

El Excentrica

Humberto Garcia

November 5, 1966

Reelect Governor Brown **Tues. Nov. 8th**

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El Excentrico

HUMBERTO GARCIA

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JOSEPH
SARZOZA

My fellow Mexican-Americans, let us take the first step to get out of the deep slumber we have been in for such a long time. Let the history of Santa Clara County record, that we in San Jose took the first step to shake the shackles off our necks and forever erase from the minds of the Anglo Community the so often ridiculous saying, "Why worry, Mexicans don't vote!"

Take a pencil and circle on your calendar the day, Tuesday November 8, 1966. This is the most important day of our lives. This day will mark the beginning of a new era for the Mexican-Americans in Santa Clara County. We have made history already by registering the most voters in the county. Now let us go to the polls and vote! It is not enough to be a registered voter, WE MUST VOTE!

Now, let us examine the WHY!

Senator Joseph Montoya (D-N.M.), was recently our guest speaker in San Jose. During his California speaking tour, he stated that Mexican-Americans in California have the worst voter registration of all minorities. He said "If Mexican-Americans organize; work together; register and vote, they will become the most politically potent groups in the United States. The potential political muscle needs exercise!"

Why is it that on the 16th. of September, Mexican-Americans by the thousands line up the streets of cities throughout California to see a parade? If Cantinflas was to appear anywhere in the County of Santa Clara, there would not be a stadium large enough to hold the mass concentration of people that would assemble to try to get a glimpse of him. Yet Mexican-Americans do not go out to vote on Election Day!

The only way we can be heard by our city administrators is through the use of the most powerful right we have in this country. THE RIGHT TO VOTE! It is not enough to complain that our rights are being denied,

we must have power behind our complaints, that power is THE VOTE! If we want decent jobs, decent housing, adequate education facilities and first class citizenship status, then We Must VOTE!

Be sure and keep your polling place notice, which came with your sample ballot. Your polling place is printed on the bottom half of this form. The Voter Registrar's Office reports that 80% of the telephone calls received on Election Day is on this particular subject; Where do I go to vote? Your sample ballot tells you WHERE.

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**Edmund
"Pat" Brown
Governador**



Si estas orgulloso de tu raza por que votar por una persona que ha demostrado antipatia a la comunidad Latina un sinúmero de veces. El actor Ronald Reagan se opuso a CESAR CHAVEZ y a la gente Mexicana cuando se burló de los Peregrinos del campo. Desdeño al Honorable Consul Mexicano el Sr. Adolfo G. Dominguez cuando lo forzo a que no participara en las Fiestas Patrias en San Jose. El Sr. Reagan está en contra de otorgarles ayuda a los "Ancianos" que son ciudadanos Mexicanos. El tambien esta en contra de "La Asseguranza para los Desempleados" y en contra de "Medicare".

Podrá el Sr. Reagan ayudar a la gente LATINOAMERICANA?

**Hacer que tu Voto valga votando por
El Gobernador Edmund "Pat" Brown
El Martes 8 de Noviembre**

APOYADO POR:
Cesar Chavez Robert Kennedy
Ex-President Harry S. Truman
M. A. P. A.

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Rosita Ojeda y su Caravana Artistica

SABADO 12 de NOVIEMBRE



The bob rodriguez REPORT

NEXT TUESDAY SHALL IT BE BROWN OR REAGAN ???

Come next Tuesday November 8th the California electorate will go to the polls to vote for the office of Governor, State Assemblymen, State Senators, Congressman and State and local propositions. It's going to be a long ballot and one which each voter should study carefully before casting his vote.

The race commanding the most attention is that between Republican Ronald Reagan and Democrat Pat Brown. The polls say that Ronnie is leading and should be our next Governor. Brown says that he will finish strong and will overtake the handsome actor.

The qualifications of Ronald Reagan to hold the high office are non existant if measured in terms of experience. But be that as it may, the difference in the candidates is one of philosophy and issues. Looking at it from the standpoint of the Mexican-American and his fight to overcome poverty, his cry for a decent wage in the fields, programs to benefit the child who has language and cultural differences in the schools, training programs for better employment for the unskilled worker the election of Ronald Reagan would be a major catastrophe.

Ronald Reagan's position regarding farm labor is well known. He favors the importation of braceros. He called the Delano march to Sacramento "a 300 mile Easter Egg Roll by Bleeding Hearts."

Even Cesar Chavez and his farm-workers have officially endorsed Governor Brown. It is not so much that they love the Governor but the alternative would be disastrous to the farm workers.

