

El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 15, Num. 11

MARZO 20, 1965

SAN JOSE 10, CALIFORNIA



*Who will wear the S. J.
G? Forum Crown?*

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GILBERT SOLAREZ



Heard from the horse's mouth that my old sidekick Kenny Hansen (a Palomino stud) is figuring on getting married sometime in June.

A funny thing about this guy Kenny Hansen. I've known him for a good many years and every time he starts going steady he wants to get married. How many times have you been engaged Kenny? 4? 6? 8? 10?

You're alright, Kenny, I was only kidding with you, I'll even let you use my car for your wedding, OK?

I was told by one of my customers that Rudy Belluomini flew down here from Hollywood, California and was out looking for me but I don't have faintest idea what he could possibly want with me. Unless someone mailed him a copy of the last EXCENTRICO to him down to Hollywood and if they did I'm in trouble. I have it all figured out. I'll just tell Rudy that Dave Sierra and Humberto Garcia told me to print it and buy him a few beers to cool him off.

FASHION SHOW AND QUEEN CONTEST

The San Jose GI Forum Ladies Auxiliary are planning their annual Fashion Show. This affair will take place at the Hawaiian Gardens Terrace Room on April 3rd.

I'll let you know more later as soon as I can gather more information from one of their members, Mrs. Anita Campos.

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Mexican American Civil Council Election

Doctor John de Heras was elected President of the Mexican American Civic Council at their election meeting held Thursday evening with Ron Valdez being elected Vice President. Sergeant Ike Hernandez, Secretary; Ernie Paramo, Treasurer and three Board members, Bob Rodriguez of the San Jose Human Relations Commission, Sgt. Ernie Vasquez of the San Jose Police Department and Leonard Ramirez, Superintendent of the Judge James Ranch for Boys and the Muriel Wright Ranch for Girls.

The new president is a well known leader of the Mexican American community, being a member of the Santa Clara County Parks and Recreation Commission, member of the San Jose Citizens Police Advisory Board, member of the Goodwill Industries Board of Directors, member of the Executive Board of the Santa Clara County Council of Boy Scouts, and President of the Mexican American Lions Club.

Dr. De Heras is also active as:

Santa Clara County Council of Lions Clubs treasurer

International Relations Committee Chairman of Lions International District 4C6

Member of the Board of Directors of the Santa Clara County Blind Center

Member of the San Jose City College Citizens Advisory Committee

Member of Aid to Needy Children Com. President of the Mexican American Citizens Committee

Member of the Board of Directors of the Mexican American Community Service Project

Member and Past President (2 terms) of San Jose Mexican Chamber of Commerce

Past President of the Santa Clara County Chiropractic Society (2 terms)

Member of the Cultural Theatre Com.

Member of Pacific Neighbors

Active in all school bond drives and Committees

Member of the Citizens Evaluation Committee for Revision of City Charter

Past Member of Adult Education Senate

Dr. John de Heras is the only Mexican American to have earned the San Jose City Council Distinguished Citizen Award; the KXRK Golden Mike Award for outstanding contributions to the community; the Mexican Chamber of



DR. JUAN DE HERAS, D.C.

Commerce Man of The Year Award; the California Chiropractic Association Award of Merit and Chiropractic Physician of the Year Award; Award of Merit from the Sigma Chi Omega Fraternity; the Dr. Arthur Nilsson Award from the Sigma Chi Omega Fraternity; Resolution of Appreciation from the Board of Supervisors of the Santa Clara County Flood Control and Water Conservation District; Meritous Service to Law Enforcement from San Jose Police Department; Certificate of Appreciation from EL EXCENTRICO Magazine.

The Mexican American Civic Council is composed of organizations and individuals joined together in a non-partisan, non-profit organization, devoted primarily to the furtherance and advancement of Mexican American candidates seeking public office as well as actively participating in all facets of civic endeavor and participation.

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Amigos Anonymous

Paula Ponce



Entre los Mexicanos nunca se dice adiós, se dice hasta luego, y así fue con las amistades que se formaron el verano pasado en México entre un grupo de estudiantes colegiales y la gente Mexicana con que vivieron y trabajaron.

Again this summer 200 students will be going down to renew these friendships and make new ones. These are college students from the greater Bay Area representing fifteen campuses. We are the local chapter of CIASP, Conference on Inter-American Student Projects, which coordinates the student summer work projects in Mexico. The objectives of Amigos Anonymous are threefold: intercultural exchange with the Mexican people, develop the student's maturity in a practical way, and to assist the Mexican people through community development procedures similar to those used in the Peace Corps. There is so much to tell you about the group that one article could never do the job.

This group, a non-profit organization, is financed by donations from individuals and firms. These donations are acquired by the initiative of the students. Perhaps you have met some of our students working with the tutoring program at Lee Mathson School, or at the United Food Drive Dance. We would like to thank Mr. Saldana for his article, Mr. Garcia and EL EXCENTRICO staff for the column as well as for the welcoming we've received from the members of the community.

The Amigos were so enthusiastic about the mingling done at the dance; they can hardly wait for the next one.

We have a slide show presentation explaining in more detail the works and objectives of Amigos Anonymous. If any persons or groups are interested in learning more about this group, please feel free to contact Sylvia

Martinez, 294-8255, or Roger Sibertz 286-5296.

Gracias amigos, y hasta la proxima. You will be hearing more from us.

Paul Ponce

Graham Hall Room 102
296-9463

University of Santa Clara

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Dr. JUAN de HERAS, D.C.

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CROWN ELIMINATION

This lovely girls competed for the American G.I. Forum Crown

Primary Elimination Contest held Friday, March 13th at the Welfare Building, they are left to right: Ofelia Cardona, Ninfa Carrizales, Susan Gutierrez, Olga Vasquez, Sylvia Ybarra, and Cookie Zertuche.

Winners were Ninfa, Susan and Olga who will compete for the Crown Sat. April 3, at the Hawaiian Gardens during a Fashion Show and Dance.

Donation \$5.00 per couple excentrico photo.



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

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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*The Quiet
Mexican -
American*

Andrew G. Diaz

Continued from February 5th Edition
AGRICULTURE AND LABOR POLITICS

Dr. Ernesto Galarza from San Jose, who recently published a book entitled, "Merchants of Labor," indicated that we should waste no time and get down to business.

Question No. 1

Would the Governor create an Administrative agency with personnel of Mexican-American descent to represent and serve farm workers?

Answer: YES.

