



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 14, Num. 10

MARZO 5, 1964

SAN JOSE 10, CALIFORNIA



Fashion Show & Queen Contest

Hawaiian Gardens Terrace Sun. March 22 2 to 5 p.m.

Auspices American GI Forum Ladies Auxiliary



Ed Camuney

MRS. EDDIE TORRES, Publicity Chairman of the San Jose Ladies Auxiliary of the American GI Forum is the guest columnist for today.

WALTZ INTO SPRING

Once again this is the time of the year to make early reservations to attend the 3rd Annual Fashion Show and Queen Contest scheduled for Sunday afternoon, March 22nd, from 2 to 5 PM, which will be held at the lovely Hawaiian Gardens Terrace.

This will be an afternoon of enjoyment for all you ladies and gentlemen, for you will view the latest in fashions and hairstyles.

The fashion style showing will be featured by J. Silber's of San Jose, while Magic Mirror and House of Earl will provide the latest in hair styles.

Highlight of the afternoon will be the coronation of Miss GI Forum of San Jose. The winner will represent San Jose in competition for the State title at the GI Forum State Convention to be held at Pico Rivera June 26 to 28th. Contestants will be Miss Lilian Lozano representing Club San Felipe, Miss Gloria Viramontes representing Club Selene, Miss Patti Valenti representing Los Amigos Golfing Club, Miss Mag-

dalena Azdar representing Club Riviera and Miss Stella Maldonado representing Club Zanzaree. Contestants will be judged on beauty, poise, personality and speech. They will Waltz Into Spring, with the latest fashion ensembles from J. Silber's of San Jose and the latest in hair styling provided by the Magic Mirror and House of Earl Hair Stylists.

**Ed Camuney asked me to insert the following political note in the column. Congratulations to the voters of San Jose for passing the school bond issue. Any investment in the education of our youth is bound to be a good one.

Don't forget the coming election for trustees of the Eastside Junior College District. We have two highly qualified candidates in Nash Galindo and Fred Lucero both college graduates, who have a good knowledge of the problems of the community, school dropouts and vocational training etc. We ask that you vote for them not because they are Mexican Americans but because they are qualified. If elected they will be a credit to the entire community.

We will see you at the Los Amigos Golf Club Semi-Formal on March 7th.



WEDDING INVITATIONS



Widest selection
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Humberto Garcia
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MODELS:

Top row, Left to right: Miss Dora Gutierrez, Mrs. Hank Coca, Mrs. Burt Gutierrez, Miss Delia Rodriguez, Mrs. Raul Sanchez, Mrs. Robert Baca.
2nd Row, Sitting: Miss Penny Beltran, Miss Gloria Rodriguez, Mrs. Ben Torrezillas, Mrs. Frank Ortiz, Mrs. Robert Vasquez.
Not pictured: Mrs. Pete Navarro, Mrs. Richard Cecchi, Mrs. Randy Fitzgerald.



Nat'l. Beauty Salon Week

Para festejar la Semana NATIONAL BEAUTY SALON WEEK que fue del día nueve al 15 de FEBRERO Lupe Rebecca Lopez propietaria de LU RE'S BEAUTY Salon invito a las niñas del 5to grado de la escuela Selma Olinder para darles una conferencia en peinados estilos, apariencia y personalidad. Y naturalmente no faltó el pastel y refrescos.



En la foto Lupe Rebecca con parte de las niñas que atendieron a esta instructiva conferencia. foto excentrico...



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195 DEVINE STREET SAN JOSE 10, CALIFORNIA



"EL MACHETE"

*Luis Miguel
Valdez*

FROM BACKWARD AGRARIAN MEXICO, the raza moved straight into the agrarian American Southwest. It was only a change of scenery. White cotton fields replaced the green fields of maguey, but the hard economic whip of the Mexican hacendado passed to the hard-knuckled hands of the Yankee farmer.

Raza ownership of land was out of the question. In Mexico, Emiliano Zapata and Pancho Villa were respectively shot and killed in 1919 and 1923 for overzealous devotion to this basic need of our people. Long before this, around the turn of the century, the open land of the American West had become non-existent. On either side of the border, the Mexican found himself not as a settler or homesteader but as a virtual twentieth century serf, a farm laborer, and which is worse or maybe not so, a nomadic one -- a migrant.

HIGHWAY 99 -- Memories of Migration

The red 1938 Chevrolet truck that looked like my father, Pancho, stood hot beside a tired Almond tree in the late Bakersfield Spring. The rough splintered bed of the truck was piled high with fractured near-depossessions, and a tiny black ant was crawling on my knee. I took a swat at a stupid fly, missed, looked at the truck again, and feeling a pang of insecurity, I squashed the ant.

The truck wheezed and hacked and choked as we pushed it down the block. It started.

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

The curb in front of the PIXLEY GREYHOUND BUS DEPOT was full of cigarette butts. From the truck bed I spit at a still-burning cigar butt. I missed....

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

YOU ARE NOW ENTERING TULARE, CALIFORNIA -- HOME OF BOB MATHIAS, OLYMPIC CHAMPION.

"Papa, what's oleeppek?"

"SIENTESE, CABRON."

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

YOU ARE NOW ENTERING FRESNO, CALIF.

"Gee man, Fresno's a great big bridge where you can look down and see a lotta trains all over the place!"

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

"La Cucaracha, La Cucaracha
Ya no quiere caminar
Porque le falta, porque no tiene
Marijuana que fumar!"

"Marijuana? Papa, what's marijuana?"

"SIENTESE, CABRON!"