Reagan has called unemployment insurance "a prepaid vacation." He favors college students paying tuition at our state colleges. He has opposed Medicare which is

now bringing medical benefits to thousands of aged citizens.

The total Reagan philosophy is one which favors the middle and upper class. It offers little for the solution of the social and economic problems faced by a disproportionate number of Mexican-Americans. Perhaps it is hard for most voters to remember that during 20 years of Republican rule before Pat Brown only three appointments of Mexican-Americans were made to any state posts.

If Reagan has made any commitments to the Mexican-Americans of any consequence they are being kept secret.

At the conventions of the American GI Forum and Mexican-American Political Association Pat Brown was there in person..... Reagan talked by telephone. What could be more indicative of Reagan's concern for our problems.

I personally cannot afford the luxury of a Ronald Reagan, his lack of experience, his lack of concern, his positions against most everything we have fought for.

I would have to be blind to the Mexican-American struggle for equality and justice if my vote went to Ronald Reagan.

It will go to Pat Brown....at least I know where we stand.

If you want to work a few hours on election day for Governor Pat Brown call Viva Brown Headquarters at 293-3388 located at 1246 E. Santa Clara St. in San Jose. Your help is needed.

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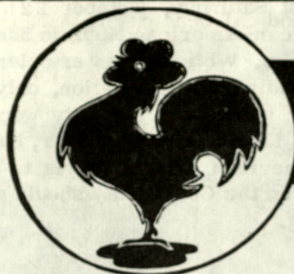
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OUT SANTA CLARA WAY



MARIO VASQUEZ

After careful planning and good co-operation, the San Felipe Ex-Students Association of Northern California is ready to present the Third Annual Reunion Ball next Saturday, November 12th. There is a definite possibility that Dr. Aurelio Diaz Jr., from San Antonio, Texas, will be present to represent the Medical Profession, which will be honored Saturday. After talking to our ex-Superintendent Gilberto Cerda, now a teacher at Peacock Military Academy in San Antonio, there is a possibility that he may also attend. There is so much interest, that Dr. Fermin Calderon and Dr. Alfredo Gutierrez, having to stay home for Home Coming, will be contacting us that night by phone. We will also have reports and films of the winning San Felipe Mustangs Football Team. To date they have won five games and lost one, a 7-0 loss to Pearsall. All ex-students should make plans to attend this memorable event. Los Pepes will play for the Dance at Dick's Dragon, 1360 S. Bascom Avenue in San Jose.

In Santa Clara, aside from mass confusion, madness and discontent, the Mission Fiesta Days got off with a bang. After a speech by Belarmino Castellanos, Chancellor of the Mexican Consul General's Office in San Francisco, the Mission Redevelopment Unit One was dedicated. Following the program, the Mariachi Tequilero from Fresno strolled through the Mission Center Mall singing their gay and inspiring songs. They entertained throughout the afternoon to the complete satisfaction of all Santa Clarans. Local residents were amazed to see such a spectacular display of booths in Jamaica style. Everything was sold from Corn on a Stick to Imported Mexican Beer. Local Radio Broadcasters presented two live programs with Jesus Valenzuela over KOFY and Pedro Valente over KLOK. El Conjunto del Valle provided the music for an Outdoor Dance that

same night, last Saturday, October 22nd, which was Mexican-American Night in Santa Clara Fiesta Days. While there were plenty of people attending the celebration, only a handful did any planning. The City wants another Mission Fiesta Days next year, but if the Mexican-American Community is to be represented, then the Community should get into the planning.

TALES FROM THE ORIENT

When a person is in another country, and he is just learning enough words to get around, meeting somebody that can understand you is quite pleasing. As you know, Japanese is not the easiest language to learn. Miyako Kanagawa was a girl that was tri-lingual. Besides Spanish and Japanese, she also spoke English. Enquiring about her knowledge of Spanish, she told us that she was born and raised in Peru. Her parents had migrated to Peru in the great migration of 1905. Shortly after World War II ended, all Japanese citizens were exported from Peru. Her sister, could not speak English but was Japanese-Spanish bi-lingual. Miyako worked for the Army's 25th Headquarters as a Secretary-Interpreter and lived in the St. Anthony Catholic Home in Kobe, Japan, some 30 miles from Osaka.

In the next issue, you will read about a Spaniard who lived in Japan for forty-one years and could speak seven languages...

