

El Excentrico

Humberto Garcia

September 20, 1969



Arturo "Alaska" Prop. de Arturo's Quiet Village

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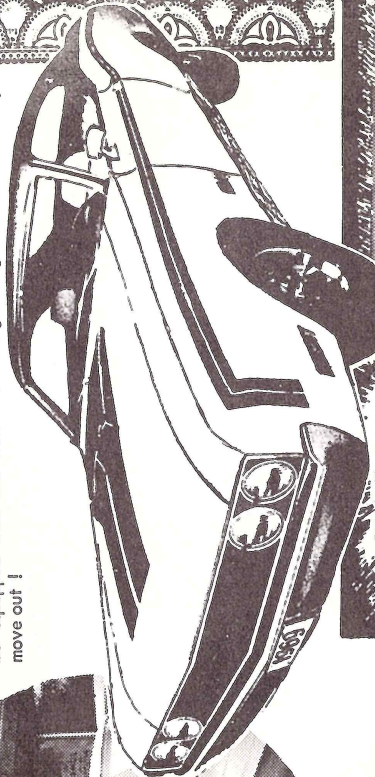
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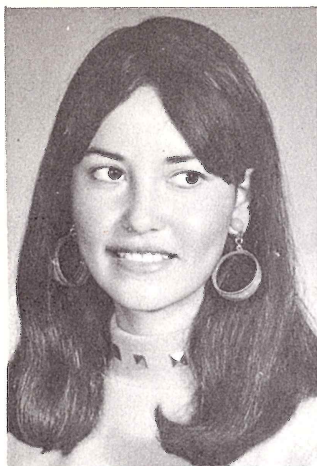
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ELENA SANCHEZ LOZA

Was born in Guanajuato, Mexico
Has resided in Palo, Alto for the last
Four years.

Is a sophomore in Gunn High School
in Palo Alto.

Para celebrar el 15avo Aniversario del
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Elena Sanchez Loza

Sus padres

Maximino y Carmen Loza

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apreciable familia a la

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Photos by RUDY BELLOUMINI





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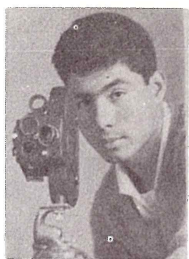


Teddy

CINEMA NEWS



RIGO
ORDAZ



Once again I begin writing this column of Cinema News; hoping that it will be of some use to those interested in the Motion Picture World. I use the word CINEMA instead of movie because I think the term Movie gives film a cheaper meaning. When we use the terms film, cinema, or motion picture we can be sure that the content of the production holds something good and interesting to us. The film can be experimental (commonly named Underground), Theatrical (conventional films produced by bigger studios) or they can be Non-Theatrical (Industrial, Commercial or such films). Each one of these kind of films, has a creative power behind it. This creative power has molded them into what they are. Either a success or a failure or maybe in between like so many productions now days seem to be. This creative power is called the film director. As a deviation of the usual way of writing my column (for those of you who remem-

ber about two years ago) I shall try to present to you the great film directors of various nations. Also others whose job is by no means less important; such as film editors, art directors, screen writers, directors of photography, Cameraman and others. Mainly, we shall deal with the Film Director, since he is the central creator of the production, and the failure or the success of it solely depends on him.

Many people do not know what the difference between a Producer and a Director is. Well, the Producer is the one that puts up the money and takes care of all the financial matters. They are the ones that get headaches if the production is behind schedule. The Director has got the say as far as how the production is to be worked out. He is the artistic force or creative power behind a film, and more than likely you can see his trademark by the style he uses. Needless to say there is a possibility that the director can be a producer at the same time, or an actor can be a director or producer for that matter. Some camera men have become directors, like the well known cameraman in the older days Frank Capra. Or the actor director Charlie Chaplin who by the way is still putting out. By putting out, we mean

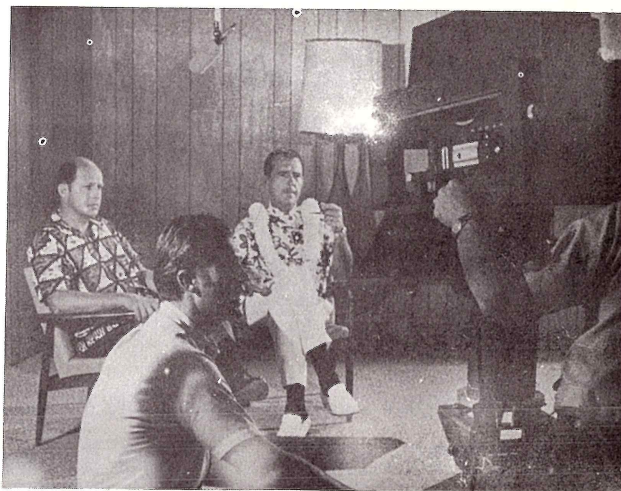
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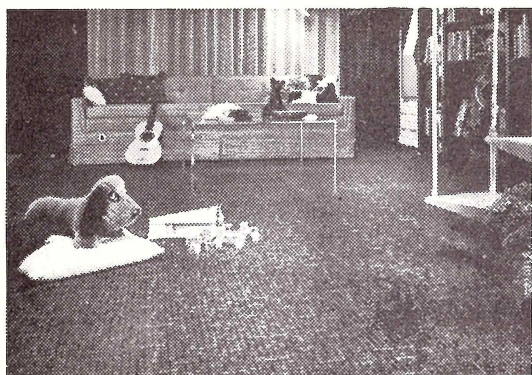
Filming a SPOT at the
FFI STUDIOS in Menlo
Park, was

TENNESSE ERNIE
FORD

The director of photo-
graphy was
Ralph Chandler and Mr.
Paul Rich the Sound Man

The production took
place at the Films for
Industry Studios in
Menlo Park.





