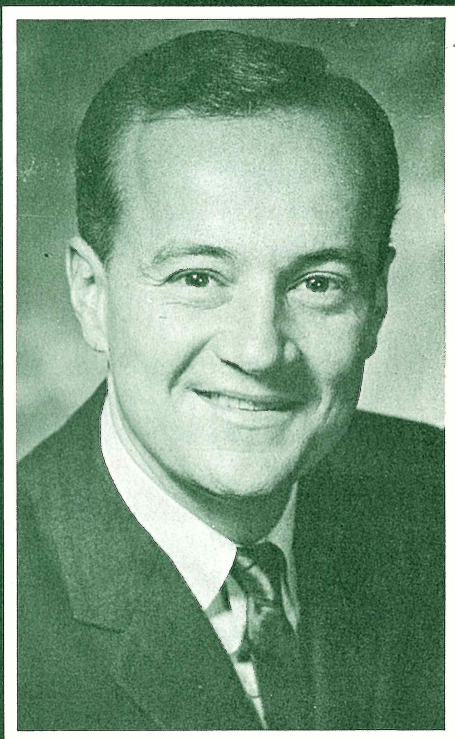
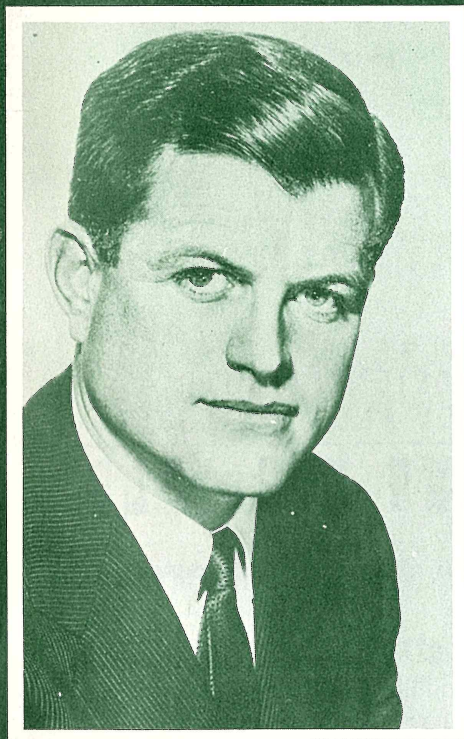


# *El Excentrico*

Humberto Garcia

October 20, 1968

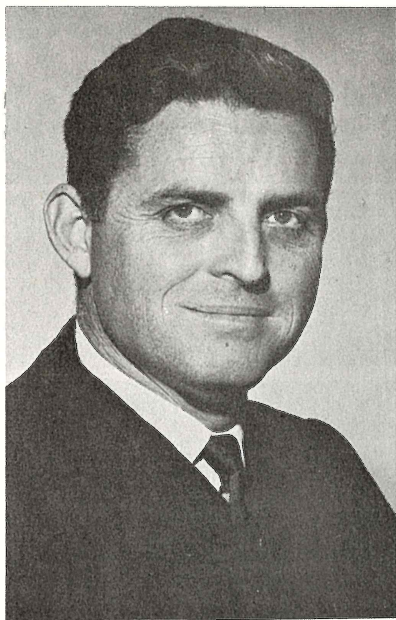


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( See Inside Back Cover )



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# LETTERS to the EDITOR



Humberto Garcia  
274 Terraine St.  
San Jose, California 95110

ACLARACION A LA CARTA ABIERTA  
DEL SR. AMADO GARCIA EN EL A-  
CREDITADO MAGAZINE "EL EXCEN-  
TRICO" EL 5 DE OCTUBRE, 1968.

Creo de absoluta justicia aclarar  
que no es la Administración actual de la  
Comisión Honorífica Mexicana de San  
José, la que estableció que las Señoritas  
Candidatos a reinas no se expusieran a  
vender boletos en la vía pública o luga-  
res en donde se efectúen reuniones po-  
pulares.

Es de mi conocimiento que  
la mesa directiva de la cual el Sr. Daniel  
Saldaña, fue Presidente, estableció que  
las Srtas. Candidatos a reinas no vendie-  
ran boletos o votos a favor de su candi-  
datura; también quedó establecido desde  
esa época que el Presidente de Festejos  
se abstuviera de inmiscuirse en los as-  
untos de las Srtas. Candidatos, igual  
que cualesquier otro miembro de la Co-  
misión, habiendo quedado establecido  
que fuera una dama la que se encargara  
de los asuntos relacionados con dichas  
Srtas. Candidatos.

El que subscribe, habiendo for-  
mado parte de la anterior Mesa Directi-  
va, que estableció lo ya mencionado,  
creo que es pertinente hacer esta acla-  
ración.

Heriberto G. Gutiérrez.

Obtenga su Revista EXCENTRICO  
en las Tiendas que aquí se anuncian

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Nos comunica que no se nos olvide mencionar a nuestros queridos lectores, que todos LOS VIERNES en ARTURO'S QUIET VILLAGE es LADIES BARGAIN NIGHT.

La foto fue tomada durante las Fiestas del 16 de SEPTIEMBRE su compañera es nada menos que SANDRA KATIB Reina de las FIESTAS del 16 en esta ciudad.



## Arturo's Quiet Village

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|                           |                          |
|---------------------------|--------------------------|
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# RE - ELECT SAM DELLA MAGGIORE

**Supervisor - 2nd District - November 5**

(X) BUSINESS MAN (X) RANCHER  
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**There Is No Substitute for Experience & Integrity**

The Following MEXICAN - AMERICAN Merchants Endorse  
SAM DELLA MAGGIORE

Amado Garcia Manuel J. Estrada Maria Estrada A. Manriquez  
Albert T. Vasquez Joe Peraza Aurelio Amezcua Clara Moreno  
Victoria E. Fields Rene Salinas Rafael De La Rosa  
and Margarita Samaniego.

## DAVID RODRIGUEZ SAN JOSEAN WINS MEDAL

San Josean David Rodriguez who married September 7, 1968, was awarded the Bronze Star with V device for his heroism in action.

Almost costing him his life he saved a lot of his buddies. The battle took place at Dinh Tuong Province, Viet Nam. His unit was beginning to disembark from armored troop carriers into dense jungle when the enemy hit.

David ran forward through a torrent of fire and provided cover fire during evacuation of wounded. He was fully aware of the dangerous situation, but acted without regard for his personal safety.

Spec. 4 David R. Rodriguez, 19, is the son of Mr. and Mrs. David Rodriguez, Sr. of San Jose. He was serving as a combat engineer when his outfit was surprised by the enemy.



**DAVID & JUANITA RODRIGUEZ**  
Married September 7, 1968



por   
Daniel Saldaña

## QUO VADIS? .....

A donde Vais? .... Esta interrogación hacen casi todos los pueblos de la Tierra a la juventud actual. Algunas personas pueden creer que es el problema número uno del mundo y que el desordenado comportamiento de la juventud es algo nuevo, pero no es así, desde la mas remota antigüedad la juventud ha sido inquieta y rebelde, ha creado problemas que ponen en peligro las relaciones de los gobiernos con los gobernados, en algunas ocasiones ha creado o han estado a punto de crear dificultades internacionales.