Mario Vasquez

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HUMBERTO
FLORES

ELECCIONES

Uno de los mas preciados actos que todo ciudadano posee, es el derecho de votar para elegir a sus gobernantes y el dia 8 de noviembre todas aquellas personas registradas podran hacer uso del mismo, para que su Candidato sea elegido. No deje pasar por alto su privilegio, pues todos y cada uno de los votos cuenta y muy particularmente el suyo.



CASAMIENTO

El pasado mes de Agosto, contrajeron matrimonio el Sr. Frank Herrera con la Srta. Dolores Murillo, en una elegante ceremonia que se verifico en la Iglesia Holy Trinity, despues de la cual una animada recepcion en el Azteca Hall, culmino este evento social. Me es grato anexar una fotografia de la feliz pareja.

GRAN INAUGURACION

Muy animadas fueron las festividades que se efectuaron en Santa Clara, con motivo de la apertura de su flamante Centro Comercial y en donde la colonia Americana-Mexicana, tuvo el honor de habersele otorgado la iniciacion oficial de dichos festejos.

NOTICIAS DEL CLUB

Despues de haberse tratado ampliamente, ya es oficial el que nuestro Club acepte como miembros a Matrimonios. Uno de los motivos principales por lo que se llego a esa decision es que en todas las actividades, siempre las esposas de los miembros han desarrollado un papel muy importante. Por lo tanto, hacemos una cordial invitacion a todas aquellas parejas que deseen formar parte de nuestra nueva organizacion, que tiene como objetivo el de participar en actividades civico-sociales, y para mas informes les suplicamos se dirijan al Sr. Paul Ramirez, telefono 262-1074, o bien al Sr. Hiller Payer, telefono 286-1386.

VAYA SUERTE

En su ultimo viaje de caceria nuestro buen amigo Joe Peraza, y varios miembros mas del Club Latin Gun, no se vinieron con las manos vacias como se puede apreciar en la fotografia que a continuacion insertamos.



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En la foto el Dr. Lawrence Stern y las atentas
recepcionistas Annette Obeso y Susana Lopez.

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Daniel Saldaña



INSTRUCTIONS TO VOTERS: To vote for a candidate of your selection for the office of Chief Justice of the Supreme Court, the office of Associate Justice of the Supreme Court, the office of Presiding Justice, District Court of Appeal, First Appellate District, Division One, the office of Justice, District Court of Appeal, First Appellate District, Division One, or the office of Justice, District Court of Appeal, First Appellate District, Division Three, punch the ballot card in the hole after the word "YES," to the right of the name of the candidate. To vote against that candidate, punch the ballot card in the hole after the word "NO," to the right of the name of that candidate.

To vote for any other candidate of your selection, punch the ballot card in the hole next to the RIGHT of the name of that candidate. Where two or more candidates for the same office are to be elected, punch the ballot card after the names of all the candidates for that office for whom you desire to vote, not to exceed, however, the number of candidates who are to be elected. To vote for a person not on the ballot, write his name in the blank space provided for that purpose on the write-in ballot envelope. To vote on any measure, punch the ballot card in the hole after the word "YES" or after the word "NO". If you wrongly punch, tear or deface the ballot card, or tear or deface the write-in ballot envelope, return it to the inspector of election and obtain another.

NUEVO SISTEMA DE VOTACION AUTOMATICA

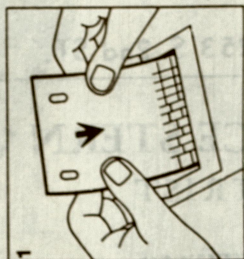
El Martes 8 de Noviembre todos los ciudadanos de California tienen el deber de votar; se ha implantado un nuevo sistema que resulta más rapido, mas exacto y más práctico que el sistema antiguo.

EL SISTEMA DE VOTACION AUTOMATICO I B M ES EL SIGUIENTE:

1. Usando las dos manos inserte la tarjeta de votacion dentro de la máquina hasta que entre toda.
2. Este Ud. seguro de que las dos perforaciones que tiene su tarjeta de votación, entren en los dos soportes rojos que hay en la máquina.
3. Para votar use el punzón, haciendo presión en los agujeros donde aparezca el nombre de su candidato, no use pluma o lápiz.
4. Tiene que votar en todas las páginas que tiene la máquina.
5. Después de votar, saque la tarjeta de la máquina y deposítela en la urna correspondiente.

