



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 15, Num. 3

NOVIEMBRE 20, 1964

SAN JOSE, 10, CALIFORNIA



★ Club Zanzaree



Les Zanzaree girls
top: Irene Maldonado
center: Ninfa Carrizales
right: Marce Mora
bottom: Maida Herrera
caught by Excentrico's
glamour lenses.

The girls are busily making
preparations for Excentrico
15th ANNIVERSARY
BANQUET - DANCE
to be held at the Hawaiian
Gardens Terrace, Friday
December 4, 1964

Bids are \$5.00 per person

On left: Henrietta Lorigo
Humberto Garcia, publisher
Marce Mora, Pat Vasquez.



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En la foto iz. a der: John Zamora, Art Melano, Pete
Garcia, Manuel Lagrande parte del personal.

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Gilbert Solarez

Excentrico's 15th Anniversary

Biggest splash of the year, "all the celebrities will be there", even the flunkies and phonies will be. I can't tell you who they will be, I leave it up to your thinking, and don't forget, PICTURES will be taken, it will be on a Friday, December 4th. For any bids, call me at CY 3-3337.

GI Forum Dinner-Dance Saturday Nite

Don't forget to attend this dance tonight at 99 Bascom Avenue where you can eat and drink all you want for \$12.50 per couple. Why a guy spends more by himself on one Saturday night than he would with a girl attending this function. Besides fellows, here is a good chance to take your wife or girlfriend out once in a while anyway.

Remember, you will also be helping to raise funds for the American GI Forum's projects. That's "killing two birds with one stone."

Mr. Daniel Saldaña:

Señor Amigo, I've got to hand it to you, how you can write for this magazine and also that new "leaflet" Revista Grafica by Hiram E. Gutierrez. Don't you believe in being loyal to one or the other?

Mr. Simon Villa of Union City News

I noticed you inserted the very same article I did two issues ago only you did it in Spanish. Why?

It Happened at My presence

One of the dance instructors at a dance studio was in a bad mood while Art "Alaska" was ready to take his dance lesson, and tried to chew him out.

Luckily, she was a lady because Alaska behaved like a real gentleman and he just doesn't take any thing from anybody. I had a real tough time trying to convince him to stay there for his lessons or he would have lost all his investment and he "paid" - c-a-s-h!

P.S. Never mix temper with business.

Big Time Girls

Lydia Riojas left for L.A.? Seems that many young girls are leaving for the big cities, even if its only for a "little while"....Wonder why?

Heard that Sweetie Trudie Jimenez will go away on a trip soon too. And to all those girls that go to Tijuana and ask for "Pancha La Manicha". She'll show you around.

Looking for Marce Mora? Go to the Excentrico, she is always there with her sidekick.

Heard that Francisco Molina is living in a big house where there will be lots of parties in the future with wine, women and song. It's a nice place..... has a lot of rooms.

About Girls at Dancing Places

Fellows, have you ever been refused by a girl to dance? And to top it all she won't even be courteous about it? Well, there is one night club in particular where girls enjoy this awful nasty habit, in fact if they are sitting around in a little group, they even laugh at you behind your back.

Solution to the problem? Join our group, called "Alaska's Click", we get together in a group and whenever we see a stupid chick refuse to dance with a courteous fellow, we embarrass the hell out of her and start throwing snowballs at her.

Weddings

Lovely Mary Vergara became the bride of Vincent Erevia November 14 at the Trinity Wayside Chapel. Over 300 people attended the reception and the dance that followed. I can truly say Mary is one of the prettiest brides of the year. The wedding party included Dolores Melendria, Al Rodriguez, Mr. and Mrs. Jesse Rodriguez, Gloria Vergara, David Rodriguez. Congratulations!

Anonymous Letters

I don't mind getting letters from people who have something to say and who have enough gumption to sign their names. But when I get letters that are not even signed and the person is telling me off that's too much. On second thought say what you want, just spell my name right. You see, I'm just burning the letters anyway!



Halloween Masquerade Party Held at FRED ASTAIRE'S DANCE STUDIO

Pictured are two members at Fred Astaire Dance Studio, Art "Alaska" Lopez and Yours Truly. The gorgeous blond in center is our dance instructor, Miss Mary Crawford. The picture was taken by our dance studio director Mr. Harry Evens.

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Door Prizes at Excentrico's Anniversary Dance

In photo: Carlos and Isabel Gomez.

As EXCENTRICO goes to press Mr. Carlos Gomez radio
announcer on KPER and who delights thousands
of listeners every Sunday at 3:00 in the afternoon
with his FIESTA MUSICAL PROGRAM informed us that
there will be valuable door prizes such as:

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and others. Don't forget the date: Friday, Dec. 4

Hawaiian Garden's Terrace, Dinner - Dance

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Daniel Saldaña



El Magazin EL EXCENTRICO cumple quince años de vida, durante este periodo de tiempo han aparecido muchas publicaciones en San Jose, todas ellas reposan en lo que pudieramos llamar El Cementerio de las Publicaciones. Todas ellas nacieron con la esperanza y el afan de llenar un vacío, de llevar a cabo un servicio social, de orientar a la parte de la población que sabe que a travez de las publicaciones, se manifiesta la cultura y el progreso de la humanidad, estas publicaciones han tenido que desaparecer fatalmente, por que no han podido navegar en ese mar siempre en tormento que se llama la opinion publica.

El poner en circulacion una publicacion no es cosa muy dificil, tomando en cuenta el derecho que dan las leyes a la libertad de imprenta; pero es muy dificil continuar una publicacion, cuando no se trata de los grandes diarios rotativos que cuentan con el respaldo de capitales fabulosos, ademas de poderosas palancas en esferas oficiales, politicas y particulares. El sostener una publicacion durante quince años, sin capital de siete cifras o mas, sin palancas en las esferas antes mencionadas y teniendo como unico recurso de vida, el trabajo tesonero y agotador de una sola persona, ayudada a veces por un reducido numero de colaboradores, eso no es cosa facil, lo demuestra palpablemente el sinnumero de intentos que se han hecho y que no han podido continuar.

