoking. Pipe makers are jumping with joy because women are now smoking pipes. To style conscious women, I must say pipe-

smoking has been around a long time. Mammy Yokum has smoked a pipe all of her life. She's living proof that pipes are a bit better than cigarettes on health. Even though she's aged from smoking, she can still outrun any critter in Dogpatch.

The moral of the story is: "Remember when you are suffering and your wretched existence is closer to the end, just think, if you had given up smoking when you had the chance, you would have had the pleasure of suffering just one more extra day."

### ON THE BEAT . . .

Our bowling team received a jolt two weeks ago when the Post Barber Shop Quartet stopped our boys cold with the wickedest bowling seen in the Mexican American League in quite a while. Both teams bettered the previous high series with the barbers prevailing with a 2162 series. Our own Ray Goza stole the show by tying the high individual game of 235 and setting the high scratch with a 616 series. For our foes, Mando Rosales and Manny Herrera bowled fine series of 588 and 599 respectively, and that little ol' bowler "Me" was right behind him with a 573 series.

Los Amigos Golfing Club has invited all the columnists of El Excentrico Magazine to be their guests of honor at their second annual semi-formal dance. The members of Club Riviera would like to thank Los Amigos for the invitation.

"Rhapsody in Green" is the theme for their dance which will take place on March 7, 1964, in the Terrace Room of the Hawaiian Gardens. The dance will begin at 9:00 o'clock and will last until 1 AM. Dancing will be to the music of Jess Torres and his Recording Artists. Get your bids while they last from any of the members of Los Amigos Golfing Club. The price is \$5.00 per bid.

A large delegation from Club Riviera attended Club San Felipe's Valentine's Dance. Shown in the picture are (left to right, front row) Mr. and Mrs. Paul Ramirez, Maryann Hough, Mr. and Mrs. Frank Kawakami, (second row, l to r) Mr. and Mrs. Frank Espinoza, Mrs. and Mr. Tony Trillo, (back row) Marjeline Rangel, Ron Trillo, Mrs. and Mr. Jess Esparza, and Harold Martinez. Photo by Richard Diaz....







*María de la  
Luz Sánchez*



## Una Nota Discordante

Cuando se emprende una obra que por todos conceptos merece el nombre de grande, cuando personas con el corazón bien puesto y animadas por la mejor voluntad acometen una empresa que con seguridad tendrá que redundar en gloria y prez de una raza, un pueblo o una entidad colectiva, es casi seguro que surjan inopinadamente escollos, tropiezos, contrariedades y acres censuras no solo de extraños, sino lo que es mil veces peor, de los propios que al final cuentas resultaran beneficiados. Tales, explícitamente hablando, lo que ha ocurrido a últimas fechas al aparecer en este nuestro querido y viejo amigo EL EXCENTRICO, el magazine quincenal tribuna de nuestro pueblo y fiel servidor de los intereses de nuestra gran colonia, no puede por menos de lastimar hondamente nuestros sentimientos, y mas todavía por venir de un compañero de labores, de un colega de esta misma publicación que ya es un veterano dentro de las columnas del organo publicitario en que ambos hemos colaborado, y a quien por el mas elemental espíritu de compañerismo no puedo menos que estimar: Me refiero a la nota que inserta en su columna el señor David Sierra, a propósito del monumento a la memoria del joven gran Presidente de los Estados Unidos de Norteamérica, John F. Kennedy, cuya memoria pretendemos honrar los mexicanos inmortalizando en bronce de nuestra Patria su venerable figura. Declaro sin ambages, que yo no concedería al desagradable incidente mayor importancia, y menos me ocuparía de refutar publicamente la opinion del Sr. Sierra, si no la considerara perjudicial en principio a la noble empresa que hemos emprendido, y a cuyo fin se ha formado el respectivo Comité que me honro en presidir. Al externar su manera de sentir con relacion al monumento precitado, el Sr. Sierra olvida que esta hiriendo los sentimientos de personas honorabilísimas como son las que integran el Comité de referencia y cuya nomina una vez mas inserto para conocimiento del interesado y de todos los que la ignoren. Las buenas obras, cualquiera sea su índole, encajan segun los moralistas en alguno de estos dos grupos: de justicia, cuando corresponden al derecho natural de cada persona, en cuyo caso obligan bajo conciencia, o de bondad y excelencia, en cuyo caso, aun cuando no estamos obligados a practicarlas, si lo hacemos demostramos una bondad y calidad humana que mucho nos honra y habla muy alto de la cultura y buenos sentimientos que denotamos poseer; la obra del monumento en memoria del Presidente Kennedy, pertenece a la segunda de estas clasificaciones, y por si sola, revela la calidad moral de quienes la apoyan y

ayudan y la de quienes por el contrario, la atacan y denigran. Nunca, segun lo comprueban los anales de esta ciudad, la inmensa colonia mexicana que la integra en gran parte, habia emprendido una empresa tan noble como esta, ni realizado una obra colectiva que tanto la significara ante las autoridades del país que nos brinda su hospitalidad, como esta que tratamos de llevar a cabo, y que es una verdadera infamia el tratar de sabotearla.

