

El Excentrico

Humberto Garcia

March 20, 1967



Mary Cavazos

Miss Santa Clara A. GI
Forum Queen



Margo Linda De Los Angeles

Miss San Jose A. GI
Forum Queen

Simon's Beauty Salon

Dos Salones de Belleza Mexicanos

Permanent Wave

PRECIO COMPLETO.

\$ 5.00

Las MEJORES ESTILISTAS en
El Norte de California

Corte de Pelo - Estilo - Pintura - Plateado

NO NECESITA CITA.

Abierto: Lunes a Sabado de 9:00 a.m. a 9:00 p.m.

Domingos de 9:00 a.m. a 5:00 p.m.

SERVICIO COMPLETO de BELLEZA

SIMON'S BEAUTY SALON
(cerca de la Farmacia La Rosa)

295 - 5391

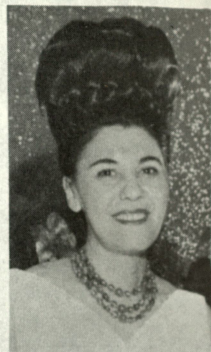
32 South MARKET ST.

SAINTE CLAIRE BEAUTY SALON

En los bajos del Hotel

286 - 5437

84 W. San Carlos St.



Teddy Castillo



**Candidato a Reina de las Fiestas
del 5 de Mayo**

BETTY CABALLERO es el nombre de esta Srita. que anuncia su candidatura para Reina de las proximas FIESTAS del 5 de MAYO que se celebraran bajo los auspicios del Comité Pro - Becas de esta ciudad. Sus padres son Manuel y Hilaria Caballero. (foto Richard Diaz.)

Arturo's Quiet Village

Dance

Thurs. Friday, Saturday & Sunday

THE BEST LATIN MUSIC IN SAN JOSE

ooooo

COME WHERE THE ACTION IS: GO - GO

GIRLS Monday, Tuesday and Wednesday

Art (Alaska) Lopez, Owner

286 - 5010

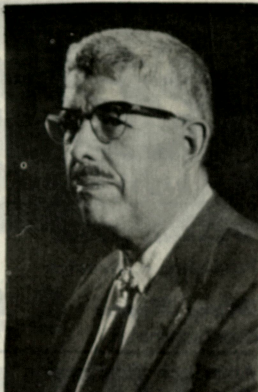
950 S. First St.



POMPEYO GARCIA

0000

President
Mexican Chamber
of Commerce



Dr. Juan De Heras files for City Council Seat No. 2

Dr. John de Heras, long time Mexican leader and one of San Jose's first pioneers in the struggle for recognition of the Mexican-American, filed his papers for Council seat #2 on Thursday, Feb. 16, 1967. Dr. de Heras is a well qualified and experienced candidate who has shown by his contributions to the Community, that he is truly interested in total community participation and that the City Council should be representative of the entire Community. "There are some very vital factors to consider in this race, among the first being the effort to bring new industry which in turn will create more jobs and lessen our tax load", stated Dr. de Heras, "There is also the need for a working

Councilman who knows the problems that affect our own particular community and which represents approximately one sixth of the entire San Jose City population. Surely, one of the largest segments of San Jose should have a voice in the planning and programming of the City". Dr. de Heras firmly believes in handling the truly basic problems that affect everyone's day such as transportation, development of good parks and recreational facilities; proper zoning and correction of depressed areas by action not words. Dr. John de Heras' slogan will be "Total Community Participation".

Dr. John de Heras has a long list of achievements and activities as follows and which certainly, without a doubt, qualify him to be the next Councilman to fill Seat #2:

Member of the San Jose City Planning Commission.

Member of the Santa Clara Parks and Recreation Commission.

Member of the Board of Directors of the United Service Organizations (USO).

Secretary of the YMCA Board of Managers.

Member of the San Jose Chamber of Commerce.

Member, Loyal Order of the Moose, San Jose Lodge.

Secretary and Charter president Mexican-American Lions.

Chairman Lions International 4C6

Dist. Committees Narcotics and Int. Relation.

Past Secretary and Treasurer, Santa Clara County Council of Lions.

President, Mexican American Civic Council.

Past member of the Board of the Santa Clara County Blind Center.

Member, Executive Board, Santa Clara County Boy Scout Council.

Member of the San Jose Police Advisory Board.

Chairman of the Subcommittee, Police and the Minorities, of the San Jose Police Advisory Board.

Past Member, Board of directors, Mexican-American Community Services Project.

Honorary member, Family and Childrens Services Committee, Santa Clara County Welfare Dept.

Past member, Committee Aid to Needy Children, Santa Clara County Welfare Dept.

Member, San Jose City College Advisory Committee.

(continued next page)



Member, Citizens Evaluation Committee for revision of City Charter.

Past President, Mexican Chamber of Commerce.

Past President, Santa Clara County Chiropractic Society.

Past President, Mexican-American Citizens Committee.

Member of San Jose Symphony Concert Association.

Past member Adult Education Senate, San Jose Unified School District.

Member of Theatre Bond Drives.

Active as member in all school, tax, or improvement Bond Committees, 15 years.

Active in all other City Committees relative to Parks, Juvenile delinquency, prevention, cultural and others for over 15 years.

Dr. John de Heras has also been the recipient of the following awards:

San Jose City Council Distinguished Citizen Award, 1961.

KXRK Golden Mike Award for Community Participation, 1961.

Mexican Chamber of Commerce "Man of the Year" award.

California Chiropractic Associations "Award of Merit".

California Chiropractic Association "Chiropractic Physician of Year" award.

Resolution of Appreciation, Board of Supervisors of the Santa Clara County Flood

Control and Water Conservation District.

San Jose Police Department's "Meritous Service to Law Enforcement" award.

El Excentrico Magazine "Certificate of Appreciation" award.

Sigma Chi Omega Fraternity "Award for Merit" and "Dr. Arthur Nilsson Award".

United Service Organizations (USO) "Distinguished Services Awards".

District 4C6 Lions International "Special Bulletin Editors" award.

California Chiropractic Associations "Dedicated Services Award".

**Let it be known you
have something to sell,
Advertise-dial 292-4273**

El Excentrico

VOLUME 18, No. 11

MARCH 20, 1967

Humberto Garcia

Publisher - Director

Bert Garcia

Associate Director

Mary Rogers

Stenographer

Manuel Fernandez

Production Manager

American GI Forum

Club San Felipe

Club Riviera

Club Zanzaree

Student Initiative

Catalina Barragan

Robert Rodriguez

Richard Diaz

Maria de la Luz Sanchez

Daniel Saldaña

Club Epoca de Oro

Victor H. Campana

R. Martinez

Mario Vasquez

El Excentrico is published semi-monthly 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.

EXCENTRICO PUBLISHING CO.

292-4273 274 TERRAINE ST.

SAN JOSE, CALIFORNIA 95110

AL'S Barber Shop

ESPECIALIDAD en RAZOR CUTS

BARBERIA LATINA

ABIERTO DIARIAMENTE

De Martes a Sabado de
9:00 a.m. a 6:30 p.m.

Dos Barberos para Atenderle
Ernie Grijalba

293 - 9894 884 E. Santa Clara St.



Rochell's Flowers

Artificial Tropical Plants
and Flower Arrangements

SPECIALIZING in
Weddings

FRESH FLOWERS
or Life Like Artificials
Res. Phone: 293-7990
ROCHELLE GRAHAM



1098 ALMADEN AVE. 293 - 7517

GARCIA'S PRINTING

Offset and Letterpress

be a
WINNER!

WITH QUALITY PRINTING

FAST SERVICE

and REASONABLE PRICES

Commercial Printing

Social Printing

Wedding Invitations

Posters



SENSIBLE
PRICES

call CY 2 - 4273

El Excentrico

HUMBERTO GARCIA

274 TERRAINE ST. SAN JOSE, CALIFORNIA



*Maria de la
Luz Sánchez*

Sociales - Personales

Con positiva satisfacción presentamos en nuestra galería social, esta bella triología de jóvenes que son una florida esperanza en el medio social que vivimos.



Jaime Lauder, el simpático joven ingeniero de sonido de RADIO KOFY, "Confianza de Radio en Español", que en el corto tiempo que lleva desempeñando su importante puesto, en el puesto emisor de San Mateo, se ha granjeado la estimación y la simpatía de todos sus compañeros de trabajo y de las personas que lo tratan, por su fina educación, sus nobles sentimientos, y su trato agradable y jovial. Muy joven, aun, cumplió con sus deberes para con la Patria haciendo su servicio militar obligatorio. Estuvo estacionado en Okinawa en donde recibió ascensos y honores por su comportamiento ejemplar y sus servicios como secretario general de su base. Al regresar del servicio, se inscribió como alumno de la Southern California Radio

School en la ciudad de San Diego, California, y en dicha escuela se graduó adquiriendo su licencia de locutor e ingeniero de sonido. Una vez reinstalado en San Jose, presta sus servicios como ingeniero de sonido, en la citada planta de San Mateo. Jaime cumplió años el 15 de febrero retro-próximo, y con tal motivo, fué objeto de múltiples felicitaciones de parte de sus compañeros de trabajo y de sus numerosas amistades. El joven Lauder, quiere agradecer, desde las gustadas columnas del Excentrico, tan finas atenciones a todos aquellos que se las dispensaron. Quien esto escribe, tiene el gusto de ser madrina de Jaime, y con tal carácter, a más de las consabidas congratulaciones, le patentiza sus votos muy sinceros porque siga cosechando triunfos y con su intachable conducta siga granjeandose el respeto y el cariño de cuantos le rodeen y asegure su risueño y brillante porvenir.

