

El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 15, Num. 12

ABRIL 5, 1965

SAN JOSE 10, CALIFORNIA



**JOHN
CASTRO** FOR
CITY COUNCILMAN

SEAT No. 1

SAN JOSE

RON VALDEZ

FOR

CITY COUNCILMAN

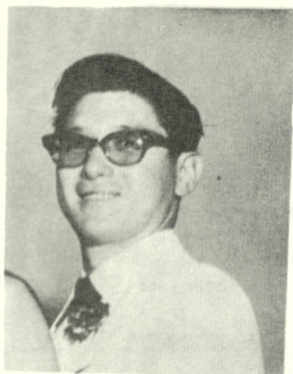
SEAT NO. 2

SAN JOSE



MEXICAN AMERICAN CIVIC COUNCIL
ENDORSES CASTRO and VALDEZ For COUNCILMAN

VOTE NEXT TUESDAY, APRIL 13



*Club
Riviera*



Frank Espinoza

GREETINGS,

I'd like to take the opportunity to explain and insert a full retraction of the information I wrote in the last issue of this column. Our scheduled barbecue dinner had to be cancelled due to circumstances beyond our control. Perhaps Club Riviera can fulfill its plans at a later date and a more appropriate time.

CLUB RIVIERA is having their
2nd Annual Semi-Formal Ball on May 15th
Hawaiian Gardens Terrace Room

Plan to attend and have a wonderful
time and real dancing pleasure to the band of
Enrique Olivares and LOS ELEGANTES.

Donations are only \$5 per couple

For bids call any of the following numbers:

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AMherst 2-1074

CY 2-5365

Stop for a cool one at the Cuatro Milpas
in Milpitas. Have a chat with Ruben & Gloria
De La Cerda and try the delicious food. It
is located on the Old Oakland Highway be-
side the Ford Plant.

Birthdays, Birthdays, More Birthdays!!

March 24th

Mrs. Mary Ann Rodriguez

Age - no comment.

March 28th

Mrs. Ethel Santiago

Age - Undetermined.

March 28th

Lori Moreno

Age - Two years.

April 5th

Mrs. S. H. Gomez

Age - Not Saying.

April 10th

Aaron Espinoza

Age - Old enough to Drink.

April 10th

Joe Moreno

Age - Old enough to drink more
than Aaron.

April 11th

Eleanor Andrade

Many, many happy returns to these
people who are close to me and my family.

CLUB SAN FELIPE is planning to have
a Baile Ranchero on April 10th. The dance
will be held at the IES Hall. Have a swing-
ing time for the small donation of only \$1.50
per person.

RIVIERA thanks SAN JOSE GI FORUM
and Frank Estrella for their understanding &
cooperation. Thanks fellas, hope to do the
same for you some day and soon.

BASEBALL SEASON HERE AGAIN!

Baseball season is here. Looking
forward to a real close pennant race. With
a little luck I hope the Giants can duplicate
their efforts of the 1962 campaign. Riviera
is starting practices to get into shape for the
upcoming UCC League. I am sure the league
is going to be a lot stronger this year than
last year. I know we'll be seeing a lot of
new faces on the various clubs.

That's all for this issue. Hope to have
more to say in the coming issue. Till then
I'll keep an eye out for you.

--Frank Espinoza

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en las tiendas que aqui se anuncian

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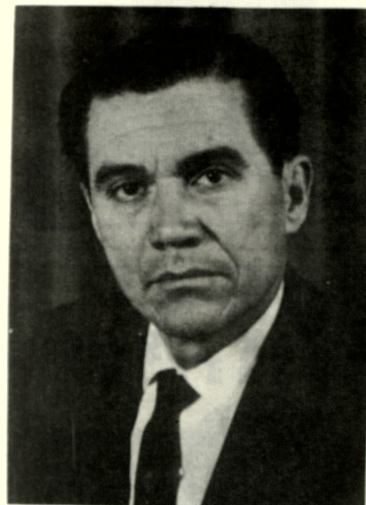
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IGNACIO A. GALINDO
PROGRAM DEVELOPMENT
CONSULTANT
SANTA CLARA COUNTY
ECONOMIC OPPORTUNITY COMMISSION

Ignacio A. Galindo, 45, has been appointed Program Development Consultant of the Economic Opportunity Commission of Santa Clara County, Inc. For the past three years he has served as Relocation and Property Supervisor of the San Jose Relocation Agency.

Galindo lives at 3365 Mt. Vista Drive in San Jose with his wife, Elida. He has 3 children -- twin sons, 17, who are juniors at Overfelt High School and a daughter, 14, who is a sophomore at Notre Dame High.

A graduate of the University of Southern California, Galindo earned a B. A. degree in sociology and public administration.

He is a member of the San Jose Junior College Advisory Committee and the American Legion. He is active in numerous Mexican-American organizations.



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PREGUNTE por
PABLO CURIEL



THE POLITICAL ● SCENE

William T. Ellis

LOCAL PITCHING:

The San Jose Chapter of MAPA listened with divided interest to the bids for the Mexican American endorsement this past month. The entertainment for the evening was provided by candidates Berns and James who took the opportunity to try on the political gloves for size in a bout of accusations and rebuttals.

Mr. Wester Sweet, with shallow humor, assumed he was in - and he wasn't, while the confessions of being a Socialist and probably a Marxist branded Mr. James Lindsey for what he probably is. The most comprehensive understanding of the complexities of the City Council was presented by Mr. Ron James but his score didn't show. The single endorsement of the evening went by a unanimous decision to JOHN CASTRO.

The questions directed to Mr. Castro brought to his attention the need for a deep understanding of such issues as Lease-back financing and the existing provisions for the protection of the individual under apprehension of the law (more homework John).

For all persons interested in assisting the JOHN CASTRO FOR CITY COUNCIL campaign call CY 5-8674 or CY 2-7183.

