



El Excentrico

HUMBERTO GARCIA
Director

Magazin Social, Fotográfico Latino-Americano



AÑO 8avo.

NUMERO 21

JULIO 5, 1958

SAN JOSE, CALIFORNIA

C.S.O. Beauty Contest

SATURDAY, JULY 5th 7:00 p.m.

I. E. S. HALL

1401 E. Santa Clara St., San Jose



Restaurant *El Michoacan No. 2*

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Ademas ARROZ y FRIJOLES

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10:00 A.M. a 3:00 A.M.

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San Jose

Dead Wrong



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CY 4-3143

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El domingo 15 de Junio de 1958 en esta ciudad de San Jose, Calif. se verifico el ENLACE NUPCIAL de la juvenil pareja ARMANDO MORENO y CELA ARAICA en una elegante ceremonia religiosa en la IGLESIA de GUADALUPE oficiando el Rev. Padre Donald MacDonald. Despues de la ceremonia religiosa se les ofrecio una suntuosa recepcion en el Rainbow Ball room a lo que asistieron familiares y amigos a felicitarlos, ascendiendo a mas de 200. Al terminar la recepcion partieron a pasar su luna de miel en la bella ciudad de Mexico. A

su regreso establecieron residencia en Santa Clara. Los padres de la novia son Ernesto y Concepcion Araica, y de el novio son Jose y Esperanza Moreno. Armando es procedente de Eagle Pass, Texas y en el presente atiende al San Jose State College. Su distinguida esposa Cella es originaria de Managua, Nicaragua, Centro America.

En la grafica de izd. a der: Maria Rosa Moreno, Maria Esperanza Martinez, Alicia Gloria-Madrina, (Los novios), Hermilo Gloria-Padrino, Antonio Martinez, Ernesto Araica.

LEITER FOTO

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son de responsabilidad**



Jess Sanchez

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\$39.⁰⁰ Por MES 

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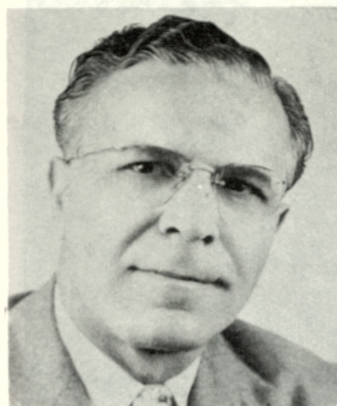
CON un PEQUEÑO ANTICIPO sus pagos seran tan BAJOS como \$39.00 por MES.

JESS SANCHEZ el TEJANITO lo Atendera.

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y su POPULAR ORQUESTA
Todos los
SABADOS y DOMINGOS
En el
RAINBOW BALLROOM

LUIS ARCRAZ

Y Su Orquesta
Domingo 6 de Julio

CIVIC AUDITORIUM

Maria Victoria



CY 5-5594 849 ALMADEN AVE.

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California. (Condado de Santa Clara).

HUMBERTO GARCIA

Director

VICTOR HILLIS & SONS

Impresion

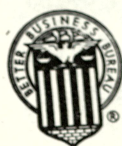
ESTELA CRUZ

Secretaria

LEITER STUDIO-Fotografia

Mac Hernandez

MEMBER



Club Del Mar

Club Riviera

Club San Joaquin

Club Venus

Esther Medina

Johnny Hernandez

Ma. de la Luz Sánchez

Marty Sánchez

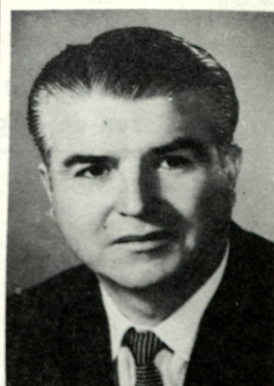
Richard Díaz

Soledad Sepúlveda

Esta Revista no se hace responsable de ideas
y opiniones expresadas en artículos firmados

Dr. Juan de Heras, D.C.

PRACTICA GENERAL



12 AÑOS de PRACTICA
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Lunes - Miercoles
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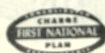
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En la fotografia aparece el popular **HARRY JACOBS**, propietario del **ROYAL CAMERA SHOP**, ubicado en el **179 S. 1st Street** que se ha convertido en el centro fotograficomas popular dentro de la colonia de habla Hispana.



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Tamales Tostadas

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Sociales - Personales

MARIA de la LUZ SANCHEZ



En su domicilio 227 de la Av. Almadén en esta ciudad, la SRA. CONCHITA ACOSTA ofreció una requisima cena en honor de los quince años que cumplió su hijita HERMELINDA el pasado día primero de Junio. Con tal motivo muchas personas se congregaron en la casa de la quinceañera quien recibió muchas felicitaciones y regalos. Aquí aparecen algunos de los asistentes a este ágape.

En las gráficas la festejada y algunas de las personas que la acompañaron en su fiesta.



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que lo vio en el EXCENTRICO**



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En una hermosa e interesante jira turística por el hermoso suelo de la gran nación Mexicana se encuentran a la fecha la distinguida Sra. CONSUELO ORTIZ LAUDER, su hijo JIMMY, la Sra. AMADITA ORTIZ y sus hijos JOSE y FIDEL ORTIZ y la Sra. MARIA SALUD CASTILLO y su hijito ROBERT. Estos estimables viajeros que disfrutan de este viaje de placer por el terri-

torio azteca piensan visitar muchas de las bellezas de la Republica Mexicana, tales como la capital, la Ciudad de los Niños en Monterrey N.L. La Perla del Pacifico ó sea, la blanca y cultísima ciudad de Guadalupe y otros interesantes lugares. Deseamos a estas personas que se diviertan mucho en tan placentero viaje, y que regresen felizmente a su hogar.



En su elegante residencia de la Av. Capitol, los Sres. JOE y AMELIA BATTAGLIA ofrecieron una magnífica fiesta para celebrar la graduación de primera enseñanza de su hijo, el estudioso y aventajado jovencito, PAUL BATTAGLIA, quien graduó en la BERRY-ESSA SCHOOL el viernes 13 de Junio. Las esposas Battaglia agasajaron a sus visitantes con succulenta pizza, fines vinos y ricos entremeses. Asistieron a esta agasajo como invitados de honor Mr. ROBERT CUMMINGS, Principal de la referida escuela y Mr. RICHARD PAYTON, maestro del Grado 8, y a más, pudimos anotar a las siguientes personas:

Mr. and Mrs.:
Joseph A. Battaglia
William Orlando
Rommy Gambuchi
Richard Sanchez
William Orlando, Jr.
Joseph Parrish

Mr. and Mrs.:
George Burgnone
Eddie Summers e hija Betty
Joseph Summers e hijo Jerry
Robert Shipley y familia
Mrs. Connie Lauder
Mrs. Angie Kleinsmith



August

RAMIREZ

SALON of PHOTOGRAPHY

PORTRAITURE

WEDDINGS

COMMERCIAL

BABIES

La larga EXPERIENCIA del Sr. RAMIREZ en el ramo de la FOTOGRAFIA le aseguran a UD. completa SATISFACCION.

Precios Razonables



CY 3 - 7471

42 E. SAN FERNANDO ST.

How About That



CLUB VENUS....

DOLORES COCA
ROSIE MONTEZ

HI EVERYONE. DID YOU MISS ME? NO! Then why are you reading this? (Aha! Got you there Huh?) Well enough for the wise-cracks and lets get down to the bare facts; GOSSIP!