El 20 de septiembre de 1966, ingresó a la Fuerza Aerea de los Estados Unidos de Norteamérica, el joven Miguel R. Salas, hijo dilecto de los estimables esposos Ray y Mary Salas de nuestra buena sociedad San Josefina. Al empezar su servicio militar obligatorio, este jovencito, quien tambien es un integrante de la ya famosa Orquesta Juvenil de Andy Flores, dió principio a su entrenamiento en San Antonio de donde paso a la ciudad de Amarillo, del mismo Estado de Texas. El domingo 12 del mes en curso, saldrá para las Islas Filipinas, en donde proseguirá su entrenamiento y su educación. Deseamos de corazón al joven Salas, un feliz retorno al seno de su familia, cuando regrese feliz por haber cumplido con su sagrado deber para con la Patria. Entre tanto, lo acompañan los buenos deseos de sus parientes y amigos, así como las bendiciones de sus padres. Buena suerte, Miguel.

Nuevamente tenemos el placer de insertar en nuestra columna, la fotografía de los jóvenes soldados de esta generación. Manuel Carlos López, hijo de mis buenos y particulares amigos Carmen y Celia López, empresarios del popularísimo Teatro Cinema Esquire, empresa que ha conquistado el favor del público, y particularmente el de la gente de habla española, que ha dado en llamar al Esquire, "El Teatro de las familias. Lo mismo que Miguel R. Salas, Manuel Carlos al ingresar a la Fuerza Aerea de los Estados Unidos, principió su entrenamiento en Amarillo, Texas, y ahora se prepara para marchar al segundo destino donde se le envíe, continuando al mismo tiempo sus estudios.

(continua en la siguiente plana)

MIGUEL P. SALAS

ooo



MANUEL CARLOS LOPEZ

oooo



Como se ve, existe relación de forma y finalidad entre mis tres jóvenes entrevistados. Los tres sirvieron o están sirviendo a su Patria. Los tres estudian con ardor, y los tres están animados por la noble ambición de pagar con su conducta y aprovechamiento los sacrificios de sus padres, convirtiéndose por el estudio y por el cumplimiento del deber, en hombres útiles a la sociedad y a su país.

MANUEL MORALES presenta ...

TARDEADAS - Domingos

Principiando el Domingo
de EASTER

MARIACHIS - ARTISTAS

ooooo

Programa de Radio a control
remoto por Radio KOFY
con Jesus Reyes Valenzuela

Calles 12 y Keys

Parque Paseo de las Flores



Blondie JOSLIN MOTOR



Left to right: Benjamin Ochoa, Irene Joslin,
and Blondie Joslin ready to help you.

Benjamin Ochoa, "I offer personalized attention
to your automobile purchase."

LOTS OF ONE OWNER CARS

Se LE ATIENDE EN ESPAÑOL !

296-2693 3191 El Camino Real
SANTA CLARA, CALIFORNIA

Palm GARDENS



Sam Lopez, Virginia Simonini, Bob Ulloa and
Rocky Lopez will prepare your favorite Hi-Ball.

LATIN
MUSIC

Dancing

Friday, Saturday, & Sunday

WE CASH PAYROLL CHECKS

NO COVER CHARGE

Open 7 days a week - 9:00 a.m. to 2:00 a.m.

CY 7 - 6936

Cor. 6th & Jackson

OUR REAL ESTATE BUSINESS IS BOOMING!

MEN ... WOMEN ... EARN MORE MONEY

In Real Estate on a Part-time Basis While
You Keep Your Present Job
OUR BUSINESS IS GREAT—NO TIGHT MONEY PROBLEMS

Real Estate can be an exciting profession and there has never been a better time to earn or learn. Our exceptional method of helping you enter California's fastest growing field includes not only free tuition (you pay for your lesson material) for approved applicants in the Principles of REAL ESTATE LAW but also training in Salesmanship from sales experts. We pay for Real Estate License training.

CLASSES AT— 3550 STEVENS CREEK BLVD. Suite 306 Tel. 246-0952

OUR TREMENDOUS ADVERTISING & PROMOTION CAMPAIGN PRODUCES
MORE PROSPECTS THAN OUR PRESENT STAFF CAN HANDLE

SELL OUR PROSPECTS IN YOUR AREA—
WE WILL CLOSE YOUR SALE

You receive full-commission (No Splits) * No Waiting for Escrows to Close

YOU NEVER HUNT FOR LISTINGS
WE FURNISH THE PROSPECTS

ATTEND OUR FREE EXPLANATION MEETING
BRING A FRIEND - NO OBLIGATION

WEDNESDAY - MARCH 29th 8:00P.M.

Citizens First Savings & Loan Association
50 N. FIRST ST. SAN JOSE, CALIFORNIA

IF—YOU HAVE A REAL ESTATE LICENSE

Our company is expanding, opening new offices, appointing new managers and hiring more people. We need more LICENSED Sales people. Attend our FREE explanation meeting, at conclusion, a confidential interview will be arranged with our sales manager.

IF—YOU WANT TO START A CAREER IN REAL ESTATE

We offer Men and Women interested in a professional career in Real Estate the opportunity to learn the complete details of our program by attending a free explanation meeting of which time this unusual opportunity will be fully explained.

Roberto Mejia

SALES MANAGER OF SAN JOSE OFFICE

Nuestro negocio de Bienes Raíces es de lo Mejor
HOMBRES... MUJERES...

GAÑE UD. MAS DINERO

En REAL ESTATE dedicando unicamente Parte de su Tiempo

Sin tener que dejar su presente Empleo

Un negocio de verdadera Oportunidad sin restricciones Economicas

BIENES RAÍZES es una Profesión de Prestigio y hoy día es la mejor Oportunidad para Aprender y Ganar Dinero. Nuestro método de enseñanza es excepcional para lograr participar en este negocio. Con nuestro método no le cuesta a Ud. nada por su colegiatura, únicamente paga por sus materiales. A los solicitantes aprobados se les enseña los Principios de Derechos Sobre Bienes Raíces y un curso en Materia de Ventas.

Nosotros pagamos por su Entrevista para obtener su Licencia en BIENES RAÍZES

CLASES EN - 3550 STEVENS CREEK BLVD. Suite 306 Tel. 246-0452

Nuestra TREMENDA CAMPAÑA PUBLICITARIA produce mas Prospectos que nuestro presente personal puede atender.

Promueva Ventas en su DISTRITO RESIDENCIAL

Nosotros nos encargaremos de Cerrar sus Ventas

UD. RECIBE SU COMISION INTEGRAL

Atienda a nuestra proxima JUNTA para darle EXPLICACION GRATUITA

TRAIGA A UN AMIGO - NO HAY NINGUNA OBLIGACION

MIERCOLES 29 de MARZO 8:00P.M.

Citizens First Savings & Loan Association

50 N. FIRST ST. SAN JOSE, CALIFORNIA

Si Ud. Tiene Licencia de Real Estate

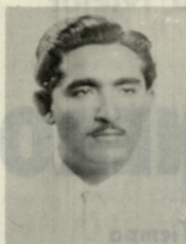
Nuestra compañía se esta extendiendo, abriendo nuevas oficinas, asignando gerentes, ocupando mas personal. Atienda a nuestra JUNTA GRATUITA. En conclusion, se le hara una entrevista confidencial con nuestro gerente de ventas.

Si Ud. Desea Principiar una Carrera en BIENES RAÍZES

Estamos ofreciendo a HOMBRES y MUJERES interesados en una carrera profesional en BIENES RAÍZES una oportunidad para darles a conocer las muchas ventajas de esta lucrativa profesion. Atienda a nuestra Junta el Miercoles 29 de Marzo.

Roberto Mejia

Gerente de Ventas en San Jose



*Victor Hugo
Campana*

IN SEARCH OF MY PARADISE LOST

III

I thought my life had reached its end
at the middle of its journey.
I thought all the roads were closed
before me.

I thought the time to enter
into the eternal darkness
had come.
But I see now, oh love,
you have not marked yet
the end of my destiny.

Now when the old words of my memories
die in my lips,
new words spring
cheerfully from my heart.

When the old trails of my memories
disappear,
new paths surge before me -
the paths which lead
to my distant Paradise.

IV

Love, this is my prayer.
Take away,
remove the very root of my despair.
Give me consolation
so I can bear the sadness
which grows from the shadows
of my past joy.

Give me hope
so I can keep my love
fresh and bright.
Give me strength
so I can stay away
from madness and rancor.
Give me faith
so I can maintain alive
the memories of my Paradise.

Jess Izquierdo **GARAGE**

Taller de Mecanica Mexicano



ENGINE REBUILDERS

Valve Jobs - Reborning
Overhaul - Tune up - Brakes
Generators

Todo Trabajo Garantizado
Bank AMERICARD

258-1781 17 SUNSET AVE.

Sandoval Rest Home



CASA de RETIRO
para ANCIANOS
que reciben Old Age
Pension o Ayuda del Welfare
Excelente Ambiente !
Dietas Adecuadas !
El Mejor Trato y Cuidado
Sra. Isabel Sandoval Prop.

Tel. 297 - 1721 300 S. 22 St.