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

YOU ARE NOW ENTERING MADERA, CALIFORNIA (Kiwamis, Optimists, Lions Club, American Legion).

"My tia Cuca is buried in Madera. Nobody told mi mama when she died, not until two weeks after...."

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

"Mama, I wanna taco!"

"Ay, hijo mio, como eres necio!"

"Panchito, stop opening your mouth when you eat your taco! It makes me wanna vomit!"

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

YOU ARE NOW ENTERING LOS BANOS, CALIFORNIA (Last stop before the mountains).

"Los Baños? The Baths?"

"Gee man, look at the lomas!"

(Ladies and gentlemen, for your information, the little red and yellow Shell station located approximately 2 miles before entering the foothills of the Northern Coastal Mountain Range of California, has dirty things written on the restroom walls. Please ignore.)

"Papa, quien es KILROY?"

"SIENTESE, CABRON!"

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

STATE OF CALIFORNIA, DEPARTMENT OF HIGHWAYS SUMMIT: PACHECO PASS

"Pacheco? I got a tio Pacheco.....only he is dead now, because we went to his wake in Delano and I remember they served chocolate and pan Mexicano and the flowers stunk and I was afraid to go to sleep."

YOU ARE NOW ENTERING SANTA CLARA COUNTY.

HIGHWAY 99

HIGHWAY 99

HIGHWAY 99

"Hey man, look at that! Hijola, la costa!"

FARM LABOR INFORMATION

STATE DEPT. OF AGRICULTURE

MAIN OFFICE, SANTA CLARA COUNTY

Pickers Wanted, Apply Inside

(And that is where it always came to an end, or a beginning, depending on how old you were. I remember the "Sanchez" tribe from Los Angeles; they

continued next page

worked with us for five summers, and most of the children were girls. I saw one of them brown and naked in the camp showers one day. Or the "tirados" from the Valley; they signed a contract to pick prunes with us one year, and then ran off in the night after the lush first picking. Those who have run the migrant path need not be told what could and did happen. But, our feelings about that life must now spring from memory alone. The Mexican migrant is rapidly fading from the fields of the American West.)

HIGHWAY 99
HIGHWAY 99
HIGHWAY 99

Once we were little black-eyed children
Fully Mexican, dry hair and all,
Singing the Song of 99
The endless path to endless wealth away.

HIGHWAY 99
HIGHWAY 99
HIGHWAY 99

Then we came to the summit.

YOU ARE NOW ENTERING A NEW LIFE
TOTALLY UNLIKE ANYTHING YOU POOR
MEXICANS HAVE EVER KNOWN
SO BRACE YOURSELVES

We stood on the summit and looked down. Little dark faces peering over the side of the truck. Two brothers, two sisters (the first four of ten). Not cute, you understand. Only Mexican. And scared.

Had we only known.....that our eyes were ANCIENT INDIAN EYES (Because Ancient Mexico had its beautiful women, and the Spaniards were only human, after all) ANCIENT INDIAN EYES, shaped like almonds...more ancient than the centuried valleys of fabled California.

HIGHWAY 99
HIGHWAY 99
HIGHWAY 99

Little tremulous string of CHERRY PICKERS
Come like Ants through the Bering Straits
Twenty thousand years ago
Twenty thousand years ago
Little string of little people
Who are you? Who are you?
Quien sabe.....quien sabe.
Where are you headed? Where do you go?
Dios sabe.....Dios sabe.

Luis Miguel Valdez

4th & Taylor Barber Shop

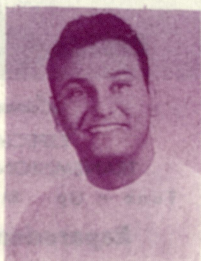
Niños \$1.35

Adultos \$1.75

ABIERTO: Lunes a Sabado
9:00 a.m. a 7:00 p.m.
Domingos 9 a 3:00 p.m.

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y Pedro Gonzales



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CY 2 - 4273 195 DEVINE ST.

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HUMBERTO GARCIA

Director

DAVE E. SIERRA

Assistant Editor

COLABORADORES

AMERICAN GI FORUM

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GILBERT SOLAREZ

SIMON VILLA

CLUB ZANZEREE

Maria de la Luz SANCHEZ

Esta Revista no se hace responsable de ideas u opiniones en articulos firmados



Views & Reviews



Robert Rodriguez

WHO AND WHERE IS THE POWER???

Among California cities with a concentration of Mexican-Americans San Jose stands majestically as a city where Mexican-Americans are a political non entity. It should be evident to all of us that all City Hall has to do is toss a bone once in a while to keep us happy. Most of the time not even that bone is necessary. There is nothing in this town that resembles anything of a Mexican American power structure.

Credit must be given to MAPA who have tried even though they have not found unanimous community support. Politics is a vicious game and misunderstandings can easily be created. This doesn't mean that they cannot be cleared.

Who then is the power? MAPA? CSO? GI FORUM? ULAC? Individuals perhaps? Dr. John de Heras, Nash Galindo, Hector Moreno, Louis Hevia, Jose Lopez, Hank Coca, John Torrez, Louis Zarate, Juan Ramos, Leonard Ramirez, Daniel Saldana, Friday Aguilera, Pompeyo Garcia, Fred Lucero, Bill Lopez, John Castro, Ernie Vasquez, Sal Lopez, Candy Veliz, Eddie Camunez, Richard Gomez, etc. etc. How about the Comision Honorifica who draw people in droves to their festivities? How about the people who control the communication media such as the newspapers and radio stations? How about the many social clubs? How about you who has perhaps never bothered to express your feelings?

