



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 15, Num. 1

OCTUBRE 20, 1964

SAN JOSE 10, CALIFORNIA



Top: Manuel Fernandez, Marce Mora, Pat Vasquez - chairman, Enriqueta Lorigo.
Bottom: Dave Sierra - Editor, Trudy Jimenez, Maida Herrera setting Cleveland folder ready for publicity campaign.

Testimonial Dinner - Dance plans being made for Excentricos 14th Anniversary



Dave Sierra

REMEMBER TO VOTE ON NOV. 3rd

California has water problems, but Gold Water is not the answer. Who is Joe Miller? If you put a photo of Joe Valachi, John Dillinger, Ugubugu Zamboangatu, Adolf Eichman, and Joe Miller in front of most Republicans and Democratic voters, I don't think 10% of them would recognize Joey!

Charles Gubser has done a damned good job of hiding from the Mexican American voters during this campaign. I don't think any Chicano has heard him speak in this County during this campaign. He spends all his time at Los Altos, Saratoga, Los Gatos, and Palo Alto where the voters aren't interested in problems such as the bracero question, Prop. 14, etc.

Vote DEMOCRATIC ON NOV. 3rd!!!

CLUB SAN JOAQUIN MASQUERADE DANCE

Friday, October 30th

IES HALL, SAN JOSE

- Only \$1.25 Per Person -

#

Some people call these masquerades. Some call them Halloween Dances. Some call them come-as-you-are dances. Whatever you call them, please come. For some people, Masquerade Dances give an opportunity to hide under a mask and dance with all the pretty girls around. For others, they dress up as the person they would most like to be if it were possible. And for others yet it affords an opportunity to wear a mask and be 'good looking' for an evening. Whatever your motives are, you can be sure that this Halloween Dance will be a ball. Aren't all Halloween dances? Remember the last one CSJ threw?

Cheno Plata and his San Joaquin men have not thrown a dance in quite a while and they are anxious to put on a good show. They aim to please! So get up a gang and make it. Any kind of mask is allowed, ape, spaceman, werewolf, Brigitte Bardot, Ringo, or as I said before, come-as-you-are. AHHHHHHHHH!!

POLITICAL RALLIES

Many local people are pretty aroused at the Republican Party workers in this area who threw a rally at the Fairgrounds last week for Joe Benites.

One of them asked me, "Who in hell is Joe Benites?" I told them that he is some Mexican American cat from Arizona who is running for the Legislature in ARIZONA.

What in hell is this carpetbagger doing campaigning in California if he is running for the Arizona State Legislature? Is he afraid to face the Chicanos in Phoenix, Glendale, Tempe, etc.????

The Republicans have pulled some pretty shady deals in this campaign but I believe this one takes the cake. What this amounts to, folks, is that the Republicans can earn their money in San Jose and use it to elect state legislature officials in Arizona!!

I hope that all of you Democrats who were there made it a point to see who was in charge of the function and that you will make it a point to let the backers of this "rally" know how you feel about it.

* * * * *



On Friday, October 30th, EL EXCENTRICO's writers and Publisher Humberto Garcia will be guests for dinner at El Tropical Restaurant on Almaden Road. Proprietor Danny Ramos will have charming hostesses like Minnie Molina (above) on hand to serve the Latin American journalists their favorite foods.

----- (Photo by RICHARD DIAZ) -----

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EL FOTOGRAFO
de las
ESTRELLAS ...

Richard Diaz



Mr. BOB CROSBY famous brother of crooner BING CROSBY appeared at the Santa Clara County FAIR on the left is Mr. Julian Perez Therapist congratulating him for a good performance.



FRANCES WELLS who delighted a capacity crowd with her Bolero songs at the Civic Auditorium during the 16th of SEPTEMBER FIESTAS she was sponsored by Nick Guerrero, with her is the ever popular CARLOS GOMEZ who was Master of Ceremonies at this festival.

Mr. CARLOS GOMEZ has a wonderful radio program every Sunday at 3:00 p.m. on Radio KPER. Since Mr. Gomez is a good friend of EXCENTRICO we do not hesitate to make with the Commercials.



TWO LOVELY LASSIES

Having a blast at the popular RAINBOW BALLROOM are Virginia Gonzales and Connie Olivas.

FAMILY REUNION

Was held at the home of Mr. and Mrs.

ED and BETTY AMESCUA

1904 Mandarin St. San Jose, Calif.

Food and Festivities were available till the wee hours of the morning.

L to r: back row: Mrs. Betty Amescua, Mrs. Oriel Guzman, Mary "La Wicha" Richard Magdalena, Nancy Amescua, Wanda Ochoa, Rose Marie Castañeda, Mr. Ed Amescua, Mr. Joe Castañeda, Al Guzman and kids.





En la grafica: **MANUEL CALSADILLAS**
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En la grafica el Dr. Lawrence Stern y la guapa
repcionista Susan Lopez.

Dr. HAROLD ZLOT

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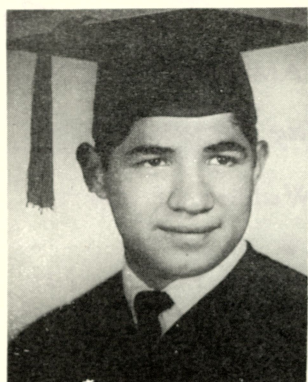
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*The Quiet
Mexican-American
●
Andrew G. Diaz*

Vote NO on 14

I would like to start by saying that Proposition 14 holds no advantages to the Mexican-American or any other minority group. The main objective of Proposition 14 is to abolish the Rumford Fair Housing Act which at present protects the Mexican-American and other minorities from discrimination in this field.

Furthermore, if anyone thinks that with the passage of Proposition 14 we would advance a foot closer in making a better society. Quite the opposite my friend this proposition would set the field of housing back a mile.

We as Mexican Americans must at this crucial moment unite together as we never have before. We are a minority group and I will admit with strong emphasis that I am not ashamed of the true facts. I urge all Mexican Americans in our community to accept this true fact. For only until we face this handicap and do something about this will be given reconsideration from fanatics who think only about their own needs. Only two weeks ago I expressed my opposition of how our minority is being used. I come from a family of fourteen which has kept its Mexican culture. We thousands of Mexican Americans are very close. We were raised in a designated industrial zone area where most all of the families could be categorized as coming from the lower income bracket. I also recall how our neighbors would sleep on the floor because of lack of furniture. I bring these points out because only two weeks ago I mentioned how our pride as a minority group is being swallowed. If this Proposition passes will be swallowing more than pride but dynamite. Racists who thrive on discrimination can have a field day if Proposition 14 is voted in.