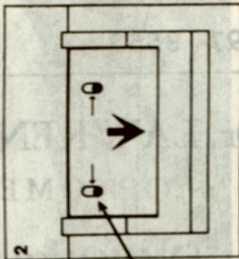
NOTA: Si se equivoca, regrese la tarjeta y pida otra.

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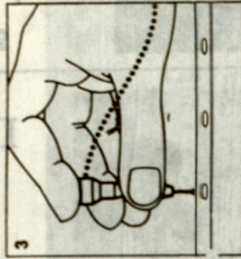


Voting instructions

Step 1 Using both hands, insert the ballot card all the way into the Votomatic.



Step 2 Be sure the two slots in the end of your card fit down over the two red pins.



Step 3 To vote, hold the voting instrument straight up. Punch straight down through the ballot card for the candidates of your choice. Do not use pen or pencil.

Step 4 Vote all pages.

Step 5 After voting, remove the ballot card from the Votomatic.

Note If you make a mistake return your ballot card and obtain another.



FRANK



Mr. and Mrs. Manuel C. Ontiveros

Mr. and Mrs. Balerio Navarro

request the honour of your presence at
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The lovely Miss Esther Ontiveros attended Lincoln High School in San Jose. Esther has lived in San Jose for the past 14 years. She is originally from Del Rio, Tex.

ESTHER

and

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Bien conocido es el espíritu festivo que para la muerte tiene el mexicano. Aún cuando la costumbre de las "calaveras" ya se va perdiendo, en muchas ciudades y poblaciones todavía se publican "calaveras" de los personajes más populares, diciendo siempre algo alusivo a su profesión o gustos; siguiendo esta costumbre mexicana, me ha permitido escribir las siguientes "Calaveras"

Lector amable que ves esta página mortuoria, perdona si tu memoria no la respeto esta vez.

La muerte ya sabes, es la justicia verdadera y, aunque no es la valedera ésta, por ser de mentiras, detén por favor tus iras y lee esta calavera.

SR. HUMBERTO GARCIA
Humberto García, Director, siempre estuvo trabajando sin hacer caso al doctor, y sus huesos fué regando.

Más en premio a su labor, hoy que por fin se ha ido, la muerte le hizo un favor pues pasándose de lista junto a la fría sepultura deja que lea con hartura "EL EXCENTRICO" gran revista.

SRA. MA. DE LA LUZ SANCHEZ
Gran colaboracionista en periódico y revista va su nombre siempre al frente.

No murió indiferente al placer de la escritura y aunque padece de hartura y las musas sobre-pasa por hacerlo tan sin tasa se quedó sin sepultura.

SR. EDUARDO GRIGG PATONI
Griff no lo sabía y por eso muy confiado a la muerte se ha entregado cuando menos lo debía.

Por qué la calaca había de jalarlo al agujero siendo tan bueno el Guero?

Nunca un enigma está claro... lo hizo pasar por el aro como a cualquier pasajero

CANDY VELIZ
El llamado Candy Veliz a quien todos respetaban, o mejor, que soportaban por no tener un deslíz vivió, pero siempre listo, se fué por buscar un modo de estar siempre en todo encontrándose tan solo, camino a una tumba gris.

El Excentrico

VOLUME 18, No. 2

NOVEMBER 5, 1966

Humberto Garcia
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Club Zanzaree
Student Initiative
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El Excentrico is published semi-weekly on the 5th and 20th of every month. Signed opinions and ideas expressed in this publication are not necessarily those of it's management or sponsors.

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MANUELA VARGAS

The company is making its first American tour following a hugely successful engagement at the Spanish Pavilion of the New York World's Fair. Thereafter she was signed by Ed Sullivan for an appearance on his show and caused such a sensation she was immediately signed for a followup appearance.

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297-3987

October 25, 1966

Mr. William T. Ellis
Humberto Garcia, Director
El Excentrico
195 Devine Street
San Jose, California

Re: Al Pinon

Gentlemen:

Please be advised that this office represents Mr. Al Pinon, who was recently referred to in a libelous fashion in your magazine, El Excentrico, under date of October 20, 1966, in column two of your article entitled "The Political Scene," by-lined by William T. Ellis.

The specific language used by you, and each of you, in referring to Mr. Pinon is as follows: "... and the off-hired consultant (?) for the Governors flip flop farm program - Al Pinon." Earlier in the article, you indicate that he is a member of the "same old gang" and you go on to say that he is one of the "key figures in this clique."

