



HUMBERTO GARCIA
Director

El Excentrico

Magazin Social, Fotográfico Latino-Americano



AÑO 14, Num. 7

ENERO 20, 1964

SAN JOSE 10, CALIFORNIA

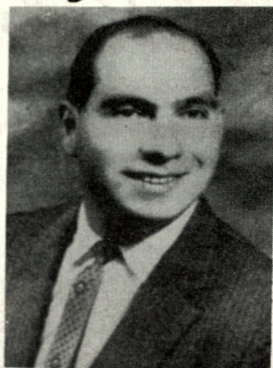


Souvenir Photo of lovely Starlet Elvira Quintana by Richard Diaz

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*Maria de la
Luz Sánchez*

Sobre La Marcha

Felizmente bajo los mejores auspicios, ha iniciado sus trabajos el Comité pro monumento al Presidente John F. Kennedy en la ciudad de San Jose. Las autoridades locales se han puesto a la altura de las circunstancias recibiendo con aplauso el proyecto y dando desde luego los permisos y las facilidades necesarias para dar principio a la noble empresa. Por tal motivo, cumple a nosotros, los miembros del Comité encausador, dar un ferviente voto de gratitud, adhesión y respeto, al actual Concilio de la ciudad al Canal de Televisión 11, y a la Prensa local por su cooperación magnífica. El Canal 11 publico en fecha del 16 de diciembre, un bellissimo editorial en el que hace algunas alusiones a mi humilde persona que mucho agradezco personalmente, y los periodicos SAN JOSE MERCURY, EL EXCENTRICO y NOVEDADES de Del Rio, Texas, han publicado elogiosos articulos acerca de este proyecto que entraña un caro e intimo anhelo de nuestro corazon que ha emprendido la marcha ascendente hacia la cumbre de las grandes realizaciones.

Se ha dado el primero paso. Hemos hecho algo ya por nuestra parte, y ahora corresponde hacer lo suyo al pueblo mexicano-americano del Norte de California, y mas particularmente al del Condado de Santa Clara, donde esta enclavada nuestra grande, hermosa y progresista ciudad de San Jose, a quien pretendemos ornar en un dia no lejano, con la figura del gran Presidente John Fitzgerald Kennedy, esculpida en bronce mexicanos por un artista del cincel, tambien mexicano. La obra sera encomendada al escultor Ernesto Eduardo Tamariz, autor del monumento a los Niños Heroes de Chapultepec, de La Victoria, en conmemoracion de la historica batalla del 5 de Mayo de 1862 en la heroica Puebla de Los Angeles, y el Monumento Nacional a Juan Diego en la misma patria chica del dichosísimo Vidente del Tepeyac, o sea, la pequeña villa de Cuautitlan, entre otras notabilisimas obras escultóricas de fama internacional.

Como se ve, estamos procurando que todo resulte bien y que la obra a realizarse, sea algo que legitimamente pueda llenarnos de orgullo a quienes pretendemos patentizar nuestro eterno amor y nuestra eterno amor y nuestra veneracion al Presidente Martir, dando al mismo tiempo una prueba de cariño a esta noble y muy bella ciudad de San Jose, nuestra ciudad, el giron de tierra estadounidense que nos brinda alberque y hospitalidad.

Haciendo estamos lo nuestro: ahora toca a la gran colonia hacer lo suyo. Nuestra colonia es tan

grande, el pueblo de ascendencia mexicana es tan numeroso, que si cada uno de los mexicanos o mexico americanos del Condado de Santa Clara donara un dolar para el monumento, este podria levantarse en brevisimo plazo y sobraría dinero. No dudamos que la ancestral generosidad de los latinos, se ponga de relieve y que todos contribuyan en la medida de sus fuerzas para que el exito corone nuestros esfuerzos y el gran proyecto se realiza. Los que quieran enviar donativos por correo, pueden hacerlo dirigiendo sus cheques o money-orders a MEXICAN AMERICAN COMMITTEE for JOHN F. KENNEDY MEMORIAL, 426 Royal Avenue, San Jose, California.

Adjuten un sobre rotulado con su nombre y direccion previamente estampillado a fin de que a vuelta de correo reciban del Comité, el correspondiente recibo. Se pone en conocimiento del policia que tendremos un auditor del gobierno, y que el propio City Attorney sera el abogado que nos represente legalmente. Nuestra honradez y buena fe, son reconocidas y con todo, el publico podra seguir paso a paso la marcha de la obra así como su financiamiento, por los informes periodicos que daremos al caso por medio de la prensa, la radio y la television. Para toda informacion relacionada con el monumento, puede llamar a este telefono: 292-1260. Nuestra colonia tiene la palabra.



Personas que integran el Comité pro monumento al Presidente Kennedy en San Jose.

De izquierda a derecha, sentados: Manolo Rossie, vocal. Enriqueta Lorigo Guerrero, Pro Secretaria. Maria de la Luz Sanchez, Presidenta. Amanda Flores, Vocal. Bertran Shands, Comisionado de Protocolo Internacional. 'De pie y en segundo termino: Rudy Belluomini, Comisionado de Publicidad. Raimundo Flores, Vocal. Richard Y. Sanchez, Pro Tesorero. Efren G. Velasco, Tesorero. Daniel Saldana, Secretario. Jose Luis Figueroa, Segundo Vice Presidente y Benjamin Ulloa Leon, Primer Vice Presidente.

