

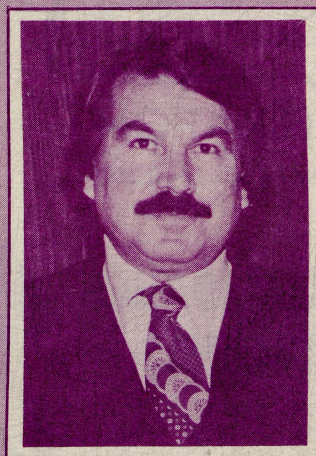
El Excentrico

30th Year

No. 1/April 5, 1979



ROBERT AGUILAR
Superior Court Judge
Appointee



FRED LUCERO
Municipal Court Judge
Appointee

Happy 30th Anniversary

El Excentrico

April 1949-1979

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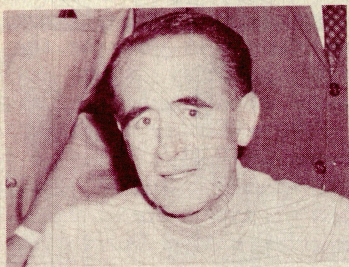
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DANIEL SALDAÑA

1949 EL EXCENTRICO 1979



An abril de 1949 el Sr. Humberto García empezó la publicación de su magazine EL EXCENTRICO, lo animó el afán de servir a la comunidad de habla Hispana; no contaba con el respaldo financiero o el capital que asegura la vida de las publicaciones; pero en cambio contaba con los conocimientos en el ramo de imprenta que habia adquirido en su nativo Texas y tambien en California, además contaba con la voluntad y el entusiasmo que pone la juventud cuando se lanza a materializar sus ideas.

Las únicas armas de que disponía Humberto eran su habilidad como impresor y su energía moral y material, con ellas trazó un plan y se propuso a llevarlo a cabo. Empezó la batalla y aparecieron los primeros tropiezos comunes en toda empresa que se inicia, los problemas aparecian de hora en hora, de día en día y de un número a otro número de su publicación; el Sr. García los superaba y seguía adelante, las jornadas de trabajo se alargaban ocupando todo el día y parte de la noche, robándole horas al descanso; pero las jornadas agotadoras no lo arredraban y la satisfacción de poner en circulación otro número de EL EXCENTRICO le proporcionaba fortaleza para seguir en la brega.

Por un cuarto de siglo publicó su magazine, Humberto hacia el trabajo de imprenta, trabajaba como agente de anuncios, era el cobrador, tomaba y revelaba los fotografias, entregaba y distribuía su publicación, atendía a los clientes que llegaban a su taller, compraba los materiales y se encargaba de la limpieza de su feudo.

Fueron muchas las publicaciones que aparecieron en ese tiempo, pero ninguna de ellas logró permanecer y fueron desapareciendo sin excepción; sólo EL EXCENTRICO logró permanecer en la lucha que hasta la fecha está librando. Y fue el Sr. Humberto García el Campeón que logro sostenerse en la arena por 25 años. Por desgracia en 1974 dejó de existir dejando un vacío en la comunidad, pero su obra quedó cimentada y EL EXCENTRICO bajo la dirección de sus hijos Bert y Marc García siguió la trayectoria que su fundador estableció.

Los últimos cinco años el magazine se ha seguido publicando con regularidad. Marc García el más joven de los tres hermanos, dejó EL EXCENTRICO buscando otros horizontes, Cesar García no tuvo inclinación por la imprenta y se dedica a otras ocupaciones, Bert García el mayor de los hermanos ha recogido la bandera que enarbolara su padre y sigue en la batalla demostrando que es digno hijo del Campeón, EL EXCENTRICO sigue la misma ruta que desde un principio trazó el Sr. Humberto García en 1949 y gracias a la dedicación de Bert García EL EXCENTRICO permanece al servicio de la comunidad y de la población latina en el Condado de Santa Clara. □