Los propios americanos, se sintieron en cierta forma avergonzados de que fuéramos los mas débiles, los mas pobres, los mas humildes, los que constituimos los grupos minoritarios, los que pretendemos llevarla a cabo, y así fue como acogieron el proyecto con simpatía dándole desde luego el decidido apoyo que tanto necesitamos y que en el alma agradecemos.

Las autoridades mas altas y conspicuas de nuestro City Hall, dieron a nuestro Comité la mas cordial acogida y lo honraron solicitando pertenecer a el, en consecuencia, ¿como no ha de ser bochornoso que alguien de los nuestros desprecie nuestro esfuerzo y pretenda mancharlo con una suspicacia que a la postre mas lo perjudica a el que a nosotros? Yo creo o mejor dicho, yo estoy convencida de que el Sr. Sierra al insinuar en su malhadado comentario, que habia rumores de que lo que estamos haciendo no es muy legal, desconocia u olvidaba por completo cuando algo puede ser o no ser legal, y para su mejor conocimiento voy a explicárselo: segun la mejor y mas completa definicion que dan los diccionarios al termino, "legal es lo aprobado por la ley y que esta dentro de ella, "asi, si yo hago del dominio publico que nuestro trabajo en pro del monumento es no solo legal, sino legalísimo por cuanto tiene toda la aprobacion y todos los permisos necesarios expedidos por las autoridades competentes, y que precisamente por esperar hasta obtener estas legalidades es que hasta ahora no hemos intensificado nuestra campaña todo lo que es de desearse, ¿me dira el Sr. Sierra, "a que le supo este trago?"

Quiero aprovechar la ocasion para explicar a todos los clubes, organizaciones, y personas de buena voluntad que estan deseando cooperar con nosotros, que no interpreten como descuido, desden, o animaversion el hecho de que hasta ahora no nos hayamos dirigida nadie en demanda de la ayuda monetaria que tanto necesitamos para realizar nuestro proyecto, si hasta ahora no nos hemos dirigido directamente a nadie, el hecho obedece a que esperabamos las autorizaciones correspondientes que al efecto ya no nos fueron entregadas y en posesion de las cuales intensificaremos nuestra labor hasta verla coronada por el exito si Dios nos lo permite.

Quiero repetir a mis compatriotas lo que ya en otra ocasion les dije al respecto: tan vasta es nuestra colonia que si todos se propusieran contribuir con solo cincuenta centavos, el monumento se levantaria en un mes. Nosotros con la fe en Dios y en la buena voluntad de nuestros compatriotas seguiremos adelante en la noble ruta emprendida. Si hay alguien tan pobre de espíritu y tan ruin que no quiera ayudarnos, alla el, pero el no ayudar en una buena obra, no da derecho a perjudicar su buena marcha. A nadie se obliga por la fuerza, luego nadie puede quejarse, y asi, Sr. David Sierra, no es preciso que se congele el infierno ni que se desplomen los cielos, para que Ud.

( continua en la plana siguiente ) .....



sacrifique sus bolsillos cooperando en algo cuya grandeza civilica Ud. no puede comprender. No ayude pero al menos, no perjudique echando veneno sobre algo en que tan alto se pondra nuestro nombre y nuestra raza. El monumento al heroe de la libertad, de los derechos y de la confraternidad humana, sera una obra de amor, aunque como todo lo grande y lo noble, tenga que pasar por la obligada prueba de los grandes sacrificios.

Vosotros, mexicanos y amigos: no olvideis que en estos momentos, estan pendientes de vuestra generosidad dos Patrias a quienes estamos obligados a honrar: Mexico y Estados Unidos. Por amor a ellas, y por gratitud al gran Kennedy, se espera su amplia cooperacion.

San Jose, Calif., Febrero 8 de 1964.

Donaciones recibidas en la tesoreria Mexican American Committee Pro John F. Kennedy Memorial of San Jose, California, hasta la presente fecha; es como sigue:

|                       |            |           |
|-----------------------|------------|-----------|
| Ma. de la Luz Sanchez | Pres.      | \$ 20.00  |
| Benjamin Ulloa        | Vice Pres. | 10.00     |
| Daniel Saldaña        | Secretario | 10.00     |
| Enriqueta Guerrero    | Pro-Sec.   | 7.50      |
| Efren G. Velasco      | Tesorero   | 25.00     |
| Richard Sanchez       | Pro-Tes.   | 20.00     |
| Raymundo Flores       | 1 Vocal    | 12.50     |
| Amanda Flores         | 2 Vocal    | 12.50     |
| Carlos Manuel Rojas   | 3 Vocal    | 30.00     |
| Fidel Guerero         | 4 Vocal    | 7.50      |
| Eleazar Martinez      | 5 Vocal    | 10.00     |
| Arturo Salinas        | 6 Vocal    | 10.00     |
| Mercy Mora            | 7 Vocal    | 10.00     |
| Sub Total             |            | \$ 185.00 |

