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The Feast of Our Lady of Guadalupe

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INLAND EMPIRE HISPANIC NEWS

Wednesday 25¢
December 7, 1988
Volume 2, Number 4

Fiesta Celebrates Unity, Comfort, Hope

"Our Lady of Guadalupe"
By Rebecca Gil

Every December, Hispanic Catholics throughout North and South America pay special tribute to Mary, Mother of Christ, by celebrating the Feast of Our Lady of Guadalupe - the beginning of the preparation for Christmas.

Mary is honored as "La Reyna de Mexico, la esperanza de las Americas!"... the Queen of Mexico, the hope of the Americas!

Why?

How did this special bond come about, and what does it mean to us today?...

The year was 1531. Columbus discovered the "New World" just 39 years before, planting the flag of Spain and the Cross of Christ in America. For 10 years, the proud Aztec nation conquered by the sword of Hernando Cortez, had been suffering under a spirit of oppression. Their spiritual world, their temples, and their way of life had been destroyed. To the Aztecs, it seemed as though hope were lost.

On December 12, Mary appeared to Juan Diego, an Aztec convert to the Catholic faith who was very poor. She commanded Juan "to go" to inform the Bishop that a church be built among the Indians. She said, "I ardently desire that a temple be built here so that I may show and give all my love, compassion, help and defense." The Bishop did not believe Juan Diego. Juan pleaded with Mary to send someone else, someone important to the Bishop.

But Mary told Juan that she had chosen him as her messenger and she commanded him again "to go," agreeing to give Juan a sign to convince the Bishop. Beautiful roses sprung up upon the hillside in midwinter. Mary told Juan to pick the roses and fold them in his telma (an apron made of cactus fiber) and take them to the

Bishop. Juan thought the roses to be the miracle.

He took them to the Bishop, and as he unfolded the telma to reveal the roses... the image of the Virgin appeared upon the coarse garment.

Her color was Juan's color. Her language was his language. She was Indian. Her head was looking downward

in the Indian position of humility. Her hands were folded, pointing to another that was to come. She wore a black band around her waist, indicating that she was child.

Following this apparition of Mary on December 12, 1531 over 8 million Aztecs were converted to the Catholic faith. It is said that upon viewing this

telma, Aztecs understood that Mary was offering them the gift of her son.

Today, the significance of this miracle still inspires many. Frances Ayala of Our Immaculate Conception Church in Colton says that the Feast of Our Lady of Guadalupe, "is a very special day to all the Mexican people, because God sent his mother to specially appear to the nation in Mexico." "We feel chosen," she says. "Also, Mary appeared to a very timid man, the poor of the poorest."

This thought is echoed by Fred Nerio of Chino who feels the apparition was a sign to the poor people that "God still loves them." He says that it is a reminder to him that there is more to life than just accumulating material things, that there is a higher purpose.

Comparing the situation in Mexico in 1531 to Hispanic life today, Marco Gutierrez of Our Lady of Guadalupe Church in San Bernardino feels that the similarity is striking. The Indians were persecuted by the Spaniards, they were slaves, Marco explains. "Now, I see the same thing. There is so much persecution in this world, even within our own race between Latinos coming in and the ones already here. We have the same problems, history repeats itself and we don't learn from it."

Fellow parishoner, Domitila Medina agrees saying that when she first came to California from Mexico, she was laughed at because she spoke a different kind of Spanish. "I was a housewife, and had no time to go to school." "I had to learn English by myself," said Domitila.

Working hard to keep the message of unity and hope alive, Marco and Domitila are participating in their church's celebration of the Feast of Our Lady Guadalupe.



"La Reyna de Mexico, la esperanza de las Americas!"

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Eloise Gomez Reyes, Attorney.
First Hispanic Woman in
the Inland Empire to have
own law office.

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Business of The Month

The Barter Exchange
Tony De La Torre III, Owner

Story on Page 2

Business of the Month

The Barter Exchange

Grown from 8 to 140 Members



Tony De La Torre III Owner of The Barter Exchange

"Believing in the product or service your selling and believing in yourself" is, according to Tony De La Torre III, owner of the Barter Exchange, the key to being a successful entrepreneur in the business world.

This, plus of course, working 12-14 hour days has increased the Exchange from the original eight members to over a list of 140 today.

