

El Excentrico

Humberto García

March 5, 1967



American GI Forum Santa Clara Chapter
Black & White Coronation Ball
Saturday, March 11, 1967 7:00 p.m.
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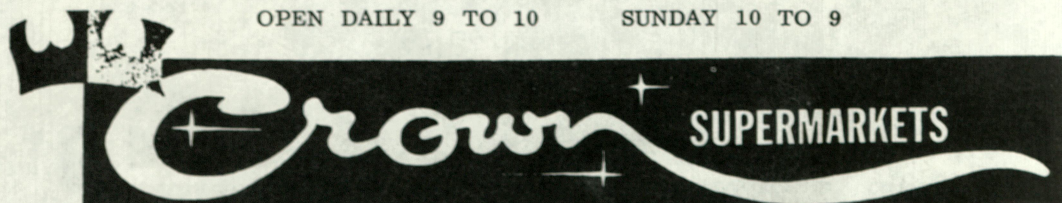
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**CLUB
San Felipe**



Candy Veliz

A must in your social calendar is the Santa Clara Amer. G.I. Forum Black & White Formal Dance. It will be at the Cabana in Palo Alto. The date is March 11th. Mike Y-barra is the man to call for bids. The phone number is 296-8732.

THIS "N" THAT

Paul Gary is ready to concede that he is not the best bartender in town, maybe second best O.K. Paul?

Welcome back to Armando Cerna on Feb. 28th. Joyful day for Club San Felipe and all of Armando's Family & friends. What a party the club will have for their star Gager. Bien Venido Armando.

Did you know that Henry Navarro went to see his one & only. That's Amore!!!

ABOUT THE MOD MINI SKIRT

La nueva moda sea propuesto llamarnos la atencion, levantarse el vestido para darnos tentacion. Ami la nueva moda me tiene muy feliz, por mi que se levanten la nagua a la naris.

Did you know that all the details for the Club San Felipe Baile Ranchero have been completed and that the tickets are now being sold by the club members. The dance will be on April 8th in the I.E.S. Hall on E. Santa Clara St., Kiko Morales and his band will play. Time: 8:30 p.m. to 1:00 a.m. Donation: \$1.25 per person. Bailamos?

ART'S VILLAGE

Arturo's Village is jumping and it's quite no more. Mike Hermosillo and his combo are making with the best music in town. Victor Vasquez and Eppie Gallego serve superb drinks. Art "Alaska" Lopez says that even the water the boys serve is goodddd!!!!

Much more about Armando Cerna.

Club San Felipe ex-basketball star Armando Cerna engaged in a three hour battle in Viet Nam and was awarded the Silver Star.

ARMANDO
CERNA



SP4 Armando Cerna, son of Mr. and Mrs. Petronio Cerna was awarded the Silver Star Medal for "gallantry in action against a hostile force" on July 9, 1966 in Vietnam.

The action occurred when Cerna's company was participating in a zone reconnaissance along Highway 13 with Troops B and C of the 4th Cavalry. Near Song Dong and units were engaged by the 272nd Viet Cong Regiment. The hostile force was entrenched in well prepared positions and possessed armor penetrating weapons, a variety of small arms and automatic weapons.

SP4 Cerna was riding on the outside of an armored personnel carrier when initial contact was made. As the battle intensified, a Viet Cong hand grenade landed in his vehicle's troop compartment. Acting instinctively and with utter disregard for his own safety, Cerna dove into the interior of the track, picked up the grenade and threw it back at the insurgents.

He then noticed that the Viet Cong were converging on a disabled helicopter contained wounded personnel. Under a steady barrage of mortar and automatic weapons fire, he left his track and in full view of the Viet Cong, crawled to the downed aircraft. There he provided covering fire while his comrades were evacuated to a position of safety.

Noticing more wounded in the vicinity of a nearby track, SP4 Cerna once again crawled under a barrage of intense fire to the position where his injured comrades lay and helped them to the safety of the track. He then crawled on top of the armored personnel carrier and added his firepower to the battle.

SP4 Cerna's unquestionable valor in

(continued next page)

Arturo's Quiet Village Dance

Thurs. Friday, Saturday & Sunday

THE BEST LATIN MUSIC IN SAN JOSE

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GIRLS Monday, Tuesday and Wednesday

Art (Alaska) Lopez, Owner

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Con placer presentamos al dueño de la nueva
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do al MOCO TIMES.

foto richard diaz.



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Art Martinez

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in close combat against superior hostile forces is in keeping with the finest traditions of the military service and reflects great credit upon himself the 1st Infantry Division and the United States Army.

Cerna is a native of Eagle Pass. He graduated from Eagle Pass High School with the class of 1961 and attended Ranger Junior College two years and San Marcos State College one year before entering the United States Air Force. He has served with the armed services for one year and five months. The last nine months he has been stationed in Viet Nam. Needless to say that I am speaking for Club San Felipe when I say that we are waiting for your soon, sound and safe return.

Candy

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Josie

to

Mr. Juan Trejo

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The Wedding Reception to be held Saturday
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40th WEDDING ANNIVERSARY -- Mr. and Mrs. Juanita Payne celebrated their 40 Wedding Anniversary on January 28, 1967. Mr. Payne and family are from Del Rio, Texas.