El Excentrico

HUMBERTO GARCIA, SR.
Founder 1949 to 1974

Publisher/Editor
BERT GARCIA

Co-Publisher
MARC GARCIA

Associate Director
ANGELA DIAZ

Public Relations
RUDY BELLOUMINI

Consulting Editor
DANIEL G. SALDANA

Graphic Artist
JOHN MORALES

Photographer
RICHARD DIAZ

Production
MANUEL FERNANDEZ

CONTRIBUTORS

Gloria Kharis Arvil

Luis G. Juarez

Jesus Orosco

30th Year, No. 1/April 5, 1979

CONTENTS	PAGE
30th Anniversary	3
Richard Diaz	5
Judge R. Aguilar	7
Punch Bowl	15
Community Events	17
Salsa	27

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GARCIA Enterprises
274 Terraine Street
San José, California 95110
408/294-4040

LETTERS TO THE EDITOR

Mr. Bert Garcia, Editor

Dear Bert,

On behalf of the men and women of San Jose GI Forum, we sincerely thank you for the excellent publicity given to our Nineteenth Annual Miss San Jose GI Forum Beauty Pageant and Coronation Ball.

Additionally, thank you very much for being one of the judges who selected Miss Dorina Mata as our new Queen.

The success we have enjoyed with this function over the years are owed to many excellent friends in the Santa Clara Valley business community, with El Excentrico Magazine ranking right at the top of our list of friends.

Otra vez . . . muchas, muchisimas gracias!

Sincerely,

E. David Sierra, Chairman
San Jose GI Forum

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LATIN-AMERICAN SENIOR ORGANIZATIONS

233 West Santa Clara St.
San Jose, California 95113
Telephone 293-7951

A brief summary of: Latin-American Senior Organizations.

Latin-American Senior Organizations is a coalition of Senior groups Centers and organizations of Spanish speaking Seniors, banded together with one thought in mind is to help the elderly with the many problems they are confronted. The purpose is to help them in terms of advocacy and render service in various ways.

Latin-American Senior Organizations started in January 16, 1978 we located at 1206 East Santa Clara St., San Jose, CA. We were funded by a grant from Council On Aging, this grant was only for five (5) months but there was such a great need that it was extended for a year.

Now our offices are located at the Hotel De Anza in the second floor, which it is located at 233 West Santa Clara St., San Jose, CA 95113 and our telephone numbers are (408) 293-7951 and (408) 293-3829.

Latin-American Senior Organizations is under the directorship of Mr. Jose A. Romero. Mr. Romero's staff consists of one secretary and two outreach workers. We are in the process of coordinating and implementing some projects that will be a benefit to the community, we will let the public know in the very near future. We would like to add to this summary that this organization is the only one being administrated by Spanish bilingual. Our board of directors are Spanish speaking Seniors. The president is Mr. Alvaro Corona; Mr. Martin Chavoya, Vice-President; Mrs. Aurora Llamas, Tesorera; Mrs. Vicky Gonzales, Sargento de Armas; Mr. Manuel Martinez. We are having meetings every first Thursday of the month. This is about all we can assist with if you would like more in detail please feel free to call our office and we will be glad to be of any assistance.

We thank you in advance I remain:

Sincerely,
Mr. Jose A. Romero
(Director)

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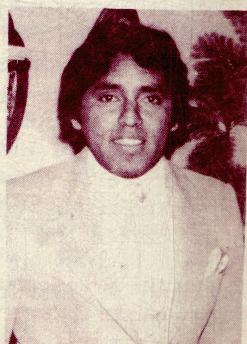
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ROBERT AGUILAR Superior Court Judge Appointee



BROWN NAMES S. J. LAWYER TO SUPERIOR COURT BENCH

Gov. Edmund G. Brown, Jr., Friday named San Jose attorney Robert P. Aguilar to the Superior Court bench as part of a rash of judicial appointments made before Brown left to vacation in Africa.