Demand is hereby made upon you, and each of you, to retract these derogatory, untrue and libelous remarks concerning my client. These remarks have held my client out to ~~obloquy~~, ridicule and embarrassment in the community and in particular, they have had a tendency to destroy his image, personality and reputation in the Mexican-American community. He is a government official for the Manpower Opportunities Project and has suffered a great deal of irreparable harm in connection with his employment as a public servant.

You, and each of you, know full well and are well aware of the fact that at the time this article was printed and published, Mr. Pinon has never been a hired consultant for Governor Brown and has never been on his payroll, and has never consulted with him in any capacity. If we do not receive a printed public apology and an unequivocal retraction from you in your next publication, we shall forthwith file a libel suit seeking punitive damages and all other remedies available to us under the law. You are indeed performing a disreputable service in this community by such libelous remarks as appear in the El Excentrico article and with a lack of proper foundation, unwarranted animosity and vicious invective.

Sincerely,

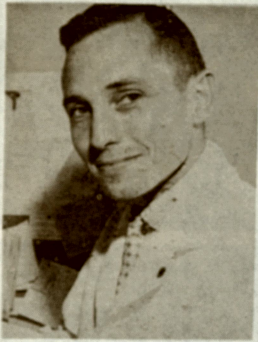
MEZZETTI & AGUILAR

By


ROBERT P. AGUILAR

RPA/mdt

cc: Mr. Al Pinon



THE POLITICAL SCENE

William T. Ellis

In response to the threat of legal involvement as indicated above, and in behalf of the fine Publisher-Writer relationship which I have enjoyed with EL EXCENTRICO I hereby submit this public apology for any undue embarrassment etc. . . I further wish to "unequivocally" retract any inaccuracies wherein they exist. It has come to my attention that I have not properly credited Mr. Pignon with the proper title for his official government capacity in the recruitment of Farm Laborers during the agricultural crisis these past few seasons.

HERE GOES: The EL EXCENTRICO Magazine has one of the finest records of fairness and openmindedness in the entire field of communication. The publisher has allowed the expression of the views and ideologies of all flavor. This great service to the community as a forum should not be intimidated by those who themselves have received its service. The content and context of any article appearing in this publication are the expression of the author and in no case represent any editorial policy of the publisher. I endeavor to present factual reporting in a style of political commentary specifically designed to stimulate political awareness. It is my hope that we will some day develop a total community in which the opposing views and ideological collisions of differing political philosophies can be debated and expanded to the point of challenging the "Politics and Politicians" of both sides. Upon this the individual emerges and hence can give knowledgeable support to the partisan stands of his own choice.

William T. Ellis

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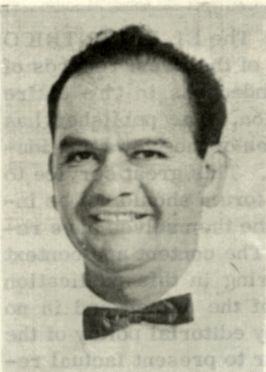
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Richard Diaz

To the right appears Senator ROBERT KENNEDY during his visit to San Jose at the County Fairgrounds during a political rally endorsing Governor Brown.



HAPPY BIRTHDAY

Mr. Larry Hernandez celebrated his BIRTHDAY

with a terrific party at CLUB EL TROPICAL

Standing by huge cake is Larry with some of his guests.

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THE NUÑEZ BROTHERS
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Zapatero a tus Zapatos

El título de estas líneas es un adagio de los que la filosofía popular usa con mas frecuencia, por lo general todos estos dichos populares tienen un fondo inequívoco de verdad.

En el caso de "Zapatero a tus zapatos", se expresa con claridad meridiana que el que es zapatero es el mas indicado para hacer zapatos. Si por alguna circunstancia, un zapatero se dedicara de pronto a hacer pasteles, lo mas probable sería que nadie pudiera comer esos pasteles, desperdiciando los materiales en el experimento. Si en cambio se dedicara un pastelero a hacer zapatos, estos resultarían tan mal hechos que nadie podría usarlos.

Esto quiere decir; (la experiencia lo confirma) que la persona que se ha dedicado a un arte, un oficio, una profesión o un empleo, es la mas indicada para ejecutar estas ocupaciones mas acertadamente. Un artista pintor, puede ser famoso por sus cuadros, pero como pianista puede ser un neófito. Así el pianista, puede deleitar al mas exigente auditorio, pero tal vez sea incapaz de trasladar al lienzo la más rudimentaria expresión de los colores.

