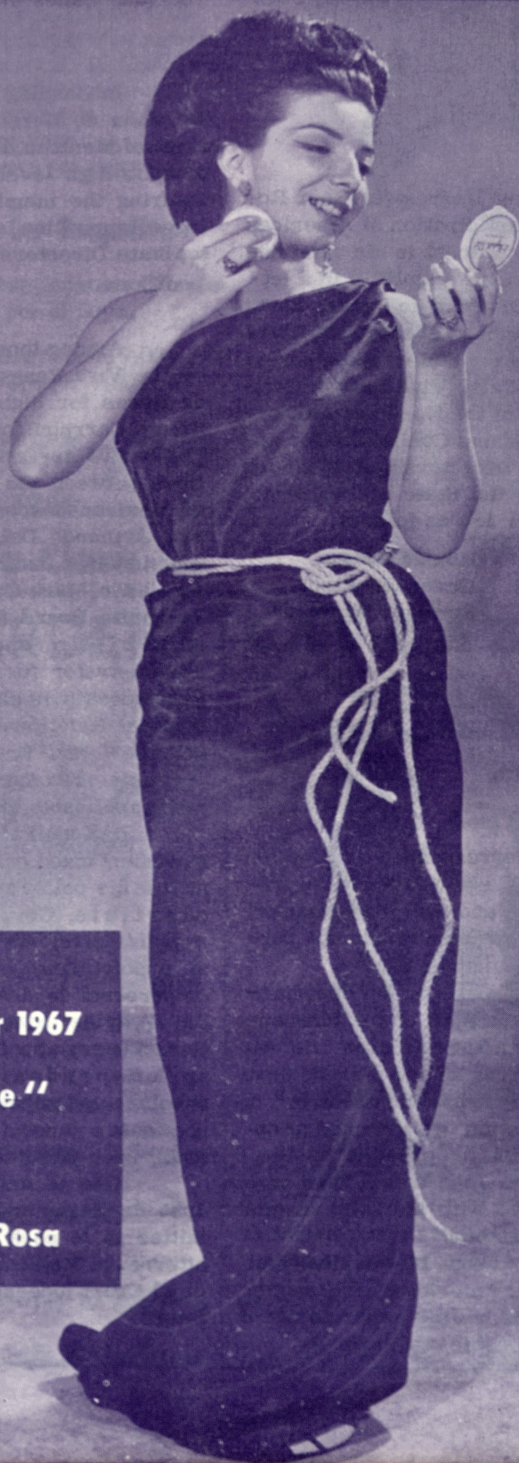


El Excentrico

Humberto Garcia

January 5, 1967



BEST WISHES for 1967

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Raquel De La Rosa



DR. JUAN DE
HERAS, D.C.

The continuing interest of Gov. Ronald Reagan in the participation of American citizens of Mexican descent in his administration has been further exemplified in a letter received by Dr. John de Heras, Santa Clara County Co-Chairman of the Santa Clara County Task Force for State Appointees as Chairman of the No. Calif. Viva Reagan Committee and member of the Northern California Task Force Screening Committee for appointees to fill the Directorships of the top 25 Departments for the State of California. Contents of the letter are as follows:

Ronald Reagan
Governor-Elect
State of California

November 30, 1966

Dr. John de Heras
11-Cleaves Avenue
San Jose, California

Dear John:

Although we corresponded on Election Day, I want to thank you again for the tremendous job that you and the "Viva Reagan" organization did in Northern California during the election Campaign.

I enjoyed tremendously the opportunity to ride as Grand Marshall on the Independence Day Parade in mid-September. As you well know, the pictures of the Parade have appeared in color all across the country.

Since the election, we have had an opportunity to examine the precinct results, especially in the San Jose area, and have been most impressed with the solid results that your efforts produced.

I would very much like to have your thoughts on qualified Americans of Hispanic descent who would be willing to devote some time to serving the people of California.

To that end, I have asked Mr. Isaias Aguilera to be a member of my interim staff in Sacramento prior to the Inauguration.

I look forward to meeting with you and your associates in the future.

Sincerely,
Ron

In keeping with the above policies, Dr. John de Heras was among the first citizens of Mexican descent who were appointed to such high level screening positions, thus insuring the members of the Spanish speaking communities a voice in the selection of top State Directorships as well as minor State positions.

Among those who have been screened by the Viva Reagan Committee and Dr. John de Heras for high level positions are: Mr. Henry Carreon for member of the Governors Cabinet to serve as the executive liaison officer between the Governor and the peoples of Mexican descent for the State of California; Armando Delgado, Chief Deputy Commissioner of Insurance for the State of California; Mr. Mark Guerra as head of the Youth Authority Board for the State of California; Mr. Phillip Sanchez of Fresno and County administrator for the County of Fresno for Directorship in either the Department of Industrial Relations or Employment or Social Services; Mr. Frank Bergon of Madera for appointment to Agricultural Commission plus other applicants too numerous to mention.

It will be well to recall Governor Reagan's statement made before his election and which still is his policy and quoting from a published article, Gov. Reagan states: "Political Appointments: As Governor I will: (1) Make all appointments to State offices on the basis of personal loyalties or political obligations; (2) Provide extensive background information on every appointive officer; (3) Establish an independent review board of lawyers, scholars and representatives of the public to nominate a panel of five outstanding attorneys to fill each judicial vacancy.

One of the prime objectives of Dr. John de Heras and his "Viva Reagan" Committee is to seek the appointment of a local attorney of Mexican descent to the next Municipal Court judgeship that will be open in the future.

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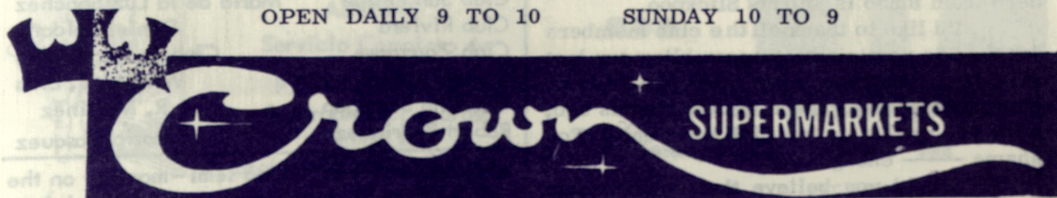
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CHRIS HENRY

Happy Hang Over! May the rest of them be merrier. In other words. SKOAL! Gulp. Lets push the aspirins and alkaseltzers aside and get down to it. I'm Chris Henry, your new reporter for 1967. You'll be hearing from me every so often. With the assistance of Hillard Payer and Harold Martinez. I'll do my best.