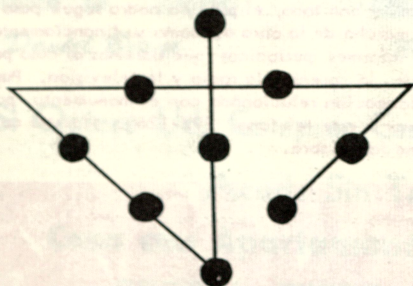


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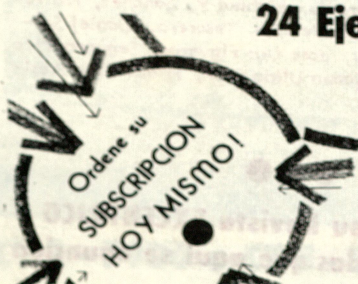
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Ciudad _____ Zona _____ Estado _____

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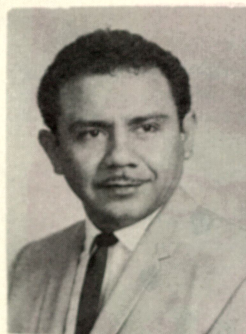
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CLUB San Felipe



Candy Veliz

COME ONE!

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TO THE CLUB SAN FELIPE VALENTINE DANCE . . .

February 8th, 8 P.M., IES Hall on E. Santa Clara Street, Music by Kiko Morales and his Band.

Donation: \$1.25 per person.

Door prizes: one hair coiffure from SIMON'S SALON OF BEAUTY, one case of beer, one hair dryer, and one percolator.

Join us and we'll all have a good time!!!

Thanks to Joel Reyes for pinch hitting for me while I was away. Good job, Joel.

##

The United Food Drive is now on. The dance will take place on February 23rd. More information on the next issue.

Club San Felipe, under the leadership of coach Greg Gloria, will play its first game of 1964 this coming Sunday. Joe Gonzalez is doing a good job helping Greg get everything started. Good luck.

Luis Melchor has the tough job of Dance Chairman on February 8th. Luis, its the beginning of an ulcer.

##

Joe Luis Cerna says that he killed two deer on his last trip to Texas. Next time tell us that you killed a dinosaur.

We are not going to believe you anyway!

**

Mr. and Mrs. Maria and Jose Marquez celebrated their 25th wedding anniversary on January 11. Their lovely home on Jeffery Street was the site of the celebration. Many friends and relatives were on hand to wish Mr. and Mrs. Marquez and family the best of luck in the coming years. Club San Felipe joins in wishing them many, many more years of happiness.

Armando Rosales, Greg Gloria and Art Sanchez each gave the Club a bottle of Mexican booze to be raffled in the near future. Thanks Gents.

Dear Uncle Bob:

Mr. Nixon doesn't have the problem I have. But Manuel Arranaga does and I did talk to him. Manuel and I agree on one thing, we have to eliminate the dissension that exists among the Mexican Americans if we hope to succeed in the world of politics.

Lupe and Jerry Villarreal say that they wish that Joe "Cheche" Ramirez's wife wouldn't send

him to work so often with a can of sardines and crackers. The cats are getting unbearable.

Joe says that the suit that Lupe wears went out of style when Moby Dick was a sardine.

In our New Years Eve party Mrs. Olivia Gallego had the most stunning hairdo. She had it done at SIMON'S SALON OF BEAUTY, Market Street, San Jose. A very attractive coiffure on a very attractive lady.

Eppie Gallego, Jess Medina, Dan Castellanos, Freddie Santos, Manuel Castaneda, Cruz Tapia and Joe Gonzalez, all softball stars, will receive trophies courtesy of Hank Coca's Furniture Discount House of 82 E. Santa Clara St. Thanks, Hank!

George Mejorado, Gama Guevara and Tony Guillen have prescribed ten lashes for photographer Richard Diaz with a wet noodle for running out of film just as he was going to take their picture with Elvira Quintana.

Club San Felipe, RVA Post 1775, Club Selene and the American GI Forum of San Jose were donors of bus ticket books so that a lad in financial distress could attend school. Nice gesture ladies & gents.

DEL RIO -- \$7,000 POR SEGUNDA VEZ!!!!

Sigue perdiendose el dinero del distrito de San Felipe. Nicho, yo sugiero que comiencen a ocupar puras personas desmolidas para que no den tan grande la mordida.

ANDY'S PLACE the friendliest bar in town... Andy is a strong Mustang rooter and its a good place to discuss Friday's hero. His light bill is always small because La Pironga is always there. Y con esos ojos no necesita luz.



Candy Veliz

Tony Carvajal

Val Garcia

Art Cuellar

Raul Chapla

**** Photo taken

at

ANDY'S

Place

Our congratulations to Luis Arranaga. His I. G. A. Super Market is second to none. His secretary is lovely Dora Galindo. This intellectual young miss has looks and personality plus.

Dr. Calderon went hunting last year and according to Forumeers found two frozen deer. This year he took Memito Galamore and scared two deer to death. No wonder you always get your quota Doc!



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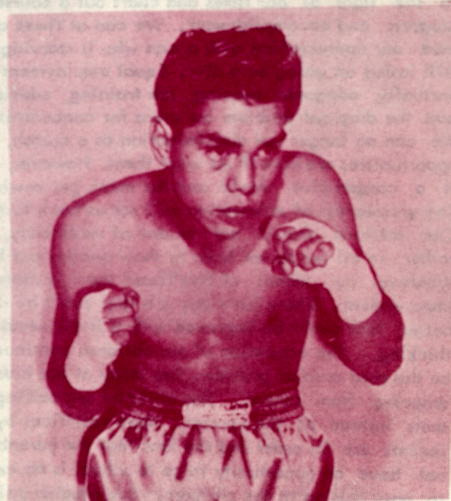
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Views & Reviews



Bob Rodriguez

A NEW YEAR...TIME FOR RE-EVALUATION

The start of a New Year always suggests a time for re-evaluating ourselves and to try for improvement. Maybe this is the year when you are going to buckle down and read a few books....thinking of quitting smoking, well the time is now....how about improving your appearance and taking off a few of those ugly pounds.....start your routine of exercises every morning to keep fit.....change your job to something you always wanted to do.....take the wife out at least once a month to dinner.....it won't kill you.

