



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 14, Num. 12

ABRIL 5, 1964

SAN JOSE, CALIFORNIA



MAGDALENA AZDAR
Club RIVIERA

LILLIAN LOZANO
Club SAN FELIPE

STELLA MALDONADO
1st. Runnerup
Club ZANZAREE

ARMIDA MEDINA
Rep. Club SELENE

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Patty Valenti Miss American G I Forum 1964

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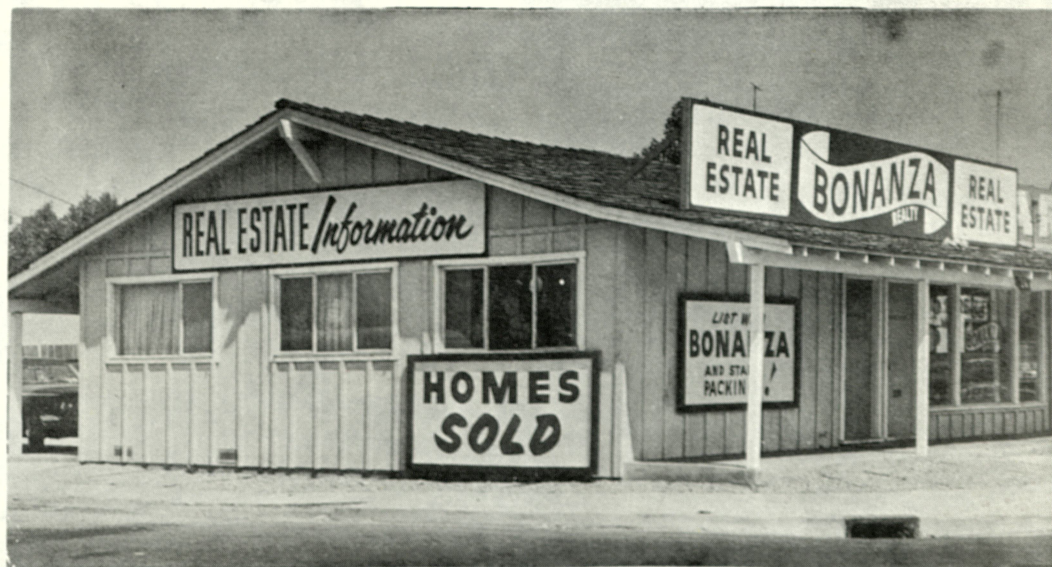
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Views & Reviews



Robert Rodriguez

LBJ APPOINTS MEXICAN AMERICANS

There is little doubt that President Johnson is conscious of the need for more Mexican Americans to participate in government. Recently the President appointed Daniel Luevano from Los Angeles as Assistant Secretary of the Army in charge of logistics and installations. This is the most significant MA appointment made by the President since taking office.

Last month the President named Dr. Hector P. Garcia, Founder of the American GI Forum, who resides in Corpus Christi, as his representative with the rank of special ambassador to attend the inauguration ceremonies of new Venezuelan president Raul Leoni in Caracas. Dr. Garcia attended a series of official events, including a reception by the outgoing president, Romulo Betancourt.

He was at a reception for the new president and on the presidential reviewing stand for a military parade. He also attended several receptions, dinners and luncheons at the American Embassy. Much of the time, however, he traveled throughout the city, visiting hospitals, projects assisted by American aid, the slums in the fringes of the city and talking to Venezuelans.

Indications are that President Johnson will continue to appoint qualified Mexican Americans for important posts and diplomatic assignments. Needless to say it has been a long time coming.

LOCAL POLITICAL ACTIVISTS GET TOGETHER

It seems that my feeling regarding political unity expressed in a column last month was widespread. Two meetings have been held and it seems that something will be accomplished. Forty people turned out for the first meeting and they represented a good cross section of the community. A political council is now under consideration and we'll give you a complete report when something concrete has been established.

MEXICAN AMERICANS FIDLED WHILE CANDIDATES BURNED

The defeat of Nash Galindo and Fred Lucero to the Junior College Board of Trustees brought into focus the lack of interest and coordination in getting Mexican Americans into elective office. Indications from the voting reveal that out of each 10 registered MA voters only one took the 15 minutes necessary to go to the polls. It goes without saying that we missed the biggest opportunity we have ever had since our

candidates were running in a field of 32. There is no use in throwing a tantrum over it. Suffice it to say that as long as we continue to play our apathetic violins we are going to get exactly what we deserve.... NOTHING!



THANKS FOR THE HONOR GILBERTO

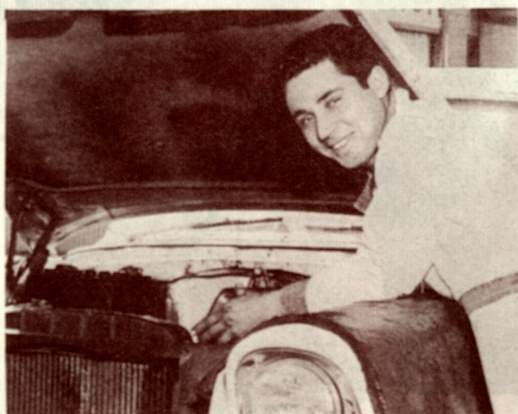
It is very satisfying to know that I have won the honor of "Self Appointed Politician" in Gil Solarez's authoritative Personalities of the Year. For a while it seemed like nobody was reading my columns and it is gratifying to know that at least Gilbert is. Like the man said "To walk a thousand miles you have to start with a first step."

Who knows, Gil, maybe someday I'll get to be Mayor and bang you over the head with my ceremonial shovel, and I'll run a freeway right down your street.

Don't build any statues for me, please, I've got enough problems.

 * SEE YOU AT THE *
 * SANTA CLARA GI FORUM'S *
 * CORONATION BALL *
 * *
 * LOU'S VILLAGE *
 * *
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Reparaciones en General

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Pat Vasquez

Once again I must take my hat off and congratulate the San Jose American GI Forum Ladies Auxiliary. Marge Lopez and all the girls did a terrific job of putting on a very pleasing Fashion Show. The models seem to get better and better every year. They looked like they were all movie stars from Hollywood. WOW! I have to say that I didn't like the dresses because my better half told me that if I drink one more beer and stay out late with the boys and the dying old man at the EL EXCENTRICO, she would go out and buy all the dresses that were shown. And if that happened, I would have to work for the next six months for nothing.



