

AÑO 12. Num. 14

MAYO 20, 1962

SAN JOSE 10, CALIFORNIA



CONVENTION BANQUET HYATT HOUSE JUNE 22nd
CORONATION BALL HAWAHAN GARDENS JUNE 23rd

JUNE 22nd

courtesy SELIX FORMAL WEAR



FRANK DAVILLA AX 6-0306 Miembro de la Camara de Comercio Mexicana

Marciano Merceron

Domingo 10 de Junio

Rainbow Ballroom

# Cantinflitas

Sabado 19 de Mayo

Luis Perez Meza

Sabado 26 de Mayo



**EN PERSONA** 

## **Ramon Marquez**

y su Orguesta

DOMINGO 3 de JUNIO

Roinbow Ballroom





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

DAVE E. SIERRA Assistant Editor

#### COLABORADORES

AMERICAN GI FORUM
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Stimuli

Rachel Andres

#### IS THIS YOU?

You have chosen the road you will travel, you have chosen this way above all others, whatever it may be. Supplied with the necessary items of skill, knowledge, desire to accomplish, and proper perspective, you begin your journey. It is probable you will travel the road of your choice alone—struggling forth against the winds of ridicule and dodging the stones of mockery which are thrown in your direction. Obstacles pierce the horizon like jagged rocks and clouds of turbulence attempt to mar the clearness of your goal.

The violent winds do not cessate and its force throws you to the ground, but you rise and continue, sometimes falling and sometimes crawling. You stop, now, gasping for rest and thirsting for encouragement and comfort. The beads of sweat roll off the brow; at this point, you question the choice you have made. You take inventory of yourself. You begin t doubt the real value and worthiness of this pilgrimage; you weigh the accomplishments with the endeavor put forth, and you see no worthwhile results. You ponder the fact that a predominant factor in every worthwhile achievement is perseverence. A flicker of hope suddenly strikes as you recall that not only you alone have traveled this road; others have walked these very miles and weathered these very conditions, there was Christopher Columbus, Louis Pasteur, the Wright Brothers, David Livingstone, Doctor Tom Dooley and countless others.

Armed with encouragement, you pick up your pack and with a clear head and steady eyes journey on. You manifest stamina and personify steadfastness. You are an unfinished portrait of success, but with every step onward the outlines of the picture take shape and colors begin to blend.

The journey is long and you think termination improbable. Nights are cold and bleak; days are hot and dry. The trees stand witnesses to your toil and their arms bow in sadness; and the song of the breeze is often the song of lonliness.

You pause for a view ahead, into the future, and you see only one more mountain to pursue. As you approach it, you discover it to be filled with constant setbacks and unending problems. But you climb, you persevere!

At last you reach the end of the road and the journey is ended! Exhausted mentally and physically you arise to your feet and you lift those tired arms in

exclamation of jay. Yours is the victory because you wore the helmet of stability, and your armor of strength deterred all thoughts of surrender.

You stand there, a non-defeatist, for you have overpowered all efforts of defeat; an optimist, for forsaking the bleak moments and looking to the bright; and a hero, for winning almost-losing battle.

You look at your feet and there in a bundle is your reward—sense of achievement, happiness, and success! Yes, these are yours to embrace, to call your very own—all these because you were, and are, a paragon of perseverence.

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## CLUB Bachelors



Gilbert Solarer

Well I've tried to behave like a gentleman for a whole week but certain obstacles wouldn't allow me to. Besides this kindness doesn't fit my personality. So, the heck with it.

#### U. C. C. SOFTBALL LEAGUE

Last Sunday afternoon Club Bachelors had a practice game with Club Riviera at Columbus Park. We won, score was 7-2. San Joaquin beat Los Toros. Al Rodriquez smacked a homer between left and centerfield for the Bachelors. Those Riviera boys from Ford Plant are pretty good sports.

What's all this jazz I've been reading about one of San Jose's most lovely young ladies Rose Marie Ramirez and Alaska at a local ballroom? Why, our Grand Master J. J. Rodriquez and Rose Marie have been dating constantly for quite some time now. He has taken her to dinner in some of the classic places around San Francisco, Belmont, Palo Alto, Carmel, Monterey, and Redwood City. Last Saturday he took her to see Ella Fitzgerald here in San Jose. You have excellent taste, J. J. Watch out, J. J., I like her myself. I'm from Hollywood, California.



#### CHUCHULUCO CANDELARIO JR.

So you're very particular who you have for President are you? I've got news for you Chuchuluco. The one you have now, Santos Camaron, why that blind horse couldn't lead a bum steer inside an empty corral the size of Columbus Park if he hog-tied it and helped him drag it in. Personally with that horse laugh of his I think he's related to a jackass. Chuchuluco, Jr., you told me that Joe Gonzalez quit your club while he was President because he got mad at you guys on account of the shower you boys gave one of your members when he took off to Reno, and you didn't give Joe one. Then Joe went and joined San Joaquin so he could play sports for them. You just ask Bob Garcia and John Zamora, they also told me that Joe went to their parties, ate their food and lushed up on their booze. The San Joaquin men said Joe got mad at them too, cause he didn't make the team and he went back to your club. Remember, Jr., Joe is still on the San Joaquin roster and you guys dropped him from yours. San Joaquin won't give up without a fight and you know what you're up against.