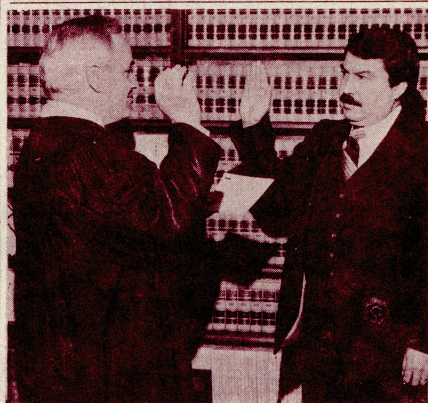
Aguilar, 48, former president of the Santa Clara County Bar Association, was among 12 persons whose names were presented to the State Bar for consideration by Brown to stave off Republican appointments by Lt. Gov. Mike Curb, who becomes acting governor while Brown is out of the state. While Brown was away last week, Curb nominated a conservative judge to the state Appeals Court in Los Angeles, touching off a political squabble.

Aguilar, who fills a vacancy in the local Superior Court created by the elevation of Marc Poche to the state Court of Appeal, is the second new judge named in the county this week. Brown named Fred S. Lucero to the Municipal Court bench earlier to replace John Schatz.

Aguilar is one of 11 children of a steelworker of Mexican ancestry. Two other brothers also are attorneys. They are Jess J. Aguilar, who practices in Sunnyvale, and Charles Aguilar, past president of the Stanislaus County Bar Association.

Aguilar's ex-wife, Elva, is a Municipal Court judge in Palo Alto.

In 1965, Aguilar was appointed by Brown's father as a trustee of Agnews State Hospital. Two years earlier he served as Democratic co-chairman of the 9th Congressional District.



FRED LUCERO Municipal Court Judge Appointee

Presiding Judge R. Donald Chapman, left, adds a new judge to his team at San José Municipal Court as he administers the oath to Fred Lucero. A formal investiture will be held later.

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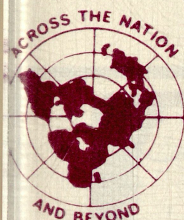


Joe



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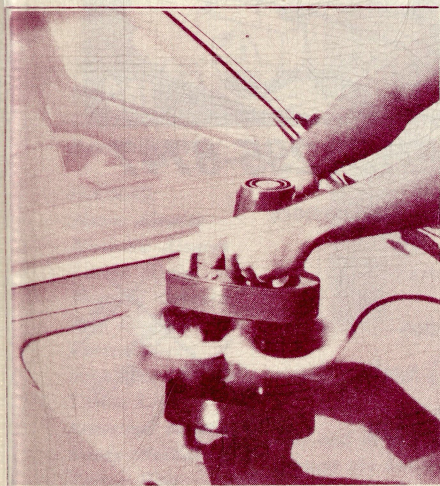


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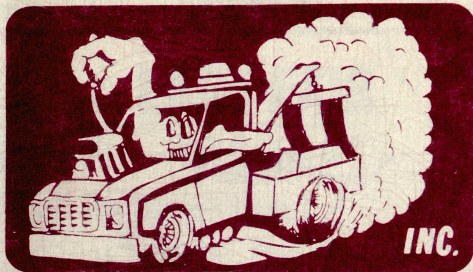
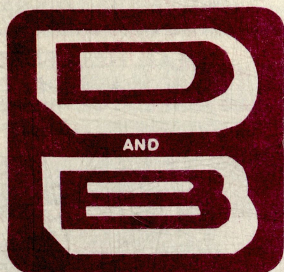
The result of this process is an extremely hard protective seal that prevents the paint from fading, cracking, or flaking as well as providing a truly beautiful, permanent protective shine. This exclusive Preserv-A-Shine treatment is guaranteed in writing for as long as you own your vehicle!

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The price of the Preserv-A-Shine treatment is extremely reasonable, especially since Dean offers a 20 percent discount to all El Excéntrico readers!

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You will be glad you did!

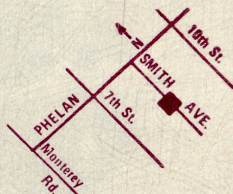


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Saturday, April 21, 1979 at 6:15 p.m.