Left to right: Irma, Lupe, Frank, Jr., Joe, Eddie, Eva, and Rosa.

LEITER STUDIO

40th WEDDING ANNIV.



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PAGOS FACILES

En la foto el Dr. Lawrence Stern y las atentas
 recepcionistas Annette Obeso y Susana Lopez.

CY 5 - 4805

67 S. FIRST ST.



Connie Garza

CLUB ZANZAREE



Angie Medina

HI

SYMPATHY NOTE

Our sincere condolences to Mr. & Mrs. Carlos Garcia and family on the loss of their son, Eduardo Garcia, who died at the age of six, of leukemia.

CORONATION BALL

The Coronation Ball sponsored by the GI Forum Ladies Auxiliary was a great success. A lot of people attended and they all had a ball!

DID YOU KNOW THAT.

Candy Veliz didn't go to the Coronation Ball? . . . Wonder why? Mary Lou Beltran and Arturo Delgado from Redwood City are soon to be married. May they be happy for ever and ever.

Cupid is working real hard lately from what we see, because Gus, Tony Reyes' side kick, is also getting married. To whom we do not know, only that she is from Mexico.

Don Garza is writing to some girl from here and can hardly wait to come back from Germany to see her, wonder who she is? . . .

Mr. & Mrs. Menchaca and family just returned from Del Rio, Texas, where they spent 2 weeks vacationing.

Mary Hernandez is also back home again, after spending some time in Mexico City, wonder why she spends all her vacations there, is it because you like Mexico Mary... or is there somebody special for you?

Four persons gave up drinking for Lent. But they were seen drinking the very first week-end of Lent . . . nice going, you have proved that promises are meant to be broken!

Bobby Kelii, Joe Morales' roommate, is trying to marry him off? Could it be that he is tired of cooking for him! . . .

Sebastian Adame danced all night at

the Coronation Ball with beautiful Miss California, nice going Sebastian! . . .

Hector Esparza and Sugar Zamora rented an apartment together (don't get jealous Victor). Little Joe and his Latinaires are here again, there must be quite a few girls happy to see them back specially "J" Banana!!

BIRTHDAYS

Happy birthday to Art "Alaska", may he have many many more

TALENT SHOW

There was a pretty good crowd at the Talent Show Friday. The people that participated were very good. They put on a good show. The people that attended were very pleased.

Until the next time

Angie Medina-Connie Garza

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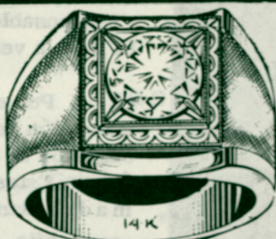
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Daniel Saldaña



EJEMPLO DE LA JUVENTUD

El Lunes 13 de Febrero de 1967, dejo de existir una de las figuras más prominentes en la historia de la revolución mexicana, durante el periodo comprendido desde Don Venustiano Carranza hasta el General Don Lázaro Cárdenas, ambos presidentes de la república.

A los 77 años de edad y víctima de una enfermedad del estómago, falleció en La Jolla, California, el Ex-presidente de México, General de Division Don Abelardo L. Rodríguez.



Tuve el honor de estar a las ordenes del General Rodríguez, por todo el tiempo que ocupó la Presidencia de la República Mexicana en los años de 1932, 1933 y 1934, como agente de las Comisiones de Seguridad, formé parte del grupo que se encargó de proteger la vida del Sr. Presidente, contra posible atentados, esto me dio la oportunidad de es-

tar cerca del recio Divisionario Sonorence.

Durante este tiempo pude darme cuenta de la sencillez de su trato enmarcado en voluntad férrea, el General tenía una preocupación constante por la educación de la juventud y el mejoramiento económico de los trabajadores.

Conservo su libro "AUTOBIOGRAFIA" con una dedicatoria que salió de su corazón para la juventud mexicana, en honor a su memoria la cito aquí:

(DEDICATORIA) "Lo diré sin reticencias, con toda franqueza y sin falsa modestia. Esta es la historia de un hombre de origen humilde y pobre. A los seis años usaba zapatos sólo en determinadas ocasiones; los domingos, días de fiesta o cuando la intensidad del frío obligaba a calzarme. Hube de trabajar para ayudar a mis padres y por eso suspendió los estudios sin terminar siquiera la educación primaria. Después procuré instruirme por mi propio esfuerzo. Luché contra la adversidad y logré encumbrarme, tanto en el mundo oficial como en el de la iniciativa privada. Aquí se explica cómo.

Dedico estas memorias a la juventud desheredada de México, para invitarla a que, mediante la reflexión y el esfuerzo tesonero y responsable, emprenda el camino lícito que la lleve a vencer el infortunio."

Abelardo L. Rodríguez."

Por estas líneas se puede ver, que la educación de la juventud, se había hecho una obsesión en él.

Estas otras líneas dirigidas a su Sra. madre dan su talla en el aspecto familiar, como hijo.

"Mi querida mamá: Quiero que sea mi primer acto y mi primera firma como Presidente de la República, dirigida desde el Palacio Nacional, para tí. No para que te sientas orgullosa de tu hijo, sino para que sepas que tu hijo esta orgulloso de tí."