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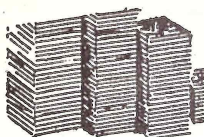
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SAN JOSE

directing films. His latest one is "A Countess From Bangkok (Hong Kong). Well to get back to our point, I hope the articles are interesting and that you like them

* * * *

MANUEL URQUIZA, one of the great cinematographers of Mexico has been visiting with family in Menlo Park, after completing successful filming of several U.S. - Mexico co-productions.

* * * *

Director- DAVID LEAN (Lawrence of Arabia) and (Doctor Zhivago) is filming another picture, this time in Ireland. Production started in February and they expect to finish in October. The film stars Robert Mitchum, Trevor Howard, Sarah Miles and Christopher Jones. I hope that production hasn't stopped because of the troubles they have been having in Ireland.



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Carmen and Amado Garcia
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4th and 13th respectively

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Monterrey, Mexico and his wife Carmen
from Piedras Negras, Coahuila, Mexico.
They have resided in San Jose for the past
6 years and are the owners of the ever
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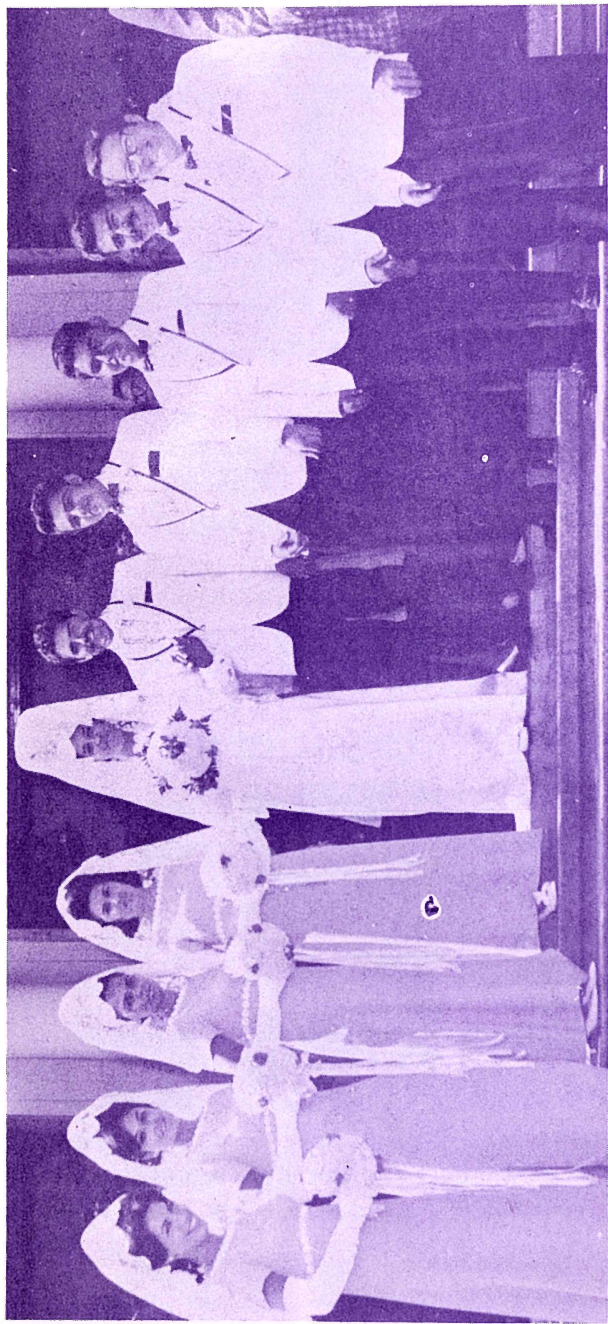
Asuntos de INMIGRACION

Traducciones - Notario Publico

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Jose J. Alvarado

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El Domingo 27 de Julio del presente año la Señorita **REBECCA CASTILLO** hija del Sr. Santiago y Teddy Castillo contrajo **NUPCIAS** con el caballero **ALFRED CALLEROS** hijo de los esposos Antonio H. Calleros La ceremonia religiosa se verifico en la Iglesia **SACRED HEART** marcando el reloj las 3:00 de la tarde.

La recepcion fue en la Fiesta Latina Hall Calles 7 y E. Santa Clara de esta ciudad, atendieron cientos de familiares y amistades de los contrayentes.

En la grafica de izquierda a derecha Sra. Harrington, Esther Castillo, Mary Helen Gonzales, Mary Frances Conchola, Los Novios, Gil Calleros, Tony Calleros, Jimmy Castillo y el joven Harrington.