The essence of politics is power, the struggle to obtain and to maintain it, and the use made of it and political power can be exercised only by a minority of the population. We are not going to interest all Mexican Americans in politics but we can certainly encourage them to at least go to the polls and cast their votes as they see fit.

We hear cries time and again about the fact that the Mexican American is not united. We may differ but that does not mean that we are not united. There is much unity in our community now. If there is no unity for political recognition of the Mexican American it may be simply that we have never tried to get together a good cross section of our community. The members of organizations that have an interest in our political betterment should be brought together. They should be joined by other citizens who are influential or interested even though they may not belong to any of the existing organizations. For once we should forget our petty jealousies and mistrust and approach the problem with an open mind and be will-

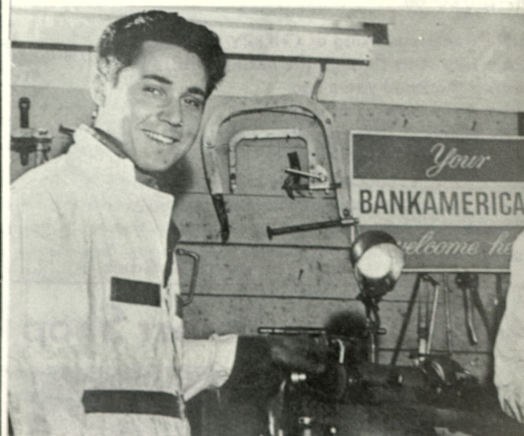
ing to bend a little. It matters little if the conclusion is reached that we should all join MAPA, or operate as a group representing a cross section of organizations or operate thru ULAC. The important thing is that to continue as we have been -- everyone pulling in a different direction -- is a complete waste of the talent and power that we possess. Divide and conquer has been a good technique of war. It is happening to us HERE AND NOW. We are at fault, we are to blame, we are permitting this situation to exist and only we can correct it.

I would be most happy to volunteer to serve in a steering committee to bring all our community leaders together to make a sincere effort to look at our political problem in depth. I feel that once we can sit down and talk about it solutions will begin to present themselves. Those interested may contact me at 266-6732 evenings and weekends or may communicate with me at 2797 La Jolla Avenue, San Jose. Without some kind of political unity we are lost and to presume otherwise would be the height of folly.

REMEMBER TO VOTE ON MARCH 10TH

Make it a point to vote in the San Jose Junior College Board of Trustees Election on March 10th if you live in this district. Remember that Nash Galindo and Fred Lucero are running. They are asking for your support based on their qualifications. Call your friends and members of your family to go to the polls. It takes little of your time and the results could be our first breakthrough into elective positions in San Jose and can give much encouragement for other candidates to run for the City Council in 1965.

Checkerboard GARAGE TALLER de MECANICA



Lionel Banda

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

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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Semi - Formal \$5.00 couple

In picture RAY GARCIA 1963 Club Champion receives
trophy from Queen Jessie Ortega

EXCENTRICO camera has been contracted to cover this
event. Souvenir photos will be available.



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**OMAHA
WOODMEN**
Life Insurance Society

Frank P. Crawford, FIC
Field Representative

Bill Martinez, Secretary, Campamento Puerta de Oro, Omaha Woodmen, today announced the annual installation of officers to be held at Germania Hall, 261 South 2nd Street, Saturday, March 21st. The meeting will begin with an introduction of new members at 7:00 P.M. followed by the installation of officers. The installation will be performed by the Capital Camp Sacramento Degree Team.

Concul Commander (The primary officer to be installed) is Pompeyo Garcia, a well known leader in the Mexican American community. Other officers to be installed are Vincent Chacon, Leonca Gallegos, Nick Agundez, Franck Davilla, Alfredo Guitierrez.

The guest speaker of the evening will be Charles J. Fry, State Manager of the Woodmen Society. The Puerto de Oro Camp will host all other Woodmen members of Santa Clara County and friends and guests of the members to a Mexican dinner at the close of the affair.

Martinez is assisted in promoting the fraternal program in Santa Clara County by Special Representative Frank P. Crawford, 1994 Heatherdale Avenue, San Jose. The local lodge meets for its regular meeting the 4th Thursday of each month in the Social Hall of the Citizens Loan Bldg. at 50 North First Street.

The local unit is proceeding to sponsor a charter for a boys of woodcraft sportsmen club for youth under age 16. Information may be obtained regarding the society by calling CY 2-7149 or 243-9226.



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Roving Reporter Richard Diaz catches three lovely young ladies in the act of enjoying Club San Felipe's Valentine's Dance. From l to r Maria Lupe Morales, Grace Diaz and Estella Morales from San Jose.

Jo-Mar BEAUTY SALON

Salon de Belleza Mexicano

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Se localiza en la esquina Delmas y Auzerais

CY 2 - 2550 385 Delmas Ave.

Al Recordado Heroe



John F. Kennedy

Antorcha luminosa,
Piramide de luz,
Serena y majestuosa
Montaña de la Paz
Tu vida esta en el seno
De tu Patria querida,
Tu lema sera siempre
Amar la Libertad.

Eres el mismo hoy,
Como lo fuiste ayer,
Y lo seras mañana,
Seguiras siendo el Heroe
De fuertes y de debiles,
Amigo de Naciones
Y de otros Continentes,
Asi como Abrahan Lincoln
El gran Emancipador,
Asi como Bolivar
El gran Libertador
Asi, eres tu Señor.