Proposition 14 is a threat with the potential of striking a damaging blow (economically) to California's growing cities, thus putting a greater burden on the war on poverty as it is known among our minority groups. This is what I referred to in my last issue as an American Businessmen's economic weapon. Anything to keep our minority group in the lowest position in our community.

The attack is against equal opportunity in housing today. Equal opportunity in jobs would be next.

Our minority group is at times picked on and exploited. Well, here is our chance to stop it before it gets started. These racists that use bigotry and discrimination as if were a toy are playing a dangerous game at an explosive time. I am a native Californian

and never expected to see this day and I will oppose these fanatics with all the means I have available.

If Proposition 14 is passed California will in truth be another Mississippi and undoubtedly hatred and violence would explode with greater force and not only sit down but stand up.

How would this proposition affect an individual's family in the minority groups? There is the possibility that with the passage of Proposition 14 minority groups in the cities would be sealed off from the rest of the community in so-called ghettos.

This change of atmosphere would first of all affect a person's social life. But most damaging would be the association of teenagers with the wrong crowd you might say that a person has the optimism of picking his friends no matter where they live, but chances are that a youngster will "hang around with his neighbors rather than someone who lives across town."

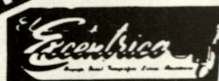
Vote NO on Proposition 14!!!!!!

Sincerely and truly,
Andrew G. Diaz CY 7-8577

FOR YOUR

**WEDDING
INVITATIONS**

SEE



Humberto Garcia

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OUR LADY of GUADALUPE CHURCH is having their
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SUNDAY, OCTOBER 25, 1964

at 2:00 in the afternoon

At Jackson and Kammerer Area, San Jo.

At 1:30 p.m. the Mariachi Sergio Curiel will be playing
 there will be other performers including Catalina Ro-
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Funds will be Used to build a New Church.

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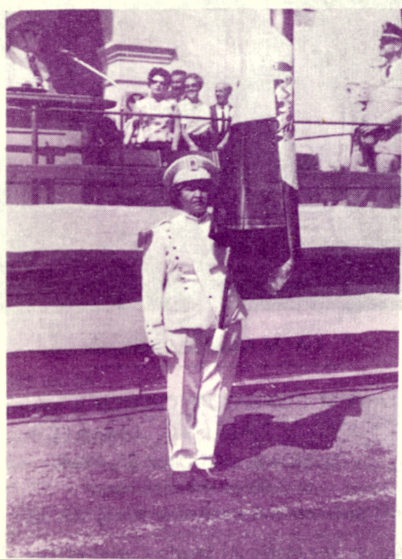
En la grafica ENRIQUE y ETHEL
 atentos propietarios.

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Luz Maria Araiza, la dinamica y entusiasta Abanderada de la Comision Honorifica sosteniendo gallardamente el labaro patrio, ataviada con el flamante uniforme que al efecto le fue enviado de la ciudad de Mexico.

mexicana sostenida por 16 personas, cosa que causo gran impresion en el publico.
SAN JOSE MERCURY NEWS por su propaganda ilustrada y la aportacion de su vistosa Banda de Musica.
JUDY SHELANSKY, MISS SANTA CLARA COUNTY FAIR, por haber adornado con su gentil presencia las Fiestas Patrias Mexicanas.
POMPEYO GARCIA y su eficiente Comite de Recepcion.
MEXICAN AMERICAN LIONS CLUB y a su presidente **JOHN DE HERAS** por su participacion.
 A todos estos elementos y a los que habiendo tomado parte en los festejos o cooperado en alguna forma para el buen exito alcanzado involuntariamente se omitan sus nombres por escapar a la memoria, el cuerpo de oficiales de la Comision Honorifica y en nombre de todos el Presidente de la misma, D. Benjamin Ulloa aseguran una eterna gratitud suplicandoles hagan del todo suyo este vote de profundo agradecimiento.

C. H. M. de San Jose --

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RESORTES - Ana BERTHA LEPE

- Ademas -

" LOS RESBALOSOS "

Antonio Badu - Mauricio Garces

MIERCOLES - JUEVES 28 - 29 de OCTUBRE

" EL JINETE NEGRO "

Julio Aldama - Mauricio Garces

- Ademas -

" LA NAVE DE LOS MOUNSTROS "

Piporro - Ana Bertha Lepe

LUNES - MARTES 2 - 3 de NOVIEMBRE

" EL CARA PARCHADA "

CLAVILLASO - Gena Romand

- Ademas -

A Colores " SEÑORITAS "

MIERCOLES - JUEVES 4 - 5 de NOVIEMBRE

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Con el fantastico comico RESORTES

- Ademas -

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Demetrio Gonzales - Maria Elena Marquez

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EXCENTRICO presents.....
personalities that attended
Club San FELIPE FORMAL
Sat. July 25 - Cabarita Motel



MR. and MRS.
Alex and Mary Zamora



Edmundo Martinez,
Jo - Ella Gutierrez

PARA CASAS

Bonanza

CY 2 - 7900 CY 8 - 1966

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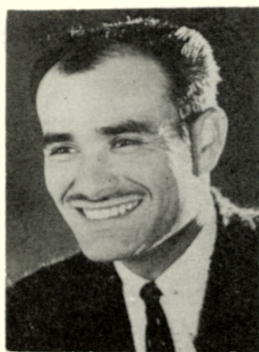
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SEARS



Gilbert Solarez

ON THE POLITICAL SCENE:

Regardless, how much gold ... Goldwater has, it still has to be polished by Johnson's wax.

Vote for **LYNDON B. JOHNSON** for President on Tuesday, November 3rd.

Vote for **PIERRE SALINGER** - U. S. SENATOR.

Don't forget to vote for Sam P. Della Magiore on Nov. 3rd for reelection as Supervisor of the 2nd District.

