



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 14, Num. 22

SEPTIEMBRE 5, 1964

SAN JOSE 10, CALIFORNIA



Bob and Elsa Rodriguez still going strong after 14 years of marriage

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CY 2 - 7900 - CY 8 - 1966

367 Meridian Road

ENFRENTE DE
SEARS.



CLUB
San Felipe



Candy Veliz

CLUB SAN FELIPE CHAMPIONS

For the second year in a row Club San Felipe is the U.C.C. League champ. Congratulations to Manager Joe Gonzales and his softball team for such a fine performance. Congratulations are also on order to Manager Paul Ramirez and Club Riviera who came in 2nd. They fought Club San Felipe vigorously in the playoffs. San Felipe took 2 out of 3 with the scores 1-0 with a home run by Joe Gonzales and the final game 5-2 with home runs by Eppie Gallego and Danny Castellanos. The rest of the runs were tireless effort of the whole team. Congratulations for a job well done.

*Note to Club Riviera: The letter that Herold talked about in the last issue was sent by an umpire and not by Club San Felipe. The umpire wasn't referring to any yelling only to the nasty things that he was called and it wasn't by San Felipe fans.

Epoca De Oro will have their first dance on Sunday, September 20th from 2 to 6 PM. Chris Carmona will play. The place is the SES Hall in Santa Clara. Try and make it. I am sure that the ladies & gents from La Epoca De Oro will appreciate it. Free Beer from 1 to 2. Donation: \$1 per person.

THIS 'N THAT

I asked Pete Ramirez (real estate man) to show me an Early American home so he took me to the outskirts of town and show me a Tee Pee. How early can you get?

Leaving the kidding aside, Pete is a real nice guy so if you are in the market for a house call him. He will appreciate it.

Ermalinda Garcia is a lovely girl. All she has to do is change the color of her hair.

Our sincere thanks to Mr. and Mrs. Jess Medina who combined with San Felipe to feast the victorious Club San Felipe. Thanks again Jess & Cuny. By the way, they remodeled their home and it is even lovelier than it already was. Muy Bien.

Naro "Jerry" Moran is doing real well in his barber shop on 409 Keyes. Drop by to see him. He will be glad you did.

Congratulations to lovely Mae Coca who was given a surprise birthday party by her husband Hank Coca at El Sol. Felicidades y que tengas muchos mas tan felices como este.

Recent engagement: Gilbert Isais and Elvira Leanos. Congratulations!



In this photo appears Club San Felipe officers: Armando Rosales, President Cruz Tapia, Joe Ruiz, Joe Flores, lovely Yolanda Cortinas and Velia Duran as they represented the club on the Charros de Guadalupe Parade.

The United Food Drive Committee would like to express their thanks and appreciation to Mr. John Hansen from U. S. Products. His canned goods donations to the drive have been most generous. Thanks again.

Three bachelors will soon join Club San Felipe, I hope! Gama Guevara, Oscar Vazquez and Art Ramirez.

We haven't seen much of "How Sweet It Is" Sam Guevara - what gives?

Soon touring this part of the country will be Mel Moran. Mel Moran is an established singer. We wish him luck in his appearances here.

PORQUE?

Segun entiendo hay desunion entre los miembros del Pro Kennedy Monument Committee. Lo que no entiendo es porque cualesquier miembro del comite puede hacer cualesquier proyecto y si hay ganancia es para el monumento, pero si hay perdida en ese proyecto entonces sale de la bolsa del quien lo hizo. Esto no esta bien, amenos de que haya cato encerado.

-- Finis.

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DOS ORQUESTAS Pablo Beltran Ruiz

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DOMINGO 20 de Septiembre 7:00 p.m. a 2:00 a.m.



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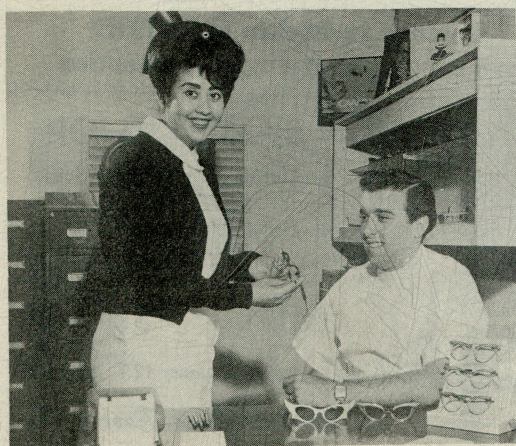
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PAGOS FACILES

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67 S. FIRST ST.



En la grafica el Dr. Lawrence Stern y la guapa
repcionista Susan Lopez.



Club Zanzaree

Trudy Jimenez

A birthday dinner was given for Mrs. Minerva Isais by Mrs. Frances Cuellar. Those who attended were Mr. and Mrs. Tony Guillen, Candy Veliz, Cesar and Shirley Isais, Mrs. Gilberto Perez, her daughter Tina and children, Yolanda Cuellar whom I hear is being very true to her bow Rudy Sotelo in Del Rio, Gilbert Isais and Elvinda Leanos whom had recently became engaged, Mr. Andres Isais and Amparo Valdez who was also celebrating her birthday. The food was delicious, especially the tamales. Congratulations to all.

A bridal shower was given for Joe (Pepe) Garcia and Joyce who will soon receive the holy vows of Matrimony.

Felicia Alviso having quite a bit of trouble with an ear infection in her left ear, as soon as this was over, her right ear became infected, her mother giving her pearls of wisdom and comfort tells her "it is a good thing you're not a freak at least you ran out of ears." Get well soon because I can't afford flowers or a new black dress! Seriously, sweetie, hurry and get well soon we miss your witty sense of humor.

Nice seeing Ruth Piñon again, hope we see more of you.