Donaciones hechas por personas no integrantes del comite es como sigue:

|                        |           |
|------------------------|-----------|
| Consuelo Ortiz Lander  | \$ 5.00   |
| Lorenzo Sanchez y Sra. | 5.00      |
| Frank Davilla          | 5.00      |
| Jimmy Garcia           | 1.00      |
| Alfonzo Castro         | 1.00      |
| Suma Total             | \$ 202.00 |

El Tesorero -- Efren G. Velasco  
Vo. Bo. Presidenta -- Maria de la Luz Sanchez  
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*Simon Villa*



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### *To be Healthy*

To be healthy it is necessary to have good pure food. Sometimes meat, milk, butter and water look clean, but they may be not pure, and may make people sick. To keep people from getting sick because of bad food, the city, state, and United States have health inspectors. They see that the food laws are obeyed.

They go into stores, markets, storage and packinghouses to see that the food is kept in clean places. Milk, meat, bread, and butter should be covered to keep flies away.

If the inspectors find any spoiled food he orders it thrown away. If he find a man selling storage eggs for fresh eggs old rancid butter for fresh butter or watered milk the man is arrested and fined or sent to jail.

Many kinds of disease may be carried in milk. Because milk is used so much for food, the inspectors go to the store and dairies where the milk is sold.

They also go to the farms to see that the cows are well and healthy.

The cows and bottles must be clean.

The health inspectors go to the bakeries and factories where food is made. Many factories today have machines which make and wrap food ready for us without any person touching the food.

Some inspectors go all over the community to tenement back yard, alleys, and stores to see that rubbish and garbage are taken away. Flies spread sickness and we should do everything we can to get rid of them.

### ACROSTICO "CONFUSO"

Estimado Director, Sr.

Hago saber que he encontrado,  
Una hermosura.....?sera solo una vision?  
Mujer virtuosa, se me ha metido  
Buscando abrigo en mi Corazon.  
Entre la niebla, Ella ha venido,  
Risueña; vestida de azul rayon.....  
Tu sabes mi buen amigo, estoy confundido.  
Oh! ....., es quiza una ilucion.

Graciosa, hablando le he conocido,  
Asi; charlando, con gran expresion.  
Rubia hermosa, de cutis pulido,  
Cantando con gracia; bonita cancion.  
Inesperada criatura, se ha introducido  
Aqui; dentro de mi ..... Corazon.

Su Amigo y S.S.

Simon Villa

Composicion, Confusa; Dedicada, Sera a Ti a Ti o a Ti. No! Es para todas las damitas que leen EL EXCENTRICO y que saben apreciar, cuando se les habla, con cariño, respeto, y ternura. Para Ellas como rasgo de gratitud.



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## MADAM Zora

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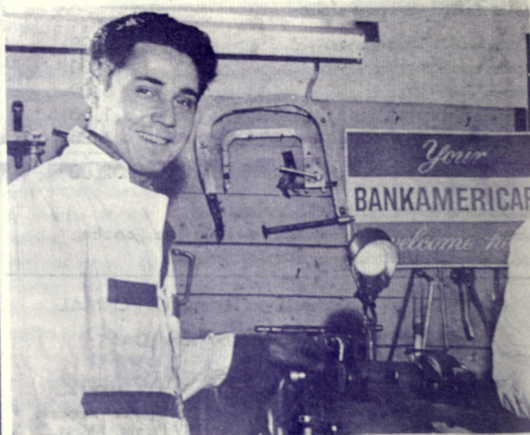


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Director

DAVE E. SIERRA  
Assistant Editor

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## Views & Reviews



Mario Vazquez

### LUCERO AND GALINDO VIE FOR POSTS ON JC BOARD OF EDUCATION

Thirty-three candidates have filed for election to the San Jose Junior College District Board of Education. Five will be elected to the Board in an election on March 10th. With the prospects of a Junior College in the Eastside in the future two qualified candidates from the Mexican American community are in the race. The candidates are Ignacio Galindo and Fred Lucero both residing in the eastside sector of San Jose. We have often questioned why more Mexican Americans do not take interest in serving our Community. Mr. Lucero and Galindo are certainly qualified and have taken the interest.

We present their qualifications for your consideration and hope that on March 10th you will go to the polls to vote for any five candidates of your choice. This column wishes to commend both Nash Galindo and Fred Lucero for their sincere interest in serving our community. It may be worthy of note that both candidates have expressed that they stand on their qualifications and should be supported as such for neither upholds the theory that a citizen should vote for a candidate because that candidate happens to be of the same ethnic group.

#### IGNACIO GALINDO

Ignacio Galindo, known to his friends as Nash, resides at 3365 Mt. Vista Drive with his wife and three children. He is a native of Texas having graduated from Del Rio High School. He received his BA degree from the University of Southern California and has done graduate work at the College of the Pacific. He received his law degree from Southwestern University in Los Angeles after attending Loyola University. He is at present engaged in intensive study for admittance to the Bar.



has been active with CSO, ULAC and serves on the Board of Directors of the HI-Spot for the YWCA.