De La Torre admits he became interested in the exchange concept by accident. At the time, over five years ago, he was employed as a yard foreman for a landscape design company and was approached by an exchange sales representative to join. Initially he was interested but thought the mechanics of an exchange operation "just could not work."

After further study, he was so enthused he quit his job with the landscape company and became a sales rep for a local barter company. After all he states, "bartering has been with us since the beginning of time. Even with the concept of money as exchange, bartering is here and will always be here."

Briefly, the exchange works this way: For a small annual membership fee a business becomes a member of the exchange. As a member, the business provides services to other members at the retail cost. As the services are provided the credits accumulate and in turn can be used at other businesses for services.

De La Torre and his staff act as the

clearing house and account for all transactions. The annual membership fee plus a small transaction fee are what pays the bill at the exchange.

At 33 years old, De La Torre started the Barter Exchange on April 29, 1985. With eight charter members he says "I owe a lot of gratitude to those original eight, especially my first member. Bill Kirschner, owner of the former Chevron station on Highland and E Street was my very first exchange member. I remember at the time I pumped gas for Bill at the station on the swing shift and later on the graveyard shift. I'd sleep a few hours, then during the day I would do the books and accounting for the exchange."

I Trade For It

Things are better now days. Julie Martinez, Tony's sister, is the receptionist and Joseph De La Torre is the office manager. Both are junior partners in the business.

When the Barter Exchange opened four years ago, two other exchanges existed in the area. Today only De La Torre's Exchange serves the Inland Empire.

He credits the success of the business to several factors. First the strong support of his family. "My father has been a strong influence, even though he doesn't have much formal education, he is a very smart and wise man and all his life has been a hard worker."

Even Tony's mother comes in the office once a month to help get the billings out.

Another reason is his philosophy of seeking businesses that people need. A review of his members shows at least 11 restaurants, a bakery, do-nut shop, dentists, and several gifts shops.

"People often buy what they want and not what they need. In our exchange members usually barter for items they really need. They feel what they use their credits for are important for their business."

Lastly, De La Torre feels the inscription on his business cards "THE PERSONAL TOUCH" summarizes his success. "I'm very visible, I visit each member at least once per month, some each week. Also my staff calls each member monthly. My member are my personal business."

Martinez is more adamant on De La Torre's success. "He's honest, persistent, cares and wants to help people. He has ethics and a sense of values. Tony doesn't want to see any one fail."

500 members is the most immediate goal of the Exchange. Behind De La Torre's desk, on the wall, hang two framed pictures. One to the left is of Jesus and the other of President John



The Barter Exchange Team
Joseph, Tony, and Julie

Kennedy. Asked to comment on the significance of the pictures De La Torre commented "The Lord taught equal opportunity and treat others as you want them to treat you. Kennedy stood for equality, moral values and hard work. That's how I run my business."

The Barter Exchange is located at 7230 Sterling Avenue in San Bernardino, (714) 889-2434. Hours are 8:00 a.m. to 8:00 p.m.



Junior Partner Joseph at the
Exchange Board Meeting.



Barter Exchange Staff Reviewing Monthly Goals on Membership

PROGRAMA de las VISITAS DEL SANTISIMO durante la novena en honor de la VIRGEN DE GUADALUPE del 2 al 10 de Diciembre, 1988

- 6) Miercoles 7 de Diciembre:
Familia Gutierrez
1548 W. Union St.
San Bernardino, CA Telefono: 885-4032
- 7) Jueves 8 de Diciembre:
Familia de Juanita y Tino Costilla
623 Cabrera Ave.
San Bernardino, CA Telefono: 885-7624
- 8) Viernes 9 de Diciembre:
Familia Calderon
763 N. "L" St.
San Bernardino, CA Telefono: 885-2516
- 9) Sabado 10 de Diciembre:
Familia Ornelas
544 Roberds St.
San Bernardino, CA Telefono: 884-3966

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DEDICATION PLANNED

Vietnam Veterans Memorial

State Senator Ruben S. Ayala (D-Chino), announced today the planned dedication and celebration of the California Vietnam Veterans Memorial in Capitol Park, Sacramento, scheduled for December 9th through 10th.