SACRAMENTO NOTES:

While in the State Capitol recently, I heard from those there, of the open denunciation on the Assembly floor of Democrat Assemblyman Alquist by our wayward Mr. Stanton. The legislators themselves express the feeling that it is virtually impossible for William Stanton to represent the 25th Assembly District. It seems that no other Assemblyman wants his name to appear with Mr. Stanton's on any legislation as co-author.

Now that Pat (on the head) Brown has thrown his hat in the ring for the 1966 gubernatorial race watch his memory improve - He may even remember his appointments.

Certainly he hasn't remembered appointments to meet with people or appointments to the judgeship as promised during the past seven years. This time his Big Political machine will have to give more than promises, it will have to find something in his record that sounds logical and intelligent.

It will have to show us that he has benefitted someone besides his relatives!

In short, if the many problems which have been allowed to stagnate are to be faced in Sacramento the campaigns of each candidate will have to be analyzed in detail. Each voter must follow the campaigns of all candidates so that his vote will count and count for what he or she believes to be the best for all Californians.



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Gonzalo and Rachael Alcantar

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Mario and Terry Garcia

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Parents

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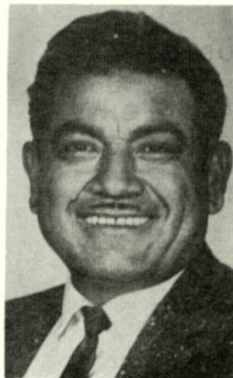
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UNION CITY NEWS

Simon Villa



En el foto aparecen el Sr. Rafael Pacheco, candidato a Recording Secretary y el Senor Jose Rico, candidato para Assistant Business Agent de la union Laborers Local 304 de Hayward, California.

Atencion Mexicanos y Latinos

Ya es tiempo de despertar y tomar parte activa en el manejo y administracion de nuestra union, Obreros Laborers Latino-Americanos de la Local #304.

Siendo nosotros el segundo grupo de raza en miembresa, no hay ninguno de los nuestros en la mesa directiva, ni en ningun otro trabajo ni de "barrendero".

El primer grupo mas grande en miembros son los de raza de color, ya a lo menos tienen un Assistant Business Agent.

De aproximadamente 3000 miembros que somos, 1,500 son de color, mas de 800 somos latinos; por lo cual quedan como 600 Anglos, los cuales estan en poder continuamente como oficiales hace 20 anos, sin embargo, la mayoría de los que continuamente estan sin trabajo es el latino!

El que lo dude que vaya un viernes al Hall sito en 1050 Mattex Road en Hayward, California, y vera que mas del 50% de obreros sin trabajo son latinos!

No crean que es porque son perezosos y que los corren de los trabajos, son hombres decentes, concientes, humildes y buenos trabajadores, no nos rebajamos al grado de darles "mordida" por el derecho de salir a trabajar.

Para que pagamos iniciaciones y cuotas????

Si no para tener derecho a que todos los miembros, deben de ser tratados iguales, sin distincion de raza, color, origen de nacimiento o credo.

Llamamos la atencion a los obreros, haciendoles saber que el proximo mes de Mayo del presente ano de 1965, la union de Laborers Local #304 de Hayward, California, tendra nominaciones para nuevos oficiales de la mencionada union, siendo necesario nominar personas que hablen Ingles y Espanol para dar una explicacion bien detallada cuando sea necesario.

En la proxima nominacion, aparecen como candidatos las personas siguientes:

PLANILLA DE CANDIDATOS

Tibbs	President
Brown	Vice President
Davis	Secretary-Treasurer
Pacheco	Recording Secretary
Ford	Business Agent
Rico	Assistant Business Agent
Turner	Assistant Business Agent

Para Recording Secretary correra como candidato el Honorable Senor Rafael Pacheco, miembro del American GI Forum de Union City, miembro del PTA y miembro del Holy Name de Decoto, California

El Sr. Jose Rico, candidato correra como Assistant Business Agent, deseando que los obreros den su voto, apoyando a todo este planillo.

Anticipamos a todos los miembros la gracias por su valiosa cooperacion.

Firmado por Rafael Pacheco
33221 - 8th Street
Union City, California

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SAN JOSE, CALIFORNIA



SUSSAN GUTIERREZ

Miss American GI Forum, San Jose Chapter Dan Campos - past chairman who did an excellent job as master of ceremonies, Ninfa Carrizales - first runnerup, her gracious majesty Miss Susann Gutierrez and second runnerup lovely Olga Vasquez.

The selection of her majesty was held at the Hawaiian Gardens on Saturday, April 3, 1965. There was a glamorous FASHION SHOW courtesy of Henrieta Lorigo owner of MAYO BRIDALS, 85 W. San Antonio St. and a Dance with the music of RAY CAMACHO and his Tear Drops. This event was held with a capacity crowd. In charge of photography were Humberto and Bert Garcia, Jr. from EXCENTRICO.

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Teddy Castillo



El Pajarito Moreno

La foto capta un recuerdo del colorido boxeador PAJARITO MORENO y su hijita durante su reciente visita a esta gran ciudad de San Jose, California.

Supelea en esta ciudad en el auditorio civico lagano por knockout tecnico en el segundo rd.

El poderoso hombre de negocios propietario de la LAGUNA BAKERY Gustavo Mata tomo la oportunidad para felicitar al pajarito.

Bueno Sr. Mata despues de esta plaga comercial, amor con amor se paga, esperamos nuestros tamalitos de gorra.

RURAL ECONOMICS

A farmer sent his three daughters to the market to sell apples. The eldest had 50, the second daughter 30, and the youngest 10.



"Who'll buy our apples?"

The farmer jokingly told them all to sell at the same price, and bring home the same amount of money, and, to his surprise, they actually did so.