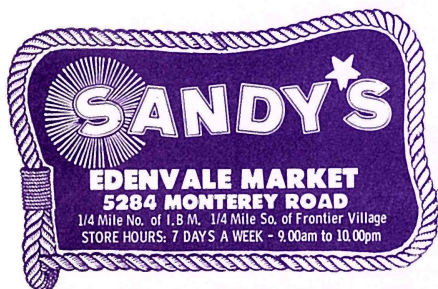
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por 
Daniel Saldaña

UNA NOTA TÍPICAMENTE MEXICANA EN SAN JOSE



Momentos después de contraer matrimonio la Señorita Mayo Olivia de León, Pepe Ozuna y su padre Don Severo Ozuna.

Una brillante y típica nota de puro mexicanismo tuvo lugar en San José el 31 de Agosto pasado.

Esta fue la boda del Sr. José Ozuna con la guapa señorita Mayo Olivia de León.

Desde mediados del siglo pasado en que se llevó a cabo una boda similar, no se había vuelto a ver nada más típico ni con tanto sabor mexicano.

El Sr. Don Severo Ozuna, activo y próspero comerciante e industrial de San José, entusiasta admirador de las tradiciones mexicanas, ha guiado a su familia por el sendero que conduce a la conservación de las tradiciones mexicanas en sus más altos valores regionales.

La boda de Pepe con Mayo, se puede decir con orgullo que fue una boda charra y típicamente mexicana y que no será fácil que se repita algo semejante.

Asistieron a este brillante acontecimiento más de mil personas entre familiares y amigos de las familias Ozuna y de León, entre ellas muchas muy conocidas personalidades de la localidad y de otros lugares.

Personalmente deseo a Pepe y a Mayo una eterna luna de miel, llena de felicidad, dicha y prosperidad. Felicito también al Sr. Don Severo Ozuna por su acendrado mexicanismo y su entusiasmo al conservar las bellas tradiciones de nuestra querida patria mexicana.

Dr. Juan De Heras, D.C.

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FOLD SHORT END
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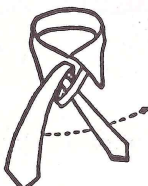


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THE WINDSOR



ONE END OVER
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LONG END
UNDER SHORT END



DOWN OVER
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LONG END
OVER FRONT



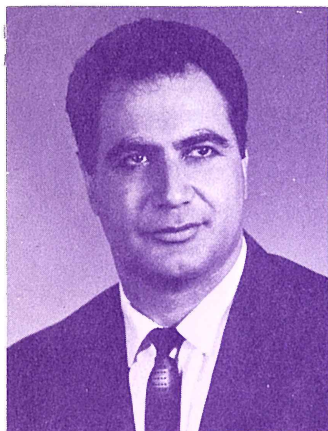
LONG END
UNDER NECKBAND
& DOWN OVER
KNOT



WINDSOR
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Highlights of 16th of SEPTEMBER MEXICO'S INDEPENDENCE FIESTA
Photos by RUDY BELLOUMINI





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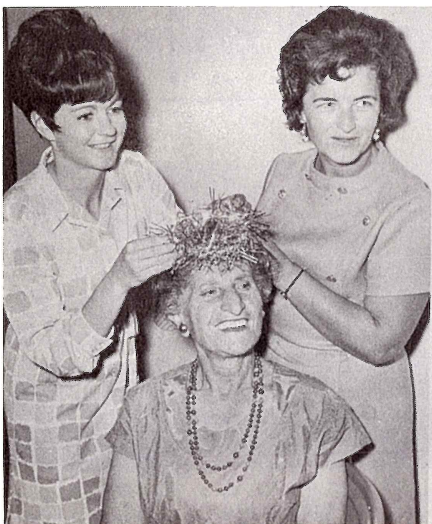
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Mrs. Angela Garofolo, age 76, was recently crowned Queen of St. Christopher's Church most active member in the charitable projects of their Catholic organization. Mrs. Garofolo, now retired, used to work for Tri-Valley Cannery.

Another Cannery Union member from Tri-Valley is Mrs. Santina Montegna seen here with her husband taking a '10 minute break' from their many years in the sea of matrimony. Mrs. Joseph Piazza is now on her 32nd wedding anniversary and both are very happy with their four sons and seven grandchildren. (Don't let is out, but Santina is a bowling champion and loves to play football and baseball.)



Have you heard el Conjunto de "Texas a California KOFY Lovers"? Their latest recording soon to be on the moon is 'Solo Toco Puertas'; it's really out of this world. Left to right is Roberto Ramirez, Danny Lopez, Danny Alonzo and Enrique Flores. Next time you go to the Starlight Ballroom, ask them to play 'Lejos de Aqui' or 'Por Eso Estamos Como Estamos'. . . Remember Steve Jordan and the Jordan Brothers? Steve is now with WIL-LIE BOBO as a Guitar Man; Willie calls him, "THE LITTLE BEIGE GIANT" and is making the scene from Hollywood to New York Nite Clubs. Aside from that, they are making TV appearances with the Johnny Carson Show and others, according to a letter from Steve's wife, Virginia Martinez de Jordan. In her letter, she also states that upon their return to L.A. they will appear at the Montreal Jazz Festival.