En la votación del próximo Martes 8, tenemos que dar nuestro voto por el candidato mas experimentado en la misión que le vamos a encomendar. Se trata de elegir un Estadista y nuestro voto debe apoyar al candidato que sepa manejar los asuntos de Estado, de no hacerlo así, nuestra elección puede ser de graves consecuencias en el futuro; si hemos de votar con inteligencia, nuestro voto en esta ocasión debe ser para el Sr. Pat Brown, para Gobernador del Estado de California.

El otro candidato el Sr. Ronald Reagan, me merece todo respeto como actor y como conocedor de la industria fílmica y mi voto sería para él, si se tratara de elegir a la persona que caracterizara un papel en la pantalla, pero el brinco que pretende dar de la cinta de plata a la primera magistratura del estado, sin experiencia en puestos de menor responsabilidad, es inconcebible y fuera de lógica. ZAPATERO A TUS ZAPATOS.

VIVA PAT BROWN.

Daniel Saldaña

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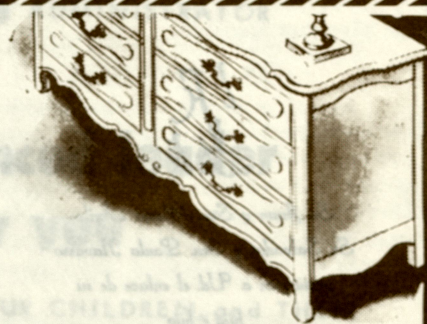
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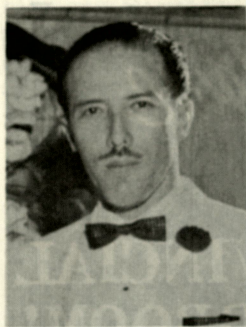
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CARLOS GÓMEZ

ONCE AÑOS DE LUCHA

El 6 de Noviembre próximo cumple once años de actuar como maestro de ceremonias del popular conocido centro social y salón de baile "Rainbow Ball Room" el dinamico radio locutor Sr. Carlos Gómez, ampliamente conocido por toda la población de habla Hispana del Norte de California y especialmente de San José, en donde como Presidente de Festejos de la Comisión Honorífica Mexicana ha hecho una labor mexicanista y patriótica.

Como premio a su laboriosa y dinamica a cituación, el Sr. Frank Davilla, propietario del "Rainbow Ball Room", dará un baile

en homenaje al Sr. Carlos Gómez el Domingo 6 de Noviembre. En dicho homenaje estaran presentes todas las amistades del popular maestro de ceremonias.

El Sr. Licenciado J. Hector Moreno, uno de los mas conotados lideres de la comunidad mexicana y organizador del comité "Moreno pro Brown", estará el mismo día 6 de Noviembre en el "Rainbow Ball Room" para testimoniar su reconocimiento por la altruista labor mexicanista del Sr. Carlos Gómez, tanto como radio locutor, como maestro de ceremonias y como presidente de festejos de la Comisión Honorífica Mexicana de San José, California.

El Lic. Moreno y su comité pro Brown invitan a todos los simpatizadores de la reelección del Gobernador Brown, para que asistan a este baile de homenaje dedicado al Sr. Carlos Gómez; desde las tres y media de la tarde en adelante, la entrada es completamente gratis y actuaran tres de las mejores orquestas locales, así como una verdadera lluvia de estrellas y personalidades destacadas de la localidad, que se unen tambien a esta bien merecida muestra de reconocimiento al mérito de la gran labor mexicanista del Sr. Carlos Gómez.

LF
YN

Sr. Juan y Sra. Maria Avila
Sr. Salvador y Sra. Paula Navarro
participan a Ud. el enlace de su

hija e hijo

Enedina

y

Luis

Y tienen el honor de invitar a Ud. y a su apreciable familia a la ceremonia religiosa que se verificara el Sabado 5 de Noviembre a la 1:30 p.m. en la Iglesia Holy Family.