The UCC League rules are: Any player that quits a team and joins another team, then goes back to his old team has to warm the bench for one whole year unless we vote on it at the meeting. You need these votes: Los Toros, El Dorado, San Felipe, Casa Mañana, San Joaquin, and Bachelors. I know you're not going to get these votes: San Joaquin, Casa Mañana, and do not think you're going to get my vote from the Bachelors. Think about it, Chuchu.

ANOTHER LETTER FROM MITA:

Dear Gil:

4-23-62

After reading the last issue of your column, and Diane Barrera, she thinks that this is a bunch of "sweet nothing". Just because she is Puerto Rican you think that Rudy can't go out with her and not with Rachel. He is really tired of Rachel and Rachel knows that, anyway, why worrie about that, after all Rachel is going out with a Puerto Rican fellow.
"ESPECIAL PARA DIANE:"

No seas matia. O como el Aros Blanco siempre encima del plato.

Gil, why don't you tell the little you know, about this Puerto Rican that Rudy has told you, because I know he has. Gil, whoever send in that letter must be a good friend of Rachel, because she wants you to think that she knows MITA, and she said that she is married and she is not. Well Gil, I would like to see a little of this in your next column.

P.S. Puerto Ricans really know how to love.
Your Friend,

#### SF GIANTS vs. COLT 45's SUNDAY, MAY 20

A bus will leave this Sunday for the ballgame at Maria's Club. A doubleheader at Candlestick Park between the Giants and Del Rio Colts. The bus will leave at 10:30 A.M., beer and sandwiches will be served. Fee, \$6.00.



BENEFIT DANCE
Dance to the Music of
CONNIE CAUDILLO
Date—SATURDAY, May 26th
Time—9 P.M. to 1 A.M.
Place—ST. JOSEPH'S HALL
RIVER STREET

Introducing an outstanding member, little Gaspar "Ortega" Espinoza. He is supposed to be the most Popular Newcomer of '61. We'll never know how Rachel Chose him for that title. He was born here 26 years ago and was raised and went to school here, and may be buried here. The only reason no one ever sow him was because he was always hiding in some dark bar and came out of the shell when he started hanging with J. J. Rodriquez and Tapon Plata.



#### RAY

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CY 3 - 9894

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## Belleza es SUYA con Lentes

Del DR. VAL E. SNEED

Seleccione Ud. de la FABULOSA variacion de Estilos y Diseños con que cuenta el Dr. VAL E. SNEED

# NO NECESITA CITA PAGOS FACILES

Obtenga el par de LENTES que Ud. tanto necesita con tan solo decir: AGREGENLOS a MI CUENTA.

En la grafica: el Er. Val E. Sneed y la guapa recepcio nista Srita. Susan Molina.

En Seguida de KAY JEWELERS

DR. VAL E. SNEED Optometrista

CY 5 - 4805

67 S. FIRST ST.



National Little League Ladies Auxiliary

### BENEFIT DANCE

Saturday, May 26

FROM 9:00 p.m. to 1:00 a.m.

Connie Caudillo & Orchestra

SAINT JOSEPH'S HALL

On River Street - (between Park and San Fernando)

**Donation \$1.25 per Person** 



### MARKED

FOOD

DRIVE





#### PRESIDENT'S LETTER OF GRATITUDE

During the winter months, as industrial and agricultural production enter the slack period of the year, many people find themselves out of work. Their sole means of support is a small unemployment check or Welfare aid to provide their families with shelter and food, if they are so fortunate to qualify for such assistance. Many are not so lucky and have to manage by what means they can until providence somehow comes to their aid.

It is to these people that the UNITED FOOD DR-IVE dedicates itself. The Latin American service organizations and social clubs all work together in this annual drive and for fifteen years have aptly proven the truth of the statement "United we stand - In unity there is strength." This was the first year that the dance was extended to eight hours in length. There was \$1235.00 left at the bank Sunday after the dance and over 75 boxes of food donated. It was only through the united and unselfish efforts of the participating clubs and organizations that this year's drive was such a huge success.

On behalf of the UNITED FOOD DRIVE COM-MITTEE I would like to extend my sincere appreciation and thanks to Lena Manriquez for the use of her office as headquarters for the drive, to Mary Fierros and her tireless efforts as liaison with the Central Labor Council, to Mr. John Flores and the Guadalajara Market #2 and Restuarant; to Mayor Paul Moore for his interest and assistance, and to the Puentes Bros. Market for their continued efforts with the drive.