La gloria del mañana,
El canto del amor,
El Presidente amado
De la nueva frontera,
Uniendo con los lazos
De una misma idea,

A todas las Americas
En una cordillera
De alianza y de progreso
Para guardar la Paz.

La luz de un nuevo dia
Hara cesar guerra,
En todo el Continente
Y por toda la tierra,
Se oira el clarin sonoro,
Y las trompetas de oro,
Tocando el glorioso Himno
De la nueva frontera
Que ha quedado escrito
Porque tu lo escribiste,
Derramando tu sangre,
Como lo hiso en la cruz
El divino Jesus
Por amar a la jente,
Y a la America entera
Oh Señor Presidente
Le has dado nueva gloria,
Y una nueva frontera.

Augusto Medal
San Jose, California
Enero 1964

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Club Riviera



Harold Martinez

Club Riviera takes time out to salute the United Food Drive Committee and the members of the United Latin American Council for the outstanding effort put forth in the 17th Annual United Food Drive.

The most successful drive ever was kicked off on Friday evening, February 21st at the Azteca Hall with a very outstanding Talent Show. Some of the finest amateur and professional talent put on their finest acts before a crowd estimated at over 300 spectators. The program was brought to a close by a hilarious act by the Mexican Beatles. Portraying the Beatles were Rudy and Paul Belluomini, Gil Solarez, and Tony (Ringo) Guillen.

The Gran Tardeada held at the IES Hall on Sunday, February 24th, culminated the fund raising activities and thus ended the most successful Food Drive ever held. The crowd at the dance was estimated at about 1000 people. Doing a great job with the music were Becho Gloria, Jess Escobar, Chris Carmona and Connie Caudillo, who originated the Food Drive 17 years ago.

The Beatles made their appearance at the dance also but were unable to put on their act because their record player had some "bugs" in it.

The merchants who contributed to this year's drive deserve a large share of the credit for the success of the program. The donators are too many to mention but thank you for all your help, merchants.

NORTH BEACH TALENT SCOUTS ATTENTION!

He said he'd take him out in 'eight',
But Gaseous Cassius couldn't wait.
With a little help from Heaven,
He took him out in seven.
Sonny's not 32, he's older,
That's why he hurt his shoulder.
Of course we all know now who's the greatest,
But have you heard the latest?
Clay doesn't want to get Sonny back into the ring,
Because he's already proved he's "King".

HAPPY BIRTHDAY WISHES

Belated Happy Birthday Wishes go out to our President, Frank Espinoza, Mrs. Vivian Ramirez, Tony and Jim Trillo, March Birthday Wishes go out to my parents, Mr. and Mrs. J.F. Martinez and to myself, Happy Birthday.

COMING EVENTS

The American GI Forum of San Jose is holding their annual Fashion Show and Queen Contest on March 22nd (my birthday) at the Hawaiian Garden Terrace Room. The theme for this year's show will be Waltz Into Spring and will take place from 2-5 PM. Tickets may be obtained from Mrs. Pedro Gonzales (295-0336) and Mrs. Charles Padilla (251-2288).

Club Riviera reminds you of their upcoming 11th Anniversary 1st Annual Semi-Formal Dance which will take place also in the Terrace Room of the Hawaiian Gardens on May 16th of this year. The music will be provided by Los Elegantes from Stockton and San Francisco.

PRESENTING UNITED FOOD DRIVE COMMITTEE

Photographer Richard Diaz snaps the shutter on the committee for the 17th Annual United Food Drive campaign. From l to r, President Richard Gomez, Vice President Fred Lucero, Recording Secretary Mary Vergara, Treasurer Lena Manriquez, Awards Committee Chairman Harold Martinez, Food Concession Chairman Lupe Gomez, Talent Show Chairman Candy Veliz, Dance Committee Chairman Pat Vasquez, Beer Concession Chairman Ray Villegas, Raffle Chairman Mike Ybarra, and in the background Jess Escobar (far right) and his band.



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Mrs. Janet Kaczmarek, Prop



Wins Scientific Grant

WINS, SCIENTIFIC GRANT. Lowell W. Bradford (right), Director of County Laboratory of Criminalistics, looks on as distinguished visitor last week, Dr. Andreas Maehly, Swedish forensic chemist, examines spectrophotometer, instrument on which Bradford will do federally financed study on drug identification, measurement.



ELECT

IGNACIO (Nash) GALINDO

San Jose Jr. College Board of Trustees

Graduate of University of Southern California

Board Member of Y.W.C.A.

Chairman MAPA 1962 - 1964 - Long Time Civic Leader

Protect - Strengthen Academic Freedom

Expand Vocational Training

Continuous Adult Educational Program

An additional Jr. College within 5 years

Your SUPPORT APPRECIATED



VOTE Tues. MARCH 10



Simon Villa



UNION CITY, CALIF.

Years Ago

Many years ago, when the United States was still very small, there were only a few newspapers. They were not printed every day, but only once or twice a week.

The papers were very small and much of the news came from Europe. The first daily newspaper was printed in 1774.

When Benjamin Franklin was 23 years old he started a newspaper in Philadelphia. His articles about what was going on showed he was very wise.

Every year for twenty years he printed an almanac called "Poor and Richard's Almanac." It has many wise sayings:

One today is worth two tomorrows.

We are never too old to learn.

Never leave that till tomorrow which you can do today.

A small leak will sink a great ship.

Lost time is never found again.

Because Benjamin Franklin was so wise he was selected to help make the Declaration of Independence and the Constitution of the United States.

When the Declaration of Independence was being signed John Hancock said to the men standing near, "Now, no pulling different ways. We must all hang together in this matter."