Cuatrocientos años antes de la era Cristiana, el gran filósofo ateniense, Sócrates, abrigaba temores por el porvenir de Atenas y de toda Grecia, por lo desorientada que estaba la juventud de aquel tiempo. En el Siglo XX de la era Cristiana, se abrigan los mismos temores que preocupaban al maestro de Platón. Esto viene a demostrar que las juventudes de todas las épocas han sido problemas que desaparecen al mismo ritmo que la juventud en el individuo se convierte en madurez; es decir, cuando a sus actos y a sus pensamientos los guía la razón que se adquiere al transcurso de los años, con experiencias o estudios, con castigos o recompensas. No cabe duda de el valor que la juventud desarrolla para acometer empresas difíciles; pero esto es solo el valor de la inconciencia, son arrojados y temerarios porque su inexperiencia no les permite medir, ni las consecuencias ni los peligros a los que se exponen con estos actos que su mente infantil les hace cre-

er que es valor, cuando sólo es ignorancia del peligro que arrastran.

Estos mismos jovencitos, cuando se convierten en hombres, recuerdan con tristeza las azañas en que estuvieron a punto de perder la vida o de convertirse en criminales por motivos que ya en la edad madura reconocen que no tenían la importancia que les daban y que se expusieron a riesgos innecesarios. Algunos de estos jovencitos empiezan la vida deslumbrados por espejismos de grandeza y descuidan su preparación para la verdadera lucha por la vida que tendrán que afrontar en su mayor edad, ignorando que en lo único en que el hombre puede cimentar su estabilidad social, es el saber y el trabajo. Todas las horas que pierden en las reuniones redentoras, revolucionarias y reveindicadoras, tomando parte en manifestaciones de protesta o peticiones desorientadas, son las mismas horas que deberían dedicar a sus estudios en la escuela o en su entrenamiento en algún oficio que les permita ganar honradamente el sustento de ellos y de sus familias; estos jovencitos revolucionarios de hoy, serán los párias de mañana y seguirán manifestando su inconformidad con el orden establecido, culpando a todo el mundo de su inutilidad y de su fracaso en la vida.

"La Juventud es la esperanza de la patria". Se ha dicho en estas o parecidas palabras, esto es una verdad innegable y es por eso mismo por lo que hay que cuidar de que la juventud se prepare en forma adecuada, para que pueda resolver los problemas que indiscutiblemente tendrá que afrontar en la edad madura; esa preparación solo se puede adquirir en la escuela, de los libros y con los maestros.

Cuando estos jóvenes se convierten en hombres y tengan los conocimientos necesarios, entonces harán las leyes que vengan a cambiar los sistemas que crean injustos o inadecuados, mientras no tengan edad ni los conocimientos que se requieren solo están siendo usados como material o instrumento de los agi-

( continua en la siguiente plana ) .....



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*san jose, california*

tadores que sacan provecho de su buena fe y de su candidez.

Estudiante, según el diccionario, es la persona que se dedica al estudio.

Agitador, según el diccionario, es un instrumento que sirve para agitar y revolver cualquier cosa.

Anarquista, según el diccionario, es la persona eternamente inconforme y que quiere destruirlo todo, aunque es incapaz de construir nada.

Trabajador es el que se dedica a su trabajo honradamente, para ganarse el pan de él y de sus hijos.

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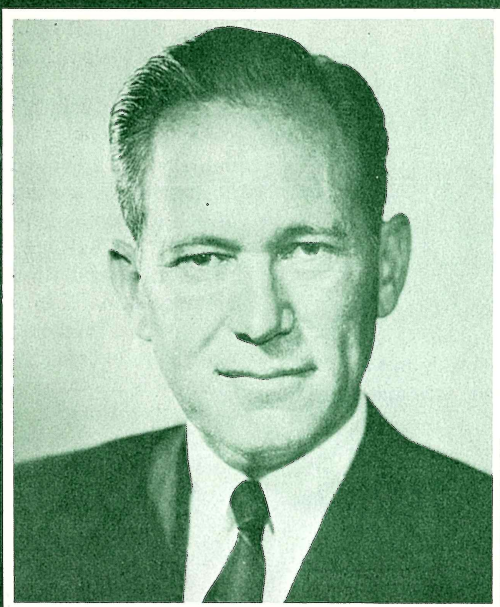
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**RE - ELECT**

**DON EDWARDS**

**NOV. 5**

COMMITTEE to RE - ELECT DON EDWARDS

**52 W. Santa Clara St.**

**San Jose**



## MY VIEW

by  
**OSCAR  
GONSALVES**

We are a people who have never been known to turn our backs on a friend. Neither are we so foolish as to buy promises where practical acts are there for the taking.

For both of these reasons, I find it hard to understand why some Mexican-Americans in this community are using twisted logic and misleading "facts" against Assemblyman Earle P. Crandall.

Perhaps they have some personal political ambition. If so, they are being foolish. I will show how, but first I want to write why Earle Crandall is a friend and why we should re-elect him.

He is a friend not just in passing good laws and in voting against bad ones. I believe his record on that is good, because he is good.

I met him first, six years ago at the Our Lady of Guadalupe Festival, which he always attends.

I found him a friend of Mexican-Americans not just as a school superintendent, which he was then, but as a man -- a human being. When someone was in trouble, and I knew a lot of people then in my days as a farm labor organizer, he was quick to help out personally.

When he heard that some children were going hungry, he didn't wait for someone to pass a bill or go through a lot of red tape. He dug into his own pocket and he went to a cannery and talked them into supplying food.

You don't hear anything about that from these experts who say we should turn him out because they have a bright young man who knows a lot of long words.

They don't know much about practical policies, either, it seems to me.

Neither Dr. Crandall nor Marcel Poche is Mexican-American. If Poche gets in, he becomes part of the machine and they will try to keep him there for many years.

Dr. Crandall is not so young a man and is not a piece of political machinery. It is obvious that, in a term or so, he will decide that he has had enough of public service. He will retire.

Then will come a time for us, finally organized and unified, to have a Mexican-American elected in the 25th.

That makes sense and that does not make us guilty of ingratitude to the man who has done so much to help educate our children.

That is why I will vote for Assemblyman Crandall. That is why you should.



In photo: Assemblyman Earl P. Crandall, Oscar Gonsalves and Lino Covarrubias discuss Mexican-American problems.