Governor Brown stated that his overall policy has been to employ domestic workers and has done nothing to renew the Bracero Act. His goal is to have every American employed in the state, and that this position be taken into consideration by Albert B. Tieburg, Director of Employment, who stated that all newspapers have consistently criticized him for refusal to renew the Bracero Act. He let it be known to our committee that if we recruited workers, that the workers would be employed.

Question No. 2

Would Governor Brown instruct on the basis of equality in employment?

Answer: YES.

Question No. 3

Would the Governor appoint a representative of Mexican American descent to an advisory committee to represent the Mexican American in labor employment?

Answer: YES.

Question No. 4

We, the Mexican American people requested someone who would loyally represent the Mexican American and support favorable legislation.

Governor Brown advised us to bring this request before Mr. Pitts. Dr. Ernesto Ga-

larza then strongly retaliated that Mr. Pitts would not speak to our group.

No answer was given to the question.

Question No. 5

Would the Governor terminate the policies regarding the state law with regard to reporting labor conditions? Dr. Galarza stated that we have no objections personally to this policy, for it has been in operation for the past 20 years. Dr. Galarza received his answer from Governor Brown, which was satisfactory, and stated that a great historical problem had been solved.

Mr. Rodriguez stated that the Mexican-American people were seriously concerned about employment and offered his assistance in eliminating the problem.

Mr. Edward Quevedo clearly stated that he represents a large percentage of Mexican-Americans and in his position as State Chairman of MAPA, and a TV Commentator, he must openly expose this problem to the public.

Question No. 1

What have you, the Governor, done about placing Spanish speaking people on the staff?

Governor Brown stated that this problem would be considered by the Department of Employment. It was also recognized that the Negro American now surpasses the Mexican-American in skilled jobs. The question was also brought up as to why this problem had not been solved earlier. The Governor answered it was simply because this problem was never under pressure. Our leaders also inquired why jobless Mexican Americans from Arizona and New Mexico were not employed instead of importing braceros from Mexico. Mr. Al Tieburg, Director of Employment Department, stated this would endanger California Flood labor supply.

(Governor Brown disagreed with this and agreed with our leader. (Answer YES).

EDUCATION

Dr. Arturo Cabrera, holding a degree in teaching at San Jose State College, was concerned with the large number of youth dropouts among our Mexican American youth.

What can you, the Governor, do to aid the Mexican American youth in grasping learning techniques so he will be able to compete with the Anglo youth? Governor Brown replied -- you find the answer and we will do all we possibly can to help.

We requested a Mexican American representative to be appointed to the State Education Board.

Answer: YES.

(to be continued)

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Pat Vasquez

HUMOR

SOME BLACK MAGIC!

This young fellow was driving along the highway when he saw a good-looking female hitchhiker. He picked her up and, as they rode along, she confided that she was, in reality, a witch and could make him turn into anything she wished. This proved to be true. After they had driven a little farther, he turned into a country lane!

REAL LUNA-TIC DRIVER

We hear that in the next rocket shot at the moon they are contemplating sending a woman -- on the theory that a woman driver can hit anything!

MEAN 'OL WOMAN!

The foreman told the psychiatrist: "Doc, we gotta do something for my wife. She's completely immature!"

"That's too bad," replied the headshrinker. "How does this condition manifest itself?"

"Sometimes she gets violent, doc. Just last night I was taking a bath and she stormed in and sank every damn one of my boats!"

TELEPHONE STORY

A frenchman, taken ill on a visit to this country, fell in love with one of the telephone operators and married her after his release.

Taking his bride home with him, he was at a loss to explain to his friends what her work had been in America. Translated, it came out this way: "When I met her, my wife was a call girl at the hospital!"

Most folks nowadays are firm believers in the two party system. They favor one on Friday night and another on Saturday night.

The psychiatrist was examining a patient. After listening awhile, he drew a mark

on a chart like this: 1.

"What is that,?" he asked.

"A naked woman standing up," replied the patient.

Then he drew a line like this: L.

The patient described it as "A naked woman sitting down."

Finally the headshrinker drew a line like this: —.

"What's that?" he asked.

"Another woman lying down."

Finally the doctor told the patient that his problem was simply an oversexed mind.

The patient indignantly replied: "Me? Heck, Doc, you're the one who's been drawing all the dirty pictures !!!!"

A couple of loggers had been out fishing on their day off. It was dark as they rowed toward home. They passed close by a couple in another boat.

"Any luck?" asked one of the logger.

"No!" gloomily replied a man from the dusk.

"What kind of bait were you using?" asked the logger.

There was a silence before the reply came: "I wasn't fishing!"

A lady was walking out of the meat market after buying a rabbit for dinner. As she walked out the door she stumbled and fell down and the rabbit fell out of the bag and went sliding to the gutter. Frustrated, the lady started to cry. Then a drunk came over to her and said, "Don't cry lady, it's better this way, with ears that long he was going to be born an idiot."

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*Maria de la
Luz Sánchez*

PREPARACION

La Comision Honorifica Mexicana de San Jose, esta ya iniciando los preparativos para celebrar lo mas dignamente posible las Fiestas Patrias del 5 de Mayo que ya se avencinan.

La Comision inicio sus trabajos destinados a conmemorar en este año la epopeya de Puebla presentando un alegre y animado baile en el bien conocido y popular Rainbow Ballroom el dia de San Valentin, o sea el domingo 14 de Febrero retroproximo.

Este baile fue un apreciable esfuerzo de la Comision y del Comite de Festejos que habilmente preside el popular Carlos Gomez quien a su vez funge como Maestro de Ceremonias en el predio de la poderosa Empresa que forman Frank y Ray Davilla, o sea, el Rainbow Ballroom.

Un exito aceptable corono los esfuerzos de la Comision Honorifica en este baile al que se hace mencion, y haciendo honor a la justicia, los oficiales de la Comision agradecen de verdad a sus simpatizadores y amigos que al tenderles la mano para ayudarles en su noble empeño de celebrar honrosamente los dias de gloria en la Historia de la gran Madre Patria Mexicana, como son el 5 de Mayo y el 16 de Septiembre, poniendo lo mas alto posible el nombre de nuestro querido Mexico, enlista honrosamente los nombres de las siguientes personas, empresas y casas comerciales que altruista y generosamente ayudaron a la Comision quein pide para ellas la gratitud respaldo y patrocinio de la Colonia ya que de todos es la sagrada obligacion de honrar a nuestra Patria y a sus Heroes Libertadores.