"Yes," said Franklin, "or we shall all hang separately!"

#

GRAN CAMPAÑA DE REGISTRACION DE CIUDADANOS NORTE-AMERICANOS

El domingo 16 de Febrero del presente año 1964, tuvo lugar una gran campaña de registracion en la Decoto Elementary School de la progresista ciudad de Union City, California.

La registracion se efectuo de las 2 hasta las 6 PM. Todas las personas que concurrieron se encontraban llenos de regocijo, por las lindas vibraciones que presento el conjunto Los Gavilanes delectando con sus mejores melodias.

Tambien se hizo notar el simpatico grupo de jovencitos que fue presentado por la distinguida y amable Lupita Suarez, los jovencitos presentaron algunas atracciones artisticas que fueron muy aplaudidos.

La campaña de registracion estuvo a cargo de algunas organizaciones, representados por los siguientes personas:

Sr. Bert Corona, Secretario del Estado, representante de la organizacion nombrada MAPA de Oakland; lo acompañaba el honorable y distinguido licenciado Sr. Jose Ramos, Presidente de la misma organizacion MAPA de la ciudad de Oakland.

Sr. Cesar Mendez, Presidente del CSO de Oakland; Sr. Henry Franco, Presidente de la organizacion Mexican, Pro-Becas; Sr. Bernie Morales, Presidente del American GI Forum de Union City; y el distinguido y apreciable Sr. Micheal Caro, Presidente de la organizacion nombrada MAPA, y el estimado Sr. J. Piedad Fernandez, Expresidente de el Committee Pro-Becas y organizador de la Banda de Guerra de Oakland, California.

Todo esto se debe a las actividades del Sr. Jesus Alonzo Cardenas, Expresidente del American GI Forum de Union City, y representante de las organizaciones mencionadas. Las personas que se registraron en esa fecha hizo un numero de mas de 500 personas.

La revista EL EXCENTRICO de quien es Director el distinguido y digno amigo Señor Humberto Garcia y demas colaboradores, dan un saludo cordial a todos y cada uno de los miembros que forman las diferentes sociedades ya mencionadas y al mismo tiempo les desea a todas las personas registradas en esa fecha, gocen el privilegio mas sagrado que la Constitucion de los Estados Unidos de Norte America concede a sus ciudadanos..... ¿Cual Derecho?

El derecho de Votar!!!!

..... por Simon Villa
Union City, California
Febrero de 1962

ENGAGEMENT

Miss RUTH LARA daughter of John and Ines Lara
has announced her engagement

to Mr.

RAY QUESADA

son of Mr. and Mrs. Ray Quesada
of Fresno, California

The wedding date has been established to be
some time in December of this year.

Dr. NOE ARRAZATE, D.C.

PRACTICA GENERAL

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

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February 1, 1964 was a very happy occasion for Mr. SALOMON and ANITA RAEI, for on that day they celebrated their 35th WEDDING ANNIVERSARY their sons and daughters and grand children got together at their home at 246 N. 13th St. San Jose and again at the Seventh Day Adventist Church.

From left: Pat and Eleanor Rael and Daughter and Son, Eloy and Isabel Rael and daughter, Esther Rael, Mr. Salomon and Anita Rael, Regulo and Eleanor Nieto and son and daughter, Julian and Josie Vargas and son.

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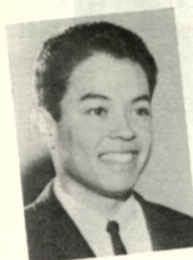


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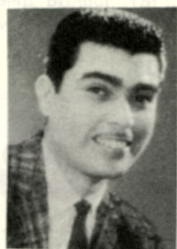
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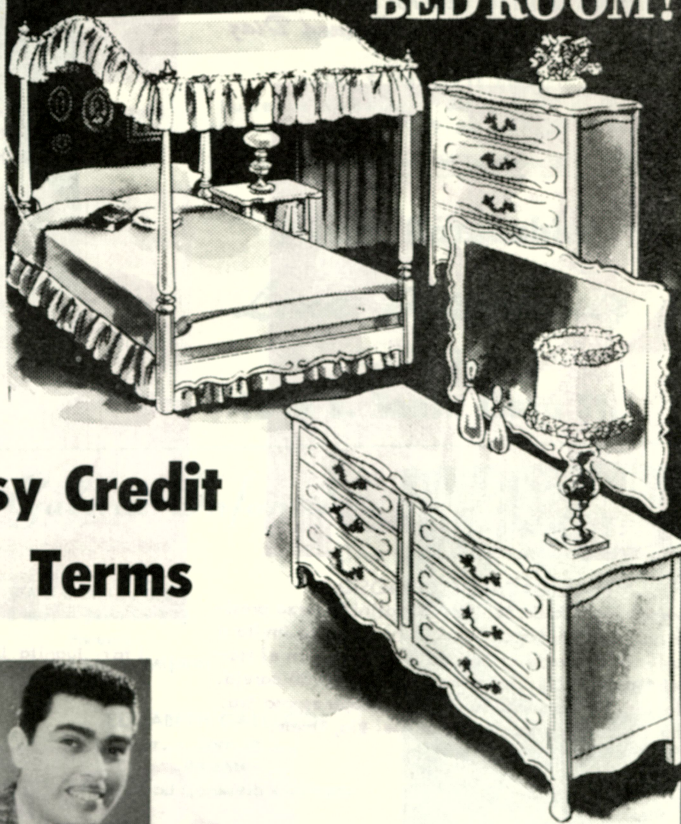


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★ ★ ★
EL FOTOGRAFO
de las
ESTRELLAS ... I

Richard Diaz



Nuestra camara captura al incomparable Richard Zertuche en el Azteca Hall durante el baile del A G I Forum, a su derecha; la autoridad maxima.