I would also like to give my sincere appreciation to the following clubs and organizations for their generous assistance:

SPECIAL SERVICES

Mr. John Flores, EL EXCENTRICO MAGAZINE, Radio KLOK, Radio KOFY, Channel II, San Jose Mercury-News, Resident papers, Tony deMaria, Club Zanzaree, Club Del Mar, Club Elite, Club Cuauhtemoc, Club San Joaquin, Club Bachelors, Club San Felipe, American GI Forum of Santa Clara, American GI Forum of San Jose, Los Veteranos, R.V.A. Post 1775, Los Amigos Golfing Club.

It is hoped that the Latin American service organizations and social clubs will continue to work together in a united effort continuing its service to the community not only during the winter months but throughout the year showing that unity is strength.

> Respectfully, Rudy Belluomini



Simon Villa



UNION CITY, CALIF,

### Madre

Madre linda palabra, Madre! amor verdadero, limpio, puro como el agua de la fuente, que corre con suavidad y su lento murmullo alimenta y tranquiliza el espiritu de los seres humanos porque semeja a las limpidas lagrimas que invaden gota tras gota las blancas mejillas de la madre cuando sufre las penas y dolores de sus hijos.

La madre es el ser excelso y santo, porque ella nos dio la vida, nos arrullo en su santo regazo, nos alimenta, nos educa y nos corrige, con sus manos blancas como el armiño y suaves como la seda, nos alisa nuestro cabello y acaricia nuestras mejillas y con sus encantadores labios nos besa la frente y nos deja la miel del amor maternal.

!Oh! Madre que gran bendicion hay en tus manos que cuando me acosan vanos y malvados, espiritu en la gruta siento tu bendicion immaculada y siempre triunfo y sigo mi ruta feliz, gracias a ti madre mia.

La madre es un verdadero tesoro, quiza el mas grande de todos los tesores que existen en la superficie de la tierra, todo el que tiene su madre es feliz, porque siente el afecto envuelto en pureza feliz, porque se ve protegido con su santa bendicion, porque despues de cumplir con sus horas de escuela o de sus labores diarios al regresar a su hogar recibe las caricias del aquel ser incomparable que le dio la vida y recibe el beso verdadero de cariño y amor puro, el beso de la madre piadosa que vela dia y noche por su felicidad bendita sean las madres que nos hacen dichosos eternamente, cuando se nos presenta peligro aclamamos a ella, porque sabemos que ella siente y implora a Dios Padre Todopoderoso para nuestras penas y amarguras sean disueltas de todo mal y ver la felicidad y regociso de sus seres queridos sus hijos.

La madre es la alegria de todos los hogares y debemos ser buenos hijos y tratarla con toda la ternura de nuestros corazones, para que ella goce la alegria de decir mi hijo es digno de aprecio porque ha recibido los buenos consejos de su madre con lo que es suficiente para encontrar la felicidad verdadera y honras a Dios sobre todas las cosas.

Para terminar les deseamos a todas y cada una de las modrecitas que pasen un dia muy feliz de Dia de las Modres en compania de todos sus hijos.

por Simon Villa Union City, Calif. Mayo de 1962

Diga a nuestros Anunciantes que lo vio en el EXCENTRICO



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CALIDAD.

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SELIX FORMAL WEAR

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75 S. 2nd St.

Sr. Vidal y Sra. Maria Carrillo participan a Ud. el enlace de su hija

Dora

con el seños

Armando Flores

,

Sr. Publo y Sra. Beatris Flores

participan a Ud. el enlace de su hijo

Armando

con la señorita

Dora Carrillo

Y tienen el honor de invitar a Ud. y su apreciable familia a la ceremonia religiosa que se versficara el Sabado 19 de Mayo a las x:00 de la tarde, en la Iglesia Juan 3:16 en el 397 E. Empire St.

San Jose, California 1962



DAN and MARIA AGUIRRE, Props.

Maria's
COCKTAIL LOUNGE

BAILE VIERNES - SABADOS

y DOMINGOS

El Centro Nocturno

\*\*\*\*

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

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Mr. and Mrs. NASH GALVAN
Mr. and Mrs. NAPOLEON MACIAS

Request the honour of your presence at the marriage of their sons

#### YVONNE and GILBERT

On Saturday, June 9 at 12:00 o' clock at the Holy Family Church - River and San Fernando Sts.

San Jose, California 1962



El Sabado 28 de Abril, en el Hotel Saint Claire de esta ciudad, durante el BANQUETE ofrecido por la organizacion LOS VETERANO 5, el distinguido caballero Don MARCEL SAUCIDO, procedente de San Juan de Los Lagos, Mexico, fue nombrado por el National Command er de Washington, D.C. John Shannon, JUDGE ADVOCATE nombramiento que en nuestro concepto es muy bien merecido. Su gentil esposa Sra. ANTONIA de SAUCIDO fue tambien nombrada Honorary Life Member de esta activa organizacion, honor que muy pocas mujeres han alcanzado.