To all our readers, I take great pleasure in presenting to you Miss 1964 American GI Forum of San Jose Queen, Patty Valenti. Patty is 16 years old and attending Andrew Hill High School. Her ambition is to be a Fashion Buyer after she finishes school. Patty is the daughter of Mr. and Mrs. John Valenti. John is a local building contractor. Patty was sponsored by Mr. Ben Garza and Los Amigos Golfing Club. I wish Patty all the luck in the world and hope she wins the Queen Contest in the American GI Forum State Con-

vention at Pico Rivera, June 26 to June 28, 1964, and then go and win in the GI Forum National Convention in San Antonio, Texas. And with a name like Patty, how can she miss?

Here is something to think about: Our government keeps telling us that our defense is the best in the world and that no foreign power could attack us. They spent millions and millions of dollars to set our best defense. And yet two young boys who didn't even plan to attack us were able to fly into this country without being detected by our best radar defense. This makes me wonder, what if a foreign power did plan to attack us, after all they do have money and brains to plan a good attack, and if two inexperienced boys could do it, we would be pledging allegiance to a new flag and some of us would be very busy shaking hands down yonder.

Maybe after this incident, our government will stop just talking about our defense and get down to work and see that we are fully protected.

FOR MEN ONLY:

On Saturday, May 2, 1964, is one day that you must remember. For on that day the S.J. American GI Forum is having their annual Barbeque Stag Party at Senter Road Park, 2800 Senter Road, from 3 P.M. to the wee-wee hours of the morning. The steaks are going to be as large as last year, about 14 ounces each. Bring your own plates, knives, and forks. And the beer will be very cold. This year the American GI Forum is hiring the BEST TRIO in Northern California to entertain you. Fellas, if you can get out of the house that night and you want a pleasing afternoon and night and not get in trouble at some bar, just go to our Stag Barbeque Party. To the guys who can't get out of the house you will miss the time of your life.

FOR ALL WIVES:

We are just going to have men there. Women are taboo. So let your husband go to our stag party.



Here in the picture is the best trio in Northern California, TRIO SILVESTRE. From left to right: Lou Garica, Simon Flores and Johnny Lopez.

BLACK & WHITE BALL

Santa Clara American GI Forum is having their 2nd annual Black & White Coronation Ball, Friday, April 10th, 1964, at the Fiesta Room, Lou's Village, 1465 West San Carlos Street, San Jose, California. Queen selection from 8:00 P.M. to 9:00 P.M. After the Queen Contest you will dance to the music of Rudy Gonzales and his Tropical Orchestra. The dance is Semi-Formal and Bids are \$5.00 per couple.



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The Mexican Beatles

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UNITED FOOD DRIVE TALENT SHOW

were Paul (ringo) Belloumini, Rudy Belloumini (grand master of the extinct bachelors club) and Gilbert (the lover) Solarez.

The act was the last one of the show and received a tremendous ovation.

photo by richard diaz.



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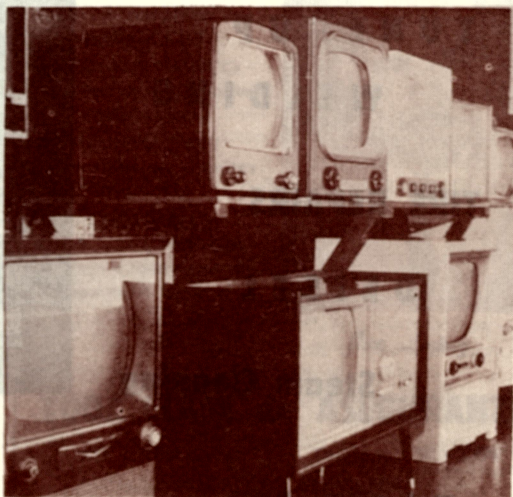
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MISS AMERICAN G I FORUM QUEEN SELECTION
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Club Zanzaree, Marge Lopez Ladies Auxiliary chairman
Patty Valenti Miss American G I Forum 1964, Ed Camu-
ñez Chairman and Miss Sussie Reyes 1963 Queen.
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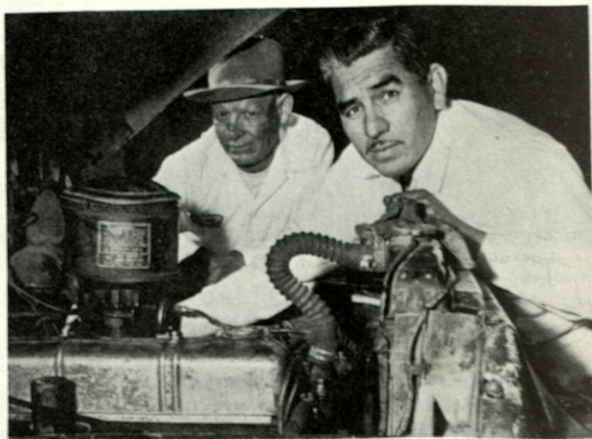
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Daniel Saldaña

Confucio el mas grande filosofo Chino decia:
"El hombre superior es cortes, pero no es rastrero; el hombre vulgar es rastrero pero no cortes."

En pocas palabras hizo la definicion de dos tipos de individuos que representan toda nuestra especie.

"El hombre superior es cortes, pero no rastrero;" por eso mismo por ser cortes es superior, por sus buenos modales. Se dice que una persona es superior, cuando demuestra en el trato con sus semejantes, un espíritu de nobleza en sus actos, de altruismo en sus pensamientos y de cordura en sus juicios; con estas cualidades es cortes pero no rastrero."

Su cortesía no lo orilla a la bajeza ni a la ruindad; el hombre vulgar es rastrero pero no cortes" (reza la ultima parte de la cita de Confucio.) Por ser vulgar es rastrero, en su vulgaridad entroniza su orgullo y en su bajeza escuda su maldad; sus actos son nobles, sus pensamientos perversos y malevolos, sus juicios, esto lo coloca en un pedestal de rastrerismo, vulgaridad y servilismo; y no se averguenza mas bien se ufana y se pavonea.

Este tipo de individuo es el que en todo ve maldad, como no conoce nada limpio, todo lo que hacen los otros le parece sucio. No es capaz de hacer una obra buena, pero critica el esfuerzo de los demas; no siente el deseo de crear o el placer de construir, pero se recrea en destruir dandole un festin a su ruindad.

El hombre superior construye o trata de construir, piensa en hacer un crear; el hombre vulgar destruye o trata de destruir, piensa en deshacer por que no tiene capacidad para crear. Es mas facil destruir que construir.

El individuo de buenas costumbres hace criticas constructivas que acarrear algun beneficio. Lo hace en forma cortes y gentil, sin porvocation; expone y analiza el tema que se trata con claridad, hace una critica noble, fundada en realidades no en rumores, desecha vaciedades y presiona en puntos de interres que puedan derivar alguna utilidad en general.