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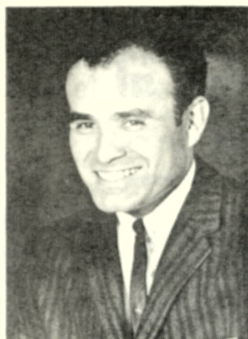
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GILBERT SOLAREZ

CLUB SAN FELIPE BAILE RANCHERO

The Texanos are having a Baile Ranchero on April the 10th which means there will be a lot of prizes, dancing and a rollicking good time. It's at the IES Hall on E. Santa Clara Street and the Nortenos will supply the noise from 8:30 to 1 A.M.

NIGHT LIFE IN LOS ANGELES

If you're in the Los Angeles area and want to know where to go, call Rudy Bellumini, the you-know-what, 57 Melrose Lane and if you would like a free copy of his magazine, send him a post card to 5723 Melrose Avenue, Hollywood 38, Calif.

I heard that Al Rodriguez is changing girls ever since he took dancing lessons.

GENE'S CLUB

The jumpiest club in town happens to be Gene's. The club is always full of girls and it's no wonder with Bobby Zamora and his new musical arrangements making it sound like L. A. style. Specially with Rudy Olivas at the piano.

A Spanish newspaper is making another comeback. I hope you make it this time.

Congratulations to the United Food Drive Committee and their President Ray Villegas for their promptness in giving the financial report to the public. It goes to show that when an organization is sincere and honest we the people don't have to wait six months to a year for a financial report like some organizations I know.

The Reverend Tony Fritz Eredia
Cutty Sark Avenue
Rescue Mission
San Jose, California

Dear Mr. Solarez:

Perhaps you have heard of me and my nationwide campaign in the cause of Temperance. Each year for the past fourteen

years I have made a tour of the country and delivered a series of lectures on the evils of drinking.

On these tours I have been accompanied by my young friend and assistant, Sugar Sweet MaMora would appear with me at lectures and sit on the platform drooling at the mouth and staring at the audience through bloodshot eyes while I would point him out as an example of what drinking would do. Last summer, unfortunately, poor Sugar died, a mutual friend has given me your name, and I wonder if you would care to accompany me on this tour and take poor Sugar's place.

Yours sincerely,
Tony Fritz Eredia

I am deeply honored and touched by this wonderful offer, but I feel that there is someone who is better qualified for this position. He may be contacted at Maria's Club. Just ask for the lush at the bar, Paul Gary. And if by any chance Paul isn't able to accept this great offer Al Rodriguez would be delighted at this wonderful opportunity.

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Gil (La Vallena) Coca, one of our best salesman told me that he was the big daddy of F.D.H. He's big alright, and fat!

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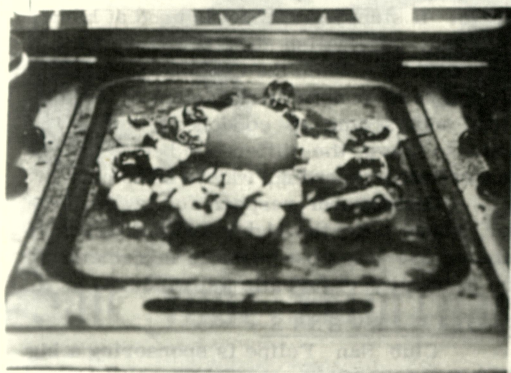
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1. Tuestese una libra de Chile Guero o Verde dos o tres tomates o tomatillos, en un comal o caserola, muebalos para que se tuesten bien.
2. Una vez cosidos -tostados quiteles el pellejo.
3. Machaquelos en un Molcajete o cortelos en pedacitos con un cuchillo.
4. Pique una 1/2 cebolla y dos o tres dientes ajo.
5. Revuelva todos estos ingredientes, agregue 1/4 de taza de agua, pongale sal a gusto.

VIRGINIA MORA



Cosiendo -tostando tomate y chile en el (grill) comal o caserola gruesa



Una vez tostado, se le quita el pellejo al tomate y al chile.

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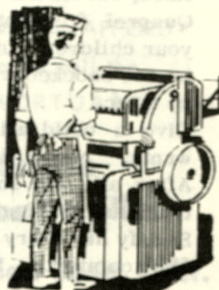
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PRINTING . LITHOGRAPHING .





LEONARD RAMIREZ

JUVENILE DELINQUENCY

I recently came across a paper with a set of rules prepared by the Houston, Texas, Police Department which may be of interest to our readers. The paper was entitled "12 RULES FOR RAISING DELINQUENT CHILDREN," and reads as follows:

1. Begin with infancy to give the child everything he wants, in this way he will grow up to believe that the world owes him a living.
2. When he picks up bad words, laugh at him. This will make him think that he is cute. It will also encourage him to pick up "gutter" phrases that will blow the top of your head later.
3. Never give him any spiritual training. Wait until he is 21 and then let him "decide for himself".
4. Avoid use of the word "wrong". It may develop a guilt complex. This will condition him to believe, later, when he is arrested for stealing that society is against him and he is being persecuted.
5. Pick up everything he leaves lying around such as books, shoes and clothing. Do everything for him so he will be experienced in throwing all responsibility to others.
6. Let him read anything he can get his hands on. Be careful that the silverware and drinking glasses are sterilized, but let his mind feast on garbage.
7. Quarrel frequently in the presence of your children. In this way they will not be too shocked when the home is broken up later.
8. Give a child all the spending money he wants. Never let him earn his own. After all, why should HE have things as tough as YOU had them.
9. Satisfy his every craving for food, drink and comfort. See that every sensual

desire is gratified. Denial may lead to harmful frustration.

10. Take his part against neighbors, teachers and policemen. Support him even if he is wrong. They are all prejudiced against your child.
11. When he gets into real trouble, apologize for yourself by saying, "I never could do anything for him," or "he has been this way since he fell on his head when he was four years old."
12. Allow him to sass to you that he may learn to "stand up for his own rights". In this way he can learn to manipulate authority.