Katie Ruiz is a regular terror in her blue Renault. Saw her Tuesday night trying to make a right turn, "off the sidewalk??" Women . . .

Lennie Gonzalez recently returning from his vacation in Los Angeles and parts unknown. Did you have a good time?

Ernie Ruiz celebrating his 17th birthday, give or take 5 or 10 years. Ha Ha.

Velia Duran throwing a tantrum when they would not take her picture for publicity for the fashion show.

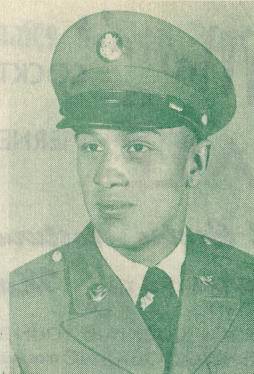
Seen together were Linda Villalobos and Joe Gomez, hope this time it's for good, they sure make a cute couple.

Dave Zamora taking very good care of his so called cousin at the dance.

Hear that Al Gonzales and Rita soon to marry, when's the lucky day?

Club San Felipe having a TARDE RANCHERA on September 6th at Senter Park, admission \$2.00 per person which will pay for steak dinner and dancing to the music of Jimmy Lozano y sus modernos. Entertainment by Beto San Miguel from 2 until 5 o'clock, and steaks will be served from 5 until 7, and dancing from 8 o'clock until 12 midnight. There will also be door prizes.

In the picture is Johnny Herrera who recently finished basic training at Fort Ord, Calif.



MANUEL MORALES presenta

★ GRAN CHARREADA

Domingo 27

de Septiembre

De la 1:00 de la tarde a las 8 p.m.

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MARIACHIS - ANTOJITOS



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Hermanitos Lujan

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en presentar
a los hermanitos LUJAN

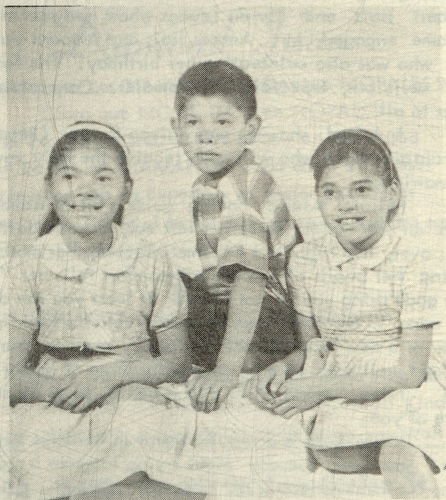
De izquierda a derecha: Lorraine de 10 años
Robert de 8 y Alice de 9 años de edad.

Radican en compañía de sus padres Robert y Ruby
en la vecina ciudad de Gilroy, Calif.

Su tío es el fotografo de la sonrisa interminable

Maclovio (Finberg) Hernandez

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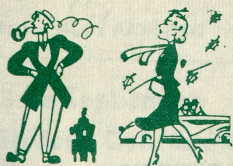
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hasta las 9:00 p.m.



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Gilbert Solarez

The members of Club San Felipe are at it again. This time the club is having a Tardeada Ranchera with BBQ steak also included for only \$2 per person. The affair will take place at Senter Road Park on Sunday, Sept. 6th, in the afternoon from 2-12 PM. The music will be provided by Jim Lozano y sus Modernos. San Felipe never has a flop so plan to make it.

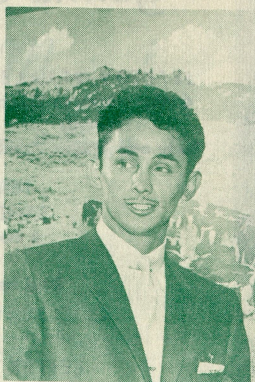
I've got to get hold of myself. The natives are restless. Easy fellows, simmer down, you'll get by it OK, now go to it boy.

Oh! Oh! Somebody laid a bomb. Club El Dorado is also having a Baile Ranchero that very same afternoon, September the 6th at The IES Hall. Jess Escobar is playing for them.

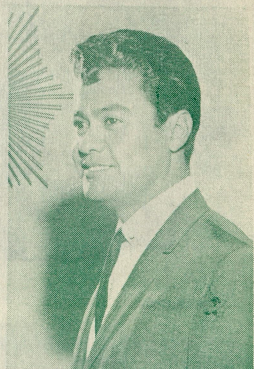
Happy Birthday, Charlie!

A surprise birthday party was given to Charlie Molina last Saturday night at 850 Diadem Street by his cousin Gilbert Valenzuela. The party was such a surprise because Gilbert had been putting the party off and on that when the date was finally set nobody showed. Nobody that is but six chicks so there was Charlie trying to talk to all the girls at the same time. I don't think he minded that very much and neither did the gals. Later that evening Charlie and his gang showed up at El Patio (todo pisto) a swinging nitespot on San Carlos St. The place was jampacked as usual. A real funny thing happened just before Charlie arrived there. Everybody that was anybody including Trudie Jimenez got abig bang out of it. All this happened when Caesar and His Men were taking their 10 minute break. The lights were on and this big heavy guy close to the dance floor, right in front of the bandstand sat down on a chair but the rod-iron chair caved in and his big body went flat on his back right on the dance floor. Everybody that was there broke out laughing but that wasn't the end of it. The bouncer gave him another chair the same kind. As this big ape sat on it again he fell on his back on the dance floor. His heavy carcass ruined two chairs. I don't think Caesar enjoyed his drunken customers wrecking the joint. In case you're wondering the destroyer's name I'll give you a few clues. He is big and fat and wears glasses and he is always showing off and hogging the dance floor. They say he is a good for nothing lazy gigolo and no decent girl in her right mind should go out with him. Dave Sierra is going to see that he gets run out of town on a rail. Here is the last clue. He is called Rudy Fruitie. No te nojes, Rudy, por favor, te lo pido de verdad. I'll buy you a beer.... O. K. fella?