INCOME TAX *Service*



Blanca y Jose J. Alvarado

Asuntos de INMIGRACION

Traducciones - Notario Publico

INCOME TAX SERVICE

NUEVA OFICINA DE

Jose J. Alvarado

297-1339 1190 E. Santa Clara St.



CLUB San Felipe



Candy Veliz

The United Food Drive was a huge success. There are so many people, business establishments and orchestras to thank that, I am going to ask your forgiveness if you or you or you were overlooked and not mentioned as one of the participants. The fact that we helped to obtain food for some unfortunate families should be enough thanks for all of us. However; it is only fair to mention as many persons as possible. We would like to thank Mr. Frank & Ray Davilla & Mr. Lalo Caballero, the orchestra of Chris Carmona and orchestra of Andy Flores. The above mentioned were primarily responsible for a capacity turned out in the Rainbow Ballroom, all for the benefit of the United Food Drive. We thank you.

In the I.E.S. Hall we can thank the orchestras of Becho Gloria, Bobby Zamora, Los Pepes, and Kiko Morales and of course their components, without their contribution we could never succeed. We thank you.

DONATIONS

There are about 60 business establishments that contributed many items for a raffle which brings a sizeable fund, but I don't have the list with me so I'll just mention a few that I can remember those being the Furniture Discount House on 82 E. Santa Clara St. A recliner, the Pink Elephant Market 3 or 4 hundred dollars worth of groceries, Arturo's Village, La Poblana, Berg's Mens' Clothing and many many more.

Many thanks last but not least to all the clubs & organizations as well as individuals who helped in one way or another. Again may I say, without you we could never succeed.

BAILE RANCHERO

The time is now to start getting your cowboy outfit ready for Club San Felipe's Baile Ranchero. It will take place in the I.E.

S. Hall on E. Santa Clara St. in San Jose. The time is 8:30 P.M. to 1:00 A.M., Kiko Morales and his orchestra will make with the music. The date is April 8th. Donations will be \$1.25 per person. Bailamos??

THIS "N" THAT

I asked Mario Guzman if he was working for the Baganini Company and he told me that he is an Algrimensor, measuring streets!

Armando Cerna was very grateful for the nice party that Club San Felipe gave for him and we were glad to do it for such a nice gentleman and a great soldier. Good luck Mr. Cerna in what ever your endeavor may be. That is our fondest wish.

If Santin Camarillo keeps gaining weight we are going to have to call him, el barrilito.

How true is it that Greg Gloria is a prisoner of love - Ay El Amoreee!!!!

May I repeat that our Tommy Mansville, Henry Navarro went to Canada to see his one and only, and that's amoreee!!!

Did you know that Victor Nieves did a wonderful job of Intertaining Club San Felipe and their guests at Armando Cerna's party. Thanks Vic.

Something for my colleague to write about.

BEST KEPT SECRETS of the year

What happened to the Kennedy Monument Funds? What happened to La Casa del Mexicano? What happened to the balance of funds brought over from year to year of last Fiestas Patrias.

Paul & Lucy Reyes always make an outstanding couple. Ask me who does her hair styling and I'll tell you Angie Coronado. It's stunning!!

Let's hail a great leader Mr. Pat Vasquez, his suits may have been styled when Moby Dick was a sardine but he is still a great guy.

Mex. Amer. Lions Fashion show under the leadership of Dave Villaloba from Dave's Autos will take place on May the 13th. Let's make plans to attend.

What did the belt say to Phil Rodriguez' stomach?
Como me haces la vida pesada.

Lets keep in mind that the survival of Club San Felipe is due largely to the great leadership of Jol Flores and his understanding wife Lotty. He di-di-di-cho.

Mr Ray's Wig and Beauty Salon

Virgin Tints \$9.00

Regular \$12.50

PERMANENT WAVE \$9.95

Regular \$15.95

OPEN Monday Thru Saturday 9 to 5:30 p.m.

THURSDAY 9:00 a.m. to 9:00 p.m.

Use your Bankamericard & First National card

298 - 0357

40 E. San Antonio St.



Personalities that attended the A. G. I Forum, San Jose Chapter, coronation ball.



Mr. & Mrs.
Roger & Dorothy Rangel



Ray and Pauline Solares



Mr. & Mrs.
Joe and Jo Lopez

Dr. Juan De Heras files for City Council Seat No. 2

HEADQUARTERS LOCATION

Tel. 292-7448 208 W. SANTA CLARA ST.

Dr. John De Heras has opened his headquarters at this location for COUNCIL SEAT #2

We welcome the entire Mexican-American Community to help, who in the past has made many attempts to get a suitable candidate to run for public office, which has only resulted in that candidate not being elected.

Dr. John De Heras is widely known and will present an opportunity to elect a Mexican-American to public office. Let's get BEHIND HIM.



Margo Linda De Los Angeles Wins!

SAN JOSE GI FORUM SWEETHEART BALL SRO!

The 1967 Queen Coronation Ball of the San Jose Chapter, American GI Forum, and its Ladies Auxiliary, using a Sweetheart theme for the first time, was held before a Standing-Room-Only crowd of nearly 700 persons at the plush Little New Yorker Hall in Santa Clara on Saturday evening, February 18, 1967.

Charming Margo Linda De Los Angeles, a Pioneer High School coed, is Miss San Jose GI Forum of 1967 following a highly competitive contest.

Anita Pimental, left, 1966 Queen of the San Jose Chapter, crowns her successor lovely Margo Linda De Los Angeles at the Queen Coronation Ball on February 18th.



Margo Linda now goes to Riverside on June 23 to compete against girls from other GI Forum Chapters throughout the Golden State for the Miss California GI Forum title. Runners up were: Irene Martinez, 2nd place and Rosa Linda Gonzales, 3rd place.

Highlighting the Sweetheart Ball was the appearance of lovely Gloria Gonzales of San Bernardino, California, National Queen of the American GI Forum; a group of talented and very much appreciated mariachis playing esas canciones que pegan en el corazon; and an array of seven beautiful Mexican American girls competing for the title of Miss San Jose GI Forum.



American GI Forum National Queen Gloria Gonzales and San Jose Chapter member Sebastian Adame at the Sweetheart Ball. Adame drew the coveted job of escorting Miss American GI Forum to the Queen Coronation Ball.

The evening began at 7:30 with mariachi music for one hour. At exactly 8:30 p. m. Joseph M. Sarzoza, resplendent in "tails", introduced San Jose Mayor Ron James who welcomed the huge crowd on behalf of the City of San Jose. A short address by Ladies Auxiliary Chairman Mrs. Gloria Sierra was followed by a tumultuous and loud welcome for Miss American GI Forum of the U.S., Gloria Gonzales.

(continued next page)

Commentator for the evening's queen contest was the very gracious Suzanne Gutierrez, Miss San Jose GI Forum of 1965.

Other highlights of the evening were the presentation of a gift from the San Jose Chapter by Chairman Pat Vasquez to outgoing Queen Anita Pimentel. Miss Pimentel thanked the chapter for the opportunity to be their queen and mentioned some of the highlights of her year's reign.

PLAQUE TO GOERGE CARLSON

A special award was given to Mr. George Carlson of Pink Elephant Markets, Inc. for all his cooperation rendered to the San Jose Chapter over the years and especially for his contributions towards the success of this year's Queen Coronation Ball.

The plaque reads "IN GRATEFUL APPRECIATION TO MR. GEORGE CARLSON, Pink Elephant Markets, Inc. from the San Jose Chapter, American GI Forum."

After the crowning of the queen, dancing to the music of Andy Flores and his very talented group of musicians followed until 2 a.m.

Proceeds of this very successful queen coronation ball will go to subsidize the Forum's scholarship, welfare, and other programs.

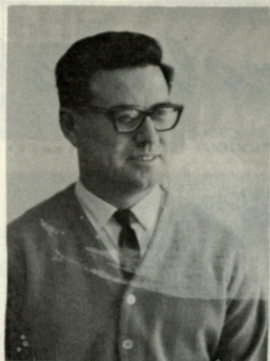


Pete Garcia, left, manager of the Pink Elephant Market on King Road, representing Mr. George Carlson, owner of Pink Elephant Markets, accepts a plaque from San Jose Chapter Chairman Pat Vasquez. Plaque was presented to Mr. Carlson for service to the San Jose Chapter.

The San Jose Chapter, American GI Forum, and its Ladies Auxiliary would like to take this means to convey 'their thanks' to a very understanding public, some of whom were forced to stand during the program because of lack of chairs. We did not anticipate a sellout crowd. Again, thank you for coming. We hope that we were able to show you an enjoyable evening.

MARIACHIS !
Entertaining the hundreds which overflowed the Little New Yorker Hall for the San Jose Chapter QUEEN CORONATION BALL
EXCENTRICO Photography.





OUT SANTA
CLARA WAY



MARIO
VASQUEZ

Irish NITE OUT!!! Got together with Al Pelayo and 71 other persons for a night out in Las Vegas. Good ole St. Patricks' day made this flight possible, through the Santa Clara Chamber of Commerce. Of course, nobody expected to win, just have fun and on the strip, there is always fun. Out of San Jose at 7:00 P.M. and back home at 4:00 A.M. Good day for the IRISH!!!

The Ballet de Mexico was really something. The San Francisco Opera House was packed to capacity and the crowd was really taken by the dances. The culture of Mexico was presented with the best interest of that country, but scenes of Vera Cruz and a fiesta in Guadalajara were just tremendous. Five curtain calls were given for a tremendous performance. Don't miss it next year.