Speaking of information, I'd like to thank a certain someone for letting me know Friday evening I had to have a column in. Since this is my first attempt at trying to assemble my thoughts and try to contrive a semblance of order and think of ghastly ideas and juicy gossip, I apologize for what Frank E. and I have to put down.

Well did everyone get what they wanted for Christmas? How about you Delores? Hope you don't flush those down the toilet. How about you Frankie? You were doing alot of hinting. How about this certain somebody who wanted to take a picture on a burrow? Didn't quite make it the first time did you? Are you sore? Ha Ha

The club members and friends are going to attend a New Years Eve party over at Al Rodriguez's pad. So it should be a big party. We'll be having a couple of friends from Idaho, Mr. and Mrs. Lee Seth and Mr. and Mrs. Del White from Los Angeles. Also here from Idaho is Morris Slickpoo.

I'd like to thank all the club members for the fine participation assembling our last magazine. Did you know there are 11/2 as many members as there were 6 months ago. Mind you -- this is for Club news only. For shame ----- enough said!

Would you believe that some people act so contrary that in the end they contradict themselves; for instance, a certain friend of ours believed he couldn't make a decent score on a certain game designed for kids that he finally made it to the top score of the game. He first said he wouldn't try it more

than a few times, then he scored and he finally made the rest of the people in the room lay men. Would you believe an expert is made over night. Make it once your there. If you don't believe me ask B.G. For your information B. is Bob.

Well, shall close for now until next time. Thanks Frank for helping me. Bye, bye. HAPPY NEW YEAR FROM CLUB RIVIERA.

Chris Henry



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El Excentrico

VOLUME 18, No. 6 JANUARY 5, 1967

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Los Esposos Sr. y Sra. ENRIQUE MURAIRA originarios de Del Rio, Texas recientemente celebraron su 50 ANIVERSARIO de Vida Conyugal con una Misa en la Iglesia de la Sagrada Fami-

lia oficiando el Rev. Padre Jose A. Peña. La RECEPCION se verifico en el S.E.S. Hall de la vecina ciudad de Santa Clara, asistiendo mas de 1500 invitados. Foto richard diaz.

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OUT SANTA CLARA WAY



MARIO
VASQUEZ

The heroic valor of the Mexican-American in war is being distinguished on the Vietnam front as has been in past wars and conflicts. Danny Hernandez, of New Mexico, was awarded the Congressional Medal of Honor posthumously. Others have been awarded top medals for heroic actions in the field of battle. Another soldier, Richard Campos, 26 year old soldier from San Francisco, was killed in action while on patrol with his unit in the Fourth Infantry Division on December 6. Richard had a hard life. His father, he never knew, his mother died when he was two. His aunt raised him and in later life he went from orphanage to orphanage, until he joined the Army. As a soldier, he went up to the rank of Sergeant and a leader of men. His body was unclaimed for two weeks until an uncle, James Campos of Sacramento was located through the publicity given. His uncle requested that his body be buried at the Presidio in San Francisco. The American GI Forum was honored by the Department of the Army by allowing thirty reserved seats at the Presidio Chapel and twelve Honorary Pall Bearers. Burial was held on Saturday, December 31, 1966. Richard was another man who was proud to be an American and proud to serve his country.

ANOTHER DAY, ANOTHER YEAR!!!

Seems like only yesterday, I was preparing my Income Tax and trying to figure how much Lyndon would refund me and how much Pat wanted. Well, it's still Lyndon but now we have Ronnie. Another 20,000 miles have been racked up on the car, another trip to Texas, another Food Drive, another Black & White, another Convention... etc... What will next year hold??? About the same thing. Only, this year we will do our CHRISTMAS SHOPPING EARLY!!! Well, only 350 days left for shopping.

TALES OF THE ORIENT

What do you do when you are in a foreign country?? Learn the language. Ichi, ni, san, chi, go... one, two, three, four, five... ten, twenty, thirty, forty, fifty... ju, ni, ju, san ju, chi ju, go ju... How much is it? Ikura deska?? Too much... takusan... so-ko-there... koko-here... toilet-banjo... How are you? Ikaga deska??... Water-missu... What time is it?? Nanji deska??... And a few more words and you are ready to hit the city. We were stationed right in the middle of Osaka, next door to the Stock Exchange Building. The first thing we tried to buy, we tried to jew the owner down. Takusan... takusan... In early 1947, Osaka was just getting rebuilt from the bombing the City took during the war. It was also in the early part of the year when we were treated to our first earthquake. What do you do when you are on the sixth floor at 1:30 in the morning? Just stay put. The quake lasted sixteen minutes and it felt like a lifetime. The longest one in 1948 lasted thirty minutes where we were at and three hours in the center. Earthquakes in Japan are like rain storms here. They come so often you even ignore them. Osaka was a lively town. There were three Cabarets. The International, the Kabuki and the Pacific Star. My friend Art Molina from New Mexico and I went to all three. Passes were issued permanently and we had leave every day from 4:30 p.m. to 11:00 p.m. As time went by, us Mexican-American boys mastered the Japanese language to a point where the natives thought we were Nisei. Next issue, how to see Japan.

Mario R. Vazquez

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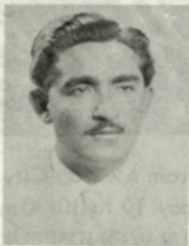
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*Victor Hugo
Campana*

Nos complacemos en presentar a nuestros lectores a un nuevo miembro de de nuestra redacción, el señor Victor Hugo Campana.

El señor Campana es un ágil escritor y periodista ecuatoriano quien cultiva especialmente el difícil género del cuento corto. El escribe tanto en inglés como en español, de manera que sus colaboraciones vendrán ocasionalmente en uno de los dos idiomas.