*Gloria's*

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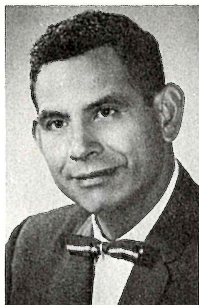
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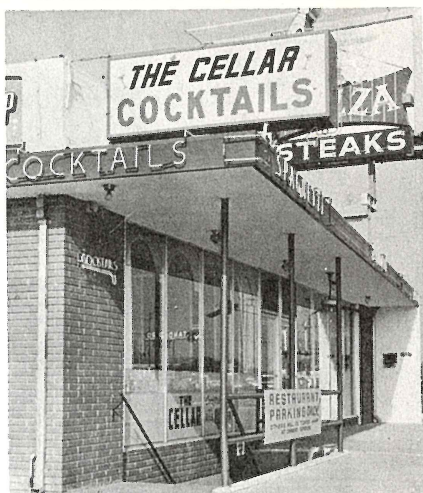
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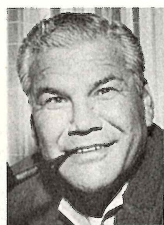
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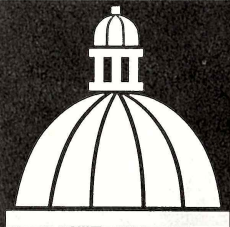
**STORY ROAD & CAPITOL**

MANUEL AUSTIN, Insurance (Democrat): "I have the greatest respect for Assemblyman Crandall and the job he is doing for all of us in Sacramento. I vote for the man, not the party.

I urge you to support and vote for Assemblyman, Crandall, the best man for the job."



MARK GUERRA, Educator: "Earle Crandall and I have a great deal in common due to his 16 years as School Superintendent. I can't think of a better or more qualified and experienced man to represent us and our youth in Sacramento. Not only will I vote for him, but I will also work to see that our whole community gets solidly behind Assemblyman Crandall."



**re - elect  
assemblyman  
CRANDALL**

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SEPTEMBER FIESTA.







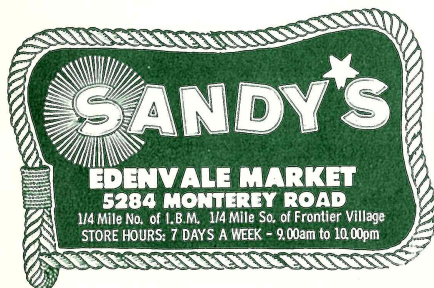
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residente en San Jose por 5 años  
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ABIERTO

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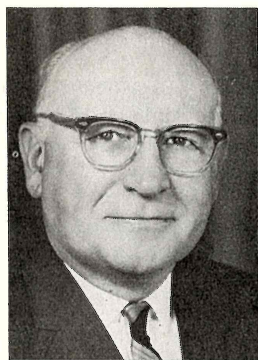
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You will NEED his Vote on the  
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**VOTE ! VOTE !**  
Tuesday, November 5th

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# CLUB "LAS CORONELAS"

MARCE  
MORA



## FAREWELL PARTY

In the following picture is a farewell party given to Linda Chantaca and her girlfriend Tina Aguilar who departed for Mexico City, they both will be studying at the University of Mexico. Hostess for the event was yourstruly and my mom Virginia. All the Coronelas were present for this great occassion which took place at El Patio. Charros Espuelas de Plata were also present. We'd like to wish them both lots of luck and at the same time to offer our condolence to Linda Chantaca and her mom Michael Rodriguez on the loss of her grandmother and mom. Linda's grandmother passed away, while Linda was on her way to Mexico, something very sad, because, Linda didn't find out until she arrived in Mexico.

## CONGRATULATIONS

A. Delgado "El Gordito", has opened his own recording co. The label on the records of course is El Gordo.

### HERE AND THERE

A girl with the initials G. M. is waiting for the return of La Sonora Santaneria, she claims she is going to teach one of their members, not to be a liar and a braggart. Watch for this event.

People are wondering why there wasn't a float for the 16th of Sept. Queen? And why there was no march into the dance?

Three well-known businessmen played their usual dirty deal on A.D. and later blamed it on two girls, wow, how chicken can some men be. Manuel Villalreal, Joe Ramirez and Linda Murriara are cousins, wouldn't you have guessed it? They're the nicest three cousins I've run across in a long time.

Sorry to hear about that cute girl Annie Reyes, that she had an accident and results of it was a broken foot. We hope she will be able to get out of her cast soon.

( continued nest page ) .....





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ABIERTO de LUNES A VIERNES de 9:00 a.m. a 10:00 p.m.

Sabados de 8:00 a.m. a 10:00 p.m.

DOMINGOS de 8:00 a.m. hasta las 9:00 de la Noche



**Esquina Prevost y Auzerai Ave.**

**Tel. 293 - 1773**

**San Jose, Calif.**

Joe Peraza, everybody's favorite barber was seen having a great time. He was celebrating a great event, it seems that a lot of people blamed him for everything that went wrong, but he is proving to everyone how wrong they were.

Grace Castaneda was asking for tomatoes and hamburger meat at 10 p.m. at a nite club, why? If you're curious ask her.

Espi Molina, popular proprietor of El Rebozo and her friend Emma Rizzo have become members of "Las Coronelas", congratulations.

If you are interested also of joining this group, call this number 251-1685 after 4 p.m., this is one club you will enjoy - lots of activity.

## HAPPY BIRTHDAY

Birthday wishes to Vera Diaz, wife del Fotografo de las Estrellas - Richard Diaz.

Gloria Bracamontez also is celebrating her birthday Oct. 13, she keeps telling us every year she is fifteen years old.

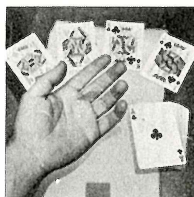
Last but not least our best wishes for a happy birthday to my big brother Louis Mora from Pittsburg, Calif., he too claims he's only 16, in that case, that makes me four years old, "how sweet it is", to dream.

FOR YOUR WEDDING INVITATIONS  
and WEDDING PICTURES

See Humberto & Bert Garcia  
292-4273 274 TERRAINE ST.

## MADAM Zora

### ADIVINADORA



Posee Gran sabiduria  
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El Sabado 26 de Octubre de 1968

7:00 p.m. - 2:00 a.m.

en el STARLIGHT BALLROOM

Con las populares orquestas de  
ANDY FLORES y CHRIS CARMONA

En la foto: CLUB LOS PEREGRINOS  
de iz. a der: Jerry Soto, Ramon Castro -  
Tesorero, Marjil Anderson, Gabino Barrera  
Ramon Perez, Presidente, Gabino Barrera,  
Jr. Jesus Perez - Dir. de Gimnasia.

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### With the Armed Forces in VIET NAM

Linda Sussana Romero exchanged marriage vows with Pvt. 1st. Class Juan Jose Hernandez on January 13, 1968 at St. Leo's Church.

Linda is daughter to Roberto and Emilia Romero. Originally she is from Tuscon, Ariz. Attended Lincoln High in San Jose.



Pvt. Juan Jose is son to Mr. and Mrs. Rodolfo and Maria P. Hernandez of San Jose. He left for Viet Nam September 17, 1968.

Pvt. Hernandez is a native San Josean and attended Lincoln High also.