Have you ever received one of those 'Chain Letters' telling you to think a Prayer and you shall receive lots of moola providing you send 10 copies to your

(continued next page)

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Lalo Estrada

**Fernando
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friends and after that, see what happens to you on the fourth day?? Man, you got to be nuts to follow that trash. The only way to make moola is to work for it. I waited four days and now I'm behind on my bills(just kidding). Think I'll send one to Jorge Godínez. He has a radio program on Saturdays from 11 a.m. to 12 noon on Radio KAZA en su Casa; listen to the Jorge Godínez Show and his Aficionados.

good time. Chairman of the event, Eleanor Serrano, (Union Shop Stewardess) hosted the affair.



Winners of the hard-fought Polka Contest at the La Villita for the past 12 weeks were Señores Casitas of Crystal City, Texas; Bud Sasser & his wife, Margie, prop. of this dancing spot in Morgan Hill presented the trophy. . . for song dedications to your 'peor as nada', call 347-6639 in San Mateo Studios of Radio KVEZ FM en el programa POCHO every Friday Nite from 9 p.m. to 10 p.m. at 107.7 on your radio dial.

Cannery Union members from C.P.C. #3 had their 3rd anniversary of getting together with the Floorladies at a local restaurant as a end-of-the season party and just having one heaven of a

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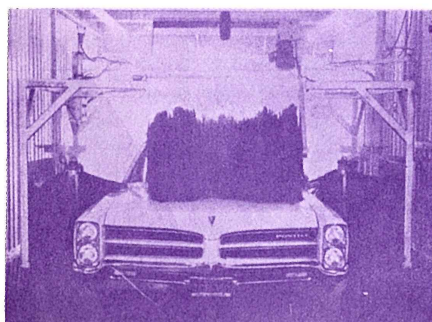
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Las Coronelas 2nd Anniversary Dance a SUCCESS!

All the members from Club Las Coronelas and myself would like to thank each and everyone of you for attending our Second Anniversary Dance-Show which took place Augsut 30th at the Starlight Ballroom. Thanks to Harry Evans for allowing us to celebrate it there every year, we feel proud to hold it there, since it is one of the nicest Ballrooms in town. Thanks to our good friend Dan Alonzo for all his cooperation, also to Enrique Flores, Dan Lopes, Roberto Ramirez, Jamie Laurel and Radio KOFY Thanks to Eduardo "El Guerro," and

In photo are some of LAS CORONELAS and guest Charros, in black we can spot the controversial Marco Antonio Díaz infante.

(photo by RICHARD DIAZ)

Lupita Suarez for the T.V. time they gave us, also to Martin Rodriguez and the one and only voice Del Tejano and radio KVEZ. Thanks also, "al padrino de las coronelas" Jesus Reyes Valenzuela Our million thanks to one of our top sponsors, Pink Elephant Market - Mr. George Carlson and Pete Garcia. Last but not least to Wilford Irrizarre and George Godines for presenting us at the fairgrounds and many other out of town activities. Thanks also to Carlos Gomez for our appearance at his show at the fairgrounds. To the schools, shows and other places that we were asked to appear at, "THANK YOU."

We were honored by so many personalities such as Mr. and Mrs. Manuel Morales del Parque Paseo de Las Fores, Mr. and Mrs. Gomez, Mr. and Mrs. Pat Vasquez (Pat Vasquez even dressed as a Charro!) Mr. and Mrs. Art Walker, Mr. and Mrs. W. Irrizarre, Nich Guerrero, Jim Trevino (Karate Champion), Charros Espuelas de Plata, Los Dorado's, Los Caporales, Los Alegres, also Candy Veliz, Paul Chapa, Les Bachoeettes and last but not least our good friend Julian Perez. People came up from Oakland, Fremont, Hollister, Gilroy, San Francisco, Sac-

(continued next page)



ramento, Fresno, and even some from Texas. Thanks to all of you, it was nice meeting alot of these people who came to congradulate us. We are so grateful to all the people that have received us with open arms since we started this group and if I didn't mention a certain guest please forgive me.



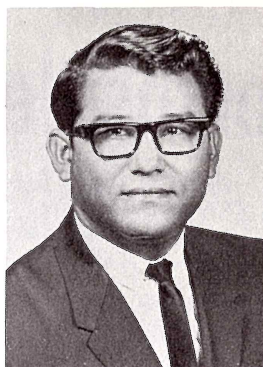
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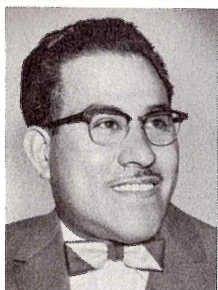
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CALLEROS - CASTILLO WEDDING

Sunday, July 27, 1969 Sacred Heart Church
San Jose, California

Humberto Garcia EXCENTRICO publisher and Teddy Rochin mother of the bride congratulate the newly weds Becky Castillo and Alfred Calleros during the reception held at La Fiesta Latina Hall in San Jose.

Becky is a native of San Jose, attended

Del Mar High School, attended and graduated from San Jose Beauty College.

Al graduated from Mission High School in San Francisco where he was born.

After serving in Viet Nam he is now released from the armed forces.