Be more selective in your TV viewing.....join that club you've always wanted to join.....teach your wife how to drive, you'd be surprised how much easier life becomes.....say goodbye to sloppiness and hello to good grooming.....Whatever you do here's hoping that you have a preposterous new year.
CLUB AND ORGANIZATIONS -- LET'S GET BACK ON COURSE

The civil rights movement have left most organizations limp. As it is difficult to separate rights of individuals and equal opportunities into black, white or brown some organizations have adopted a do nothing attitude. The Mexican American generally is heading for rougher times ahead. It would be well to take another look at our aims, and re-evaluate them in the light of our times and chart out a course for progress and accomplishment. We can at times compare our conservatism with a man who is starving and still insists on going on a diet. Equal employment opportunity, adequate housing, job training, education and the drop out problem are areas for concentration. We can no longer use discrimination as a crutch, the opportunities are here if we want them. However, this is a competitive world and the meek get nowhere. The viciousness of automation will set us back further. Our attitude should not be one of mediocrity, but rather in all we do we have to show and try our best. Whatever our means of livelihood there is room for improvement. There isn't any job that can't be done better, that can't be improved with a little sweat and thinking. The education of our children continues to be the most crucial problem. Too many of our kids are dropping from school. The children are calling the shots instead of the parents. More sacrifices by the parents are in order and the fact that the parents did not have an opportunity to go to school is no excuse to pass this on to the children. Sociologists point to our language handicap and our underprivileged back-

grounds. A paddle on the behind of our little youngsters during their formative years may do wonders. A child cannot be straightened out after years of neglect. There are probably more delinquent parents than delinquent children. This modern world gets more vicious every day and our children should know the value of an education. There is no substitute for parents and love and understanding and the paddle in the rear at the right time can be accomplished regardless of economic standing. If the tree isn't strong there isn't much hope for the apples.

President Johnson has called for all out war on poverty. It would be well for us to call for all out war on apathy and to set our course on finding the road to self sufficiency. For our poverty stricken people charity should not be a way of life but rather a temporary measure to get people back on their feet. We often hear the words, "I am proud that I'm a Mexican", I would like to add one more word to that, "I am proud that I'm a Mexican because.....". You take it from there, your own answers might surprise you.

#####

YOUR
**WEDDING
INVITATIONS**
SEE



Humberto Garcia

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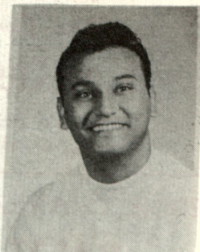
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Early Friday, January 17th 1964, KING Garcia LOBO a redish fur coated Belgium German Shepherd police dog of EL EXCENTRICO MAGAZINE passed away.

KING was born on a ranch located on the outskirts of San Jose. This is where he spent the first few weeks of his life before joining the Garcia family early in the year of 1949. Although sometimes a little wild and noisy King was a well behaved dog and easy to become friends with. Having lived near schools all his life King was specially fond of children as they were of him. He had an uncanny ability and a certain amount of luck to somehow manage countless of times to escape the dog pound, if the determination to live, luck or fate brought him to the ripe old age of 14, which in comparison to man is the equivalent of 78 years of age, we will never know.

We can only laugh at the memories of having watched him run full speed down the streets with the City pound hot on his trail, yet never quite fast enough or tricky enough to nab him.

Anthony, who came to the family a year after King is now 13 years of age and has known him all his life, Yvonne the only girl of the Garcia family is now 18, Bert Garcia, Jr. 23 and Cesar 21 years old.

As can be seen King was more than a member of the family. His love devotion and constant companionship will never be forgotten.

King may have died, but the memories of how he so proudly defended and raised hell about the home he lived in never will.

Caesar H. Garcia.



King Garcia, passes away...

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Daniel Saldana

El respeto a la profesion periodistica

En el numero 6 del año 14 de EL EXCENTRICO de fecha 5 de enero de 1964. Aparece un artículo firmado por el Sr. Luis Miguel Valdez y se titula "El Machete".

El artículo a que hago mencion empieza con un parrafo de Jose Vasconcelos, tomado de "La Raza Cosmica" escrito en Español (Castellano). A continuacion el Sr. Valdez escribe en Ingles.

Las personas que entienden y pueden leer los dos idiomas, se habran percatado de que la persona que escribe, tiene indudablemente alguna preparacion escolar; aunque por otra parte demuestra no tener educacion, si tomamos en cuenta la contestacion del abuelito. Entre gente educada no se usa ese vocabulario que si bien es comun en corrillos de amigos, resulta una gran falta de educacion si se usa entre familia o en presencia de personas que nos merezcan respeto.

Entre la cultura y la educacion existe una diferencia. La cultura se adquiere en la escuela con el estudio. La educacion se aprende en la familia y de la gente con quien se convive. Se puede ser culto y a la vez estar mal educado; como se puede ser inculto pero bien educado. No se necesita ser un santurrón para ser educado, pero hace falta conocer el lugar apropiado en el que se puede usar cierto lenguaje.

Cuando una persona escribe para el publico, no puede usar el lexico florido propio de una taberna a pesar de ese modernismo ramplon y malcriado que usa palabras inmundas y con el cual se quiere dar una impresion de realismo de vulgaridad soez, que las familias educadas y de buenas costumbres no pueden tolerar. Escribir para el publico exige de la persona que escribe, el uso de palabras que se puedan leer en cualquier parte, ya sea escuela, iglesia o el hogar, y por cualquier personas, hombre o mujer, niño o niña, y que la lectura no provoque sonrojos ni ofenda el recinto.