Es casi un apostolado el del periodista que no vive a la tibia y dulce sombra de los rotativos de millonarios. Los apostoles del periodismo son aquellos que hacen de sus publicaciones faros de orientacion y murallas de defensa social, aun cuando no saben si podran tener el dinero para comprar el papel de el proximo numero. A cambio del esfuerzo que se desarrolla para sostener estas empresas, lo unico que se consigue es la indiferencia o la critica constructiva que es benefica, todo lo contrario, la critica mordaz y de intriga, azuzada por la ignorancia, cada numero que aparece es juzgado por los seudo intelectuales, estos sabibondos no toman la publicacion para leerla, la hojean para juzgarlas en sus articulos, en sus fotografias, en su ortografia, en su trabajo tipografico, son expertos en todo y lo critican todo, lo unico que no saben estos genios o no entienden es la gran cantidad de obstaculos y problemas que se han tenido que vencer para sostener a flote la publicacion.

En esta ocasion en que EL EXCENTRICO cumple su quinceavo año de vida es menester decir, que durante ese lapso de tiempo ha tenido que luchar contra todos los escollos, que numero a numero ha encontrado en su camino y solo esto ya es suficiente, para reconocer que tiene derecho a figurar como la veterana de las publicaciones bilingues en California.

El Sr. Humberto Garcia, que ha sido el Di-

rector de este magazin merece el reconocimiento a su meritoria labor por todos y cada uno de los lectores de EL EXCENTRICO. Como justo homenaje a su Director en el quinceavo aniversario de El Excentrico, se llevara a cabo un Banquete y Baile en el Hawaiian Gardens Terrace Room el viernes 4 de Diciembre. Nadie debe faltar a este gran acontecimiento de la Colonia Mexico Americana. Compre sus boletos con anticipacion en las oficinas de EL EXCENTRICO, 195 Devine Street, San Jose, Calif.

-- Saldaña

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de las
ESTRELLAS ... !

Richard Diaz



Nancy Cordova de 13 años de edad fue objeto de un BIRTHDAY PARTY en su residencia 1262 Lynn Ave.

Sus padres son Sr. y Sra. Al Cordova

En la grafica Nancy parte su pastel de día de Santo para repartirlo entre sus invitados.



On September 26 at 1:00 in the afternoon Miss SYLVIA JAQUEZ daughter of Mr. and Mrs. Joseph Jaquez, Sr. exchanged wedding vows with Mr. MANUEL R. MORENO son of Mr. and Mrs. Cecil Moreno, Sr. at the Holy Trinity Catholic Church in this city. Sylvia is a native of Del Rio, Texas and Manuel of Fort Morgan, Colorado. RECEPTION was held at the I.E.S. Hall with more than

Recientemente en el Restaurant TROPICAL se dieron cita los escritores del popular magazine ELEXCENTRICO agradeciendo la invitacion del Sr. Danny Ramos propietario de dicho establecimiento en el que ofrecio una succulenta cena que fue del completo agrado y deleite de todos. El lugar ha sido completamente remodelado y se presta para toda clase de reuniones y fiestas. Se localiza en Almaden Road cercas del Hawaiian Gardens. En la grafica Humberto Garcia director de esta publicacion felicita a uno de los cocineros por tan sabrosa cena, Danny sonrie a completa satisfaccion, entre su personal cuenta con la encantadora Minnie la cual les atendera con toda cortesia y esmero.

400 people attending. HONEYMOON was in Carmel establishing residence in this city.

Left to right: Steve Contreras, Juanita Flores, Lee Phelps Jr. Lois Jaquez, Cruz Moreno, Delfina Flores, Eloise Rodarte -Bridesmaid, Robert Rodarte -Best Man, Lucy Mendoza, Frank Mestaz, Sandra Macias, Dario Mendoza Jr. Joseph Magaña and Suzanne Jaquez ring bearers.



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Samuels Salas

DANNA SALAS daughter of Mr. and Mrs. Daniel Salas
exchanged vows with Mr. DONALD SAMUELS son of
Mr. and Mrs. Albert Samuels Sept. 19, 1964, at 2:00 p.m.
at Saint Francis Cabrini Church in this city.

(photo by MANUEL FERNANDEZ)

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HUMBERTO GARCIA
Director

CY 2-4273

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Pat Vasquez

With watery eyes and lumps in my throat, I will try to tell you about a very young couple I know.

They were very young, they met and fell in love and decided to get married and raise a family. When they asked their parents that they wanted to get married, their parents told them that they were too young. But since love doesn't know any ages, the parents gave in and the Boy and Girl were married.

They were so happy, sure they made a lot of sacrifices, but they never gave up. The girl still kept going to high school; sure it was hard to keep going to school, but they were kind of looking into the future. The girl did graduate and the boy was working, he had been working for about six months before they were married. Now he had a wife and he knew that he had to work harder. Just like two little birds they made their little nest, and set up housekeeping. They were so happy, they were looking forward to the day that their first child was to be born.

Then tragedy struck. An accident and the boy landed in the hospital for four days, the girl was at his bedside. Then fate dealt them a bad blow, nine months to the day that they were married the boy died and he left a very young wife expecting their first born baby.

We all have read the papers which tell of the accident, but the paper only tells one side of the story. It makes the boy look like a hoodlum. I will tell you about the boy and then you can make up your own mind about him: he was born in San Jose on December 9, 1946 and raised here in San Jose. He was a very good boy, he went to Washington School, then to Woodrow Wilson Jr. High, then to Andrew Hill High and then to San Jose High. He went to the 12th grade, then dropped out of school to help his family. After awhile he met the girl and then it was when I got to know him. He was very polite and I didn't find any faults with him. After they got married, I got to know him better. This boy didn't lose a day's work since he got married, so I knew he was no Bum like the newspapers paint him. Sure he was young and he was out with the boys that night, but so do a lot of Old married men. To me, if a boy works, he has to be good. I may be biased, but this boy was no hoodlum. The boy and girl that I have been telling you about is John B. Martinez, my son-in-law, and the girl is Rosemarie, my daughter.

Johnny landed in the hospital on October 30, 1964, and died on November 3, 1964.



In the picture from left to right: Rosemarie, Johnny, and his parents Rose and John Martinez, taken when they were married, February 3, 1964.

Rosemarie Martinez, the Martinez Family, and the Vasquez Family want to thank all the people that went to donate blood for our Johnny.

Blood Donors:

Acosta, Robert	Martinez, Henry G.
Gaeta, Angelo N.	Delgado, Manuel
Antonio, Carlos C.	Nanez, Alfred
Garcia, Sal F.	Rodriguez, Domingo
Antonio, Robert	Navarette, Raul A.
Gomez, Richard R.	Vasquez, Pat
Aoki, Takeshi	Renteria, Jesse
Johnson, Richard A.	Vasquez, Pat Jr.
Cruz, Carlos V.	Trevino, R. Ernest
Vasquez, Bessie (Mrs.)	Gomez, Richard A.
Vasquez, Ernest F.	Manriquez, Joe
Enriquez, John	Waldron, Henry W.
Manriquez, Gil	Martinez, John B.
Alvarez, Gilbert J.	Fuerro, Eddie

Rosemarie, the Martinez Family and the Vasquez Family want to thank all the friends that sent flowers and who accompanied us in our days of sorrow.