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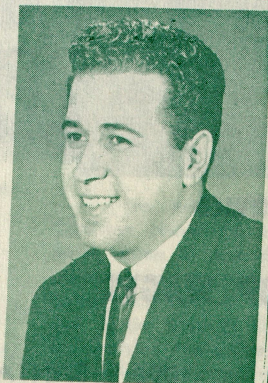


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EDUARDO "El Huero"
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Parents
Rudy and Andrea Perales



SANDRA RODRIGUEZ
6 mo. - Born in S.J.
Parents
Raul and Angie Rodriguez

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Parents
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1964

Programa Literario — Musical

Domingo 13 de Septiembre A las 2:30 p.m.

San Jose Civic Auditorium

Auspicios

Comision Honorifica Mexicana

San Jose, California



Presidente de Festejos
y Maestro de Ceremonias

CARLOS GOMEZ

1. Marcha de Honor, a cuyos acordes haran su entrada triunfal la Reina y su Corte de Honor.
2. Himnos Nacionales de Mexico y Estados Unidos por la 52nd Army Band. William E. Jackson, conductor.
3. Honores a las banderas por la Banda de Guerra de South San Francisco bajo la direccion del Maestro Avila.
4. Coronacion de su Majestad la Reina de las Fiestas Patrias por el distinguido Consul Honorario de Mexico en San Jose, D. Ernesto E. Cota.
5. Presentacion de Autoridades y Huespedes de Honor por el Maestro de Ceremonias, Carlos Gomez.
6. Saludo de bienvenida a la colonia por el Presidente de la Comision Honorifica Mexicana D. Benjamin Ulloa Leon.
7. Bailable LAS CHIAPANECAS por Herminia Saucedo.
8. Presentacion y actuacion del famoso Trio CARTA BRAVA.
9. Actuacion de la cantante y estilista del bolero, Sra. Amanda R. Flores.
10. Jarabe Tapatio por Ann Wells y Gilberto Gomez.
11. Numero de acordeon, ejecutado por el jovencito Hilario Mora.
12. Danza de LOS MATLACHINES del estado de Aguas Calientes por elementos del Club Cultural Mexicano de Oakland, Calif.
13. Ballet Revolucionario CUARTEL DEL NORTE (Ballet Azteca).
14. Jarabe de la Botella por Chacha y Marcos Franco.
15. Rebozo, bailable, Dance Arts Group, Oakland. (Direccion de Millie Von Konsky).
16. Bailable Bamba del Mono.
17. Actuacion especial del popularisimo Dueto Elena y Nando.
18. Actuacion de la cantante Francis Wells.
19. Presentacion y actuacion del compositor y cantante sinaloense Victor Buelna.
20. Ballet Axayacalt Suite Azteca.

- A) Danza al dios Texcatlipoca
- B) Danza de la Luna
- C) Danza del Venado
- D) Danza Ofrenda y Sacrificio al dios de los dioses, El Sol (Elenco).

EL BALLET AZTECA que tan acertadamente dirige el maestro y coreografo Mariano Tapia, procedente del Palacio de las Bellas Artes de la ciudad de Mexico con la valiosa colaboracion del Club Cultural Mexicano y The Dance Arts Group of Millie Von Konsky de Oakland, California, por primera vez actuaran en San Jose, Calif.

UNION PROTECCION Y PATRIA
Comite de Festejos de la Comision Honorifica Mexicana de San Jose, California.



Sra. Amanda Rojas Flores, Primer Vocal de la Comision Honorifica Mexicana de San Jose, California, quien es poseedora de una bellissima voz y es ademas, cantante profesional. Esta gran estilista del bolero, actuaran el gran programa Literario Musical que tendra lugar en Auditorio Civico presentado por la Comision Honorifica Mexicana de San Jose. La acompañara el fantastico Trio CARTA BRAVA.



☆☆☆
EL FOTOGRAFO
de las
ESTRELLAS ... !

Richard Diaz

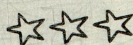


Lovely JACKIE PEREZ 10 months of age waves at Anita Samano Queen of the 16th of September Fiesta.
Jackie is the daughter of Robert and Esther Perez.



" LA CUBANA "

Bailarina de Fuego, this picture was taken at the
CONTINENTAL CUISINE
during one of the CONTINENTAL TARDEADAS
that were being formerly held there.



BIRTHDAY PARTY NANCY DIAZ

Was honored with a Party at her home at
2206 Dobern Dr. on Saturday July 3

Left to right: Rose Vanderloo, Alice Alvarez
Vickey Chavez, Onesima Lucero, Maria Te
resa, Vidal Perez, Nancy Diaz in whose
honor the party was held, Frank Lucero,
Asencion Alvarez, Vera Diaz, Ruth Cavenar
Wayne Cavenar, Ray Alvarez and little Ray
Alvarez.

MANY HAPPY RETURNS of the DAY !





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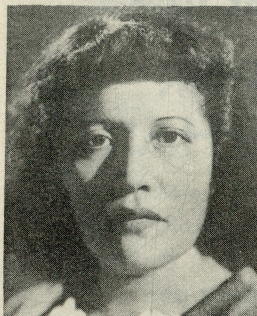
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Tel. 724 - 9782

129 Main St. Watsonville, Calif.



TEL. 293 - 2824 53 E. SANTA CLARA St. SAN JOSE



*Maria de la
Luz Sánchez*

Charla con las Estrellas

El dinamismo del conocido locutor y promotor David Ortega Cid, presento una vez mas el aristocratico y ancestral Baile Blanco y Negro, que por esta vez, fue presentado en el elegante y regio Grand Ballroom del SHERATON PALACE HOTEL, la noche del sabado 22 de agosto. Este baile, fue amenizado por la formidable orquesta que dirige el famoso violinista mexicano Pepe Landeros. Este gran conjunto musical compuesto por doce excelente músicos que con toda justicia merecen el nombre de profesores, y que tocan con el alma las insuperadas joyas de la musica mexicana, esa musica nuestra de grandes e inagotables recurso, musica que hoy por hoy, figura en prominente lugar dentro y fuera del territorio patrio.