Abelardo.

El gran corazón sentimental y fuerte de este gran militar y gran estadista queda manifiesto en estas líneas de la dedicatoria de su libro y de su primer acto como Presidente.

Su actuación como militar, fue brillante y alcanzo el grado máximo del Ejército Mexicano, General de División; como Estadista, llegó hasta la Presidencia de la República; se hizo cargo del Poder Supremo de la Nación, en los momentos en que el anterior presidente, Ingeniero Don Pascual Ortiz Rubio, tuvo que renunciar por que no le

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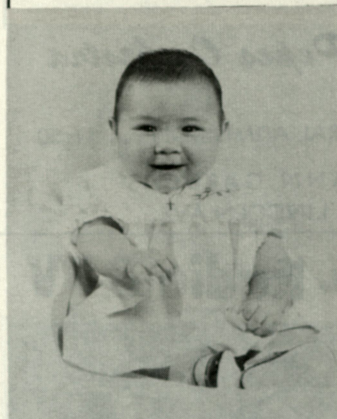
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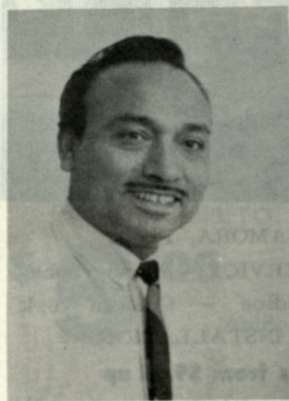
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1 yr. - from San Jose
Parents:
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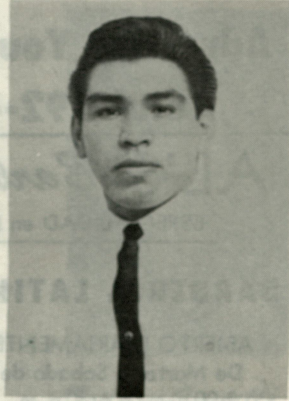
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era posible conciliar los diferentes intereses, alimentados todavía al rescoldo de la hoguera que fué la revolución; esta rescoldo amenazaba con envolver al país en un nuevo incendio; se hizo necesario substituir al que renunciaba, por alguien que tuviera la fuerza suficiente para detener el huracán que se gestaba.

Y se penso en Abelardo, (todos lo llamaban en esa forma familiar) por su sencillez y por su juventud, fué el presidente más joven que ha tenido México en toda su historia. Esa juventud no fué obstáculo para imponerse a los viejos revolucionarios, obligándolos a respetar las instituciones en las que se deposita la seguridad y el progreso de la república.

A su tiempo entrego el poder a su sucesor, General Don Lázaro Cárdenas; a pesar de retirarse a la vida privada, los gobiernos que le sucedieron muchas veces lo llamaron para desempeñar puestos que el aceptó, sólo por su disciplina en el cumplimiento del deber. Sus negocios lo llevaron a formar parte de la lista de los hombres mas acudados de México. Por su dinámica actividad y su clara visión, este hombre de origen humilde, dejo páginas en nuestra historia y gratos recuerdos a los que lo tratamos.

Su libro (AUTOBIOGRAFIA) debe ser leído por la juventud, para que le sirva de guia y de estímulo en su lucha que inevitablemente tendra que afrontar.

Al paso de los siglos, la figura del revolucionario y estadista se destacará más claramente con perfiles gloriosos.

Ejemplo de la Juventud descansa en paz.

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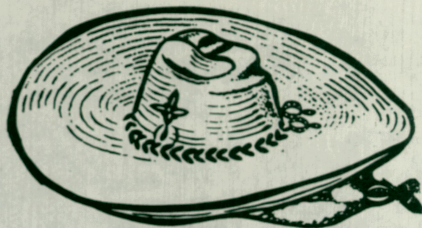
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Asociacion de Charros de San Jose



Easter Dance

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9:00 p.m. to 1:00 a.m.

Los Pepes Orchestra

GENERAL ADMISSION ... \$1.50

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7 mos. - from San Jose
Parents:
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LEITER STUDIO

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6 mo. - From Gilroy
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HAROLD
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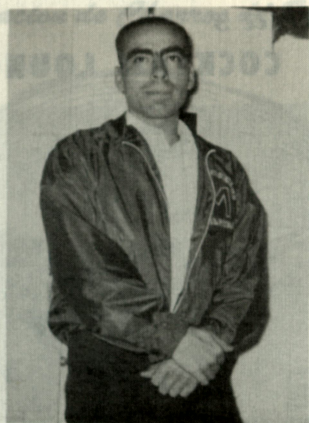
SUCCESS AGAIN

Ronald Reagan once said at the Santa Clara County Fairgrounds that the only starving people in this country were those on diets. Well every year we prove him wrong by helping many many families year after year. These families are thoroughly screened through the Santa Clara County Welfare Department and various other agencies before aid is given in the form of food orders by virtue of the annual United Food Drive conducted by the many concerned persons and organizations of the Mexican-American Community. The Drive enjoyed its 20th annual success last weekend when the Grand Talent Show at the IES Hall provided entertainment for nearly 1000 persons.