The Commission Honorifica Mexicana presented the "Presentation of the Flags" at Montgomery Theater on February 24th. President Daniel Saldaña received the Flags of the United States, United Nations, Mexico and California. A real nice program was conducted by Mr. Carlos Gomez.

The United Food Drive held last month was a complete success. As president, I would like to congratulate every person contributing toward the results, and anybody donating food, money and gifts to the Drive. I would like to extend our sincere gratitude to Frank Davila and Lalo Caballero, who contributed the money donated at the Rainbow Ballroom, at a tardeada held at the same time at the Food Drive Dance. Enclosed is the Financial Report for 1967.

(See Joe E. Ponce Column)

Advertise Your Product
dial 292-4273

Frank's Radio & TV



FRANK ZAMORA, Prop.

TV & HI - FI SERVICE - Phonographs
Car and Home Radios - Custom Work
ANTENNA INSTALLATION

Used TVs from \$9.95 up

1st NATIONAL - BANK AMERICARD

Servicio de Reparacion y Venta

CY 2 - 9205 349 WILLOW ST.

Ideal BARBER SHOP

Anuncia su Cambio
de DIRECCION

38 N. Market St.

Tel. 295 - 2688

Corte de Pelo \$2.00



Sebastian Hernandez - Raul Hernandez

MADAM Zora ADIVINADORA



Posee Gran sabiduria
para ayudarle en
todos sus Problemas

SALUD - AMOR
NEGOCIOS
ENFERMEDAD
TRABAJO

CY 5-6210 144 S. 2nd. St.

1966 Personalities

(continued from previous issues)



by marce mora



Most Successful Business Man

HANK COCA

Owner of Furniture Discount Stores

Quote: Reason for success: give the customer the most for his money.



Most Popular Dance Empresario

FRANK DAVILLA

His friendliness, regard for public desires has made him the most successful dance promoter in Northern California.

Check Room Girl
TALVIDA CARLON

Employed at the Rainbow Ballroom, Sweet, charming and very efficient.

Most Eligible
CONNIE GARZA

Charming personality, plus domestic talents makes her a wonderful catch.

News Photographer
RICHARD DIAZ

Photographs all movie stars Excentrico's Ace Camera - Man.



(continued next page)



Furniture Discount House

82 E. SANTA CLARA

SAN JOSE

CORNER OF
THIRD STREET

Spanish

TV SHOW

CHANNEL 11

Direct from Mexico City
Every Sunday 10 to 10:30 a.m.

SEE OUR WONDERFUL
WEEK END SPECIALS !



HANK COCA



GIL COCA



JOE SANCHEZ



PHIL RODRIGUEZ



HENRY NAVARRO



CANDY VELIZ



HECTOR ESPARZA



PETE ROJAS

NOW 7 LOCATIONS
TO SERVE YOU !

1975 Mission St.
7134 E. 14th Street
2130 El Camino
836 E. Sonoma Blvd.
607 E. Market St.
82 E. Santa Clara St.
1501 Broadway St.

SAN FRANCISCO
OAKLAND
SAN MATEO
VALLEJO
SALINAS
SAN JOSE
FRESNO

USE OUR LAYAWAY PLAN
Easy Credit Terms

CUPON

10%

Descuento

Al presentar este ANUNCIO con la
compra de \$69.00 o mas

RECORTE ESTE ANUNCIO y AHORRE

82 E. Santa Clara St.

297 - 9486

San Jose



Personality of the Year
MARIA AGUIRRE
 Owner of Maria's nite club, her charm
 and poise wins her friends everytime.



Most cooperative couple of the year
MARCEL and ANTONIA SAUCIDO
 Make a wonderful team in all social activities
 donating countless hours in community projects



Radio - Business Personality
LALO CABALLERO
 Most financially successful and
 daringly enterprising.

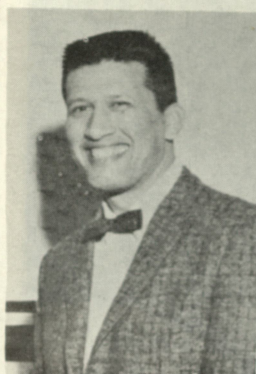
Prettiest new comer of the year
MARY D. ROGERS
 Her swan like looks, demure smile and
 friendliness makes her a winner.



Figure of the Year 1966
ANGIE MEDINA
 Her curvaceous and well proportioned body
 makes every dress she wears a creation.



FINISH.....



RAY VILLEGAS

Well another climatic point of the UNITED FOOD DRIVE has been achieved. After the quick rundown it shows that we have enjoyed a prosperous drive. Words alone could never fill the bill to show you the public for the wonderful turnout at our dance. The music was superb as was the crowd. Our many thanks go to the musicians and their union for allowing them to play for us. Needless to mention that the same thanks go to those establishments that did their share of contributing to our drive. Some of these places either helped with the raffle or rendered their services to us so as to make this year's campaign a huge success. Due to the fact that all contributors cannot be named in any one column alone, I wish to point this out that the ones that I may mention are but a few that helped us and that the others will get their share of credit that is due to them, so just bear with us, OK?

Our thanks go to Bill Clark and the Burger Bar Inc. for their annual use of the hot - dog warmer that he and his associates have let us use. We found out that our hot-dog sales have really picked up since we switched to the warmer. To show your gratitude to these people, just drop in at any of their BURGER BARS or BURGER PIT'S I'm sure there is one near you, you can't go wrong with the food served by these places, whoooooops !!!! I almost forgot that is my employer, no wonder the food is good.

Doyle Malone and Ted Cleespen and Sunlite Bakery Co. for their share of buns for the hot-dogs. In the past few years these two individuals and Sunlite Bakery see to it that we have plenty of buns for our concession stand. For the best bread in town buy Sunlite bread and its batter whipped.

A recently opened Beauty Salon in the east side got in the act this year and gave us

two gifts for our raffle. The name of the establishments is MANITAS BEAUTY SALON and it is located at 11754 White Rd. at corners of White and McKee Roads. For some of the best hairstyles in town try them, they assure me that once you try their work you'll never be sorry you did switch, or would you rather fight!!!! Don't delay it any longer, give them a call and have your hair styled by MANITAS their phone number is 251-7770 ask for Anita or Marie. There I go again with my lapse of memory, well that happens to be my brother Manuel and his Anita who operate said business, no wonder I was getting carried away with the high praise. But honestly, it is a good place to have your hair done at reasonable prices too, isn't that so brother?



Caroline and Bonnie Villegas, Sr. at one of EPOCA DE ORO's functions they look like a lively couple that is having lots of fun, I assure you that more of these nites are in tap this summer. Our new President, Frank Sandoval, tells me that this is the year that we are going places. Talk about a driver, boy! Frank is one and I wish him all the success, I'm right behind you Frank, you done opened your mouth now keep talking.

Nuestros pesares estan con la familia delos señores Emilio Flores, quienes recientemente perdieron un hijo en este mundo. El señor Flores y otro de sus hijos fueron unos delos que nos ayudaron con el Talent Show y al mismo tiempo acompañaron a Frances Wells. Que Dios lo perdone y que descanse en paz.

EPOCA DE ORO has just conclude their plans for its annual Easter Picnic, which is staged for Oak Meadow Park in Los Gatos. This is one day that plenty of liquid is consumed by some of those good drinkers that we have. But on the other hand that is not all that is done by our club. As often as weather permits it we get together with our families and go to some park or beach and

(continued next page)

make a day of it with our travesudas (children). We have found out that that is the best way to spend a day. Primary thought for this year is to go camping once or twice for a week-end and leave our worries behind. It has gotten to where the children are looking forward to these get together, after all that is what we stand for unity with the family in all aspects. If there is some of you that feel you yourself fit into this picture of family gatherings don't hesitate to give us a call or better yet call the President at this number 286-0487 and he'll give you the dope (information, not the drug) that you request about membership to EPOCA DE ORO. Remember, you must be married, we just can't stand the thought of losing our mates to bachelor members, we're proud of them.

Adios

For your WEDDING INVITATIONS
in SPANISH or ENGLISH call
EXCENTRICO 292-4273



Candidato a Reina de las Fiestas del 5 de Mayo

ALICIA ORTIZ

Es candidata a Reina de las Fiestas del 5 de Mayo bajo los auspicios del Comité PRO-BECAS de esta ciudad de San Jose.

Sus padres son Juan Moreno y Tranquilina Ortiz. Atiende a la escuela alta en Sunnyvale, Calif.

Servicio de INCOME TAX

No Hay Substituto para la Experiencia

25 AÑOS en el RAMO de INCOME TAX con los 2ue cuenta LENA sirviendo a la colonia de Habla Hispana le dan a Ud. la Completa CONFIANZA de que sus PAPELES de INCOME TAX seran hechos segun la LEY EXIJE y a la vez Ahorrándole MUCHOS DOLARES con todas las DEDUCCIONES que Ud. PUEDE OBTENER.

Pase a Recoger Su Regalito

Lena tiene un regalito para todos sus Clientes y amistades pase por el Suyo.

HORAS de OFICINA: Lunes a Sabado 9:00 a 5:00
Martes y Viernes: 9:00 a.m. a 9:00 p.m.