Este baile de ensueño en el cual fulguro la belleza nicaraguense Ileana Rojas Arana, así como la morna majestad de Maritza Ramirez, la Reina Blanco y Negro 1963 o sea, la reina saliente, se enjoyo, además, con las bellas embajadoras de San Jose, que lo fueron Marce Mora en representación del Mexican American Committee pro John F. Kennedy Memorial de San Jose, y Trudy Jimenez por el Club local Zanzaree, quienes tuvieron que llevarse el premio si los puestos de Reina, Princesa y Duquesa respectivamente, no hubieran sido otorgados por aclamación popular, (Como sucedio en efecto,) sino por el dictamen de jueces capacitados para opinar en lides de tal naturaleza. El infatigable David, ha tomado debida nota de esta falla que piensa enmendar en el proximo Baile Blanco y Negro, y ahora solo cumple felicitarlo por la labor desarrollada en esta alta labor de refinamiento social.

En este elegante sarao, tuvimos la suerte de departir en amigable charla con el apuesto y talentoso galan del Cine Nacional, Julio Aleman, venido ex-profeso desde la ciudad de Mexico para coronar a la Reina Blanco y Negro.

Con amable deferencia Julio Aleman contesta a nuestras preguntas con una precision que revela su clara inteligencia. Julio inicio su carrera cinematografica en 1955. Entre sus buenas 23 peliculas la llamada LOS HERMANOS DEL DIABLO, es, a su juicio, una de las que lo han dejado mas satisfecho, aunque sin que esta satisfaccion sea plena como acontece con la eterna inconformidad del verdadero artista que nace de su constante afan de superacion. Proximamente filmara en Venezuela una cinta que se titulara VIDAS PRESTADAS y dos mas que aun no tienen nombre.



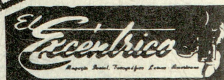
Los rasgos finos y hermosamente varoniles de Julio Aleman, se alteran revelando su gran temperamento artistico, y sus facultades histrionicas se ponen de relieve segun la impresion que le causan mis preguntas. Particularmente lo admiro al responderme que para el no hay tipo ni papel de preferencia, ya que el arte, debe ser, y es veracidad.

Con un abrazo en que se funden nuestra simpatias y la sinceridad de nuestra sangre mexicana, nos despedimos no sin antes recibir del simpatico y magnifico artista hermano de raza, un afectuoso saludo para los lectores de EL EXCENTRICO.

FOR YOUR

**WEDDING
INVITATIONS**

SEE



Humberto Garcia

CY 2 - 4273 195 DEVINE ST.

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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Miguel Aceves Mejia (En Colores)

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- Ademas -

" EL POTRO SALVAJE "

Gaston Santos - Carmen Montejo

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14, 734 Votos



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FRANCES COTA
13, 661 Votos

Reina Anita y Su Corte de Honor



La Srita. ANITA SAMANO fue electa
REINA de las FIESTAS del
16 de SEPTIEMBRE
en esta ciudad de San Jose, California
el Domingo 6 de Septiembre durante
el COMPUTO FINAL que se verifico
en el RAINBOW BALLROOM.

Las festividades se desarrollaran el
DOMINGO 13 de SEPTIEMBRE
Principiando con un GRAN DESFILE
a la 1:30 de la tarde, programa Literario
a las 2:30 en el Auditorio Civico
Terminando con un Gran Baile a las
9:00 p.m. en el mismo auditorio.

SU GRACIOSA MAJESTAD
ANITA SAMANO
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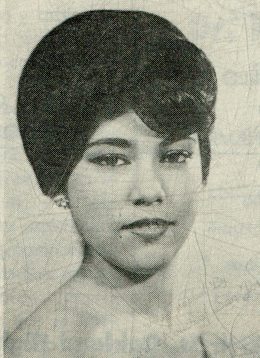


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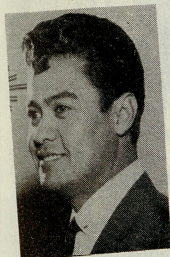
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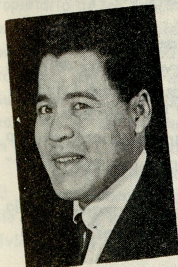
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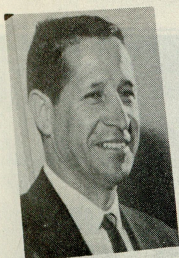
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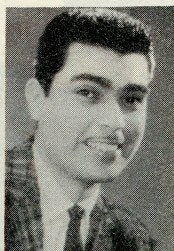
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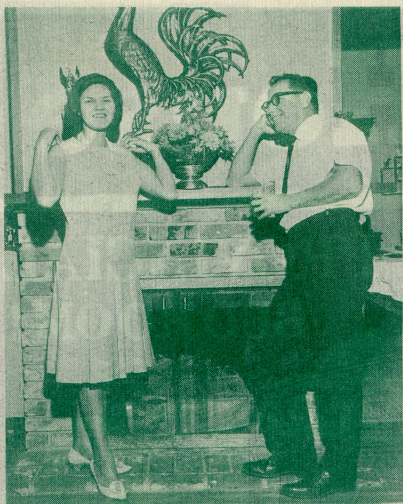
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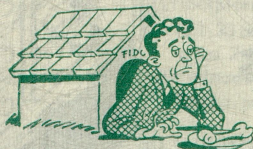
Nobody Rodriguez (right) listens as Elsa tells Excentrico reporter she is the new president of the San Jose GI Forum Ladies Auxiliary.