For those who aren't familiar with the methods used by the Food Drive to collect fund and food, the Food Drive Committee conducts a Talent Show and a Dance annually and all proceeds are used to provide food orders for persons who do not qualify for any kind. Admission to both of these functions is a money or food donation in any amount.

While Reagan might not realize there are still many very needy people the fact remains that each year approximately 200 families are helped through the United Food Drive. With the Dance and Talent Show out of the way, the Committee is now soliciting names of needy persons and will be through-out the year.

We would like to thank the following donors for their contributions this year, Eastern Wholesale Furniture, Manuel Estrada Imports, Kay Jewelers, El Excentrico Magazine, Berg's Clothing, Guadalajara Market, A & R Barbershop, Pink Elephant Markets, Tom's Joynt, Proctor's Jewelers, Las 4 Milpas, Monitas Beauty Salon, and Mission Bell Cleaners.



INTRODUCING

Club Riviera's new Athletic Director, Dan "Rod" Rodriguez. He's a pianist by profession and is sometimes mistaken for Liberace. The father of five kids, Rod, is pretty active, besides making kids he manages a Little League Club, a Pop Warner Team and other youth groups. In his spare time he works with his band, "Tito's Boys", in a North Beach Club.

SPONSORS

If you're ever out by way of Milpitas, stop at Club 4 Milpas, 1362 So. Main Street and say hello to Ruben De La Cerda, he'll treat you good.

Gene's Western Wear at 57 So. Market Street has all the latest styles in clothes and carries a wide variety of western wear as well. Gene Klien says if you can't find what you like, they don't make it anyway.



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CY 2 - 9102

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El Sr. Encarnacion Rios, M.
dedica a sus hijos el siguiente pensamiento

ALUSIBO A SU DIA

Las Sonrisas de un Niño.
Cuantas bellas visiones
Me an poblado los ojos,
Cuando inquietud de querer.

El vivir me parece
Desprotisto de abrojos,
Y una ardiente ternura
Electriza mi ser.

Con los brazos abiertos
Implorando un cariño
Que hace tiempo esperaba

Ya no busco en las sombras
Las sonrisas de un niño,
Esta en el marco de flores
De mi beatidico hogar.

Y atravez de los dias
Que se van alejando,
Veo junto con migo
Esa bella ilusion.

Ya, no paso los dias
Esperando esperando,
Pues ya no me arripiiento
De tener corazon.



Salvador Rios Maldonado y su gentil esposa Graciela de Rios cumpliran su primer aniversario de su matrimonio el dia 30 de Abril. Cuenta con un precioso niño JAIME SALVADOR que nacio el dia 9 de Febrero de este año, peso #6 3/4 libras, sus abuelos paternos son: Encarnacion y Maria Maldonado de Rios. Su abuela materna es Natividad Arizpe.

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VOLUME 18, No. 10

MARCH 5, 1967

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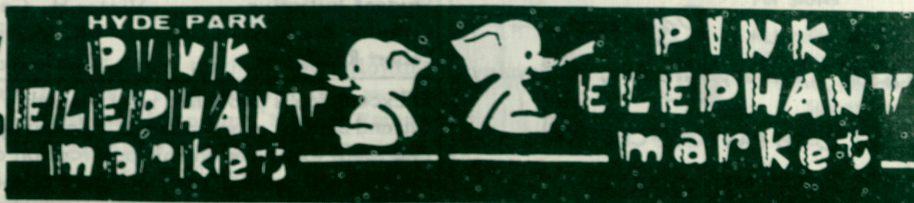
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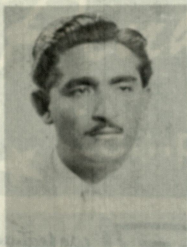
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THE ROLE OF THE MEXICAN-AMERICAN IN AMERICAN SOCIETY

(Editor's Note: Last in a series of three articles dealing with the problems of the Mexican-American community).

(1) In 1965 there was an estimated population of six million Spanish-speaking people in the United States. Included in this number were four and a half million people of Spanish and Mexican ancestry. Four million of these people of Spanish and Mexican ancestry were distributed in five Southwestern States as follows:

Texas	41%
California	40%
New Mexico	8%
Arizona	6%
Colorado	5%

From the date on which Texas, California and New Mexico became part of the American Nation to the present, the Mexican-American has very slowly progressed in the process of amalgamating himself into American society. Thus, the ideology that the United States is the "melting pot" of the world does not necessarily hold true, for the Mexican-American, proud of his heritage, has traditionally retained his culture and his language, becoming a distinctive bi-cultural and bilingual group which will probably remain so for a good many generations to come.

This fact is reinforced by the constant immigration from Mexico, which adds to the problem of language, accentuating the Mexican-American's lack of participation in civic affairs, and the low degree of training of the bulk of Mexican-American population.

The importation of hundreds of thousands of Mexican workers to cope with the needs of farm labor has been another contributing factor of the deterioration of the whole image of the Mexican-American, making even more evident the lack of his complete and total acceptability by "American" society.

In contrast with the whole dark perspective against which the Mexican-American is generally viewed, it is gratifying to cite the bright and remarkable action performed by Mexican-Americans in Crystal City, Texas, on April, 1963.