Since these two kids were just starting to make their mark in this world; they didn't have too much money, and were saving money for the baby that is due about the 3rd of December, 1964. Due to the fact that they were so young they didn't have any insurance, but she is lucky because she still has her parents to help her.

Rosemarie, the Martinez Family and the Vasquez Family thanks all these people who have sent donations to Rosemarie to help pay for the funeral.

Stone Lite Tile Co., San Jose, & workers	\$ 137.50
Mayfair Packing Co., San Jose, workers	17.36
Red Star Laundry, workers	73.32

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Ray Juarez	5.00
D. Ramos	1.00
American GI Forum, San Jose Chapter	25.00
King Home, San Jose & Graham & Son, Santa Cruz	58.00
Lucy Cruz	50.00
Peter Tarango	5.00
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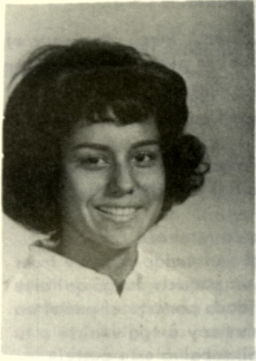
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Pat Valenti

WHAT'S NEW WITH THE JUNIOR FORUM?

Hi, I'm Pat Valenti, Chairman of the American Junior GI Forum of Santa Clara. Just what is the Junior Forum? The Junior Forum is sponsored by the local GI Forum Chapters and it is composed of youths from the ages of 14 to 21 years of age. The purpose of the Junior Forum is to encourage spiritual and ethical values, develop character, and to instill a desire for higher learning. The Junior Forum is under the control of the men's organization. But don't get me wrong it's not all seriousness, it's a lot of fun and enjoyment being a member.

This year the Santa Clara Junior Chapter is at great heights and we hope, will continue.

All our members are students at local high schools around the valley. At the convention in Pico Rivera two of our members were elected to higher offices in the Forum. Mike Ybarra Jr. was elected to the office of State Chairman and went on to the National Convention to obtain the highest office of the Juniors, National Chairman.

His sister, Silvia Ybarra, is State Secretary of the Junior GI Forum.

One of the biggest projects so far undertaken by the Juniors of Santa Clara is the selling of all occasional napkins. Another project that was undertaken was the building of a float for the Columbus Day Parade held at Santa Clara. Right at this time the Juniors are busy making plans for the State Convention to be held at the Cabaña. The Juniors are also thinking of entering their own queen to represent them at the Black & White Ball.

At State news, we are happy to welcome two new Junior Forums, Pico Rivera has organized a Jr. Forum and also a Girls Drill Team and San Diego has also formed a Junior Chapter. We all hope to see both of the new chapters at the State Convention in June.

EXCENTRICO MAGAZINE

● 15th ANNIVERSARY

FRIDAY, DECEMBER 4th

Banquet - Dance Hawaiian Gardens

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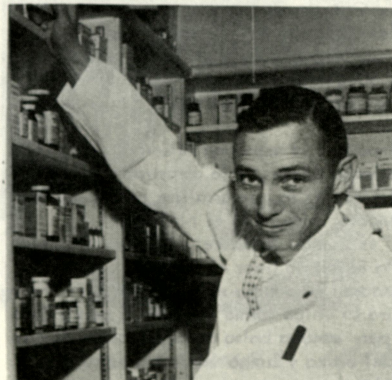
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UNION CITY NEWS

Simon Villa

El Pequeno Negro Samuel

El Negrito Samuel era un muchachito muy travieso, y por andar siempre pensando en el juego no prestaba atención a lo que se le decía.

Una linda mañana su abuelita le llamo. Sammy!, exclamo ella excitada.

Mira, te voy a regalar este perrito. Y aunque ahora esta muy chiquito para que te lo lleves te voy a decir la forma en que tu puedes llevarlo a casa cuando ya el perrito este mas grande.

Si....Guelita, respondió el pequeño.

Mira, hijo, la mejor forma de llevar el perrito es....Se pone en el suelo se le ata una cuerda al cuello y se le estira a la cuerda hasta llegar a tu casa. Entendiste, hijo?

Si....Guelita....Si entendi.

La abuelita pensando que Sammy habia comprendido las instrucciones, retorno a sus labores en la cocina. Horneando un maravilloso pan espero a Sammy a que pasara de la escuela, y le llamo...Sammy, ven aca, mira lo que tengo aqui. Quiero que le llesves este pan a tu Mama, dile que esta recién hecho.

Si..... Guelita....

Toma llevalo, pero ten mucho cuidado con el. Sammy tomo el pan, y recordando lo que le habia dicho la abuela, puso el pan en el suelo, le ato una cuerda en una orilla y estirando la cuerda se lo llevo hasta su casa.

Su Mama que le esperaba se sorprendio al ver que Sammy estiraba el pan, y lo arrastraba por el suelo. Pero, Sam que es lo que arrastras por el suelo?

Pan, Madre, respondió el Negrito.

PAN! exclama la madre. Pero que no saves que asi no es la forma de traer el pan a tu casa?

No, Madre, respondió el chico.

Pues mira la unica forma de traer el pan a casa es poner el pan en una bolsa de papel poner el paquete debajo del brazo y luego venirte a tu casa.

Si, madre.

Para el siguiente día la abuelita horneo un sabroso pastel. Y esperando a Sammy que pasara por alli, se sali para afuera. Cuando vio a Sammy, llena de gusto le llamo: Mira, Hijo, llevale este pastel a tu mamasita, veras que sabroso esta.

Si.....abuelita.

Llevava el pastel a casa, pero en el camino se acordo que su Mama habia dicho algo de una bolsa de papel y debajo del brazo.

No se acordaba muy bien. Pero. Poniendo el pastel en una bolsa de papel se puso el paquete debajo del brazo y se vino a su casa.

Como venia corriendo el pastel se desmorono y casi se hizo polvo.

Cuando llevo a casa le pregunto su Mama, pero que es lo que traes debajo del brazo?

Pastel, Mama!

Pastel!....exclamo la Madre.