Volviendo al escrito en cuestion, se quiere dar en el una leccion de civismo, usando como textos las peliculas que en forma bastante desfigurada, tomando personajes y conflictos de la historia de Mexico, se toman como reales. Se olvida lamentablemente que las peliculas se hacen como diversion, no como libros de texto.

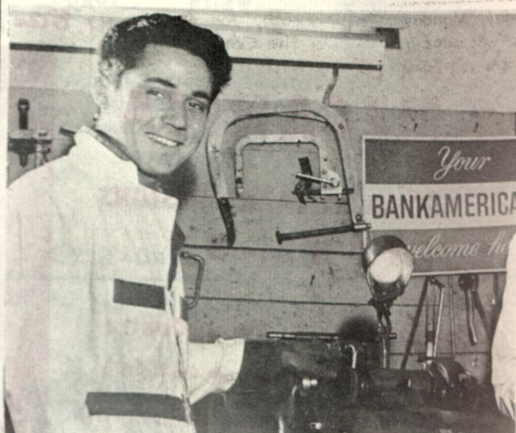
La incertidumbre que segun el autor del "Machete" existe entre los Mexico-Americanos, por lo que respecta a su latinidad o sajonismo, es un asunto que tiene viejas raigambres; no solo anteriores al descubrimiento de America, o a la llegada del Mayflower a este continente, sino mucho antes del poderio romano y anterior tambien a nuestra era Cristiana.

Muchas de las calamidades que la humanidad ha sufrido, sufre y seguira sufriendo, se deben en gran parte a la forma desorientadora y poco constructiva de personas que ascriben sin saber que su mision, ademas de orientadora debe ser conciliadora. Escribir para el publico crea la obligacion de aquilatar con exactitud el efecto que causara el escrito en la opinion publica, a la que se debe consideracion y respeto. Una equivocacion, de buena o mala fe, en un escrito que se publica, puede hacer tremendos estragos en la mente de los lectores.

Mi intencion en estas lineas; no es la de crear una polemica o hacer una critica infundada. Todo lo contrario, trato de hacer una observacion constructiva sin alardes de erudicion o sabiduria y solo me anima el deseo de ayudar a que nuestras publicaciones lleven un sello de pulcritud, que en ninguna forma pueda lastimar la moralidad y la educacion de la sociedad, con la cual, al escribir, contraemos el compromiso de respetar.

La profesion del periodista requiere: Valor, Honradez, Conocimientos y Educacion. Valor para atacar la maldad en cualquiera de sus formas. Honradez para juzgar imparcialmente y dar a conocer quien tiene la razon o el derecho. Conocimientos para poder orientar y no desorientar a los lectores, en los topicos que se toquen. Y por ultimo; Educacion para no ofender a la sociedad a la que estamos obligados a servir.

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MOTHERS' MARCH VOLUNTEER - Mrs. Adolph Sarina of 2335 Summer Drive, San Jose, is among the Mexican-American community volunteers who are participating in the annual Mother's March of the annual March of Dimes. Purpose is to raise funds for the Natl. foundation, which combats birth defects and arthritis. Date is Tuesday, January 28, for the house to house campaign.



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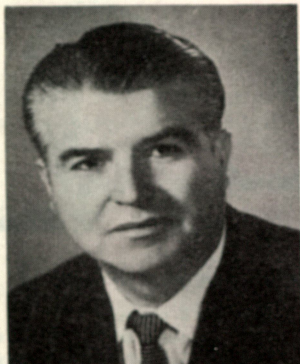


HUMBERTO GARCIA
Director

Revista Social, Fotográfica Latino-Americana

CY 2 - 4273

195 DEVINE STREET SAN JOSE 10, CALIFORNIA



**Dr. Juan
De Heras D.C.**

Chairman
Mexican-American
Citizens Committee
of San Jose



The recent figures of our City of San Jose, California, revealed a most fantastic growth, the statistics demonstrating that we increase our yearly population by nearly 40,000 people or the equivalent of the City of Palo Alto.

Among the statistics, one very important item was not stressed that being the explosive growth of our school children population. This in turn has created a gigantic problem of insufficient school houses, personnel and equipment. Here are some pertinent facts that will inform you factually and why a YES vote is indicated:

In the next five years the San Jose Unified School District will have to provide additional school housing for 8,727 NEW students. The actual student count on October 10, 1963, was 28,316 students attending the San Jose Unified School District and it is known by as close as 1% that by October 10, 1968, the San Jose Unified School District will have over 35,534 students!

This growth, the result of both increased population and birth rates, is already upon us. This year it has been necessary to have double sessions at three elementary schools and split sessions at one high school because of the classroom shortage.

Your Board of Education and a Citizen Bond Study Committee have carefully scrutinized the demands this increased enrollment will place upon the district. It has been determined that a bond issue of \$15,750,000 will be the minimum necessary to meet the end. This will provide seven additional elementary schools, one junior high school and one senior high school and five additional school sites, and 54 additional classrooms needed at older existing schools. Where possible, these will be portable classrooms of the type which have already saved taxpayers many thousands of dollars.

Also included are major additions to present junior and senior high schools which are necessary, not only to take care of the growth, but to expand new teaching programs required to give our children a first rate education. These include foreign language laboratories, science and increased space for team teaching.

The prosperity of our community depends on skilled and educated citizens. Our schools must remain adequate and effective to meet this challenge. When education suffers, everybody suffers - not just the children.