■ EL MARIACHI DESCONOSIDO ■

Oh perdon, se trata de Benito (Mussolini) Garza presidente de Los Amigos Golfing Club, quien los invita a el Baile semi-formal el Sabado 7 de Marzo en el Hawaiian Gardens. Los bids estan de venta \$5.00 pareja. En la foto le acompaña su gentil y guapa esposa Sra. Bertha Garza. Si eñor... son de Del Rio, Texas.



Ltor: Juanita Jimenez, Tony and Irene Flores from Del Rio Texas. Tony works for Del's Billiards in Milpitas.

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Sr. y Sra. Nick Sanchez

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Lamentamos no tener los nombres de las dos damas en seguida de los esposos Moreno.

La foto fue tomada en el Azteca Hall.



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(to be continued)



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Aqui... MEXICO



Catalina Barragan

Mexico Arqueologico

Para testimonio que la tradicion cultural de Mexico data de epocas muy, pero muy lejanas, estan las numerosas ruinas arqueologicas que se conservan en todo el pais. Las exploraciones arqueologicas han demostrado que hace cuando menos 10 mil años los hombres que habitaban el Valle de Mexico, ya fabricaban diversos implementos de piedra, y que, 1000 años antes de nuestra era los habitantes de esta region practicaban la agricultura y tenian ya una religion de la cual era figura principal el Dios del Fuego.

Numerosos vasijas, pequeñas esculturas, grandes frescos, etc. nos dan una idea de la gran sensibilidad artistica de nuestros antepasados asi como de sus costumbres, trajes y vida en general.

El gobierno Federal esta poniente cada día mayor atencion e inversion economica en la restauracion de las zonas arqueologicas, de manera que-- nuestros visitantes, no solamente puedan llegar a ellas sino disfrutar de toda clase de comodidades en las rutas. Ademas del interes por la conservacion de las joyas arqueologicas existe el interes de dar a conocer no solo a los mexicanos sino al mundo entero nuestro origen, nuestra historia, nuestras tradiciones de las cuales estamos muy orgullosos.

No obstante que no es mucho lo que yo puedo decir sobre arqueologia, puesto que no soy maestra en la materia, durante el presente año, Dios mediante, mis articulos estaran relacionados con las ruinas arqueologicas de Mexico, esperando que cumplan su objetivo; lamentando tan solo no poder escribir para que todos los lectores de esta revista leyeran mis articulos en su idioma.

ST. JOSEPH'S SHOP

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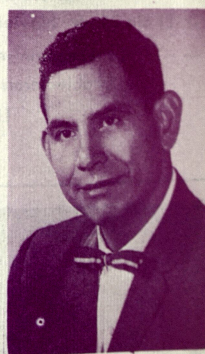
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Daniel Saldaña

Sr. Luis Miguel Valdez (El Machete):

Su artículo me sirvió de tarjeta de presentación, ya se que no es periodista. Perdóne mi equivocación: SU ABUELITO TENIA RAZON.

--- Daniel Saldaña.

SERVICIO

El solo hecho de vivir en un lugar, nos obliga a trabajar en su beneficio; puede este ser una rancharia, un poblado, una ciudad o una gran metrópoli, cualquiera de estos sitios exige la atención y el esfuerzo de sus pobladores para su progreso. El bienestar de los habitantes depende de los habitantes mismos; a la medida de su esfuerzo sera recompensada su tranquilidad, su bienestar y su progreso. Las autoridades y los encargados de manejar los asuntos publicos se encontraran desorientados si la poblacion no toma parte activa estudiando los problemas que se presentan; son los moradores de un lugar los que saben lo que hace falta para su seguridad, su confort y su tranquilidad, y solo cooperando con las autoridades pueden conseguir esos objetivos.

Pongamos como ejemplo un poblado pequeño, que al transcurso del tiempo crece en tamaño y en habitantes, este poblado se enfrenta a la necesidad de aumentar sus centros comerciales, sus escuelas, sus parques recreativos, sus iglesias y su personal en las oficinas publicas; en todo ello esta manifiesto el esfuerzo de sus habitantes, son ellos los verdaderamente representan el adelanto de sus lugares de residencia.

Si en lugar de actividad y dinamismo, los habitantes de un pueblo se recrean en la holganza y la apatia, todo quedara estancado y a pesar de que el tiempo pase, el poblado no avanzara al ritmo de las comunidades con individuos activos. Esto demuestra que todos estamos obligados a dar servicio al alcance de nuestras capacidades; el evadir responsabilidades, es detener el desenvolvimiento natural que toda comunidad tiene que manifestar, como parte integrante de un grupo de poblacion mayor, ya sea un Estado o una nacion.

El vivir en una comunidad sin ayudar a solucionar sus problemas, dejando a otros esa responsabilidad, es como entrar a un banquete a comer sin pagar boleto; es decir disfrutar de lo que otros hacen, sin molestarnos en el esfuerzo que se requiere para hacerlo.

El derecho a comodidades, seguridad y bienestar se adquiere con la obligacion de trabajar por conseguir esas comodidades, esa seguridad y ese bien estar; sirviendo a nuestra comunidad nos servimos a nosotros mismos.

Va a ser un dia helado en el infierno, el dia que el TONTITO no escriba alguna estupidez.

Proverbio latino, traducido al español....