Lena Manriquez

CY 3 - 3388

1246 E. Santa Clara St.



Lena Manriquez



DAN TELLEZ

The San Jose G.I. Forum proudly supports Mr. Jose Martinez in his bid for the San Jose City College Board of Trustees.

Mr. Jose Martinez addressed the Forum 'at its' March General Meeting and he expressed his views and an optimistic outlook for its board accomplishments. He brought out the following points; Equal opportunities to Administration, Faculty and Students, to express their needs. (2) More efficient use of classroom space. (3) Efficient administration of Funds and Educational Programs. (4) Programs to meet the needs of all the Community. Mr. Martinez also pointed out that of a 20% Mexican-American population in the District, there is only an 8% M-A student enrollment at the City College.

Following is a biographical sketch of Mr. Jose Martinez. Anyone wishing to assist Mr. Martinez (in any manner) in the April 18th School District Elections, please contact him at 1246 1/2 East Santa Clara Street, San Jose or call 292-6867.



JOSE MARTINEZ

ooooo

RESIDENCE

Mr. Jose Martinez resides with his wife, Yaya, and two children at 2054 Evelyn Avenue, San Jose.

EMPLOYMENT

Owner and Manager of Maintenance Service for the past four years. He is also employed by "Manpower Opportunities Project" as a Community Specialist.

EDUCATION

Graduate of Eagle Pass High School, and has attended the following Colleges and Universities; Automation Institute of San Francisco, San Jose City College, Texas A&M University, and San Jose State College.

ORGANIZATIONS

On the Board of Directors of the Community Council Central Santa Clara County; Member of the San Jose Junior Chamber of Commerce, Member Building Service Employees Local 77, National Vice President the Community Service Organization, Director of the Mexican-American Community Services Agency, Commissioner to the Santa Clara County Economic Opportunity Commission, and Vice President of the Kennedy-Juarez Democratic Club.

OPERATION SER

Two Representatives from the Albuquerque Regional Offices visited San Jose March 16th. They notified the State Office, All G.I. Forum Chapters of Region Four and the local (San Jose) "Jobs for Progress Inc." that funding (seed money) for the State of California in the amount of \$79,000 could be expected in the early part of April. Other developments on this program will be made in my next column, and I'm sure that it will be very enlightening news.

GETTING MARRIED ?

EXCENTRICO offers a COMPLETE

Photo and Wedding Invitation Service

CY 2-4273

274 TERRAINE STREET

Dr. Noe Arrazate, D.C. PRACTICA GENERAL

HORARIO: 3p.m. a 7p.m. (Cita Anticipada)

Consultas en ESPAÑOL e INGLES

ENFERMEDADES de SEÑORAS y NIÑOS

Accidentes de Trabajo, Automovilísticos, etc.

TELEFONO DIA Y NOCHE

CY 5-8870 443 W. San Carlos



Daniel Saldaña



Carta Abierta

Sra. María de la Luz Sánchez
Magazine "El Excentrico"
274 Terraine St.
San Jose, California

Sra. de toda mi consideración y respeto:

En relación a su artículo publicado en el Magazine "El Excentrico" de fecha 20 de Febrero y en mi calidad de presidente de la Comisión Honorífica Mexicana (Ahora Incorporada) de San José, California; informo a usted lo siguiente: No es ninguna información errónea el que se haya tenido que REORGANIZAR la Comisión Honorífica Mexicana de San José por cuestiones económicas. La razón fué, que hasta esta fecha, no se ha puesto en conocimiento de la Colonia Mexicana, del Consulado General de México en San Francisco, ni de la Comisión Honorífica Mexicana de San José, Inc. un balance total de la tesorería que estuvo a su cargo por varios años. Tampoco se ha dado ningún informe con relación a la Casa del Mexicano, que fué adquirida en 1953, ubicada en la calle Royal número 426 y que ha sido vendida. Se ha comprado otra en la Avenida Drake número 690. A quien se le informó en cuanto se vendió la casa de Royal? En cuanto se compró y quien autorizó la compra de la casa de Drake? A nombre de quien esta esta propiedad? Las personas que inicialmente compraron el inmueble, lo hicieron con el fin de que estuviera al servicio de la Colonia Mexicana y no de ningún individuo en particular.

Los estatutos por los cuales se rigen las Comisiones Honoríficas, (como la presidiada por el Sr. Ulloa, que durante todo el tiempo tuvo como base para su existencia y que este señor trató de incorporar, sin haberlo logrado) dicen: Que al terminar en sus funciones los oficiales, deberán entregar el efectivo, las pertenencias y las propiedades de la Comisión a los nuevos oficiales; cosa que hasta la fecha no se ha llevado a cabo, a pesar de las instrucciones que para tal efec-

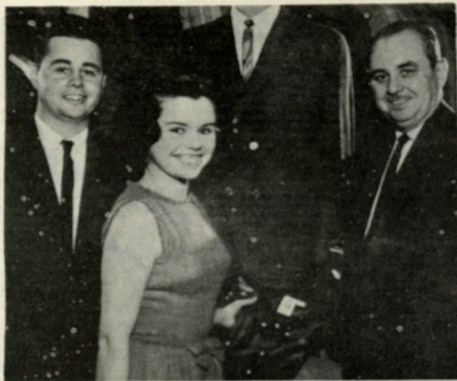
to han recibido del Consulado General de México en San Francisco.

Con esto queda aclarado, que la REORGANIZACION de la Comisión Honorífica Mexicana, sí se debió a dificultades de orden económico, que no hacen otra cosa, que llenar de vergüenza nuestra nacionalidad, ante las otras nacionalidades.

Las transacciones, movimientos de fondos y capital en existencia, de organizaciones de carácter popular, como las Comisiones Honoríficas, no deben ser secreto para nadie y es deber de los oficiales dar informes completos y pormenorizados de los ingresos, egresos y capital en efectivo. En la misma forma lo referente al inventario de muebles, enseres y bienes inmuebles. La responsabilidad de presentar estos informes, recaé directamente en el presidente y el tesorero, (en este tipo de organizaciones) si estos saben sus obligaciones y respetan la propiedad ajena. Los oficiales de menor jerarquía, tienen responsabilidad secundaria, pero en ningún caso directa, como el presidente y el tesorero.

En su artículo, dice usted tener en su poder, sendas copias de sus reportes, si esto es verdad, es de sumo interés para usted, por que su actuación como tesorera quedará inmaculada. Aunque no dudo de su honorabilidad como tesorera, lo cierto es que en sus reportes de finanzas, nunca se dió a conocer el destino dado a los saldos favorables, mencionados en sus informes de los dineros que entraron en las fiestas patrias. Esto quedara fuera de toda duda si nos autoriza para que un contador público titulado, acompañado de un auditor, hagan una revisión y reporte de esas sendas copias que usted conserva, en esa forma todos quedaremos enterados y demostrara la indudable honradez de su actuación.

Como tesorera de la Comisión Honorífica Mexicana y según los estatutos, tiene que entregar al Consulado o al tesorero actual, todas las pertenencias de la organización, que tenga en su poder o bajo su custodia y que pertenecen a la Colonia Mexicana, representada por la Comisión Honorífica Mexicana Inc. El disponer de fondos u otras pertenencias en beneficio de otras organizaciones o personas; sin documentos legales que la autoricen, es un acto en el cual tendran que intervenir las autoridades encargadas de ventilar estos asuntos por los conductos apropiados y establecidos por las leyes.



DON la Encantadora GAY y ART le atenderan con toda cortesia.

Art Martinez MENS WEAR

La Tienda del Caballero Elegante

ULTIMOS ESTILOS en ROPA
para CABALLERO

Silk & Wool 1 Button CONTINENTAL SUITS

Vistase de PIES a CABEZA en ART MARTINEZ

Continental and Ivy Suits SPORT COATS

Ropa INTERIOR CORBATAS SOMBREROS

ROUGH RIDER - Siacks and Sport Coats

Pendelton Shirts

Abierto los Lunes, Juev. -Vier.
hasta las 9:00 p.m.



First National
and
Bank of America
Chg. Plans

Art Martinez

CY 3-3236 290 S. FIRST ST.



Mr. & Mrs.
Raymond & Mary Rivas

Personalities that attended the A. G. I.
Forum, San Jose Chapter, coronation
ball.



Fred & Clementina
Vasquez



Mr. & Mrs.
Francisco & Lupe Borrueal

Please Remit: \$ **2.99**

Check () or Money Order ()

for one year's subscription to EL EXCENTRICO Magazine (24 ISSUES).

292-4273

274 Terraine St.

San Jose, California 95110

NAME _____

ADDRESS _____

CITY _____ ZIP _____ STATE _____



SUBSCRIPTION BLANK

Calif's Oldest Mexican-American Publication

En suma se puede decir, que desgraciadamente hasta este momento, las dificultades por las que se tuvo que REORGANIZAR la Comisión Honorífica, indudablemente son de caracter económico a la vez que diciplinario.

Debido a la rebeldía de los antiguos oficiales para informar y entregar lo que le pertenece a la Colonia Mexicana, que tiene derecho a saber: Qué tanto se pagaba por contribuciones, mantenimiento y reparaciones de la Casa del Mexicano (Royal 426) Qué tanto entraba por concepto de rentas. Usted misma vivió en la mencionada casa y sería oportuno mencionar cuanto pagaba de renta. La falta de estos informes y la falta al cumplimiento de los estatutos que los rigieron hasta Diciembre de 1966, es la causa de esta división.