THE BOO-Be-BUG

Have you heard about the boo-be-bug? That's the bug that gets behind the bee and says, "boo-bee!"

ON THE SOCIAL SCENE:

The best place for dancing and dancing contests, best looking girls, best dancers, best music.... go to El Patio on Friday and Saturday nights and the tardeadas on Sundays.

FACTS YOU SHOULD KNOW ON LINCOLN AND KENNEDY (Given to me by a friend)

Lincoln was elected in 1860, Kennedy in 1960. Both were slain on Friday and in the presence of their wives.

Both were shot from behind, in the head. Their successors, both named Johnson, were Southern Democrats and both in the Senate.

Andrew Johnson was born in 1808 and LBJ in 1908.

John Wilkes Booth was born in 1839, Lee Harvey Oswald was born in 1939.

Both Booth and Oswald were Southerners favoring unpopular ideas.

Both Booth and Oswald were assassinated before going to trial.

Both president's wives lost children through death while in the White House.

Lincoln's secretary, whose name was Kennedy, advised him not to go to the theater.

Kennedy's secretary, whose name was Lincoln, advised him not to go to Dallas.

Booth shot Lincoln in the theater and ran to a warehouse.

Oswald shot Kennedy from a warehouse and ran to a theater.

The names Lincoln and Kennedy both have seven letters in them.

The names Andrew Johnson and Lyndon Johnson both have thirteen letters in them.

The names John Wilkes Booth and Lee Harvey Oswald both have fifteen letters in them.

ABOUT THAT PARTY:

A real going party was held two Saturdays ago at an exclusive mansion, better known as "Fernando's Hideaway" by a group of chicks from the San Jose Beauty College. The brains behind it were Delma Carbajal and Lupe Gonzales. Purpose of the party was in honor of the girls graduating from the Beauty College in the near future. Some of the many fabulous personalities were Janice Welch, Rex Troup, Rosalie Del Castillo, Tom Gonzales, Helen Soto, Judy Piazza, Al Rodriguez, Ramona Rivera, Paula Bellarina, Sally Wong, Tom Fugi-wa and many other new faces. The party was a blast.

HALLOWEEN DANCE

The members of Club San Joaquin are having a dance for Halloween. This affair will take place on October 30th at the IES Hall. For tickets, see Paul Gary at Maria's Club.

For the best in tailoring see Bill Hernandez Tailoring Company on 1177 Lincoln Avenue - Willow Glen, San Jose. All types and custom tailoring. Bill is the Greatest.

Ray Inclan: Francisco, did you know that the United States built a submarine that lasted 100 days under water?

Francisco Molina: You don't say?

Ray Inclan: Francisco, did you know that the Russians built another submarine that was below the water for 150 days?

Francisco Molina: You don't say!!!

Ray Inclan: Francisco, did you know that Mexico built another submarine and it went under the sea 200 days ago and hasn't been seen since?

Francisco Molina: Oh, really, and what was it made out of?

Ray Inclan: Adobe!!!

A PERFECT HOST:

An after hours party was held at Art "Alaska" Lopez swinging apartment last Friday night. Alaska saw to it that all of his buddies and their dates enjoyed themselves to the fullest. You see it was Art's birthday and he really goes all the way whenever his birthday comes around. Like Alaska says, I always give nothing but the best for all my friends, including my enemies.

CANNERIES AND THEIR HAPPENINGS:

I overheard that the women working in the canneries can hardly wait for the tomato season to be over. Dear reader, keep it to yourself. It might last till Xmas.

SPORTS NEWS:

This happened at the Balconades last Sunday afternoon. Two grown men were about to get in a fight over a woman. Luckily the big one kept a cool head, for the little one would have had his bones broken. I know, I have seen the big one in action. Nevertheless a man is stupid to fight over a woman. They simply aren't worth it.

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on las tiendas que aqui se anuncian**

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SAN JOSE



Club Zanzaree

Trudy Jimenez

So, finally, someone put Mr. Solarez in his place. Nice going, maybe this will shut him up for awhile.

* * * * *

We sure had a lot of weddings in September and October: Arturo Medina and Georgia Eirrez, Eva Garza and Robert Del Real, Jaime Jaramillo and Elena Garza, Sylvia Jaquez and Manuel Moreno.

A baby shower was given to Mrs. Angelica Guillen. Many people attended. Heard she received many nice gifts.

Frances Paramo gave her vivacious husband a birthday party at the popular El Sol Restaurant. Hank are you sure you are only 21?

A certain young miss was very excited when she heard that Frankie Castaneda was in town. Sorry, Frances, he already left for Fresno.

They are having a terrific floor show at the El Sol on Sunday afternoon from 4 to 7. Willie Vargas doing very well after a short visit to the hospital, that also goes for your performance Willie at the El Sol.

What's this I hear that a certain bottle blonde tried to persuade Henry Navarro into eloping but no dice! He wouldn't go for it. Wonder who's next?

* * * * *

Nice to see Shirley and Ceasar Isais out on the town, let's see more of you.

What happened between Elena Diaz and Danny Jaramillo? Seems like they both went their own separate ways.

Connie Garza opening up her own beauty shop. For the finest in hair styles, pay Connie a visit. See her advertisement in EL EXCENTRICO.

The race is on and the Democratic Party as well as the Republican Parties are into each other skeleton closets. Which one will have their candidate into office?

Preparations are now underway for a Halloween party which will be given by the Club members. New members will be our special guests. Only those with an invitation will be admitted.

The wedding of the year will take place November 28th. Irene Sandoval to marry Henry Gonzales, I heard some of the plans for the wedding, they sound fabulous.

In the picture I would like you to meet my favorite couple, they are Aunt Mary and Uncle Mike Fierros. If there was ever a perfect couple joined together, they are the couple.

Aunt Mary and Uncle Mike Fierros



CLUB ZANZAREE STOMPS SELENE 9-41

The game between Club Zanzaree and Club Selene finally took place October 8th. The game was victory for us. The score was Zanzaree 9 and Selene 4. Thanks for the terrific game, girls. Better luck next time!!!!