Ayala advised, "This dedication commemorates a five year effort to raise the necessary monies to build the Memorial. Located on the State Capitol grounds, the Memorial will be a lasting tribute to the honor and dedication of California's veterans. The memorial itself displays four circular walls, each weighing 38,000 pounds, with 22 black granite panels etched with the names of California's dead and missing. The Memorial serves as a tribute to the 5822

soldiers who died as well as the 35,000 wounded and 330,000 living veterans of the conflict."

"The events relating to the dedication ceremonies will continue throughout the two days including a very special event, "Buddy Search", a computer registration system which will be operated by over 100 volunteers, which allows veterans to link up with former military buddies while in Sacramento. Buddy Search forms may be obtained from my district offices; by calling in Ontario at 714/983-3566; San Bernardino at 714/884-3165, or by clipping the form from this newspaper," Ayala concluded.

IMPACTO - 2000

Mexican Presidential Inauguration

Leadership from IMPACTO-2000 will be joining some 2,000 leaders, heads of state, and other dignitaries in the attendance of the inauguration ceremonies of Mexico's President elect, Carlos Salinas de Gortari. The inauguration was held on Thursday, December 1, 1988 in Mexico City.

IMPACTO-2000 leaders who attended are: Dr. Armando Navarro National Director, IMPACTO-2000; Dr. Juan Gomez Quinonez, Professor of History, UCLA; and Tony Bonilla, former LULAC National President.

Navarro stated, "On behalf of IMPACTO-2000 and it's growing national network of Latino organizations and leaders, we feel honored to have been invited to the inauguration of President Salinas de Gortari by the Mexican Government."

Since the inception of IMPACTO in March, 1988, the coalition of Latino organizations and leaders has sought to give acercamiento substance. In April

1988, IMPACTO mobilized 300 Latino leaders who met with then Presidential candidate Carlos Salinas de Gortari and 800 top Mexican leaders from both PRI and government in Tijuana, Mexico. Subsequently, IMPACTO leaders met with Salinas' opponents Cardenas and Clouthier.

Dr. Juan Gomez-Quinonez, further explained our participation in the inauguration is historically significant in the context of Mexico recognizing the importance of the Latino community in the United States. We applaud and thank President Salinas de Gortari for his commitment to acercamiento. We wish Mexico much success."

Tony Bonilla concluded, "If everything goes well, in the next two months, we expect to have an IMPACTO-2000 national Latino delegation meet with President Salinas de Gortari to discuss specific projects in the areas of business, education, bilateral relations, arts and culture."

Guadalupe

Continued from Page One

Their church is Our Lady of Guadalupe, in San Bernardino. Beginning on December 2, the holy sacrament was taken to a parish home each day where special prayers and blessings were said from 10:00 a.m. to 11:00 p.m. This is called a novena.

In the evening at 5:30 p.m. a mass and rosary were said at the church. During the rosary, children present Mary with flowers and perform five dances. These gestures are meant to show the love the children feel for Mary. They recognize her as the mother of Christ and value her role as an intermediary to Christ.

The novenas will continue through Saturday, December 10. At 4:00 p.m. On the 10th the parishers will meet at the home of the Ornelas family, 544 Roberds Street in San Bernardino. They will carry flowers in a procession, accompanying the priest as he carries the holy sacrament back to the church where a mass and rosary will take place.

Culminating the novenas, a fiesta will take place at the church, 1430 West Fifth Street, San Bernardino from 8:00 a.m. to 10:00 p.m. in the parking lot. Musical groups slated to perform are Corazones Solitarios, Grupo Fuego, Grupo Paraezo, Familia Ruiz, Hermanos Coria, Trio Cristal and Monica Bernice. Pocole, tamales, carne asada and menudo will be available for purchase in the booths. Also, a drawing for \$10,000 will take place at approximately 9:00 p.m. The proceeds from the drawing will go toward making the final payment on the church's new air conditioning system.

For further information about the novenas and the fiesta, you may call (714) 888-0044.

Our Lady of Guadalupe's message of unity, comfort and hope is one which all Hispanics can be inspired by today. It is all one which all of us can relate to, and should adhere to.