He is at present employed as a Supervisor for the Redevelopment Agency for the City of San Jose. His past experience has seen him as Probation Officer for five years in San Joaquin and Riverside Counties. He was also employed as a Parole Officer in San Jose and in handling his caseload has come into contact with the students and schools in the Eastside.

He states that he is quite familiar with the problems of our youth and their desires. Nash ended our short interview by saying, "I feel that there is a definite lack when we talk about drop-out problems, delinquency problems and I feel very strongly that our Mexican American leadership should really take the leadership in these fields by getting involved in school activities, and knowing what is going on. Our students need more training because of automation and they should get skilled training or go on to colleges and universities. I feel that our Junior Colleges can do a good job of counseling students who are not quite prepared to select a course of study either in skilled trades or in the profession."

#### ATTORNEY FRED LUCERO

Attorney Fred Lucero resides at 2385 Mather Drive in the Eastside of San Jose with his wife & two pre-school children.

Fred is a native of Albuquerque, New Mexico but attended high school in Richmond, Calif. He received his BA Degree from the University of California at Berkeley. He majored in Psychology.

He received his law degree from Hastings Law School in San Francisco and is presently engaged in practicing law here in San Jose. He was discharged from the Armed Forces in 1955. Fred is active with MAPA, PEG, and has worked with CSO and is presently on the Advisory Committee of the Mexican American Community Council service project. He is a member of the Lions Club and of the Santa Clara American GI Forum.



In talking to Fred he expressed alarm over the statistics reflected on the Mexican Americans in regards to welfare, unemployment, youth delinquency and school drop outs. He feels that particular attention should be given to these problems faced by the Mexican American segment of the community which constitute a large dollar drain on the taxpayers of this County and State. He says that "education is one way of combating the alarming statistics that can be quoted."

He terminated our short interview by saying, "A person should get on the Junior College Board that can speak for this group, who can express what their needs are and in this respect, I solicit the vote of the Mexican American community."

\*\*\*\*\*

( continued next page ) .....



If the Mexican American community is interested in having representatives on the Junior College Board who can speak up for our problems these two men who thru their hard work and initiative have attained an excellent education and stand ready to serve. If they do not appeal to you then there are 31 other candidates to select from. **MAKE IT A POINT** to go to the polls on March 10th and vote. We've been away from the polls for too long. Here is our chance to make up and to express a voice that some people say doesn't exist.

What better opportunity to prove it.

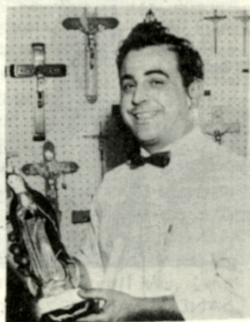
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Because of the failure of the 1963 Bond Election 2, 100 students had to be put on double sessions. If this Bond Election fails it will mean part-time education for 4, 200 students. The cost is less than 3¢ per day for the average home owner.

## VOTE for SCHOOLS FEBRUARY 25th

CITIZENS VOLUNTEER COMMITTEE FOR SCHOOL BONDS

Yancy L. Williams, Chairman



## San Jose SCHOOL BONDS

FOR US -- Sandra Sanchez and Robert Gonzales, students at Roosevelt Junior High, point to school bond poster asking San Jose Unified School District residents to vote "YES" next Tuesday, February 25, on the District's proposed \$15.75 million school construction bond issue. If approved, bond money will provide for construction of nine new schools, addition of 64 classrooms to existing schools and support of new educational programs.

Residents in San Jose Unified School District go to the polls Tuesday, February 25, to vote on the district's proposed \$15.75 million bond issue.

Yancy L. Williams, Chairman of the Citizens Volunteer Committee for School Bonds, said some 4200 students face double sessions next fall unless the bonds pass.

Polling places will be open from 7 a.m. to 8 p.m. in 59 consolidated precincts.

More than 50,000 persons in the district are eligible to vote. Bond passage requires a two-thirds majority.

VOTE "YES" ON FEBRUARY 25th!!!!



SANDRA SANCHEZ - ROBERT GONZALES

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*Gilbert Solarez*

### 8 Hour Dance to Collect Food for Needy People

The United Food Drive consisting of outstanding Mexican American civic and social organizations are joining efforts in the 17th year of the Annual Food Drive to help those families not eligible for welfare aid due to requirements of the department. The families being helped are getting greater in number every year and needy families are helped regardless of race, color or creed. The climax of the drive will be the 8 hour dance at the IES Hall, Sunday, February 23rd, where four local bands will donate their talents to this worthy cause. Admittance to the event will be canned food although larger amounts will be appreciated. Donations are most welcomed, anyone wishing to lend a helping hand to the needy call Mrs. Lena Manriquez at 293-3388.

Any families in need of help do not hesitate to call Drive President Richard Gomez at 293-8337. All names will be kept confidential.

Hank Paramo says, "I hear some of the members of a club went to Ensenada to fish but caught crabs instead!"