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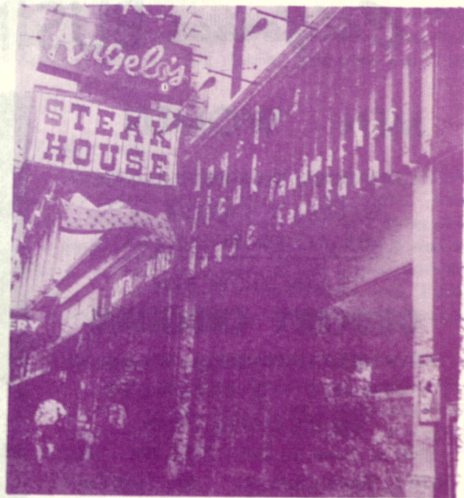


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Galeria Infantil
LEITER STUDIO



RUDY JASO

3 mo. - Born in S.J.

Parents

Humberto and Ramona Jaso

BARBARA MERAZ

7 mo. - Born in S.J.

Parents

Mr. and Mrs. Gilbert Meraz

DOMINIC MEDRANO

1 yr. - Born in S.J.

Parents

Gil and Pat Medrano



CY 3 - 1773

363 AUZERAIS AVE.

SAN JOSE, CALIFORNIA



Club Riviera



Harold Martinez

VOTE ----- VOTE ----- VOTE

Have you noticed that no matter how we try we must make decisions every day. From our waking moments till the hour we go to bed we must decide on one or several things. We must decide what to wear for today, do we eat and if we do what do we eat? We must decide when to go to bed and what to do after we are in bed. Read or what? Science was thinking of making a pill for avoiding decisions, but then you must decide when to take the pill. So they were going to make a pill to counteract the first pill. When do you take the second pill? Well, you can decide that for yourself. See what I mean?

Anyhow, decide to attend the Halloween Dance on Friday, October 30th. It will be given at the IES Hall by Club San Joaquin. Donation will only be one dollar. Be there and have a good time.

Speaking of Halloween, the time is almost here for a lot of seemingly normal people to don masks, costumes, paint and the like and make endless trips to their neighbors' doors and say BOO or something like that. On some you can't tell where the mask ends and where they begin. Anyway, you people who are bothered by all this can be grateful it lasts only one night and comes once a year.



I'd like to introduce a couple of recent members to Club Riviera. First we have with us Ron Henry. Originally from the potato state, Idaho, he came to California in 1961. He now resides at 734 Irene St. Ron and his wife have one little girl. He particularly

likes to hunt and likes to do all these new dance crazes. He enjoys immensely his favorite pastime of girl watching. (who doesn't?) Ron is over 21 and not yet 30 and is employed at Advanced Technology Laboratory.



Next I'd like to introduce Jess Esparza. Jess is a local boy who attended and graduated from Lincoln High. He also likes sports and girl watching but his wife watches him pretty close and the latter. He is now employed at the GM plant in Fremont. He drives a Pontiac, what a company man! Jess and his wife Vicky are expecting their first baby in December. Since the GM strike his wife says he is getting as fat as she is. Too much beer, I guess.

Congratulations are in order for my compadre and his wife on the birth of their baby boy. It was their fifth child but their only boy. It took you a long time, Bob, but I guess now you know how.

In a future issue we plan to have information on other new members. Below is a picture of the Club Riviera entry in the September 13 Mexican Independence Parade.

In closing this column I'd like to extend my wholehearted thanks to my sister Vicky for the use of her typewriter. It types and spells real gud.

By the way, be sure to attend the Mayfair Little League Benefit Dance on October 24. It will be held at the IES Hall from 9-1. Music by Andy Flores and Donations only \$1.00. It's for a worthy cause so be there and enjoy yourself.

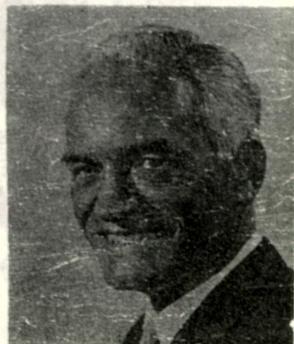
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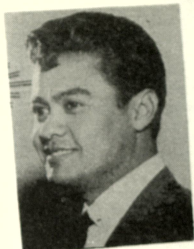
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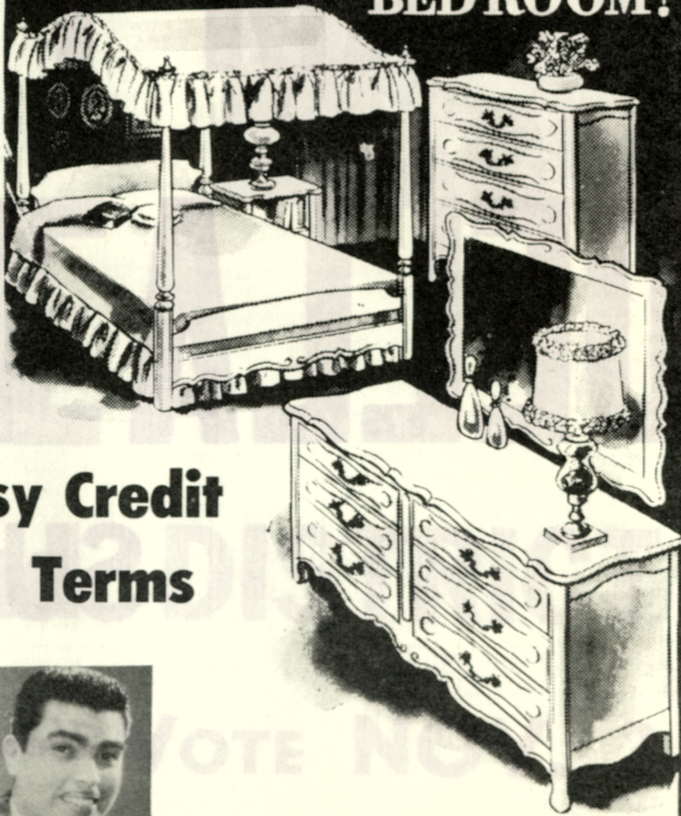
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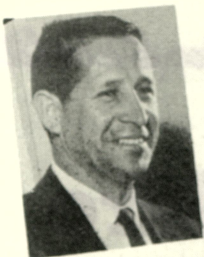
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REFORMA AGRARIA

A reporter recently informed me that agrarian reform as a phrase is no longer any good.