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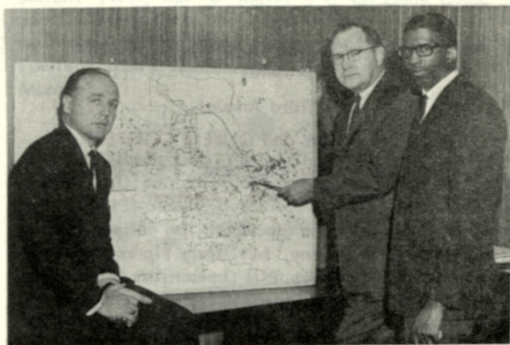
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728 N. 13th St.

JD PREVENTION CONFERENCE SET. March 31st, 1964, will be date of the countywide citizen conference in Sunnyvale. Hoping to reduce forest of pins on juvenile delinquency case map by new prevention program are conference planners Robert E. Nino, Co. Chief Juvenile Probation Officer; Juvenile Justice Commission Chairman Austen D. Warburton; and Willy S. Ellison, Delinquency Prevention Officer.

E. K. Nelson, widely known authority in the field, will be the keynote speaker. Nelson, formerly Director of the Youth Studies Center at the University of Southern California, is now Assistant to the Director, State Youth and Adult Corrections Agency.

"This is not just another conference for the pros in the field," Ellison stressed. "We'll consider the conference a failure if the pros aren't outnumbered by businessmen, educators, church people, housewives and other private citizens. This is everybody's problem and we need everybody's help."



J D Prevention Conference Set



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Sunday, March 22, 1964 Donation \$2.00

L to r: Lillian Lozano rep. Club San Felipe, Gloria Viramontes - Club Selene, Mrs. Larry Flores - Queen Committee Chairman, Mrs. Bill Lopez - Aux. Chairman, Patty Valenti, - Los Amigos Golfing Club, Magdalena Azdar - Club Riviera, (not pictured) Stella Maldonado Club Zanzaree.

excentrico photography...



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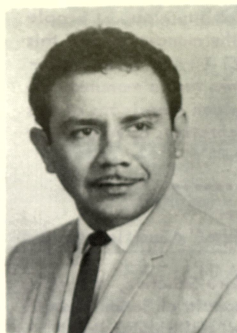
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CLUB
San Felipe

Candy Veliz

The participants of the Talent Show were superb. A million thanks to each and every one.

Wednesday the 4th was D Day for Tony (Pato) Guillen and Angie (Baby) Perez. They said their I do's on that day. Por fin se caso el incasable Pato. Haber si asi hay no hablan de el Cruz Tapia y Joe Flores. Congratulations and best wishes to Tony and Angie from Club San Felipe. In this photo are the newlyweds Tony & Angie Guillen, also Danny & Sally Castellanos and Joe & Delia Molina. The photo was taken by the ace of the lens, Richard, Juan Jose, Diego Days.



Frank and Ray Davilla deserve a lot of credit. The only empresarios that didn't have a tardeada so as not to compete with the Food Drive. Thanks Gents. Take in Las Tardeadas at the Rainbow on Sunday.

Saturday night dancing at its best also at the Rainbow. Do attend.

This "N" That

Shuffleboard

Shuffleboard wise it looks like Club San Felipe is not doing so good. I hear tell that Kilo Rabago, Carlos Garza, Jess Sanchez, Cuco Rodriguez, Richard Zertuche and Gilbert Maldonado from the Savoy on North Tenth beat the San Felipe boys, namely Joe Camarillo, Pato Guillen, Armando Menchaca, Joe Gonzalez, Luis Martinez, Joe Flores and Joe Reyes. The only ones that were able to pick up a win were Jess Medina, Eppie Gallego and Cruz Tapia. On the lighter side Songa Isais and Pato Guillen never seem to make more than 15 points. They call them the two 15's.

Mr. O, es decir Don Ricardo Zertuche is going to have 500 rabbit heads for sale on Easter Sunday. Salen las tatemas.



In this photo taken at the Valentine Dance, who are they? Left to right: Tony (Newlywed) Guillen, Luis (I want to sleep) Milchor, Ray (I want to talk) Barron. Next, not a movie star but Hank Coca, a good friend of the club. Next is Chandelier (crooked mustacho) Suitcase, Joe (let me see) Camarillo, Jess (perfect pose) Medina and Danny (I can pose too) Marquez.

Gilbert Isais (thanks for the use of the typewriter) celebrated his birthday on the 22 of February. All business places were closed. Was it on his honor or Washington's? Anyway, many happy birthdays, Gil.

Phil Villarreal is a great guy just so he does not sing "Cartas Que Van y Vienen."

Hank Coca, owner of the Furniture Discount House on 82 E. Santa Clara Street has the latest on stereo. Why don't you drop by and see the automatic tape stereos for your car. They are quite a gimmick are very reasonable, just like his furniture. Nothing but the best.

I had a talk with Mr. Arturo Salinas, Eleazar Martinez and Efen Velasco, of the Pro Kennedy Memorial Committee. These gents have the best interest at heart and they say that if there is a charlatan or an accomplice they will soon discharge them. Nice going men, the public couldn't accept nothing less.

The saying goes que buscale tres pies al gato y le hallas cuatro. Pues a Pancho (la gata) Dominguez le buscas y nada mas le encuentras dos y una esta quebrada. Que te alivies pronto, Panchito.

Missed seeing Mr. and Mrs. Beco & Gollita Bejarano and Mr. and Mrs. Manuel and Olivia Sylva at the Food Drive Dance. Que paso?????