Aún despues de la celebración de las Fiestas Pátrias de Septiembre de 1966, los antiguos oficiales se consideraron bajo los auspicios del Consulado General de México en San Francisco, como lo demuestra el papel membretado que usaron hasta Diciembre de 1966 y el hecho de haber invitado al Consul General de México para que asistiera como invitado de honor.

Mientras no se pase una auditoría de los informes de cada fiesta, en los que solo se consigna la utilidad y la pérdida, sin mencionar en que se empleaban las utilidades, se revise el inventario y la Casa del Mexicano quede registrada como propiedad de la Colonia Mexicana, este espinoso y desagradable asunto seguirá adelante. Hasta que se pongan en claro estas diferencias economicas, la Colonia Mexicana estará ofuscada, se haran tergiversaciones, habrá suspicacias y un cúmulo de falsedades, sobre el multimencionado, desagradable y espinoso asunto.

Sra. Sanchez, con profunda pene leo nuestro lema.

UNION. Estamos abonando la division de nuestra colonia.

PROTECCION. Estamos quedando al garete y sin proteccion.

Y PATRIA. Ha sido tratada como mercancia.

Con un nudo en la garganta recuerdo que se ha gritado !VIVA MEXICO! como los mercaderes pregonan su mercancia en las plazas.

Ud. tiene la palabra
Atentamente
Daniel Saldaña

LAS CAZUELAS



CARMEN
GONZALEZ, Prop.

Lo Mejor en Comida Mexicana

ABIERTO SIETE DIAS de LA SEMANA
7:30 a.m. a 12:00 p.m. Los Viernes y Sabados
de 7:30 a.m. a 3:00 de la madrugada.

El MENU mas Variado y Autenticamente Mexicano en todo el NORTE de CALIFORNIA.

297 - 2067 735 The Alameda
Tel. 297-6370 30 S. SECOND ST.

For Your COLOR WEDDING PHOTOGRAPHY
Or WEDDING INVITATIONS

El Excentrico

CY 2-4273 274 TERRAINE ST.



Directors Coats Cuta Away
Bridal Hoopskirts
Fur Stoles



ALL NEW ---
Dinner Jackets, Pants,
Shirts, Cumberbuds
Suspenders
and Accessories

\$8.50

Daily 8 to 6:00 p.m. Mon. Thurs. Friday 'til 9
Sunday by Appointment.

Ida's TUXEDO RENTAL

CY 2 - 9102 380 S. First St.



Martin Perez, president of the Ame. G. I. Forum, Santa Clara Chapter, presents plaque and certificates of merit to Pete Garcia, manager of Pink Elephant Markets, on behalf of George Carlson, owner.

To Joe Puentes of "Puentes Brothers"

for outstanding donations and contributions to the Forum.

Awards were presented at the Cabaña Hotel during the Coronation Ball.

\$3.00 up \$3.00 up **INCOME TAX**

**Reporte Completo
al Federal y al
Estado con
Deducciones para
Ahorrarle Dinero**



NICK H. GUERRERO

Notary Public - Income Tax

HORAS DE OFICINA

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

PASE A RECOGER SU REGALITO !

(Frente a la Escuela ROOSEVELT)

TEL. 297 - 2079 944 E. Santa Clara St.

Disfrute de un Ford Nuevo y Ahorre Dinero



WILFORD R. IRIZARRY

LITO SANCHEZ

Obtenga el mejor Precio Comprando directamente de Wilford o Lito, quienes le ofrecen las mejores facilidades de CREDITO !
Con Anticipo o SIN ANTICIPO

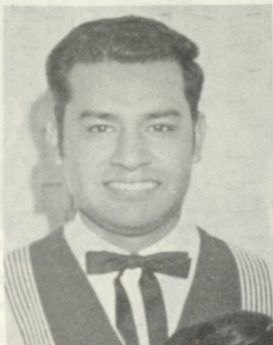
000000

SAN JOSE FORD SALES

295 - 0151 375 S. Market St.

UNITED FOOD DRIVE

JOE E. PONCE
Treasurer



1967 UNITED FOOD DRIVE

Starting balance---January 1967 \$453.84
INCOME

Donations:

Lena Manriquez	50.00
Ronald R. James	25.00
Santa Clara GI Forum Lad. Aux.	25.00
Bob Welch	10.00
Nick Guerrero	10.00
Earl P. Crandall	5.00
June Amos	5.00
Val's Barber Shop	2.50
Total Donations	\$132.50

SALES

Beverage Sales	\$849.75
Soda	70.35
Hot Dogs	72.50
Coat Room	31.55
Merchant Donations	362.50
Total Sales	\$1,386.65

Azteca Hall Donations	23.23
Rainbow Ballroom	181.21
I.E.S. Hall	218.24
Total	\$422.68

<u>Total Income</u>	\$1,941.83
Adjusted Balance	\$2,395.67

LESS EXPENSES

Paid out by check:

H. Garcia (Excentrico, pictures posters and tickets)	\$109.49
Curtis Lindsay (tickets)	6.76
F. Sandoval (license and I.D. tags)	8.90
Union Ice Co.	14.56
Toby Tobias (police)	118.00
D. Boyer (policewoman)	32.00
F. Sandoval (extra ice)	7.28
I.E.S. Hall rental	75.00
Santa Clara Valley Dist. (Veve.)	361.47
Coca Cola Bottling Co.	41.10
V. Duran (postage)	15.00

H. Payer (storage rental)	50.00
L. Manriquez (meeting hall rental)	45.00
M. Ybarra Jr. (tickets for coat room)	2.79
State Board of Equal. (State taxes)	33.99
TOTAL EXPENSES	\$921.34
ADJUSTED BALANCE	\$1,474.33

OUTSIDE SALES

Soda Sales	5.20
Beverage Sales	28.63
Total Sales	\$33.83
Adjusted Balance	\$1,508.16

Balance due to Pink Elephant Market
from Dec. 1966 to 3-9-67 \$142.49
Present Balance 3-9-67 \$1,365.67

Treasurer
Joe S. Ponce

GETTING MARRIED?
call 292-4273 for
WEDDING INVITATIONS

Jo - Mar BEAUTY SALON

Salon de Belleza Mexicano

Special

Cold Wave

Permanent

\$6.95



JOSEPHINE MONTECINO

SUNDAYS OPEN
by appointment
Only 10 to 4:00 p.m.

Open Mon. Tues. & Wed. 9:00 to 6:00 p.m.
Thurs. Friday, Saturday 9:00 to 7:00 p.m.

Josephine Montecino - Maria Gonzales

Corner Delmas and Auzerais

CY 2 - 2550 385 Delmas Ave.

Charles Automotive Service

Tune - Up Brakes Ignition Service
Motor Overhaul

CARLITOS extiende una cordial bienvenida a toda la Colonia de HABLA HISPANA donde se pone a las ordenes del publico en general ofreciendo un buen y economico Servicio en todo el RAMO de MECANICA de Autos

Abierto Lunes a Sabado de 8:00 a 5:00 p.m.

Se localiza en el mero corazon de San Jose



293 - 2042 27 E. William St.

Carlos Rios, Prop.

New Recording Artists?

(Left to right) Mrs. Vera Diaz, Mrs. Rosie Cisneros and Mrs. Lupe Jordan are rehearsing in the hopes that some record company will make them recording stars. They are also writing to Mexico's movie producers in order to get leading roles in the theatrical line.



FRANK DAVILLA
AX 6-0306



Rainbow Ballroom

Dancing Every Saturday and Sunday

The Home of all the Main Attractions

EASTER SUNDAY DANCE

Sunday, March 26

Guy Lombardo & his Orchestra

Wednesday, April 5

Pink Elephant MARKETS

★ Complete line of Mexican Foods



En la grafica parte del atento personal, de izquierda a derecha:
RAUL JARAMILLO, MIKE RAMIREZ, FRANK CAMPISTA, PETE GARCIA
MANUEL CANALES y RUBEN DIAZ

LINEA COMPLETA de CHILE, ESPECIES y MANTECA
LOS PRECIOS MAS BAJOS DE PLAZA
EN LA FAMOSA HARINA LA PIÑA

CENTRAL VALLEY NAT'L. BANK - MONEY ORDERS
SE REGALAN GOLD BOND STAMPS



Fruits & Vegetables at Farm Prices

Daily 'til 12:00 p.m.	HYDE PARK PINK ELEPHANT market			PINK ELEPHANT market	OPEN DAILY TILL 12 MIDNITE

400 S. KING ROAD
251-8890
SAN JOSE, CALIF.

1098 N. FIRST ST.
286-8161
SAN JOSE, CALIF.

Southwood Shopping Center
645 El Camino 583-0891
S. San Francisco

BUSQUE y ENCUENTRE Estampillas de ORO

en los

★
Gold Bond Stamps

★
Compañía Internacional
Con 25 años de experiencia

★
Con dos catálogos de regalos

★
Las estampillas de gran valor



CLIP and REDEEM - RECORTE este CUPON y OBTENGA SUS ESTAMPILLAS

50 FREE GOLD BOND STAMPS

at the

PINK ELEPHANT MARKETS

Name

Address

No Purchase Necessary

Pida más información en estos Mercados



HILLARD
PAYER

Food Drive Dance 1967

I would like to thank the Clubs and organizations that participated in the United Food Drive for their help and cooperation. We had a very good turn out this year and hope it will be, if not better, next year.