Julian Quesada, singer and guitarist volunteering his talents for the food drive. The only problem is trying to get a hold of him. He has an unlisted telephone number, no license plates and the most unforgivable of all, no ZIP CODE!!!!

Josie Ramirez deserting San Jose for Calexico. Please, oh please, don't go! Josie, just let me know when so I can help you pack. Just kidding, kiddo!

The San Jose GI Forum Ladies Auxiliary is again giving their annual Fashion Show and Beauty Contest. March 22 is the selected date at the Hawaiian Gardens. Their theme is Waltz in Spring and donations are \$2.00 per person.

Speedy recovery to Mosco who underwent minor surgery for tonsillitis.

Cesar Garcia going to the Rainbow every Saturday. Cesar, are you going steady? You'd better be careful that your Dad doesn't find out or you won't be getting daddy's wheels anymore.

Los Amigos Golfing Club having a formal "Rhapsody in Green" on March the 7th at the Hawaiian Gardens. This gala affair features Jess Torres & his recording artists. Thanks for being chosen as an honored guest as well as my colleagues.

Swinger Art Alaska Lopez flashing his 1 carat diamond at me. Alright already so my 1/4 of a carat isn't so big but it shines as bright.

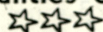
Jumping josifat!!! Rene Touzet is coming to the Rainbow Sunday, the 23rd. What's 11 hours of dancing??? After the Food Drive Dance just make it over to the Rainbow if you want to see the King of the Cha Cha Cha.

Mary Vergara the President of Club Selene is engaged. Darn it!!! Hey, Mary, how about giving the formuler to my sister Helen. No? Well okay but I don't see why your being so selfish, after all she is one of your club members.



RICHARD GOMEZ on left receives gavel from outgoing president Gilbert Solarez. Richard is the newly elected president of the United Food Drive Committee.

### Personalities of 1963



CARMEN MOLINA  
Best Dancer of the Year

To be Continued.....



EDDIE CHAVEZ

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ALL DAY SUNDAY

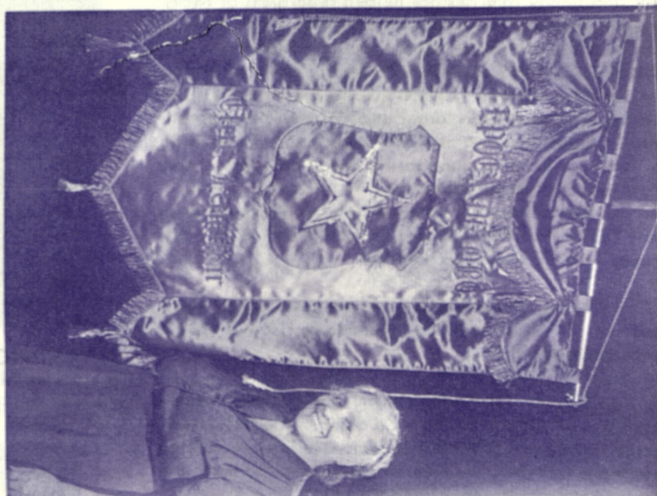
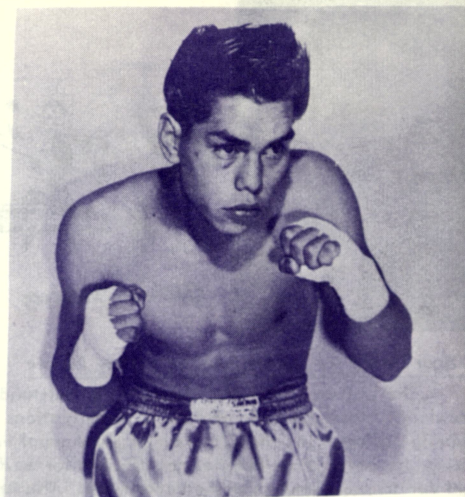
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*Where good friends Meet*



293 - 9769

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En la grafica aparece la

Sra. REFUGIO PADILLA

Miembro honorario del popular Club

EPOCA de ORO

Quien fue la autora de este elegante estandarte cuyos colores son: Rojo escarlata, Oro y Azul. La Sra. Padilla radica en esta ciudad.

El Club EPOCA de ORO fue formado hace un año, siendo su presidente el Sr. Roy Villegas - Tel. 253-0998

Su objeto es netamente social, celebran sus Juntos 2 veces por mes. Su membresia es solamente para las casadas.

Inticacion es \$5.00 con \$2.00 cuotas por mes.