Hear tell LEONARD GONZALEZ had a real crazy beach party sometime ago. Hear tell nothing! I was there and was it sharp! (I say sometime ago, because like the saying goes: better late than never). The occasion was his birthday. It was held at Natural Bridges, down Santa Cruz way. The Crowd? Superb! The eats? Splendid? The fun? What else? Nothing but the most. Ask some of these people. They were there. NASH PIÑON, GIL MINJARES GLORIA PORRAS, BERT HERMOSILLO, FRED DIE GALLEGOS, PHIL MARTINEZ, SAL O, NORMA REYES (spending half her time drying her capri's along side with the guys and their levi's. What happen Norma?) BEA MIRELEZ, LOUIE REBALCAVA, RICHARD ALCANTAR, RAY GUERRERO, and MAVERIC with a Tan., and lots and lots more--WHAT A NIGHT TO REMEMBER!

It seems everyone's Sundays have been spent going to weddings. Few that were going on were JULIA MANCHA marrying CUCO TRUJILLO, MIKE ALCANTAR marrying MANDY CHAVEZ, GLORIA ZOZOYA marrying JOHNNY SOTELLO and many more couples and many more to go! There are advantages and disadvantages to all these weddings, you know. You hate to see the handsome men and the good looking women go, but you love to see the free dances come!

The Rainbow Ball room has really been bringing in the crowd with all these good bands playing lately: MANNY LOPEZ, who played Sunday the 22nd of June; and the two orchestras, ARTURO MARCUS and THE CAUDILLOS, June 28th. And yet to come will be MARIA VICTORIA and LOUIS ALCARAZ. Keep up the good work. MR. DAVILA, we sure enjoy it! (Your good work that is!)

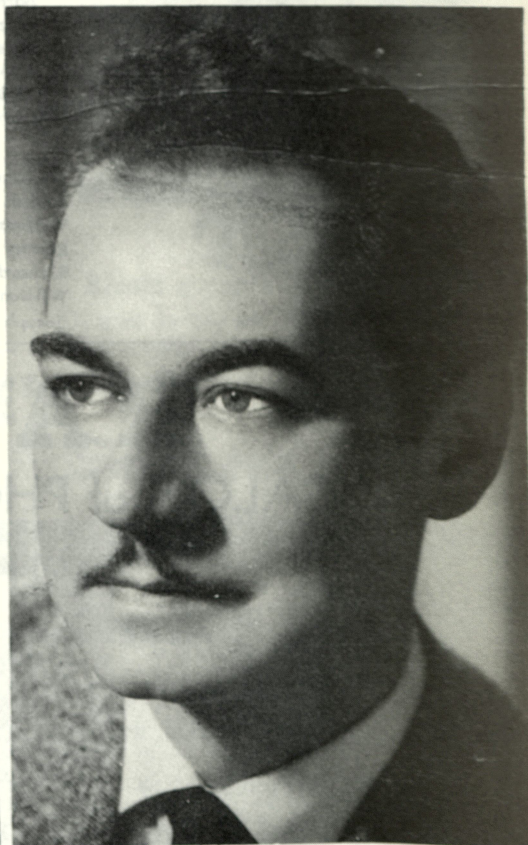
CONGRATULATIONS to DELORES MONTEZ and NICK GONZALES and also to OLGA SAMARRIPA and LEONARD RAMOS on their recent engagements.

Heard that GIL MINJARES was laid up for a couple of days because of illness. Looks like he wasn't very ill because after all his good intentions---who was gonna stay home all week-end?

Hope you're all attending the big event tonight. The annual C. S. O. Dance with twelve of our local girls competing in the Beauty Contest. Good luck to our candidate, GLORIA PORRAS, and to all the other candidates, and may the best one win!!!



SERENATA NOCTURNAL



Carlos Graham

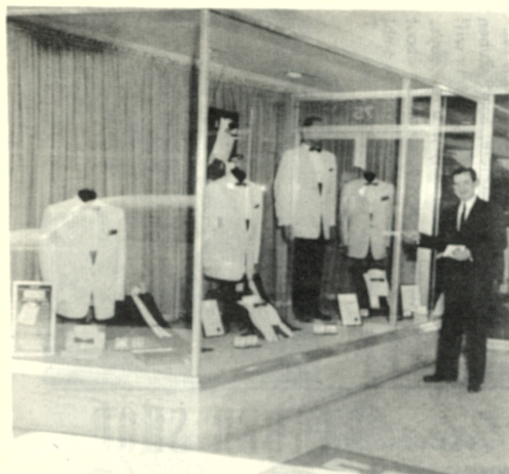
En sus programas difundidos desde la Estacion Radio Difusora KEEN (5000 WATTS) ESCUCHELO

LUNES a VIERNES de 7 a 9:00 p.m.

SABADOS de 7:00 p.m. a 8:30 p.m.

CARLOS GRAHAM hace derroche de su Talento Artístico y poético en SERENATA NOCTURNAL.

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VARIACION

Saco Azul

LA MEJOR
CALIDAD.

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Director Outfit

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CY 4-2322

75 S. 2nd St.

*Descripcion
Portada*



Engalana nuestra portada de Excentrico en esta ocasion las encantadoras Stas. que partiran en el concurso de belleza auspiciado por el CSO que se verificara el 5 de Julio en el EIS Hall, 1401 Santa Clara Street, San Jose, Calif. De izquierda a derecha: CECILIA ANDRADE (Soc. Prog. Mex. No. 54 Logia Amado Nervo), RACHAEL RAMIREZ (Club Marseille), M.A.

SOCORRO RAMIREZ (Women's Pan American Round Table), CARMEN VILLAREAL (Club Zanzaree), ROSE MARIE RAMIREZ (Club Genies), ROSIE RAMIREZ (Club San Joaquin), M.A. ELENA FLORES (U.S.O.), NELLIE GARCIA (Camara Mexicana de Comercio), FLORENCE GAETA (Club Riviera), GLORIA PORRAS (Club Venus).

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Gratis JUEGO de LOZA

Valor de \$50.00

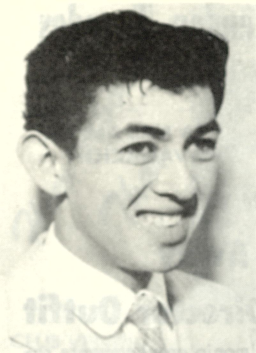
Obtenga este primoroso JUEGO de LOZA (63 piezas) ABSOLUTAMENTE GRATIS guardando los BONOS que se regalan con todas sus compras.

Antojitos

Cuando Ud. necesite o guste de algun ANTOJITO MEXICANO dirijase a la GUADALAJARA que con toda seguridad lo encontrara. Como igualmente todo lo necesario para hacer TAMALES, ENCHILADAS, etc.

CL 1 - 2120 1661 E. SANTA CLARA





Club Riviera "It Really Happened" Gil Minjares

Riviera members went to the polls June 24 for election of new officers. This election will determine what officers will hold office for a period of six months, beginning July 1st. Here are the results:

GOING OUT

President- I. Aguilera
Vice Pres.- Delano Haines
Treasury- Gil Minjares
Secretary- Richard Montes
Sgt. at Arms- Ray Gonzales
Pub. Mgr.- Phil Hernandez
Athl. Mgr.-Bob Jacobo

GOING IN

Gil Minjares
Jesse Mario Aguilar
Sal Mesa
Richard Montes
Ray Bravo
Charlie Molina
Ben Montes

ON THE SPORTS SCENE: Riviera losing it's first game to Club Alums Sunday, June 22, at Columbus Park. We were ahead in the last inning by 7 runs. Through errors, they scored 8 runs and beat us by a score of 15-14.