Frank y Ray Davilla amos y señores del Rainbow Ballroom por haber cedido galantemente dicho salon para que en el se celebrara el baile de San Valentin, donando ademas 12 cajas de ricos chocolates para que fueran obsequiados en dicho baile.

KLOK Radio Internacional y sus magnificos locutores Carlos Graham y Pedro Valente, la primera por su amplia cooperacion en todo tiempo dispensada para la Comision y sus eventos, y los segundos por la buena propaganda radial que tuvieron a su cargo para el multicitado baile.

Jesus Reyes Valenzuela el popular locutor de Radio KOFY y de los programas HORA ARTISTICA, por la propaganda gratuita que mucho estimamos.

Hank Coca dueño de las conocidas mueblerias FURNITURE DISCOUNT HOUSE, por el regalo de una costosa y gran lampara destinada a ser rifada entre los asistentes.

Luz Maria Araiza por haber donado un lindo vestido que ella diseño y tejio con sus propias manos.

Casa de Musica DISCORAMA por la donacion de varios albums musicales que tambien fueron obsequiados.

Enriqueta Lorigo dueña de la conocida Casa de las Novias MAYO BRIDALS quien con toda propiedad, quiso contribuir a la celebracion del Dia del Amor donando una preciosa capa de pieles.

Karl Roach, magnifico fotografo que obsequio ordenes para 3 grandes fotografias las cuales se dieron a los afortunados ganadores.

Todos estos valiosos obsequios fueron donados entre la concurrencia a este baile en el que el publico se mostro muy satisfecho por comprobar una vez mas la seriedad y honradez de la Comision Honorifica que siempre cumple lo que promete. Se anuncio una lluvia de regalos y asi pudieron comprobarlo las numerosas personas que resultaron agraciadas ya que los premios fueron entregados dentro del mismo salon y en el mismo tiempo.

Una vez mas la Comision y su Comite de Festejos, piden y esperan la mas amplia cooperacion de la Colonia en las fiestas Patrias del 5 de Mayo, ya que el cumplimiento de los deberes civicos y el honor de nuestra Patria a todos nos incumbe.

SANTAS MISIONES

Como todos los años, al iniciarse la Santa Cuaresma, tienen lugar las misiones con que la Iglesia de la Sagrada Familia de esta ciudad prepara a sus numerosos feligreses al buen cumplimiento del precepto pascual.

En el presente año, las misiones de referencia tendran verificativo en la mencionado iglesia del 21 al 28 de Marzo para señoras y señoritas, y del 28 de Marzo al 4 de Abril para señores y juvenes.

(continua en la siguiente plana)

Las misiones daran principio a las 7:00 PM, siendo predicadas por el Rvdo. Padre Julio Suarez Urquijo, sacerdote ecuatoriano de la benemerita Compania de Jesus. Es realmente admirable la elocuencia de este sacerdote hiesped de nuestra parroquia, asi como asombrosa facilidad para exponer la doctrina catolica tornando accesibles a las inteligencias de todos los fieles las mas altas verdades teologicas.

Estas misiones prometen ser muy abundantes en gracias espirituales, por lo cual exitamos a nuestros lectores para que procuren aprovecharlas, ya que constituyen por si solas un gran beneficio de la Misericordia de Dios.

Tiempo de oracion y de penitencia es el santo tiempo cuaresmal. Por lo que los catolicos debemos santificarnos en el, recordando los infinitos sufrimientos de nuestro Divino Redentor que nos redimio a costa de los tormentos inenarrables de su dolorisima Pasion y de su Muerte en la Cruz.

Abstengamonos durante la cuaresma de fiestas y de diversiones, aun cuando estas sean licitas, recordando que el reconocimiento y la meditacion son el medio mas propicio para recibir el don de la gracia santificante.

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Elida Galindo

SAN JOSE GI FORUM LADIES AUXILIARY NEWS

-- by Elida Galindo

Once again, our San Jose GI Forum Ladies Auxiliary is running through the paces in preparation for the forthcoming annual Fashion Show. We promise that this will be the most important event of the year.

The Fashion Show, a gala affair and a "must" for all Latin American organizations of Santa Clara County will take place at the Terrace Room of the Hawaiian Gardens on April 3rd beginning at 7:30 PM.

Theme for this year is ROYAL FASHIONS with Mayo Bridal Shop presenting their latest in evening dresses as well as a special showing of a complete bridal ensemble.

Auxiliary Chairman Mrs. Robert Rodriguez has appointed Mrs. Larry Flores general chairman for the promotion of the entire fashion show. Assisting Mrs. Flores will be Mrs. Fidelio Vazquez. Special projects chairmen will be:

MODELS Mrs. Hector Villegas
CONTESTANTS Mrs. Larry Flores
DECORATIONS Mrs. Moises Cuellar
TICKETS Mrs. Frank Estrella
PUBLICITY Mrs. Ignacio Galindo

Modeling the ROYAL FASHIONS will be an array of beautiful girls selected for this special event. These include the Misses Anita Maldonado, Susie Reyes, Trudy Jimenez, Irene Montez, Gaye Smith, Frances Marroquin, Armida Aguilar, and Miss San Jose. Other models will be Mrs. Armando Guerra and Mrs. Jess Moreno.

An important part of this fashion show will be the selection of Miss GI Forum for 1965. A panel of prominent citizens have been selected to act as judges and they will make the final selection from our three finalist contestants for this honor.

At the completion of the fashion show, the coronation of our 1965 GI Forum Queen will take place to be followed by dancing to the music of Ray Camacho's Tear Drops from Fresno, California.

Do not short cut your social life. Join the crowds to the Royal Fashions. Donations for the tickets are only \$5 per couple. These premium tickets may be obtained by calling any member of the San Jose GI Forum Auxiliary or 266-6732.

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

Dr. NOE ARRAZATE, D.C. PRACTICA GENERAL

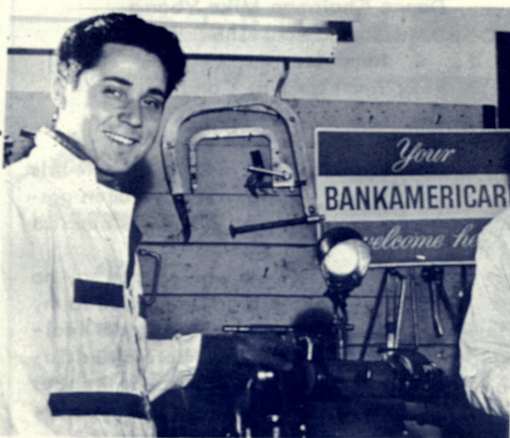
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3:00 p.m. a 7:00 p.m.