TWIN BIRTHDAY CELEBRATION

October 9, 1969

For Dolores and Leonardo
Rodriguez



By a strange quirk of fate this good looking couple were born on the same day and to celebrate this event they are planning a Bang Out BIRTHDAY PARTY

Leo was born in Harlingen, Texas, has resided in San Jose 15 years.

Attended San Jose City College

Dolores is a native San Josean, attended San Jose High and San Jose BEAUTY COLLEGE.

They are blessed with two lovely children Marcos 5 and Diana 4.



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GONZALEZ, Prop.

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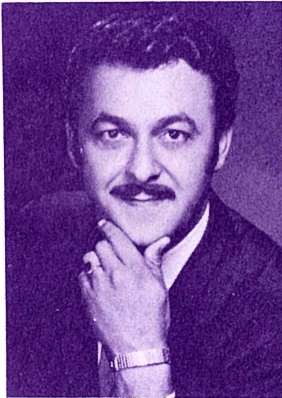


CANDY VELIZ

The policemen in England sure have it rough, because they don't carry guns, just whistles, so when they are chasing a crook they can't say "Halt or I'll shoot", they say "Halt or I'll toot"!

"MAGIC CIRCLE"

Enriqueta Lorigo is in the hospital and it is our sincere hope that she will soon be well and dancing in the magic arms of Robert.



TED
RIVIERA
at Arturo's
Quiet
Village

Did you know that Mike Hermosillo is in Puerto Rico playing with "Los Cuatro Amigos", and that the new leader of the orchestra is popular Ted Riviera. Here Ladies & Gents is Mr. Riviera. Ted promises to play for me "Lejos de Aqui", Guilen to sing it. Bailamos?

Conrado Barientos sings at Maria's Nite Club and one thing for sure, he has a lot of black power accompanying him. Viva! Jess, Rudy & Sal.

October 4th is the date of the San Felipe Ex's Reunion at the Starlight Ball Room. Call me at 297-9486 for tickets. Carmen Molina & Jessica Castillo don't go to the Starlight Ball Room, I don't know if they are too good for the Starlight or vice versa.

Here are some more photos of the Club San Felipe Anniversary Ball at the Cabafia.



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Feliz Alonzo went to Reno and do you know! Que gano? El camino para su casa.

Finis. . . .
Candy

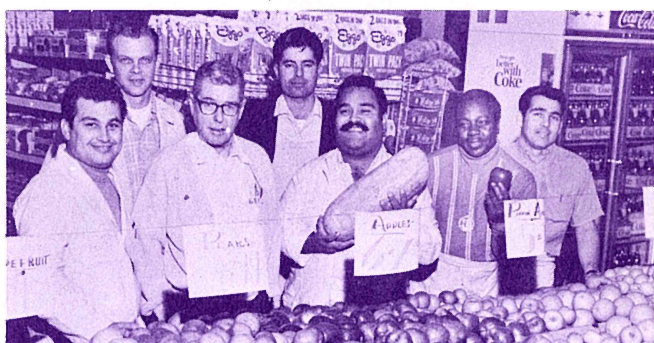
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MARTIN G. CASTILLO and HENRY QUEVEDO - PRESIDENT NIXON'S representatives arrive in San Jose for 16th of SEPTEMBER CELEBRATION

On Sunday, September 14, attorneys
MARTIN G. CASTILLO
and HENRY QUEVEDO

Arrived at the San Jose Municipal
Airport to participate as honor
guests during the

16th of SEPTEMBER-MEXICO'S
INDEPENDENCE CELEBRATION

They are members of President
Nixon's Inter Agency of Mexican
American Affairs.

They were greeted at the Airport
with MARIACHIS and officers of la
Comision Honorifica Mexicana, Inc.
In photo: Pres. Efraim Hiram Gutie-
rrez, Bob Mercado, Attorney Robt.
Gonzales, Honorio Angeles, Jose and
Aurora Martinez.

(photo by richard diaz)



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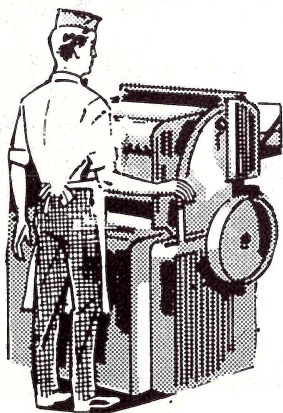
On Sunday, July 27th, at 3:00 p.m. at the SACRED HEART CHURCH, Miss Rebecca Castillo exchanged vows with Mr. Alfred Calleros. In photo Becky poses with her

immediate family. L to r: Linda Castillo Frances Conchola, Teddy Rochin, Mr. Santiago Castillo, Jimmy Castillo, Jr. Mary Helen Gonzales.

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To celebrate the 15th BIRTHDAY
of her daughter

MARIA DEL SOCORRO CASTANUELA

Her mother Mrs. Trine L. Garza
requests the honour of your presence at the

PRESENTATION MASS

On Saturday, September 20, 1969, at 1:00 p.m.

Our Lady of Guadalupe Church,
San Jose, California

Reception: Rainbow Ballroom — 43 W. San Antonio St.

4:00 to 6:00 p.m. Dance 9:00 to 1:00 a.m.



MARIA DEL SOCORRO was born in San
Antonio, Texas. Has resided in San Jose
for the past 13 years. Is a freshman at
Peter Burnette, Jr. High.