Player of the day was DELANO HAINES, who hit a home-run, a tripple and drove in 3 runs.

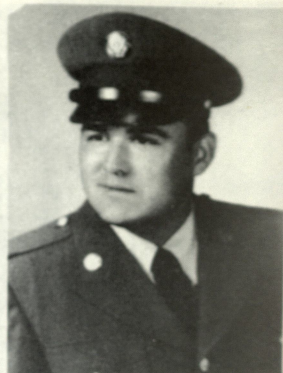
"WE'RE GOING AWAY, BUT WE'LL BE BACK!" Leaving for two weeks of summer camp were the gung-ho-boys: I. Aguilera, Bert Hermosillo, Charlie (Maverick) Molina, and Ray Gonzales.

A surprise party was given to Ray Bravo to celebrate his birthday. Quite a multitude attended mostly club members. In fact it got so crowded that they had to call the party off. For all you Rainbow fans, Bubbles, "Ay Dios" was also present.

Our candidate for the CSO Beauty Contest representing Club Riviera is Miss FLOR-ENCE GAETA. This attractive Miss is 18 years old. We are sure that if she is chosen "Miss CSO of 58", it will be a great joy and a great thrill to her many friends and members of Club Riviera.



Appearing in the photo is 22-year-old RUBEN JACOBO, our ex-Treasurer, who is recently working for his Uncle, Sam. Ruben is now stationed in Fort Ord, but he will get transferred to Germany in a few days. You've heard of guys complaining about the draft, not Ruben Jacobo. His one ambition is to meet ELVIS PRESLEY.



Ideal BARBER SHOP



Abierta Los DOMINGOS

Para dar un MEJOR SERVICIO a su numerosa CLIENTELA SEBASTIAN HERNANDEZ anuncia al Publico en general que esta BARBERIA estara ABIERTA todos los dias inclusive los DOMINGOS.

Sebastian Hernandez, Prop.

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Cedar Brook PARK

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Fotografia HERNANDEZ

LEITER STUDIO

Fotógrafo de Fotografías Finas

MATRIMONIOS
NIÑOS COMERCIAL

CYpress 3-3343

255 S. 1st St.

M. A. Hernández

San José, California



En la foto Frank Grey, (Mayordomo), Humberto García (Director de "Excéntrico") y Charles Hillis, prop. de los talleres donde se imprime su Revista "EXCENTRICO".

HILLIS PRINTING COMPANY

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Rapido Correcto
Economico**

38 SOUTH FOURTH STREET

San Jose

CY 4-2535

Digale a nuestros anunciantes que lo vio en EL EXCENTRICO, Gracias
Tell our Sponsors you saw their AD in this publication, Thanks

POKER LO - BALL

BIEN VENIDOS todos a JUGAR POKER y LO-BALL
SIN LIMITE

UNICA CASA de JUEGO en SAN JOSE
Atendida por MEXICANOS.

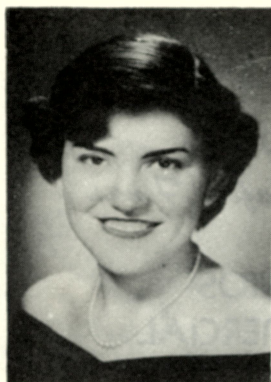
TODA CLASE de LONCHES y REFRESCOS

Adolfo Saenz
MANEJADOR.

Abierto de 10 a.m. a 2:00 a.m.

CY 3-9805 47 POST ST. San Jose





*Club
del Mar
HI-LITES*

Jenny Talavera

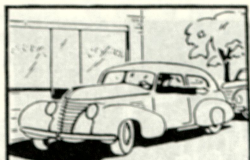
"IT'S TRUE and IT'S NO SECRET" we bring you the latest from DEL MAR.

CONGRADULATIONS: to Mr. & Mrs. COCO TRUJILLO on becoming Mr. & Mrs. on Sunday June 22nd at Holy Family Church. Reception and dance were held at Newman's Hall here in San Jose. Lots of luck to you in the future, and I hope all your troubles are little ones.

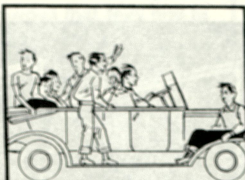
BIRTHDAY PARTIES: A birthday dinner was given to Baby GLORIA GARCIA on June 22nd at the home of her young parents, Mr. and Mrs. FRANK GARCIA, celebrating her first birthday.

Also in the festive mood was HERMELINDA GARCIA, celebrating her birthday with a very nice party. (By the way, next time you uninvited guest drop by, please have enough manners to clean up your mess!) Members of Club DELMAR, ZANZAREE, VOLANTES, CHUHTE MOC were present, which made a very good combination. Many happy returns of the day HERMELINDA.

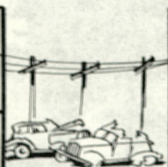
Happy birthday greetings go out also to JOHNNY ROSAS, June 5th; TONI GARCIA, June 13th; and LUCY AYALA, July 6th; MAGDALENA July 15th; and LENA CHAVEZ, July 29th.



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DOMINGOS de 10:00 a.m. a 4:00 p.m.

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FREE PICK - UP & DELIVERY

Tony Valerio. Prop.

CY 4 - 2176

Santa Clara at 24th



La grafica capta los momentos durante una entrevista por radio que el Sr. JUAN MARCO DIA les hizo a algunas de las Stas. concursantes que participaran en el CONCURSO DE BELLEZA, bajo los auspicios de la COMMUNITY SERVICE ORGANIZATION de esta ciudad de San Jose.

El Sr. Juan Marcodia es el Jefe de Publicidad de dicho concurso, y Excentrico lo felicita por

su dinamica labor y prolongado esfuerzo por hacer un exito de este concurso. La entrevista se verifico en la estacion de radio KLOK.

De izquierda a derecha: Socorro Ramirez, Sr. Juan Marcodia, Carmen Villareal y Pat Ordoñez. El concurso se verificara el Sabado 5 de Julio en el I.E.S. (1401 E. Santa Clara St. San Jose) durante un gran baile (semi-formal) dando principio de las 7:00 PM.

TIRE OUTLET

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NADA de ENTRE

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2250 Alum Rock Ave.