Pero que no saves que el mejor modo de traer pastel a casa es ponerlo en un paquete luego quitarte el sombrero y con mucho cuidado ponerte el pastel en la cabeza, ponerte el sombrero y luego venirte a tu casa. Mira nomas como se hizo polvo este pastel!

La abuelita comprando bastante mantequilla para ella y su hija, llama a Sammy. Llevala a tu mama esta mantequilla que esta muy rica.

Si....Guelita.

Puso la mantequilla en una bolsa se quito el sombrero se puso la mantequilla en la cabeza y luego con mucho cuidado se puso su sombrero en su cabeza y camino para su casa. Hacia mucho calor ese día y la mantequilla se empezo a redetir hasta escurrirle por toda la cabeza le lleno los ojos, la nariz y la boca. En el esfuerzo que hacia para poder ver sacaba la lengua y se lambia los labios, pero la mantequilla seguia escurriendo por sus sentidos, por el pescuezo. Con sus manos se limpiaba la frente los ojos pero no podia limpiarse la mantequilla. Le escurrio por encima y por debajo de su camisita nueva, y por fin se empapo de mantequilla hasta sus zapatos. Pobre, Sam.

Cuando lo vio su Mama, salio gritando. Pero, Sammy, que te pasa? Estas enfermo? Que tienes? Hablame por favor, hijito!

Traigo mantequilla, madre. Muy rica mantequilla.

MANTEQUILLA? dice la Madre.

Pero que no saves que asi no se trae la mantequilla en un día tan caliente como este?

No, Madre.

Pues el mejor modo de traer mantequilla a casa es....Ponerla en una bolsa de plastico luego pasar por la pilita del pueblo y ponerla en el agua hasta que se endurezca luego venirte a tu casa sin temor a que se redita. Me edita, cabeza de burro?

Si, Madre.

Pasaron unas semanas y por fin el perrito ya estaba lo bastante grande para que Sammy lo pudiera tener en su casa. La abuelita, con mucho gusto espero a Sammy a que regresara de su escuela y le llamo.

Sammy, hijo mio. Ya te puedes llevar tu perrito a la casa.

Si.....Guelita.

El Negrito estaba muy contento con su perro, pero el no sabia porque tenia que ponerlo en una bolsa de plastico, llevarlo a la pilita del pueblo y meterlo en la agua hasta que se pusiera bien tiezo y ya una ves asi traerselo a su casa.

Pero así lo hizo. Cuando ya endurecio se vino a su casa con lagrimas en los ojos.

Que traes ahora, Sammy, le pregunto la madre muy triste?

Mi perro, madre.

Perro, contesto la madre. Pero pobrecito si lo has ahogado.

(continua en la siguiente plana)

Tu no entiendes tienes la cabeza mas dura que un palo. Yo voy ahorita con tu abuelita y le dire que no te vuelva a dar nada eres un tonto. Mira, esperame aqui en la casa, yo acabo de hornear esos pasteles. Cuando venga no quiero ver que los pises en el centro de cada uno. Oyiste?

Si....Madre.

De rato de haberse ido su madre el Negrito enpezo a pensar. Que fue lo que me dijo mi mama? Que pisara tan lindos pasteles y en mero enmedio? Si.....eso fue lo que dijo.

Pues poniendo los pasteles en el suelo y limpiandose muy bien el pie, los piso pero muy bien en medio de cada uno de ellos.

Llego la madre cuando vio lo que Sammy habia hecho le bajo los pantaloncitos y le pego despues de que termino con el ya no era negro era rojo....

--por Simon Villa



Este cuento es dedicado a la niña Margarita Rojas de parte de sus abuelitos.



CY 2 - 4273 195 DEVINE ST.

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Candy Veliz

Some of you folks might wonder why we sometimes mention some business men and women in our column. The fact of the matter is that Mr. Hank Coca, Mr. Frank and Ray Davilla, Mr. Martin Mendez, Sr. and Jr., Mr. and Mrs. Dan and Maria Aguirre, The Puentes Brothers, Mr. and Mrs. Mike & Dorn Rodriguez and many others are constantly helping the many drives that we have plus contributing in one way or another to different clubs or organizations, so for us it's a pleasure to recommend Mr. Martin Mendez's Las Palmas Taco Bar on the Alameda & The Continental Cuisine behind Sears for the finest in Mexican Food. Mr. Frank and Ray Davilla - Rainbow Ballroom dancing every Saturday and Sunday, Mr. Hank Coca Furniture Discount House on 82 E. Santa Clara where you find the best furniture at the least prices and you can get your holiday turkey free with the purchase of a bedroom set living room set or any appliances. If you like I will be glad to help you as I am now one of the salesmen of this firm. If I am not around see my sidekick Gil Coca, a very competent salesman, yes indeed.

Teddy Rodriguez y su conjunto are at Maria's Nite Club on Friday and Saturday. They play the best music in town. Go to Maria's for an evening of fun. It's located on North 13th St. The number is 728. Amable Maria and Dan will appreciate it.



This is lovely Cookie Zertuche. Cookie is the daughter of Mr. and Mrs. Pablo and Esperanza Zertuche. Cookie is attending San Jose High, her favorite pass time - dancing. Cookie's birthday is on Dec. 1st. Congratulations, Cookie!

THIS 'N THAT

I asked Gilberto San Miguel to make an analysis of why Club Savoy was losing the shuffleboard games and this is what he came up with: Kilo Rabago (leader) no vea, Greg Gloria can't stop chewing gum, Naro Moran is too big and Gilbert refuses to say anything about him, Jess Medina loses his temper --- Gilbert Maldonado claims that the disk is too heavy (he weighs 90 lbs.), Leo Perez has to argue with Joe Hernandez -- and Max Martinez is always thinking about his truck and won't concentrate on the game.

When they win a game I am going to put it in this column in capital letters!!!!!!!

San Felipe Schools reunion a complete success. With the help of Mrs. Elida Galindo, Hilda Garza, Clemencia Burts, Zoila Barrera, Gloria De La Cerda, and Miss Susie and Bernice Reyes the raffle went over big. Thanks a million ladies, and you will all get a complete report in the near future.

The United Club Council had a very successful meeting on Friday the 13th. And we would like to extend the welcome mat to Club San Joaquin who will soon join the council. Our thanks to Mrs. Lena Manriquez for the use of the hall and at the same time we would like to tell you that if you want to rent the Manriquez Hall just call 251-3121 or 293-3388 and ask for Lena.

Beco Bejarano is remodeling his home and he may be slow but sure. Beco, will it be ready for New Year's Eve?