I would like to add this footnote to the parents: PREPARE FOR A LIFE OF GRIEF AS YOU WILL BE APT TO HAVE IT.

Juvenile delinquency and the shortcomings of our educational system are two subjects causing a lot of worry these days and it appears that they have a common root, the home. Unless a youngster gets positive training in moral values at home, he's not likely to get them from school, church, or any other secondary source. Unless the child's interest in learning is stimulated at home, the school is half licked before it starts. If sloppy grammar is used at home, the study of English at school starts with a big handicap. When the example of a parent is bad, and constitutes practice of immorality and seems to condone it, how is the child to know the difference between right and wrong; or knowing, why is he to care?

Homegrown respect for law and order, respect for the rights and privileges of others, are the best possible ingredients in the prevention of juvenile delinquency.

SOCIAL EVENTS

Club San Felipe is sponsoring a big BAILE RANCHERO, Saturday, April 10th at the IES Hall in San Jose starting at 8:30 til 1:00 A.M. The music will be provided by the orchestra LOS NORTENOS. Price of admission is \$1.50 per person. There will be door prizes. A contest will be held for those with the best ranchero outfits.

AMERICAN GI FORUM BAILE RANCHERO
SATURDAY, APRIL 17th

IES Hall, 1401 E. Santa Clara St., San Jose

A contest will be held for those rancheros displaying the best and most original dress outfit. The price of admission is only \$1.00 per person. The CRISTO RODRIGUEZ ORCHESTRA will provide the music.



En la grafica: Parte del A'tento Personal.

Ozuna PRODUCTS

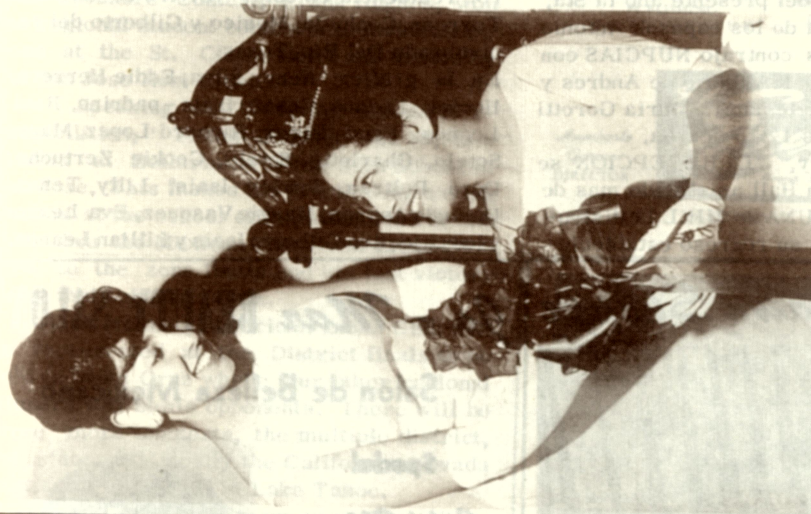
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SAN JOSE, CALIFORNIA



Santa Clara Chapter
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Eldía 27 de Febrero del presente año la Sta. ELVIRA LEANOSHija de los esposos Antonio P. y Raquel Leanos contrajo NUPCIAS con el joven GILBERTO ISAIS hijo de Andres y Minerva Isaís en la Iglesia St. Maria Goretti marcando el reloj las 12:15 del día, Oficio el Rev. P. Fry, La RECEPCION se verifico en el Azteca Hall asistiendo mas de 600 invitados. Su LUNA de MIEL la disfrutaron en Caremel, a su regreso establecie-

ron residencia en esta. Elvira es nativa de Torreon, Coahuila, Mexico y Gilberto del renombrado Del Rio, Texas.

En la grafica: Henry Silva, Eddie Herrera, Hector Leanos, Cesar Isaís - padrino, Raul Leanos, Fred Perez, Richard Lopez, Mauro Sotelo, Charlotte Sotelo, Cookie Zertuche, Dora Beltran, Shirley Isaís, Lilly Tenez, Dorinda Aspres, Margie Vasquez, Eva Leanos y los pajecitos Gilberto Isaís y Lillian Leanos,

Ye Olde Pawn Shoppe



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MEXICAN
AMERICAN

LIONS CLUB

Dr. John de Heras, President

The Mexican American Lions Club entrant in the California-Nevada Lion Student Speakers Contest, Frank Hughes, won the regional student contest held last Monday noon at the St. Claire Hotel and hosted by the San Jose Host Club.

Speaking on "Maturity and its Responsibilities," Frank Hughes, age 15, is a student at Bellarmine Prep High School of San Jose. This makes his fourth win, having started at the school elimination contest and then thru the Mexican American Lions Club then to the zone finals and his last victory being the Regional finals.

The Mexican American Lions Club will be represented at the District finals to be held in Santa Cruz where four other regional winners will be his opponents. There will be three more contests, the multiple district, the state and finally the California-Nevada District 4 to be held in Lake Tahoe.

This is one of many recent activities of the Mexican American Lions Club of San Jose. Among others were the donation of 20 pairs of glasses for needy children; sending a bus load of underprivileged children on a tour; funds for the Northern California Disaster flood victims; donation to the Santa Clara County Blind Center; sponsored a teen agers baseball club which won their league championship; has helped in many other projects in the community in the past too numerous to mention.

This is made possible because of the combined efforts of its members, composed of Mexican American business and professional men who were specifically selected because they were civic minded, felt a need to be of service to youth and the blind and who believed in good fellowship and Lionism.

The Mexican American Lions Club has

become a very vital force not only in the community but in Lions International District 4, having representation on the County Council as well as the District Governors Cabinet.

Funds for all these welfare activities are raised thru dances, parties, fashion shows and contests. The next annual affair will be the San Jose Mexican American Lions Club Fashion Fiesta to be held at the Terrace Room of the Hawaiian Gardens on Saturday, May 22, 1965 when over 600 persons are expected. Proceeds from this charity event will be diverted to accepted welfare projects after approval by the Board of Directors of the San Jose Mexican American Lions Club.