Los populares esposos Saucido cuentan con dos herederas Maria Elena de 14 años y Maria Isabel de 15. foto: ricardo lopez moctezuma de diaz. (el azote).

Diga a nuestros Anunciantes que lo vio en el EXCENTRICO

## Dr. Ivan T. Hendren



# Quiropactico

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## Memorial Day MAY 30th

A MEDAL and MEMORY a PHOTOGRAPH of a FALLEN Warrior the AMERICAN FLAG a PURPLE HEART

Form a symbolic picture of the TRIBUTE we will pay this MEMORIAL DAY

to the men who fought and died in American Wars.

### Chris. A. Alvarez. P.fc.

Died in action in Aachen, Germany on April 8, 1945, one month before second World War ended, was given a Corpus Absenti burial, May 8 in Hollister, Calif. His remains were brought back in 1949.

CHRIS. A. ALVAREZ, P.F.C. is still survived by his mother Mrs. Juana Alvarez, 4 sisters: Maria, Emilia, Aurelia, Teresa and 3 brothers: John, Raymond and Joseph.

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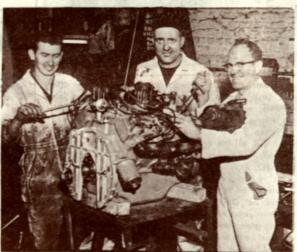
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CY 3-3663



### Spares & Strikes



Mario R. Vazquez

#### NOCHE RANCHERA

Come May 26th at 6:30 P.M., the Santa Clara GI Forum will hold a Noche Ranchera which will be mainly for couples. Bar-B-Que steaks will be served along with entertainment. Place will be at Senter Park, 2800 Senter Road, San Jose. Latest reports show the Scholarship Fund under par and this event will push it over, we hope. Your cooperation will be greatly appreciated. Tickets can be acquired through the members of the Santa Clara GI Forum. Single persons will also be welcomed.

Bob & Betty, Sadie, Mario & Rebecca at EL ALAMO April 17, 1962 Picture by Geraldine, Age 7.



#### WHAT HAPPENED?

Seems that the Texans are getting revenge after all. Last months, while touring the Alamo in San Antonio, we noticed that the maintenance crew making it look old were composed only of Mexicans.

When I saw the movie, "the Alamo" the Mexicans did all the damage. Anyway, "Remember The Alamo".

DEL RIO, TEXAS

I've heard a lot about it and I've also read about it quite often in this magazine, however, Del Rio will always be Del Rio. Born there and living there for eighteen years always leaves a soft spot in your heart. Having gone there last month, the red carpet was rolled out and our small delegation of Vasquez's were treated like kings. The Del Rio GI Forum greeted my brother Bob and I like long lost cousins, especially with the usual mainstays. I wasn't surprised to see Pimbert, Indio, E. I. Calderon, Jr., Chris, etc., to name a few. They insisted that California gold was no good in Texas. (More about Texas next time).

Getting back to bowling, I feel sorry for the team

captain of any team. Nobody wants to be one. Main reason being, that if the team goes wrong, he is to blame, if the team does good, nothing is said. If everybody makes a strike, he gets stuck for the drinks, and if a bowler does not show up, he has to pay out of his pocket. Having been captain of three bowling teams and secretary of three bowling leagues at the same time, was pretty rough. I finally wised up and get rid of two teams and two leagues. I tried to give somebody the secretary job on one league but nobody wanted it and also got stuck with being captain. It isn't bad, but one hour before bowling time, I found out that one bowler could not make it. Same old story, find a bowler or pay the difference. Old captains never quit, they just bowl away.

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Past Presidents BALL

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### 960 E. SANTA CLARA ST.

Mrs. MARY ALVAREZ first appeared in EL EXCENTRI-CO years ago, as a private nurse, than operating her own business, after that she worked for BIG BEN LOAN OFFICE on South Market St. at the present she is at home taking care of four foster children, always ready to help others. On Sunday, April 29th she was her usual stunning self as she modeled dresses for the American G I Forum FASHION SHOW at Lou's Village.

Good Luck, Mary and hope to see you again.

Photo by EXCENTRICO.



Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian



Exciting New Fashions in Eye Wear

By Dr. STANLEY LADERMAN and Dr. ROBERT TAYLOR

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Club Piviera

Joel Aguilera

"Shay, lishen, lady, you're the homeliest woman I ever saw."

"Well, you're the drunkest man I ever saw!"

"I know, lady, but I'll get over it in the morning!"

We just learned of a fellow who crossed a rabbit with a snake and got an adder that multiplies.

Hear the one about the two mind readers, one male and the other female, who finally met and had a date? And all evening long they just sat around blushing!!!!!