Further delay in meeting these critical building needs will result in widespread double sessions, curtailed educational opportunities for our children, and increased expense to the taxpayer because of the rising costs.

The Mexican American Citizens Committee and the Board of Education emphatically urge a YES VOTE on February 26, 1964.



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MADAM Zora

ADIVINADORA



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SAN JOSE, CALIFORNIA



Mario R. Vazquez

AMONG THE VALIANT DAY

On February 1, 1964, the Santa Clara Chapter of the American GI Forum and Ladies Auxiliary are bringing to the people in the Northern area, the man who paid tribute to all those men who fought, lived through and gave their lives for their country.

Raul Morin, a native of Lockhart, Texas, without any journalistic experience, wrote a full length account of the people he proudly represents through hard work and sheer determination, while recovering from wounds received near the German Border. This is the only book of its kind.

The book, **AMONG THE VALIANT**, is a hard hitting saga of the Mexican American soldiers, their pre-war days, their hectic days in training camps and their many anxious moments of fear and bravery on the firing lines with the dogged infantry, the rugged Marines, the daring Paratroopers and with other famed units of the United States Armed Forces, during WW II and the Conflict in Korea.

Raul takes you with him through training and war with Co. E of the 313th Regiment, 79th Division. He also tells the stories of those Mexican Americans who won the highest military honor this great country awards. There were 17 Mexican Americans who were awarded the Congressional Medal of Honor. However, nine sacrificed their lives symbolic of the determination and courage manifested by the Mexican American during the wars. You also read about the famous Texas 36th Division and how Captain Gabriel Navarrete who was awarded the Distinguished Service Cross, 2 Silver Stars, the Bronze Star and Purple Heart among his decorations, went after the Major who ordered his men to cross a river that meant only disaster to his company. Gabriel is from El Paso, Texas.

Raul also wrote of Pfc Cleto Rodriguez of San Antonio, Texas, who actually deserved the Medal twice. The first time, he and another buddy killed 82 Japanese soldiers while their company was bogged down. The fact that his buddy was killed in that action, the Medal was awarded to his buddy, John M. Reece of Oklahoma City. The Medal can be awarded to only one person for one action. Ten days later, Rodriguez single handed killed six more Japanese while exposing himself to open fire. Then, without a doubt, his name was submitted for the award.

You will also read the stories of Pfc Silvestre Herrera of Phoenix, Arizona, Sergeant Macario Garcia of Sugarland, Texas, Sergeant Joseph Rodriguez

of San Bernardino, California, Sergeant Jose Lopez of Brownsville, Texas, Sergeant Alejandro Ruiz of Loving, New Mexico, Sergeant Luciano Adams of Port Arthur, Texas, and Cpl. Rudy Hernandez of Fresno, California. They lived to receive their award.

Some received theirs from the President of the United States.

The other nine recipients of the Congressional Medal of Honor,

Sgt. Ysmael Villegas of Casablanca, California

Pvt. Jose Valdez of Gobernador, New Mexico

Pfc Manuel Perez Jr. of Chicago, Illinois

Pfc. Edward Gomez of Omaha, Nebraska

Pvt. Jose Martinez of Ault, Colorado

Pfc. Eugene Obregon of Los Angeles, California

Cpl. Benito Martinez of Ft. Hancock, Texas

Staff Sgt. Ambrosio Guillen of La Junta, Colorado

Pfc. David Gonzales of Pacoima, California

gave their lives in the greatest tradition of valor and supreme sacrifice in reflecting the lasting glory and in the honored traditions of the military service.

No better life has he, that lays his life down for his country.

The Santa Clara City Council, in paying tribute to the Mexican American people, has proclaimed February 1, 1964, as **AMONG THE VALIANT DAY** on a resolution passed on January 14. The Santa Clara Chapter and Auxiliary will present books of **AMONG THE VALIANT** to all school libraries in the City of Santa Clara and also to Foothill College. The book is not out for public sale. You get it only thru the GI Forum. It is a book every Mexican American should have in his home. Raul will be endorsing books at the Santa Clara City Library, Lexington and Main Streets on February 1, 1964, at 8:00 P.M. Because of the limited space, you will have to contact me if you plan to be there and also if you want a book you will have to call me so that Raul will bring a supply. Please call 243-5967. Books sell for \$5.00.

Carlos Ogden, Congressional Medal of Honor recipient, will be present.

We are the Mexican Americans, in war and peace. Lets stand up and be counted.

Mario R. Vazquez, Chairman, Santa Clara Chapter, American GI Forum
Mexican-American

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EL FOTOGRAFO
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ESTRELLAS ... I

Richard Diaz



EMILY AMESCUA

Con inmenso placer presentamos a esta encantadora muñeca de 19 años de edad. Emily termino sus estudios en la escuela alta San Jose de esta ciudad.



CHIEF Plumbing Inspector of San Jose
Mr. Richard Diaz congratulates Mr. Bruce Ford for receiving a pin for belonging to the PLB Union 393 in San Jose for more than 25 years.



ELVIRA QUINTANA

En la grafica admiramos a la encantadora y seductora muñeca de MINK artista del Cine Nacional durante su reciente presentacion en esta ciudad. La rodean los algunos de sus admiradores, Candy, Jorge, el pato etc.



CUMPLEAÑOS

El dia 17 de Enero del presente año se festejo una fiesta en honor del cumpleaños de Johnny Helu Cevallos de 9 años de edad. Bisnieto de la Sra. Juanita Perez, su abuelita Sra. Maria Perez Cevallos y su mama Martha Cevallos de Helu vinieron de la ciudad de Mexico a visitar a la Sra. Juanita Perez en cuya residencia se verifico la fiestecita. En la foto aparece Johnny rodeado de sus invitados.