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ABIERTO LOS DOMINGOS

CY 4-5030

30 S. MARKET ST.



CLUB San Felipe



Candy Veliz

BAILE RANCHERO!! BAILE RANCHERO!!

Los Nortenos will play for Club San Felipe Baile Ranchero on April 10, 1965 at the IES Hall on 1401 E. Santa Clara Street. There will be prizes for the best ranchero outfit and also door prizes. Admission will be \$1.50 per person.

The time is 8:30 PM to 1:00 AM.

?????????Bailamos?????????

SAVOY'S WINS AGAIN!

What is happening? Why does Greg Gloria always have to play the first game? Why don't you let Kilo play? Gilbert Maldonado won't play anymore until they start playing with a 2 oz. disk.

Leo Perez, Kilo Rabago, Joe Hernandez and Max Martinez have stopped their arguing, thus success!! Que bien!

EL PATIO is OPEN, OPEN, OPEN, OPEN!

* * * *

Tony Patito Guillen has joined the Army. Will wonders ever tend to cease?

Dance at the Rainbow Ballroom every Saturday and Sunday.



Club San Felipe might have had a losing basketball team this year, but Manager Joe Ruiz and his boys deserve a lot of credit because they were always trying. This is a photo of his high point man, Steve Carvalho. Steve had an average of 27 points per game. Men, all you can do is try and for that Club San Felipe is very appreciative. Muchas Gracias!!!

The Club had a very successful bingo, thanks to Connie Garza of Connie's Beauty Salon on South First Street. Also to Dan Ramos, owner of El Tropical, and to Mrs. Irene Martinez for her lovely gift. The big winners were Mr. and Mrs. Andres and Minerva Isais. Congratulations!

THIS N' THAT

El Tropical, the only after hours nite club located on South Almaden Road (the old Latin Quarter). The Jordan Five play there Friday and Saturday from 2 AM to 6 AM.

Food is also served there. Lo esparamos a usted y sus amigos!

Danny Lopez, Lalo Caballero and Manuel Barajas did not buy the Miller Steak House, they just happen to spend a lot of time there. Who knows, maybe they like steaks.

These are some of the Club San Felipe members and the softball championship trophy for 1964. Manager Joe Gonzalez is not in picture. Also making great contributions toward winning the trophy and not in the picture are Fred Santos, Eppie Gallego, Jess Medina, Dan Castellanos, Manuel Castaneda, Cruz Tapia, Joe Ruiz, Abe Calderon and of course Manager Joe Gonzalez. Men, you did a great job. How about a repeat performance?



San Jose has long needed a Mexican - American on the City Council

VOTE NEXT TUESDAY, APRIL 13

JOHN CASTRO

Seat No. 1

MR. CASTRO is 36 years old and a graduate of our local schools. He is married, with five children. He worked in the building trades as a plumber for ten years before opening his own shop.

MR. CASTRO has taught apprentices at San Jose City College for the past 10 years.

He has been active in many organizations. Among them he is President of the Catholic Spanish Speaking Council, President of the Gardner District Neighborhood Council and Co-Chairman of the 9th California State Democratic Central Committee.

He has served also as a member of the American GI Forum, Community Service Organization, MAPA and the Mexican American Civic Council.

IF ELECTED -- JOHN CASTRO

- Will work for a program that will relocate in a fair manner the nearly 5,000 families that will be uprooted by freeways.
- Will work immediately to curb the high rate of unemployment by bringing more jobs to San Jose.
- Will vigorously support and work to make stronger the San Jose Human Relations Commission.
- Will work toward a fair zoning law which will benefit all the citizens, and not just special interest groups.
- Will work to create a civilian police review board to investigate claims of police brutality.
- Will seek to expand the plans for parks and recreation areas.

RON VALDEZ

Seat No. 2

MR. VALDEZ is 27 years old, married, and has resided in San Jose for the past five years. He attended the University of New Mexico, majoring in Political Science and Government. He is an associate member of the San Jose Real Estate Board and is employed as a Real Estate Counselor with the firm of Stone & Schulte.

He is a member of the Political Education Group and Vice President of Mexican American Civic Council.

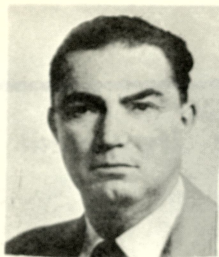
IF ELECTED -- RON VALDEZ

- Will represent effectively the Mexican American Community as well as all the people of San Jose.
- Will work to improve San Jose's downtown image and making it once again the center of activity.
- Will work to bring more industry to San Jose to create more jobs.
- Will strongly support more cultural and recreational facilities.
- Will work to meet greater demands for schools, housing due to freeway displacement and traffic improvement.
- Will search for new ways to finance projects without having to burden our taxpayers with more taxes.

THE MEXICAN AMERICAN COUNCIL ASKS YOUR SUPPORT

Vote for JOHN CASTRO and RON VALDEZ

Greater Progress thru a United Mexican American Community



Daniel Saldaña



Mexicanidad

En repetidas ocasiones y en diferentes publicaciones he tocado el tema a través de mis artículos. Vuelvo a poner el dedo en la llaga, porque parece ser una de esas llagas que nos acompañaran todavía por mucho tiempo.

Al tratar de analizar lo que podemos llamar *mexicanidad*, vemos que solamente para los que son completamente ignorantes, se escapa el hecho de que nuestra nacionalidad mexicana se basa: primero, en la mezcla de sangre india y española; segundo, en haber nacido en el suelo mexicano y tercero, llevar en las venas el orgullo del águila mexicana, reina del espacio, y la serena majestad de el león castellano, rey de la selva. Sobre esta base se puede sentir el orgullo de decir: Soy Mexicano, pero para sentirlo realmente, es indispensable conocer nuestro origen, nuestra historia y nuestra cultura. Sin conocer origen, historia y cultura, es difícil sentir siquiera una nacionalidad, mucho menos estar orgulloso de ella.