### MILPITAS FRONTIER DAYS ARE HERE AGAIN ----MAY 28 - JUNE 3 -----

This community festivities were planned by the Milpitas merchants association, chamber of commerce and a vast number of civic, social and service groups. This event will consist of a parade, beauty contest, whiskerino contest, circus and amusement rides, outdoor dances and variety shows which will all be sch-



New RVA Post 1775 Commander Richard Gomez receiving gavel from National Quartermaster Melvin at their recent installation of officers banquet at St. Claire Hotel. Also appearing left to right are: Mrs. Antonia Saucido, National Commander Shannon, and standing far right Marcie Saucedo (Judge Advocate) and Ray Salas, (Sr. Vice Commander).

Introducing THE MUSIC MASTERS: (Back row) left to right: Bob Rodriquez, piano; Monico Flores, drums; Ben Cadena, bass; (Middle row) 2nd trumpet Mike Salas; 1st trumpet and leader Andy Flores; trombone Jim Flores; 1st sax Bob Lopez; 2nd sax Richard Herrerg; and 3rd sax Richard Zuniga.



eduled throughout the week on the 18 acre official Frontier Days site opposite the Milpitas City Hall.

Come one! Come all! See y'all thar!

Club Riviera extends its most sincere condolences and sympathy to Mrs. Josephine Martinez and family, residents of San Jose, California, on their recent berievement, on May 10, 1962, for the expiration of Mr. Eugenio Martinez, age 70, native of Las Cruses, Nuevo Mexico.

The latest fad amongst several EXCENTRICO columnists-If you are short of printing material, ridicule your fellow writers: it is a sure way to fill up your columns. Or should I say like the old Spanish adage, "La Zorra nunca se mira su cola!!!!!!"

# **Prestamos DINERO**

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Pasteles de Fresa (frescos) 59¢

CY 5 - 4575 379 PREVOST ST.

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Asuntos de INMIGRACION Traducciones - Notario Publico

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Manuel y Elizabeth Morales Propietarios

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SERVICIO de PRIMERA ADULTOS y NIÑOS

ABIERTO 9.00 a.m. a 7.00 p.m.

Sebastain y Raul Hernandez Propietarios La atenderan con esmero!

CY 5-2688

70 W. St John St.







The Hernandez

#### MISS AMERICAN GI FORUM OF SAN JOSE

Our hearty congratulations to Miss Anita Maldonado, sponsored by Club Elite, for her triumph as Miss American GI Forum of San Jose. Our local will be in good contention for each of the awards presented at the State Convention and we know that our chances for a State Queen are very, very good.

We extend our sincere appreciation to our other contestants, Gloria Castro (Club San Felipe), Rose Mary Gardillo (Club Bachelors), Mary Rose Moreno (Los Amigos Golfing Club) and Mary Helen Otozco (Club Zanzaree) for their fine efforts in making the Fashion Show and Queen Contest a success. Front cover: Tuxedos courtesy of Selix Formal Wear, 175 S. 2nd.

### STATE CONVENTION (JUNE 22, 23, & 24th)

In order that all of our readers can get a good concept of the "whats" and "whens" of the oncoming convention and appreciate the widespread information and publicity which will be forthcoming, here is a summary of the convention program as it applies to local interested citizens:

FRIDAY, JUNE 22nd:

10:00 Registration begins 2:00 San Jose Area Tour

4:00 Committee and Workshop Meetings

6:30 No Host Cocktail Hour - Patio Hyatt House

8:00 Official Banquet

Prayer

Welcome by convention co-chairman (Ike Hernandez)

Welcome by host Forum chairman

(Dan Campos) Welcome by Local Official

Response by State Chairman (Teen Flores)

Introductions

State Queen
Queen Contestants
Local Leaders
Special Guests

Presentation of Awards
Introduction of Main Speaker
Speech by Governor Edmund G. Brown

11:00 Host Forum Hospitality Room opens

SATURDAY, JUNE 23rd:

9:00 Call to Order

9:45 Remarks by State Chairman

Introduction of special guests Speech by National Chairman (John Mendoza)

Nomination of Officers 11:30 12:00 Luncheon Keynote Speaker Swim Show 2:00 Speeches and Presentations by candidates for Office 3-00 Presentation by Ladies Auxiliary 7:00 No Host Cocktail Hour -Hawaiian Gardens - Terrace Room Coronation Ball - Dancing 8:00 Hawaiian Gardens - Terrace Room Introductions 9:00 Judging Presentation of Awards

10:00 Coronation of new Queen - Dancing

SUNDAY, JUNE 24th: 10:00 Call to Order

11:00 Election of new Officers
Installation of new officers

12:30 Adjournment of Convention

For tickets to any or all functions, please call the undersigned between 10 A.M. and 4 P.M.

IKE HERNANDEZ CY 4-8840



ANITA MALDONADO winner of the BEAUTY CONTEST sponsored by the American G I Forum, San Jose Chapter held Sunday, April 29 at Lou's Village poses with Bob Rodriguez who was Master of Ceremonies for this function and diplomatic Bill Lopez.

(EXCENTRICO photography.....)