San Jose, California 1966

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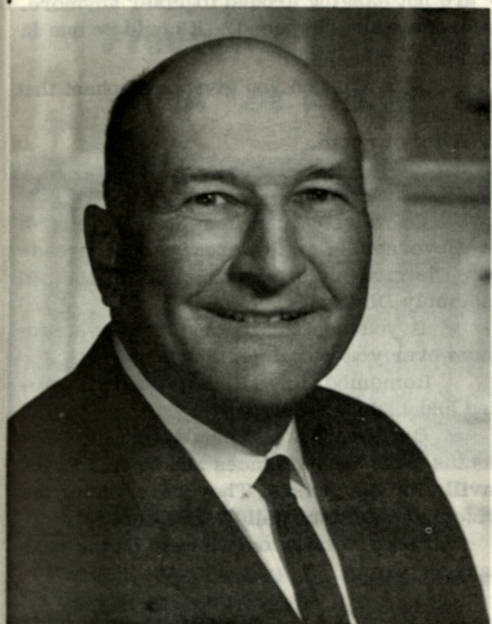
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VOTE FOR

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X



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Vote, Tuesday, November 8th

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X

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Candy Veliz

ONCE AÑOS DE LUCHA

The Ex's of the San Felipe schools under the leadership of the able Mario Vasquez are having their Annual Dance. The roundup will be on Nov. 12th at Dick's Dragon. It will be a baile Ranchero. Los Pepes will play. Donation is \$5.00 per couple. Remember you can bring your horse but you'll have to leave it outside. The traditional tune played for Mrs. Zoila Barrera will be played, however; the price will now be \$6.00. I am sure that Ernie will pay with out blinking an eye. Hay El Amor!!!

To the women that are and to the women that aren't picketing the super markets, don't wear your heels off, just go to the Pink Elephant Markets. Prices are low, low, low. The groceries are the best. See you at the Pink Elephant Markets.

Que Paso Area 4

E.O.C.'s Area 4 had elections to elect their commissioner and they didn't even send a notice to their former Commissioner Fred Vasquez and others. I thought only Castro pulled stunts like that. Where were all these people when we were laying the ground work. In words of one syllable I don't like your sneaky ways.

John Gonzales (Bartender at DeRosa's) couldn't make it to the Santa Clara Fiesta, but he bounced with a round of beer for the boys. I was the errand boy. We thank you John.

The 6th of Nov. there will be a tar-deada at the Rainbow Ball Room in honor of Carlos Gomez. Eleven years of service. There will be 3 orchestras and it is Free, Free, Free.

Our Congratulations to Mr. Gomez for a job well done.

Los esperamos en la tar-deada el 6 de Noviembre de 3 a 7. Bailamos??

I asked for a report on "La Casa del Mexicano", y nomas no Te conosco. It might

interest you to know that I have been attending meetings pertaining to La Casa Del Mexicano and to la Comision Honorifica Mexicana and you will soon have a report. It will probably be what you are imagining, so don't let it surprise you.

Visiting in Del Rio Texas, is Oscar Vasquez. Mr. Vasquez will bring alot of fire water, that's for sure!

Cuty Pixie Molina and Jessica Castillo are not hanging around together anymore. I wonder what happened? It could be que la barrio la gabacha.

Q. What do you give an elephant that has diarrhea?

A. A lot of room.

VOTE! VOTE! VOTE!

On Nov. 8th, I recommend Pat Brown for Governor. Don Edwards, 9th Congressman District, John Visconcellos for the 24th Assembly District.

If you don't like my choice, vote for whom ever you want, but vote!

Remember for delicious food La Poblana and Las Cazuelas.

Our thanks to Danny Lopez for the 2 months pass to his dances and to Mr. Frank Davilla for his passes. They were among the prizes given at our Halloween Dance.

More details on winners on the next issue.

Finis
Candy Veliz

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Parents:

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MARTIN DAVILA

5 mos. - Born in San Jose

Parents:

Martin and Bertha Davila

OLG

Mr. and Mrs. Louie H. Ortiz
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LORAINÉ

to

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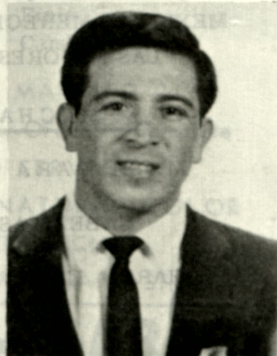
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Teddy Castillo

ENGAGEMENT

The lovely Miss Mary Lou Flores
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12, 1966 at the Holy Family Church in San
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LEITER STUDIO

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ISABEL DURON

Student Initiative's general aims in education were listed as 1) gathering and evaluating data on the status of the Mexican American's higher educational enrollment 2) establishing a center for Mexican-American studies through utilization of research, centralized depository and college community resources, and 3) the pre-college program.

These three phases of SI's program are still in process and will be continually subjected to change.

Under phase number one, the survey of Mexican-American higher educational enrollment will be made in the Santa Cruz and Santa Clara Counties. The purpose of this study is to provide an understanding of the educational problems of the M-A and thus serve as a guide to the development of realistic programs towards the elimination of this condition. Also the results of this survey will be utilized by numerous public and private agencies to provide better services (eg. welfare, education, etc.)