Mr. and Mrs. Robert Rodriguez pose for informal anniversary photo. Standing behind them are (left to right) Betty and Tino Gonzales.

Elsa and Bob Rodriguez

still going strong after 14 years of marriage



Mr. and Mrs. Robert Rodriguez of 2797 La Jolla Drive, San Jose, recently celebrated their 14th wedding anniversary, hosting a few friends for cocktails and dinner on Thursday evening, September 3rd.

Elsa Delgado and Robert V. Rodriguez were married in Del Rio, Texas, on September 3, 1950.

They have five children, Robert, Jr., 13; Evette, 11; Rosa Maria 9 and Lora Lee 9, the twins and Johnny, age 6.

After martinis on the lanai of the Rodriguez residence, the guests were served a very delicious Mexican dinner. The main courses were Steak ala Chicana, Pork ala Chicana, and Ice Cold Beer.

After dinner the guests and hosts adjourned to the outdoors for al fresco dancing to the music of Augustin Lara and his orchestra.

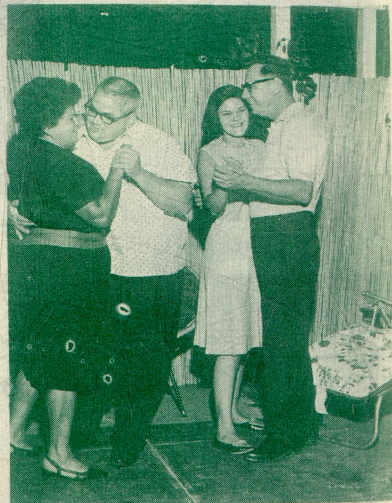
Guests included Betty & Tino Gonzales, Gloria & David Sierra, Mr. Humberto Garcia, etc. etc.

* * * *



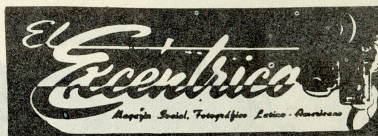
Robert tries to squeeze in a Beatles record on the record player but Elsa brings him to his knees with a hard smash with a recording of Jorge Negrete's "Que Suerte La Mia". Hit 'im again, Elsa!!!

Excentrico's informal camera (by now under the influence of martinis and black Russians) catches host and hostess and guests dancing on the patio.



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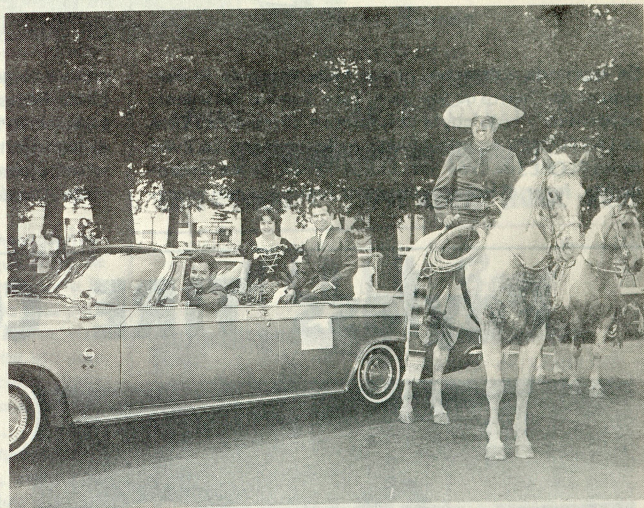
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DESFILE DEL 13 DE SEPTIEMBRE

En la photo - Ronaldo Gallo, representante de los Laboratorios Mayo de Los Angeles; Josie Solis, Reina 1963 de KPER Radio Amistad; el famoso locutor y propietario de los Laboratorios Mayo Carlos Camacho; y el presidente de Los Charros de El Camino Real y director de los programas en español de KPER, Benjamin Gutierrez, quienes participaran en el gran desfile de el día 13 de Septiembre en San Jose, California.

Escuche Radio Amistad KPER el día 13 de Septiembre en la reseña de el desfile desde las escalinatas de el auditorio cívico de San Jose, California.



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De izquierda a derecha: Marce Mora Reina de la Asociación de Charros de San Jose, Tony Barajas Presidente de la misma y bajo cuyos auspicios se celebra la FERIA de LAS FLORES en esta ciudad recientemente, La Reina de las FLORES de 1964 Sta. ELIZA PEÑA, Belen Andrade 2do. lugar, Gloria Sanchez 3er lugar y quien repre-

sento a la gran compañía de bienes raíces BONANZA Linda Reyes 3er lugar y la anunciadora de Radio en la estación KPER Enriqueta Lorigo Guerrero coordinadora de esta fiesta y quien nos participa que el año entrante se celebrara en el County Fairgrounds de esta cd. foto ricardo lopez moctezuma (el azote del lente).

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Ed Gonzalez

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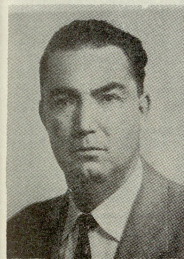
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Daniel Saldaña



Deben Establecerse Cortes Nocturnas

El crecimiento de la población en la Ciudad de San Jose demanda el establecimiento de Cortes Nocturnas para dar facilidades de ventilar sus asuntos a las personas que durante las horas del día estan ocupadas en sus diferentes actividades. En muchas ocasiones con tal de no perder uno o varios dias de trabajo, se evita el presentar los problemas en Corte, optando por pagar las multas aun cuando estas no sean justas.