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UNITED FOOD DRIVE

*Ray
Villegas, Pres.*



FINANCIAL REPORT

This year's Food Drive has been even more successful than those in the past. As every year goes by our community project has enjoyed greater success. I'm sure that the past Presidents and their fellow officers and chairmen feel greatly honored to do something worthwhile for the community. This year has been no exception, I sincerely wish to thank the following officers for their splendid job and cooperation:

Vice President Pat Vasquez
Recording Secretary Marce Mora
Corresponding Sec. Josie Reyes
Treasurer Richard Gomez

The following Chairmen deserve a likewise word of thanks and gratitude:

Talent Chairman Lena Manriquez
Publicity Chairman Elida Galindo
Raffle Chairman Frank Kawakami
Dance Chairman Mike Ybarra
Food Concessions Chm. Lydia Bustamantez
Refreshments Chm. Candy Veliz
Awards Chairman Mary Ybarra
Rules Chairman Fred Lucero

Without these unselfish individuals all this wonderful project would not have been possible. Again I say my gratitude and thanks to them.

To the public as a whole I can say no less than what I have already bestowed to my fellow workers. It certainly was a great feeling to see all of you at the well presented Talent Show and at our Gran Tardeada. It goes to show that when we need your help you are all ready to chip in to such a good cause.

Not only was the dance turnout good, but everyone was having lots of fun. I surely hope that this enthusiasm maintains each and every year that our Food Drive is held. To you the public goes my warm hearted "gracias and compliments."

Not wanting to leave a single person or contributor out I extend to the following, my true thanks for their generous donations and/or services:

Pink Elephant Market
San Jose Mortuary
Cannery Workers Union Local 679
Self-Serv Food Corp.
Las Palmas Taco Bar
Sunlite Bakery
Azteca Hall Corporation
20th Century Cleaners
Coca Cola Bottling Company
Santa Clara Valley Distributors
Carlos Castañeda
Don Burns
Joe & Lena Manriquez
Richard Gomez & Pat Vasquez

Our drawing was a good success again this year, thanks to:

La Rosa Pharmacy
Berg's Men's Wear
A. Hirsh & Sons Jewelers
Proctor's Jewelers
Kay Jewelers
Roosevelt Cleaners
Lalo's Record Shop
Hester Drugs
Tire Outlet Stores
El Azteca Chorizo Co.
MAS GRAFICA Magazine
Gene's Restaurant
Jo-Mar Beauty Salon
Ideal Barber Shop
Phil's Barber Shop
Furniture Discount House
Manny's Tavern
Capri Inn
El Savoy
La Siesta
El Tropical Restaurant
Sandra's Restaurant

To these businesses I'm grateful for their contributions. Let us not forget the following organizations and clubs put in their undivided efforts and time: CSO, San Jose GI Forum & Auxiliary, Los Charros de San Jose, Amigos Anonymous, Santa GI Forum & Auxiliary and Junior Chapter, Mexican Chamber of Commerce, Comision Honorifica Mexicana, Club San Felipe, San Joaquin, Zanzaree, Selene, Riviera and Epoca De Oro.

To Mr. Humberto Garcia my most gratifying thanks for his service through EL EX-CENTRICO. Yearly he is one of the first to pledge his loyal help toward the Food Drive.

(continued next page)

Last but not least I wish to thank all those individuals and organizations that entrusted this office upon me and allowed me to serve this wonderful community. I sincerely hope that my duties were performed as those that elected me thought they would be.

Submitted to me by our Treasurer Richard Gomez is this financial report up to date. Any contributions coming in after this publication will naturally not be shown. I believe I have not excluded any organization, business or person that has helped us, if I have please forgive me for it is not intentional.

Eligio "Ray" Villegas
President

1965 UNITED FOOD DRIVE

Starting Balance January, 1965 \$ 181.71

INCOME:

Donations:

Lena Manriquez	\$ 100.00
Cannery Union Local 679	50.00
San Jose Mortuary	30.00
Santa Clara Valley Distr.	35.00
20th Century Cleaners	10.00
Coca Cola Bottling Co.	
(5 cases Coca Cola)	8.00
Richard Gomez	5.00
Pat Vasquez	5.00
Ray Villegas	5.00
	<u>248.00</u>

Azteca Door Donations	24.21
I. E. S. Hall	161.20
	<u>185.41</u>

SALES:

Beer Sales	978.12
Soda Sales	118.80
Hot Dogs	69.35
Coat Room	35.30
Raffle	269.50
	<u>1,471.07</u>

TOTAL SALES	
TOTAL INCOME	1,904.48
ADJUSTED BALANCE	<u>2,086.19</u>

LESS EXPENSES:

Paid out by Check:

Pink Elephant Market	71.19
Hall Rental	80.00
Pictures	56.00
Posters & Raffle Tickets	46.49
Cost of beer sold	392.50
Cost of soda sold	59.36
Police	150.50
Beer & Dance permits	18.90

Rental for storage of food	35.00
Ice	<u>19.50</u>

TOTAL CHECK PAYOUTS 929.44

PRESENT BALANCE 3/11/65	1,156.75
Other Beer Sales	16.36
Sale of Buns	<u>5.00</u>
	<u>21.36</u>

PRESENT BALANCE 1,178.11

Richard A. Gomez, Treasurer

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Who will wear the S. J. G I Forum Crown ?

Finalists that will compete for the Crown of the American G I Forum, San Jose Chapter are: Miss Ninfa Carrizales, Susan Gutierrez and Olga Vasquez who were the winners at the elimination held recently at the Welfare Building. This event will take place at the Hawaiian Gardens, Terrace Room - 1500 Almaden Rd. Saturday, April 3, 1965 - 8:00 to 1:00 a.m.

FASHIONS by

MAYO BRIDALS - 85 W. San Antonio St.
QUEEN CORONATION and DANCING

Music will be by

RAY CAMACHO and HIS TEAR DROPS

As like in most major functions Excentrico's Glamour camera has been contracted to cover this event. Souvenir photos will be available.

Admission price will be \$5.00 per couple.
excentrico photography....