Para ingresar a este club llamea Roy Villegas - 253-0998



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

**Dr. HAROLD ZLOT**

**Dr. LAWRENCE STERN**

**OPTOMETRISTS**

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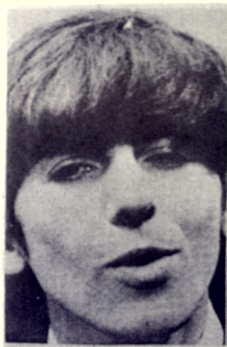
**ABIERTO:** Lunes a Sabado de 9:00 a.m. a 6:00 p.m.  
Lunes y Jueves esta abierto hasta las 9:00 p.m.  
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## CLUB *Elite*



*Jovita Martinez*

### ICE UNDER MY BED

Back in December some of us formulated a plan in which we get together and form a group, give ourselves a name, and elect officers for the purpose of having fun and doing things as a group. For instance going down to San Francisco to see current Broadway plays, seeing foreign films, exploring the city or doing out of the ordinary things. (This typewriter is making me nervous I think it has a clock inside of it because it keeps going like this: TICK TICK TICK TICK).

Getting back to my original subject we have been holding meetings every week since December and are giving a party at the end of the month. A Height Party. They seem to be very popular around here. You pay 1 cent for every inch you measure in height.

What I'm trying to tell you is that we are going to charge you! Heh! heh! I'm worth 54 cents, how about that! NOTE if you are not acquainted with us and you'd like to come call me -- CL 8-1780.

Before I forget our name is THE CONTEMPORARIES, stemming from the word Contemporary, which means that we are inhabitants of the present with a tinge of the future. We are not a club, but - A Group.

We are non-sectarian and non-profit. Oops, I take that right back, we are out to make money unfortunately. Our Block Heads of The Round Table are

President - Louie Coca  
Vice President - Lionel Hernandez  
Secretary - Jovita Martinez  
Finances - Dora Gutierrez  
Pacifist - Jerry Sorjano

Our members are: Carmen Molina, Rudy Torres, The Soria Sisters, Gloria Castro, Freddie Acosta, Rosie Gutierrez, Frank Castaneda, Lillian Lozano, Henry Navarro, Bill True, Nora Villa, Paul Dominguez and Frank Motnyk. We are badly in need of more members (although we have more than enough I think).

Our sponsor is Hank Coca of Furniture Discount House.

Yes, I agree that Club Selene is very electrifying and very motivated.

### THE ATTACK OF THE GIANT TOMATOES

Club Gardena of Gilroy, whose officers are President Irene Sotelo, Vice President Katie Ochoa, Secretary Alma Sotelo, Treasurer Armida Martinez, Sergeant of Arms & Legs Vera Villalobos, are giving an Easter Dance at the Wheeler Auditorium in Gilroy

on Easter (of course). Also, a Fathers Day Dance on (Fathers Day of course). And The Anniversary Dance on August 22nd. Music for all three dances will be provided by The Marcianos.

### THE SPECTRUM AND YOU

Psychologists say that the colors you like can very well determine the key to your personality. For instance people who are fond of YELLOW are of an intellectual nature or can be lower than average in mental capacity. It seems to go from one extreme to the other. Yellow also seems to be the color preference of a sophisticated type person.

BROWN tends to be the favorite of conservative individuals who prefer to remain on the safe side. This however does not mean that if you like brown you are conservative. But if you generally choose shades of brown very frequently and seem drawn to these colors: Chocolate, Camel, Peanut, Tan, etc., you may be the type who is very conscious of overdoing things. You always keep tabs on yourself, your behavior, etc.

GREEN If you like green this shows that you are a very congenial person by nature and always have a smile for everyone. You want to be comfortable and up to date with your fellow workers whether it be in clothes furniture or gossip.

ORANGE you are off-beat. Most likely you love unusual foods like Chop Suey and secretly write poems or talk to yourself!

BLACK People who wear like black are skeptical of practically everything. They weigh and analyze most situations and are strangely opinionated.

RED If you like red you are telling the world that you are very emotional, highly temperamental. On the other hand you may have a secret fear of someone or something period. Red is a threatening color.

WHITE You are a perfectionist.

BEIGE You just may be Luxury Loving and extravagant.

All shades of PURPLE down to LAVENDER - You are instinctively a hostess. You are the one who likes to entertain people. You are equipped with all the social graces. A very sophisticated person.

BLUE GREEN Those who like Blue Green are inclined to have difficulty in getting along with others and will probably file for divorce because they are of a very fickle nature.

BLUE You are cool and unattached. You have the ability to remain calm. You are usually quiet with a subdued personality.

The psychologists also go on to say that a person who chooses bright colors usually has a healthy outlook on things and is not afraid or timid, whereas a person who tends to like mild colors and pale or drab is usually a meek type and withdrawn. Also nourishes secret fears and such.

So much for colors, I had better be getting on as I am late for my session at The Rescue Mission. But before I go I would like to say that due to unforeseeable events such as I am not at liberty to disclose, I may have to take a temporary leave of absence, and on.. sob..boo-hoo..hic....don't let them do this to me.

Sorrowfully yours,  
Jovita ...





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## *Briano - Nieto*

La Srita. ESTHER NIETO hija de Victor y Vicenta Nieto contrajo Nupcias con el joven MANUEL BRIANO hijo de Eugene y Nolberta Briano en la Iglesia Seventh Day Adventist de Hayward, California. El día primero de Septiembre del año 1963. Ambos son nativos de esa. Esther es nativa de Hayward, Manuel de Hanford, Calif.