El Condado de Santa Clara, es el de mayor población mexicana, según estadísticas del Estado de California, después de Los Angeles.

La cantidad de grupos, organizaciones, clubs y sociedades en el Condado de Santa Clara pasan de cincuenta, entre ellos hay de todo: organizaciones políticas, religiosas, comerciales, recreativas, culturales, benéficas, deportivas, sociales, patrióticas, de servicio y de inversión.

He tenido oportunidad de estar muy cerca de los que encabezan estas organizaciones, he conocido sus fines y he visto los esfuerzos de los que se han puesto a cuestas la labor de orientar esos grupos, y puedo decir que todos ellos sin excepción, trabajan con ideales nobles y se marcan derroteros de dignidad y de justicia; metas de bien estar y de progreso.

Diríase que todos buscan auroras de luz y crepúsculos de calma. Pero desgraciadamente la realidad es otra y encuentran

en cada amanecer nublados que presiagan atardeceres tormentosos.

He asistido al nacimiento de algunos de estos grupos, gracias a las gentiles invitaciones que me han hecho, y es así como me he dado cuenta de la gestación de algunos; también he sido invitado para asistir a otros que ya han sido formados con anterioridad. De todas estas visitas, he podido captar un aspecto de la población mexicana del Condado.

Esta población mexicana, (con algunas excepciones afortunadamente) es la que ha venido en pos de una mejor situación económica o salieron de México en la época de la revolución, que fue una época de terror y de inseguridad; familias enteras emigraron al país del norte, en su gran mayoría era gente de trabajo que no quiso cambiar el arado por la carabina; se arraigo a esta nación y ya no le llamo la atención el regreso a su suelo; como hombres de campo alla, buscaron su vida en el campo aquí; no sintieron la necesidad de darsela a sus hijos y así estos siguieron los pasos de sus mayores, trabajar los campos. Por fortuna algunos vieron un futuro mejor para sus hijos y los hicieron estudiar hasta que terminaron una carrera; gracias a esos padres que se quebraron la espalda en los barbechos, las fabricas, detras de un mostrador o en alguna empacadora, hay muchos honorables profesionistas Mexico Americanos. Los que han venido, no empujados por la revolución, sino mas bien con la esperanza de una mejor oportunidad de trabajo (durante la segunda guerra mundial) o de mejor salario, también han sido, aunque en menor número, trabajadores del campo u obreros no especializados; algunos mas llegaron con muy amplios conocimientos en las artes, los oficios y las ciencias; abandonaron la patria por diferentes razones, o tal vez solo por el deseo de aventurar, con otros panoramas y nuevos horizontes; de entre ellos o sus descendientes ha resultado una considerable cantidad de personas con amplia preparación escolar que presta sus servicios en todas las actividades que representan las fuerzas vivas de este Condado.

Por mis observaciones, creo que esto abarca la clasificación de nuestra colonia aquí y en otros lugares de la Unión Americana. Por desgracia la nacionalidad mexicana o mexicoamericana, no está en el lugar que por número por derecho y por capacidad le corresponde, a mi manera de entender tenemos una remora; esta es el *mexicanismo*

(continúa en la siguiente plana) , , , ,

ramplon y pueblerino que cree que la mexicanidad tiene como su mas alto exponente, los mariachis, las comilonas de tacos, los atrocones de enchiladas y los banquetazos de tamales; acompañados de gritos entequilados o eructos de cerveza, con gritos destemplados de Viva Mexico.

Eso podra ser una pachanga o una juerga de tragones borrachos, pero no tiene nada que ver con la dignidad de nuestra nacionalidad.

Una nacionalidad se presenta con una tarjeta de visita donde se pueden leer estas palabras: Historia, Cultura, Progreso, Civilizacion, Educacion. Esta tarjeta la puede presentar cualquier mexicano que sepa dar verdadero valor y sentido a su mexicanidad.

Son muchos los ejemplos que se pueden citar en referencia a la participacion del mexicano o del mexicoamericano en el desarrollo de este Condado, pero eso lo dejo por ahora el tintero para otra ocasion.

En resumen, la nacionalidad mexicana no es la que algunos creen que es; la musica, la comida, la bebida o la indumentaria; estas son unicamente las manifestaciones populares en nuestras fiestas, pero en ningun caso pueden ser la interpretacion de nuestra nacionalidad. No podemos decir que descendemos de una pleyade de filosofos, matematicos, astrónomos, y sabios, como los griegos. Ni podemos ufanarnos de descender de un imperio de guerreros, estadistas y conquistadores como los romanos; pero si podemos decir que nuestra raza indoespanola merece consideracion y respeto como uno de los eslabones de trabajo y progreso de la humanidad.

-- Daniel Saldana

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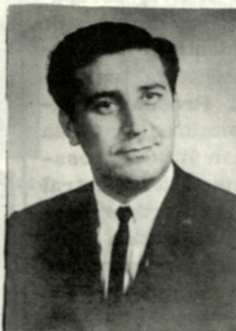
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Sufre de Dolor de Cabeza, corto de resuello, del corazon, presion de la sangre, del estomago, higado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que torceduras de la espina dorsal ponen presion en los nervios y cierra las fuerzas necesarias de los nervios que se transmiten del cerebro todos los organos del cuerpo. Esta fuerza de los nervios dirige la funcion de los organos y cuando hay interferencia causa mal funcionamiento de estos organos.

Su doctor QUIROPRACTICO buscara las causas de este mal funcionamiento de sus organos con analisis cientificos quiropracticos. El doctor consultara con usted de sus problemas de Salud GRATIS para determinar si usted es de aquellas personas que responden a los tratamientos Quiropracticos.