Pink Elephant MARKETS

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PETE GARCIA, TIM GUTIERREZ, JOE TORRES, ISAAC VASQUEZ y MANUEL LAGRANDE

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	PINK ELEPHANT market					

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SAN JOSE



Club Zanzaree

Marce Mora

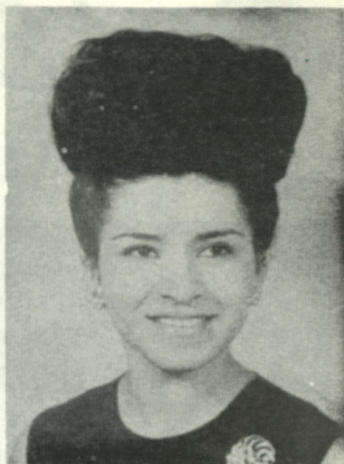
Birthday wishes go out to Mrs. Helen Barajas. A party took place and all members from the Charros attended. Drinks and goodies were served.

Also, celebrated their 12th wedding anniversary were Mr. and Mrs. Davalos. Many people attended this great event. Many, many years more, together, they are a wonderful couple. Congratulations to Mrs. Enriqueta Lorigo, owner of Mayo Bridals, on the opening of her studio KPER, next to her store. On hand to celebrate this event was ex-Mayor Welch, Mr. and Mrs. Sanchez, Mr. and Mrs. Flores, Elaine and her husband, and many, many more. Mrs. Amanda Flores delighted everyone with her beautiful songs, accompanied by El Duetto Los Raules. Cake and drinks were served. Her program takes place from 2-3 P.M. on Sundays.

Looks like the United Food Drive is over for this year, what I mean is the talent show and dance. Everyone who participated in this great event did a wonderful job, chairmans and public both. I would like to congratulate Mrs. Manriquez on the fine job she did with the talent show. All participants of this talent show were great. Mr. Carlos Castaneda did a fine job of master of ceremonies. (Te felicito, Candy Veliz, from Club San Felipe) for his fine group of dancers. We were very happy to see the nice turnout on both events. The dance was a great success thanks to Mr. Mike Ybarra, dance chairman, and the four orquestras. It comes to show that everyone was interested in this good cause.

In the following photo I would like to introduce Miss Ninfa Carrizales. She is the treasurer of Club Zanzaree. She was born in Harlingen, Texas. She attends Westmont High School. She is a Senior. Her proud parents and Mr. and Mrs. Martin Soto. She is the only child. She enjoys all sports, loves dancing to latin music. In her spare time she likes to read historical books. She finds people very interesting. She is a lovely girl and we wish her

the best of luck.



Lovely Miss
NINFA CARRIZALES

I feel honored to announce that Miss Carrizales was chosen as one of the three finalists for Miss GI Forum of San Jose. The other two girls were Olga Vasquez and Miss Susan Gutierrez. These three are the finalists and one of them will be crowned at the Hawaiian Gardens on April 3, 1965. We wish them the best of luck. The other three girls who participated were Sylvia Ybarra, Ophelia Cardona and Cookie Zertuche. The voters had a rough time picking out this three girls because the six of them were great.

They were all lovely and did a fine job on their speeches. But like Mrs. Elsa Rodriguez said that night, winner or loser, these girls have gone through a new experience and their parents should feel proud of their daughters. Mrs. Anita Campos mentioned she wish all of them could be crowned queen.

Bob Rodriguez was master of ceremony that night and he did a wonderful job. As a matter of fact, who needs Bob Hope around when we have Bob. Right Bob?? He made a crack that Mrs. Larry Flores flew from Paris to be with us that night. She's not from Paris, but she did a fine job.

AUXILIARY FASHION SHOW - APRIL 3rd

Let's say that the Ladies Auxiliary and San Jose GI Forum are working hard for this event so let's all attend.

The bids are \$5 per couple. A fashion show will take place that night, fashions from Mayo Bridals. Dancing from music of Fresno's Ray Camacho and his fabulous Tear-Drops.

Congratulations also to Miss Lupe Mendoza crowned Miss Santa Clara GI Forum. Lovely girl.

Before I leave I'd like to thank Jamime Alamillo for his poem on the last column.



Maria La Rosa, Prop.

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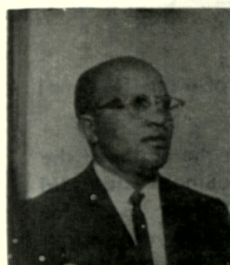
HORAS de CONSULTA

Lunes a Viernes 9 - 12 y 2 - 5

Martes y Sabados 9 - 12

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

Sufre de Dolor de Cabeza, corto de resuello, del corazón, presión de la sangre, del estómago, hígado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que torceduras de la espina dorsal ponen presión en los nervios y cierra las fuerzas necesarias de los nervios que se transmiten del cerebro todos los órganos del cuerpo. Esta fuerza de los nervios dirige la función de los órganos y cuando hay interferencia causa mal funcionamiento de estos órganos. Su doctor QUIROPRACTICO buscara las causas de este mal funcionamiento de sus órganos con análisis científicos quiroprácticos. El doctor consultara con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiroprácticos.



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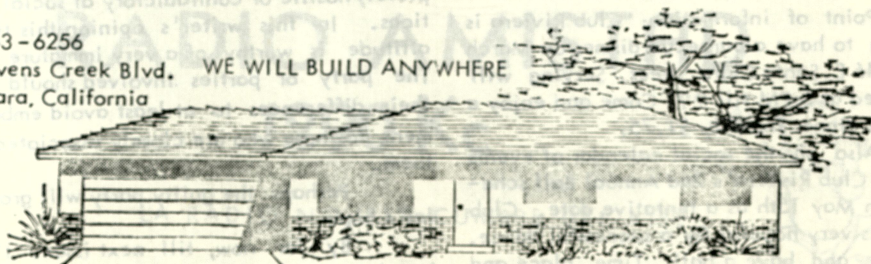
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Club
Riviera



Frank Espinoza

Now with the weather doing nicely the public is doing a turnabout in their activities. A tremendous crowd turned out for the recent United Food Drive Dance. When the final reports are in I'm sure the Drive was an even greater success than last year. Along with the good time at the dance some fortunate people won some wonderful gifts via a raffle. Those winners who were not present were contacted later by phone or mail. During the talent show 6 gifts were raffled and 4 were won by Riviera teammates. Lucky Lou Cedillo won 2 gifts out of the 3 tickets he had. Gary Dunger and Herold Martinez won one each.