Establishing a center for Mexican-American studies through the utilization of research, a centralized depository and college community resources is SI's second phase and requires extensive cooperation. This multi-function center will include 1) a depository for compiling and disseminating data 2) development and coordination of community action programs channeling the resources of the college community, and a special research project concerning the Mexican-American populace.

Finally, the third level of Student Initiative's three phase program is its pre-college program. The object of this program is to provide a medium through which the attainability of higher education as a realistic alternative for Mexican-American high school students can be facilitated. Two basic reasons for the low proportion of M-A students

represented in college is the absence of adequate 1) information about higher education and 2) motivation within the ethnic group to pursue higher education.

The above is a hypothesis derived from the attitudes and behaviour which emphasize the heritage of the M-A. The basics of the pre-college program consists of three inter-related phases: Panel discussions during the full semester; continued discussions and visits to college campuses during the spring semester; and a study skills summer program.

The discussion panels will make available to the student any information concerning college-educational as well as financial wise.

The visits to the SJS campus orient the student to the college atmosphere.

Finally, the study skills program is designed to provide the high school student with familiarity to study skills crucial to his scholastic development. These include library usage skills, study techniques, speed, and remedial reading and basic typing.

Our third faculty advisor is Dr. Jack Pierce, Professor of Anthropology. Prior to receiving his doctorate at Stanford he attended the University of Oregon at Eugene. In 1958 he started teaching at SJS. Dr. Pierce's interest is social change and he believes that "The American society should live up to its ideals and provide an equal opportunity for everyone. If society fails to do this the burden falls on the individual groups."

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Enedina Gonzalez

Enedina Gonzalez was born in Gilroy, California, attended Abraham Lincoln High School in San Jose. Enedina has lived in San Jose for the past 11 years.



Sr. Jose Ines y Sra. Maria del Carmen Gonzales

Sr. Apolonio y Sra. Antonia Hernandez

participan a Hld. el enlace de su
hija e hijo

Enedina

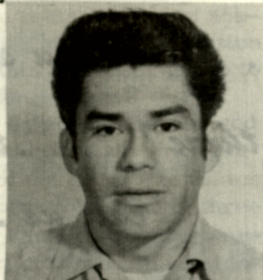
y

Rutilo

U tienen el honor de invitar a Hld. y a su apreciable familia a la ceremonia religiosa que se verificara el Domingo 13 de Noviembre, a las 3:30 p.m. en la Iglesia Holy Family. Calles River y San Fernando

San Jose, California

1966



Rutilo Hernandez

Rutilo, born in Crystal City, Texas has lived in San Jose for the past 6 years. He attended Aeropuerto #2 High School in Crystal City.



Mr. and Mrs. Henry Corrales

Mr. and Mrs. David Arista

request the honour of your presence at the marriage of their daughter and son

Dolly

and

David, Jr.

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San Jose, California

1966

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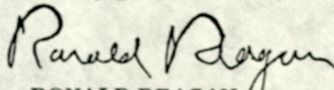
Fellow Californians of Mexican Decent

I have been informed by Dr. Francisco Bravo and many others, of the lack of regard and of opportunities accorded the Mexican-Americans to participate in State Government by the present Administration.

I have made the resolve that ALL citizens of this State, regardless of ethnic background, shall receive just and equitable consideration in all facets of State Government, with particular emphasis in those uniquely affecting the Mexican-Americans, such as in the field of education, in agriculture, in labor and employment, etc.

I invite all of you to review my written comments on these matters and also to visit with me personally as often as it is opportune for both of us to do so and to allow me the privilege of explaining to you in detail some of the great aspirations that I have for all of us and for CALIFORNIA.

A very grateful friend,


RONALD REAGAN

VOTE - REAGAN for GOVERNOR Tuesday, Nov. 8

PAID by:

VIVA REAGAN for GOVERNOR COMMITTEE

Mexican American Democrats for Reagan Committee

Mexican American Civic Council

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Tony De Maria
Gerente

San Jose, California

EL TEATRO DE LOS (*Premiere*) ESTRENOS



▪ LA MALDICION de mi RAZA ▪

Armando Silvestre - Luz Maria Aguilar

MIÉRCOLES 9 de NOVIEMBRE



▪ ESPALDAS MOJADAS ▪

David Silva - Martha Valdes