EL EDITOR

PARAISO
por Victor Hugo Campana

La imagen de ella estaba fija en la imaginación de él. Cuando más la extrañaba, Raul cerraba los ojos para verla mejor, y repetía su nombre, dulcemente unas veces, furiosamente otras, Pariaso, Pariaso, Paraiso Y los recuerdos de todo el pasado suyo durante los años vividos junto a ella, acudían a su mente en sucesión interminable. Se ha dicho que recordar es volver a amar. Y el recuerdo de Pariaso era un constante renovarse en la mente de Raul. Era un recuerdo dulce y tormentoso al mismo tiempo. Un recuerdo del cual Raul no podía ni quería prescindir.

Un día él le había dicho:

"Oyeme, Paraiso, tú eres el último amor de mi vida. Después de tí no habrá otra. Quiero decir, en el caso de que tú algún día me dejes." Y ella, acariciando con ambas manos el rostro de él, le había respondido:

"Pero que tonto eres, si bien sabes que te voy a amar toda mi vida". Cuando Raul conoció a Paraiso la primavera había comenzado su alegre floración. Por eso era que él hallaba una íntima relación entre ella y la primavera. Así, en cierta ocasión le dijo: "Tú eres siempre para mí como el amanecer de un día de primavera, claro, alegre y fragante. Eres como una dulce muchachita quinceañera. Y me parece que te ha

conocido desde siempre. Desde cuando tú eras una niñita alegre, juguetona y travisa".

Y ella, vibrando con el mismo tierno e intenso sentir de él, lloró sobre su hombro, tristemente por la claridad fugitiva de su juventud, que se iba. Y estrechándose más contra él, con un tono de amarga reminiscencia, le dijo: "Pero si nunca hubo la alegre claridad de un día primaveral en mi vida."

Talvez hubo aquella claridad durante su infancia. O talvez no. Porque su infancia había sido opaca, imprecisa, casi inútil. Un día, con sorpresa y sin alcanzar a comprenderlo totalmente, Paraiso vino a saber que su infancia había pasado ya. Así, de pronto se encontró convertida en mujer. Y al poco tiempo no más, en madre. Claro que sabía que como toda mujer, ella había nacido para ser madre también. Pero un hondo reproche de si misma había en ella. Porque ahora sentía que le habría gustado esperar a madurar, para entregarse a un hombre elegido por la segura reflexión de la mujer, que no por la insensata ilusión de la niña.

Influenciada por el tierno cariño de él, un día le dijo: "Raul, quisiera ser como tú crees que soy, una muchacha quinceañera y entregarme a tí virginalmente. Yo que nunca le he pedido nada a la vida, deseo ahora que me quieras como si tú fueras el primer hombre en mi vida. Porque, en realidad, tú eres el primer hombre que he querido en mi vida."

Raul sintió que una inefable felicidad invadía todo su ser. Él, que era espontáneamente locuaz, sólo pudo expresar su emoción a través del alegre brillo de sus ojos. Silenciosamente la estrechó entre sus brazos, la miró con una profunda mirada, y luego la besó, larga, dulce, apasionadamente.

En cierta ocasión que paseaban por el campo, ella se puso repentinamente triste y un par de lágrimas rodaron por sus mejillas. Y Raul, recogiendo con sus labios las lágrimas de ella, le preguntó: "Que te pasa, amor, por qué lloras?"

Y ella le respondió: "No se, pero sufro al pensar que talvez algún día me olvidarás y que entonces vendrás a pasear aquí con otra". Y él, mirándola con esa intensa mirada suya que parecía quería penetrar hasta el más recóndito solar de alma de ella, exclamó: "Con otra? Crees acaso que es posible que después de tí haya otra? No, Paraiso, tú eres y serás la única. Porque tú eres incomparable, insustituible, inagotable. Mira, aquí, sobre este verde campo y bajo la generosa sombra de estos robles

(continua en la siguiente plana)

centenarios, pongo al cielo por testigo y te prometo que aunque la vida nos separe y nunca más vuelva a verte o saber de tí, tú serás siempre mi único amor. Nunca, nunca habrá otra mujer en mi vida".

Así era el amor de ellos, tierno y profundo. Vivían asegurándose constantemente el uno al otro de que el amor de ellos terminaría solamente con sus vidas. Reñían a veces, pero sólo para reconciliarse después y amarse aun más todavía. Y eran felices, con una felicidad que les hacía vivir más intensamente, que les daba entusiasmo para sobrellevar alegremente las duras vicisitudes de sus vidas.

El amor de ellos les había servido de estímulo para una autosuperación. Se habían robustecido espiritualmente e intelectualmente. Ambos lo comprobaban diariamente en cada uno de sus actos. Tanto éstos era así, que cierto día ella le dijo: "Raul, desde que te conozco el mundo es más amplio para mí. Mi vida tiene ahora mayor significado. Y todo te lo debo a tí. Todo, Raul. Me siento totalmente encadenada a tí. Y amo agradecidamente esta dulce cadena que me une a ti vida".

Sin embargo, por encima de la íntima felicidad que los envolvía, algo así como un halo de fatalidad flotaba sobre ellos. Era un mordaz y absurdo presentimiento de que algún día habrían de separarse, tal vez si para siempre. Y en esos momentos, cuando el presentimiento de lo fatal pesaba sobre ellos, Raul, para disipar la sombra de tristeza que amenazaba con oprimirlos, trataba de encontrar algún motivo alegre, y reía. Su risa era franca, festiva y contagiosa. Era una risa que repercutía en el alma como las vibraciones de un diapasón. Ante el encanto de su risa, ella reía también. Entonces ella solía decirle: "Cómo me gusta tu risa, Raul. Ries así porque la vida es alegre para tí, porque eres feliz".

Y él respondía: "Si, es verdad, la vida es alegre para mí y soy feliz, porque te quiero, porque sé que tú eres mía y que me quieres también.

Entonces la atraía contra su atlético pecho y envolvía apasionadamente entre sus robustos brazos el cuerpo alto y esbelto de ella.