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Richard Argoza

Gaspar Lizardo

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Jose C

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Rosalía Montiel

Laura Montiel

Patricia Montiel

DAMAS:

Maria Alvarez

Maricela Alvarez

Teresa Ayala

Marybel Cabrera

Paty Chavez

Teresa Fierro

Sara Lazo

Teresa Leon

Ernestina Montiel

Sandy Mulhal

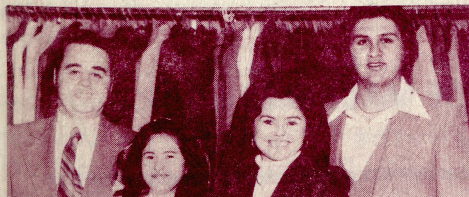
Teresa Rizo

Angelina Rocha

Maria Sandoval



ART MARTINEZ



Don, Blanca, Gayle y Eddie

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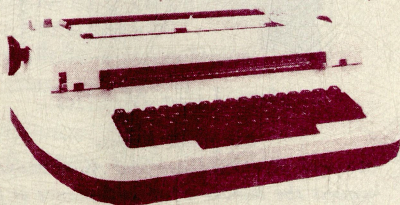
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The Punch Bowl



THE HYDRA HEAD'S EPILOGUE

Then the voice of the buried slave spoke with the tongue of the doomed princess and led the Conquistadores to the eternal seat of authority, of the power of the land that is Mexico — the meca of Anahuac and the city of Tenochtitlan, the capital of Moctezuma, the Lord of the Great Voice.

Cortes converted Malintzin twice: first to his love, second to his faith, which was Christianity. She was baptized Marina. The people called her Malinche, name of betrayal, voice that revealed to Cortes and his Spaniards the hidden weaknesses of the Aztec empire, thus permitting 1,500 gold hungry adventurers to conquer a nation five times larger than Spain. The small voice of a woman drowned out the mighty voice of the Aztec Emperor.

But beneath the land of the Malinche lie riches greater than all of Moctezuma's gold.

Sealed in geological pits more ancient empires, the treasure of Chiapas, Veracruz, and Tabasco is a promise in a sealed bottle; to seek it is to pursue an invisible cat through subterranean labyrinths.

The patient drillers penetrate two, three, four thousand meters deep into the sea, into the jungle, into the sierra. The discovery of one fertile well compensates for the failure of a thousand sterile ones.

Like the Hydra, the oil is re-born, multiplied, from a single severed head.

Dark semen in a land of hopes

by Kharis Avril

and betrayals, oil fecundates the realm of the Malinche beneath the mute voices of the stars and their nocturnal portents.

—From Carlos Fuentes, "The Hydra Head" Epilogue.
PHILOSOPHY IN HUMOR . . .
OR VICE VERSA

Traveling on Highway 80 last Sunday on my way to Nevada City, I passed two beautiful areas of landscaped gardens, perfectly sloped lawns, a small lake, flowers . . . tombs. I passed a golf course adjacent to a cemetery.

A hole in one project versus one in a hole . . . revolting development! But sochis life.

Well, all is well! Ciao! Au revoir! Hasta la otra che! Good times, and a cheery so long, thank you for drinking of the spirited Spanish sangria, hospitality of the house. Peace, love and joy!



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COMMUNITY EVENTS



Pensamiento del día: "Las cuentas claras hacen los buenos amigos." — Dedicated to those who owe you money.

Atty. Fred S. Lucero, who lost his bid for re-election to the Superior Court Bench, was appointed Wednesday, April 4, to the San Jose Municipal Court by Gov. Edmund G. Brown Jr. Judge Lucero is now filling the Municipal Court vacancy left by Judge John Schatz, who defeated Lucero in the Superior Court race last summer. Judge Lucero attributed the appointment to support expressed to Gov. Brown by "practicing lawyers, elected officials and members of the business community." In the picture with el Honorable Juez de la Corte Superior are Vera and Richard Diaz, "El Fotografo de las Estrellas". "La justicia es una constante y perpetua voluntad de dar a cada uno lo que le toac."—Quevedo.