"It's a cliché," he said, "a worn out expression. It doesn't mean anything. It will only turn your readers off."

Maybe so, but it only made me wonder how long it will take before UNEMPLOYMENT or HUNGER is a cliché, not to say STARVATION. The trouble with the reporter (who doesn't speak Spanish) is that he misses the point. AGRARIAN REFORM no more conveys the meaning of REFORM AGRARIAN than POOR does POBRE. HAMBRE! There's a word with teeth in it (no pun intended). It's the same with REVOLUCION. The word sounds like the fact it denotes: REVOLUCION! How can a puny word like "revolution" convey the same feeling?

You hear a gringo say "I'm hungry." It only creates a picture of some big, fat slob going to the refrigerator between commercials on the late show.

"TENGO HAMBRE!" demands more respect. "Tengo hambre..." How many children have died in Latin America with those words on their lips? And what a great drain of compassion and human understanding there is between one phrase and another, between one country and another. The gringo says he is Hungry, as if hunger is only a matter of time, till the next meal. The latino says he HAS hunger, as if hunger is a heavy burden he must carry to the death.

LOS NIÑOS NACEN PARA SER FELICES

Death by starvation is not a pretty thing, before or after the fact. Last semester I took a Microbiology course at San Jose State. One night the professor was showing us slides of Venezuelan slums, where he had worked with the World Health Organization.

"These are the slums on the outskirts of Caracas," he said clinically, "ironically, the shacks are called 'ranchos.'" A suppressed giggle ran through the classroom and then the good professor slipped in a slide that scared the hell out of everybody. "This is a Venezuelan boy," he said, "who died of starvation. He was about seven years old."

Seventy four out of a thousand children die in the first year after birth in Latin America. In some areas of Latin American countries that rate reaches 300 per 1000; thousands and thousands of children up to seven years old die of incredible diseases in America: diarrheas, pneumonias, malnutrition, hunger. Thousands and thousands are sick without hospital treatment, medicines; thousands and thousands walking about, victims of endemic cretinism, malaria, trachoma, and other diseases caused by contamination, lack of water and other necessities.

Diseases of this nature are common among those Latin American countries where thousands and thousands of children are in agony, children of outcasts, children of the poor and of the petty bourgeoisie with a hard life and precarious means.

The above paragraph is a direct, translated excerpt from the Second Declaration of Havana, delivered by Fidel Castro on February 4, 1962. Long ago Jose Marti said "los niños nacen para ser felices." The REVOLUCION CUBANA has made that dream a reality. The phrase has become a motto of the Revolution.

During our two month stay we visited schools, hospitals and nurseries built since the Revolution and dedicated to the health, education and welfare of Cuba's niños. "Circulos infantiles" exist throughout the island and resemble the "day schools" found in American communities. One circulo in Havana required that we put on white smocks and sanitary face masks before we could visit the infants. It is important to remember that these children are not the sons and daughters of the rich but of the formerly poor, of the recently starving, of the workers. There is, in fact, so much work to be had in Cuba today that the circulos were created so that mothers might be free to work if they so wished.

REVOLUCION ES COMER

The need for agrarian reform in Latin America is neither subtle nor complicated, but rather as simple as the poverty millions of human beings face daily -- the starvation, the disease, the violence, the corruption of man, woman and child alike; of Negroes, whites and Indians alike; of mondongos, mestizos and mulattos alike.

Before the Revolution in Cuba, 96% of the agricultural workers and farmers did not usually eat meat. Of the rural families, 1% ate fish, 2.12% ate eggs and 11.22% drank milk. With the Reform, every Cuban now receives meat two times a week as well as fish, fowl and eggs, including a whole chicken every two weeks.

The eggs are strictly rationed (three eggs per person every 15 days) but fish is not rationed at all.

Naturally, Cubans can no longer buy Coca-Cola nor "window-shop at Woolworth's and Sears Roebuck. The American automobiles on the road are predominantly '58 models, and the Old Gay Havana of gambling casinos are gone. Nevertheless, life with a Latin beat continues (the Mazambique is the latest dance craze, and nightclubs with "shows" are more popular than ever before, since everyone can afford to go now). If something died with the Old Havana it was the expensive playground of the rich, including American tourists and present-day gusanos who rarely

(continued next page)



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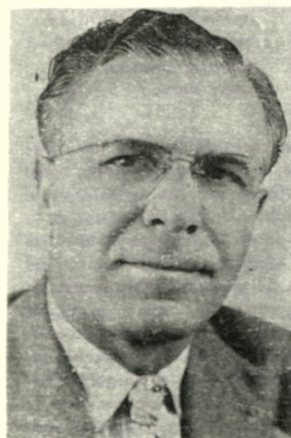
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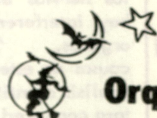
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visited the picturesque Old Slums of the city. The new Havana is just as gay as the old but it belongs to the Cubans.

Unlike other gay places in Latin America, CUBA has rationing, but all of its people eat every day. Unlike other places in Latin America, Cubans still like Americans but they do not suffer under Yankee exploitation. During the Batista regime, even the president of the National Bank of Cuba admitted that 25% of the best lands were in U. S. hands. That fact, however, was more effectively translated into human terms by Fidel Castro, who revealed that "from Latin America a continuous torrent of money flows to the United States; some \$4000 a minute, \$5 million a day, \$10 billion every five years. For every thousand dollars which leave us, there remains one corpse; that is the price of what is called imperialism! A thousand dollars per minute, four times a minute!"

ADELANTE AMERICA LATINA!

The gringos believe that charity will solve the problems of the Latin American. They believe that the Alliance for Progress, which has taken more money out of Latin America than it has put in, provides some sort of solution. They are mistaken. CUBA REVOLUCIONARIA is not a half-cocked, businessman's dream like the Alliance for Progress.

It is the first Latin American country to feed all of its people and to provide work for them. It is the first Latin American country to educate its illiterate masses, providing educational opportunities never seen before in America, not even in the United States. It is the first Latin American country whose leaders

are not pocketing the wealth of the people in foreign banks against the day when their luck runs out. It is the first Latin American country to stand completely free of the United States, in peace and dignity. It is the first Latin American country to finally show the way out of chronic misery and starvation: REVOLUCION!