Una noche salieron juntos, como acostumbraban hacerlo siempre. Caminaron cogidos de las monos, hablando alegremente. Con aire trivial comentaron sobre lo que estaba aconteciendo en el mundo. Luego hablaron de esas cosas siempre repetidas y siem-

pre nuevas que se dicen los amantes. Después comenzaron a hacer planes para el día siguiente, y aún para la semana siguiente. Finalmente comenzaron a reñir por algo que no tenía importancia. Raul, con el propósito de reconciliarse quiso besarla, y ella lo rechazó. Entonces él adoptó una actitud celosa. Ella lo tomó en serio y se puso frenéticamente enojada. Entonces sucedió lo inesperado, lo inconcebible.

Paraíso, transfigurada por el enojo y con una satánica determinación le dijo: "Déjame. No me sigas. Y no vuelvas a buscarme porque no me encontrarás".

Raul en vano trató de detenerla. Por último, y para no aumentar el enojo de ella, él la dejó partir.

Al día siguiente Raul fue a buscarla, y no la halló. La buscó por todas partes. Preguntó por ella a quienes él creía que podrían darle una información, pero nadie sabía nada de ella. Nadie había vuelto a verla.

Paraíso había desaparecido.

Un tiempo inmensurable ha pasado desde entonces. Las sienes de Raul se han plateado. Una profunda tristeza se ha marcado en el rostro de él, y ya no ríe. Su alegre risa desapareció junto con Paraíso.

El sabe que en algún escondido rincón del mundo está su Paraíso.

La vida de Raul ha sido, desde que ella lo dejó, una constante búsqueda. Una búsqueda que está llena de fe y de esperanza, porque algo dentro de él le dice que algún día, aunque sea el último de su vida, ha de encontrar a Paraíso. Su perdido Paraíso.

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A HAPPY AND PROSPEROUS 1967
TO EACH AND EVERYONE

A report was sent to El Excentrico regarding "La Casa Del Mexicano". Most of the references made on it fit me perfectly and like they say "si te queda el saco ponte-lo", well I'll wear it and make comment on the next issue, because it's not complete yet.

Resolutions for 1967 all in fun so don't get on your high horses. Here we go:

Gama Guevara; to visit San Jose at least every 2 months. Sam Guevara; to try and get along with his future mother-in-law. Raul Chapalbe; aggressive and date a green eyed girl often. Lupita Mendoza; to write very often to her one and only beau whose with Uncle Sam. Luis Soto, Art Ramirez, and Jim Mancha; to give better than good deals at the San Jose Ford. Jess Martinez; to sell a lot of swipe. Ray Martel; to hang on to his bachelorhood. Nena Azdar; to come down to earth in choosing her beau. Joe Flores; control his temper. Manuel Urabazo; no more wrecks. Elisa Servin; to be real kind to the Great Sebastian. Robert Rodriguez; to cut down on the number of meetings he attends. Lydia Coria; to take that fatal step. Fedrico and Beatrice Rosales; to live forever like newly weds. Pete Rojas; no change even when it gets to brawls. Ray Salazar; to lose his bachelorhood. Gloria Zamora; to date against Licha's will even if it hurts. Henry Navarro; not to follow in Tommy Mansville's footsteps in 1967 even if it kills him. Hector Esparza; to be true to his one and only. Maruca Garcia; to give up men, she says they're all the same, No! No! not G.G., Jess Cordero; convince everyone that he is the most handsome man around, (one man's opinion). Vera Robles; to con-

vince Kiko to give up being a mariachi. David Flores, Jr.; stop being so conceited, so says Gilda. Gilda Flores; to visit Vic Tanny's often and to take Yolanda Miramontes with her. Pexie Molina; to be serious with her secret admirer and act all her 17 years or so. Danny Marquez and Joe Gonzales; show up for all the San Felipe Basketball games. Jerry Moran; refuse to cut Candy's hair even if he's a pain in the neck. Amador Urabazo; to improve his painting. Angie Medina; have less boy friends. Jerry Villarreal; to be real good to his brother Joe Mario Ramirez. Lupe Villarreal; (Tri-Valley) to walk a straight line. Joe Molina; stay home on Friday Nights if Ramsey does. Eppie Gallagher; bartending, never on Sunday. Elva Jung; work herself back to a coca-cola shape. Rita Montez; be pleasant every day. Me; keep strolling along and let the cracks fall where they will.

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Arturo's Quiet Village

Las fotos captan a los triunfadores del Gran Sorteo que se verifico en Arturo's Quiet Village al sur de la calle primera el sorteo fue auspiciado por Hank Coca de Furniture Discount House y Dave Villalba de Dave's Auto Sales.

En la foto de arriba en segundo lugar Art (Alaska) Lopez haciendo entrega de relojes y regalos a los triunfadores. Foto a la izquierda Luis Juarez en 3er. lugar ganador del Televisor portatil y en 5to. lugar Mary Lou Ortiz triunfadora de un Automobil.

En la foto de abajo Dave Villalba, Rene de Luna su esposa y amistades, Hank Coca.



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Club Zanzaree

MARCE
MORA

New Year's Resolutions for 1967

Clara Aguilar; to take hair appointments a year ahead for next years' holidays. Joe Peraza; to kill more deer and continue keeping his customers happy at his No. 1 Barber shop. Javiel Navarro; to enjoy life more in the coming year. Humberto Garcia; to try not to lose anymore weight, and to continue going out and having a ball. Hank Coca and Mae Coca; to continue being happy together. And to greet more new customers at F.D.H. Eduardo (El Guerro); to continue his Mexican T V Programs on Sundays, and to continue making a lot of people happy by his top personality. Beccy S; to keep being patient and faithful. Jess; to try and make it to the aisle by the end of the year. Dave Villaba; to continue selling more and more cars. Maria Aguilar; to continue with her top dances at her night club and to continue smiling and making people forget their troubles. Irene Navarro; to persuade her brothers to take her to the dances more often. Angie Medina; TRY and stay home more often and be nice to all my friends and enemies. Connie Garza; STOP fighting with my dates and love my enemies. Jim Mancha; stay out of trouble (girls!). Joe Morales; don't miss Bat Man on TV. Sally, Lydia and Olga; make another trip to "T" soon! Hector Esparza; be SERIOUS..ha! ha! Mary Lou Beltran; don't talk to strangers. Wilford Irizarry; make more money to buy more clothes. Nena Azdar; make a trip to Spain. Bertha and Lydia Garcia; go out more often. Art "Alaska"; make my place the swingiest. Tommy Torres; be the No. 1 bartender in S.J. Lalo Caballero; play all of your favorite tunes. Frank Pages; learn to dance and got to Lalo's Tardeadas. Candy Veliz; work less, and enjoy myself more. Manuel Fernandez; deliver the Excentrico's on time to all our customers.