A new addition to the family of Mr. and Mrs. Olivia and Eppie Gallego - a baby boy named Erie Eppie. Congratulations.

Now there are three. Mr. and Mrs. Tony & Angie Guillen and their baby daughter who was named Arleen. Los felicitamos!

Exercising his right to the fullest extent was Sugar Zamora. He came all the way from Santa Cruz just to vote. There should be more people like him.

Married. The former Helen Zamora & Willie Vargas. Que tengan una eterna luna de miel.

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Iglesia Nstra. Sra. de Guadalupe

La foto capta momentos de la Gran CENA que tuvo lugar en el County Fairgrounds para toda la gente que asiste a la Iglesia de Nuestra Señora de Guadalupe.

Mas de 600 personas estuvieron presentes Octubre 28, 1964. Fue organizado por el concilio parroquial, el grupo de 45 personas elegidos por la gente y los sacerdotes para guiar de los destinos de la parroquia. Durante las ceremonias se explico el plan de construir una nueva Iglesia.



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Pictured are four members of the Planning Committee for the new Mexican American Youth Organization. Standing, from left to right, are Miss Olga Vasquez, Mr. Rubin Lopez and Mr. Rigo Chacon. Seated is Miss Irene Garcia. Olga is from Gilroy and an active member of the Catholic Youth Organization. Rubin is Student Body President at Lincoln High School and Rigo is Student Body President at San Jose High. Irene attends San Jose State College and is Santa Clara GI Forum Queen.

Youth Meeting

A new Mexican-American organization is forming in the Santa Clara Valley. They are a group of 150 high school and college students who have as their motto, "Mexican-American Youth, Creators of a New Image."

Last Saturday they met at City College of San Jose for their organizational meeting.

Their story began last August. At that time the Mexican-American Project, under the direction of L. M. Lopez, began plans for a Youth Leadership Workshop. A group of 18 teenagers, representing high school and colleges in the area were planning the conference. Miss Irene Garcia, now pro-tem chairman of the group, tells what happened:

"We were excited about the conference, it was to be the first time young Mexican-Americans from all over the county would meet together, to talk about our problems and to plan for our future. The members of the planning group had one question about the conference; would this only be a one-time meeting? Or would we be able to hold these meetings periodically? We asked all 150 present on October 10, 1964, what they wanted to do in the future. They voted unanimously to form an organization. Arrangements were made with City College to host this first meeting and the planning group started long range plans."

The result of these planning sessions was last Saturday's meeting, where the students mapped plans for the coming year. Rigo Chacon, a member of the planning committee has these comments about the meeting:

"There are three types of activities we plan to participate in:

1. Learning more about our government. We will attend meetings of the City Council, Board of Supervisors and also service organizations. We hope

to be able to take a group to Sacramento to visit the State Legislature when it is in session.

2. We want to learn more about education and job opportunities. Several industries have scheduled tours and programs for us. Two weeks ago, 60 of us toured the IBM plant in San Jose. We will also be learning what community services are available to aid the Mexican-American and we hope to form youth panels that will present information programs to our group and to other groups.

3. We also will host programs with and for our parents and at the end of the school year we will have a dinner-dance for all graduating seniors, both high school and college.

The club is being sponsored by the Mexican-American Project. In addition to its own student officers, a group of four adults will help the students. These advisors are:

Miss Rose Hernandez, an elementary teacher in Morgan Hill.

Miss Delia Alvarez of Co. Welfare Dept.

Mr. Sal Alvarez of Co. Welfare Department.

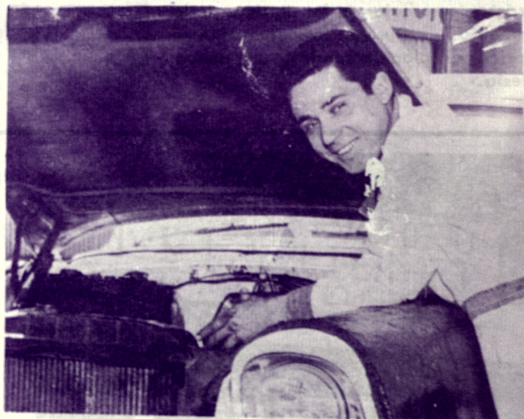
Mr. Armando Sanchez, Co. Welfare Dept.

* * * * *

Membership is open to any Mexican-American high school or college student. Persons interested in joining may contact Miss Irene Garcia at 250 No. 12th Street, San Jose, or may call the Mexican American Project at 259-3940.

Carolina Perez

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La Srita. CARMEN PEREZ hija de los esposos Francisco y Maria Perez, contrajo NUPCIAS con el caballero MIGUEL MARTINEZ hijo de los esposos Andres y Rita Mercado de Martinez, el dia 27 de Septiembre del presente año, a las 2:00 de la tarde en la Iglesia Holy Family, ambos contrayentes son nativos de Mexico. La RECEPCION se verifico en 1038-Coffin Rd. S.C.

asistiendo mas de 250 invitados. Su LUNA de MIEL la disfrutaron en San Francisco estableciendo residencia en Santa Clara. En la foto: Ben Villanueva, Jose Martinez - padrino, Dario Saenz, Tom Gonzales, Cuca Perez Lucy Martinez - madrina, Josie Perez, Mary Lou Gonzales.

foto LEITER STUDIO.

Dr. Ivan T. Hendren



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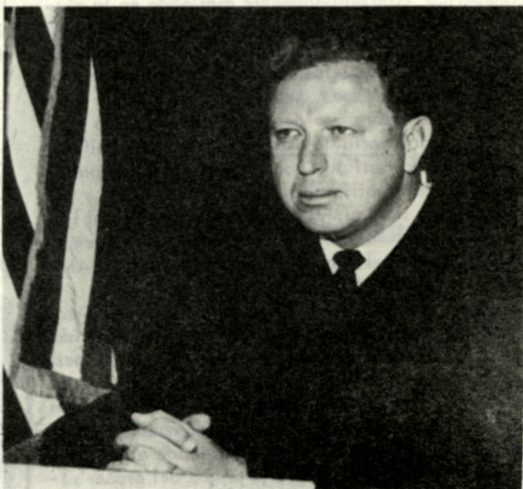
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HONORABLE WILLIAM H. HARRIS

Juez Municipal del Distrito Judicial San Jose-Alviso, fue honrado en días pasados con especial invitación del Instituto de Jueces de Cortes Municipales y de Justicia.