Many thanks are in order to a few local merchants who were responsible for the gifts raffled at the talent show and the food drive dance. Some of those charitable merchants' names are listed below.

Furniture Discount House
Berg's Clothiers
A. Hirsh & Son Jewelers
Proctor's Jewelers
La Rosa Pharmacy
Lalo's Record Shop
Kay's Jewelers

For the remaining merchants whose names I was unable to obtain Club Riviera expresses many thanks. These heartfelt thanks are also expressed by the Food Drive Raffle Chairman Frank Kawakami by name and Riviera's president.

Point of information: Club Riviera is planning to have a barbecue dinner on March 20 at 1246 E. Santa Clara Street. Serving will be started at 5 PM till ?? Come and enjoy a delicious dinner for only \$1.75.

Also on the social calendar of events we have Club Riviera's 2nd Annual Ball scheduled on May 15th as a tentative date. Club Riviera is very hopeful for a successful dance. Be there and have a ball. Time, place and band will be named at a later date.

BASKETBALL SEASON ENDS

The UCC basketball season is now history. Riviera dropped its last outing to El Dorado in a hard and well played game. The resulting score of that game was El Dorado 76 and Riviera 63. Congratulations to El Dorado for its undefeated season.

But now baseball is here. New teams are starting to form, old teams are starting to practice and diamonds are being put into shape.

I believe the UCC League will prove to be tougher than last year. We, Riviera, will definitely have a stronger team and we'll be trying to duplicate our first half championship. If not we'll surely be a contending team till the end of the season. We have some good prospects for our roster but cannot be named at this time. We will also be trying to play in a night softball league.

GI FORUM AUXILIARY FASHION SHOW

The San Jose GI Forum Ladies Auxiliary will be holding their Annual Queen Contest and dance on April 3. The place will be at the Hawaiian Gardens Terrace Room. Music will be by Ray Camacho and his band. Be there and enjoy yourself for only \$5.00 per couple. For bids call Pat Vasquez at either of these Numbers:

258-2593

258-1277

Get yours early and be sure of a terrific time!

QUESTION:

I have a question for the writer of the column CINEMA NEWS. Since when did Hollywood start giving out black Oscars for acting achievement? I refer to your article appearing in EL EXCENTRICO March 5th issue. I watched this particular Oscar presentation and I don't recall such an Oscar as you mention. Where do you get your info? So much for that.

I have recently seen a case of either snobbishness or plain ignorance. It seems a certain party will be sociable at his or her convenience or his own domain but will be completely hostile or contradictory at social functions. In this writer's opinion this type of attitude is worthy of a very immature mind. The party or parties involved should settle their differences to at least avoid embarrassment to those who are closely associated with them.

Perhaps the guilty party will grow up, let's hope.

By for now, till next issue. I'll be keeping an eye out for you.

-- Frank Espinoza



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THE QUIET MEXICAN AMERICAN -
BE QUITE PROUDLY

Mr. Perez, I wish to congratulate you, and most of all I want to deeply express my appreciation on behalf of an individual who presents his opinions proudly.

Based on your letter to the Editor, in EL EXCENTRICO magazine, you intend to expose your opinions and views to its Editor and collaborators in a constructive manner. I hope to see more MEXICAN AMERICAN people concern themselves in our cultural heritage, and profile of our Mexican forefathers.

I am furthermore delighted to know you are concerned. Adding my personal admiration for your talented ways, of taking initiative action in evaluating people's intended thoughts and ideas.

I recommend you continue your concern of the Mexican-American citizens, become active in Community Service Organizations, social clubs, and political organizations.

I have received your message in good terms and have adopted my own little policy (I shall continue to write more and understand less.)

Dear Editor: In reply to the letter from Mr. Martin Perez, EL EXCENTRICO magazine, March 5, 1965. (It's nice to see you are thinking. Perhaps you are reading more and enjoying it less.)

NOTE: The words in parenthesis are my comments and answers.

Sincerely yours,

Andrew G. Diaz

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5:45 A.M.

8:15 A.M.



Molina - Valderrama



El día 21 de Noviembre del año 1964, a las 12:30 del día La Srita. MARY VALDERRAMA hija de los Srs. Emilio y Roberta Garcia contrajo NUPCIAS con el joven SAMUEL MOLINA hijo de los Srs. Eustaquio y Percilla Molina, en la Iglesia La Puerta Abierta de esta ciudad de S.J. La Recepcion se verifico en el Hall de la Iglesia asistiendo mas de 200 invitados. Mary es nativa de Tacoma, Washington y Samuel

de Roswell, New Mexico. Despues de su Luna de Miel establecieron residencia en San Martin California. En la foto: Gilbert Archibeque, Eustaquio Molina, Virginia Archibeque, Eloise Molina - madrina, Danny Molina - padrino, Becky Graxiola y los pajecitos Joe Molina y Debra Bravo.

foto LEITER STUDIO.

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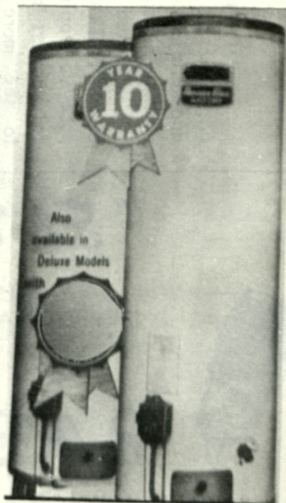
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ELENA y NANDO

El Sabado 20 de MARZO

Chris Carmona



Y su Popular Orquesta

Domingo 21 de MARZO

Daniel Saldaña
2940 Stevenson Street
Santa Clara, California

Feb. 20 de 1965

Sra. Maria De La Luz Sanchez
Presidenta del Mexican-American Committee

for John F. Kennedy Memorial of

San Jose, California

426 Royal Avenue

San Jose, California

Muy estimada y respetable Sra. Sanchez:

Debido a diferentes ocupaciones que toman todo mi tiempo, me veo en la necesidad de renunciar al puesto de Secretario de ese Honorable Comité.

He de agradecer a Ud. tenga la bondad de hacer del conocimiento del comité, mi renuncia al puesto mencionado y que desempeñe desde la fundación del ya mencionado comité.

Adjunto a Ud. con esta, la credencial y el blok de recibos que me fue entregado para el desempeño de mi cargo.

Mis mejores deseos son, que los trabajos del comité se vean coronados por el éxito de levantar en San Jose el monumento al ex-tinto presidente John F. Kennedy.