"Crystal City (pop. 10,000) is like a lot of other farm towns in South Texas. Mexican-Americans outnumber Anglo-Americans four to one, but the Anglos run the place. (2) It was election day and the Crystal City Mexicans went to the polls and the Mexican candidates captured all five seats on the city council. "And control council gave the Mexicans control of the town government, with authority to appoint the mayor, the marshal, and other officers". (3)

"The revolt in Crystal City was managed by a three-year-old Texas organization called Viva Kennedy during the presidential campaign, now named PASO (short for Political Association of Spanish-Speaking Organizations). Dedicated to the advancement of Mexican-Americans, PASO chose Crystal City as a test site for a get-out-the-Mexican vote drive. At first the Anglos paid little attention to the PASO rallies, but as election day neared, they discovered that more than twice as many Mexicans as Anglos (1,139 to 532) had paid poll taxes to vote. In a flurry of appeasement, the city council voted \$500,000 for paving streets in the Mexican section. Prominent Anglo citizens took every Mexican council candidate aside and tried to talk him out of running. "We've always got along," said one Anglo. "Why do you want to stir up this sort of trouble?"

"In a way, the Crystal City Mexicans did stir up trouble for themselves. They control the town's government, but the Anglos control its economy. One council seat winner got fired from his job in a hardware store. Another found his wages cut in half by his Anglo employer. But, mindful that Mexicans outnumber Anglos in South Texas, PASO looks upon the Crystal City election as a momentous triumph. Says Albert Fuentes, the PASO official who led the campaign: "We have done the impossible. If we can do it in Crystal City, we can do it all over Texas. We can awake the sleeping giant." On election day, the Mexicans have learned, all South Texans are equal. (4)

The Mexican-American problem, in spite of its complexities, is not an insoluble one. In my opinion, one of the fundamental steps toward its solution would be the crea-

(continued next page)

tion of a stable, coherent, and morally educational program to cover the economic, political, social, and cultural fronts. This program would gradually overcome the isolation and segregation in which the Mexican-American lives, would raise his socio-economic status, and would lead to normal participation in community living. And a further result would be a maximum personality growth of this people. Then, the Mexican-American instead of running away from himself or from that in which he believes, could use all the worthwhile attributes characteristic of his ethnic group, both for his own benefit and as a contribution to American culture.

The Mexican-American problem is a two-party problem, and it has to be solved by both the government and the Mexican-American community. The examples of the Little School of the Four Hundred in the field of education and the example of Crystal City in the field of politics, indicate that both parties are willing to solve this social problem. But Mexican-Americans should push to obtain all what is needed from the government.

This action has already started. It is now only a matter of more work and time to achieve the final goal, which could be thought of as the breaking up of the hyphenated label of Mexican-American, to become simply: American.

(1) Spanish Surname Population, Compiled by Lino Lopez for the E O C of Santa Clara County, (Sep., 1965).

(2) "Revolt of the Mexicans," Time (April 12, 1963).

(3) Ibid.

(4) Ibid.

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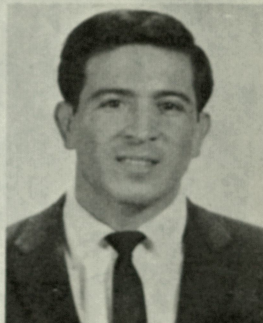
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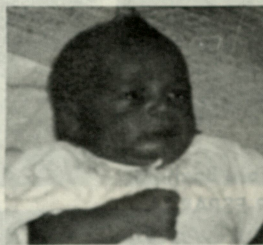
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(continued from last issue)



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(continued next page)

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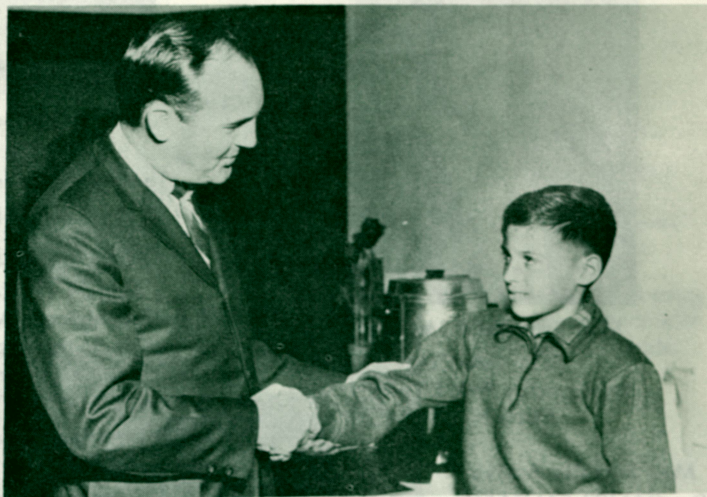
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Bobby Diaz and Mayor James

MAYOR DONATES FLAG --- Bobby Diaz shakes the hand of Mr. Ronald James, Mayor of San Jose. During the recent festivities at the Montgomery Theater in San Jose Mr. James donated an American flag to the Comision Honorifica Mexicana, Inc. Bobby was very pleased in making the acquaintance of the Mayor, he is the son of Mr. and Mrs. Richard Diaz, Excentrico's ace camera man.