El horario a que se sujetan las Cortes, es el mismo en que la mayoría de la población laboriosa tiene que asistir a sus ocupaciones o empleos; dandose casos que para asistir a la Corte, se tengan que perder dias de trabajo que representan merma en el salario y sumando esto a lo que se paga de multa (aunque esta sea rebajada por el juez) resulta mayor cantidad que la que se hubiera pagado originalmente. Muchas veces es preferible declararse culpable, que tratar de demostrar la inculpabilidad.

Aun en el caso de que el juez no imponga ninguna multa, con el tiempo que se tiene que dejar de trabajar, casi siempre es mas que lo que importa la multa. La unica satisfaccion que le queda a la persona afectada, es la demostracion de que no fue victima de una injusticia, pero esto le resulta tan caro que en la mayoría de los casos es mas conveniente economicamente declararse culpable; esto es deprimente y molesto, economica y moralmente.

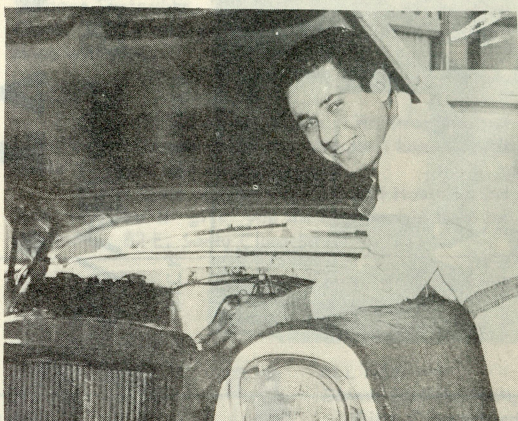
El establecimiento de Cortes Nocturnas, dara la oportunidad de presentarse en Corte, sin que se tenga que perder parte del salario. La justicia sera mas justas, cuando para obtenerla no sea indispensable comprarla con horas de trabajo.

El sistema actual no da mas alternativa que pagar, culpable o no culpable. Las violaciones al reglamento de vehiculos es una muestra de lo incontestable que es tratar de demostrar las arbitrariedades que cometen algunos policias, que sin sentido de la responsabilidad que su empleo les impone, levantan infracciones que en la mayoría de los casos podrian ser perdonadas por los jueces, pero que no se presentan a Corte por que resulta mas barato pagarlas, que perder horas de trabajo con mas valor que la multa misma.

El cuerpo de policia de San Jose es una institucion que demuestra su organizacion y su eficacia, pero tiene algunos elementos que se les pasa la mano en el cumplimiento de su deber.

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Lionel Banda

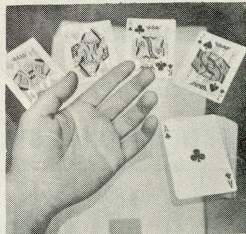
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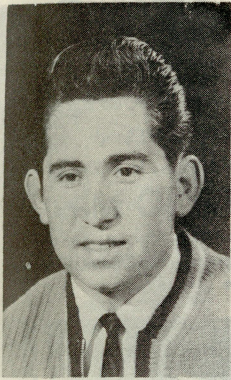
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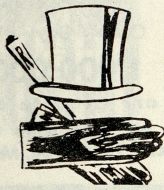
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El atento caballero Gilberto Adair dispuesto a ayudarle
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Club Riviera



Harold Martinez

Within a span of six hours and only 1/4 mile apart, two separate head-on collisions snuffed out the lives of three persons, injured four others seriously and left two others near death. The dead included a 61 year old man who had lived a full life, a middle-aged mother in her prime of life and a five month old baby who had yet to see life. But the purpose of this column is not to elaborate on the accident, for accidents happen every few minutes and they will never be eliminated. My purpose is to point out the fact that at least two of the lives and maybe even the third might have been saved through the use of safety belts.

In both accidents the victims were thrown through the windshields of the cars and after all had settled it is conceivable that all would have survived with minor injuries, had they been fastened in. Ironically, at least one of the cars I observed, was equipped with safety belts, BUT they were not fastened.

I cannot comprehend why people treat such a matter so lightly, in my personal experience, I have politely asked passengers to fasten the belts and I have been politely ridiculed. It takes an accident of this magnitude to point out the need for wearing.

You'll probably argue that you drive carefully and don't expect to be involved in an accident, but let me point out that in both of the accidents the cause was unavoidable and the results were unexpected. A broken steering rod is the suspected cause in one of the accidents and in the other mishap a woman ran a stop sign and caused two other motorists to meet head-on. A person in each car was killed and the woman at fault received not a scratch.

These facts point out that most accidents are not expected and the odds are against you each time you drive on the road. I urge you to get safety belts and use them. Safety belts cost less than a pair of shoes and slightly more than a tankful of gas. Installation costs you less than a ticket to the movies or a six pack of beer. Fastening them on is easier than tying your shoes and wearing them is as comfortable as the clothes you wear. So please get some and "Buckle Up For Safety".

CLUB NEWS

Our boys gave it a good try but we just could not make it. Club Riviera's softball team came from behind to tie the score at 3-3 only to lose to last year's UCC champions, Club San Felipe, 7-3 in a game played at Columbus Park, Sunday, August 23.

Riviera was defeated in the first playoff game 1-0 on a home run by San Felipe's Joe Gonzalez, Sunday, August 16th at Backesto Park.

COMING EVENTS

Club Epoca De Oro is planning a tardeada for Sunday, September 20th, at the SES Hall in Santa Clara. It will take place from 2 to 6 PM. Chris Carmona will play.

SPONSORS

Maria's Club on North 13th Street has the friendliest atmosphere of any nitespot I know. Visit Maria's tonight and see for yourself.