De visita de Brawley, Calif. se encuentran Lourdes Gordin, Gloria Rodriguez y Lupe Godines.



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Sabado 1 ro. de Febrero



**Community Council of Central
Santa Clara County, Inc.**



The foster parents of Santa Clara County, numbering more than 700 couples, will be honored at the Annual Foster Parent Recognition Event. To express the gratitude of the entire county. Community leaders joined by agency board and staff members will join together on Sunday, February 9th, at 2:00 P.M. at Abraham Lincoln High School. The Community Council of Central Santa Clara County and the Willow Glen Kiwanis are sponsoring this get-together.

The planning committee is chaired by Mrs. Alden Campen. Assisting with the planning are the six placement agencies who work with the honored families: Eastfield, Ming Quong, Santa Clara County Welfare Department, Catholic Social Service, Santa Clara Juvenile Probation Department and Children's Home Society.

Throughout Santa Clara County, there are more than 700 families who have opened their home to the thousand plus children needing a temporary family. Of these special families, over 100 are of Spanish-Mexican origin and they are meeting a great need in our community. By offering 24-hour care to provide for the physical well-being of children and by offering love and affection to children of all ages who for various reasons cannot live with their own parents, these foster parents are making it possible for children to grow into healthy and useful citizens.

Children in need of a home are placed with a licensed family by a placement agency who will supervise while the child is in the home and who will share the responsibility with the foster family for the child's welfare.

Foster homes must meet with standards set by the State, and must be licensed by the County Welfare Department or given a certificate of approval by an authorized agency. Generally speaking, the foster home should provide a happy, secure and loving home life so that a child will feel wanted and comfortable.

All foster families are special—some have children of their own, others do not. Some families have a great deal of education, others have little. Some have high incomes, others have limited income. Some are young couples, others have already raised their own children and are now grandparents.

Not all mothers and families are able to be foster parents, but there are deeply satisfying rewards

for those who have the capacity. The rewards for the time and hard work put forth by foster parents are the knowledge that they are helping a child to grow into a happy and responsible person and to know they are providing the kind of love and care which can only be given in a family setting.

Anyone interested in becoming foster parents may obtain information by calling the Welfare Department at 299-2981, or by calling one of the placement agencies direct.

Perhaps next year you will be among the honored citizens whom the community representatives will applaud and give a sincere thanks.

#####

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Dr. Juan De Heras, D.C.

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Simon Villa



UNION CITY, CALIF.

Egoismo

Palabra que significa Mucho amor propio; en que se miran todos los defectos de las personas sin analizar los propios, y es causa de la mas grande confusion en todas las empresas y en todos los hogares, Voy a tratar de ser breve buscando la manera de dar luz al verdadero efecto y significado de la palabra Egoismo Si meditamos un poco encontramos que por Egoismo Hay padres que maldicen a sus hijos E hijos que maldicen a sus padres a tal grado de desearles la muerte nada mas para heredar sus bienes. Tambien podemos ver que por Egoismo hombres y mujeres se unen en matrimonio sin amor y de esta manera prosti-tuyen en una forma vil e interezada lo mas sagrado del mundo que es el amor, en el cual no existen bar-reras; por el que se da hasta la vida, cuando es puro y verdadero. Por Egoismo obserbamos que en las grandes empresas industriales, comerciales, o agricolas hay gran explotacion de trabajadores, sin impor-tarles a unos cuantos enriquecerse a costa de sus seme-jantes, y si seguimos analizando encontramos que por Egoismo las tendencias politicas de todas las clases, quieren ser unos mas que otros llegando a formar nuc-leos de envidias que degeneran en revoluciones san-grientas, o asesinatos como Ustedes pueden encontrar-lo en todas las historias humanas de todas las Nacion-es. Mas si estudiamos un poco de los problemas uni-versales nos damos cuenta que por Egoismo se han pu-esto muchos obstaculos para que sea un hecho la len-gua universal si esto aconteciera se abririan todas las fronteras de las Naciones, las de los pueblos; y se harian extender todas las razas lo que podria traer el bienestar humano en todos los ambitos de la tierra. Y el colmo del Egoismo es que diariamente se cometen Robos, asesinatos, y suicidios. Todos ellos nada mas por que la gente de bien no esta de acuerdo con los ideales de estos seres Egoistas.

La Comision Honorifica Mexicana Inc. de Union City, California, quedo integrada en el periodo del año 1964 en la siguiente forma:

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Vice Pres. - Sr. Delfino Sandoval
Tesorero - Sra. Elena Contreras
Secretario - Sr. Jose Zendejas A.
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Club Epoca de Oro



Mr. and Mrs. Bill Lopez and Manuel Martinez enjoying themselves at Club Epoca de Oro 1st Anniversary Banquet held in October. Frank Martinez in background.



Group picture of the children at Club Epoca de Oro CHRISTMAS PARTY. They are l to r: front row Kathleen Solis, Robert Ponce; 2nd row Rose Marie Martinez, Debra Ponce, Mark Villegas, Fernando Martinez, Elizabeth Villegas, Freddy Martinez; 3rd row Rolando Padilla, Frank Martinez; last row Anthony Villegas and Arthur Padilla.

FOR YOUR

**WEDDING
INVITATIONS**



SEE

Humberto Garcia

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Left to r: Margie Lopez, Bill Lopez, Ray Villegas, Carol Villegas, Gloria Sierra and Dave Sierra consuming chow at Club Epoca de Oro 1st Anniversary Banquet.