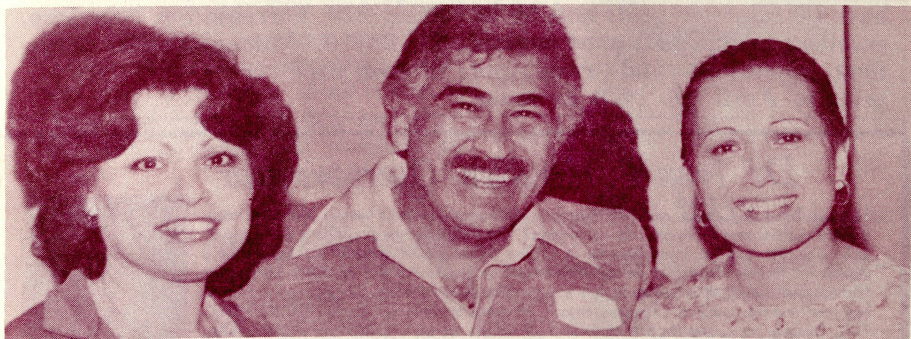
SAN JOST STATE UNIVERSITY'S Community Relations Office now has a Chicano director to

RUDY G. BELLUOMINI

head the overall responsibility for promoting university - community relations and fund - raising activities for SJS. Señor Ernest



A. Lopez, was director of university relations and executive assistant to the chancellor at the University of California at Riverside. Lopez, 37, will take over his new duties in the month of June. "El hombre de estudio tiene realmente placeres que superan a todas las alegrías del mundo." Clemente XIV.



RADIO KAZA's dueño, Alberto Rodriguez posing with two lovely ladies de neustra comunidad, Lupe Garcia, Community

aide to Councilman Al Garza and Eleanor Abeytia, Mgr. of Recruiting and Examining for Santa

Clara Valley Medical Center. El hermanito de la Sra. Abeytia, Gilberto Solarez, conocido como el "Foto/Prensa De Artistas" (boy . . . seems like everybody has titles except me), took the foto. "Cuando estamos con un amigo, ni estamos solos, ni estamos dos." —Barthelemy.

Mini Notes

AMERICAN G. I. FORUM

Santa Clara Chapter presents their 18th Annual Black & White Coronation Ball at the fabulous Cabaña Hyatt House in Palo Alto on Saturday, April 14th, 1979. Coronation of the Queen will be underway at 6:30 p.m., dinner at 7:30 y el baile from 9:00 till 1:00 a.m., con la orquesta de Larry Hernandez y Sus Notas De Plata. Attire required semi-formal black and white and donation is \$15.00 per person with proceeds going to their scholarship fund. Para tickets, call 249-8748 . . . S.J. POLICE DEPT. is currently actively recruiting bilingual (Spanish/English) applicants for available Police Officer positions. Candidates must be between 21 and 34 years of age, have 60 semester units and be in excellent health, and must submit their application and transcripts prior to April 13, 1979 in order

to participate in the next exam. For particulars, call Officers D. Avila and Don Meade. Inquire now, for this opportunities don't come around all the time. . .

If you want to see some real Mexican parades, plan to attend the Mexican American Chamber of Commerce's films and slides of their "Veracruz tour" last February. Admission is free and open to the public; call Zapata's Restaurant for a good seat. Showing will take place on Thursday, April 19, beginning at 7:30 p.m. (Bring your own pop-corn).

Aquí estan unos 'dichos' buenos y malos: "Al que hace más se le agradece menos" . . .

"En el modo de partir el pan se conoce el que es tragón" . . .

"Hacer caravana con sombrero ajeno" . . .

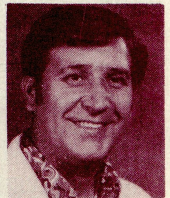
"Lo fiado es pariente de lo dado"

ESTIMADO LECTOR: SI USTED TIENE UN DICHO INTERESANTE PARA NUESTROS LECTORES, POR FAVOR DE ENVIARLO EN UNA TARQUETA POSTAL A: El Excentrico Magazine, c/o Rudy G. Belluomini, 274 Terraine St., San Jose, Ca. 95110. Muchas gracias y until next time . . .