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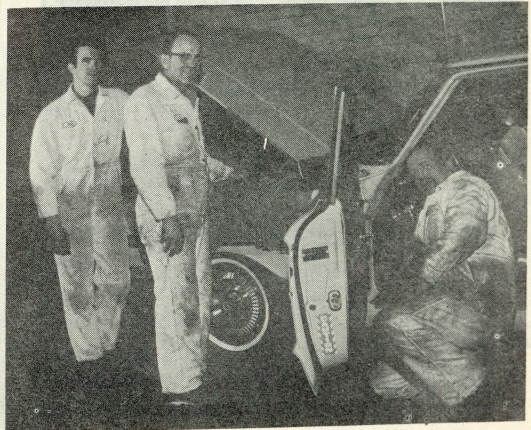
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Publicado los Dias 5 y 20 de cada mes en San Jose, California. (Condado de Santa Clara).

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Director

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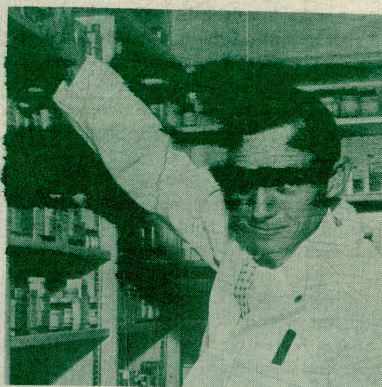
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Bill Lopez

LBJ APPOINTS FORUMEERS

President Lyndon B. Johnson has appointed five distinguished Forumeers to a nationwide committee which will augment the work of the COMMUNITY RELATIONS SERVICE. The CRS has been established by the Civil Rights Bill under Secretary of Commerce Luther Hodges and under the direction of Leroy Collins, former Governor of Florida.

Forumeers appointed by the President are Dr. Hector P. Garcia, Forum Founder from Corpus Christi, Texas; Augustine Flores, National Chairman from Riverside, California; Louis P. Tellez, National Executive Secretary from Albuquerque, New Mexico; Larry Ramirez, Past National Chairman from Wichita, Kansas; and Rudolph Gonzalez of the Colorado Advisory Committee to the President's Commission on Civil Rights, from Denver, Colorado.

The first meeting was held in Washington on Tuesday, August 18, at the State Dept. Building.

The final session was held with President Lyndon B. Johnson at the White House.



Left to right: Dr. Hector P. Garcia, President L. B. Johnson, Nat. Chairman Augustine Flores and Rudolph Gonzalez.

A GREAT PRIVILEGE

I am honored to have been elected to the chairmanship of the San Jose Chapter of the American GI Forum, an organization which will compare with the best of them. As Chairman of the Forum, I feel very privileged to extend our cooperation to the other fine organizations of our community. To the two

statewide organizations, CSO and MAPA, who undoubtedly will be hard at work from now until after the November elections. To the United Food Drive, with whom I recently had the opportunity to work. To Riviera, San Joaquin, Los Amigos and San Felipe who have demonstrated their friendship to the Forum and who have members who are also Forumeers. To Club Elite, Zanzaree and Selene. To the M-A Lions and the Good "Doc." To the Mexican Chamber of Commerce, our good friends and to ULAC, which brings many of the organizations and clubs together. To the Mexican American Community Project and members of its outstanding Wednesday Luncheons, and the Pro Kennedy Monument Committee.

Our meetings are held on the first Friday of every month. Lena Manriquez Hall at 1246 E. Santa Clara Street is the site. Time: 8 PM. You are welcomed to join the Forum, or to contribute to our scholarship fund; express any ideas you may have; or even if you just want to sell us a ticket.

ANNOUNCEMENTS:

The Epoca De Oro Club is staging their first dance for the public on Sunday, September 20, at the SES Hall in Santa Clara. Let's attend the Gran Tardeada and show the members of this fine club that we appreciate the things that they have done for our community.

Club San Felipe's annual Tarde Ranchera was a big success, delicious steaks and dancing were enjoyed by a large crowd at Senter Park.

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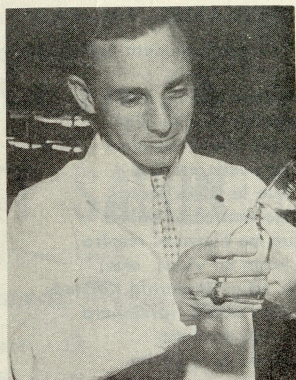
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THE POLITICAL ● SCENE

William T. Ellis



The Democrat Convention in Atlantic City is best described by the words of Lyndon B. Johnson as "a farce and a sham - an effort to set up a police state in the guise of liberty". To put this statement back in context and in proper perspective of the real LBJ compare the Johnson platform for 1964 with the Johnson record.

THE PLATFORM: Less than two weeks after the Congressional majority decided for the people of the United States that the President would not engage in political campaigning before the TV cameras he did that very thing. Two major speeches by President Johnson and a blitz attack (good old wet Roosevelt adobe) by Senator Hubert Humphrey launched the Democrat campaign before the TV cameras in Atlantic City at prime TV time. The Johnson platform this election year 1964 is beridden with increased Federal controls over the private lives and occupational activities of each of us. Alphabet soup is back, and the Democrat platform is written. It is Lyndon's show. Each plank in the platform bears a "do-gooder" title and this is typical in a Johnson show, but also is in sharp contrast with the Johnson record. Is he really the champion of the minorities? Does he place the welfare of the nation ahead of his personal political ambitions, or has he changed his voice for the USE of the Negro vote? His platform, we all recognize it, it is the New Deal (and the traces of the New Frontier are fading fast).

THE RECORD: On May 22, 1948, Senator Johnson delivered before a Democrat rally the following speech:

"This civil rights program about which you have heard so much is a farce and a sham - an effort to set up a police state in the guise of liberty"

He went on to say:

"I am against the Fair Employment Practices Commission (FEPC) because if a man can tell you whom you must hire he can tell you whom you can employ."