Sin mas por el momento quedo de Ud. como siempre su Atto. S. S. y amigo.

DANIEL SALDAÑA



En la grafica: Parte del Atento Personal.

Ozuna

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SAN JOSE, CALIFORNIA



Candy Veliz

Henry Navarro and Juanita Alexander were married on Sunday the 14th day of March - 1965.

Lovely Juanita Alexander and her handsome husband Henry Navarro will honeymoon in Puerto Vallarta. Richard Burton and Liz Taylor have nothing on Henry and Juanita.

Congratulations and may you have an eternal honeymoon!



THEY DANCED AT TALENT SHOW

Muchas Gracias! Muchas Gracias!!! To these lovely young ladies: Olga Vasquez, Elisa Andrade, Sandy Vallejos, Mary Camaron, and Delia Vasquez (not in picture), we give our thanks. Thanks also to Ray Martel, Rudy Garcia, Albert Medina and Rudy Bellumini. They danced at the United Food Drive Talent Show representing Club San Felipe. It was an outstanding performance. Thanks again.

BAILE RANCHERO -- April 10th

Club San Felipe will have a Baile Ranchero on April 10th at the I.E.S. Hall on E. Santa Clara St. The Norteños from Hollister will play. There will be prizes for the best ranchero outfit and also door prizes. The time is 8:30 PM to 1 AM. A small donation is all it takes to attend and have a blast. The Norteños play everything and they make nice music. LO ESPERAMOS!!!!

IN PANAMA WITH UNCLE SAM

Our friend Mike Carmona is now serving with Uncle Sam in the Panama Canal. Mike, I know of at least two girls that miss you, CG and OV, so hurry back and good luck.



SAN JOSE GI FORUM LADIES FASHIONS

The American GI Forum & Ladies Auxiliary are having their Annual Fashion Show at the Hawaiian Gardens on April 3rd. A semi-formal dance will follow. The queen selection will also take place. A must on your social calendar.

THIS 'N' THAT

Gene's on South 1st Street is a new night club owned and operated by Bobby and John Zamora and Dan Gutierrez. The name will be changed soon, but even now the place is jumping. Bobby and His Combo play the best music this side of the Rio Grande - dance Friday, Saturday and Sunday. See you at Gene's. P.S. They serve delicious food.

Rumors here and rumors there but how come Cesar's Men are not playing anywhere, at least this past weekend? Cesar is having girl trouble -- too many girls. Dan is soon to get hitched. Willie Vargas doesn't want to get romantically involved (AGAIN!!!)

This of course are only quips but I will get all the details on what's happening at Carmen's Patio (I already know I just want to confirm the info). And will let you people know.



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EN FRENTE DE SEARS
CY 8 - 1966

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PREGUNTE por
GEORGE NEVAREZ

UNITED FOOD DRIVE

Ltor: Well known business man in Real Estate Al Piñon, Robert Rodriguez former Excentrico writer who at times appears as if El Excentrico and publisher Humberto Garcia has served its purpose, Pat Vasquez new El Excentrico funny man, Ray Villegas, president United Food Drive and John Castro who is a candidate for the San Jose City Council. These gentlemen contributed greatly towards the success of the United Food Drive.



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UNION CITY

NEWS

Simon Villa

Las Dos Grandezas

por Campoamor

Uno altivo, otro sin ley
Así dos hablando estan.
Yo soy Alejandro el rey
Y yo diógenes el can.

Vengo a hacerte mas honrado
Tu vida de caracol.
Que quieres de mí? Yo nada
Que no me quites el sol.

Mi poder..... es asombroso
Pero a mí nada me asombra!
Yo puedo hacerte dichoso,
Lo se no haciendome sombra.

Tendras riquezas sin tasa
Un palacio y un dosel.
Y para que quiero casa
Mas grande que este tonel?

Mantos reales gastaras
De oro, y seda.....! Nada Nada!
No ves que me abriga mas
Esta capa remendada?

Ricos manjares devoro
Yo con pan duro me allano
Bebo el chipre en capas de oro
Yo bebo el agua en la mano.

Mandare cuanto tu mandes
Vanidad de cosas vanas!
Y a unas miserias tan grandes
Las llamaís dichas humanas?

Mi poder a cuantos gimen
Va con gloria a socorrer
La Gloria! Capa del crimen,
Crimen sin capa ! El poder!

Toda la tierra iracundo
Tengo postrada ante mí
Y eres el dueño del mundo
No siendo dueño de tí?

Ya se que del árbe dueño,
Sere del mundo el dichoso.
Yo se que tu ultimo sueño
Sera tu primer reposo.
Ya impongo a mi arbitro leyes
Tanto de injusto basones?
Llevo vencido cien reyes
Buen bandido de coronas!

Vivir podre aborrecido,
Mas no morire olvidado
Vivere desconocio
Mas nunca morire adiado.

Adios! Pues romper no puedo
De tu cinismo el crisol.
Adios! Cuan dichoso quedo
Pues no me quitas el sol.

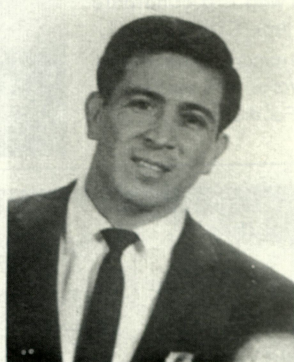
Y al partir con mutuo agravio,
Uno altivo, otro implacable
Miserable! dice el sabio.
Y el rey dice Miserable!



Los establecimientos que anunciamos
son de responsabilidad

Nick Guerrero

INCOME TAX SERVICE



10 years Experience in Income Tax Service

Office Hours:

9:00 a.m. to 9:00 p.m. Monday thru Sunday

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910 E. Santa Clara St.

Maria's COCKTAIL LOUNGE

BAILE VIERNES - SABADOS

El Centro Nocturno

☆☆☆☆☆

Mas Elegante

MARIA'S COCKTAIL LOUNGE se ha convertido en el CENTRO NOCTURNO mas popular en toda la Bahia por su ELEGANCIA, HI - Balls bien preparados y lo Mejor en MUSICA para BAILAR.

DAN and MARIA AGUIRRE, Prop.