Fue el Concilio Judicial de California y el Jefe de Justicia Roger J. Traynor quienes extendieron tal invitación al Honorable Juez William H. Harris y que también fue acompañado por el Honorable Juez Paul T. Gallegher, también Juez Municipal del mismo Distrito.

Esto a conferencias sobre asuntos de cortes municipales. Igual que los magistrados, hayan también los ciudadanos de nuestro Distrito, sentirse orgullosos de tan noble representación. Ya el servicio de estos Jueces es bien reconocido como justo e eficiente en los curules.



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*Maria de la
Luz Sánchez*

Esta por cumplirse el primer aniversario del aciago día que marco el acontecimiento de una gran desgracia, no solo para esta nación, sino para el mundo todo: la muerte de uno de esos singulares grandes hombres que para honra y prez de la especie humana suelen suscitarse de vez en cuando sobre el escenario del mundo.

John Fitzgerald Kennedy, 35avo Presidente de la nación mas poderosa del orbe, los Estados Unidos de Norteamérica, caía barbaramente asesinado en la ciudad de Dallas, Texas, la triste mañana del viernes 22 de Noviembre de 1963. El hecho en sí lamentable por tratarse del mas infame y cobarde de los homicidios, cobro proporciones de tragedia mundial por tratarse de un hombre que desde los albores de su gestión como mandatario de este gran país, se significó, por su amor a la justicia, por su buen corazón, por su noble afán en dignificar la condición humana, y por los generosos sentimientos de que dio pruebas al hacerse merecedor del título que vastara para hacerlo acreedor al amor y al respeto de todo el mundo: CAMPEON DE LOS DERECHOS CIVILES.

Una de las raras y fragantes flores del bien, fue tronchada arteralmente cuando una bala homicida cego la vida del joven gran Presidente. Kennedy descendió al sepulcro con la frente poblada de grandes ideas benéficas para sus prójimos, con el corazón henchido de amor y compasión para los pobres y oprimidos. Por esto el amor, ha inmortalizado alguien tuvo para sus semejantes. Sobre la tumba del procer sacrificado las lágrimas de millones hombres y mujeres a todo lo largo del año que ha transcurrido desde el negro magnicidio, han regado las flores siempre frescas que cubren su tumba, y un místico vuelo de plegarias de millones de corazones se ha elevado al cielo demandando la paz y el eterno descanso de quien en el mismo lugar del sacrificio se elevó por derecho propio derecho hasta las diafanas cumbres de la inmortalidad.

Quiero reproducir en el presente artículo las inspiradas y por demas bellas palabras conque otro gran estadista y cordial amigo del Presidente Martí, el ilustre Presidente saliente de los Estados Unidos Mexicanos, Lic. D. Adolfo Lopez Mateos, resumió la historia de John Fitzgerald Kennedy:

"Fue como una espléndida y luminosa estrella fugas, cuyos destellos pretendieron iluminar el mundo....."

Descansa en paz en el seno de tu Dios y Señor, oh Presidente Martí. Sigue mirandonos con amor y

con compasión a todos los que te amamos, a los que llevamos tu recuerdo en el corazón como un símbolo y tu nombre en las labias como una plegaria. En el glorioso DIA DE LA RESURRECCION DE LA CARNE, el Dios Omnipotente que te dio el ser, te devolverá ileso a nuestro cariño según el dogma consolador de la Resurrección y la Remuneración divina que todos esperamos. Entre tanto, y a un año de distancia de tu trágica separación, solo sabemos decirte: QUE EN LA PERPETUA PAZ, BRILLE PARA TI LA ETERNA LUZ!

IN MEMORIAM

El Comité Mexico Americano pro monumento a Kennedy en San Jose, invita cordialmente a toda la colonia Latina del Norte de California a concurrir a la Misa Solemne de Requiem, que para impetrar del Todopoderoso su eterno descanso, del alma del Presidente de los Estados Unidos de Norteamérica.

JOHN FITZGERALD KENNEDY

en el primer aniversario de su muerte, será aplicado en la Iglesia de la Sagrada Familia 91 al Sur de la calle River en esta ciudad de San Jose, a las 7:30 del miercoles 25 de Noviembre.

Suplicamos su asistencia, y que una su intención a la de los sacerdotes celebrantes.

Muchas Gracias.

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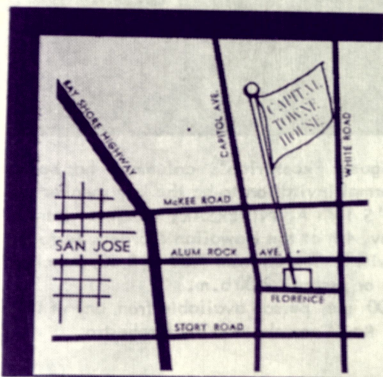
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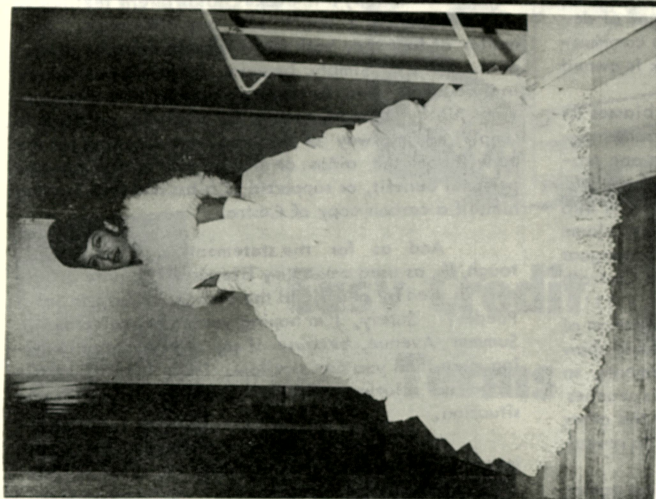
El Lunes y Jueves esta abierto hasta las 9:00 p.m.

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Belen Andrade

Miss Belen Andrade was Princess of the FERIA DE LAS FLORES in August. The girls sold varieties of flowers as votes, after the contest, Miss Andrade donated all of her flowers to the County Hospital to be distributed amongst the patients.

She received a wonderful letter of thanks from the VOLUNTEER AUXILIARY of Santa Clara County, Hosp.