Laura Hidalgo



*Galeria de Astros
del Cine Nacional*

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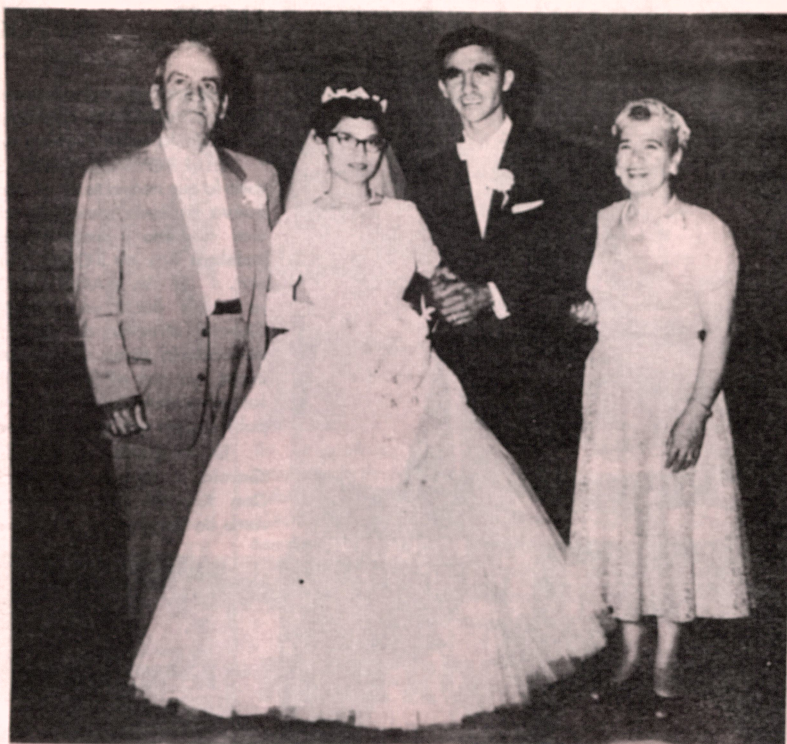
SEND \$1.00, MONEY ORDER or CHECK TO:

EL EXCENTRICO
849 Almaden Avenue
San Jose, California

And we will send you your PICTURE prepaid by return mail.

Moreno - Araica

La camara de LEITER STUDIO reproduce los alegres rostros de la pareja Armando Moreno y Celia Araica, quienes unieron sus destinos el domingo 15 de Junio de 1958 en la Iglesia de Guadalupe a las 12:00 A.M. en esta ciudad de San Jose. Acompañan a los recién casados los padres del novio, Sr. Jose y Esperanza Moreno.



NETTO'S GARAGE



MOTOR - OVERHAUL

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Plymouth 6
Willys 4
Dodge 6

Chrysler 6
De Soto 6
Ford 49-51
Pontiac 6

\$79.50

\$89.50

NADA DE ENTRE

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Gratis!

Mientras que su carro se encuentre en nuestro taller de composuras, le facilitamos otro para que Ud. tenga medio de transporte.

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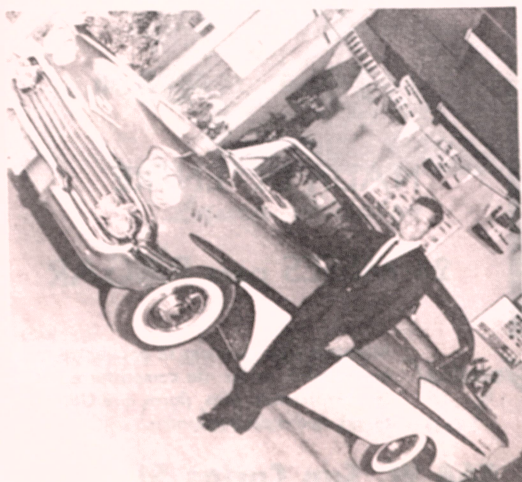
CENTRO
FOTOGRAFICO



Las graficas representan algunos aspectos del centro Fotografico ROYAL CAMERA SHOP ubicado en el 179 al sur de la calle Primera en esta ciudad de San Jose.

En el ROYAL CAMERA SHOP Ud. puede encontrar todo lo que necesite en el ramo FOTOGRAFICO ya sea nuevo o usado, desde la camara mas pequeña hasta la mas moderna y preciso que Ud. pueda desear en otras palabras hay de TODO, camaras, enlargers, pelicula etc. El Sr. HARRY JACOBO es lo que en español se puede decir un (BUEN CUATACHO) y Humberto Garcia, director de EXCENTRICO no titubea en recomendarlo como una de las personas mas finas y sinceras, ya que el Sr. JACOBO surte y soluciona todas las necesidades en el departament fotografico de esta publicacion que son bastantes.

En la grafica de arriba: Harry Jacobs y Humberto Garcia, a la izquierda el Sr. Jacobo acompañado de Don Krusich (que cuenta con mas de 20 años) en el ramo de Fotografia, y que presta sus servicios en esa.



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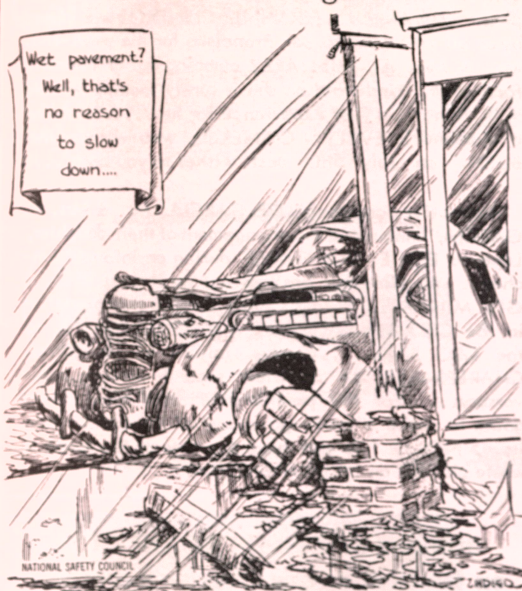
Tambien tenemos una amplia seleccion de CARROS USADOS en BUENAS CONDICIONES a precios verdaderamente ECONOMICOS.

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EL 4-7300

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Dead Wrong



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en las tiendas que aqui se anuncian



En la grafica: PETE REYES, SR. y MILT DROTMAN
propietario de este flamante establecimiento invitan al
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Marty Sanchez

Off the presses come the latest in news, for the famous *Excéntrico* provides you with the most up to date SCOOPS!!!

Congratulations to JULIA MANCHA & CUCO TRUJILLO, who exchanged vows on June 22nd, and are now Mr. & Mrs. After a Carmel honeymoon, the newly weds are now residing here in San Jose....At the Mancha-Trujillo reception, I saw NORMA MINJAREZ attired in a black fitted dress, looking like a doll.... Mr. & Mrs. CARLOS GUERRERO are both keeping their fingers crossed for a boy come July.... Surely was nice to see Mr. & Mrs. LEO RIVERA enjoying themselves. They are now the proud parents of two girls, and at the same time the proud owners of a new home. BENNY ROMERO arrived too late for the eats, so he went home to have chicken.... In between the reception and dance, LEO ALVARADO, and pretty VIOLA MONTOYA were absorbed in a deep conversation, and I might just add they certainly do look happy.... BEST WISHES to LUIGI DUARTE, who became Mrs. JOE MONARES on June 22nd, in an afternoon ceremony in Oakland, California. They will make their home in Oakland....