I think that Mr. Candy Veliz did a wonderful job getting the bands together, and thank the Food Drive Committee for their work and time to make this event a success.

President, Mario Vasquez
Vice Pres., Mike Ybarra
Secretary, Marce Mora
Corp. Secretary, Velia Duran
Treasurer, Joe Ponce
Publicity, Bert Flores
Dance Chairman, Candy Veliz
Talent Chairman, Ray Villegas
Beer Chairman, Frank Sandoval
Raffle Chairman, Jeanie Kawakami
Concession Chairman, Lupe Gomez

I would like to thank them all again for their time and effort along with the merchants for donating their gifts and donations. The following helped:

Pink Elephant
A&R Barber Shop
Las Cuatro Milpas
Crescent Jewelers
Tom's Joyn't
Furniture Disc. Store

To Lena Manriquez for \$50.00 donation. Sorry Harold missed you in his last column, Lena, for the use of your hall for our Food Drive meetings. Thank You. Also, to Mr. Frank Davilla of the Rainbow Ballroom, who with a last minutes notice did very well for the Food Drive with \$181.21.

CLUB FUNCTIONS

Well the time is not too far away to be thinking of our club dance. We are set up for July 1st., and with Mr. Bert Flores behind the wheel as our dance chairman we should have

a good dance. He has done a very good job in helping the club in more than we expect. Thank, you, Bert, even if you were not at the meeting. Also with our Carnival for Milpitas Frontier Days coming up we will be pretty busy. With a good chairman, Mrs. Vivian Ramirez riding shot-gun, we the club will give our support.

ATHLETICS

We now have a couple of new sponsors: Ben's Hancock Service operated by Benito H. Moreno, if you want your car worked on he does Automatic Transmissions and brake jobs along with gas and oil. The other sponsor gasses you up instead of your car, right Ruben. Out in Milpitas we have the Las Cuatro Milpas translated the four corn patches operated by Ruben and his lovely wife, Gloria, for the finest of beer and food and dancing on Friday, Saturday, and Sunday. Go out and see them. So you can recognize them here is their picture.



Mr. and Mrs. RUBEN DE LA CERDA
Las Cuatro Milpas
1362 So. Maine Street Milpitas, Calif.

I'll be seeing you soon Ruben. While we are on the subject of sports we are running close with our basket-ball, this year the boys look good with only one loss in the 2nd half and that one only by the score of 50-52 against the club Mayfari monsters and unsportsmanlike players. We gave them a good run for their money with Stan Gabriel leading the pack with 20 points per game and Joe Padilla and his long shots and the other boys opening the gap. Good work fellows. We can still beat you Louie C.

(continued next page)

BIRTHDAYS

I would like to wish the following a very happy birthday and many more;

March 12 - Frank K.

March 20 - Ronda H.

March 30 - to my better half, Delores Payer, what! 29 again, honey. Also for my father-in-law in Omaha, Neb. Mr. Mike Martinez on March 4 belated happy birthday, Pop and my gorgeous sister-in-law, Mrs. Angie Rocha March 21st. How old did you say, sis? Ha, ha, and to the rest of the family there.

I would like to offer my condolences to the family on the passing of their grandfather, Mr. Juan Castillo, may he rest in peace. I never did say anything about our bowling team but we do have a winning team if not we bowl very good with Ed Kral and his unpredictable wife, May, and sometimes Jeanie and never miss the five Pin Hillard. We have a good team just kidding fellows.

See you next issue,

Hillard Payer

Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian

La Rosa PHARMACY



Maria La Rosa, Prop.

Nos Especializamos en Recetas

Preparadas Exactamente como su medico indique

FREE DELIVERY S. & H. GREEN STAMPS

MEDICINAS MEXICANAS CABELLINA etc.

Laboratorios D'FRANCIA

ABIERTO LOS DOMINGOS

CY 4-5030

56 W. Santa Clara St.



Baptism



In photo - proud parents of Mark
MANUEL and BELEN DIAZ

oooo

Mark Anthony Diaz was born at San Jose Hospital, November 2, 1966, weighting 6 lbs at time of birth.

Mark was baptized at St. Patricks' Church on Feb. 19, 1967. His godparents are Alfonso Rosales and Elsie Martinez.

**ASOCIACION DE CHARROS
DE EL CONDADO DE SANTA CLARA**
2024 KAMMERER AVENUE · SAN JOSE, CALIF. 95116



(Left to right) Vivian Garcia, Rafela Martinez and Adela Olivos were contestants for queen at the Asociacion de Charros de el Condado de Santa Clara, held on March 5, 1967. Vivian Garcia was first runnerup; Rafela, Queen, and Adela Olivos, Second runnerup.

Rafela Martinez made a B.B.Q. dinner to raise funds for herself. The B.B.Q.

was held at the home of Mr. & Mrs. George Interiano. Guests of honor were Charros los Amigos, Robert Welch, Mr. & Mrs. Carlos Gomez, Mr. Carmen Lopez and Mr. & Mrs. Richard Diaz. Miss Rafela Martinez thanks Mr. & Mrs. Carmen Lopez from Esquire Theater for all the help they gave her as her sponsor and friend. Thanks to everyone for their help. photo by Richard Diaz.



Galeria Infantil

CELESTE RABADON

3 mos. - born in San Jose

Parents:

Max and Jean Rabadon

MONICA LOPEZ

4 mos. - born in San Jose

Parents:

Alfonso and Rose Lopez

LEITER STUDIO

JAMES MICHAEL LEPPER

Born in San Jose

Parents:

Michael James and Priscella

NICK CELIO

9 mos. - born in San Jose

Parents:

Socorro and Jane Celio



(continued next page)

Coronado's BEAUTY SALON

Especialistas en ESTILO y PINTURA de PELO

Permanent Wave

\$ **5** .00

COMPLETE PRICE
Tuesday and Wednesday

(ONLY)

ABIERTO de Lunes a Viernes
de 9:00 a.m. a 6:00 p.m.

SABADOS de 9:00 a.m. a 9:00 p.m.

292 - 0055

17 SOUTH 4th ST.



En la grafica la atenta propietaria
ANGIE CORONADO.

MR. JOSE ESPARZA

oooo

New system for learning
English being offered.



The Community Improvement Center Incorporated in conjunction with Intuitive International announces that it is beginning the presentation of a new approach to the English Language. It will take place at the C.I.C. headquarters located at 230 Lynette Way, San Jose each Saturday morning from 9:30 to 11:30. Mr. Jose Esparza will act as guide.

Mr. Esparza stresses that this is a completely new approach and that his role is seen as that of a guide not a teacher.

He would prefer that those who participate have little or no knowledge of the English Language to start with.

It is hoped that the Saturday morning time will make it more convenient than evenings for workers and their families.

Anyone interested or who knows anyone who would be interested in more information should attend or urge their attendance. For further details call 259-8398.

Maria's

COCKTAIL LOUNGE

El Centro Nocturno Mas Elegante

Better than Ever !

DANCING

FRIDAY & SATURDAY

The Best Combo in the Bay Area

El Night Club mas elegante en toda la Bahia
lo mejor en Hi-Balls y Musica para bailar.

DAN y MARIA AGUIRRE, Props.

CY 5 - 9872

728 N. 13th St.





Dos graficas mostrando dos diferentes aspectos del regio banquete de instalacion de la Mesa Directiva del Comité Mexicano Ovívico Patriótico Pro Becas de San José, California.

En este banquete, al que concurrieron mas de cien personas, se encontraban, entre otras destacadas personalidades, el representante personal del C. Gobernador Constitucional del Estado de California, Ronald Reagan, que lo fué el asambleísta Earl Crandoll, el Juez de la Corte Superior local Bruce Allen y su hijo Richard, el Jefe de la Policia de la ciudad de Santa Clara, Mr. Sapena, y las distinguidas esposas de estos personajes.

El programa artístico fué formidable y muy variado, ya que actuaron en el, el famoso Trío del Ballet Azteca que dirige el coreógrafo Mariano Tapia, el dueto "Los Angeles", las Hermanitas Falcón, integrantes del Instituto Cultural Mexicano de Oakland que se afilió al Comité, Michel Rodríguez, La Golondrina, y el Jilguerito de la Canción Ranchera Manuelito Chávez, y el gran Mariachi "Los Tequileros" con su cantante Fidencio Ozuna. En la foto posterior, y al centro, se aprecia al magnífico locutor de KPER Radio Amistad, Juan B. Velásquez, quien juntamente con el Vicepresidente del Comité, Sr. Inocente Díaz, actuó como Maestro de Ceremonias haciéndolo muy bien.

El acontecimiento tuvo lugar en el restaurant "Mario's Smorgy", 1153 S. King Rd. en el Tropicana Shopping Center de esta ciudad el domingo 5 de marzo de 1967.

Reporta: Manuel Fregoso Morales



*PJ
LS*

Mrs. Mary De La O. García

Mr. and Mrs. Jesus Silva

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

Luz Amelia

and

Pascual

On Saturday, April 1st at 12:00 o'clock noon

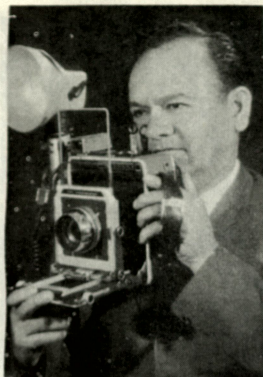
Our Lady of Guadalupe Church

234 S. Jackson Avenue

San Jose, California 1967



Amador Urrubazo is now EXCENTRICO'S Gathering CHAMPION. He defeated Fred Flores who formerly held the title. Urrubazo gathered 70 (four section) Excentrico's in a period of 5 minutes, while Fred had 61. Long live the CHAMP! Both men are Club San Felipe members.