El individuo vulgar no hace critica constructiva que pueda ser de algun beneficio, su forma de criticar es baja, mordaz y provocativa, sin ninguna cortesía, no analiza ataca sin fundamento, su base son los rumores, su fuente de informacion es la cantina o el grupo de holgazanes y su tema los chismes de comadres ociosas; nada que pueda servir, pero todo lo que pueda provocar, molestar o difamar, olvidandose o desconociendose los buenos modales que deben regir nuestros actos en una sociedad civilizada.

El individuo "rastrero y vulgar" (como dijo Confucio) hace un pedestal de su cinismo y desde el despotrica de todo y por todo, olvidando que la corteesia es la tarjeta de presentacion de la cultura.



Maria La Rosa. Prop.

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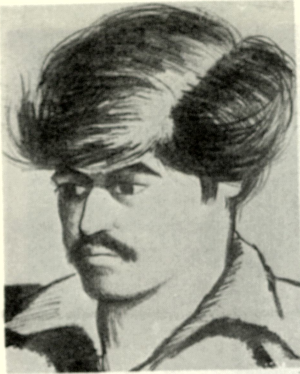
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SAN JOSE, CALIFORNIA



"EL MACHETE"

*Luis Miguel
Valdez*

"All over the world, people are hating the light-skinned machine-age nations, and busily aping them. One of the first returns they get is a cultural desolation.

"The malaise I am discussing extends over the whole world. A portion of the dynamics of poverty, at least, belongs to it, for in many, many instances an old, physically satisfactory, primitive existence is replaced by an unsatisfactory, impoverished existence as peoples become caught in the economic web that is inseparable from the extension of the Age of Technology.

- OLIVER LA FARGE

S. Parker Frisselle, clever lobbyist for the farm industrialists of California, reported to the Fruit Growers Convention in 1927 that "the Mexican likes the sunshine against an adobe wall with a few tortillas and in the off time he drifts across the border where he may have these things."

This simple minded sketch, a classic American stereotype, has served as the prime justification for the infamously unjust structure of agriculture from Texas to California. The sketch, of course, did not originate with Frisselle. Gringos have been extremely fond of alluding to the Mexican stereotype for generations. Its use in agriculture, as a vital part of the structure, is relatively new; though it must have made the gringo's blond hairs tickle with joy to discover it had economic value. The capitalists of the field even grew to depend on it and used all their influence to protect it. Where Mexicans tired of their poverty-stricken role within the structure, where they broke out and fought to better their miserable lives, deportation, boycott, and murder served to keep the precious stereotype intact.

Of course, no one actually believes the stereotype anymore, least of all the "Mexican" himself. If he did lean in the sunshine against an adobe wall with a few tortillas and like it, it was the only pleasure his meager earnings in the fields afforded him, thanks to the simple life. In any case, all that is in the past now, in 1927. In 1964, automation has begun to shift the misery of farm labor onto machines. Work it as one will, cold steel cannot cry out against low wages and social injustice. The growers can sigh with relief. A common device for exploitation, the use of the stereotype was clumsy at best. Even the "lazy Mexican" couldn't stomach it.

Out of the fields and into the canneries, then

Out of the fields and into the canneries, then the raza has progressed toward a better life since the second world war. Though the obstacles to complete acculturation are still enormous, general optimism about the process is neither impossible nor ridiculous today. Things have changed. We should, however, ask ourselves one vitally important question: what has happened to the stereotype now that the growers are through with it?

The answer, of course, is not simple. In the first place, the farm industrialists did not invent the stereotype, but merely used it. The portrait of the "lazy Mexican" had been painted years before. The last fifty years of Mexican peonage only served to embellish it. As the gringo took over the Southwest, his material prosperity threw the generally stable poverty of the raza into greater and greater contrast. Simply stated, the rich got richer and the poor got poorer.

In a country where poverty is not an accepted fact of life but a public disgrace, the poor Mexican became (and continues to be) an easy target for social ridicule, distrust and antipathy.

The hypocrisy and lies surrounding the Mexican stereotype were part of a vicious scheme to use the headless, leaderless masses of the raza as unending source of cheap stoop labor. If the agricultural situation has changed, the big lie persists as quiet, insidious polite prejudice.

Living in this sick atmosphere, it is no small wonder the raza feels totally ambivalent about its basic cultural values. The Mexican may soon achieve a material prosperity his fathers never even dreamed of, but his spiritual poverty will be ten times as worse as his fathers, if he fails to cope with his own image in the United States.

Education is the most obvious answer to this cultural menace; a determined study of history, particularly of the last hundred years. The oral tradition of the raza, of course, is inadequate to this task. The gringo must be taught as well. The Mexican has already ingrained himself into American culture, far more than the gringo will admit. The Mexican American must make him admit it. Such contributions as irrigation, mining, and the cattle industry were intimate parts of the Spanish-Indian-Mexican cultural complex. Gringon domination in these fields today, as everyone knows, is more than highly suspect.

Clearly, it was not all accomplished by "good old American fairplay."

The history taught in American schools, written and conceived by gringos, only tells one side of the story; and this supports the Mexican stereotype. To become fully American, the Mexican must exonerate his past.

Unfortunately, the facts of history lie buried in mountains of dusty volumes, and many modern American historians find the necessary digging troublesome and unrewarding. If no one touches it, the dusty mountain will eventually settle to stone, and in time, the written facts will become as harmless and meaningless as the scrawled hieroglyphics of the Aztecs.

Carey McWilliams, editor of "The Nation" is one historian who has not found the digging unrewarding; though it has been troublesome. He has written two brilliant books on the raza that no chicano

(continued next page)

in his right mind should fail to read:

**NORTH FROM MEXICO
and
FACTORIES IN THE FIELD**

(Incidentally, North From Mexico, originally published in 1949, is out on reprint by the Monthly Review Press for \$5.00).

In 1944, McWilliams worked on the defense committee for the sensational "Sleepy Lagoon Case" (some of you may remember that Mexican-baiting fiasco in Los Angeles), in which NINE "pachucos" were convicted of second degree murder. Their conviction was later reversed by the District Court of Appeals, in a unanimous decision, and the case was finally dismissed for lack of evidence. While the case was pending, however, McWilliams, along with other members of the committee, was subpoenaed by the Committee on Un-American Activities in California. His fight for the raza was apparently Un-American, which can only lead us to conclude that the raza, as well, is "Un-American."

"Above all," McWilliams writes, "it is important to remember that Mexicans are a 'conquered' people in the Southwest. A people whose culture has been under incessant attack for many years and whose character and achievements, as a people have been consistently disparaged."