A judo club will be initiating in the near future, with only single men, mind you, to be accepted into this organization.... Exchanging vows on July 27th will be ROMI RAMIREZ and DAN VASQUEZ.... CEASAR SANCHEZ dating cute SALLY MATA.... My wishes for a speed recovery are extended to a dear friend, Mrs. Juan Segura, who is now home recovering from a recent operation.... Ex-radio announcer of San Jose and now radio announcer of Sacramento, GUSTAVO RODRIGUEZ surprised lovely MARGO NAJERA with a visit, though his visit was to inform Margo that on July 9th he will be leaving for Texas, where he will serve with the U. S. Air Force.... Back home after two weeks training is that man with a top personality, EDDIE TORRES and really raring to go, his only complaint is that all the gals seem to be going steady.... For those who have not received their Mexican Chamber of Commerce directory, please contact RUDY BELLUOMINI by calling CI-1-1454.... HENRY RAMIREZ and his steady girl, LINDA, who have been going together actually 7 months, are happier than ever, now that Henry has a job in town.... Thunderettes second beach party was a complete SPLASH!!!! For RUDY ROMERO got pushed in the ocean.... After many a phone call to a certain gal, ALEX FLORES joined us and had him-

self a ball!!! Hope you don't make a habit of those phone calls Alex.... CONNIE CISNEROS was missed by us all who went to San Francisco for the week-end. Mr. & Mrs. AL MINJAREZ camping out at Yosemite for a week. Linda told me she is surely looking forward to it, that it's a first experience for her.... Sparkling a diamond is EVELYN CISNEROS, who will wed Mel BUENO on July 5th. Best wishes to you both....

Respective parents of LUPE GARCIA, Mr. & Mrs. E. GARCIA, announced the engagement of their daughter, Lupe to ERNIE QUINTANA during an informal luncheon. Wedding date has been set for August 17th.... GIL MINJAREZ dating Club Riviera's representative in the CSO Beauty Contest, FLORENCE GAETA, to the CSO BALL.... Congratulations to Mr. & Mrs. CHARLES BARRERA on their second wedding anniversary.... For the people who have asked if I am going to make a merry-go-round of the San Joaquin issue, NO!!! I do not have the time or the space to waste on such an insignificant item....

**Obtenga su Revista EXCÉNTRICO
en las tiendas que aquí se anuncian**



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A La Rosa, Prop.

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Calzado para toda la FAMILIA

RECUERDE que está GRAN ZAPATERIA tiene el mejor CALZADO en Todo San Jose y además LOS PRECIOS MAS BAJOS. Hagale una VISITA y obtenga todo el CALZADO para TODA la Familia.



199
TONY FLEMATE lo atendera
en correcto ESPAÑOL.



136 S. First St. - San Jose

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Juan Manuel Flores

LOCUTOR

Con inmenso placer anunciamos a nuestros queridos lectores que en el arede Gilroy y alrededores cuenta con un nuevo locutor. Se trata nada menos que del dinamico y exhuberante joven JUAN MANUEL FLORES, quien pasa un programa dominical en la estacion KPER-1290 Kloc. a las 2:45 PM en la ciudad de Gilroy.

El Lexicode de Juan Manuel Flores es altamente substancioso ya que su preparacion en la universidad del Estado de Guanajuato (Cuna de Heroes) le dio sobrada facilidad de palabra.

Juan Manuel es el gerente de la tienda y panaderia Guadalupe, ubicada en el 1661 E. Santa Clara de esta ciudad de San Jose.

LA BOLA de ORO

TIENDA de CREDITO (Nada de Entre)



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Octava celebracion Annual DEL DIA Intercultural

Ma. De La Luz Sanchez

Auspiciado por el Concilio Cívico de la ciudad de San Jose, se desarrolló el hermoso festival del DIA DE LA CULTURA, que año viene celebrando el citado Concilio el miércoles 4 de Junio. Por este año, la dicha celebración tuvo lugar en el nuevo y falmante City Hall a las 7 p.m.

La Directora en jefe de tan hermoso festival, fué Mrs. Florence Bryant, culta y activa dama de nuestros mejores círculos culturales en esta localidad, quien con su dinamismo, y auxiliada por varios elementos de buena voluntad dirigió acertadamente el programa de ese gran evento artístico que resultó todo un éxito.

Se presentaron los cuadros de una dramatización titulada:

TOGETHER WE BUILD TOMORROW

En este cuadro artístico destacaron por su actuación el Sr. Richard Y. Sanchez en el papel del abuelo Fernando. Carmen Cortez en el de Rosita. El Sr. Luis Zárate en el de Pedro. Jimmy Lauder y Fidel Ortiz en los papeles de dos Padres Franciscanos. Aurelio Gutierrez su hermana Maria del Socorro y Robert Castillo representando a los indios que publicaron primitivamente la California. José Medina como el Conquistador; Margo Najera como una dama española; Ida Mae Cabral magnífica intérprete de los bailes españoles. la Sra. Consuelito Granados quien fué muy aplaudida en sus bailes regionales mexicanos; Victor Vallarta y el guitarrista Armando Rodriguez quienes interpretaron bellas canciones mexicanas, Marvin Nelson Stanely Smith, David Fiske, Russell Harrison, Howard Freeman, Joyce W. Farr y William Stivers en los papeles de unos mineros, papel que desempeñaron con mucha gracia y que les mereció muchos aplausos. James Batty el negromensajero; Paul Cook el cocinero chino; Ellen Taketa muy graciosa en sus danzas japonesas; Sharyn Martin y Roxi Fraga hermosas muchachas que desempeñaron a maravilla sus bailes hawaianos, Salvatore Garofolo Del Carlo estupendo tenor italiano de voz preciosa y alta escuela quien de destaca como una verdadera gloria del bello canto y James Lewis bártono solista que contribuyó aceptablemente al buen éxito del festival.

Los trajes típicos panamericanos lucieron esplendorosamente al portarlos con garbo y arrogancia las siguientes personas:

	Mrs.:
Republica Dominicana.....	Alfred Perez
Chile.....	Elba Salas
Perú.....	Rina Calcarone
Nicaragua.....	Maria Sol
El Salvador.....	Maria Louise Hutter
Ecuador.....	Dolores Jimenez
Argentina.....	Aurora York
Colombia.....	Emma Guillén

Resumiendo. El día de la Cultura fué celebrado con arte, con derroche de belleza y con dignidad, mereciendo por tal razón el Concilio de la Ciudad las felicitaciones del Presidente de la nación General Eisenhower. Vayan las congratulaciones de nuestra revista para el citado Concilio y para la dinámica Sra. Bryant y sus eficaces cola boradores.

IDA MAE CABRAL lindísima muchacha maestra de danzas españolas e intérprete insuperable de esos ritmos que puso su juventud, su arte y su belleza como aportación al brillante triunfo del festival del Dia de la Cultura.





JIMMY LAUDER, FIDEL ORTIZ y ROBERTITO CAS-
TILLO, muy serios y muy en carácter en la interpe-
la que aparece.

El MAYOR de la
Calle Market



FRANK QUIÑONES o sea EL MAYOR de la Calle MARKET, (como le llaman sus amistades) ya que este nombre lo obtuvo por las grandes existencias de Ropa con que cuenta esta tienda, lo invita a que lo visite.

El lema de Milt es: *Nuestros Clientes son Nuestros Mejores Amigos y Nosotros Tratamos a Nuestros Amigos como Deseamos Que Nos Traten.

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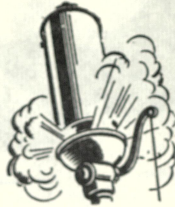
BEAUTY SALON

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Esther Medina

"It's No Secret"



AGAIN WITH THE LATEST!!! This time coming to you from the crowded boardwalk at Santa Cruz Beach. Sand getting all over, but the CHISME still coming through.....