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16th of SEPTEMBER INDEPENDENCE FIESTA IN SAN JOSE
PHOTOS by RUDY BELLOUMINI



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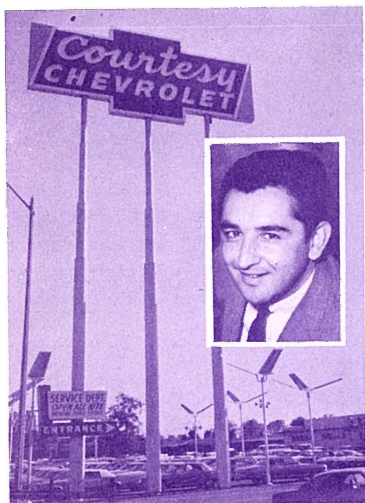
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CLUB RIVIERA

Myself and all the members of Club Riviera are glad to see my sister Chris back on her feet again. You had us really worried Chris and we are all thankful you are all right and back on the road to a complete recovery.

CLUB NEWS:

Club Riviera had their yearly bar-be-que during the Labor Day Holiday and boy! talk about fun!! The steaks and fixings were delicious plus the weather was nice and everyone enjoyed themselves. Paul had us playing a balloon game that was wild. It was a kids game mostly but, I think the grown-ups had more fun playing it.

We also had a ball game with the men against the women and I guess you know who won? (with a little help) I can't recall the score but, the women played a good game. So next softball season the club will add a few new players to their roster. Vivian is a good first-base coach and Delores makes a good right field (as long as Hillard stays in line). And you should see Marce Q. pitch!! She really throws herself into her pitching.

We had a great time and are looking forward to another one soon.

Another club happening, went on in Tracy on September 7th. We played a softball tournament with ball teams from Tracy and Stockton. Our men played beautifully but, Stockton took home the trophy. Oh well, we gotta let someone have it once in awhile right Hillard? We had a great time, really we did, but I don't think Dee, made it to work Monday, did you Dee? One thing you can say for sure after this tournament is that Club Riviera is now well-known around the Tracy Stockton area, especially the women.

We women are kind of sad now that the ball season is over for another year but I'm sure there are a few happy opposing teams that aren't going to miss us much, I'm sorry to say. But, all we can say is look out for next season!!

BIRTHDAYS:

The only birthday I know of in September is my little son Anthony who will be three years old on September 18th. Happy birthday my sweet boy and may you have many, many more.

MADAM Zora

ADIVINADORA



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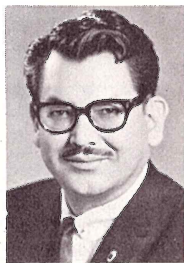


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Dance from 8 to 1:00 a.m.

El Conjunto del Valle - Y TAMBIEN -
Los Tigres Del Norte

\$1:50 persona

(Semi - Formal)

ROBERT GONZALEZ KILLED IN VIET NAM

Robert Gonzalez was killed on August 28, 1969.

Gonzalez attended San Jose High School. He was born in Modesto, Calif.

He will be laid to rest at Oak Hill Cemetery as soon as his remains arrive from overseas. He leaves his mother, Mrs. Lucy Gonzalez and three brothers, Roland, Danny and Jerry.



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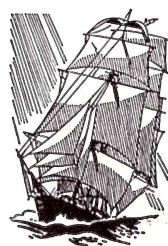
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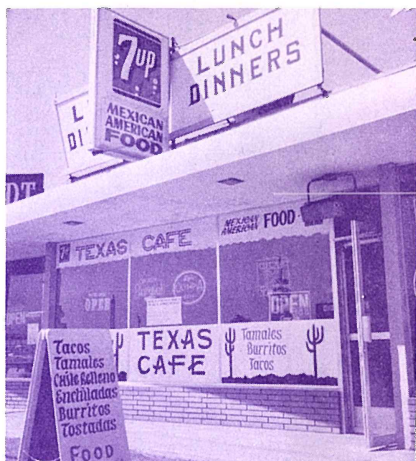
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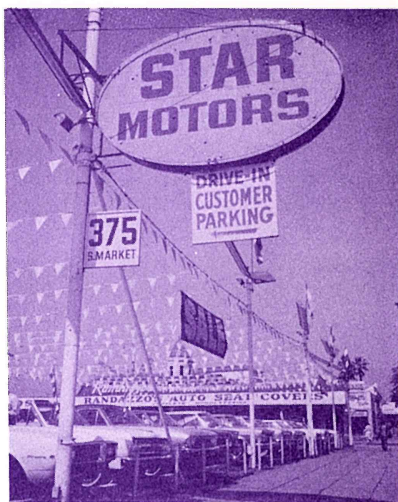
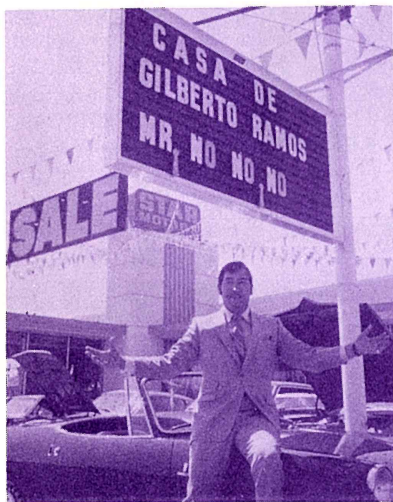