That's why the gringos do not like CUBA. "Pero tha's tough," as we say in Sal si Puedes.



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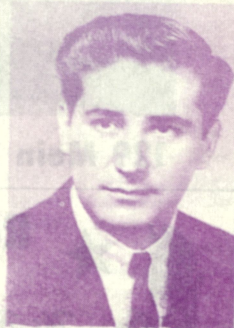
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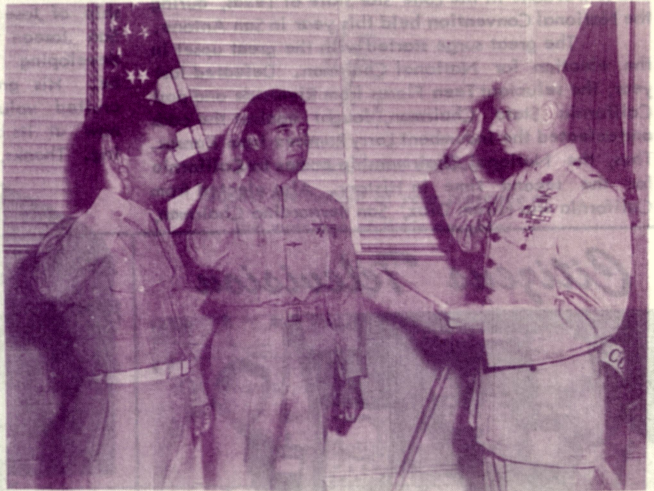


Corporals Carlos MOLINA and Samuel RANGEL, both veterans of over eight years service in the Marine Corps Reserve, recently reenlisted for four more years. The oath of enlistment was conducted by Major W. E. Thomas, Inspector Instructor of San Jose's 1st Air Delivery Company.

Corporal Molina has served as a squad leader and platoon sergeant with the 1st Air Delivery Co. He has been awarded the Organized Marine Corps Reserve Medal.

Corporal Rangel has attended airborne courses at Ft. Benning and schools at Ft. Lee, Virginia, to become a qualified parachute rigger.

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Mario Vasquez

----- Editorial -----

CALIFORNIA AND THE AMERICAN GI FORUM

When the American GI Forum was founded in Texas, it was hard to believe that the pride of the organization would be moved to New Mexico and finally land in the State of California. But this was done and it was done in the Lone Star State of Texas, during the National Convention held this year in San Antonio.

The great surge started with the great upset in the election for National Chairman. Defeated last year, the reluctant Teen Flores from Riverside and past California State Chairman, fought against the odds and defeated the incumbent Larry Ramirez from Kansas. Thus, the National Chairmanship comes to California for the second time in History. Also elected from California was Hiram Diaz, San Bernardino Chairman,

to the office of Sergeant at Arms. He also is the State Sgt. at Arms.

In the Ladies Division, Fran Flores, Riverside, and past State Chairman of the Ladies Auxiliary, was elected to an unprecedented third term as National Auxiliary Chairman. Fran is Teen's wife. This is the first time in Forum history that husband and wife are elected to this high office.

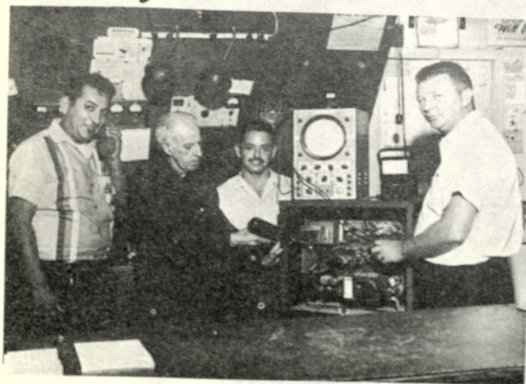
In the Junior Division, Young Mike Ybarra, Santa Clara, was vested the National Chairmanship of the Junior GI Forum. He was chosen top man of the three candidates running for the top office. Mike is also State Jr. GI Forum Chairman.

The award for the National Outstanding Member of the Year in prior years has been given to great Forumeer workers, such as Judge Leo Sanchez, a Municipal Court Judge in East Los Angeles. He received this award at the National Convention at Las Vegas in 1961. This year it went to another dedicated man from Santa Clara, Mario Vazquez, local Chairman.

The National Bulletin, voice of the American GI Forum, has always been a big headache. For years it was based in Chicago, Illinois, under the editorship of Jose Alvarado. However, as the wheels turn, San Josean Bob Rodriguez was given the hard task of developing THE BULLETIN to what it is supposed to be. His great inspiration has done that. With recruited volunteer help from the San Jose Forum, it is now at its best, always on time and always interesting. Thanks, Bob, and keep up the good work.

(continued next page)

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----- Editorial -----
NORTHERN CALIFORNIA AND THE DEPT. OF CALIF.

While the Department of California has been near dormant in the South, the North has organized its voting power and is about to move in the driver's seat. In the last four years, the South has organized the Chapters of City of Commerce and Santa Maria, and revived City Terrace and La Puente. In that time, the North has organized Santa Clara, Union City, Oakland, Richmond and Fremont. All these chapters are very strong. Other organizing work is being done in Martinez, Pittsburg, and San Francisco.

The attendance of 275 at the installation of the Richmond Chapter, the anticipated turnout of 300 at the Fremont Chapter Installation tomorrow, the careful planning of the 1965 State Convention by the Santa Clara Chapter and the response of the people in the area, gives additional public interest to the aims of the Forum.

The work of the GI Forum can be seen in the scholarships that have been given in past years, the welfare work done by the chapters and the participation of Civic Affairs in the community.

The GI Forum's finest hour will be at the 1965 State Convention which will be held at the Cabaña Motor Hotel in Palo Alto.

Convention Chairman Mario Vazquez reports that all committees have been set up and progress is ahead of schedule. Plan now to attend and participate at the Convention, June 25-26-27, 1965.