## COMENTARIOS

PEDRO DILLON

### En Busca de la Felicidad.....

Alguien dijo que la belleza es la ausencia de lo innecesario, aunque algunas personas se desviven tratando de cubrirse con adornos (físicos o de apariencia moral) para parecer mas bellas. Hay un refrán que define el resultado final: "la mona, por mas que se vista de seda, mona queda".

Muchas personas buscan la felicidad en la satisfacción de si mismos, en la satisfacción de su propio yo. Generalmente buscan que los demás los consideren buenos ciudadanos, patriotas, morales, espirituales, bellos y tratan de aparentar esas virtudes a los ojos de los demás. Se "inflan" a si mismos cuando logran que alguna mirada se pose sobre ellos.

A una anciana se le preguntó a qué se debía la belleza de su personalidad, a pesar de sus muchos años. La respuesta fue mas o menos así: "Para el brillo de mis ojos ejercito miradas de amor para los necesitados; para mis labios practico sonrisas por doquier y con mi rostro brindo sincera amistad a los que me rodean. Uso mis manos en acariciar a los niños y mis pies en ir a la ayuda de mis semejantes. Pero sobre todas las cosas, busco en oración la guía de mi Dios a cada momento".

Por eso es que hay jóvenes de 80 años, con una sonrisa constante a flor de labios, con un espíritu alegre y en creciente vigor. Por eso también hay viejos de 20 años, con "cara de hielo", sin vigor, amargados, desilucionados, tristes.

Hay un tipo de personas que tratan de encontrar su felicidad en cosas externas a si mismos, pero que hallan respaldo en su espíritu. Son aquellas que, como decía en mi comentario anterior,

luchan toda su vida por lograr "algo mas" creyendo que al poseerlo serán verdaderamente felices. Y así viven de desilución en desilución.

Uno de los factores que mas influyen en nuestra felicidad es el sentirnos seguros. Deseamos tener seguridad en la permanencia de nuestro empleo, en la fidelidad de nuestro cónyuge, en la eficacia de los frenos de nuestro automóvil. Y muchos son perfectamente infelices porque no están seguros acerca de su vida.

Amables lectores: puedo decirles que yo SOY FELIZ, porque estoy seguro acerca de mi vida presente y de mi vida futura. Por eso me permito preguntarle a Ud.: Es Ud. realmente feliz? Si no lo es, quisiera presentarle a Ud. una persona que logró mi felicidad y puede otorgarle a Ud. esa completa seguridad que le haga feliz . . . gratuitamente. Si desea, puede escribirme en forma personal al P.O. Box 892, Cupertino, o a la dirección de El Excéntrico.

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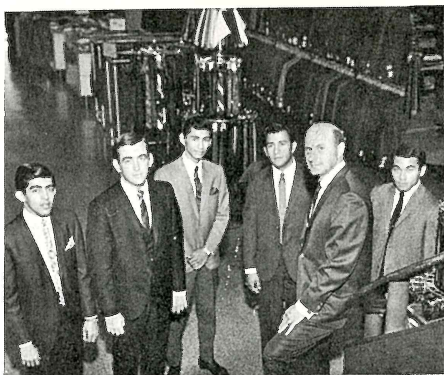
## Ultimos Estilos en Ropa

### Vista Elegantemente!

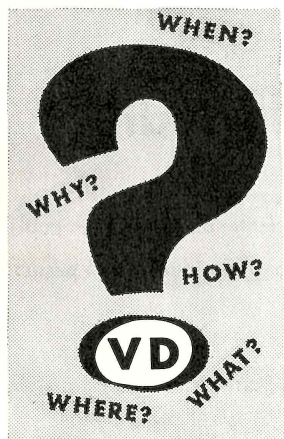
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En la grafica BERNIE BERG y parte del atento personal de HABLA HISPANA.



Venereal disease diagnosis and treatment are available without charge every Tuesday and Thursday from 8:00 a.m. to 12:00 p.m. at the East Valley Public Health District Office, 151 West Mission Street, next to City Hall.

Anyone is eligible for services including walk-in patients and referrals from private physicians. No appointment is necessary.

Santa Clara County Health Department  
East Valley District Office  
151 W. Mission Street  
Austin W. Matthis, M.D.,  
District Health Officer  
Carrie D. Reese, Health Educator  
292-3141, ext. 331

## RAINBOW BALLROOM

**Dancing Every — SATURDAY & SUNDAY**

PEPE INFANTE y su CARAVANA ARTISTICA  
El artista que filmo la vida de Pedro Infante  
SABADO 19 de OCTUBRE



**BIG HALLOWEEN DANCE**  
Featuring the Majestics - Free Noise Makers  
Thursday, October 31st.



**FRANK DAVILLA**  
296 - 0306

# MAX RAFFERTY

ha pavimentado el  
camino para el...

## Grito Mexico - Americano !

Antes de que el Dr. Max Rafferty fuera Superintendente de instruccion publica en el estado de California no habia ningun Mexico -Americano en el personal del Departamento de educacion.

Cuando el fue Superintendente del Estado el Dr. Rafferty coloco a las siguientes personas de extraccion mexicana:

EUGENE GONZALES Superintendente Asociado de instruccion publica del departamento del estado.

Ademas el Dr. Rafferty coloco a los siguientes mexico -americanos en su administracion: Leonard Holguin, Leo Lopez, Daniel Reyes, Soledad Coronel y Armando Rodriguez.

El Sr. Rodriguez esta ahora en Washington D.C. como Comisario de Asuntos de Mexico -Americanos en el Departamento de Salud, Educacion y Ayuda.

**Dr. Max Rafferty ha provado que es  
a favor del**

**“ Grito Mexico - Americano ”**





Dr. Max Rafferty, left, U.S. Senate candidate for California, meets here in Santa Clara Valley with Pompeyo Garcia, Santa Clara Valley Chairman of the Mexican-American Committee to elect Rafferty to U.S. Senate, and Mrs. Virginia Shaffer, San Jose City Councilwoman. Mr. Garcia is president of the San Jose Mexican-American Lions Club, president of the San Jose Mexican-American Chamber of Commerce and a member of the Santa Clara County Library Commission.

### Mexican-American Committee of Santa Clara Valley to Elect Max Rafferty U. S. Senator

POMPEYO GARCIA, Chairman  
Amado Garcia, Hugo Garcia, Dr. Juan De Heras  
Valentin Talamantes, Martin Ortega  
Henry Carreon, Mark Guerra.

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GLORIA  
RODRIGUEZ

## WELCOME HOME

I would like to welcome Miss Mardell Henry home. She's been in Idaho for the past few years but she's back again. It sure is good to have you here once again Mardell. Mardell is now employed by Fairchild.

## BIRTHDAYS....

First of all I'd like to wish little Herman Pete Gonzales a happy birthday on October 5. This was his first birthday party. We all had a real good time as we usually do at the Gonzales' house, except we missed a few couples such as the Henry's and Payer's. What happened?

Also I'd like to wish a belated happy birthday to Jimmy Kraft who had his birthday on September 21st. And also his little sister Jackie Lynn will celebrate her birthday on October 20th. Happy birthday to you both.