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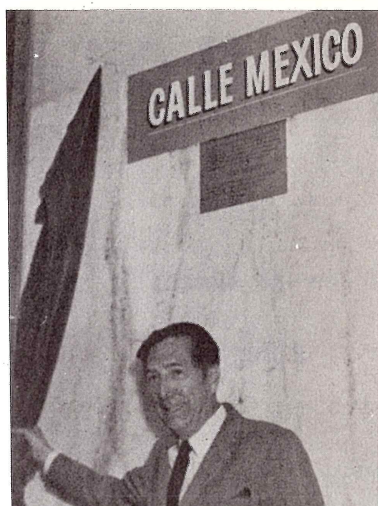


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CELEBRIDADES DE LA RADIO

Jaime Lauder popular ingeniero de Radio KOFY explicando indudablemente un profundo topico de psýcho - analysis, el fabuloso locutor No. 1 le escucha atentamente.
DON ENRIQUE FLORES.



Ex - Presidente de Mexico
Lic. MIGUEL ALEMAN

PRESENTACION de BANDERAS

El Domingo 14 de Septiembre en el City Hall de esta ciudad fueron presentadas las Banderas de Estados Unidos y Mexico durante una ceremonia conmemorando la Semana MEXICAN - AMERICAN En la grafica el Mayor Ronald James y el Ex - presidente de Mexico Miguel Aleman hicieron presentacion de las Banderas. Atendieron innumerables personalidades, entre ellas el GUERO GRIGG.



The Association of Metropolitan San Jose Forms Latin American Affairs Committee

A new Latin American Affairs Committee has been established by the Association of Metropolitan San Jose.

Dr. John De Heras is heading the Committee, first to be established under the association's new Socio - Economic Affairs Department.

The department, headed by president of Security Savings & Loan Association, William Ross, will form other committees on housing, job development, education and social planning.

Members of the Latin American Affairs Committee in addition are: Hank Coca, owner of the Furniture Discount House; Lena Manriquez Gomez, tax consultant; William Gonzales, electronic engineer; Edward H. Grigg, president, Inter-American Advertising; Robert Mercado, owner, Garcia & Garcia Bail Bonds; Ralph Reyes, real estate broker; Alfonso L. Romero, attorney; Joseph

Sarzosa, Courtesy Chevrolet; and Luis Ybarra, manager, Sherwin Williams Paint Co.

Monico Amador, project director for manpower training, Bay Area Construction Trades Opportunity Program; and Daniel Galan, Consul of Mexico in San Jose are advisory members.

Dr. De Heras is vice chairman of the San Jose Planning Commission; a member of the Santa Clara County Parks & Recreation Commission, the State Board of Chiropractic Examiners; the executive boards of the Salvation Army and Boy Scouts and the board of managers of the YMCA. He is also president of the Mexican-American Lions Club and of the Mexican-American Civic Council.

The first project of the committee was to be co-sponsor a luncheon in honor of Miguel Aleman, former president of Mexico, September 14.

The luncheon was part of the celebration of Mexican Independence Day.

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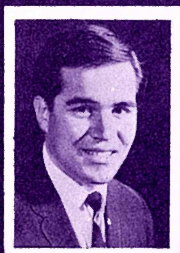
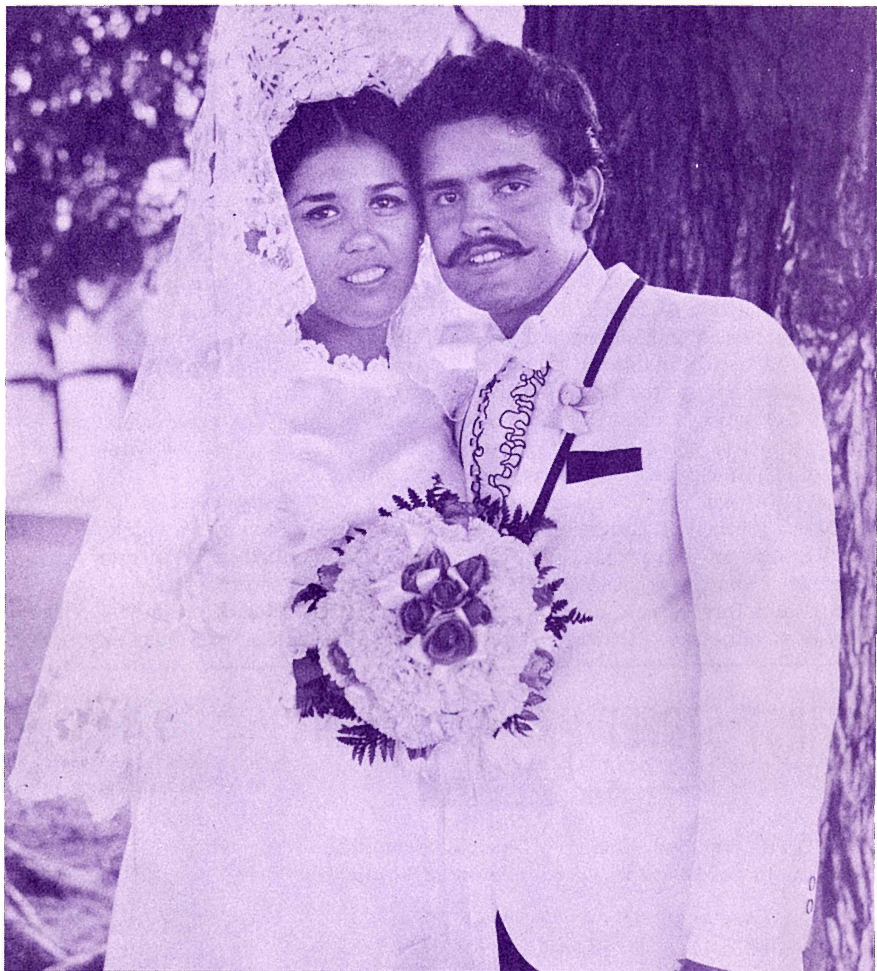
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ALFRED & REBECCA CALLEROS - MARRIED JULY 27, 1969
SACRED HEART CHURCH SAN JOSE