The desecration of the Mexican as a lower class human being will never stop until the Mexican comes forth to demand his basic human rights, among them, a respect for his cultural values.

Tragically, too many Mexican Americans have swallowed the stereotypes that gringos have imposed upon us. Fond of certain old Mexican traditions, they have nonetheless failed to set these apart from the stigma of being "Mexican" and so they have desperately rejected the good with the bad. Embarrassed and ashamed, convinced by the gringos of the raza's poor showing in America, they have turned upon themselves with a bitter self-hate and, whenever possible, have finally "made it," they have advanced into American society with weak assertions of their "Spanish" past, only to finally achieve a comfortable, raceless, anonymity as "Americans."

LUIS MIGUEL VALDEZ

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Financial Report

UNITED FOOD DRIVE
COMMITTEE

Richard Gomez



I would like to extend my sincere thanks and warmest appreciation to the various organizations of Santa Clara County, as well as to the many, many individuals who supported and cooperated with the 17th Annual United Food Drive Committee campaign for the year 1964.

And to those dedicated and active members of past years who still remain with us in their unselfish contributions to a United cause, they are to be congratulated for their continued efforts.

The results of the Drive were highly successful. Each year our aims and goals surpass the preceding year. This means we can be of greater service to those in need.

The United Food Drive Committee is composed of all the Latin American organizations of Santa Clara County. Also supporting this drive are labor movements, business, city and county officials and many others. This is the second year that we have been able to maintain a reserve fund which can be used throughout the year to continue to help those in need.

On behalf of the United Food Drive Committee, as your President for 1964, I want to thank everyone who helped in this year's campaign.

Richard A. Gomez, Pres.

FINANCIAL STATEMENT - 1964

Starting Balance - January 1964 \$ 595.64

INCOME:

Donations:

Pink Elephant - Cash donation	30.00
Lena Manriquez	100.00
Pat Vasquez	5.00
Cannery Workers Union, Local 679	50.00
	<u>\$ 185.00</u>

Talent Show Donations (Azteca)	34.22
Dance Donations (I.E.S. Hall)	225.57
	<u>\$ 259.79</u>

TOTAL DONATIONS \$ 444.79

Sales

Beer Sales	\$ 826.25
Coca Cola	99.75
Hot Dogs	42.66
Cigarettes	7.50
Coat Room	31.03

Raffle of Prizes	284.50
Raffle of Weiners	16.00

TOTAL SALES \$ 1307.69

TOTAL INCOME \$ 1752.48

ADJUSTED BALANCE \$ 2348.12

PAID OUT EXPENSES

Guadalajara Market - Groceries	\$ 139.40
Richard Gomez - Groc. reimbursed	22.19
H. Garcia - Excentrico Adv.	15.00
I.E.S. Hall - Deposit	20.00
Milpitas Post - Posters	29.95
St. Vincent de Paul -- Donation for Groceries	150.00
H. Garcia - Adv.	20.00
Stephens Meats - Weiners	24.50
Pink Elephant - Groceries	50.00
Richard Diaz - Pictures	18.00
James Vinson - Police	135.00
I.E.S. Hall - Bal. Rent	65.00
H. Garcia - Ticket Printing (raffle)	10.51
Pink Elephant - Groceries	209.00
H. Garcia - Letterheads	13.31
Coca Cola	47.70
Santa Clara Valley Distr.	147.58
Walker Beverage Company	151.75
H. Garcia - Raffle tickets	11.76
Pink Elephant - Groceries	22.00

TOTAL \$ 1302.65

CASH PAY OUTS

Board of Equalization	\$ 11.00
Beer License & m/o	5.70
Int. Rev. Tax - to Ray Villegas	2.20
S. J. City License	5.00
M. Leon - Police at Azteca	12.00
Curtis-Lindsay - I.D. Tags	3.28
Tickets Rolls	13.65
Pencil Market	1.00
1500# Ice -- Ray Villegas	22.88
3 Cartons cigarettes	6.80
Plastic dispenser	1.17

TOTAL CASH PAY OUTS \$ 84.68

LESS EXPENSES

Check Pay outs	1302.65
Cash Pay Outs	84.68
Less Total Pay Outs	1387.33
Present Balance:	960.79

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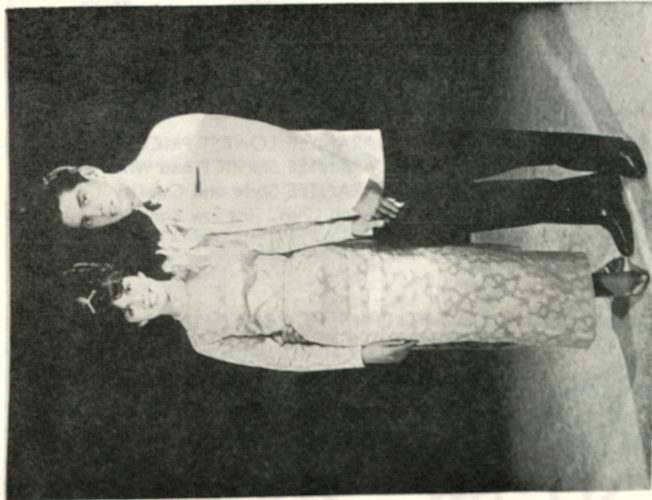
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Junior Prom

La grafica captura a la juvenil pareja compuesta por

MARIA ISABEL SAUCIDO

hija de los esposos Marcel y Antonia Saucido
prominentes figuras en el American Legion

RUDY MEDINA

hijo de los esposos Matt y Laura Medina

La foto fue tomada en los estudios EXCENTRICO momentos antes de atender al Junior Prom el día 14 de

Marzo en la escuela Santa Clara High.

Ademas disfrutaron una deliciosa comida en el restaurant El Sol. Una vez terminados sus estudios Isabel atendera a un colegio de Belleza.

PATTY VALENTI

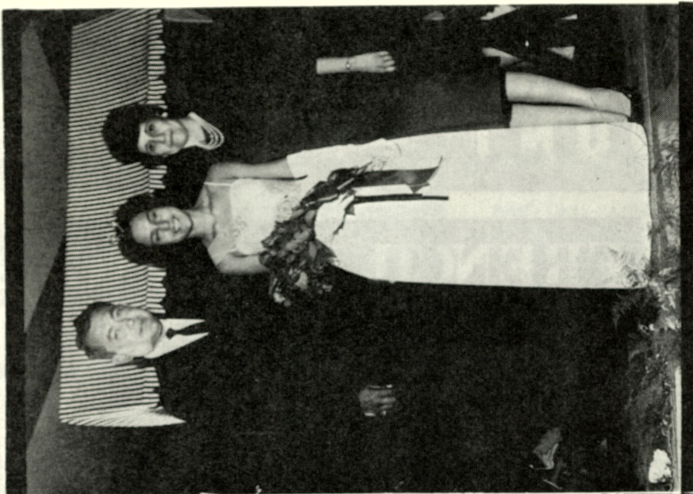
Miss American G.I. Forum 1964

Was the winner of the BEAUTY - PERSONALITY
CONTEST

Held Sunday, March 22 at the Hawaiian Gardens

Represented Los Amigos Golfing Club

photography by excentrico.....