Most of all I'd like to wish my little brother Bill Hines a very happy birthday. He'll be 21 on October 14th. Hope you will have many more to come, to a swell brother.

My son Anthony had his 2nd birthday on September the 18th and he'd like to thank his god-parents Hillard and Dolores Payer for their gift and also a special thank you to his aunts and uncles, Chris and Ron Henry and Joe and Jessie Munoz. And of course his very proud Grandma. Thank you all.

### Club Activities

Club Riviera had a get together on September 18th over in Milpitas at Dales. I heard everyone had a good time. Maybe next year, we'll have the 1st place trophy to show off. This year has really been exciting for the UCC League.

Coming up on October 19th will be our banquet for all our ballplayers and wives. It will be held at the De Anza Hotel. Chris will write about it in her next column.

Speaking of good luck Jim and Esther Kraft took a trip to Reno and came back \$100.00 richer, then when they arrived there. Esther was having a very bad streak of luck, so her mother felt sorry for her and lent her one little dollar bill, and that one little dollar bill won Esther a \$250.00 jackpot, and if you think that's something she won it on the nickel machines. That goes to show you women come in handy for something other than nagging. Right Jim?

Gloria Rodriguez

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We have over 100,000 Mexican Americans in this County and we spend over \$300,000,000 year. Yet, we do not derive a proportionate benefit from this. We do not have proper representation and many of us are at the mercy of the professional salesman whenever we buy anything of value. This must stop. For once, get full value from your hard earned dollar.

ALMA can help to solve this problem.

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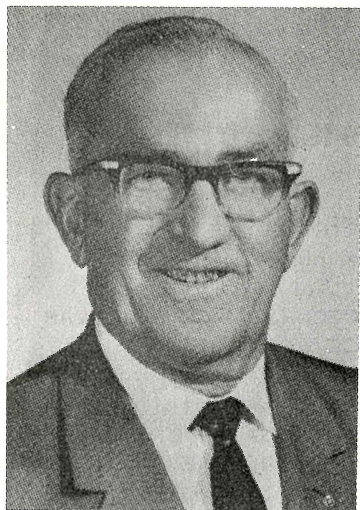


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CITY \_\_\_\_\_ State \_\_\_\_\_

Cut this Advertisement and Mail to ALMA



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SANTA CLARA COUNTY FLOOD CONTROL  
AND WATER DISTRICT

**Election November 5, 1968**

FOR MORE RESPONSIVE ATTENTION TO THE  
BUSINESS OF THE PEOPLE

# Congress of the United States

## House of Representatives

### Washington, D. C.

Congressman Don Edwards is running for re-election to the House of Representatives in Washington. He has already served six years with distinction, the first term during the John F. Kennedy administration. Congressman Edwards gave his whole-hearted support to the programs for America that President Kennedy fought for. He continues to fight, in and out of Congress, for those goals—a decent home in a decent neighborhood, a productive job for the breadwinner of the family, adequate health care, and the right to a good education.

Congressman Edwards shared the concern too, of the late Robert F. Kennedy, that our Spanish-speaking people get a real stake in our society. He joined with him in support of the rights of the rights of the Mexican-American agricultural worker. Edwards has also introduced bills in the Congress to give these workers the right to organize, just as industrial workers have the right to collectively bargain for their wages and working conditions. Congressman Edwards was in the forefront of amending the Education Act to provide language instruction and assistance to Spanish-speaking children.

And now that our country has lost these two brave and gifted men, Don Edwards joins with the last of the great Kennedy men, Senator Edward M. Kennedy, in working for an end to the Vietnam war. He believes, just as Ted Kennedy does, that America's priorities are wrong -- that we must pay far more attention and spend more of our resources in making a better life for the forgotten Americans - to right the wrongs of decades of neglect.

Many Mexican-Americans of the 9th Congressional District have commented on the prompt and courteous treatment they always receive from Mr. Edwards' office. Whether the request comes from a serviceman's family, a

social security retiree, or a school child asking for information on his government, every letter and phone call results in speedy and cheerful service to his constituents. Edwards is always glad to get the views of the people he represents. He considers that his job is to be their servant in Washington.

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9:00 a.m. a 6:00 p.m. (Lunes a Sabado)

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## Salon de Belleza Mexicano

Las Mejores Estilistas en el norte de California

Corte de Pelo - Estilo - Pintura  
y PLATEADO !

Abierto Diariamente de 9:00 a.m. a 9:00 p.m.

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*Teddy*

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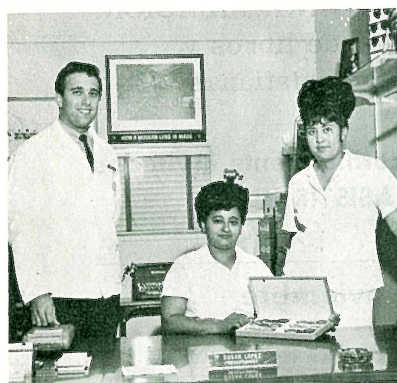
**OPINION SOBRE  
EL AMOR...**

La nueva empleada de los laboratorios Red Lake.

Le preguntamos a Teresita qué opinión tiene sobre el amor.

Teresita nos contesta: Yo opino que el amor es algo puro y sublime, pero que en este país no existe porque aquí la vida es muy agitada, por esa razón a la mayoría de las personas les gusta este sistema de vida muy de prisa, en el cual yo opino que el amor debe ser original y no superficialmente, por que el amor superficial durará tal vez una temporada, en cambio el amor original o sea puro durará toda una vida, si lo saben apreciar.

*Teresita Real.*



EN LA FOTO EL DR. LAWRENCE STERN  
Y LAS ATENTAS RECEPCIONISTAS ANNETTE  
OBESO Y SUSANA LOPEZ.

## Dr. LAWRENCE STERN

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El Dr. LAWRENCE STERN le ofrece  
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ABIERTO: Lunes a Sabado de 9:00 a.m. a  
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Se Localiza en el edificio de Kay's Jewelers

**PAGOS FACILES**

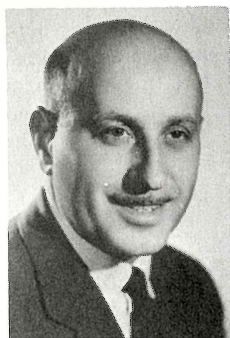
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a cargo del conferencista evangélico

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que por mas de 20 años es  
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**NO DEJE DE ASISTIR !!!**

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**31 de Octubre al 2 de Noviembre**  
**a las 7:30 PM.**

---

**San José Civic Auditorium (Room "H")**  
**Market St. & San Carlos St. - San José**

---





Unanimously endorsing Don Cortese, Candidate for 2nd. Supervisorial District. Mapa officials are working hard for his election.

Mapa political office located at 1246 E. Santa Clara with its' 90 membership will make a terrific impact in the Nov. 5th General Election.

Everyone is encouraged to visit the Mapa political office and learn more about the candidates who were endorsed by Mapa, and the issues involved.