CHATTER: Seen LARRY VEGA (Mosco) sporting some green satin trunks at the beach.....WOW!! NICK GARCIA with his arm around a real cute blonde!! Ex-queen, MARY RIOS now MRS. JOE MENDOZA, JR. JOE LOMAS "El Mariachi Sin Guitarra" using a corner of my lace duster to keep the mosquitos away.... Birthday greetings to HERMELINDA GARCIA.....Wonder who the girls and guys were who went to pick cherries at Stevens Creek a couple of weeks back.....They must have been working over-time; til 4 o'clock in the morning??? GILMINJAREZ and JESS AGUILAR mono polizing a couple of girls' time at the Rainbow, but they didn't seem to mind.....JESS even did the CHA CHA!!

WHAT??? HELEN FLORES to run in the CSO Beauty Contest as Miss U.S.O.....Speaking of CSO, formal stags are allowed. Bids will be sold at the door..... Home after an operation is my charming friend Mrs. CONCHA SEGURA (Margo Najera's Mom). Hope you are feeling better.....GUSTAVO RODRIGUEZ ex-announcer for K L O K to leave for the army soon. Says OSCAR VASQUEZ "Don't tell anyone you beat me in bowling!!! O.K., Oscar, I won't....The Dance gets pretty good in Newark. We dropped by the other day.....DIAMOND and RAY GONZALEZ now residing in Santa Cruz.....LUPE GARCIA to wed in August. The gang to be in her wedding.....ROSIE RAMIREZ, the girl to represent San Joaquin in the Beauty Contest.....Everyone coming out of their hide-outs--even the married couples--to see MANNY LOPEZ Club ZANZAREE'S gals really made it a day by going to see Manny and bringing back all the boys..... DEL MAR members planning a celebration at the Villa Felice.....RACHEL AGUILAR to wed ANDY GARCIA August 23rd.....Says EDDIE BOJORQUEZ "You want to hear a lie? The other day I was feeling a little high at the Civic, and I felt real dizzy. As I neared the stairs, I fell to my knees, and you know what? Nobody would pick me up!!!!!! Says MARGE OCHOA "So the moral of the story is: don't drink or else learn to walk on your knees.....The girls think the cutiest members of ARTURO MARCUS' Band are JESS and SUBY.....Now, girls!!! MARGO NAJERA to be in RACHEL DONATE'S wedding and so is Mr. & Mrs. JESS MEDINA (my brother). ANGIE HERNAN-

DEZ and RICHARD LOPEZ to exchange vows in Aug... CLEO and DOLORES CORTEZ to be in the wedding... TONY SALAZAR and ARMIDA ACEVEDO looking real in love at the dances.....MARY LOU COSTALES throwing some crazy curves at the bowling alley..... FRANK GARCIA staying around CARMEN VILLAREAL. He's to escort her to the Beauty Contest.....

Here we have the dashing young Romeo, who is making all the girls hearts flutter and getting himself written about. We mean JAIME ALAMILLO, who hails from Torreón, Mexico. He attended Lincoln High; has resided in San Jose three years and names dancing, girls, and swimming as his favorite pastimes...Jaime is 21 years old; likes to sing; and only likes Rock n' Roll when he's high. (He does a good imitation of Elvis Presley).

Matter of fact, he attracts alot of attention on the dance floor. He's a real nut; but then that's our JAIME!!!

Hasta next time,

ESTHER

**Digale a nuestros Anunciantes
que lo vio en el EXCENTRICO**

Ida's TUXEDO RENTAL

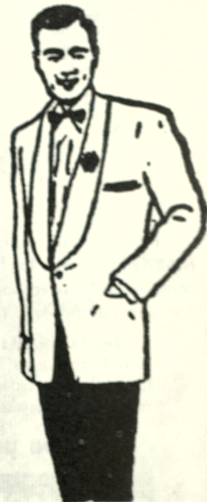
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What is your TYPE?

FREDRICK MAZAIN
Food Chemist
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THE CARBON TYPE: The Carbon element puts its imprint upon every part of the human body, even talent temperament and disposition. It spells inaction. When compounds of Carbon are in excess, the body is flabby in tissue, porous in structure and slubish in function. The Carbon man is indolent and dislikes work and grows stout and uncomfortable.

Excessive assimilation of Carbon compounds go with a strong appetite, love of eating, sleeping, pleasure, and plenty. They love luxury and sociability. They are happy when admired and protected. . . . Their appetite is always active, but they like to eat and drink mostly what has been prepared by other people, because of their disinclination to exert themselves.

They like candies, sweets, and starchy foods, fats, oils, and sweet drinks. Carbon builds beauty in youth especially in young women, but never are they graceful. They are awkward and do not dance, play, sing, or talk well. Courage is lacking; easily disturbed into an emotional panic. They have defective co-ordination of muscles, weak handed, and drop dishes without knowing they do it. . . .

The Carbon woman is always ready for pleasure. She has a poor idea of money making or keeping accounts. She does not like the kitchen or farm life. The appetite for sugar and starch in Carbon people is excessive and the assimilation of such foods is often abnormal. At such times it becomes difficult for the Carbon person to assimilate needed vegetable salts essential for the oxidation of blood and tissues so therefore he lacks Oxygen and he suffers from the presence of Carbon-dioxid. He may appear strong but he is in reality weak and his body resistance is lessened. He is sensitive to heat. Over 90 degree temperature may melt the myelin cells of the brain and spinal marrow causing serious damage. He is fleshy around the hips and abdomen. He does not like acid fruit. The vegetable foods containing Carbon or the organic element agree better when they contain a greater quantity of the vegetable salts. The feet are sensitive, the tissues become water logged and watery fluids land in the joints. The carbon person by his fondness for the sugars and prevents the internal fire of combustion and elimination. He is subject to Carbon plethora, he can become food drunk full of the products of suture intoxication. They should live in the mountains and eat plenty of root vegetables, the squash family. The organo metallic salts must be supplied in food form. He should interest himself in foods

and food qualities, production and preparation and would get along better on one meal a day. The bitter greens are very helpful.

In build they are plump and short and grow stout as they advance in years. Loose molecular structure. They are mild, innocent in appearance, seemingly dull, handshake is limp and lifeless, large full cheeks. Mostly blonds, some brunettes, who are more steady, have very large faces. Hair is often flowing and beautiful. Many become gray-haired in youth. Teeth poorly developed because Calcium material is not taken up. Usually have trouble with feet and have poor co-ordination of muscles. They are deficient in almost all of the needed body chemicals.

They are more happy in a cold, dry, mountainous climate, high altitude, sand, stony soil, a climate that uses up the Carbon element and sweats in the body. They understand people well and can adjust themselves to conditions and environment.

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**San Jose
Al Día...**



Soledad Sepúlveda

**RAMONA
GONZALES**

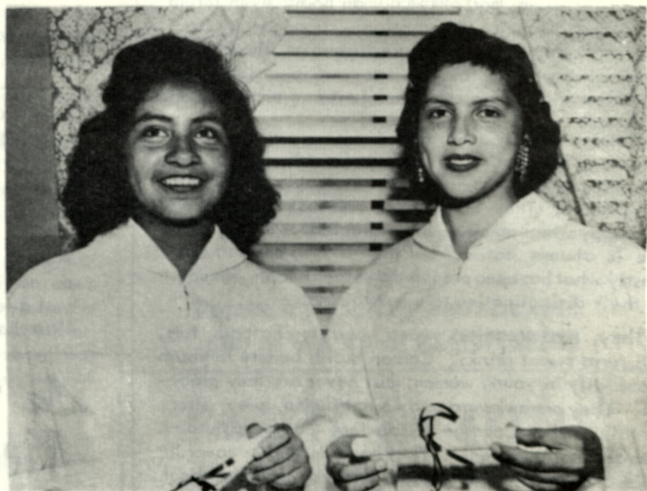


Graduandas

Adorna nuestra columna estas bellas señoritas miembros de la Sociedad de Ntra. Sra. de Guadalupe, que el pasado 21 de Junio, fueron objeto de un alegre agasajo en el St. Joseph Hall de esta ciudad, con motivo de haber terminado satisfactoriamente sus estudios.