In 1960 Lyndon Johnson was instrumental in defeating a civil rights bill in the Senate after it passed in the House of Representatives - Senate Bill #S-3001. On August 8, 1960 (while Senate Majority Leader) he voted against Senate Bill #S-3823 which would have established a permanent Equal Opportunities Commission and provided Federal assistance for areas which

desegregated their schools. Another civil rights bill, HR-6127 was buried in committee by Johnson's vote. His record can be summarized by his own statement: "I am opposed to forced integration and I firmly believe that the doctrine of States Rights should be maintained."

His record? His platform? They don't compare.

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Lunes, Miércoles y Viernes - 9:30 a.m. a 6:30 p.m.

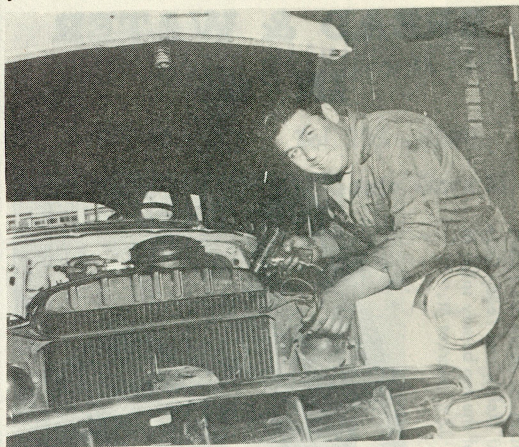
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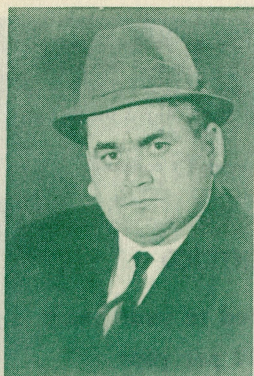
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*Dave
Sierra*

"IF YOU WANT TO SHOOT . . ."

We once saw a sign on a fence post in the San Joaquin Valley which read: No Hunting If You Want to Shoot, Go to Korea.

Made a lot of sense in those days. Locally, the slogan could very well be: If You Want to Work, Join the American GI Forum.

You always hear people talk about wanting to do something for la raza, or for all Americans in general. Well, folks, let me say this: If you want to do something, just join the Forum. They have all kinds of programs, all sorts of activities, enough to keep anyone busy.

GOLDWATER IN '64 HOT WATER IN '65 BREAD & WATER IN '66

The two lovely ladies in the photo are Trudie Jimenez, Excentrico columnist (left), and Teddy Casrillo, owner and operator of the top beauty salon in S.J., Simon's Beauty Salon, 32 S. Market St.



"DESCANSE EN PAZ"

por Enriqueta Lorigo Guerrero

Dejadme que les hable
Dejadme que les diga
Lo que ciento mi alma
Y no puede escapar
Y que lo llevo dentro
Y me destroza el alma
Que me cierra el respiro
Y hasta mi vida! mas!
Oh John Fitzgerald Kennedy
Quien manos traicionera
Tu vida arrebató
Cuando tu repartias
Saludos y sonrisas
A la gente de Dallas
Que hoy llora igual que todos
Con profundo dolor
Oh John Fitzgerald Kennedy
Símbolo de esta hera
Ejemplo de los jovenes
Y orgullo de los viejos
Has dejado tu patria
A tu patria querida
Y todos te lloramos
Ahora y siempre sera
Cuando escuche los toques
De la armada en tu honor
No fueron ellos toques
fueron lagrimas vivas
Fueron quejas de el alma
De todo un continente
Fueron sollozos vivos
De todos los que saben
Que han perdido en el mundo
Ser unico y extinto,
Haciendose haci añicor
La estatua de la paz.
Siempre que tu posaras
Tus rodillas en el templo
Y elevavas tus hojos
A el altar mayor
Tu plegaria cruzada derecho
A lo infinito
Llevando tu mensaje
De paz hacia el creador
Descansa en paz
Oh simbolo de esta
Gran hera atomica
Descansa en paz y ya,
Que te encuentras al lado
De Dios Nuestro Señor
No olvides dirigir tu mirada
Hacia abajo
De velar por tu patria
Tus hijos, y tu ideal!



T A R D E A D A

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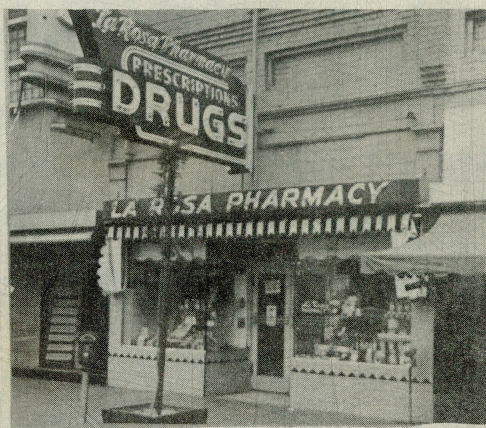
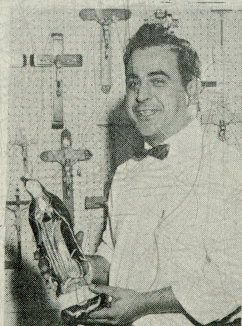
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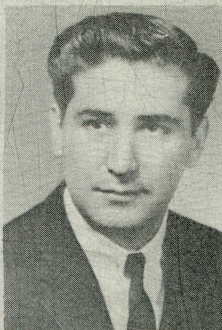
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Martes y Sabados 9 - 12

Lunes y Juev. 7 a 9:00 p.m.

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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MIERCOLES 16 de SEPTIEMBRE



" NO SOY MONEDITA DE ORO "

Fernando Casanova - Lucha Moreno