In photo - left to right: Planning Campaign Strategy: Don Cortese, Pat Vasquez, Pres. of Mapa, Al Garza and Billie Contreras. by John Marek



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## The Stanley Warren Shop Men's Hair Styling & Barbering

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297-7155

17 S. SECOND ST. SAN JOSE, CALIFORNIA

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*Sr. Pablo y Sra. Felipa G. de Castro*

*participan a Ud. el enlace*

*de su hija*

**Mirtha**

*con el caballero*

MARIO GUZMAN

*Sr. Jose y Sra. Hortencia de Guzman*

*participan a Ud. el enlace*

*de su hijo*

**Mario**

*con la señorita*

MIRTHA CASTRO



*Y tienen el honor de invitar a Ud. y a su apreciable familia a la Cereñonia Religiosa que se verřificara el Domingo 27 de Octubre, a las 3:00 p. m. en la Iglesia de la Sagrada Familia. (calles River y San Fernando.)*

*San Jose, California 1968*

**PADRINOS**

*Ojelia Molola*

*Roberto Tobor*

*Emma Rizzo*

*Reynol Martinez*

*PAJECITOS: Esmeralda y Rey*

**RECEPCION**

*Lecternman's Club 425 N. Fourth St. 4:00 a 6:00 Baile de 6:00 a 1:00 a. m.*

*Es nativa de Rosamorada, Sinaloa Mexico. Residencia en esta por los pasados 3 años. Curso sus estudios en la ciudad de Mexico.*



**MARIO**

*Es originario de Nogales Sonora, Mexico. Residente en San Jose por los pasados 6 años. Curso sus estudios en la capital azteca.*



# El Excentrico

VOLUME 19 No. 23 OCTOBER 20, 1968

HUMBERTO GARCIA BERT GARCIA

PUBLISHER - DIRECTOR GEN. MGR.

MARY ROGERS MANUEL FERNANDEZ

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## ON THE LIGHTER SIDE

"Bring me a pork chop," the customer told the waitress, "and make it lean."

"Yessir! Which way?"

—Air Conditioning News.

• • •

*Although we don't have a nickel cigar, we now have a nickel quarter.*

—Live Lines.

• • •

Two small boys watched a pretty little girl walk by. One of the lads exclaimed to his pal: "Boy, when I stop hating girls, she's the one I'll stop hating first!"

—Grocers Advocate.

• • •

*Bachelors, like detergents, work fast and leave no rings.*

—American Legion Magazine.

• • •

Motorist: "What will it cost to fix my car?"

Mechanic: "What's the matter with it?"

Motorist: "I don't know."

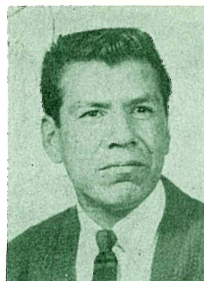
Mechanic: "\$39.75."

—Mueller Record.

## La FLOR de MAYO

**Bakery & Mexicatessen**

**Pan Mexicano al Estilo Zacatecas**



En la grafica SALVADOR BENAVIDES  
quien lo atendera con toda cortesia.

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HOJAS - CHILES de TODAS CLASES

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CANDY VELIZ

The people from Santa Clara want me to be specific in regards to the Ladies Auxiliary, Fiasco, so here it is. The Mexican American Cultural Committee invited the Santa Clara G. I. Forum Ladies Auxiliary to set-up a tostada booth in the St. James Park on the 16th of September. They were to keep 70 percent after expenses and the committee was to receive 30 percent; however, after the celebration Mrs. Sylvia Cerna told Joe Flores and me that Mrs. Gallegos, the Auxiliary Treasurer had taken the money because they didn't think it was fair for us to get the 30 percent after all the work they had done. The question is not whether it's fair or not, the fact is, that the 30 percent is needed to pay the bills. When they welshed, it made it hard on the other clubs, they left us no choice but to report them to the Senior Forum. The next move is yours, Ladies!!

Here are a couple of photos from the San Felipe Ex's Dance. In the first photo Sal Pena is receiving the Honorary Mayorship of Del Rio, Texas from the Del Rio mayor, Dr. Alfred Gutierrez.



P.S. Dear Dr. Gutierrez we have a lot of pull in this here City of San Jose, in fact, we have so much pull that we tried to have your picture published in the Mercury News announcing your arrival and they didn't think it was important enough to publish. I can't understand it, everytime one of us Chicanitos steal an apple they always put us on the front page. I'm so d-u-m-b that I don't even know if we rate or not. My! My!

In the second photo is the new generation. They are all so beautiful. .

( continued next page ) .....





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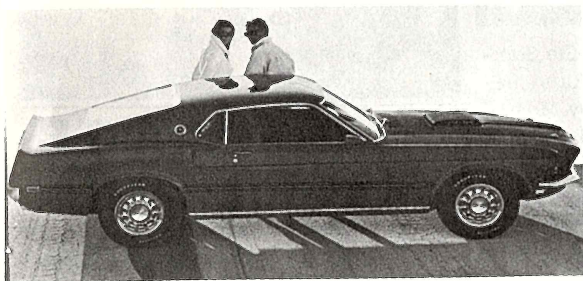
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## THIS "N" THAT

Did you know that for 14 years Vic Camacho has been trying to build a city which he will call "Villa de San Marcos". It is almost within his reach, a Mexican Spanish Colonial city with many business, employment, educational and cultural opportunities. Vic, you have my best wishes as well as my admiration. Yes indeed.

\*\*

The people concerned with the goings on at Wilson High School in Santa Clara should know that Mr. Vic Camacho is doing everything within his power to help them. He saw to it that their six demands were met as well as eleven more of his own. All for the improvement of the Chicano, but you should remember that he has only one vote and it ain't easy. Gents when a man gets in a position to help don't try to put him down or we'll all go to \_ \_ \_ \_.



These are the men from the Starlight, left to right: Robert Ramirez, Danny Alonzo, Band Leader Roy Montelongo, Enrique Flores (voted the best radio announcer of 1918) Danny Lopez "El Tigre de San Carlos."

Do you know that there is a guy putting Plateformate in the girls drinks to see HOW FAR THEY WILL GO.

## NOTAS DEPORTIVAS

El Domingo 15 de Septiembre se llevo acabo el Torneo Anual 16 de Septiembre entre los equipos de Football Soccer Latinos, Fresno, Mexico Americana Azteca y Tigres de San Jose.

En este torneo relampago resulto vencedor por tercer año consecutivo el equipo de El Club Latino que tan acertadamente preside el Señor Heriberto Gutierrez.

El equipo Latino en un juego agotador vencio a todos sus oponentes. Felicitaciones a estos muchachos por su espiritu deportivo.

Este evento estuvo patrocinado por las siguientes casas comerciales; Hank Coca Furniture Discount House, Paco de Campo y Referes, Rudy Belluomini donacion de trofeos, Pink Elephant Market donacion de refrescos por toda la temporada de football soccer.