Después de su LUNA de MIEL en la isla Santa Catalina establecieron residencia en Santa Ana California.

Acompañaron esta boda: Beth Briano, Lydia Briano, Rebecca Nieto - madrina, Esther Rael, Kathy Briano, Moses Yañes, Moses Martinez, Daniel Briano - padrino, Felix Castro, Tommy Barragan y los pajesitos, Dickie Briano y Darlene Ordoñez.

LEITER STUDIO.



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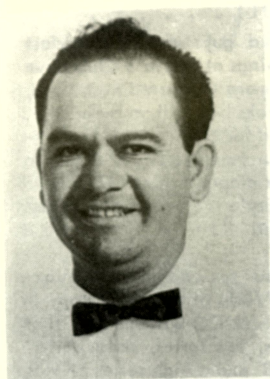
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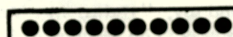
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★ ★ ★  
EL FOTOGRAFO  
de las  
ESTRELLAS ... !

*Richard Diaz*

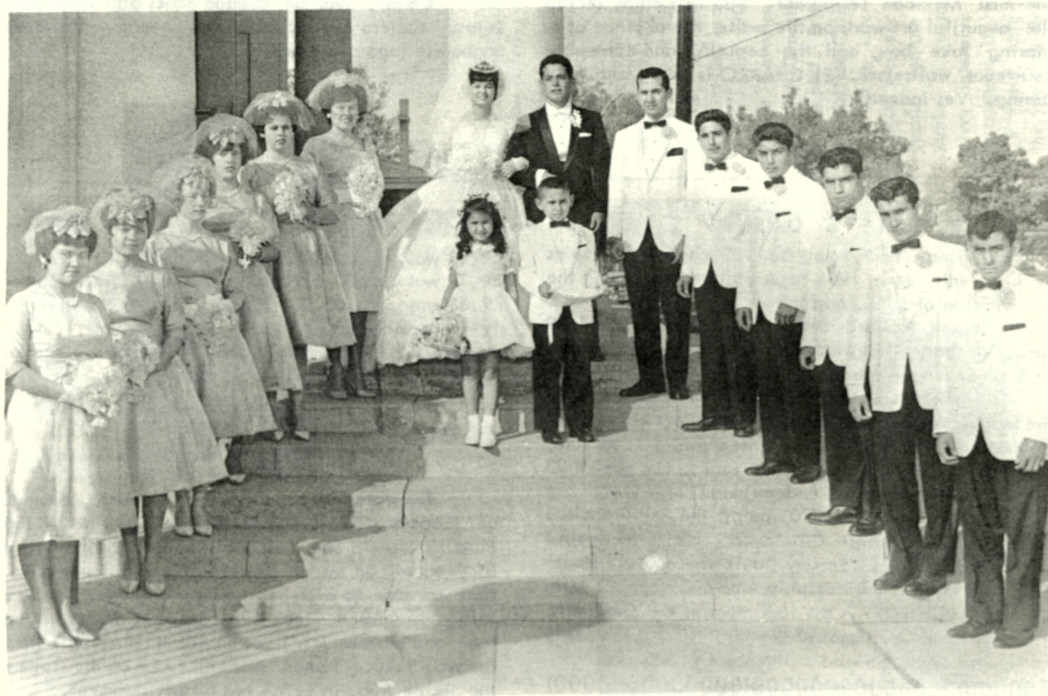


El día 30 de Noviembre del año 1963, la Srita. LUPE BOTELLO hija de los esposos Guillermo y Maria Botello contrajo NUPCIAS con el caballero FERNANDO CASTRO hijo de Raymundo y Consuelo Castro, en la Iglesia HOLY FAMILY, a las 11:30 de la mañana, en esta ciudad. Lupe es originaria de Prayor, Texas y Fernando de Eagle, Pass Texas. La Recepcion se verifico en el I.E.S. Hall en Santa Clara, Asistiendo 250 invitados. Su LUNA de MIEL la disfrutaron en San Francisco, esta bleciendo residencia en Santa Clara. En la foto: iz. a der: Maria Peña, Maria Mauricio, Mary Nuñez, Esperanza Castro, Virginia Valdez (los novios) Richard Valdez, Roger Castro, Joe Torres, David Porras, Frank Gomez, Jessie Peña y los pajecitos Richard Valdez y Myrna Valdez.



#### LION'S CLUB LADIES AUXILIARY

La foto capta a las esposas de los miembros del LION'S CLUB preparando deliciosos platillos mexicanos durante uno de sus recientes parties. Estas elegantes damas in dudablemente son expertas en psychologia pues la practican, "Barriga llena, corazon contento". En el fondo, Martin Mendez bendito entre las mujeres.