And as I sign off, I'd like to wish my parents and family, friends, etc., a Happy New Year. And don't forget that for the better or for the worst in the coming year, we must keep our chins up and pray to the lord, for only he knows how to judge and to set our destiny. And as the year 1966 comes to an end, we the girls of Club Zanzaree would like to say that we tried in writing the column and please for give us for our errors. Feliz, fe-Año Nuevo.

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RICHARD DIAZ



TWO LOVELIES from the State of TEXAS
Silvia and Lydia Garza hail from the wide open
spaces in Texas, they are very popular in San
Jose. P.S. Richard says: We Texans are ALL
very good looking.

BAUTISMO
El niño MELECIO ORTEGA recibio el
Santo Sacramento del Bautismo el día 10
de Diciembre de 1966, en la Iglesia Holy
Family. Sus padrinos a la izquierda:
Adolfo Ortega y Manuela Chavez, Rev.
Morgan Cunon, Madre Yolanda Godoy,
Padre del niño, Humberto Ortega.



Fotografía tomada el día 24 de Diciembre du-
rante el grandioso baile que se verifico bajo los
auspicios de la Asociacion de Charros del Con-
dado de Santa Clara. En la foto de iz. a der:
Cristina Interiano - Sec. Jorge Interiano, Frank
Quiñones - Presidente, Carmen Lopez - sponsor,

Señorita Rafaela Martinez, Señorita Irene Cha-
vez, Señorita Adela Olevos, Paul Garcia, Seño-
rita Vivian Garcia, Vice-Presidente David Gar-
cia, Tesorero Danny Cuevas y Señorita Judy
Torres, todas las Señoritas son candidatas a
Reina de la Asociacion de Charros.





Cora Alvarado, sister to Josefina Alvarado from San Jose, became the wife of Jose R. Aragon, son of Fernando Aragon and Maria de los Angeles Bustamantes, on Nov. 26, 1966 at the Holy Family Church, at 1:30 p.m. Services were given by Father Pena.

The reception was held at the Mary Ann Gardens. Approximately 200 people attended.

The couple spent their honeymoon in Santa Cruz.

The wedding party consisted of the following people; Cecilia Soria, Ruby Salas, Bertha Garza, bridesmaid, Charles Castillo, best man, David Bonn, Ralph Castillo, Sally Ann Sepulveda, flower girl, and Steve Alvarado, ring bearer.

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The bob rodriguez REPORT

A VERY HAPPY NEW YEAR

May we take this opportunity to wish you a very happy and prosperous 1967. May you grow richer, wiser and healthier.

LOOKING BACK AT 1966

The year 1966 was certainly an interesting one.

For once the Mexican-American organizations stuck together and fought for meaningful representation in local War on Poverty. EOC Executive-Director resigned under fire and the poor as well as ethnic organizations gained seats on the EOC board. The emphasis on the War on Poverty was shifted toward the Area Service Centers.

A Blue Ribbon Committee was selected by the Board of Supervisors to investigate the EOC program. Their report is completed and their main criticism is that the poor and ethnic organizations have numerical control on the EOC board. So what else is new?

The Mexican-American Community Services Project became an independent agency and incorporated into a non-profit corporation with major funding from the United Fund. This was a long sought goal and a credit to the leadership of Mr. Lino Lopez the Executive-Director of the project.

The Foundation For Research and Community Development Inc. was funded for \$153,000 and is administering an on-the-job training program under the auspices of the U. S. Department of Labor. Monico Amador heads the project under the name of the Mexican-American Opportunity Center located at 1666 McKee Road Unit No. 2. The aim of the project is to place 300 persons in employment training with area businesses. The project is well under way.

The Committee of 100 was founded and is headed by Joe Sarzoza. The purpose of the

group is to support financially and otherwise political candidates beneficial to the Mexican-American community. Dues are \$100.00 per year. The group participated actively during the last general elections.

Ronald Reagan was elected Governor by a landslide. Most M-A political activists supported Brown and the Democrats and were wiped out in the process. A few Mexican-Americans supported Reagan under the leadership of Dr. John De Heras and Friday Aguilera and they may come out smelling like roses. We'll know better when the appointments are passed out. So far no M-A has been named by Reagan to a meaningful post under his administration but this may change after Reagan takes office.

WHAT WILL 1967 BRING?

It appears that LBJ will be doing business as usual in Vietnam. Unless there is a dramatic change in the war the LBJ image will continue to deteriorate and his chances for reelection in 1968 will get worse. The war will be escalated as more military targets will be hit but a solution to the Vietnam war does not appear in the horizon for 1967. LBJ will not risk war with China with an all out assault in Vietnam.

On the political front, Ronald Reagan will have his hands full. More demonstrations in Berkeley (U of Cal) are certain and Reagan will be put to a hard test. Once Reagan is in and settled he will come under pressure from militant Mexican-Americans on the farm labor question, employment, education and meaningful appointments. It looks like a long hot summer for the new Governor.

The Republicans will have to find a meaningful place for Mexican-Americans in their ranks if they expect support the next time around. A statewide Mexican-American Republican association appears in the offing. The Republicans couldn't put a dent into MA PA in the past and a new tool is needed to gap in the M-A community.

Greatest mistake the Mexican-Americans who supported Reagan can make is to get jobs for themselves. Once they become an employee of the State their voice becomes meaningless. The key will be to relate the problems of the M-A community to Reagan and his administration and to seek solutions. Men like John De Heras and Mark Guerra have taken on a new responsibility and must replace the activists like Pinon and Cabrera who have no influence with the new administration. The M-A Republican base in San

(continued next page)

Jose is very small and this must be enlarged. Reagan will have to go after the M-A moderates to fill the gap. Our suggestion to M-A Reagan supporters is to go after the jobs that are meaningful in seeking solutions to the M-A problems. We are assuming, of course, that the reason the Mexican-American Republicans used the Mexican-American tag "Ya Basta" was that they are interested in helping the Mexican-American get ahead. Bueno, time will tell how the M-A will fare under Reagan.