Dr. Ivan T. Hendren / Quiropractico

Sufre de Dolar de Cabeza, corto de resuello, corazón presión de la sangre, del estómago, higado, condiciones de la piel, de los riñones? Tiene un dolor en el cuello y en la espalda? Sabe Ud. que las torceduras de la espina dorsal ponen presión en los nervios y cierran las fuerzas necesarias de los nervios que se transmiten del cerebro a todos los órganos del cuerpo. Esta fuerza de los nervios dirige la función de los órganos y cuando hay interferencia causa mal funcionamiento de estos órganos. Su doctor QUIROPRACTICO buscará las causas de este mal funcionamiento de sus órganos con análisis científicos quiroprácticos. El doctor consultará con usted de sus problemas de Salud para determinar si usted es de aquellas personas que responden a los tratamientos Quiroprácticos. Sin compromiso.

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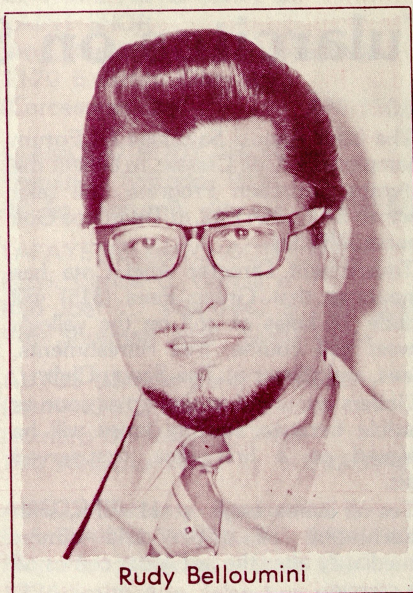
THE TEN COMMANDMENTS OF GOOD BUSINESS • A customer is the most important person in any business • A customer is not dependent on us — we are dependent on him • A customer is not an interruption of our work — he is the purpose of it • A customer does us a favor when he calls — we are doing him a favor by serving him • A customer is part of our business — not an outsider • A customer is not a cold statistic — he is a flesh-and-blood human being with feelings and emotions like our own • A customer is not someone to argue or match wits with • A customer is a person who brings us his wants — it is our job to fill those wants • A customer is deserving of the most courteous and attentive treatment we can give him • A customer is the life-blood of this and every other business.

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You may refer to this directory of goods and services with the greatest of confidence and satisfaction . . . knowing that these professional and business people will offer the best services and satisfaction at a reasonable price when you deal with them. Their motto is "Treat the customers fair and they will always refer our business to others."

El Periódico Radio Prensa presenta a través de las columnas de "EL EXCENTRICO", el Directorio Hispano y Guia del Consumidor.

En El Directorio Hispano aparecen los comerciantes, profesionistas y negocios de servicios, que estan interesados en servir a la población de habla Hispana, usando



Rudy Belloumini

el Directorio para informar al público el tipo de negocio, la dirección y el teléfono.

Este Guia llevará a los consumidores con aquellas personas que les daran el mejor trato, la mejor mercancia, los mejores servicios y los mejores precios.



*The sons and daughters of
Sr. Dionicio P. Huerta*

*request the honour of your presence
at the celebration of
his 85th birthday
on Sunday, April 8, 1979*



GI Forum Golf Tourney at Tularcitos on Sat., May 12th

The 22nd Annual San Jose GI Forum Championship Golf Classic, to benefit the Veterans Outreach Program, will take place on SAT., MAY 12, at Tularcitos Golf Course, Milpitas.

Tournament Director Abel Cota has announced that Green Fees (\$15) will include 18 holes of golf on the valley's newest golf course, free refreshments, prizes, and dinner at The Savoy Club.

Golfers are urged to sign up as soon as possible because starting times will be assigned on a first-come, first-served basis.

Tee-off times begin at 11 A.M., with presentation of prizes and dinner immediately after the last golfer comes off the course.