Hear tell that Sam Guevara, Gama's brother, is going to be Lillian Lozano (Club San Felipe representative) escort. How did you swing that, Sam!!!!

Candy

**Obtenga su Revista EXCENTRICO
en las tiendas que aqui se anuncian**



*David
Sierra*

TO THE KENNEDY MONUMENT COMMITTEE:

It will be a VERY COLD day in hell when E. David Sierra contributes any money to that monument for John F. Kennedy. The reasons are many.

1. A very respected member of your committee told me personally that there was, in that committee, a person whom he did not personally trust.

2. There are rumors that a charlatan who formerly operated in another California city is now in San Jose and has started a newspaper which is supposed to have yet other members of your committee as part of the staff.

3. A member of your committee sold Miss Velia Duran a subscription to MAS GRAFICA, a magazine published in Los Angeles, and she received but three copies even though she paid for a year.

4. A member of your committee took monies belonging to a Little League Baseball Group two or three years ago.

5. A member of your committee has accepted money from various local businessmen for various reasons ranging from a magazine which was supposed to be published but never was, to the little league which was left holding the bag.

6. A member of your committee was seen tearing advertising out of the pages of EL EXCENTRICO (nuestro querido y viejo amigo, Maria de la Luz Sanchez calls it. She is 100% correct) at the San Jose Civic Auditorium, advertising paid for by a respected citizen of this community and advertising which provides a means of livelihood for our Publisher Humberto Garcia.

You now have the audacity to ask the people of this area to contribute money to a committee of which these individuals or individual are members? ARE YOU SERIOUS?

Point No. 7. If the objectives of the committee are to build a monument in the memory of our late President John Fitzgerald Kennedy, and NOT the self-glorification of certain individuals who are members of that committee, why were not other Mexican American leaders and organizations asked to join the committee? Why have not the United Latin American Council member clubs been approached to serve on the committee? When these questions are answered we are ready to render aid, financial and otherwise.

I am not the spokesman for any group of people nor do I represent the views of the management of this publication. I write as David E. Sierra, local Mexican American citizen who thinks that a monument to John F. Kennedy from the Mexican Americans of this area should be built by representatives of ALL of our community.

Señora Maria de la Luz Sanchez:

Le contesto su pregunta "A que le supo ese trago, Señor Sierra?"

Con todo respeto, Señora Sanchez, a Burgie, la cerveza refrescante que anuncia el Señor Jesus R. Valenzuela en su programa de el gallo quikiriki!!!

MY ESTUPEDEZ FOR THIS WEEK: El Señor Daniel G. Saldaña is a very intelligent individual and a competent journalist. He does not wait until someone brings up an issue before he writes about it (Crystal City, Texas; King Ha Muerto; Monumento Pro-Kennedy), and he is editor or assistant editor of two newspapers in addition to being correspondent for heaven knows how many more publications. He is a very necessary part of the Latin American community of San Jose. If he quit El Excentrico we would miss him. He really told that guy Sierra off.

EL MACHETE INTERESTING CONVERSATIONALIST

It was our pleasure recently to be host to EL EXCENTRICO Publisher Humberto Garcia and Luis Miguel (EL MACHETE) Valdez. To say that he is an outspoken individual is like saying that Cassius Clay is fond of the first person singular. Luis watched the Molina-Narvaez fight on the idiot box with us and then discoursed on politics, baseball, and politics.

I do not agree with everything he has to say and told him so. "You're a radical, a Communist," I said. Luis just smiles and launches into another subject. Very interesting talker.

Luis appears to have a grudge against the gringo. Whenever he gets tired of living in the good old United States, I know at least three Mexican Americans who are willing to finance a bus trip to T.J.

I STILL think he's an interesting talker.



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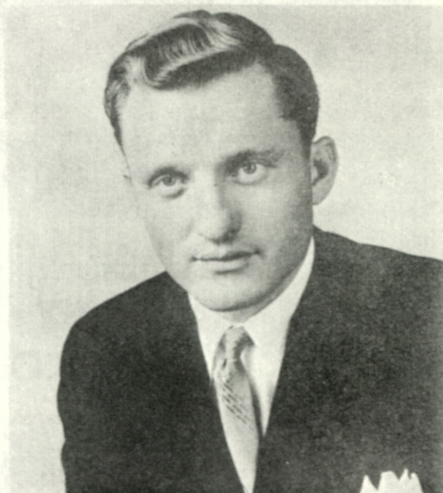


Pulitzer prize winning reporter

Edgar May, Pulitzer prize-winning New York reporter and author of "The Wasted Americans," will make two public speeches in San Jose Friday on the nation's large and challenging welfare problem.

The 34 year old journalist will speak first on "Our Costly Dilemma" at the San Jose Chamber of Commerce's Friday Forum Luncheon at Hotel DeAnza. Then at 3:30 PM he will address a larger audience in the County Welfare Department Auditorium at North First and Younger Streets in San Jose. Both appearances will be open to the public without admission charge. Invitations to both events were sent out two weeks ago, and large audiences are expected.

His book, "The Wasted Americans," published by Harper and Row and newly arrived in the bookstores, is a discussion of what is being done and what can be done through Welfare programs to make useful and happy citizens of a large number of our currently depressed and deprived people.



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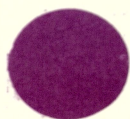
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GERENTE

CYpress 7 - 1456 67 S. Market St. San Jose, Cal.



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Jorge MISTRAL - Zully MORENO

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▪ LA CASA DEL TERROR ▪
Tin - Tan - Yolanda Varela