Meanwhile the Democrats will close ranks. M-A activists will form a Democratic Club and will use an integrated approach to politics. The non-partisan tag is going out the window. People with problems have no business being non-partisan. Ethnic political groups are on the way out . . . especially the non-partisan ones who are fooling no one. The new approach is to have a voice in the party and to seek integrated support for M-A candidates . . . kind of a "I'll scratch your back if you'll scratch mine."

On the war on poverty scene, it'll be interesting if the Board of Supervisors will withhold their portion of the funding until the EOC board is restructured to give majority control to the establishment again. The feeling seems to be that if the Board of Supervisors wants to wreck the War on Poverty program, they'll have to do it with their own little hands. We don't feel that the poor, the Mexican-American organizations, organized labor or the religious groups will vote for restructure. To do so would be to throw away all that was gained during the long siege that ended with the demise of Arthur Potts.

It'll be an interesting 1967 to say the least.

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Nuestra Portada

Engalana la primer portada del año de la revista
EXCENTRICO la encantadora Señorita

RAQUEL DE LA ROSA

Raquel es originaria de Guadalajara, Jalisco Mexico con residencia en esta ciudad por los pasados 8 años, atendió a la escuela alta Live Oak.

Sus padres son el matrimonio de Regino y Maria De La Rosa.

EXITO EN TU VIDA, RAQUEL I



Daniel Saldaña



Año de NONES 1967

Este es un adagio popular que nos llena de esperanzas cuando empieza un año impar.

Lo mas seguro es que no haya ninguna razón para pensar que los años con números nones son mejores que los años con números pares. Pero el hombre es un ser que camina por la vida con un fardo de esperanzas cargado a su espalda; unos tienen esperanzas de hacer fortuna, otros de triunfar en los negocios o empleos, aquellos de conseguir la salud que los ha abandonado, estos de conseguir el amor que han soñado toda su vida, los de mas allá esperan ser famosos; así cada ser humano tiene sus propias e íntimas esperanzas de conseguir lo que sus deseos o aspiraciones le han presentado como su triunfo o como la meta que una vez alcanzada les dara plena satisfacción en la vida.

Y vienen los años que esperamos llenos de ilusiones, dejandonos solamente recuerdos; recuerdos de nuestros triunfos o de nuestras derrotas, recuerdos de nuestras alegrías y de nuestras tristezas, recuerdos de nuestras pérdidas o ganancias y cuando llega el nuevo año hacemos balance, cerramos ese libro de ese año y lo colocamos en donde estan los libros de los años anteriores, es como cerrar un capítulo en el libro de nuestra existencia. Al cerrar un capítulo, tenemos que abrir el siguiente y abrimos el nuevo libro de este nuevo año de nuestra vida, con todos los días en blanco, y el primero de Enero, empezamos nuestra contabilidad, nuestro debe y haber que pasara al final del año a formar parte de el balance general.

Esto es una rutina que em0ieza cuando nos damos cuenta de que el tiempo se mide por horas, días, semanas, meses, años, y siglos; dejamos de contar el día en que abandonamos este mundo, en el que ha caminado con nosotros, como una sombra, nuestra esperanza o nuestra ilusión.

Pero apesar de que sabemos que nue-

stro viaje por este mundo terminará, queremos disfrutar, gozar y ser útiles a nuestros semejantes, lo mas que nos sea posible en esa breve estancia. En esta forma cada año nos trae 365 dias que ocuparemos en aquellas cosas de las que esperamos conseguir nuestra felicidad o la felicidad de aquellos a los que amamos, para que al final de esos 365

dias podamos sumar con satisfacción la partida del haber en nuestro balance.

Si hemos sido justos, si hemos sido nobles, si hemos sabido ayudar al desvalido, si hemos sabido dar consuelo al triste, si hemos sido generosos, si hemos mejorado moral, espiritual y materialmente, podemos decir que hemos tenido un año con un balance a nuestro favor.

Si concentramos nuestros esfuerzos, este año, haciendo buenas obras y haciendonos mejores cada día, al final del año diremos con gran satisfacción: FELIZ AÑO y esperamos el año de 1968 con la seguridad de que aun cuando sea año impar, sera UN FELIZ AÑO tambien.

Les deseo un FELIZ AÑO a todos los lectores del Excéntrico y especialmente a los que me han mandado tarjetas de felicitación por mi humilde labor.

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Aldama quien presta sus servicios en el Econo-
mic Opportunity Commission y a quien algun
dia posiblemente tengamos que recurrir, Dave
Villalba propietario de Dave's Auto Sales.
Foto fue tomada en Arturo's Quiet Village.



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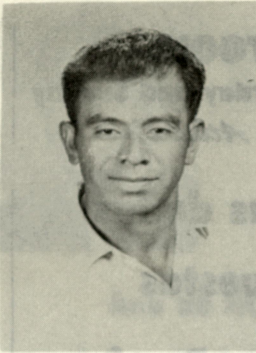
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RINCON POETICO

by R. Martinez

"NOSTALGIA"

Que lejos estoy para no berte;
recuerdo que una bes tu, tume adorabas:
hoy, hoy comprendo tu amor. Con toda mi
alma es tarde, si, es tarde mujer para
quererte.

Me davas tu amor sinceramente,
incensato, pero que incensato de mi quien,
quien lo crellera
El amor primitivo mas cinsera es,
el El amor de la quimera.

Tu vida, lla tiene otro destino.
No quiero acordarme de tu nombre,
pero, no no puedo, recignarme, que
ha perdido.

La unica ilucion que ambiciona un hombre.

Aber, que le pide el rico a esta vida?
que le da vida, al vagabundo?
Que pecado Señor. He cometido?
para sentirme muerto en este mundo.

Los mejores concejos, nos los da la vida.
Porque? Porque el destino cambiaria mi
suerte.

Recuerdo, que un dia tu, tu me amabas.
Y hoy, hoy, que yo te adoro mujer.
No puedo, ya no puedo tenerte

"A TF"

M.R.M.