A nombre de el Club Latino gracias a estas casas comerciales y al publico que nos honro con su presencia.

HERIBERTO GUTIERREZ

These are the men that make ARTURO'S QUIET VILLAGE, GO! Mike Hermosillo and his fabulous SONORA, Art Lopez and Luis Saucido, a very competent bartender (not in picture.)



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Luis es el padre de los niños Larry y Lydia Mora, quien siempre representaban a los

### CHARROS de SAN JOSE de GUADALUPE

En años pasados. Cuenta con su esposa Lilly Mora y su hija Nancy e hijo Luis Mora, Jr.

Su hermana es Marce Mora presidenta del CLUB LAS CORONELAS, siendo sus padres los Charros Jose y Virgen Mora de San Jose.

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7:00p.m. a 2:00a.m.

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GRAN MANO A MANO !



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y sus Cantantes  
MARJIL y JERRY

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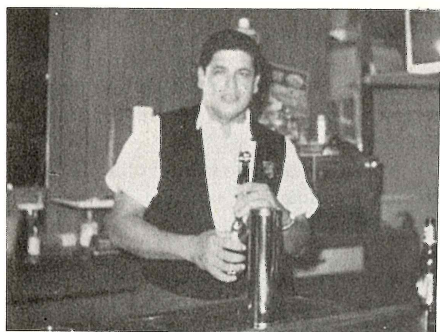


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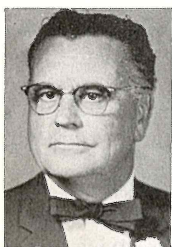


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# La Comunidad De San Jose

Por  
ANGIE CORANADO



## EDUCATION

The education of our Mexican-Youth is a problem being acknowledged all over our nation. Over two thousand leaders of Mexican-Americans attended the Spanish speaking conference in Sacramento last year. The one issue which expressed deep concern was the education of our youth.

MAPA -- G. I. Forum - you were there and these are your resolutions, you should stand by them and the students who are demanding equality, show that you don't talk brave just in front of another Mexican, so far you haven't put your theory into action.

## RESOLUTIONS

This conference recommend to the State Board of Education: (1) It be mandatory that school officials provide information regarding school loans, educational opportunities. (2) Grants and all financial aides be made available to Latin-American students. (3) Information be printed in Spanish to help and encourage students to apply for these financial aides.

The Mexican-American student is not always informed of the methods to obtain education and improvement and: That information is not made available and is essential to that very achievement:

That the Second Annual Spanish surname Conference recommend to the state board of Education that a total re-evaluation of counseling services in lower and higher institutions of Education take place;

The State Board of Education immediately urge all schools to begin counseling the Mexican-American students

out of vocational training and into a well rounded education.

There is a lack of communication between the administration and parents in the elementary and secondary level of Education, and

There are certain problems which the parent cannot or will not discuss with the administrator; and

This problem is a serious threat to the Educational growth of the student in his education:

That the convention recommend to the State Legislature that community Educational Aids be established for the purpose of helping to eliminate this problem;

That this program be aimed specially at the minority groups in California.

That the State Board of Education recommend to local school boards that teacher and counselor hiring be vested in their personnel departments, wherever such departments are in existence.

Support of school districts that have established hiring practices that recruit and place Mexican-Americans in administrative and teaching positions and strongly recommends that more local school districts adopt such practices.

Recommend to the State Board of Education that it provide funds for the development and implementation of diagnostic tests which best assess the abilities of the Mexican-American pupil.

Recommend to the State Department of Education that it abolish the tracking system in all public schools in all the State of California.

That we recommend to the State Board of Education that it recommend to local school boards that school personnel recruitment teams shall include Mexican-Americans.

Higher education is already impossible for students of low-income families;

That this convention go on record to the Board of Regents of U.C. and the State Board of Education opposing any raise in fees or the imposition of any

( continued next page ) .....



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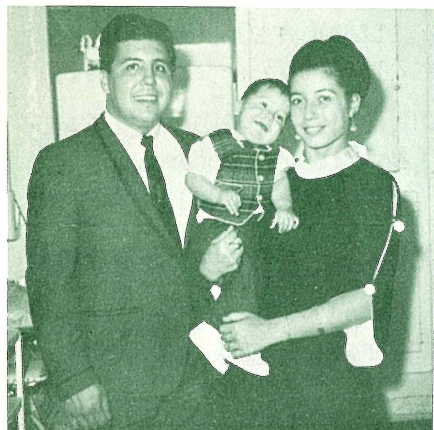


ANGIE  
CORONADO

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IRMA  
FALCON



## PRIMER CUMPLEAÑOS del niño RAMON PEREZ, JR.

Adorna las planas de EXCENTRICO  
la elegante pareja compuesta por

RAMON PEREZ, SR.  
y SOCORRO de PEREZ

La foto fue tomada durante el cumpleaños  
de su encantador bebe Ramon Perez, Jr.  
al cumplirsu primer año de vida el Sabado  
28 de Septiembre, para el cual sus padres  
organizaron una alegre reunion.

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tuition at State Universities or colleges.

In many cases there is a definite lack of understanding of the value of education in the home due to lack of parental comprehensive of the value of that education; and

A definite communication lack is present between potential younger educational bound generation and an older manual labor oriented generation; the parents;

We contact all the directors of such programs as EOP, Upward Bound and other recruitment programs and demand that they fully implement these programs with respect to Mexican-Americans and other Spanish-speaking students.

That since this convention recognizes a grave shortage of bi-lingual counselors in California, it urges that special attention be given to the recruitment and training of more bi-lingual and bi-cultural counselors by the State Board of Education and that it should be funded:

That the local school boards be encouraged to hire when available.

That this Issues Conference recommend to the State Board of Education that it review the requirements for the Pupil Personnel Credential to permit acceptance of experiences and college courses dealing with the cultural background of the Mexican-American child in lieu of 60 units out of the total of 90 units now required.

The heritage and culture of the Mexican-American is highly evident in the State of California; and

The California history course that exists does not reflect this culture and the contribution past and present of the Mexican-American; and

That the second annual Mexican-American Issues Conference be shown in favor of and strongly recommends to the State Legislature and the California State Board of Education that in the California history course should trace specifically the culture of the Mexican from its beginning and showing its causes and effects to the present day.

THE MEXICAN AMERICAN CULTURAL FOUNDATION - invites you to a Mexican Brunch Breakfast at Old Town Pavillion October 27, 1968 - Donations \$3.00 - .50 a drink. Location University St., Los Gatos.

Para Sus  
INVITACIONES de MATRIMONIO  
Llame a Humberto Garcia  
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## CLIFF Mc LEAN

UNITED PRESS  
Correspondent

Victor F. Corsiglia, Sr., a man whose busy life has centered around local water supply problems, is incumbent candidate for director of District 2, Santa Clara County Flood Control and Water District.

Corsiglia seeks re-election to a post to which he brings over 40 years of qualifying experience.