La Sra. SOCORRO LOPEZ hija de Guadalupe Cordova contrajo matrimonio con el caballero AARON CURIOCA hijo de Concepcion Zendejas, el día 24 de Noviembre del año 1963, en la iglesia de Nuestra Señora de Guadalupe, a las 12:00 del día. Establecieron residencia en esta ciudad.

De iz. a der: David Rodriguez, Ray Garcia, Salvador Muia - padrino, Guadalupe Sosa, Roberto Gallejo, Agustín Fregozo, Arthur Googooian, Rose Mary Sing, Betty Pruitt - madrina, Myra Sosa, Annie Sumibcay, Emily Cuevas, Salcy Ochoa y los pajesitos: Larry Aragon y Olivia Aragon.

LEITER STUDIO.

Netto's GARAGE

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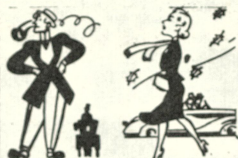


En la grafica de iz. a der: Bill Netto y Pete Netto, Prop. y Dave atentos MECANICOS que le ofrecen el mejor SERVICIO en todo el valle. GRATIS! le prestan un CARRITO mientras le REPARAN el de Ud.

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Gilbert Solarez

LOCAL NEWS

Steve Mendoza, the Middleweight Champion of Post Street, is back in town for only a short spell. He had a couple fights in Japan a few months ago and right now he is training for a 10 round fight in Las Vegas around the middle of April. I'll see if I can go watch him fight in Las Vegas. I still think he is a little nuts or maybe punchy. I wonder what Pete and Joe over at Post Street Barbershop really think of him?

Art "Alaska" Lopez was sporting a new \$3,000 diamond ring at the dance last Sunday. The mounting is platinum, the total weight of the four diamonds is 2-1/2 carats and Alaska designed the setting himself.

Helen, my sister (The Amazon) had a fit when she saw Jovita Martinez picture on the Zanzaree column. She said, "Jovita had some nerve wearing my leopard jacket to pose for that picture. Now I won't be able to pose for any pictures with it." That's all right, Sis, I said, You are welcome to use my Black Motorcycle Jacket with the eagle on the back. We both weigh about the same anyway.

THE ULAC IS WAITING!

The United Latin American Council is still waiting for the banquet promised by the Comision Honorifica Mexicana for all the FREE help donated in the 16th of September parade. Remember, the next parade is just around the corner.

In regarding the JFK Monument I have these questions to ask:

1. Am I correct to say that the same heads of the JFK Monument are the same persons that belong to the Comision Honorifica Mexicana?
2. Isn't it a fact that this JFK Committee was formed without the consent of the other clubs and organizations?
3. Since it is called a project organized by the Mexican American people of San Jose, why is it that the United Latin American Council was not informed of this project before elections took place?
4. We would like to know why you have members of this committee who don't even have to attend any meetings and yet are considered part of this group?
5. When and where do you hold your meetings and why isn't the public invited to attend these meetings since you call this a project by the Mexican American people of San Jose?????
6. I understand that so far \$259.00 has been collected since March 20th, 1964. We would like to know who your treasurer, Efen G. Velasco really is?

Is he an American citizen? Since you call this a Mexican American project by the people of San Jose.

7. How many Mexican American members do you have on the committee?
8. How many Mexican citizens do you have?
9. Is this group going to have their names engraved on the statue or is this really a sincere act?
10. Does this group belong to the United Latin American Council of the Santa Clara County.
11. Why???????????

My opinion is that we disband this group and get all the clubs and organizations together to have reelection of officers so we could call this a project by the Mexican people of San Jose just like the United Food Drive committee is conducted.

The public is waiting for your reply.

Very truly yours,
Gilbert Roland Cauhuama Soza Solarez

Mr. and Mrs. Enrique Coca
request the honour of your presence
at the marriage of their daughter
Margaret

to

Mr. Leonard Piacentini
Saturday, the fourth of April
at one o'clock in the afternoon

Holy Family Church
San Jose, California



MRS. SALOME COCA

Was in a natural setting modeling dresses at the American G I Forum FASHION SHOW - QUEEN SELECTION on Sunday, March 22 at the Hawaiian Gardens. She is the lovely and elegant wife of Hank Coca owner of Furniture Discount House, 82 E. Santa Clara Street, where you get the most for your money on Furniture.

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Si por algun motivo Ud. ha perdido su LICENCIA de MANEJAR, el Sr. GILBERTO ADAIR le ayudara a RECUPERARLA, Proporcionandole ASEGURANZA IRRESPECTIVO de su EDAD.

Gilbert Adair

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1508 E. SANTA CLARA ST.**



El atento caballero Gilberto Adair dispuesto a ayudarle en problemas de Aseguranza y Real Estate.

Eight Chinese pistachio trees and five purple leaf birch trees, the gift of thirteen County Garden Clubs, were gratefully accepted by County Supervisor Ralph H. Mehrkens March 11 at Vasona Lake County Park.

Representatives of the clubs met Mr. Mehrkens and Earl Smith, Assistant County Parks and Recreation Director, at the Art and Garden Center in the park. Most of the ladies brought shovels and hoes and set to work planting the infant trees in designated spots bordering the new parking area by the Center.

Among the clubs donating their time and efforts were Dig and Dream Club of San Jose, Westwood Oaks Club of Santa Clara, Valley Violets Club, Las Jardineras, Blossom Valley Club, Seedlings, Flower Lovers Club and West Valley Club.

The other clubs that gave trees were Campbell Garden; Flower Friends, San Jose; Green Thumbs, Milpitas; Mount Pleasant, San Jose; and African Violet, Cupertino.

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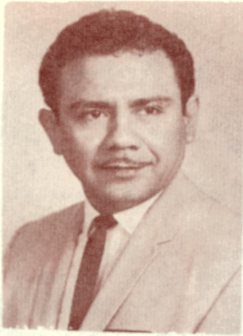
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**CLUB
San Felipe**



Candy Veliz

The Valentes strike it big. Cute Patty Valente was crowned Miss GI Forum in the elegant San Jose GI Forum Ladies Auxiliary Fashion Show. Her uncle, Rudy Valente, won the best door prize, a beautiful lamp donated by THE FURNITURE DISCOUNT HOUSE on 82 E. Santa Clara St. Congratulations!