Quien pudiera conocerte
para pensar siempre en ti,
y si no te as enamorado
te enamoraras de mi.

La tempestad es pación
el amor siempre la calma,
la vanidad en tus ojos
la soledad en el alma.

Cuando me miro en tus ojos
quisiera saber quien soy,
pero tus ojos me queman
como los rалos del sol.

Eres flor que en el camino
te acaricia quien te mira,
mientras otros te cortejan
mi corazon te suspira.

Eres libre como el aire
se perfuma quien te toca,
mas delira y semborracha
con un beso de tu voca.

Rosa, flor, ho florecita
al fin te encuentro mujer,
y al mirarte tus ojitos
mas no quisiera encontrarme
con tus petalos marchitos.

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Mary Mendoza, daughter of Mr. and Mrs. Fortino Mendoza and Josephine Mendoza, became the wife of Dennis Chavez, son of Mr. and Mrs. Anthony and Veronica Chavez, on Nov. 5, 1966 at 2:00 p.m. Services were held at the Most Holy Trinity Church by Father George Dobbs.

Simon's Beauty Salon

Dos Salones de Belleza Mexicanos

Permanent Wave

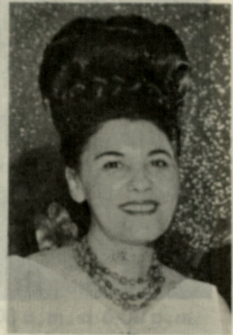
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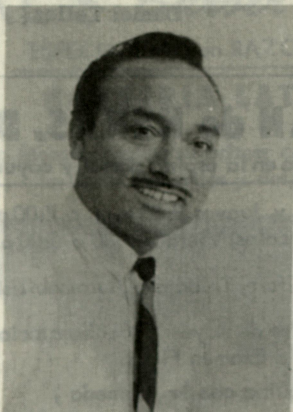
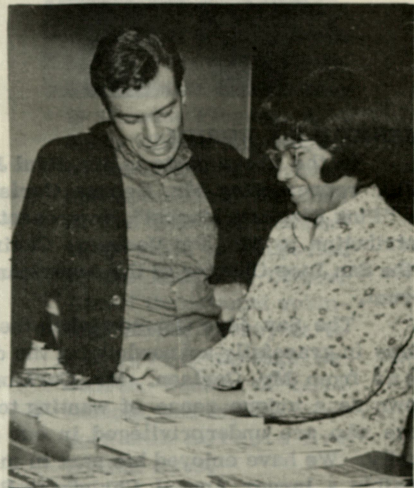
Manuel Fernandez alias (EL RAPIDO) gets
an interview from Club Riviera's new writer
CHRIS HENRY.

Manuel originates from ZACATUERCAS, Mexico
has resided in San Jose for the past 10 or 11
years.

Single, (no one will have him) between the
ages of 24 and 35.

Weights 98 lbs. is EXCENTRICO'S Shop Super-
intendent and favorite pressman.

With an accident prone personality, how he was
ever selected in EXCENTRICO'S 1965 persona-
lities as LOVER of the YEAR, is a big mystery.



Mike Diaz

Mike's Barber Shop

Razor Cuts - Flat Tops and Childrens Haircuts

Mike Diaz anuncia a todas sus amistades y publico
en general que ahora se encuentra en esta
BARBERIA que se localiza en seguida del Teatro
LIBERTY. ABIERTO los 7 dias de la Semana
9:00 a 7:00 p.m. Domingos 9:00 a 4:00 p.m.

295 - 9739 79 S. MARKET ST.



DAN TELLEZ



AMERICAN G.I. FORUM

In the above photo is Mr. Raul Jaramillo, representing Mr. George Carlson of the "Pink Elephant Market", in presenting a contribution to Mr. Pat Vasquez, Chairman of the San Jose Chapter of the American G.I. Forum.

The San Jose Chapter takes the privilege in gracefully acknowledging the donations from Mr. Carlson. Mr. Carlson has shown us a unique sense of wanting to help those who are underprivileged in our community. We have enjoyed his part in making possible a larger Annual Christmas Basket distribution and continuous scholarship awards for the last several years. It is therefore indeed a great pleasure to let you know of those few individuals and businesses that have cooperated with us to an extent beyond, just good relationship. I also would like to point out that Mr. Pete Garcia, Manager of the Pink Elephant Market on 400 South King is a Member of the San Jose Chapter. Mr. Raul Jaramillo who handles Public Relations for the Pink Elephant Market, will become a Charter Member of the soon to be installed chapter in Mt. View.

Therefore, we of the San Jose Chapter of the American G.I. Forum encourage your continuous patronage at the Pink Elephant Markets, second to none and not only where the price is right but, where "Gold Stamps" are to be gotten.

WELFARE PROJECT PARTICIPATION

Following are the names of Members who found it in themselves to give a full evening and or the day before Christmas to making possible a nice Christmas Dinner to many families from Gilroy to and including Alviso. I as Committee Chairman thank you very much and I'm sure that it was just as gratifying to you as it was to myself: Ed Camuniez, Frank Estrella, Jessie Delgado, Ernie Gallego, Benny Garcia, Ben Garza (who also offered his place of residence as a Packing and Distribution Center), Pete Gonzales, Ike Hernandez, Alfonso Lozano, Al Pelayo, Bob Rodriguez, Dave Sierra, Eddie Torres, Ernie Vazquez, Fred Vasquez, Rudy Valenti, and Pat Vasquez.

Service Employment Redevelopment:

This new "SER" program is in the making in San Jose to serve the entire Bay Area. A Center is to be set up in San Jose by representatives from the American G.I. Forum, LULAC, and a representative of CS O. This Center will be one of four to be set up in the State of California. The program is designed to break the cultural and economic barriers to full employment for the Mexican-American. The Center will be established for the purposes of job placements, job referral and job development services for Mexican-Americans who heretofore have been virtually ignored in the labor market. Funding will be by both the Department of Labor and the Office of Economic Opportunity who are committed to the full implementation of all its' phases.

Daniel Tellez

Dr. JUAN de HERAS, D.C.