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Talamantes - Garcia

El día 30 de Noviembre del año 1963 la Srita. ELEANOR GARCIA hija de Sr. y Sra. Sam Garcia contrajo Nupcias con el Sr. ABE A. TALAMANTEZ hijo de Sr. y Sra. Frank D. Talamantez, en la Iglesia St. Patrick de esta ciudad, a las 2:00 p.m. La recepción se verificó en el Lion's Club asistiendo mas de 350 invitados. Luna de Miel en San Diego, establecieron residencia en esa ciudad. Eleanor es nativa de Prescott, Arizona y Abe de Baskerville Texas. En la foto: Irene Garcia, Margaret Mercado, (la novia) Glenda Saldaña - madrina, Lydia Martinez y Linda Talamantez.

foto manuel fernandez.



Teddy Rodriguez

and his "CHARANGA SENSACION"

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CLUB Bachelors



Gilbert Solarez

Greetings fellow Americans. It's great to be alive in this beautiful country of ours. Alive to enjoy our freedom and all its splendor. No other country has so much to offer for so many to take advantage of its opportunities. Like traveling, good paying jobs, nice cars, freedom to come and go as you please, boozing up parties, pretty girls, not having to report to anybody at any time, sharp clothes, a few coins in the bank, if you get tired of one broad dump her for another dumb one, love 'em and leave 'em if you know how. What other country can you do all this? That is if you are single.

TOO MUCH OR TOO LITTLE

There is hardly anything in this world a man can't make for people who consider price only. It's unwise to pay too much, but worse to pay so little.

When you pay too much you lose a little and when you pay too little you lose a lot. The reason is that the object you bought is incapable of doing the job it was meant to do. Everything has a price, but its up to you what you want to pay. Remember this thought, money talks in any language.

It can be done!!!!!!!!!!!!!!!!!!!!

Camarada S. Rodriguez:

I see you still want to continue your silly and cocky game of attacking me in your column. Don't you have anything else to write about? The readers might start wondering about your feelings toward me.

Once in L.A. a fairy called me "Dick" and I got very angry.

-- Rudy

* * * * *

UNITED FOOD DRIVE

Committee is now launching its 16th annual Food Drive Campaign meetings and will be held at Lena Manriquez's back office at 1246 E. Santa Clara Street every Monday night at 7:30 P.M.

All clubs and organizations are invited to participate. If your group is interested, send one or two representatives to attend the meetings.

The U.F.D. committee is a member organization of the United Latin American Council of the Santa Clara County.

This year's UFD dance will fall on Sunday, February 23 at the IES Hall.

A NIGHT WITH LIONS CLUB

Last Monday after the UFD meeting at Lena Manriquez's office I walked the across the street to the Bachelors Club for a couple of fast ones before

hitting the sack and who do you think was there? No, your wrong, it wasn't her. Sitting at the bar were four members of the Mexican American Lions Club. There were my bozum buddies Hank Coca, Bob Zamora, Martin Mendez and Dave Villalba. These boys were having a time of their lives laughing and joking and living it up. As I was passing by Hank and Dave invited me over to join the party and knowing how I am, of course I did.

After a spell Bobby Zamora made a motion before the board that we should all make it down to EL PATIO (or Carmen's on San Carlos St.) where he is playing Friday, Saturday and Sundays. The motion was seconded and approved by the board and out we danced "El Jarabe Tapatio".

I hopped in the back seat with Bobby in his new Black Cad and in the front seat Hank Coca, Martin Mendez and Dave Villalba. Dave was el piloto.

While driving down Santa Clara Street we passed Bud's Auto Sales. Dave works there. He sold me my Cad. Conv.

Hank said, "Look Dave, the water is running inside your office! You're going to have some mopping in the morning."

"That's the only thing he is good for," laughed Bobby.

"Esta suave, Bobby", Dave replied.

As we came to Third Street and Santa Clara, Hank told us he was having a big sale at Furniture Discount House this month and he is stocking up on all new stuff for this coming spring.

To make a long story short we stayed at El Patio til closing time shooting 13 aces. Bobby walked out with all the profits. Martin then drove to his taco bar LAS PALMAS on the Alameda at 2:30 in the morning and cooked a bunch of tacos for us to eat. You were right, Martin, they were the best free tacos we have ever eaten. Thanks, Martin!



CLUB SELENE OFFICERS

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Vice President -	Helen Solarez
Secretary -	Josie Ramirez
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En la grafica el Dr. Lawrence Stern y la guapa recepcionista Sussan Lopez.

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Bautismo

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pesando 7 lbs. 11 oz.

Fue bautizado el Domingo 29 de Diciembre
del mismo año a las 2:30 de la tarde
en la Iglesia Holy Family.

En la grafica sus padrinos Roberto y Elsa Rodriguez y o
la derecha sus padres; Eusebio y Maria Hernandez.
Roberto es State Chairman del A G I Forum y Eusebio
presta sus servicios en el departamento de detectives
en calidad de sergente.

foto EXCENTRICO.



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Club Riviera



Harold Martinez

Hello you all!! My name is Harold Martinez. I'm the new Publicity Director for Club Riviera. For the past two years I have served as President and last month I was elected Reporter. I was born 24 years ago in Vroman, Colorado, and migrated out here 11 years ago. I work Philco's Western Development Laboratories in Palo Alto. My statistics are: 5' 2" tall, 130 lbs., single, black hair and brown eyes. My hobbies include bowling, softball, basketball, GIRLS, and Club Riviera.

My nickname is "HAL" and I'm a very friendly guy. I don't mind people using my shoulder to cry on so if your friends have problems tell them to go to Hal. CLUB NEWS

Mr. and Mrs. Paul Ramirez closed out the Old Year with a bang and rang in the New Year with a wild party at their home in Milpitas. Seen at the party were Mr. and Mrs. Frank Espinoza, Mr. & Mrs. Frank Kawakami, Mr. and Mrs. Tony Trillo and Ronnie, Jim and Anthony Trillo.