Durante el agasajo las señoritas fueron objeto de calurosas felicitaciones de parte de la numerosa concurrencia, quienes disfrutaron de divertidas horas de baile y saborearon unos exquisitos lonches y refrescos que fueron servidos por los padres de las festejadas organizadores de esta fiesta.

Las señoritas graduandas son: ALICIA PICAZO, hija del Sr. Margarito Picazo y estimable esposa, Sra. Beatriz de Picazo. RAMONA GONZALEZ, hija de la Sra. Ramona Ortiz. Maria ANA BURCIAGA, hija del Sr. Juan Burciaga. Estas tres señoritas terminaron sus estudios secundarios en la Escuela JAMES LICK. Las Sritas. CARMEN y DOLORES MINOR, hijas del Sr. Gregorio Minor y de su guapa esposa Sra. Felix Minor, terminaron sus estudios primarios en la Escuela Jefferson Elementary School, continuarán sus estudios secundarios en la escuela para Señoritas, Notre Dame. Nuestras sinceras felicitaciones para estas guapas damitas y hacemos votos por un futuro floreciente.



CARMEN y DOLORES MINOR

Fiesta Mexicana

La Sociedad de Ntra. Sra. de Guadalupe bajo la dirección de nuestro estimado director Rev. Padre José A. Peña, están efectuando con todo entusiasmo y actividad los preparativos para una tardeada que se ofrecerá el Domingo 24 de Agosto en el Napredak Park. Gratas sorpresas preparan la comision de festejos en honor de la concurrencia y la fiesta estará amenizada por una gustada orquesta local. Ya se encuentran en circulación los boletos para la rifa que consiste en un viaje a la Ciudad de México, por avión para dos personas más \$00.00 (cien dolares) en efectivo. Puede obtener sus boletos con cualquier socio Guadalupano, únicamente cuesta \$.50 (cincuenta centavos). Espere mas detalles sobre esta fiesta Mexicana.

**ANITA
BURCIAGA**



**CELIA
PICAZO**

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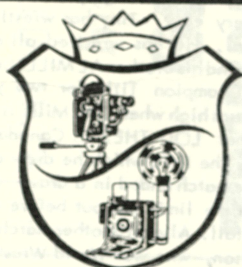
HARRY LASNICK, PROP.

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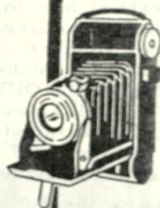
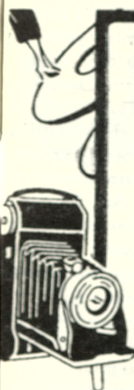
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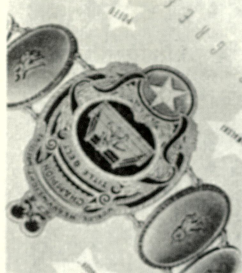
por eso es que goza de tan
numerosa clientela.

CY 2 - 6759

ALBERTO MENDEZ, Prop.

1279 E. Santa Clara St.

Wrestling



RICHARD DIAZ



MAIN EVENT

HOMBRE MONTAÑA and **TINY MILLS** won the World Tag Team title from **DICK WARREN** and **RAMON TORRES** Wed, nite, June 24 at the San Jose Civic Auditorium.

It was one of the most exciting matches ever held here. **TINY MILLS** was thrown out of the ring onto the floor several times by **Ramon**, but each time **Tiny** made it back in the ring just in time before the count was up. Referee **GLEN NECCE** had his hands full. At one time he started to throw punches at **Mills**, because he wouldn't obey the rules of wrestling. The Great **HOMBRE MONTAÑA** kept on protesting to the Referee that **DICK WARREN** and **RAMON TORRES** were disobeying the rules when they grabbed him by the whiskers and threw him from one corner of the ring to the other. But poor **Hombre** couldn't get anybody to testify against **RAMON** and **DICK**. **TINY MILLS** and **HOMBRE MONTAÑA** got the one and only fall. **TINY MILLS** won the one fall from **DICK WARREN** in 46 minutes with a rolling head lock and a body press. Time ran out before either team could get another fall.

And so the New World Heavy Weight Wrestling Champions are **HOMBRE MONTAÑA** and **TINY MILLS**. Some of their friends went over to the ringside to celebrate their Victory.

Left to right: **VINCE FERLA** and his lovely sister say hello to their friend and favorite, wrestler, Pacific Coast Champion, **RAMON TORRES**



SEMI - WINDUP

JOHNNY BERAND won the semi-windup from **MIKE VALENTINO**. **Johnny** won the first fall with a series of drop kicks and a body press in 10 min. and 20 sec. **Mike** came right back and evened it with a rolling headlock and a press in 6 min. and 45 sec. **Johnny** threw **Mike** out of the ring, and **Mike** was unable to return on time. The Referee gave the fall and the match to **JOHNNY BERAND**.

20 MINUTE OPENER

ART MICHALECK and **JOHN SWENSKI** wrestled to a draw.

Neither man could register a fall before the time limit was up.



TINY MILLS hails from Alberta, Canada. He tips the scales at 275. His height is 6 ft., 4 in. He is 37 years old. **Tiny's** favorite hold is the Boston grab, which he very seldom uses, because it is a very punishing hold and very dangerous for the spine. If he applies this hold with strength, he can break his opponents back very easy. **Tiny** has wrestled nine years as a professional. He has wrestled all over the world. **TINY MILLS** and his brother **AL MILLS** held the Canadian Tag Team Champion Title for two years. Wrestling attendance runs high when **Tiny Mills** is on the wrestling card. He met **LOU THEZ** in Canada when **Thez** was champion for the title which he drew an attendance of 17,000. The match ended in a draw—one fall for each man. The time limit ran out before either man could get another fall. Also on another match against **Whipper Willy Wattson**, who was World Wrestling Champion at the time, **Mills** drew 12,000 fans in Edmonton Alberta, Canada. **Tiny Mills** has a great following everywhere he goes. He likes fishing, and baseball. He is a very sociable man. He's full of jokes and laughter.



TINY MILLS and **HOMBRE MONTAÑA**, PACIFIC COAST TAG TEAM CHAMPIONS

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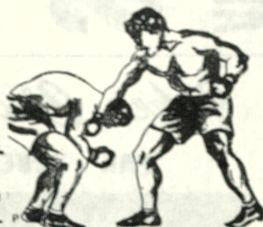
IN and OUT of the RING

HI BOXING FRIENDS!! Have no boxing news from San Jose for this issue.

San Francisco has a pretty good fight coming up this Monday, June 29th. (We go to press on Sunday). It is to be between JOEY GIARDELLO (ranked No. 2) and JOEY GIAMBRA, who now fights out of San Francisco. Both boys are in the best of condition for their third meeting. (These boys first met back in 1952. Giardello received the decision. Several weeks later they met again and this time Giambra got the verdict).