*Dave  
Sierra*

## EL CHARRO TOPS IN MEXICAN FOOD!

My favorite Mexican restaurants are Pancho's in Redwood City, Corona's in San Mateo, La Tortola in San Francisco, La Esperanza in Los Angeles, and Leopoldo's in Hollywood. We prefer them for a variety of reasons. We like the decor at Pancho's, the food at La Tortola, Food and decor at Corona's, only the food at La Esperanza and the service at Leopoldo's. Recently we had occasion to dine at EL CHARRO, Edith & Hector Moreno's haven for gourmets in Campbell. We did not regret the short drive. EL CHARRO is a combination of all the best features of the best Mexican restaurants which we've ever frequented. You will find it a pleasure indeed to dine there. The night that we were there strolling musicians played enchanting tunes softly and sang them the way you like to hear them at dinner, soft and subdued. The food was excellent and the cerveza cold. EL CHARRO is refreshingly different from the run-of-the-mill Mexican restaurant. You will enjoy seeing the beautiful art work on the walls, the absence of a blaring juke box, and the beautiful and extremely courteous waitresses. EL CHARRO is an adventure in dining. Yes indeed!

## DODGER DOTS & DASHES . . . . .

Johnny Podres now has 129 major league wins to his credit, 14 in 1963, making him tops among the current crop of L. A. hurlers.

Frank Howard hits a home run every 14.89 times at bat. "Mr. Klean" has slammed 99 homers in 6 major league seasons. Remember the last one?

Hank Aaron of the Braves is the top hitter in the league as far as the Dodger pitchers are concerned. He batted .406, had 17 runs batted in, 8 home runs, 5 doubles, 59 total bases, 16 walks, and scored 23 runs. Hammering Hank, indeed!!!!!!!!!!!!!!

Maury Wills hit .370 against the San Francisco Giants, .388 against Cincinnati, and .450 against the Chicago Cubs. Tommy Davis hit .400 vs. Houston, .362 against Philadelphia, and .339 against Milwaukee. Willie Davis hit .348 against the Cardinals, Jim Gilliam .403 against the Pirates, and the lowly Mets were Frank Howard's pigeons -- .375.

00000(0000000000000000(00000000000000)

## MISCELLANEOUS BULL . . . . .

Some of the married guys who eat breakfast regularly on Sunday mornings at Maria's Club have vouched that Chef Rudy Romero (imported from Paris, France, says Paul Gary) cooks better than their wife. Last Sunday the menu called for Nopales, carne, frijoles, chile, and cerveza. Paul Gary was eating so fast that he put on a white diaper around his neck to keep the food off Dave Gary's red vest, just in case. Kenny Saucedo's comment: "Parece que vas ir a robar un banco!"

Paul Gary, did you notice that Mario Vazquez managed to fill up 7/8ths of a page of copy in the last issue of EL EXCENTRICO without one time using the words high series, low series, series series, match game, bowler, 378 and a high series of 999, etc. etc. Someone once said that if you meet Mario on the street and say, "Hello, Mr. Vazquez!" he answers by saying, "235 on Monday at Futurama!"

There is a rumor that he doodles on bowling score sheets instead of plain paper.

Someone once said that he doesn't eat lunch, he polishes his bowling ball.

Mario, you are becoming a well rounded individual. Keep eating three squares a day and bowling 16 lines per night and someday you'll grow up to be as rounded as Andy Devine.

I don't know what kind of razor blades you use, PAL. I've been buying mine from Joe Quiñones at Jimmie's Barber Shop on 4th Street and they are still holding out after two weeks with one blade. I use the Wilkinson blade. Now, that doesn't mean that Don Drysdale, Sandy Koufax, Warren Spahn, and all the others should rush right out and buy them. I like them and my puss is as smooth as the south end of a north bound baby.

Candy, avisame cuando echas otro viaje para Tejas. Quiero que me traigas un encargo. Ya se me acabo ese jugo que ataranta.



The cute little girl is Cindy Guevara, daughter of Frances (Sierra) and Bennie Guevara of 1060 PEACH Street, San Luis Obispo, Calif. She will be 5 years old on March 19, 1964, and this is as good a time as any to wish her a happy birthday. Incidentally, my brother Ted lives on DATE Street in Fontana and brother Jess lives on POMEGRANATE Street in Woodlake. I once saw LIBERACE on the stage of the Shrine Aud. in L.A. No further comment. . . .



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**Girls Ranch Superintendent** Miss Marion Wilson, gets firm support from her boss, Chief Juvenile Probation Officer Robert E. Nino, who named her head of Santa Clara County's new Girls' Ranch at Coyote.

The new superintendent started in her \$731 per month job effective February 1st, even though the ultra-modern facility is two months from completion. She will be setting up administrative procedures and organization in the interim.

Miss Wilson leaves a position as Assistant Juvenile Probation Officer with the San Mateo County Probation Department, where she had served for a year and a half. Prior to her work in San Mateo, she was a Probation Officer in Orange County for five years.

An interesting phase of the 34-year old New Yorker's career was her establishment of a highly successful venture in girls' rehabilitation called Villa Marie, in Anaheim, Orange County. Villa Marie gives intensive care to only six girls at a time, and throughout its history has graduated just sixty girls. Of these, only three have ever had to be sent on to the State Youth Authority as serious offenders.

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