FOTOGRAFO
de las
ESTRELLAS...

★
292-3294

RICHARD DIAZ

Enjoying themselves at the Rainbow Ballroom
are lovely Anita Gutierrez and Roy Gonzales.



Introducing a very popular Rock & Roll Band
"THE UNTOUCHABLES"

from San Jose

Left to right: Benito Guzman - Lead Guitar,
Johnny Marquez - Drummer, Delbert Boan - Bass
Guitar and Mel Perez - Rhythm Guitar.

50th WEDDING ANNIVERSARY
Mr. and Mrs. ENRIQUE MURAIKA recently
celebrated their 50th wedding anniversary.
Picture was taken in front of the Holy Family
Church with part of their family, where a Mass
was offered for their happiness.

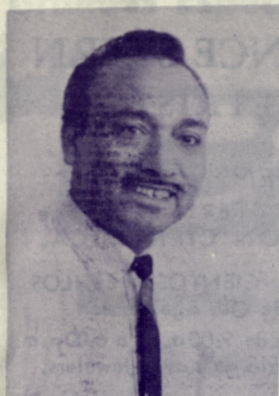




Mary Cavazos
Miss Santa Clara A. G.
Forum Queen



Miss Mary Cavazos was crowned the queen of the American G. I. Forum, Santa Clara Chapter, during the Black and White Annual Coronation Ball, which was held at La Cabaña Motor Hotel on Saturday, Mar. 11, 1967. First Runnerup at left is Miss Sally Soria. Second runnerup was Mary Lou Ortega. The Coronation Ball was a fantastic success, with a capacity crowd never yet duplicated by any other Latin event. Excentrico photographic department covered the photographic aspect.



Mike's Barber Shop

**Razor Cuts - Flat Tops
and
Childrens Haircuts**

Mike Diaz anuncia a todas sus amistades y publico en general que ahora se encuentra en esta BARBERIA que se localiza en seguida del Teatro LIBERTY. ABIERTO los 7 días de la Semana 9:00 a 7:00 p.m. Domingos 9:00 a 4:00 p.m.

Mike Diaz

295 - 9739

79 S. MARKET ST.



THE VASQUEZ CLAN

Introducing American G I Forum
San Jose Chapter Chairman
and his lovely family

Left to right: Richard Gomez,
Patricio el Capitan, Bessie his
wife, Nancy Gomez and Rose
Mary Martinez.

His chairmanship will expire in
May and our only hope is that
his successor will be as respon-
sible and organized as he is.

La Rosa / La Mareks Beauty Salons



Permanent \$7.95

Regular \$12.50 Now only \$7.95
Includes Styling, Haircut, Shampoo and Set.
Slightly extra for Long Hair

BUDGET PERMANENT
complete, reg. or med. length
Hair \$5.95

Open 7 Days

LA ROSA No. 1
CY 4-9254 186 S. 2nd St.
Closed Sundays

HAIR STRAIGHTENING
\$5.00
With Cut and Set, Complete
\$10.00

LA MAREK'S No. 1
296-8177 Stevens Creek Blvd.
Closed Sundays

LA ROSA No. 2
251-1845 1504 E. Santa Clara
Daily 9:00 to 9:00 Sunday 9 to 3

LA MAREK'S No. 2
225-0497 455 Downer Ave.
Sunday 9:00 to 3:00 p.m.



Dr. LAWRENCE STERN OPTOMETRIST

EXAMEN CIENTIFICO

El Dr. LAWRENCE STERN le forece una EXAMINACION CIENTIFICA.

CONTACT LENSES - CIENTOS de ESTILOS
Se Aceptan Casos de Old Age Pension

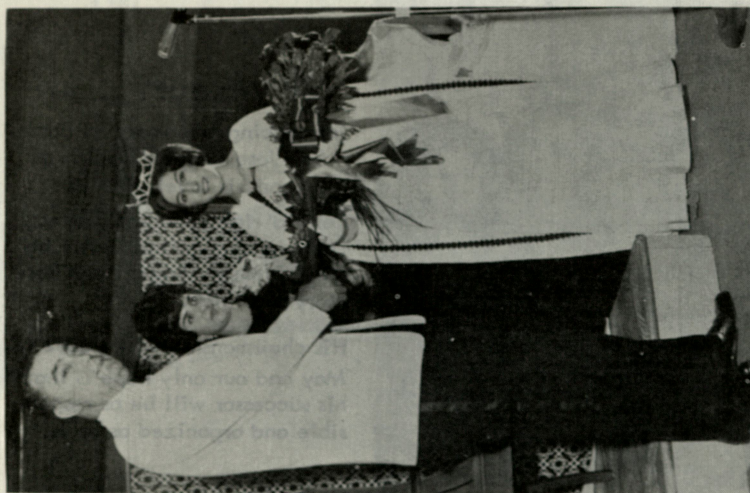
ABIERTO: Lunes a Sabado de 9:00 a.m. a 6:00 p.m.
Se Localiza en el edificio de Kay's Jewelers.

PAGOS FACILES

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

CY 5 - 4805

67 S. FIRST ST.



El Presidente

El "SÑOR" "presidente de la Comision Honorifica Don DANIEL SALDAÑA presenta un primoroso ramo de rosas a la Reina del A. G. I. Forum de Santa Clara, Sta. MARY CAVAZOS el Sabado 11 de Marzo durante el Black & White Coronation Ball que se verifico en la Cabaña Motor Motel de Palo Alto.

Excentrico cubrio el aspecto fotografico.

RALPH L. REYES REALTOR - APPRAISER

Reyes Realty



BIG HOUSE, 1 Acre, Fruit Trees \$25,000
3 Br. 2 Bath, East S.J. \$300 down \$15,000
4 Br. 2 Bath, Santa Clara, \$700 dwn. \$17,500

MAY I SELL YOUR HOUSE TOO?

1437 W. San Carlos St. San Jose

(NEAR SEARS)

Oficina: 295 - 7781 Res. 266 - 2411

TWENTY YEARS OF REAL ESTATE EXPERIENCE



Grandes Especiales en todos sus Departamentos



**Productos MEXICANOS de PRIMERA Calidad
A Los Precios Mas Bajos de Plaza !**

- SE HABLA ESPAÑOL
- Se Cambian Cheques del trabajo y Welfare con identificacion propia
- TRATO CORTES
- Aire Acondicionadas
- Estacionamiento GRATUITO.

CROWN da la Bienvenida a todas las personas de habla Hispana

PORQUE SIENTE QUE LA COMUNIDAD
MEXICANA MERECE COMPRAR EN
LAS MEJORES TIENDAS.

CROWN DA ESTAMPILLAS EASY
Y REDIME CADA LIBRO
Por \$2.00 (dos dolares)

MUCHAS PERO MUCHAS OTRAS ESPECIALES

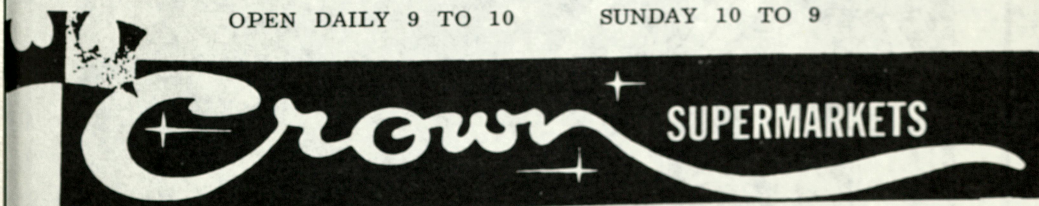
MASA PARA TAMALES QUESTITOS PATITAS de PUERCO y RES

CABEZITAS de PUERCO y BORREGO MENUDO (Fresquestto)

HARINA LA PIÑA FRJOL PINTO (Nuevo) TODA CLASE DE CHILES

OPEN DAILY 9 TO 10

SUNDAY 10 TO 9



1580 ALMADEN ROAD

1371 KOOSER ROAD

2858 ALMADEN ROAD

2889 SENTER ROAD

3475 McKEE ROAD

COMING SOON
Winchester & William Road

TEATRO LIBERTY

CY 7 - 1456

67 S. MARKET ST.

Tony De Maria
Gerente

San Jose, California

EL TEATRO DE LOS (*Premiere*) ESTRENOS



" LA VIOLETERA "

SARITA MONTIEL - Ray Vallone

Jueves 30, Viernes 31 de Marzo, Sabado 1ro de Abril

PRODUCTORA MEXICANA DE
FELICULAS, S. A. presenta a

**MANUEL
CAPETILLO
LORENA
VELAZQUEZ**

TRES MUCHACHAS
UN LEON Y TRES MUCHACHOS INCAPACES
DE MATAR UNA MOSCA....

**LAS
BRAVUCONAS**

con MARTHA ELENA CERVANTES,
RAUL RAMIREZ, JUANA GALLO
y PACO MICHEL

DISTRIBUIDORA
AZTECA FILMS, Inc.

LOS ANGELES SAN ANTONIO DENVER
PHOENIX NEW YORK