BERT GARCIA

*Wedding Photography
in Natural Color*

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WEAR OLD CLOTHING WHEN HANDLING BATTERIES

This may sound strange. But the following is a very real request. Drycleaners are pleading to the general public to wear old clothes when handling storage batteries, using chemicals in laboratories, or other special chemicals used to clean bricks and metals.

The clothing detectives at the National Institute of Drycleaning believe that do-it-yourselfing is increasing because in 1968 frustrated drycleaners set 1,005 acids to items damaged by hydrochloric and sulfuric acids to the Institute's Textile Analysis Laboratories.

Hydrochloric acid is found in all laboratories and is used to clean bricks and metals. Sulfuric acid is also used in laboratories and in storage batteries like your automobile battery. Neither is used in any part of the drycleaning plant.

The cleaners warn that these acids will weaken most textile fibers. However,

certain synthetics, such as nylon and dacron, are highly resistant. Even some body deodorants contain salts of sulfuric acid which, under certain conditions, will form a fiber-destroying acid. The Institute has received draperies which have deteriorated because of this acid damage. How? the customer transported the drapes to the cleaner in the trunk of the car.

One woman even used her sweater to wipe up the white residue that leaked in to the trunk of the family car from a storage battery. She didn't advise her cleaner about what she had done. The result was a disintegrated sweater.

If she had told her cleaner he could have possibly flushed out the acid if the fabric could withstand water.

Your drycleaner wants you to use your head and think twice. Even diluted concentrations will weaken most fabrics after the water evaporates and leaves a more concentrated acid in your drapery or garment.



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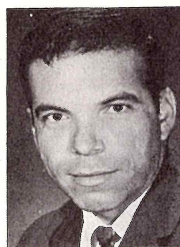
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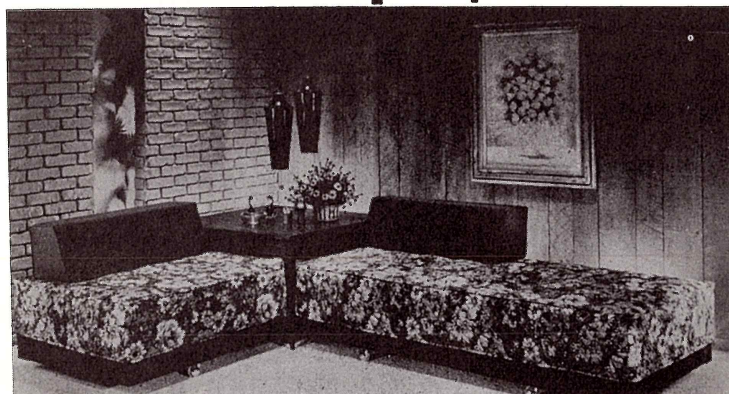


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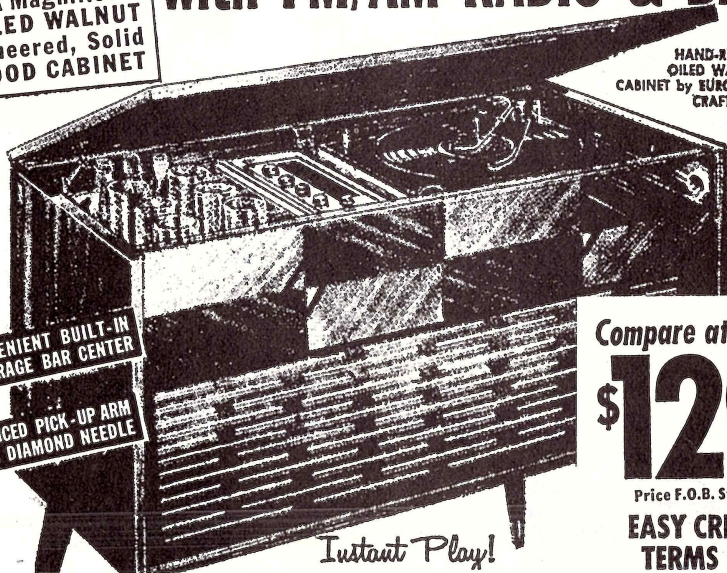


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