Los establecimientos que anunciamos son de responsabilidad



### San Jose

# Hosts State Convention



### Anita Maldonado

Winner of the BEAUTY CONTEST held on April 29 at Lou's Village will represent the San Jose Chapter

( EXCENTRICO photography....)

The American GI Forum of San Jose will host the California State Convention at the Hyatt House on June 22-24th.

The local GI Forum has been preparing for this event for over a year. Forumeers from chapters including City Terrace, Cucamonga, Elsinore, Los Angeles, Oxnard, Pico-Rivera, Riverside, S. W. Los Angeles, San Bernardino, San Diego, San Gabriel, Santa Barbara, Santa Clara, Santa Fe Springs, Tulare and Union City will be in attendance.

The business sessions are scheduled for Saturday and Sunday, June 23rd and 24th. Convention head-quarters will be the ultra-modern Hyatt House Hotel located at North First Street and Bayshore Highway. Distinguished Forumeers Superior Judge Carlos Teran and Judge Leopoldo Sanchez from Los Angeles are expected to address the Convention. National GI Forum Chairman John Mendoza, District Attorney from Las Vegas, will be the featured speaker.

Governor Edmund G. Brown will be the main speaker for the Friday night banquet.

The coronation ball will feature the selection of MISS AMERICAN GI FORUM OF CALIFORNIA, who will compete at the National convention from contestants sponsored by the chapters throughout the state. Miss Anita Maldonado will represent the San Jose Chapter.

Master of Ceremonies will be Eduardo Grigg, local radio personality. A capacity crowd is expected for the semi-formal event.

This promises to be the biggest social weekend ever attended by local clubs, organizations and the general public.

Dan Campos and Ike Hernandez are the Co-Chairmen for the three day convention.

YOU ARE INVITED
TO
The American GI Forum State Convention

### BANQUET

JUNE 22nd HYATT HOUSE 8:00 P.M.
MAIN SPEAKER
GOVERNOR EDMUND G. BROWN
\$6.00 PER PLATE

### Coronation Ball

HAWAIIAN GARDENS (Terrace Room)
Saturday, June 23rd Dancing 8 - 1:00 a.m.

Selection and Coronation of MISS AMERICAN GI FORUM OF CALIFORNIA 9–10 P.M.

Music by
BO3BY ZAMORA
& his new 10 piece orchestra
SEMI-FORMAL \$6.00 per couple





CLUB SAN FELIPE:

Our sincere sympathy to Mr. and Mrs. Arnold Mota in the loss of their son, Arnold Jr.

The San Jose GI Forum Ladies Auxiliary are certainly to be commended for presenting an outstanding fashion show. Special congratulations to Mrs. Anita Campos and Mrs. Elsa Rodriquez for their tireless efforts. The judges did a wonderful job of selecting the queen Anita Maldonado. Their selection is certainly to be congratulated. She deserves it.

Just like in some cases, it never fails, along has to come aflea brain, Gil Solarez (and flea brain from the word goes) and has the stupidity of insinuating that the judging wasn't on the up and up. Let's face it Betito, your girl lost!!!!!

cere appreciation to Gloria Castro, our representative, for being such a wonderful sport. Betito Solarez should know that we moved here for various reasons. But we hear that he moved here because he got tired of eating cactus. If he continues to make stupid remarks I am going to be forced to call him Bob and Bear (translate the word bear in Spanish and you have a rather degrading word, but after all you have been writing nothing but trash).

A birthday party was given for Cuny Medina by her husband Jess. So many people attended that I won't even attempt to name them all. However, here's a picture of Mr. & Mrs. Medina.

Congratulations, Cuny, and many happy returns.

EDITOR'S NOTE: Other photo submitted by Mr. Veliz was unsuitable for reproduction.

THIS AND THAT

Diane, I doubt that there is any guy that can tell R. M. R. where to get off -- it just happened that Alaska didn't fill the bill.

RAINBOW BALLROOM

May 19 Cantinflas and group

May 26 Luis Perez Mesa



The C. S. O. is Emerging With a Bang!!!!

June 1st at the I.E.S. Hall Banquet - Governor Brown guest speaker. Followed by a dance featuring Chico Ochoa.

Congratulations, Ramona Ortiz, I always knew you could do it.

To cooperate with the GI Forum of Santa Clara, Club San Felipe cancelled their May 27th tardeada, and is giving their support to theirs'. Plan to attend it is on Saturday 26th. Senter Park – food, drinks, entertainment, etc. It's for their Scholarship Fund so that some studious Mexican American can attend college.

Flavio Ramirez and daughter Becky celebrated birthday and communion recently. The highlight of the evening was when Flavio opened the gift given to him by his wife. It was an electric shaver. The sad part of it is that Flavio is beardless -- so what, he can always let brother Gil use it.

Like I was telling Bob Rodriquez, with so many formals coming up, we are better off buying our own tuxedo. Where? At Selix.