Send your entry fees to: SAN JOSE GI FORUM GOLF, 1680 E. Santa Clara St., San Jose, CA 95116, and join us for an afternoon of golf, fun in the sun, refreshments, and dinner at The Savoy! Need more information? Call 259-0411.



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— SAN JOSE —

— A —

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ANUNCIOS (Venta de)

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EL EXCENTRICO MAGAZINE

RADIO PRENSA NEWSPAPER

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Prop. Blanca Pinto

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Gonzalo Acevedo, Prop.

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(Cercas esq. 24) 998-3306

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— F —

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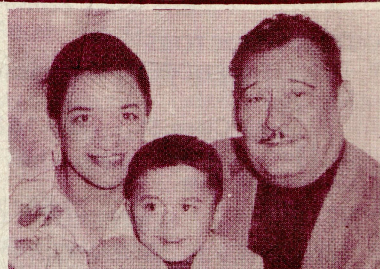
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- J -

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- L -

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- M -

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— S —

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SASTRERIAS - TAILOR SHOPS
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1177 Lincoln Ave. 293-0561
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— T —

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— Z —

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C/S CON SALSA



DANNY RIVERA

Danny Rivera was born in Santurce, Puerto Rico on February 27, 1945. He began his professional career some fifteen years ago as the lead singer with the Orchestra Cesar Concepcion. He soon struck out on his own and quickly became the most popular vocalist in Puerto Rico. His success soon spread to all areas of the United States where Latin music is popular, and he has performed before thrilled audiences in Argentina, Chile, Uruguay, Colombia, Venezuela, Costa Rica, Honduras, Santo Domingo, Panama,

Mexico, Cuba and Jamaica. Danny projects a personal warmth and charisma that is felt by all who hear him, regardless of language differences, and he is considered by many to be the Charles Aznavour of Latin music. Danny's version of the song, "Amada Amante," a million-seller, won a gold record for him which was presented to him in Caracas, Venezuela, and more recently, he was the recipient of the 1976 N.Y. Hispanic Critics Award for Best Vocalist of the Year. Because of his beautiful voice and his unique ability to interpret romantic ballads, Danny's tremendous appeal attracts audiences of all ages. He recently performed a one-night concert at the Roberto Clemente Coliseum, Puerto Rico's largest concert hall, and in completely selling out the hall, gained the unique distinction of having been the first solo artist ever to achieve this. He is considered to be Puerto Rico's only true "superstar."



COMUNICADO DE PRENSA
URGENTE
ORVIL MILLER Y CANCION
A ROBERTO COFRESI
PRIMER EXITO DE LA
RADIO EN 1979

Ya se oye por radio bajo el Sello Artomax y en voz de Orvil Miller su excelente interpretación de Canción a Roberto Cofresi. Orvil entra fuerte en el año 1979 con este hit, tema de la próxima serie de T.V. "Las Aventuras de Cofresi". Buen comienzo para el ya conocido actor y ahora cantante que debuta como "Cantante en Serio".

Danny Rivera, Lito Peña, Gilberto Monroig, Cheo Feliciano, Silvio Iglesias, Tite Curet, Jesús Quiñones Ledesma, Luis Vigoreaux y Ruth Fernandez son sólo

CON SALSA (continued)

algunos de los compañeros de nuestro mundo artístico que han elogiado y aplaudido la llegada de Orvil Miller al círculo de los mejores cantantes jóvenes de nuestro país. El severo crítico literario y poeta aguadillano profesor Jorge María Ruscalleda Berce-doniz, ha descrito la llegada de Orvil al mundo del canto, como "Un cantante de fuerza y refina-

miento de voz y en escena. Sin lugar a dudas será uno de los más importantes cantores de esta tierra por su disciplina y entrega". Con más composiciones de jóvenes valores como José No-gueras, Eladio Torres, Roberto Fi-gueroa y otros en arreglos de Lito Peña, Wison Torres, Victor Jun-quera y además el apoyo del Sello Artomax, será el primer éxito de la radio en 1979. ¿Quien lo duda?

Dr. Juan De Heras, D.C.