*The Quiet
Mexican -
American*

Andrew G. Diaz

Mr. Mayor, Former Mayor Welch, City Manager, and fellow American citizens; I am not running for city council, although there have been people who've asked me why? The main and most important reason is: lack of experience. Perhaps after the election, I will have experience to help me in the forthcoming elections. However, I will introduce you to 2 qualified candidates who, if elected, will see to it that all minority groups receive an equal amount of consideration and representation in all civil and governmental matters.

I personally recommend the following candidates for our City Council:

SEAT NO. 1 JOHN CASTRO

MR. JOHN CASTRO, a M/A from Southern California, resident of San Jose since 1937, 31 year old married father of five, occupation Plumbing and Heating Contractor. He received his teaching credentials from the State of California, taught industrial arts division for 10 years at SJCC. Presently President of the Catholic Committee for Santa Clara County; Co-Chairman 9th Congressional District of State Democratic Central Committee; President of the Gardner District Neighbor Community Function using the economic opportunity act for improving our neighborhoods; active member of the CSO; GI Forum Santa Clara branch; MAPA; M/A Civic Council; President of the Azteca Corporation.

PURPOSE

1. Main purpose for running for C/C feels that large section of M/A citizens lack representation; and also lack of consideration, i.e., police brutality found toward the M/A.
2. Concerned about displaced persons whom freeway movement will effect. Will move a halt until every person effected will be assured proper housing (largely populated by M/A).

3. Favors acquisition of parks, and especially small neighborhood parks.
4. City should do as much as possible to take advantage of the economic opportunity act, both directly and indirectly this will eliminate Juvenile delinquency, school dropouts, unemployment complications found among large segment of M/A communities and other minority groups. Many of these problems also effect the community as a whole.
5. Believes in adjusting in future expansion in freeway and street systems, City should get most progressive sizeable to solve traffic conjunction.
6. REJUVENATE AND MAKE DOWNTOWN ATTRACTIVE: The geographical center of the city can become stabilized and attractive by taking advantage of land made available by redevelopment for use of additional business, and by development of central cultural and amusement facilities, library, art galleries, theatres, etc.

I urge all you voters to know your candidates well, so that when election day comes, there will be no confusion as to our title ALL AMERICAN CITY.

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Candidato a Reina del 5 de MAYO

Esperanza Flores

Recientemente llegada a esta ciudad de San Jose procedente de la capital Azteca Mexico Distrito Federal la Senorita

ESPERANZA FLORES

Ha anunciado su Candidatura para REINA de las proximas Fiestas del CINCO de MAYO que se celebraran en esta ciudad el Domingo 2 de MAYO en el Auditorio Civico,

Esperanza esta siendo respaldada por la popular tienda de ropa para mujeres

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de las
ESTRELLAS ...

Richard Diaz

Miss Linda Rey, daughter of Isabel and Jess Rey of San Jose, became the bride of Mr. Rey Ledesma, son of Pascual and Josephine Ledesma of San Jose, in nuptial ceremonies on March 6, 1965.

The 1:00 P.M. wedding at Holy Family Church, officiated by Father Suarez, was attended by many friends of the couple.

A reception with over 500 of their friends present followed at Azteca Hall.

The couple honeymooned in San Francisco and now reside in San Jose.

In the photo are, left to right - front row, Martin Salas, Lydia Rey, Roger Berton, Rosie Ybarra, Mrs. Linda Ledesma, Mr. Reynaldo Ledesma, Mary Caughey, Pascual Ledesma, Jr., Mary Martinez & Robt. Gallegos.

Second row, left to right, are Robert



Mr. and Mrs. Fermin Sanchez (couple at right) of the Oakland American GI Forum and Ladies Auxiliary respectively, attended the recent wedding of Miss Lupe Jordan in San Jose. They are shown with two guests.

Rodarte, Eloise Rodarte, and Margaret & Genaro Garcia. The flower bearer is Susie Balcazar and the ring bearer is Ricardo Ledesma.

The new Mrs. Ledesma is presently attending Abraham Lincoln High School and the groom is a graduate of San Jose High School.





HANK and SALOME COCA
Witnesses



To honor, love and obey I DO

Miss GINA LOPEZ daughter of William and Prudence Lopez exchanged vows with Excentrico's celebrated columnist GILBERT SOLAREZ, son of Gabriel and Hortencia Solarez on Sunday April 4th in Reno, Nevada.

Hank and his lovely wife Salome Coca were present at the wedding.

Gina is a native of San Jose, attended Andrew High School and is presently employed as a Dance instructor. Gilbert was born in Phoenix Arizona and is employed by Willow Glen Lumber Company. The couple will honeymoon in Reno and upon their return will establish residence in this city. excentrico photography.



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SUNDAY, APRIL 18th - FUN ! PRIZES !



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SUSSAN GUTIERREZ Miss American G I Forum
1965 being crowned by PATTI VALENTI Queen
of 1964.

Miss Gutierrez received the nod from judges:
Mrs. Marie Campbell, Dr. Jose Novelo, M.D.
and Superior Court Judge Rancanelli.

This event was held on Saturday, April 3, 1965
at the Hawaiian Gardens. There was a Fashion
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Henrieta Lorigo commenting.
A dance climaxed this event with a full house.

exeenirico photography...



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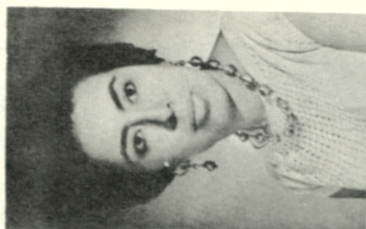
Art Martinez

CY 3 - 3236 290 S. FIRST ST.

Aquí...

MEXICO

*Catalina
Barragan*



LA PATRIA LEJANA

Con el pecho de angustia transido
deje Patria, carinos y hogar
y a este suelo extranjero he venido
otra vez mi ranchito a formar.