The Savoy Club on North Tenth Street and Club San Felipe are in the process of forming a golfing team to give Los Amigos Golfing Club and Maria's all the competition they can stand and then some. Members of the team are Jess Medina, Joe Gonzalez, Bobby Clubb, Eddie Valdez, Dan Castellanos, Luis Martinez, Mr. Duck, Armando Rosales, Ramsey Valdez, and others whose names weren't available. Golfers when you want a little competition just say the word.

Club San Felipe has extended the welcome mat for Jimmy Valenzuela, the latest energetic young man to join the club.

I wonder why Gama Guevara refers to Hector Esparza as "Et Tu Brute", it probably has something to do with a girl by the name of Betty something or other. Hector, don't make him use that phrase with beauty and brains Dora Martinez, secretary for the Corps of Engineers. It will be too much.



In this photo is our lovely queen Lillian Lozano, her mother Mrs. Adelfa Lozano, Joe Flores and

Joe Gonzales. Photo taken by Mr. Humberto Garcia with the help of El Rapido Manuel Fernandez at the Fashion Show.

Club San Felipe would like to thank Curt Jillison (TIP TOP TROPHIES) for his wonderful cooperation. Next time you think of trophies, drop down & see Curt at 198 North 27th Street. His assortment is considered the best in town.

Get your rancho duds ready. The UCC League is having a Baile Ranchero. Chris Carmona will play. It will be on April 24, at the IES Hall, E. Santa Clara Street. Donation only ONE HUNDRED PENNIES. Try to make it. Bailamos?????



Pictures will say more than words so here are a couple of photos taken by Jess Medina with his new polaroid. I can see where we are going to keep Jess busy from now on.

Dr. Ivan T. Hendren

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Martes y Sabados 9 - 12

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



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California tierra amada,
De grasiosas y pintadas mariposas,
Que volando en los jardines
Van dejando entre las rosas
Y en los misticos jazmines
El perfume enamorado de tus mozas.

En tu cielo hay colores de violeta,
Tus estrellas de bellos resplandores
Son las que hacen a mi alma estar inquieta,
Porque son el amor de mis amores.

Y en el vino fragante de tus uvas,
Saboreo el suave nectar
Que me hace hasta soñar.....
Y las olas juguetonas de tu mar
Acompañan California mi cantar.

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Club Zanzaree

Trudy Jimenez

Thank You, Thank You, Thank You!

To Mr. Humberto Garcia, for letting us have the column.

Congratulations to Patty Valenti on winning the Miss GI Forum title, Patti represented Los Amigos Golfing Club.

Our thanks go also to Estella Maldonado who represented us in the GI Forum Fashion Show. She won first runnerup. Her two lovely sisters are Pat and Irene, both members of Club Zanzaree.

Club Zanzaree is by no means a new club, we have been in existence for over 8 years, no darling I didn't say I'd been in the club for 8 years, but you are pretty close!!!

On the club's agenda will be a car wash which will take place on 10th and Bayshore, a Mobil Gas Station, on April 11th at 1 o'clock.

The price is 99 cents, the girls promise to do a good job, so bring your car in, proceeds to go to the Bishop Fulton Sheen's Various Missions overseas.

What's this I hear, Gloria Puentes soon to marry, who's the lucky guy?

By the way where is Rachel Andres, I haven't seen her in a long time, last time I saw her, she was escorted by a very nice looking guy, it looked serious, is it???

CLUB ZANZAREE -- Frances Herrera, Irene Maldonado, Maïda Herrera - President, Stella Maldonado - First Runnerup in the Fashion Show Queen Contest on Sunday, March 22, Hawaiian Gardens, Pat Maldonado, Marci Mora.

PEOPLE ON THE SCENE:

Seen Eva Garza and Abel Talamantez at the dance. They sure make a cute couple.

Cute Linda Villalobos working and going to beauty college --- hope you make it.

Ray Martel getting a very short haircut, could this be why you didn't go to the dance Sunday? By the way Ray, we haven't heard much about LOS SOLTEROS. Let's have some information about your club, we'd love to hear more about it.

Mary Cortez seen quite often dancing with a fellow from Fremont.

Jaime Alamillo seen with Eva Navarrete --- wonder what's between these two?

Candy Veliz out on the loose, seems they can not trap this guy -- and there are plenty trying.

Pat Maldonado, who's been taking up your week ends? Could it be Javier?

Jimmy Baeza in the hospital with a broken leg, seems he was wrestling at the YMCA, Sure it wasn't with a certain female? You know who I'm talking about Hilda.

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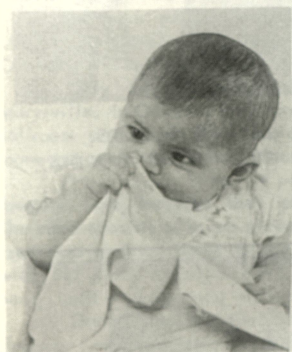
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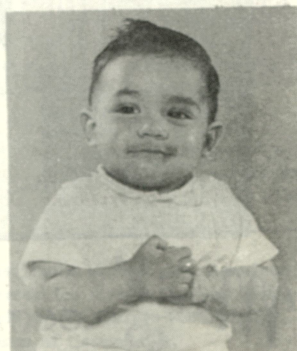
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En la grafica: Hermilo Gloria, Gene Klein, prop. y Jose Mendoza listos para ayudarle en sus compras.



PATTY VALENTI

Miss American GI Forum 1964
Rep. Los Amigos Golfing Club
BEN GARZA Club President

EXCENTRICO presents...
personalities that attended
Los Amigos Golfing Club Formal
Sat. March 7 at the Hawaiian G.



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Manuel and Allie Gutierrez
MR. and MRS.
Robert and Eloise Rodarte



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EASTER SUNDAY DANCE
Sunday, March 29 8:00 p.m.



*Club
Riviera*



Harold Martinez

The plans for our Semi-Formal Dance have all been finalized, with the acceptance by Dr. Ernesto Galarza, of our offer to be our guest of honor. Dr. Galarza, as most of you know, directed the Congressional Investigation of the Bracero Tragedy of last year. After the complete job that Dr. Galarza did on the report, there are some groups and a Congressman from around here, specifically Congressman Gubser, that are still trying to kill the report.