Religious Research By Deacon Joseph Rios, St. Catherine's Church, Rialto

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Sleeping Giant Silenced At Polls

By: Miguel Perez

It started as a beautiful dream, but it ended in frustration. More than a year ago, the governor of Puerto Rico, Rafael Hernandez Colon, committed \$500,000 to a program to register more than 50,000 new Latino voters in New York City and vowed that New York Puerto Ricans would no longer be "silent witnesses to a system that often ignores their interests."

The governor recruited an army of

more than 2,000 community activists for voter registration, and his Atrevete (I Dare You) campaign proved to be the biggest effort to date to awaken the city's Latino "electoral sleeping giant." But when the giant opened his eyes and began to stretch his muscles in the presidential election, even the people who ran the Atrevete campaign had to recognize that the system still ignores Latino interests.

At a time when the activists could be celebrating their great achievement,

they have no choice but to express their frustration. They found so many irregularities that prevented Latinos from voting that they are considering a lawsuit.

"I have been involved in many elections and I had never seen so many Latinos going to vote, but it was so frustrating to see them leave without voting," said Nydia Velazquez, national director of the Migration Division of the Commonwealth of Puerto Rico. "It was especially frustrating when I saw so much youth in the Hispanic community, so many young people voting for the first time, without knowing the process, but at the same time confronting an inefficient system which did not provide the minimum requirements to assist them."

"How can I ask for responsibility from our people and tell them that their vote can make a difference when they go to vote and there is no way? How can I talk to them when they see they are being denied their rights?"

Monitoring complaints and dispatching people to various voting sites, Velazquez and her staff documented numerous irregularities that will be outlined in a report they are compiling. They found that there were no buff cards at voting sites for many people they had registered. They found rude and inexperienced poll workers giving erroneous information that sometimes prevented eligible Latinos from voting. They found predominantly Latino voting sites, even in El Barrio, without bilingual inspectors, as required by law.

"I was in the Bronx, in El Barrio, on the lower East Side; I was in Brooklyn, and I can tell you that in this election for Latinos, the main problem was the Board of Elections," Velazquez said. "They do not comply with the Voting Rights Act."

"It's hard to think that this is happening in this city in 1988," said Betty Arce, Atrevete's director. "When you hear this kind of complaint, you might be more likely to think that it happened a long time ago in a place like Alabama. I don't think the Board of Elections was prepared for the onslaught of Latino voters."

But Arce said that regardless of the foul-ups, "I think that most of our people persevered, and I think that shows something about us as a people."

Velazquez said that the people who would stand to benefit most, Latino elected officials, are not putting enough pressure on the Board of Elections to correct its inadequacies. "It's a shame," she said, "a real embarrassment. For so long they have been criticizing this office for not doing more, and now that we are doing it, we don't get any kind of support."

The Latino vote cannot have its rightful impact, no matter how many people are registered, as long as these irregularities continue. It's ironic that when the sleeping giant begins to awake, the Latino leaders who should be ringing the alarm clock still are snoozing.

(Miguel Perez is a columnist with the New York Daily News.)

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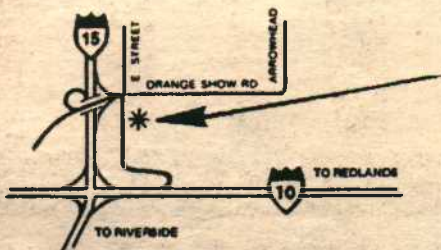
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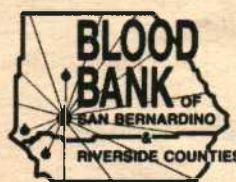
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Gov. George Deukmejian Proclaims

Hispanic Blood Donor Week

Governor George Deukmejian has proclaimed the week of December 12 as Hispanic Blood Donor Week in the State of California. Elected officials in San Bernardino and Riverside Counties are joining the Governor and the Blood Bank in recognizing the outstanding accomplishments of Hispanic donors in this area.

On Monday, December 12 at 10 a.m., a representative of the governor will be at the Blood Bank's San Bernardino facility with other officials and Hispanic community leaders to honor these dedicated donors including some who have donated over 10 gallons of blood. Actor Edward James Olmos, Actress Betty Carvalho and Coach Tom Flores have been invited to participate.