Ray Martinez, Joe Nene Arredondo, and yours truly went to see the Giants at Candlestick Park recently. Also there were Joe Molina, Ray Davilla, Jess Martinez, Gabe Ramos, and the one and only Joe CheChe Ramirez in Bermudas, cooly hat and dark glasses. Chaflan, dile a cheche que por la sombrita, por fovor.

Tony Carvajal and Val Garcia having a blast in Monterrey the 5th of May.

# go-Mar BEAUTY SALON

### Salon de Belleza Mexicano



Permanente ... \$7.50

NO NECESITA CITA

ABIERTO Lunes a Sabado 9:30 a 6:00 p.m.

JOSEPHINE MONTECINO - MARGARET VAZQUEZ

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CY 2 - 2550

385 Delmas Ave.

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& REWEAVING SHOP

### NUEVA GERENCIA

Los esposos Arnold y Rosie Hidrogo anuncian al publico en general de la APERTURA de su Nueva Tintoreria Donde se ponen a las ordenes de todos sus clientes.

Abierto de 8:00 a 6 p.m. Sabados de 8:30 a 5:00 p.m.

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SLACKS SWEATERS SHIRTS **BLOUSES** 

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Rosie & Arnold Hidrogo



Four Bay Area youngsters paid Governor Edmund G. "Pat" Brown a brief, informal visit at his San Francisco office on April 24th.

They were friends of Herman E. Gallegos, a special representative in the Department of Industrial Relations, and had expressed a desire to meet the Governor.

Left to right: Meredith Louise Fuller, 9, daughter of Mr. and Mrs. Bettie Fuller, 726 Ellsworth St., San Francisco; Raymond Salazar, 8, son of Mr. and Mrs. Cipriano Salazar, 2249-A Clement St., San Francisco; Kathleen Williams, 7, daughter of Mr. and Mrs. John S. Williams, 301 Greenfield Ave., San Anselmo; Larry Tom, 8, son of Mr. and Mrs. Richard Tom, 1054 Brussels St., San Fran-

Raymond brought the marbles.



DON la encantadora GAY y ART MARTINEZ lo atenderan con toda cortesia.

# Art Martinez MENS WEAR

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Pendelton Shirts

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Art Martinez

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The Roving Photographer

Richard Diaz



Su graciosa majestad ELISA ANDRADE y su corte de Honor gentilmente posan con la Sra. Espie Alonzo durante las pasadas fiestas del 5 de MAYO festejadas en esta ciudad el Domnigo 6 de Mayo.

Las FIESTAS se celebran bajo los auspicios de la Comision Honorifica Mexicana cuyo presidente es el Sr. Benjamin Ulloa.







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Gerente General
J. T. CRENNAN

# K. O. F. Y.

Tel YU 2 - 9933

100 California St.

Suite 700

SAN FRANCISCO

### LUNES a VIERNES

HORA ARTISTICA " con JESUS REYES VALENZUELA 7:00 6.00 LA VOZ de MEXICO " con DAVID ORTEGA CARROUSEL MUSICAL " con MANUEL RODRIGUEZ 1:30 11:00 1:30 2:00 EL CIRCO de DON MENDEZ " con DON MENDEZ 2.00 3:00 " LA HORA ARTISTICA " con JESUS REYES VALENZUELA 4:00 3.00 " MUSICA de las AMERICAS " con DAVID ORTEGA CID 6.00 4.00

#### SABADOS

ADO	5		L. HOLASTO, DATE OF
a	7:00		A " con JESUS REYES VALENZUELA
a	10:45	" CRUZ DEL CAL	ARIO "
a	11:00	" POLITO ROSAL	S S S S S S S S S S S S S S S S S S S
a	12:00	" LATIN AMERICA	N PROMOTIONS " con OSCAR MUÑOZ
a	1:00	" LA VOZ de ME	CICO " con DAVID ORTEGA CID
a	2:30	" LA HORA ARTIS	TICA " con JESUS REYES VALENZUELA
a	4:00	" EL CIRCO de De	ON MENDEZ " con DON MENDEZ
) a	5:00	" MUSICA de las	AMERICAS " con DAVID ORTEGA CID
) a	6:00	" CARROUSEL MI	ISICAL " con MANUEL RODRIGUEZ
		a 10:45 a 11:00 a 12:00 a 1:00 a 2:30 a 4:00 a 5:00	a 7:00 " HORA ARTISTIC a 10:45 " CRUZ DEL CALV a 11:00 " POLITO ROSALE a 12:00 " LATIN AMERICA a 1:00 " LA VOZ de MEX a 2:30 " LA HORA ARTIS a 4:00 " EL CIRCO de DO a 5:00 " MUSICA de las A

#### Para Cualquier Asunto Relacionado con estos

PROGRAMAS dirijase a

RADIO K.O.F.Y. 100 California St.

Suite 700 San Francisco, Calif.