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que lo vio en el EXCENTRICO**



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*The Quiet
Mexican - American
Andrew G. Diaz*

"Cuba Through Rose Colored Glasses"

In reading two recent articles on an individual's travels to Cuba, I took it that his objective was to defend Castro's regime (which also means defending communism), and I believe that he seriously thinks that all the Chicanos are broadcasting on the same frequency. Let it be known, that in this land of democracy one is one's own keeper, not as in communist Cuba where even the shirt on one's back is owned by the government.

As for the hunger in Cuba, which he blames on the U. S. it has always existed in Cuba to some extent. Cuban economics depend largely upon one product: sugar. When sugar prices drop on the world market or when consumption is down, Cuba runs into trouble. So how can he make accusations and blame the U. S. for this condition? If this is the scapegoat he is looking for on which to put all of the Castro's and Cuba's problems, let's not blame the U. S.!!!

He seems to be one sided in his evaluation of his Cuban visit. It's clear logic that they would show him and all other visitors their great achievements, so as to give one the impression that everything is peaches and cream. They either forgot to show him the other side of the picture or he is determined not to reveal it.

But then, the gabachos could be lying again, though it seems very unlikely. For if Cuba is so overly improved, explain why hundreds have escaped Castro's paradise. It has to be remembered that Cuba is separated from the U. S. by 90 miles of water, and if it were not so the number of escapees would mount into the thousands or maybe even millions. And furthermore, I'll stake my life that the Cubano refugees do not lie as to the conditions in Cuba.

One of the obvious reasons for the U. S. State Department not permitting anyone from our country to travel to the midget iron curtain in the southern hemisphere is simply to protect our security and furthermore because of our U. N. policy and diplomatic relations with Cuba.

It is also known that the same individual made a statement that "tyranny" does not exist in Cuba. This may be true, though many people look upon Fidel Castro as their tyrant. I personally feel that Fidel is not wholly to blame for it is known that Fidel Castro has his good and bad points. Raul Castro must share a good deal of the blame for conditions in Cuba because

he is reputedly behind some of the inhumane treatment inflicted upon many innocent children and women, the type treatment found commonly behind the iron curtain countries where people are awakened in the late hours of the night and are arrested with only nightclothes on their backs and placed in overcrowded cells where they are required to sleep on floors and eat rations of biscuits.

I'm sure, though, that our visitor to Cuba was impressed by the welcome and reception since it was set up with that in mind. They wanted him to bring back a glowing report of Cuba!

For anyone who makes such statements as being as proud as Pancho Villa is in my books looking for publicity, for we all know how he helped better our raza. Furthermore with respect to the comparison of Benito Juarez and Fidel Castro it may be said that what Benito Juarez did for his country did not cause the people to flee the country by the thousands.

As for personal opinions of words conveying the same feelings may I just say that "Tengo Hambre!" and "I'm Hungry!" evoke no different feelings in me. Personally, I can't see any difference. As a matter of fact they both merit the same degree of respect. Why? Simply because there are two hungry individuals. And furthermore anyone who uses starving niños as propaganda or for publicity political is simply, to my way of thinking, not speaking for the benefit of the niños or anyone else but for his own personal benefit, or supporting Castro and thus making himself a carbon copy of Castro.

And as for the statement made "Pero tha's tough," as used among my friends, it is quite different as used by our friend the visitor. Where is Sal si Puedes? Surely, I'm hoping you're not referring to Summer Avenue, because if so, surely you're chewing more than you can swallow. There is to my knowledge no relation between this saying and the Cuban situation.

As a matter of fact, we as youth through violence, originated Sal si Puedes in 1953-54, THE JACKSON KINGS by name.

We don't like people using us as examples. Sal si Puedes is marked as a neighborhood in which we as youth felt trapped.

Use your poetry and good talents to the benefit of your people.

I'm a sincere and true Mexican American just as our visitor who proudly speaks for how he feels and thinks. And I give my deep admiration to his strong feeling of proudly expressing himself. It is my wish to improve rather than destroy, to build rather than tear down.

Join with me.

Andrew G. Diaz
CY 7-8577

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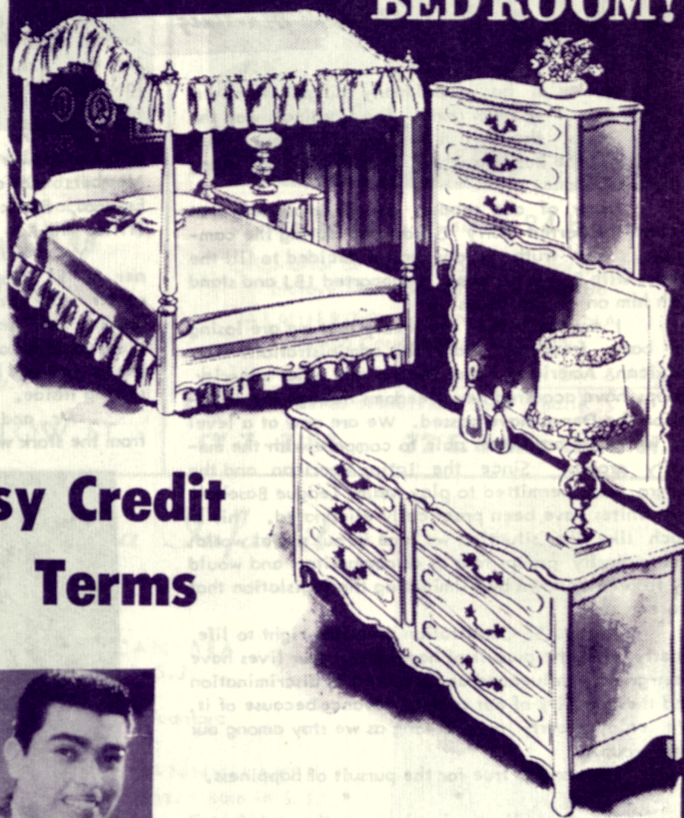
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CY 7 - 9486

82 E. Santa Clara St.



Club Riviera



Harold Martinez

Well I'm back and many things have taken place since I've been gone. The Cardinals won the World Series, the British elected a new government and so did the Russians while we decided to go along with our old one.

Many of our readers got the impression that Riviera supported Barry Goldwater during the campaign. The truth is our editor decided to fill the spaces with B. G. pictures. I supported LBJ and stand with him on all the issues.

I couldn't buy the theory that we are losing our basic freedoms under this administration. The Mexican American, the Negro and other minority groups have acquired new freedoms through the legislation the Demos have passed. We are now at a level on which we are better able to compete with the majority groups. Since the Latin-American and the Negro were permitted to play Major League Baseball the whites have been practically eliminated. This is much like the situation we face in our social world. The majority groups fear us as competitors and would try to keep us down by eliminating the legislation that protects us.