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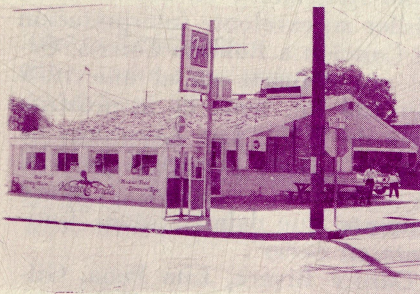
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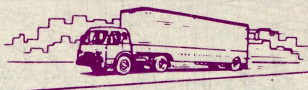


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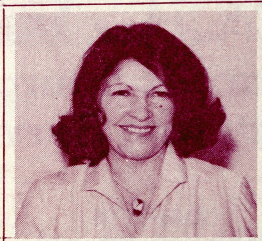
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YWCA RAPE CENTER



THE YWCA VALLEY RAPE CRISIS CENTER HAS SPANISH-SPEAKING VOLUNTEERS TO ASSIST RAPE VICTIMS

24-Hour Crisis Line 408/287-3000

Appointment of Jackye Read a co-ordinator of the YWCA Valley Rape Crisis Center was announced today by the YWCA in Santa Clara Valley.

Ms. Read has been a Rape Crisis Center volunteer for three years and has represented the Santa Clara County Commission on the Status of Women on the Co-ordinating Council on Services to Victims of Sexual Assault. She is an alumna of West Valley College, having attended as a re-entry student while rearing two daughters, now 8 and 9 years old.

Currently, Ms. Read is a San Jose State University junior majoring in psychology and behavioral science. Her husband, Robert, is an engineer.

The Rape Crisis Center maintains a 24-hour crisis line (287-3000) and has an advocacy program which provides trained volunteers to accompany a victim to the hospital, help with police reports and court appearances, and refer a victim to other community agencies should additional assistance be needed. The education program includes a speakers' bureau and community meetings on rape prevention and intervention.

The Rape Crisis Center works with all Valley law enforcement agencies, crime prevention departments, and the district attorney.

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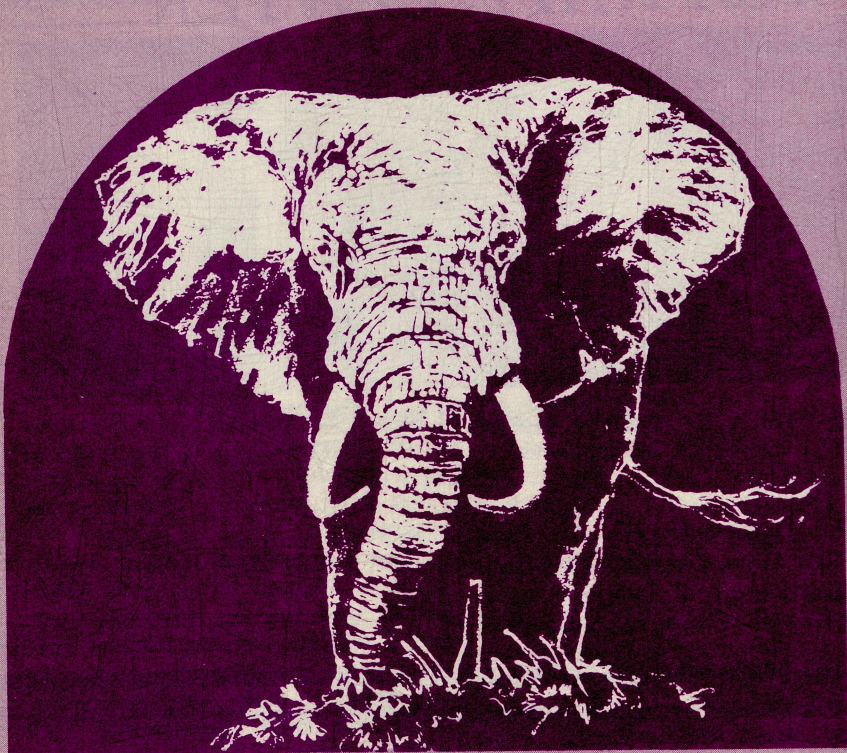
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