To make it more convenient to donate blood, the Blood Bank's three donor centers are now open Tuesday evenings until 7:30 p.m. On Tuesday, December 13, tamales, taco chips and

salsa will be served to all who give blood between 5:30 and 7:30 p.m. During Hispanic Blood Donor Week and throughout the holidays, the donor centers will be appropriately decorated. Besides the usual orange juice, coffee and cookies served in the canteen, hot spiced cider and candy canes will be available to all donors.

There are over 300 characteristics in blood that may affect the compatibility to a particular patient. These characteristics vary among ethnic groups. Over 300 blood donors of all ethnic groups are needed every day to meet the needs of patients in area hospitals. During the last few months, donations have averaged less than 250 each day. Nine out of ten blood donations are transfused to emergency patients. The remainder is for scheduled surgeries. This year, blood transfusions have increased five times more rapidly than blood donations.

Personal Profile

Hispanic Woman Attorney: A First

After almost 5 years of practicing law with one of the most prestigious law firms in San Bernardino, Eloise Gomez Reyes, a local product, has opened her own law office in San Bernardino. Attorney Reyes will be specializing in Personal Injury and Workers' Compensation litigation.

With more than six years as a practicing attorney, Eloise has opened her office at 255 North "D" Street, Suite 409, in San Bernardino.

Eloise Gomez Reyes is the first Hispanic woman in the Inland Empire to hold the honor of having her own law office. There are many benefits to being a part of a larger firm, but Eloise is discovering that there are many benefits to practicing on her own.

Originally from Colton, Eloise graduated from San Bernardino Valley College with an AA degree then went to USC and received a BS degree in Public Administration. She then received her law degree from Loyola Law School in Los Angeles.

Eloise and her husband, Frank, have a young son, Kristofer David who is 2 1/2 years old. Frank, who is a professor and counselor at San Bernardino Valley college, is very proud of his wife's new venture. "I knew Eloise would have to put in many more hours when she opened her office, but I try to be as supportive as possible."

Eloise agrees and adds that Frank has often come to the office late in the evenings with their son so that she can work later hours than normal. The arrangement suits her well because she sees her husband and son, but still is able to work the many extra hours necessary to successfully compete in the practice of law.

Eloise's working career in law started while she was a student at Loyola Law School. She accepted a position as a law clerk with the law firm of Schwartz, Steinsapir, Dohmann, Krepack, Sommers & Edelstein and later joined them as an attorney after receiving her license to practice law in the state of California. She practiced with them for almost two years, specializing in workers' compensation cases representing the injured worker.

As the only Latina in San Bernardino to hold the honor of having her own law practice, Eloise is very pleased to see her dream come true.

Another dream came true almost five years ago when she was offered a position with the Law Offices of Garza, Jure & King as she then had the opportunity to practice law with one of the most respected attorneys in California, Mr. Florentino Garza.

Her five years with Mr. Garza provided her with invaluable experiences and an education not found in the law books.

Mr. Garza, who has practiced law in San Bernardino for over 20 years,

joined another law office in Los Angeles in the beginning of October, 1988.

While practicing law with Garza, Jure & King, Eloise's emphasis shifted from only workers' compensation to personal injury litigation as well.

"It was a dream come true to be able to practice law with Florentino Garza whose reputation as a great attorney goes beyond the Inland Empire and far beyond our state of California."

Eloise continued with the offices of Garza, Jure & King until the offices were dissolved recently when the founding partner, Florentino Garza, joined a firm in Los Angeles. Mr. Garza, known as a pillar in the legal community, left at the end of September and Eloise opened her new office on October 3, 1988.

"The experience gained from working

her "sincere and Tremendous devotion to equal justice in (her) community."

The State Bar of California Board of Governors also presented Eloise with a certificate in recognition of her "outstanding contributions to the delivery of pro bono legal services in California."

Eloise Reyes enjoys the practice of law and feels honored to be part of the legal community in San Bernardino. "My colleagues and other members of the community have been very supportive in my move. In addition to Mr. Garza, both Curt Jure and Jeff King have offered their assistance to me in my new endeavor and I am deeply indebted to all of them."

Asked what she hopes to accomplish as an attorney and the only Latina to have her own office, Eloise states that

she hopes to live up to the award given to her by the Latino Lawyers Association and to devote herself to equal justice in her community.

There are a great number of attorneys in California, but there is a substantially lesser amount of Hispanic Spanish-speaking attorneys and even fewer Hispanic women.