Tel. YU -2-99-33

#### DOMINGOS

DOMINGOS					
7:00	a	8:45			
9:00	a	10:00			
10:00	a	11:00			
!!:00	a	12:00			
2:30	a	3:30			
3:30	a	4:00			
4:00	a	5:00			
5:00	a	6:45			
6:15	a	7:00			

- " EL VOCERO del AIRE " con Roberto Quintana
- " LA VOZ de HISPANO AMERICA " con POLITO ROSALES
  " ECOS de BORINQUEN " con DANIEL CHAMORRO IGLESIAS
- " LATIN AMERICAN PROMOTIONS " CON OSCAR MUÑOZ
- " LA HORA NACIONAL " Programa Diferido desde Mexico
  " LA HORA ARTISTICA " con JESUS REYES VALENZUELA
- " LA HORA ARTISTICA " con JESUS REYES VALENZUE
  " EL CIRCO de DON MENDEZ " con DON MENDEZ
- " LA HORA ARTISTICA " con JESUS REYES VALENZUELA

  MANJEL RODRIGUEZ.



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# Roman Hands



# EDITORIAL

Still on his soapbox, Roman Hands brings to your attention a fact which we hope will prove embarrasing enough to its perpetrators to bring about abrupt cessation of this wrong.

If you will direct your attention to the illustration at the bottom of this page you will see two ads which are identical in every respect. The ad at the left was composed and the photo was taken by EL EXCENTRICO Director Humberto Garcia, Sr. The ad at the right appeared recently in Fiesta Magazine, a publication whose Editor is Francisco Molina, Director of Public Relations is Rudy Belluomini, and Technical Director is Mike Vega.

The ad at the RIGHT was STOLEN, (and that is the mildest word I can use under the circumstances), in its entirety from EL EXCENTRICO. This is in direct violation of the cardinal rules of honest journalism. It came as no surprise to us, of course. Rudy Belluomini has plagiarized entire ads out of our pages prior to this. He knows it is wrong. Mr. Molina should know it is wrong if he calls himself a publisher and elects to keep a straight face.

Their publication, which I have perused a number of times, boasts that it is for better understanding between people of Latin American descent. EL EXCENTRICO also stands for better understanding. We will better understand you when you write your own

EXCENTRICO MAGAZINE

Property.

# La Internacional Tienda de Abarrotes

Manuel y Elizabeth Morales Propietarios

### Especialidad Carnitas

MASA para TAMALES
TORTILLAS de MAIZ
3 Docenas....50¢
MENUDO
Todos los Domingos



CL 8 - 4702 1884 Alum Rock Ave.

#### SHOULD PEOPLE FROM DEL RIO BE ALLOWED TO VOTE IN CALIFORNIA?

Roman:

Please let Del Rioans vote in California. Nobody wants them in Texas and us apes sure as hell don't want them in Africa. Ugubugu Zamboangatu

Roman:

Noticed the question of the month concerning Del Rioans. Although not being one on your list to answer the question, still I feel that I being from Del Rio, should speak up. Being around certain ones (will not mention any names) has given you the wrong impression of Del Rioans. Not all of us strive as hard to appear in the gossip columns.

I'll admit there are several busybodies who want to establish all the recognition or attention in all ac-

tivities; mostly ones from San Felipe.

(What can you expect!)

22222

Dear Roman:

I believe as an American citizen that all Americans should be allowed to vote. I always thought we had 50 states in the union but now I found out I was wrong.

They say Del Rio is part of the U. S. A. but I still think it's in Mexico. Since these people have the same principles, morals, and manners of the Mexican national, I don't think they should be allowed to vote here. California was a better state before the "plague".

In the early fifties they had a big flood down in the Rio Grande Valley and my Texas history book tells me that it is believed that Del Rio was washed across the line to Texas. Don't let them vote, please.

Paul Gary, Jr.

Bakersfield, California

-

ads and guit stealing our Director's compositions!

(This article should in no way be construed as an attack on Mr. Manuel Morales or La Internacional Tienda de Abarrotes. This particular ad was used merely because it was one of the better reproductions turned out by the Fiesta staff. There were others.)



# La Internacional Tienda de Abarrotes

Especialidad Carnitas

10811LLAS de MAIZ 3 Docenos.... 30c MENUDO Todos las Dominos



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Bobby Zamora



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EN

MAS ATRAVESADAS QUE LOS REBELDES SIN CAUSA!

¡ARROLLADORAS! ¡BRAVUCONAS! ¡INDOMABLES! ENEMIGAS DEL AMOR Y EL MATRIMONIO . . . PERO ¡QUE SALUDABLES!

ROSITA QUINTANA
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ALFREDO SADIA SINCIPICA SINCIPICA JAVIER SOLIS

ALFREDO SADIA SINCIPICA SINCIPICA JAVIER SOLIS

ALFREDO SADIA SINCIPICA SINCIPICA

MIERCOLES 30 de MAYO.