Earlier this month Giardello won an easy decision over Frank Shuzina. A short time ago he whipped Roxy Calhoun at the Cow Palace.

Giambra was beaten by Roxy Calhoun in a very good fight last december. Mike Scanlon, Giambra's manager, decided to give his fighter a rest after that loss. Recently he put him in two tune-up fights in which he won easy decisions. Giambra is confident a win over the No. 2 man will place him back into the picture in a hurry.



Giardello wants to fight Ray Robinson sometime in December. This is going to be a good fight to watch, but I think Giardello is too sharp for Giambra--you can't take a few months' rest and come back and beat a good fighter like Giardello.

So I am picking Giardello to beat Giambra. And once again, thanks for reading my column. Until the next issue, may God be with us always.

Your amigo

Johnny Hernandez



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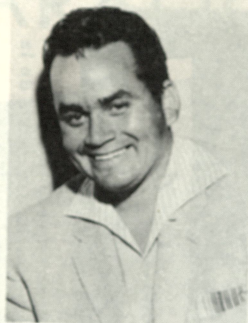


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Club SAN JOAQUIN



E. David Sierra



We were going to print something very apropos for this July 5th morning.....a hangover remedy. Instead, a bit of advice. NO TOMEN TANTO!

LOST AND FOUND: Does any reader know the whereabouts of CSJ member, FREDDIE NUNEZ, currently serving in Tio Sam's Army? Phone CY-4-8317.

INTERIOR DECORATING: JOHN OCHOA'S pad at 390 North 3rd is getting a complete face-lifting. The living room was painted a beautiful cream and russet beige and, the bedroom a shocking pink! The kitchen is powder blue, sky blue or whatever you wish to call it. (It's UCLA Blue to me!). And where is friend JOHN now that his pad is newly painted? He's esconced at the Melvin Hawley Hotel, also newly decorated, at 1st and Rosa.

COOK OF THE WEEK: FRANK PALACIO. After assembling the last issue of Excentrico Mr. Palacio invited yours truly to his home to "mow the lawn." Mowing the lawn consisted of lining out innards with liquid from a can marked with a red cross and then sitting down to put away what seemed like 10# of choice spare ribs. Velly good, como dice el Chinito!

LOVE LETTERS: Dear M.S. The question remains, who dat? You started to answer but didn't. Instead you asked about my manners and etiquette, and pointed out that no books on the subject had been written or published. You referred to me as poor, and said that you would consider the source.

I have read thoroughly Amy Vanderbilt's Complete Book on Etiquette and also one by Emily Post. They most certainly have been published YOU may find them in section 395 of the city library! The only sense you made was when you referred to me as poor. That I certainly am, honey. New Question: Who am dat?

SPORTS: The pace-setting CSJ All Stars hold undisputed possession of 1st place in the UCC League standings after Alms' surprising upset win over previously unbeaten Club Riviera. The All Stars-Genies game of June 15th was rescheduled and will probably be played this week. Los dos ALEJANDROS, RAMOZ and FLORES continue to lead CSJ hitters, MOOSE sporting a phenomenal .800 average and ALEX F. batting .600 after two games. VAL GARCIA and PAUL GARY lead all batters who have participated in every CSJ encounter to date.

Both sport .333 averages. Shortstop RAY VIL LEGAS is batting an even .300.

NEW MEMBERS: Additions to CSJ include RICHARD GALLARDO, NACHO MARTINEZ, the brilliant shortstop of the San Jose Merchants, and JACK FADNER, a 1952 graduate of Alhambra's Mark Temple High and sports enthusiast, BUD ROGERS.

KENNY SAUCEDO and PAUL MUÑOZ, brother of "Montaña" are in town for the summer. Both are well known by several CSJ members.

BEAUTY CONTEST: Lovely ROSIE RAMIREZ is CSJ's candidate in the CSO Beauty Contest tonite at IES Hall. Miss Ramirez is a 1957 graduate of Santa Clara High and is an active member of Club Cuahatemoc.



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Dead Wrong



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Montiel - Jimenez

A su regreso instalaron su residencia aquí en San Jose. La madre de la novia es la Sra. Margarita Jimenez.

De izd. a der.: Virginia Ledesma, Dolores Mendez, Rosie Sanchez (madrina) Irene Cabal lero, Concha Perea, Cristela Mascareño, Max ine Mascareño, Adeline Vann, Juanita Jimenez (Los Novios), Bob Jimenez (padrino) Henry Montiel, Lupe Martinez, Bobby Romero, Wilfred Irrisague, Jessie Vann, Tommy Perea, y Alfonso Mascareño

PAJECITOS: Dabbie Cortez, Gloria Romero y el niño Martinez.

Como la fotografia indica el matrimonio de JOSE MONTIEL y MARY JIMENEZ indudable mente fue uno de los matrimonios con el mayor grupo de acompañantes durante este año. La ceremonia religiosa se llevo efecto el día domingo 22 de Junio de este año en el TEMPLO MONTE SINAI en la calle Grant and Prevost exactamente a las 12:30 de la tarde.

La recepcion fue en el YWCA, atendiendo aproximadamente 350 envidados. Inmediata mente los desposados partieron hacia CAR-MEL, CALIF. a pasar su luna de miel cerca del azul Pacifico.

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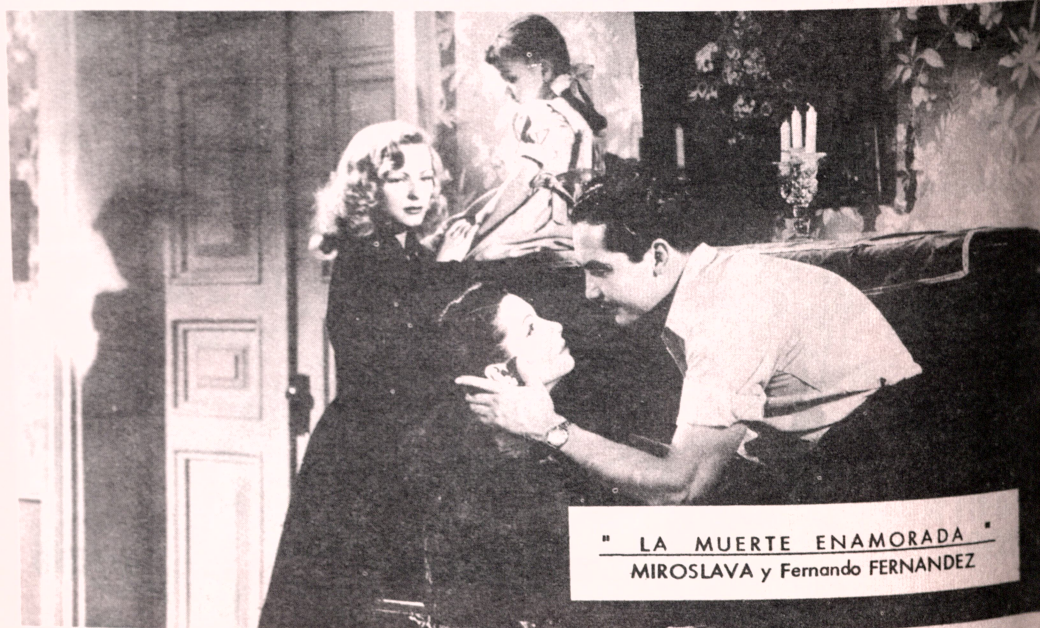
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