San Bernardino now has its first Hispanic woman in sole practice. Her office is located at 255 North "D" Street, Suite 409 in San Bernardino.



"Attorneys have a duty to explain how our legal system works, and to explain that it is here to help (people) and not hurt them!"

Eloise Gomez Reyes

with Mr. Garza was invaluable. He is in a class by himself and the opportunity to work with him was one of the greatest for me. He will be greatly missed by our community."

When asked why she chose to become an attorney, Eloise explains that, while in high school, her parents, in need of a Spanish speaking real estate attorney, did not receive proper representation. Eloise realized there was a great need for competent attorneys who could also speak Spanish. She has found that the need continues and she hopes to fill part of that void.

"Injured persons whether injured on the job or in an automobile collision are persons with special needs. Many will be meeting an attorney for the first time and most have never been involved in any type of litigation. Attorneys have a duty to explain how our legal system works and to explain that it is here to protect them, not to hurt them."

Eloise has received various awards and honors with the most recent being the Community Leadership Award presented to her by the National Hispanic Democrats in recognition of her "outstanding leadership to the Hispanic community."

As a member of the Inland Empire Latino Lawyers Association, Attorney Reyes is a volunteer attorney for the Legal Aid program which provides free legal services to the indigent. In this regard, she received a plaque for

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The holidays will be filled with special events for children including visits from Santa Claus at the Norman F. Feldheim Central Library and city library branches during the month of December.

Santa Clause will make his annual appearance at individual libraries on the following dates: Inghram Branch Wednesday, Dec. 14, at 10:30 a.m.; Feldheim Central Tuesday, Dec. 20, at 10:30 a.m.; Villaseñor Branch Thursday, Dec. 22, at 11 a.m.; and Coddington Branch Friday, Dec. 23, at 3 p.m.

Children will have an opportunity to tell Santa Claus what they would like for Christmas. They will also receive a candy cane and a short movie will be shown.

All preschool children, ages 3-6, can make special projects during regular storytime hours on Tuesdays beginning Dec. 6 at Feldheim Central Li-

brary, located at 555 W. Sixth St. Parents should sign them up before the date they wish to attend. Telephone Cynthia Olsen, children's librarian, at (714) 381-8235.

Olsen will talk about the Jewish holiday of Hannukah Dec. 6. Children can make a Christmas ornament Dec. 13, a Christmas gift Dec. 20 and a New Years calendar Dec. 27. All storytimes for preschoolers are at 10:30 a.m..

Other children, ages 7-13, can take part of the same programs on Thursdays beginning Dec. 8 during their storytimes at 3:30 p.m.

A Christmas Movie Festival will be held in the Children's Room at Feldheim Library the week of Dec. 19-23 at 4 p.m.

Movies will include "Frosty the Snowman," "Small One," "Mickey's Christmas Carol," and other features.

CRYSTAL CATHEDRAL The Glory of Christmas

The City of Colton Travel Office is sponsoring a trip to the Crystal Cathedral for the production, The Glory of Christmas, Thursday, December 8.

A cast of hundreds recreate the splendid events in Bethlehem leading to the birth of Christ.

TRW Business Plan Workshop

As part of TRW's ongoing efforts to increase the participation of Small and Minority Business in local industry, TRW is sponsoring a Business Plan workshop to be presented by the Minority Business Development Center.

An in-depth training session will be presented on WHAT a business plan is and WHY it is necessary for the success of all businesses. Participants will receive step-by-step guidelines and instruction in the process of developing a workable business plan.

The session has been scheduled for Thursday, December 8, from 8:00 a.m. to 12 noon, at 3600 Lime Street, Suite 523, Riverside, Ca., (714) 788-9777. Registration from 7:30 a.m. Space is limited, advanced reservation is recommended.

TRW realizes the need of training and education in order for small and minority businesses to participate and grow in today's business climate, therefore TRW has graciously paid all expenses related to the presentation of this workshop. There is no cost to any participants.

This enchanting pageant is a holiday treat for all ages.

For more information on this or other trips call the City of Colton Travel Office or stop by the Lawrence Hutton Center located at 660 Colton Avenue, Monday-Friday, 8:00 a.m. to 5:00 p.m.

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