Mario R. Vazquez

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*Maria de la
Luz Sánchez*

Pasan los tiempos, los hombres, y las cosas. En el eterno devenir del tiempo, se suceden los hechos y los acontecimientos que forman el acervo de la existencia humana. Todo pasa, porque todo esta su-peditado a la fatal mutabilidad de lo terreno; pero a veces, se experimenta en la vida de los pueblos, al-gun suceso notable por algun concepto que es digno de recordarse. Tal cosa acontece con las recién pa-sadas Fiestas Patrias del 16 de Septiembre de 1964 pre-sentadas por la Comision Honorifica Mexicana de San Jose, y el dinamismo del Presidente de su Comite de



El presidente de la Comision Honorifica Mexicana de San Jose, D. Benjamin Ulloa, sonrie satis-fecho del exito alcanzado por la Comision en la ce-lebracion de las Fiestas Patrias en San Jose en la gra-ta compañía de la linda Olga Petroucha de Castro, una rusita enamorada de Mexico, integrante del fa-moso Balet Azteca, y del popularísimo Humberto Gar-cia, Director y Editor de EL EXCENTRICO, que dicho sea de paso, se encuentra pisando los umbrales de sus floridos 15 años. Quince años de constante y buen servicio a los intereses de nuestra gran colonia latina. EXCENTRICO celebrara sus fiestas quinceañeras el proximo mes de Diciembre.

Festejos Carlos Gomez. Al glosar siquiera sea breve-mente estas Fiestas Patrias que son las mejores que se hayan visto en el Norte de California, es del todo justo enlistar honrosamente los nombres de quienes cooperaron ampliamente con la Comision Honorifica para alcanzar la feliz culminacion de estos festejos demostrando al mismo tiempo su alto valor civico y su bien probado patriotismo:

PAUL BARACKER, el gran amigo de Mexico y de los mexicanos que incansablemente trabajo co-ordinando el gigantesco desfile de cinco di-visions que fue la admiracion de propios y extraños.

TERRY ROSE y MERC MORAN competentes auxiliares del gran Pablito.

MARCEL SAUCIDO, eficaz y activo y otro brazo fu-erte del director del sensacional desfile.

GRUPO DE HOSTESS encabezadas por la gentil Maída Herrera por el buen trabajo que desempeñaron. KNTV Canal 11, por la buena propaganda que dio a las Fiestas Patrias y a sus eventos principales.

KPER RADIO AMISTAD de Gilroy y a sus locutores Carlos Gomez y Enrique Lorigo Guerrero por hacer cedido su tiempo para comentar el des-file. (Se les agradece y nombre no como ofi-ciales de la Comision, sino como locutores de KPER).

EDUARDO GRIGG PATONI, EL GUERO DE ORO, por su inapreciable cooperacion y la forma extraordinaria conque honra la sangre mexi-cana que corre por sus venas.

ASOCIACION DE CHARROS DE SAN JOSE de Gua-dalupe por su participacion en el desfile.

BENJAMIN GUTIERREZ y LOS CHARROS DEL CA-MINO REAL de Gilroy, por su esplendido mo-do de enseñar lo que es la tradicional charr-eria mexicana. Al Sr. Gutierrez se le agra-dece ademas, el haber donado el costo de la instalacion electrica para el control remoto del 13 de Septiembre.

HUMBERTO GARCIA y su popularísimo magazine EL EXCENTRICO que cumplio fielmente su noble fin de servir con eficacia a la comunidad pub-licando oportunamente todos los eventos de esta gran celebracion.

AMERICAN GI FORUM

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CLUB SAN FELIPE

CLUB SELENE patrocinado por el mexicanísimo res-taurant EL REBOZO.

CLUB RIVIERA que lucio un primoroso carro adornado con notable buen gusto.

FRANK DAVILLA y la solida empresa del salon de baile preferido por los mexicanos, el RAIN-BOW BALLROOM por cerrar gentilmente sus puertas para no entorpecer los trabajos de la Comision Honorifica.

CAMARA DE COMERCIO MEXICANA

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SOCIEDAD PROGRESISTA ALMA MEXICANA Num. 34 merecedora de especial honor por el es-fuerzo de sus miembros de llevar airoosamente en el magno desfile, la gigantesca bandera

(continua en la siguiente plana)



Lujan - Lagunas

GUADALUPE LAGUNAS daughter of Luis and Estefana Lagunas exchanged vows with Mr. RIDARDO LUJAN son of Jose and Lucy Lujan, on June 20, 1964 during a civil wedding at 2:00 in the afternoon. San Jose, Cal.
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Candy Veliz

It was most intriguing to read of Machete's travels to Cuba. No doubt he had a most enjoyable journey, but he did fail to tell us about the 75,000 political prisoners that are being held under inhumane conditions in prisons similar to Nazi jails, about the reported 15,000 soviet troops stationed there, that the beautiful office workers, nurses, etc. at night have to change to khaki outfits and pull guard duty and about 40,000 loyal Cubans that were shot. So I say, Machete can pat Castro on the back if he wants to but as far as I am concerned, hooray for good old Uncle Sam.

Club San Felipe wishes to express their deepest sympathy to the Bejarano family in the loss of their brother JOSE "Chico" BEJARANO

-- May He Rest In Peace --

* * * * *

Henry Ramirez will pick up stakes the 1st of November and go to Del Rio, Texas, no doubt he wants to be close to his favorite brother-in-law, Mr. John Chapa.

Sorry to hear that Mr. Ray Davilla had a serious operation, however we are glad that he is well on the road to recovery.

If you are in the market for furniture don't forget the Furniture Discount House on 82 E. Santa Clara St. They will give you the best deals in town.

Cesar and Shirley Isais are sporting a sparkling new Pontiac. How about a ride?

CLUB SAN JOAQUIN has bounced back with a new set of springs. They will have a masquerade dance on Friday, October 30th at the I.E.S. Hall on 1401 E. Santa Clara St. Becho Gloria and his orchestra will play. There will be refreshments and prizes. Donation \$1.25 per person. Bailamos?

Another reminder that the ex-San Felipe Schools students will have a reunion in Lou's Village on Nov. 6th. Fun for all and donation is just \$1.50 per person. So if you attended any of the San Felipe schools will you join us??? The proceeds will go to our alma mater - Long Live The Mustangs!!!

The Rainbow Ballroom has dancing every Saturday and Sunday. Everybody has a ball - try it.

Martin Mendez at Las Palmas Taco Bar on the Alameda and Magnolia has the finest Mexican food. Stop by and see him. He'll appreciate it.