Director Corsiglia has been familiar with Santa Clara Valley water difficulties since early youth when a dry season forced his father, Emanuel, to drill wells for irrigation of their vegetable acreage at Canoas and Almaden Roads.

That was in 1911 when drought and diversion of Canoas Creek to Guadalupe River left the Corsiglia farmstead high and painfully dry.

A man of action, Corsiglia has been officially involved in conservation and water control since supervisors appointed him to the water board of the Santa Clara County Farm Bureau in the early thirties.

Rancher and longtime businessman, the candidate is president of Garden City Disposal Service, Inc. The firm employs some 125 drivers and helpers, the majority of whom are of Spanish and Mexican descent.

"Some of these men have been with me more than 15 years," Corsiglia said. "They can be depended on. They're on the job every day and they do an honest day's work. I count them among my best men."

Devout Catholic and member of the Sacret Heart Parish, Corsiglia is of Italian parentage, speaks the native dialect and is at ease in everyday Spanish.

The flood and water control director is widely known as a ready donor to charity, church and fraternal causes. He has been a volunteer chef at hundreds of local benefit barbecues. This month he will contribute both his skill and the food for a dinner at Boy's City, San Jose.

The senior Corsiglia was a mess sergeant in World War I, participating with the 319th Engineers, U. S. Army, in the Verdun attack and the Brest embarkations during two years in France.

Less than a month after volunteering, Corsiglia was given charge of an army field kitchen and his sergeant's stripes.

The ex-soldier has maintained a lifelong affection for sports. Football, basketball and baseball are his favorites. On service teams he played catcher's position for such immortals as Grover Cleveland Alexander and Eppa Rixey.

Corsiglia has been an enthusiastic worker all his life. He has farmed successfully, kept his interest in diversified orchards, raising walnuts, prunes, apricots and other fruits.

His only son, Dr. Victor F. Corsiglia, Jr., an internist, Seventeenth St. San Jose Medical clinic, takes active part in East San Jose cultural and political life.

The elder Corsiglia was a pioneer in the development of this valley's amazingly successful water saving complex of dams and reservoirs, realizing the need to a healthy economic life.

Corsiglia is a warm, friendly, stimulating man. He likes people. And he's inquisitive. Corsiglia, at his own expense, attends scores of out-of-town water-resource conferences and conventions.

In a strange community he takes long solitary walks of inspection, returns with the explanation, "I want to see what they're doing with the water."

Your WEDDING INVITATIONS  
See Humber to Garcia

292-4273 274 TERRAINE ST.

## CRITICA SOCIAL



FOR  
RUDY  
BELLOUMINI



Being a "Political Season" and CANDIDATES are hunting for the Latin-American vote, we should support those POLITICOS who have faith in EL EX-CENTRICO MAGAZINE and "you as a reader and client" to our sponsors. Are you going to support POLITICAL CANDIDATES who don't care to advertise with the one and only Spanish-speaking magazine interested in what the Spanish-speaking people have to offer in the Santa Clara County???

### BRIEF NOTES:

In FRESNO, a mobile library with 5,000 books, records, magazines and films in Spanish are being offered to Spanish-speaking residents in the remote barrios, camps and schools by a specially selected Spanish-speaking staff. The brand-new "Biblioteca Ambulante" is sponsored by the Fresno County Library. This would be a good job for Mr. DANIEL SALDAÑA and Sr. POMPEYO GARCIA. Why don't we push for it in San Jose? . . . .

CLUB LOS PEREGRINOS is having a HALLOWEEN DANCE, Saturday, October 26th, at the STARLIGHT BALLROOM from 7 p.m. to 2 a.m. with La Sonora de ANDY FLORES and his "spooky" Orchestra. Also "El Monstro" CHRIS CARMONA and his "Develish" Group. Prizes for the best costumes and a Mambo Contest will be the highlights of this gala affair . . . . Engaged to be getting married in January is GILBERT SOLAREZ and LAUNA MORALES . . . . Sorry about not featuring FEMALES in bathing suits, but perhaps in the very near future MAC HERNANDEZ PHOTOGRAPH STU-

DIO, "El photografo de la Luna" will release the ones he has now. Girls, here is your opportunity to capitalize your LATIN BEAUTY by calling Mr. HERNANDEZ at 293-3343. Remember when opportunities knock, it will be on a first come, first serve basis. So sign up now!



Supervisor (BIG SAM) DELLA MAGGIORE receives an endorsement from Mr. Amado Garcia, President of LA COMISION HONORIFICA MEXICANA, INC. and Proprietor of EL CHARRO RESTAURANT, looking on is his very distinguished wife Señora Carmen Garcia.

For Your WEDDING INVITATIONS  
and Color Wedding Pictures  
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EDWARD M. KENNEDY  
MASSACHUSETTS

*United States Senate*  
WASHINGTON, D. C.

October 8, 1968

Assemblyman Marc Poche  
1694 The Alameda  
San Jose, California 95126

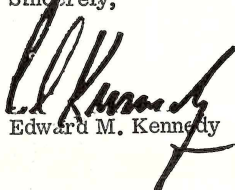
Dear Marc:

May I take this opportunity to wish you every possible success in your campaign for election to the California State Assembly from Santa Clara County this year.

I know how deeply you shared my brother Robert's commitment to the cause of peace and progress during his California campaign last spring and the great support you gave his efforts.

These, of course, are perilous times for our nation and for the world. They require a renewed sense of commitment on the part of all of us to restore tranquility to America and peace to all corners of the globe. Above all, they require men in public office such as yourself who are willing to dedicate their lives to these important tasks.

Sincerely,



Edward M. Kennedy

# TEATRO LIBERTY

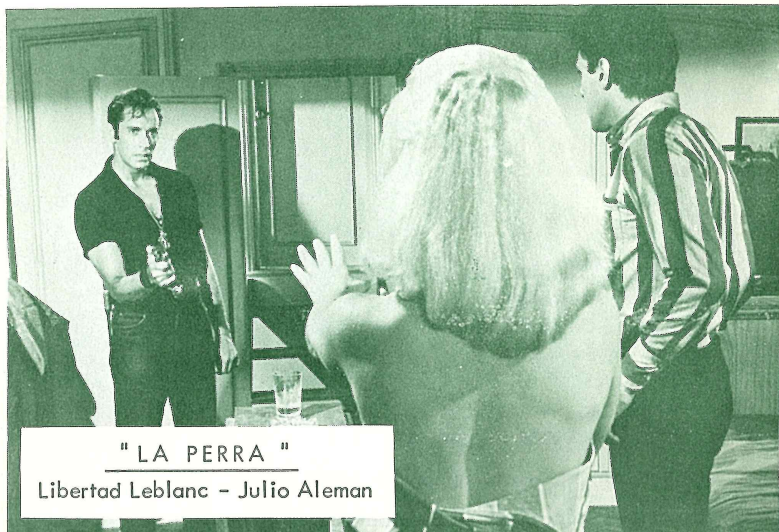
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Horario de Programas en radio KVEZ 107.7 a las 6:00 p.m.



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