The U. S. Constitution gives the right to life, liberty, and the pursuit of happiness. Our lives have been greatly influenced and affected by discrimination and the inability of our race to advance because of it. We enjoy liberty only as long as we stay among our own groups.

The same is true for the pursuit of happiness.

The Republicans lost because they advocated conservatism. With the great social changes that are taking place in our country, this is no time for Conservatism, for Conservatism means going back to where we were before our great push forward.

I am a Liberal and will remain a Liberal. If you are an advocate of freedom, give us all freedom. Give us the freedom to vote in the South, give us the right to buy property and live wherever we choose and finally give us freedom to advance in our jobs according to our ability and not our race. And when we all have equal rights, then we can talk about freedom on equal terms.

HELP

Mr. and Mrs. Carlos Garcia are the parents of seven boys. One of them, only four years old, has 6 months to live. The boy, whose name I couldn't get,

will have but one more Christmas. Some of the clubs are going to give him a Christmas party, but the problem does lie therein. Mr. Garcia is unable to keep up with the mounting hospital bills. A fund has been suggested but we need volunteers to get this thing going. If you want to help or donate, contact Mrs. Carol Perez at 259-3940.

IF THE SHOE FITS

Speaking of spineless leaders and clubs that have dropped out of U. L. A. C., Gil Solarez and Club Bachelors do not attend any more meetings.

CLUB NEWS

Our club has been very active also. For Halloween night the members congregated at the home of Mr. and Mrs. Paul Ramirez for their 5th annual Halloween Party. Couples from all over the Bay Area attended.

Our First Lady, Mrs. Frank Espinoza, was given a baby shower on November 6th at her home. Club Members that attended were Mrs. Paul Ramirez, Jess Esparza, Frank Kawakami, Richard Moreno, Anthony Trillo, and Ron Henry.

Yours Truly was treated to a very delicious dinner at El Tropical Restaurant by Mr. Danny Ramos, owner. The writers were so impressed they suggested holding our next U. L. A. C. banquet at the night club located on Almaden Avenue. I suggest you go see for yourself because I can't describe the marvelous setting inside.

Mr. and Mrs. Humberto Flores received a visit from the stork who left them a baby boy.



Left to right: Frank D. Kawakami, Chris Henry, Ron Henry and Jeanie Kawakami contribute at Excentrico's Printing Department getting publicity underway for it's 15th ANNIVERSARY BANQUET-DANCE to be held at the Hawaiian Gardens on Friday, December 4th, Ray Camacho and his Orchestra direct from Fresno will provide the music for dancing, Dinner will be served from 7:00 to 8:30, Dancing from 9:00 to 1:00 a.m. Bids are \$5.00 per person. Presentation of Awards will be made.

Get your bids from any of the staff writers.

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3 mo. - Born in S.J.

Parents

Pete Jr. and Kathy Baker

LEITER STUDIO

BELINDA LOPEZ

3 mo. - Born in S.J.

Parents

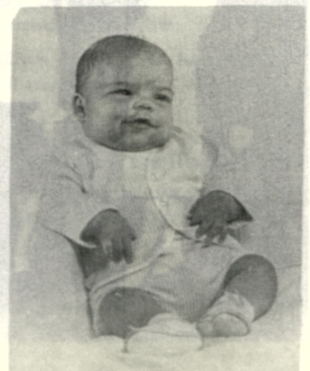
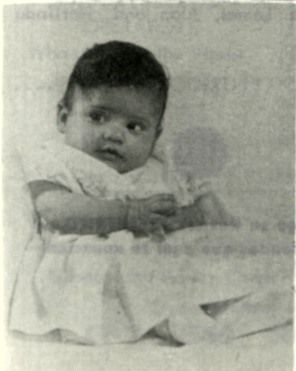
Gilbert and Elma Lopez

JUAN ELISEO MARTINEZ

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Excentrico presents personalities
that attended San Felipe's Ex-
Students Reunion, Friday, Nov. 6
at LOU'S VILLAGE.



MR. and MRS.
Popo and Angie Coronado



MR. and MRS.
Hector and Esther Castaño



Left to right: Jose Escamillo, Bertha Irene
Escamillo, Ramiro and Donnie Reyes, Luis
and Leticia Lomas, Juan and Herlinda
Vasquez.

EXCENTRICO photography....



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Presentacion en la Iglesia

El DOMINGO 1ro. de Noviembre de 1964
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VIRGINIA IRASEMA y MARISELA SALCIDO
de 18 meses de edad

Hijitas de, los esposos Luis y Cuca Castillo de Salcido
fueron presentadas en la Iglesia de la
SAGRADA FAMILIA

por Enriqueta Lorigo.

Para celebrar tan digna ocasion se ofrecio una fiestecita
en su honor a la cual asistieron familiares e invitados.



*Dave
Sierra*

#####

In Remembrance

JOHN FITZGERALD KENNEDY
35th President of the United States

#####

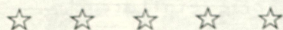
Pride of the San Jose
American GI Forum
is their
First Class
Color Guard.

Left to Right:

Captain Manuel Delgado
Lt. Bonny Hernandez
Private Mingo Rodriguez
Private Andy Mendoza
Private Louie Mosqueda

This group recently placed
FIRST in the Uniformed
Color Guard Division
in the San Jose Veterans
Day Parade on Nov. 11.

(BERT GARCIA, JR. PHOTO)



College Football Predictions

U. C. L. A. vs southern california

The only time we saw the Bruins this year was the thrilling 25-22 win over California at Berkeley. This UCLA team is not typical of the Bruin teams we became accustomed to in the early fifties under Red Sanders but it plays more exciting ball. Larry Zeno is a fine all around quarterback but not in the class of Cal's Craig Morton as far as passing goes.

USC has been an up and down team all year, up when they came storming back in the final moments to whip Cal and down when trounced by Washington and Ohio State.

We hope UCLA but fear it is M-i-c-k-e-y
M-o-U-S-C-I

California vs Stanford

Cal was brilliant when we saw them against Illinois, good offensively but lousy defensively in the UCLA game, and good all around against USC. QB Craig Morton is as good as any quarterback we can remember in collegiate ball and their line does not get pushed around by anyone, not even Illinois.

Stanford is tough to figure. Against Washington, in the only game we personally saw, they left no impression whatever. The Oregon and Oregon State games speak for themselves.

Forgetting the Utah game, CALIFORNIA.



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