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TEDDY RODRIGUEZ Y SU CONJUNTO



Molina - Valderrama

La Srita. MARY VALDERRAMA

hija de los esposos

Emilio y Roberta Garcia

Contrajo MATRIMONIO con el joven

SAMUEL MOLINA

hijo de los esposos

Eustaquio y Precilla Molina

El dia 21 de Noviembre del año 1964

a las 12:30 del dia

En la Iglesia LA PUERTA ABIERTA

de esta ciudad de San Jose, California

LEITER STUDIO



Simon's Beauty Salon

Salon de Belleza Mexicano

Permanent Wave

PRECIO COMPLETO.

\$ **5.00**

LAS MEJORES ESTILISTAS en EL
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ABIERTO:

Lunes a Sabado de 9:00 a.m. a 9:00 p.m.

Domingos de 9 a 5:00

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(Cercas de la Farmacia LA ROSA)



Teddy Castillo



EL FOTOGRAFO
de las
ESTRELLAS ...

Richard Diaz



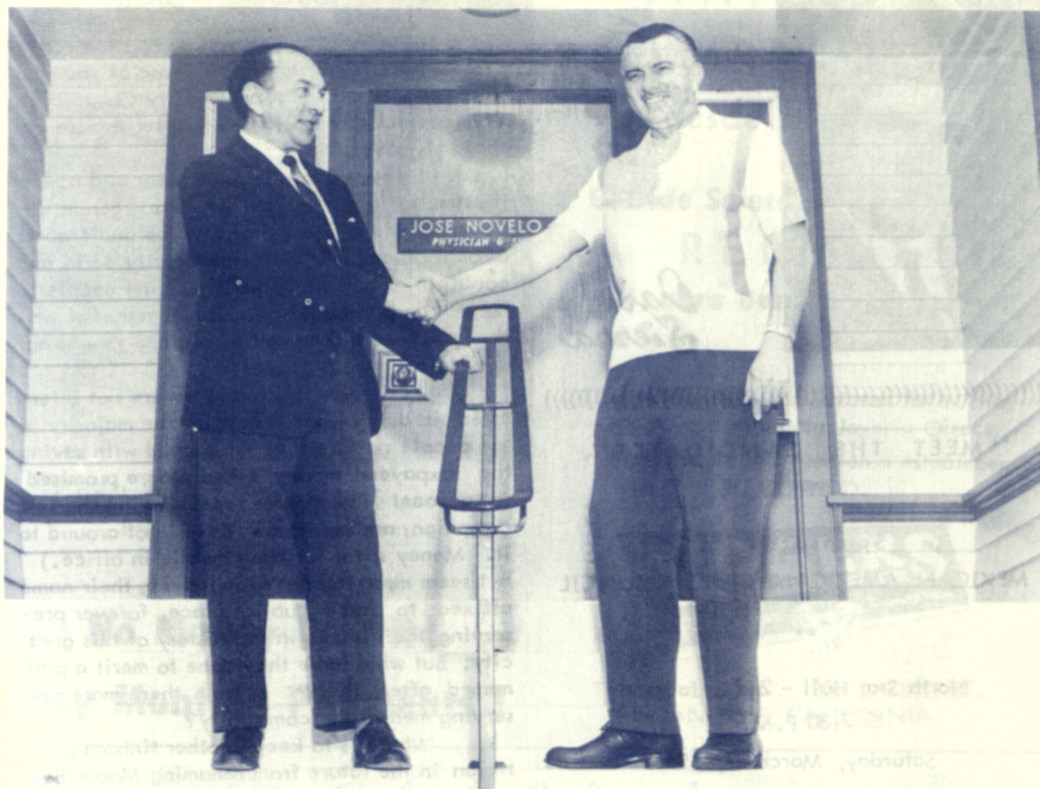
Lovely JACKIE PEREZ who just recently turned
1 year, 4 months.
Her proud parents are Robert and Esther Perez.



Bailando a las acordes de las fabulosas orquestas
que se presentan en el RAINBOW BALLROOM
se encontraba la encantadora IRMA CORTEZ y
el distinguido caballero JOSE GARCIA.

RAY CAMACHO & HIS TEAR DROPS who will
play for the A. G I Forum, Queen Coronation,
FASHION SHOW and DANCE to be held at
the Hawaiian Gardens, Saturday, April 3rd.
Fashions by MAYO BRIDALS - 85 W. San Anto
nio St. Donation will be \$5.00 per couple.





Luis Manuel Hevia a la derecha felicita al Dr. Jose Novelo, M.D. en su nuevas oficinas en el 560 al Este de la calle St. John.

Felicitamos al bien conocido Dr. JOSE NOVELO, M.D.

Medico - Cirujano en la apertura de su consultorio

En el 560 E. St. John St.

San Jose, California

Mucho Exito!

LE DESEAN:

LUIS HEVIA - TICOS TACOS

SAL GONZALES - LA FONDA

Licenciado JOSE HECTOR MORENO

Licenciado FRED LUCERO

RUDY SANCHEZ - Cal Taco Company

JOE PUENTES - Puentes Bros. Distributors

CARMEN VENEGAS - Las Casuelas Restaurant

AURORA LOZANO - ANITA CASTILLO



En la grafica el Doctor Jose Novelo, Medico Cirujano y su atenta recepcionista Patty Tamez



Las Encantadoras TINA READ y VANGIE
BOJORQUEZ le atenderan.

ANILLOS
para **MATRIMONIO**
desde \$10.00

Grande Seleccion de
RELOJES
para Damas y Caballeros

Tina y Vangie le demostraran las muchas
Gangas que esta gran Joyeria Ofrece
Y Rapidamente le ayudaran a establecer
SU CREDITO.



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SAN JOSE, CALIFORNIA

No Money DOWN!
Easy Monthly Payments !

Galeria Infantil

ROXANNE GUTIERREZ
9 mo. - Born in Saratoga
Parents
Ruben and Josie Gutierrez

ADAM TROY YBARRA
4 mo. - Born in S.J.
Parents
Gilbert and Vickie Ybarra

LEITER STUDIO

CHERYL MEDINA
4 mo. - Born in S.J.
Parents
Ralph and Christina Medina

STEVEN PAUL GONZALES
9 mo. - Born in Santa Clara
Parents:
Tony and Anita Gonzales



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Tony De Maria
Gerente

SAN JOSE, CALIF.



" AMA A TU PROJIMO -
Arturo de Cordova - Elsa Aguirre "

Se Exhibiran el MIERCOLES 24 de MARZO



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VIOLENTAS...
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DACIA GONZALEZ,
MANTEQUILLA,
ARTURO MARTINEZ y
MIGUELITO RODRIGUEZ

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Antonio Aguilar en



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Emboscada
Mortal**