! Oh mi Mexico lindo! yo sueño
con tu cielo de limpio zafir,
con tu valle florido y risueno,
con tus mares tenidos de anil.

En mi rancho, cuidando la entrada
he sembrado un hermoso nopal.
Me recuerda a la Patria adorada
donde acaso no pueda tornar.

Y en las noches de nieve y de frio
cuando el perro se pone a ladrar,
recordando el hogar que fue mio
como un niño, me pongo a llorar.

-- Rosario Sansores

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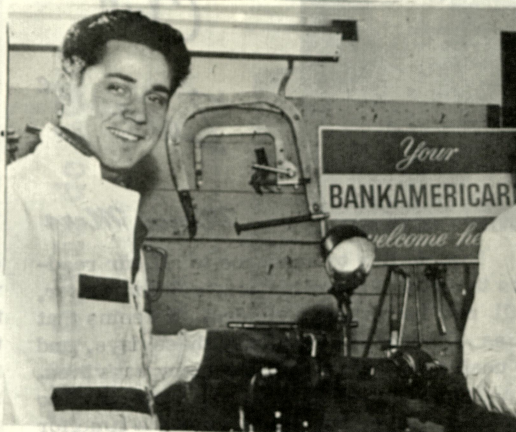
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Director

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HORAS de OFICINA

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Lena Manriquez



Club Zanzaree

Marce Mora

I would like to announce to all our readers that Miss Trudy Jimenez, column writer, will not be with us anymore. It seems that Miss Jimenez is very busy these days, and is unable to take time for too many activities. We from Club Zanzaree are very sorry to see her leave, but there comes a time for every person to leave. We wish Miss Jimenez all the happiness in the world and would like to say that she is welcomed back when her heart desires, the doors of our club will always be open, this applies also to Maida Herrera, Frances Herrera, and Pat Maldonado. These girls will always be remembered by all. Like they announced, they still remain as ex-members of Club Zanzaree and stand by. Some girls leave and we hate to see them go but we are sure that there will be others who will do their best to keep this club going. These girls did not want to leave, but due to their work which takes much time, and possibly other important facts.

Elections for Councilman are coming up on April 13. We would like to recommend our good friend Robert Bob Welch for Seat No. 5. He deserves all the votes he can get, he does a lot for a lot of people.

Not only because of this, does he deserve to be re-elected, but how many men, once they reach their goal, pay much attention to a lot of our problems, also we recommend our good friend Wester Sweet, for Seat No. 2 and last but not least Mr. John Castro for Seat No. One.

Everyone has their own opinions about these men, but if you want a good man vote for these three.

Birthday wishes go to Mr. Antonio Barajas, President of Los Charros, also to Mr. Lalo Davalos. Also, celebrating his birthday with a big party was Mr. Jose Fierros, of Paseo de Las Flores. To one of my long time friend Patsy Herrera, also, Happy Birthday. She claims she's only sweet sixteen, but we're going to let her go on dream-

ing, it makes me feel good, because we're about the same age.

In the following picture appears my parents with friends. This occasion was to celebrate my dear father's birthday. I'd like to say thank you to all the persons who attended. I wish I could mention all the persons present, but it would be impossible. I was so happy to see that we have so many friends. Everybody seemed to have enjoyed themselves, including Mr. Humberto Garcia, Robert Welch, Bill Ellis, Enriqueta, Mr. & Mrs. Manriquez, Mr. and Mrs. Saulcido, etc. Thanks to Larry and his orchestra which play terrific. Such good music and to think that alot of people don't know about them. It was a surprise party and believe me, my pop was surprised. It ended with **menudo to eat.**



Mr. Jose Mora, left, is shown during recent birthday party in his honor with his wife Virginia, daughter Marce, Councilman Welch, and Mrs. Helen Barajas.

ANNOUNCEMENTS

Let's all put on our Mexican outfits and go to the Baile Ranchero on April 10th. Club San Felipe is throwing this dance, and you can't go wrong by going, the music will be terrific, I have heard them before or should I say that LOS NORTENOS, have played for us before, and everyone loved their music and their terrific singing.

Bailamos? It will take place at the IES Hall from 8:30 to 1 AM.

Invitation came, thanks to members of the American GI Forum of Oakland to their dance April 17th at the Spanish Hall, 1349 Hays Street, San Leandro. Music by LOS VIGILANTES, eats, drinks, etc. Everyone invited.

Moreno - Alejandro

GMA

Señor y Señora Victor Alejandro
participan a Ud. el enlace
de su hija
MARGARITA
con el señor
GILBERT MORENO
Hijo de Sr. y Sra. Manuel Moreno.

Y tienen el honor de invitar a usted y a su
apreciable familia a la ceremonia religiosa
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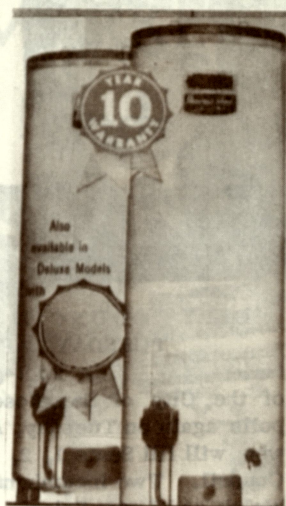
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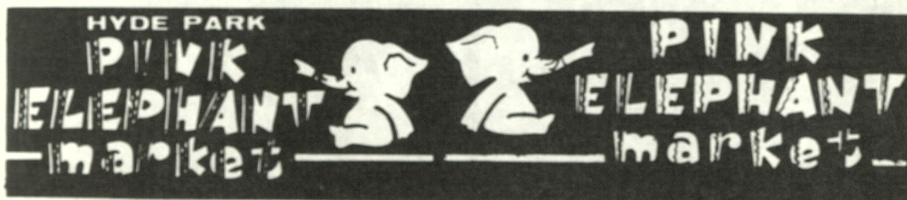
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