It will be interesting to hear some of the details and comments by Dr. Galarza on his experiences in Washington. The Latin-American Community can be proud of Dr. Galarza and the effort by Latin American leaders that succeeded in getting him appointed to direct the investigation.

From all advance indications, our First Annual Semi-Formal Dance is destined to be a success.

The music will be provided by a band known as LOS ELEGANTES. The band is directed by Enrique Olivares who is also their vocalist.

They have played in ballrooms from Fresno to Marysville. In Oakland they have played at the Sands Ballroom and in San Francisco at the California Ballroom and other well known places.

You won't have any problem requesting your favorite tune, because they play all types of music. The band consists of seven pieces and has been organized two years. Some of the players were formerly with the Tony Lazcano band and the Pete Martinez band, both well known a while back.

Their vocalist, Enrique Olivares, has been singing for about ten years with various bands in the area.

The date of the dance is May 16th, and it will take place in the Terrace Room of the Hawaiian Gardens from 9:00 to 1:00 A.M. Bids are now available and can be acquired by calling any of the following numbers:

President Frank Espinoza	CY 2-5365
Vice President Paul Ramirez	AM 2-1074
Pub. Relations Dir. Herold Martinez	AM 2-2032

On March 24th a girl was born to Mr. and Mrs. Bill Martinez and thus made yours truly an uncle for the first time. The baby weighed 8 lbs. and both mother and daughter are taking this better than the rest of the family.

Our Treasurer, Jim Trillo, is at it again. He wiped them out at the dogs with his '59 Impala super-stock in the CMP class at Fremont, March 8th.

The BEATLES have joined Club Riviera. Not the real Beatles, but our own Paul Ramirez, Frank Espinoza, and Tony and Anthony Trillo. They were the hit of the hour portraying the Beatles at the Milpitas Green Thumbs Garden Club's Woman of the Year Program and at the St. John's Parish St. Patrick's Day Potluck Dinner two weeks ago in Milpitas. They have been asked to do their act for other groups in the area.

COMING EVENTS

The Santa Clara GI Forum will hold their annual Black and White Coronation Ball on April 10th at Lou's Village, in the Fiesta Room. The Queen selection will take place from 8:00 to 9:00 P.M. and the dance will follow from 9:00 P.M. The music will be by Rudy Gonzalez and his Tropical Orchestra.

CLUB NEWS

We would like to congratulate Miss Pattie Valenti on winning the title of Miss San Jose G.I. Forum. She will now go to Pico-Rivera to compete for the state title.



L to r: Eddie Torres usher, Patty Valenti Miss American GI Forum who represented Los Amigos Golfing Club, Ben Garza, Club President, Helen Torres - Publicity Dir. and Paul Mansfield Master of Ceremonies.
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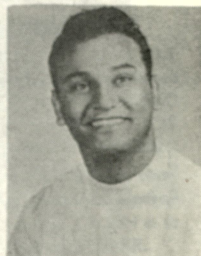
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Richard Diaz



En la foto el (terrible pata gamboa) Alvin Valadez
prueba su musculatura con el poderoso Montana.
Rechinaron huesos, se quebró la mesa y nada.

DOBLE ENLACE

Alvaro y Maria C. de Hernandez
participan a Ud. el enlace
de sus hijas

SYLVIA y EVANGELINA
con los señores

William Escobedo y Larry Young

Se verificó el día 2 de Noviembre a las
12 del día, en la Iglesia Holy Trinity
San Jose, California 1963

En la foto a la derecha:
Sylvia y William, El Rvdo. P. que oficia
Evangelina y Larry y los pajecitos que
acompañaron a los desposados.

En la foto de abajo:
Sylvia Hernandez y William Escobedo
rodeados de su corte de honor.





Simon Villa



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OUR FLAG

Our Flag is called "Old Glory."

It is our national emblem of liberty and justice since it was authorized in June 14, 1777.

Our flag is made of stars and stripes. There are thirteen stripes. They represent the thirteen original colonies (states). There are fifty stars. They represent the fifty states. The blue in our flag, with the fifty stars is called the "Blue Field."

Tradition tells us that the honor of making the first flag is credited to Betsy Ross, a patriotic lady of Philadelphia. It is said that George Washington made a pencil sketch of the design, thirteen stripes of alternate red and white and thirteen white stars in a circle of a blue background. This sketch was submitted to Betsy Ross.

Our beautiful flag is the result of her work. A special day, June 14, has been designated Flag Day. On this day the flag is publicly honored by patriotic exercises, and Americans renew their pledge of loyalty. Every American should know this pledge of allegiance. During President Dwight Eisenhower's term in the presidency, he added these two words to our pledge of allegiance: "Under God."

Can you give the pledge to our flag? Here it is:

"I pledge allegiance to the flag of the United States of America, and to the republic for which it stands; one nation under God, indivisible, with liberty and justice for all."

* * * * *

"LA DE LOS OJOS GRANDES"

Eran tan grandes sus ojos;
y tan negros, oh, Dios mío,
que al perderlos desvarío;
y en vano quedo de hinojos,
buscando el simil que ansio.

Tiene la noche negrura,
pero le faltan destellos,
Hay mucho espacio en la alura,
?Pero donde la ternura
que te robaste con ellos?