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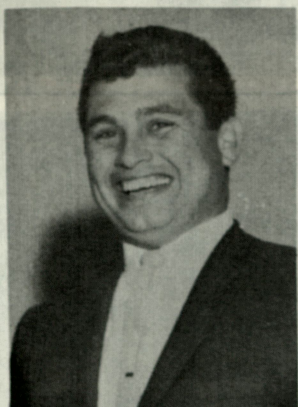
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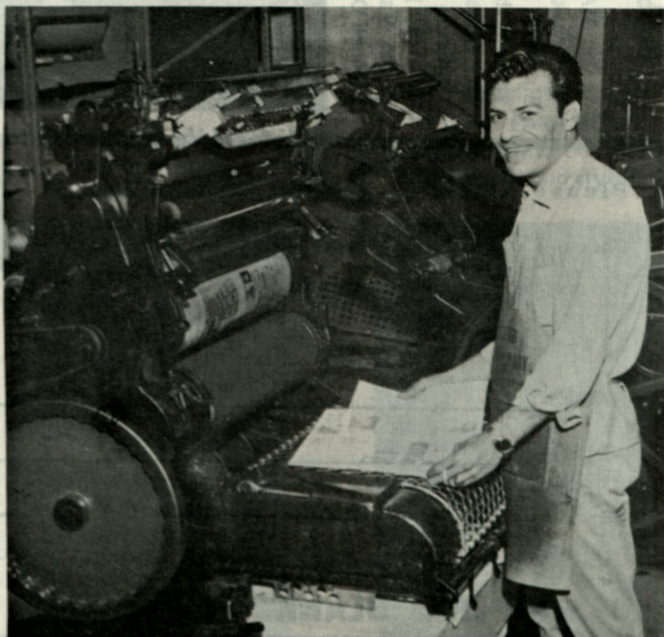
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(to be continued next issue)



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RICHARD DIAZ

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Left to right: Anita Lo-
pez, Juanita Lopez, Betty
Hernandez, Rosa Muñoz,
Helen Sotelo, Rosa Lopez.





*Maria de la
Luz Sánchez*

ENTREVISTANDO A UN GRAN HOMBRE DE NEGOCIOS

LA GRANDEZA DEL HOMBRE, CONSIDERADO COMO TAL, SE MIDE POR LA ALTURA MORAL DEL INDIVIDUO. El Hombre puede ser grande bajo todos los aspectos de las actividades a que se dedique, el hombre puede ser grande cuando merezcan este calificativo sus hechos y sus acciones, y siendo la primera vez, que a lo largo de mi vida de escritora y de reportera dedico uno de mis artículos a un hombre de negocios acaso por mi escaso conocimiento en la mate-

Mr. George Carlson, amo y señor de la gran cadena de los famosos super mercados PINK ELEPHANT, de San Jose, Santa Clara, Soth San Francisco y Santa Cruz. A traves de sus tiendas, Mr. Carlson es un insigne bienhechor de sus patrocinadores.



ria, al encontrarme con un hombre cuya altura moral justifica el artículo y el título del mismo, experimento verdadera satisfacción al dejar correr mi pluma perjeñando la somera entrevista que el gran hombre de negocios, Mr. George Carlson me concede en sus propias oficinas desde la matriz de sus famosos super mercados denominados LOS ELEFANTES ROSA.

GEORGE CARLSON es un hombre cordial, amable, simpático a primera vista por la sencillez afable que le es característica, cualidad que es su mejor tarjeta de presentación, ya que de inmediato le gana la estimación y el respeto de quienes tienen la suerte de conocerlo y de tratarlo.

Mr. Carlson es un excelente esposo y un amante padre de dos hijos y una hija. En la grata compañía de esta familia ejemplar, radica desde 1958 en su ciudad de origen, Oakland, California.

Dedicado a la profesión del comercio, desde hace 37 años, desde hace 5 es el amo y señor de esa gran cadena de tiendas que se conocen con el pintoresco nombre THE PINK ELEPHANT MARKETS. Estas tiendas repletan de todos los artículos de primera necesidad, los venden de primera calidad a precios asombrosamente bajos. Muchos comestibles que en otros super mercados se expenden ostentando el llamativo carteloncito de 'SPECIAL', los PINK ELEPHANT MARKETS de Mr. George Carlson sin ninguna ostentación, llana y sencillamente vende esos mismos artículos a un precio cuatro o cinco veces menor. Es así como estos "amos y señores de la economía, como justamente los llama desde sus micrófonos el locutor titular de los fabulosos PINK ELEPHANT MARKETS JESUS REYES VALENZUELA, se han constituido en una verdadera bendición para las amas de casa y un motivo de legítimo orgullo para la blanca y progresista ciudad de las Rosas, San José, donde se originaron. Al preguntarle a Mr. Carlson que como era posible que reportara alguna ganancia para él, semejante sistema de ventas, me explica que esto es posible gracias al hecho de que comprando la mercancía en grandes cantidades, e intensificando la propaganda mercantil de sus tiendas es como consigue los precios que más favorecen al público consumidor que al propio dueño de las tiendas.