Especializando en la espina dorsal y coyunturas

Horas: Lunes y Jueves 9:30 a.m. a 7:00 p.m.
Martes, Miercoles, Viernes 9:30 a 5:00 p.m.

Casos de Welfare, Trabajo o Automovilistico

Facilidades de Rayos X y Laboratorio
Examen Fisico

(Esquina con la Alameda)

TELEFONO DIA O NOCHE
CY 5 - 5390 II CLEAVES ST.



Dr. LAWRENCE STERN OPTOMETRIST

EXAMEN CIENTIFICO

El Dr. LAWRENCE STERN le forece
una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS
Se Aceptan Casos de Old Age Pension

ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.
Se Localiza en el edificio de Kay's Jewelers.

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.



MARCH OF DIMES GIRL

Theme girl for the March of Dimes against birth defects in Santa Clara County is Claudia Florang, 4, a Santa Claran and student at Chandler Tripp School. She symbolizes the aims of The National Foundation, which is supported by the March of Dimes. Aim of the national volunteer health agency is to discover, through research, causes of birth defects, and to help those born with defects live fruitful lives.

AL'S Barber Shop

ESPECIALIDAD en RAZOR CUTS

BARBERIA LATINA

Eric Morado recibe su primer corte de pelo
las fotos son antes y despues.



Corte de Pelo

\$1.55

Para niños
Menores de
12 años de edad



ABIERTO DIARIAMENTE

De Martes a Sabado 9:00 a.m. a 6:30 p.m.

DOS BARBEROS para ATENDERLE

Todo Cliente es Bienvenido

293 - 9894 884 E. Santa Clara St.



In photograph left to right: Ron Henry, Herold Martinez - columnist for Club Riviera, Chris Henry newly appointed columnist, Humberto Garcia - Excentrico publisher, Jenny and Frank Kawakami (the goat slayer) oops, meant the

MOOSE and DEER SLAYER.

Photo was taken during Excentrico's last gathering and stitching session, somewhere around 2:30 in the morning.

Oh Well, it has to Happen Sometime.

For Your COLOR WEDDING PHOTOGRAPHY
Or WEDDING INVITATIONS

El Excentrico

CY 2-4273

274 TERRAINE ST.

MADAM Zora

ADIVINADORA

Posee Gran sabiduria
para ayudarle en
todos sus Problemas

SALUD - AMOR
NEGOCIOS
ENFERMEDAD
TRABAJO



CY 5-6210 144 S. 2nd. St.

Frank's Radio & TV



FRANK ZAMORA, Prop.

TV & HI - FI SERVICE - Phonographs
Car and Home Radios - Custom Work
ANTENNA INSTALLATION

Used TVs from \$9.95 up

1st NATIONAL - BANK AMERICARD

Servicio de Reparacion y Venta

CY 2-9205

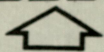
349 WILLOW ST.

Don Pedro's Drive-In



PANCHO'S are sold by the Dozen for Banquets
Parties or any Social Gathering....
CATERING SERVICE IS AVAILABLE !

Breakfast...
.49c

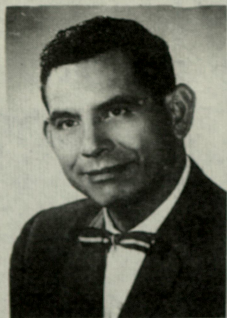

Free!

498 N. 13th St.

286-5693

San Jose, Calif.

INCOME TAX *Service*



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

INCOME TAX SERVICE

NUEVA OFICINA DE

Jose J. Alvarado

297-1339 1190 E. Santa Clara St.



Gloria Reyes, daughter of Mr. & Mrs. Bienvenido and Georgina Reyes, became the wife of Pedro Bettencourt, son of Mrs. Eustacia Bettencourt, on September 24, 1966 at the Holy Family Church, at 3:30 p.m. Services were rendered by Father Peña.

TEATRO LIBERTY

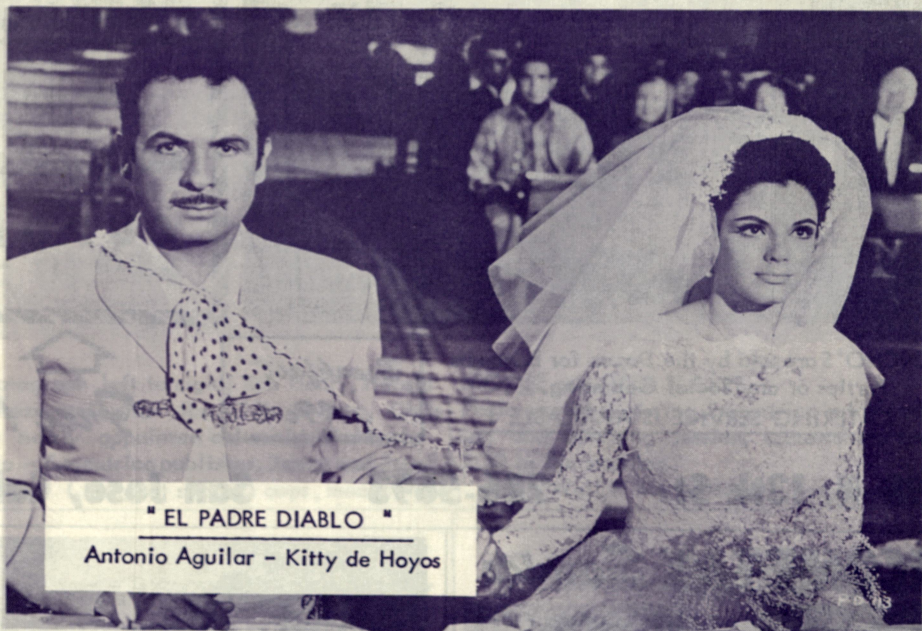
CY 7 - 1456

67 S. MARKET ST.

Tony De Maria
Gerente

San Jose, California

EL TEATRO DE LOS (*Premiere*) ESTRENOS



■ EL PADRE DIABLO ■

Antonio Aguilar - Kitty de Hoyos

MIÉRCOLES 11 de ENERO



■ SIEMPRE ESTARE CONTIGO ■

Rosita Quintana - Rafael Bertrand