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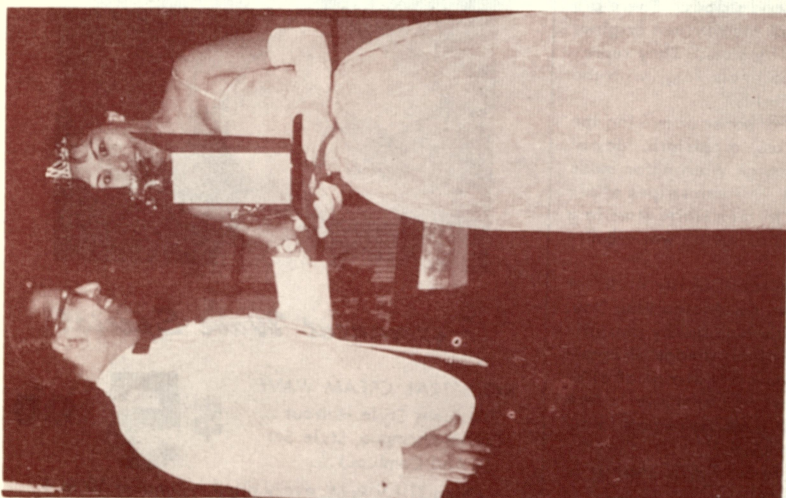
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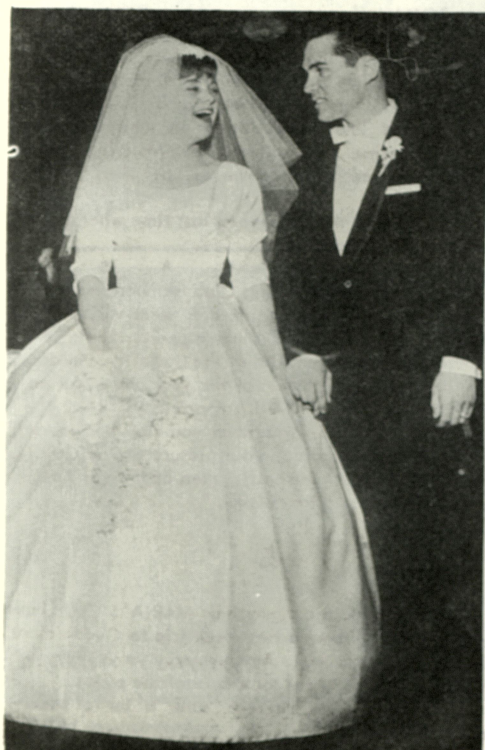
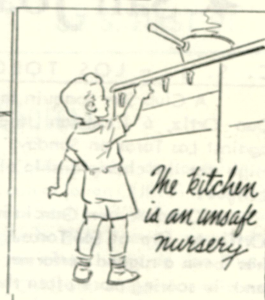
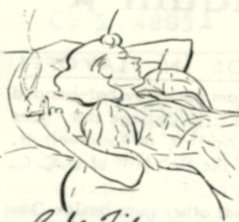
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Dave Sierra

★ San Joaquin ★

C. S. J. - LOS TOROS IN PLAYOFF!

A Club San Joaquin team paced by hot-handed Dan Ortiz, 6'1 ex-San Jose City College star, goes against Los Toros on Sunday, April 5, at Roosevelt Jr. High for the championship of the first half of U.C.C. League.

Coach Ruben Garcia has other guns beside Dan Ortiz to fire at Los Toros. 6'2 forward Leo Carrillo has been a rugged performer on the boards for C.S.J. and is scoring more often than ever. 6'3 center Ray Montijo has been the rebounding star of the All Stars while outside long distance bombing by 5'7 Lupe Diaz has demoralized many opponents as C.S.J. marched through the U.C.C. League and enters the playoff with a 9-1 season record.

Their only loss came at the hands of El Dorado in the first game of the season. CSJ has played UCLA ball since then.

Reserves Bob Garcia, Willie Escobar, and Frank Murguia give Coach Ruben Garcia a solid bench.

CLUB SAN JOAQUIN

vs.

LOS TOROS

Sunday, April 5, 1 P.M. Roosevelt Jr. High

March 15-21 is National Rice Week and the National Rice Growers Association of America recommends that we all partake of lots of rice. You beer drinkers have nothing to worry about. There is rice in beer. Isn't that wonderful?

Rene Touzet must be the busiest musician in L.A. Recently he appeared on Monday at the Casa Escobar in Sherman Oaks, on Tuesday at the Direct Line on North La Brea in Hollywood, and Wednesday in El Poche Cafe in San Gabriel. Man, this cat moves those Southern California folks!

Incidentally, Sally Rand is stripping at the Colony Club in Gardena. Paul Gary will remember her from the 1939 World's Fair. Remember, Paul?

LA MERDE

We wonder when the city is going to fix that big bump some excavating company left on South First Street just north of San Carlos. Aren't they supposed to leave the street in the condition in which they found it?

Did you hear about the organization that was picketing a San Jose downtown market because they didn't have their quota of negroes employed in the store? What is the correct quota of negroes for one market? How about Mexicans? Indians? Africans? Frenchmen? Germans? Aztecs? Eskimos? ?????

Paul Gary is all excited about Warren McVey, San Antonio Jefferson's All American Schoolboy half-back. McVey, a 5-11, 175 pounder, is bound for the University of Southern California but will enroll first at Orange Coast College to brush up on a few courses. McVey had about 70 colleges and universities after him and decided to enroll at Troy after considering UCLA, Arizona State, Kansas State, and Baylor. The Prep All American scored FORTY SIX touchdowns in his senior year at San Antonio Jeff and when he isn't playing basketball, he runs a 9.5 hundred for the track team. Look out, UCLA!!!!

Speaking of the Bruins of UCLA: How about that 30 game win streak and the National Title back on the West Coast?

A few weeks ago a man walked into the Villa Roma Delicatessen on Fourth Street and bought a small bottle of cheap wine. He took it across the street to a certain barber shop and offered the man in the 1st chair a drink. The barber took a healthy gulp, swallowed, and blurted out, "Dave, you damned wino! That's TOKAY!"

"Don't call me a wino, Joe!" I replied. "I have to look at the label to tell what I'm drinking but you know what kind it is even if the bottle is in a paper bag!!!!" Joe Quiñones is a ww.....

In the know Republicans are whispering that there's no sense in Goldwater and Rockefeller even campaigning because "Nixon will get it in the end, anyway!"

I thought that happened last time when he ran for Governor of California.....

Los Amigos Golfing Club members may never say anything but I don't think they were very pleased with the way the ULAC clubs supported their Semi-Formal Dance on March 10th at the Hawaiian Gardens. This is their only function of the year and I, for one, felt that they were not well supported.

Hank Paramo: whenever you can tear yourself away from Jim Boccardo, your picture of Ray Garcia, Dave Sierra, and yourself, taken at the Los Amigos Dance, is ready. Bring \$2.00.



Dan and Maria Aguirre of MARIA'S CLUB have just returned from a two week trip to Guadalajara, Jalisco (Ay! Ayyyyy! Ayyyyyyyyyy ya yyyyyyyyy!) Mexico. Joe and Paul took care of the place.

Dan: "Man, there's sure a lot of Mexicans down there!"



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

Dr. HAROLD ZLOT

Dr. LAWRENCE STERN

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La Señorita DIANA JEAN GARCIA hija de Joseph A. Garcia contrajo NUPCIAS con el joven CURTIS ARTHUR HALL hijo de Ralph y Grace Hall, el día 8 de Febrero del presente año, en la iglesia Holy Family, marcando el reloj las 3:00 de la tarde, en esta ciudad de San Jose. Diana es nativa de Greeley, Colorado con residencia en esta por los pasados 7 años. La RECEPCION se verifico en el Azteca Hall asistiendo mas de 300 invitados. Su LUNA de MIEL la disfrutaron en San Francisco, a su regreso establecieron residencia en Santa Clara.

foto por manuel fernandez.



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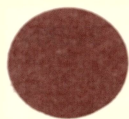
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