Es notable y es muy digna de elogio la atención que estas famosas tiendas despliegan favoreciendo los intereses del público. Una prueba elocuente de este aserto, es el hecho de que al iniciarse la ruidosa quie-

(continúa en la siguiente plana)

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(Picture listing left to right) John Marek, salvage operations manager, Alfred Perez, secretary and treasurer, Dawson Harbes, vice president, and Joe Puentes, vice president.

The above mentioned are operating St. Francis' Budget Shop, to be located at 590 South First, a non-profit organization. The proceeds will be used for a job training program to aid alcoholics and industrially disabled persons.

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bra de las estampillas de ahorro THRIFTY GREEN los Pink Elephant Markets fueron los primeros en alertar al público sobre este caso, en previsión de pérdidas mayores para los propietarios de libros de estas estampillas.

Los Pink Elephant regalan ahora las famosas estampillas Gold Band, las que por la solides y antigüedad de su prestigio, son validas en toda la nacion. Mr. Carlson cooperó en gran manera, para que un moderno Centro de Redencion de estas estampillas, fuera construido en San Jose, donde ya esta operando regularmente.

Es así como Mr. George Carlson, a través de sus tiendas es una fuente inagotable del bien hecho a sus semejantes en su forma mas admirante y excelente: la colectiva.

La innata bondad de este hombre extraordinario, tiene su expresión mas culminante en el hecho, de aceptar la invitación de apadrinar las Bodas de Plata Sacerdotales de me querido hermano Jesus. Y de ofrecerme acompañarnos en nuestro viaje a México, cuando llegue la fecha de este acontecimiento cumbre en la Historia de mi familia que ya se vislumbra en un futuro no lejano.

La emocion me embarga profundamente, cuand al despedirme estrecho la mano franca y cordial de George Carlson, el prócer de los comerciantes locales que siendo grande como hombre de negocios, lo es más todavía por la grandeza de su corazón y lo noble de sus sentimientos.

Me despido, persuadida de que la grandeza de George Carlson, se funda en la bondad y en hacer el bien a todos derramandolo a manos llenas. Acaso George Carlson se inspire en el bellísimo pensamiento de Julio Michelet expresado en estas lunínicas palabras: "Hacer el bien en su tiempo, es trabajar para los siglos del por venir".

Dr. Noe Arrazate, D.C.

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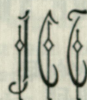
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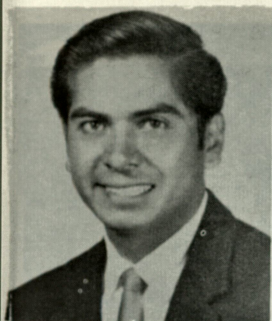
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Those of you who failed to attend the GI Forum's Sweetheart Ball missed out on one of the best Coronations held in years. It was a tremendous success as proven by the standing room only crowd. Another first was scored in California when this San Jose Chapter had the National GI Forum Queen, GI Forum Queen, Gloria Gonzalez, flown over from San Bernardino via PSA to attend this function. Hear that Santa Clara! Everyone was in high spirits and had a ball. I especially enjoyed myself as I had the privilege of escorting Gloria Gonzalez to the Sweetheart Ball. And she is an absolute doll! There were 7 lovely contestants for the title of Queen of the San Jose GI Forum. It was extremely difficult to choose between them and no one envied the difficult roles of the four judges. The new Queen is Maria Linda de los Angeles and she was crowned by outgoing Queen Anita Pimental who represented our chapter so charmingly these past 12 months.

1st ANNIVERSARY

Saturday, the 25th of March, commemorates the first anniversary of the Peregrination to Sacramento by the United Farm Workers and their supporters. Accordingly, there is planned a car caravan with food for Delano. Flour, rice, and beans are stressed. So set this date aside and join the Delano March from Filipino Hall to the site of the new Service Center. On arrival the United Farm Workers will dedicate the ground of their new Service Center. Remember the date, March 25th. Viva Los Peregrinos! Viva La Huelga! Viva La Causa!

THE JAYCEE CONVENTION

Jose Martinez and I attended our first Junior Chamber of Commerce Convention which was held at Stateline on the Nevada side of the border, February 10th, 11th, and 12th. We were accompanied by a bus load of fellow Jaycees including a few wives. As this was Jose's as well as my first Jaycee trip, we

were unacquainted with what necessities to take along on the trip. As it was, our section appeared to be the "dry state" section of the bus. Our first lesson.

We arrived at Stateline with the best of intentions to attend faithfully all the functions held. But immediately we found our will power was unusually weak and the itchy feeling strong. We became obsessed with returning home filthy rich. We began with our change on the slot machines. A stroke of luck! After dumping in a few coins, I came up with a jackpot. "This is my day," I said. "It's the best start I've ever had and the odds are finally coming my way." Jose also wins a few bucks playing blackjack. However, fate is against us. We have to return with the group to check into our motel. It's late, we are tired, and ahead anyway, so we decide to hit the sack.