Do not forget to vote on November 3rd. I recommend LBJ, Don Edwards, Bill Stanton, Day Carman, NO on Proposition 14, and on the 2nd Supervisorial District, Sam Della Maggiore. Thank you.

Candy, Mary and Art
Pais We Are



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UNION CITY NEWS

Simon Villa

TRAGEDIA ----- Villa Ramirez
por Simon Villa --

El Trio Del Puerto los does que quedaron
muchachos decentes, y de distencion
se encuentran sufriendo una pena,
muy triste y muy honda dentro del corazon.

Recordando la fecha del nueve de Julio
del cincuenta y cinco al contar,
aquella tragedia tan cruel que sabemos,
lo mas espantosa, lo mas horrorosa, que puede pasar.

En aquella fecha la familia Villa,
Salieron con rumbo al Rio San Joaquin

Entraron al agua; y alli se perdieron,
llegando la muerte, y dandoles fin.

El Trio del Puerto, sintiendo en el alma,
a Trino Ramirez, amigo y fiel con sus compañeros,
a sus hijos y tres cuñaditas,
que el agua absorbio y todos murieron.

Aylque dolor, el destino tan cruel de aquellos
criaturas.....

Sintiendo embelezco con triste quietud,
quedando sus cuerpos inertes y frios
en lo floreciente de su juventud.

Los padres de ellos honrados y buenos,
Miraron de cerca el drama fatal,
quedando para siempre, su desilucion,
una angustia en sus almas, sin poderlo evitar.

El Trio del Puerto....con pena angustiosa
al ver sus guitarras renace el dolor;
y miran al cielo, pidiendo consuelo,
que acaben sus penas y les de valor.

Pero ellos se fueron, de este mundo austero
dejando a sus padres y amigos amargo dolor,
y asi es el destino....no cave ni duda,
Se fueron dejando este mundo, por otro mejor.

El Trio del Puerto, los dos que quedaron,
alli, yerto el amigo, le dicen adios.

La Señora Ramirez, decia sollozando Tu, mis hijos,
y mis hermanitas, nos dejan al irse con Dios.

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en las tiendas que aqui se anuncian



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THE POLITICAL ● SCENE

William T. Ellis



(In place of my regular column I am pleased to reprint for you who could not attend the Joe Benitez Rally, the speech given by Joe who is a candidate for Arizona State Legislature):

"I want all of you to take a long, good look at me. I want you to see for yourselves that I have no horns nor do I have a tail and yet believe it or not -- I am a Republican.

I say this to all my Democratic friends and to all those who do not know yet if they are my friends, all of those who have been taught to believe otherwise.

Ladies and Gentlemen, speaking for my wife, for myself, and for all the people of our State of Arizona. I extend to you and to your lovely state our warmest hellos and thanks for the opportunity of being here.

This is our first visit to your beautiful "Pueblo de San Jose de Guadalupe." We hope the first of many.

I must admit that when I was asked to come and visit with you, I had only heard mention of your city, so I rushed down to the library and read practically every book I could find on your history. To my amazement I found that the entire history of one of the greatest states of the union had its beginning right here, and that since July 14, 1846, when Captain Thomas Fallon with 19 men raised the flag of the United States over the town hall, this town has compiled one of the most impressive lists of firsts of any town in the entire United States.

I am further filled with pride to know that I stand on the land which was first founded in November 29, 1777 in response to orders from the Viceroy of Mexico. Founded by nine soldiers, five pobladeros with their families, and one vaquero.

You and I are here today because of men with vision, because of men who were willing to put their faith in God and in themselves.

Rather than remain in the false security of mere existence, my fellow countrymen, you and I were molded in the very image of our Lord who built this intricate, wonderful world of ours. I say to you that it is our destiny to reach for the stars and beyond.

Before going any further let me clarify a point. This is the very substance of my beliefs. I do not speak to the masses or to a crowd, or to the world, I speak to you and you and you as individuals as a human with all the emotions we possess.

You will never hear me speak of perfection for there is no such thing, but the struggle to attain it is a spark in each of us. A spark which can never be extinguished. Suppressed yes, but extinguished never.

I would like to quote a few lines from a speech made by a personal friend of mine:

"I believe we must now make a choice in this land and not continue drifting endlessly down and down toward a time when all of us, our lives, our property, our hopes and even our prayers will become just cogs in a vast government machine."

These were the words spoken on January 3rd, 1964 by the Senator from the State of Arizona, Barry Goldwater.

With your permission I would like to submit a comparison to the senators words. A poem written by a man very close to the hearts of all Californians. A man with convictions and fortitude who made his mark on this earth and who had his beginning just a few miles from here.

The title is -- The Footprints of the Padres.

(Poem not available at time of printing)

This poem was written by your Leo Carrillo. Mexicanos, españoles y latinos. These are my people, self sustaining, proud, strong, determined, filled with compassion. These are the roots which I claim and point to with pride -- drifting down, and down, and down.

Do you really believe that a dollar more or less in taxes is the issue. Do you really want to build a "great society" just look around you and tell me if you all look alike, feel alike, think alike. The answer is NO, no because you are meant to be different, to be you. This is your testing ground here on earth - what can you make of yourself?

I cannot understand why my Mexicanos and my fellow Americans would want to belong to a "great society," and let us not fool ourselves with the meaning of this phrase. I for one go on record here today as preferring to live in a free society with the opportunity to do great things as my contribution to our world.

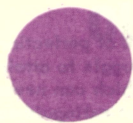
Pais, agua, sol, earth, water, sun. Said Leo Carrillo in his book to those of us of Spanish blood whose veins carry the red fire pumped from the hot fountains of medieval castile, the very simplicity of the words sanctifies them. They are elemental. We are elemental.

I say to you. These are the issues of today and the wonder of tomorrow, drifting down, and down, and down.

It takes a man with strong convictions of right and wrong to face the truth, to tell the people, and to lead. It takes a person with strong convictions of right and wrong to reject the path of least resistance. Where do you and I stand?

Barry Goldwater said, "I am convinced that in this year 1964 we must face up to our conscience and make a definite choice. We must decide what sort of people we are and what sort of a world we want - now and for our children."

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POR QUE SI
TANTO LO AMABA SE HABIA CASADO
CON SU MEJOR AMIGO...?

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