Riviera's bowling team finished the first half in the Mexican-American League in second place. Highlights of the first half were El Caminito beating Riviera twice in a row to walk away with the championship.

Ray Goza rolled the top scratch series in the league for us with a 583 series.

COMING EVENTS

Club San Felipe is planning another of its wild dances to celebrate Valentine's Day. The event will take place February 8th at the IES Hall on E. Santa Clara Street in San Jose. Featured will be the music



HAIL TO THE CHIEF

After two years at the helm, Past President Harold Martinez passes the magic gavel on to Mr. Frank Espinoza, the new President of Club Riviera.

of Francisco Morales who will play from 8:00 P.M. until 1:00 A.M.

RVA Post 1775 and their Ladies Auxiliary will hold a Health and Welfare Benefit Dance on February 22nd also at the IES Hall with music provided by the popular Chris Carmona. The purpose of the dance is to raise money for their Health and Welfare Fund which Commander Richard Gomez has done wonderful things with. People are still talking about the terrific program he directed at the James Boys Ranch for Christmas. Commander Gomez has asked me to tell all our readers that free refreshments will be served from 7:30 to 8:30 P.M. and the band will play from 9:00 P.M. until 1:00 A.M.



THE EXECUTIVE BOARD

(from L to R) Frank Kawakami, Secretary; Hal Martinez, Publicity Director; Frank Espinoza, President; Anthony Trillo, Sergeant at Arms; Jim Trillo, Treasurer; Paul Ramirez, Vice President and Athletic Director.



CY 2 - 4273 195 DEVINE ST.

Publicado los Dias 5 y 20 de cada mes en San Jose, California. (Condado de Santa Clara).

HUMBERTO GARCIA
Director

DAVE E. SIERRA
Assistant Editor

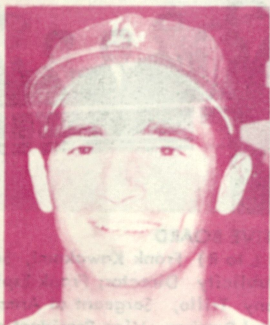
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Esta Revista no se hace responsable de ideas u opiniones en articulos firmados.



*Dave
Sierra*



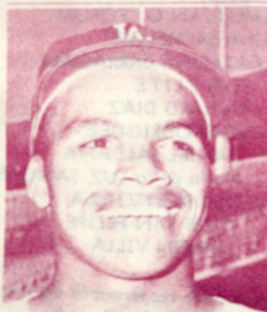
SANDY KOUFAX

L.A.'s answer to the hard hitting teams in the National League. As we all know, Sandy threw a no hitter at the San Pancho Giants early in the season and went on from there to become the greatest thing in baseball since Don Drysdale won 25 in 1962.



TOMMY DAVIS

Two-time National League batting champion, Tommy appears to have a brilliant career ahead of him. He supplies the punch for the Dodgers and as TeeDee goes so go the Bums. Davis had a fabulous season in 1962 and though his statistics tailed off last year his value to the team did not.



LOS ANGELES *Dodgers*

This is the latest press release from the offices of your favorite baseball team, folks. As we all know the LOS ANGELES DODGERS won the National League and WORLD SERIES last time around. Just to refresh your memories we run the pictures of the Dodger players.

Apparently the "Happy to be Aboard" theme has engulfed the DODGERS and contracts are moving into Buzzy Bavasi's office with rapidity.

Eleven more men have joined Jim (Little Poison) Gilliam who signed even before the contracts were mailed out.

The new signers include:

PITCHERS: Bob Miller, Pete Richert, Larry Sherry,

Joe Moeller, Charles Bohling

CATCHERS: John Roseboro, Jeff Torborg

INFIELDERS: John Werhas, Bart Shirley

OUTFIELDERS: Willie (Instant Poison) Davis,

Ron (Sure Poison) Fairly

Handsome salary increases were awarded to Miller, Roseboro, Fairly and Willie Davis. Despite a season which was not up to his previous fine results, Sherry was not asked to take a salary cut. Richert, who becomes a bridegroom on February 1, will enjoy a modest raise.

Miller, obtained from the New York Mets in the winter of 1962-63 is headed for a new role in 64. He'll join Ronnie (16-3) Perranoski in the bullpen and rated off his late season success as a relief pitcher last year promises to become a worthy running mate to the best relief pitcher in baseball, Mr. Perranoski.

One of the hottest Dodgers down the pennant clinching stretch was WILLIE DAVIS, who batted .538 in the 3 game sweep over the Cardinals and .313 for the final month of the season. One of the most improved fielders in the game, Willie was credited with the league's top total of assists for a centerfielder -- 16. The runnerup Cardinals found him a tough man throughout the year as he blazed a .348 average vs. the Redbirds and stole nine bases on their catchers.

Richert, Moeller and Sherry will be among the aspirants for the No. 4 starting job Miller is vacating. Torborg is the young catcher who received a tremendous bonus when signed after his graduation from Rutgers. Shirley, a former Texas University football star, was Spokane's regular 1963 shortstop.

Johnny Werhas, a University of Southern California product, will make a bid for the third base job. He had an excellent batting record at Spokane (.295 average, 17 homers, 96 runs batted in).

Twenty-five of the Dodgers 40-man roster for 1964 spend their winters in Los Angeles. And that number doesn't include Maury Wills, who's here most of the off-season. No other team in baseball has as many residents in its home area.

Los Angeles has adopted the Dodgers and the Dodgers have adopted Los Angeles.

Bobby Zamora, Agente DON O'NEAL REALTY

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