The next morning we're off to a good start. We receive a phone call at 8 a.m. informing us that breakfast for new members is between 7:30 and 8:30 a.m. but that to receive our breakfast tickets we must first register for the Convention. Naturally, we arrived for breakfast just as it had ended. So we decided to do the next best thing and tried a liquid diet. Later Saturday morning we sat in the Ways and Means Committee discussion and picked up a few ideas on fund raising. Luncheon followed at one of the hotels and featured ex-Olympic great, Congressman Bob Mathias as main speaker. The General Assembly met the rest of the afternoon and passed on several resolutions. In between the meetings Jose Martinez was holding his own and I was meeting disaster at the tables. Our Jaycee Buffet Dinner almost turned out to be another disaster. Only 600 Jaycees were expected at Stateline so dinner plans were made accordingly. But, surprise, 2000 Jaycees made the trip. It took Jose and me almost 2 hours to reach the buffet. We were so hungry we were eating the table cloths.

Then the fun began. We attacked the blackjack and roulette tables with renewed vigor. At 2 a.m. Sunday morning, we saw Sammy Davis' great show at the Sahara. It alone made the trip worthwhile. We slept a few hours and then returned to the scene of of action. I managed to hold on to my last ten dollars as did Jose. So we didn't quite leave Stateline penniless. But as we looked back from the end of the bus, we vowed to return with a vengeance.



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El Excentrico

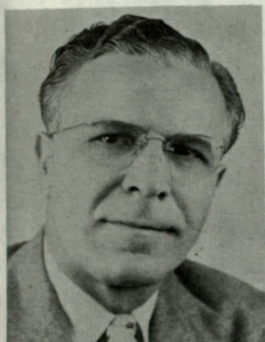
HUMBERTO GARCIA

274 TERRAINE ST. - SAN JOSE, CALIFORNIA

HUMANITARIAN VIEWS - GOD OF LIFE--Dr. Javier Torroella (left) of Mexico, prime mover in a campaign to fight widespread blindness in the highlands of his country, marvels at a unique "God of Life" statue. With him are Dr. Helen Pryor, president of the Palo Alto Neighbors Abroad organization, and Bernard Hern, Senior Projects Coordinator at Lytton Savings & Loan, Palo Alto. Dr. Torroella recently visited the Palo Alto Lytton Center's rare display of pre-Hispanic Oaxacan art and artifacts. The Lytton show's elements came from the area in which he is waging his crusade against eye diseases so prevalent among the descendants of Mayan Indians. An aphthamologist, Mr. Torroella reports that in the remote mountain areas in



which he works, he often turns to village witch doctors for backing.



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Dia de la Bandera

En la grafica el Hon. Consul de Mexico Sr. Adolfo G. Dominguez estrecha la mano del mayor de la ciudad Ronald James quien dono una bandera americana a la Comision Honorifica Mexicana, Inc. de esta ciudad. El general de brigada y presidente de la C.H. Mex. Don Daniel Saldaña hace acto de presen- cia. El acto se verifico el dia 24 de Febrero en el Montgomery Theatre, durante un lucido programa Musical y Champagne reception.



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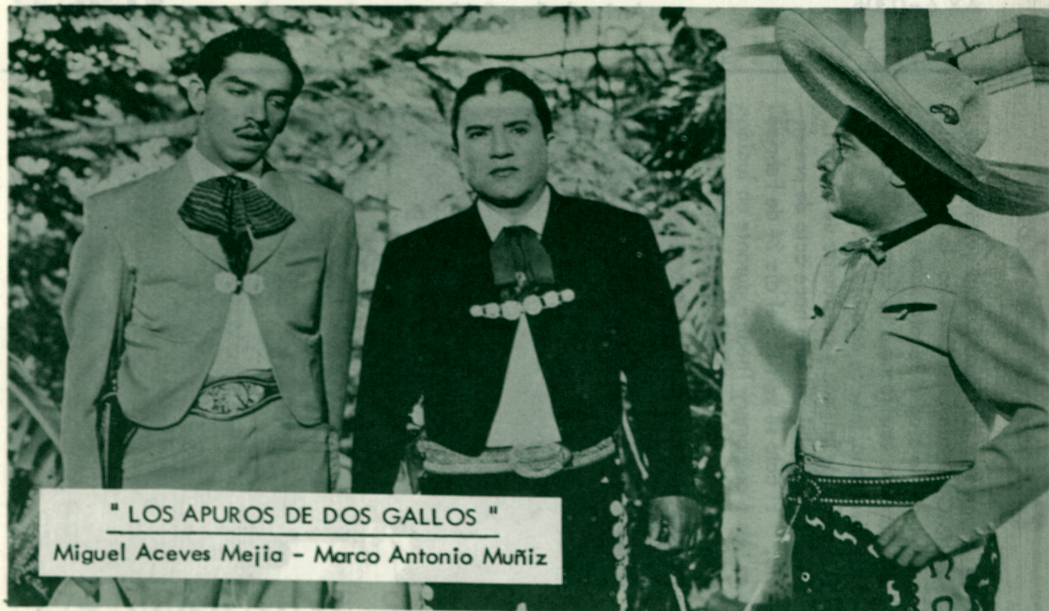
EL TEATRO DE LOS (*Premiere*) ESTRENOS



" EL PROCESO DE CRISTO "

Julian Soler - Wolf Ruvinskys

Domingo, Lunes, Martes 5 - 6 - 7 de MARZO



" LOS APUROS DE DOS GALLOS "

Miguel Aceves Mejia - Marco Antonio Muñiz