

California State University, San Bernardino

CSUSB ScholarWorks

Inland Empire Hispanic News

Special Collections & University Archives

4-26-1989

April 26th 1989

Hispanic News

Follow this and additional works at: <https://scholarworks.lib.csusb.edu/hispanicnews>

Recommended Citation

Hispanic News, "April 26th 1989" (1989). *Inland Empire Hispanic News*. 28.
<https://scholarworks.lib.csusb.edu/hispanicnews/28>

This Article is brought to you for free and open access by the Special Collections & University Archives at CSUSB ScholarWorks. It has been accepted for inclusion in Inland Empire Hispanic News by an authorized administrator of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.

INLAND EMPIRE HISPANIC NEWS

Wednesday 25¢
April 26, 1989
Volume 2, No. 13

INLAND EMPIRE HISPANIC CHAMBER OF COMMERCE

Best ever "Cinco de Mayo Fiesta" set for May 5-7

The Inland Empire Hispanic Chamber of Commerce announced its plans for the annual Cinco de Mayo festivities during its executive meeting. "This will be one of the outstanding events that the Chamber has had for a very long time and we have worked very diligently to bring the best entertainment to our community during our celebration," stated Mr. Manuel Morales, general program chairperson, during a recent interview. A schedule of the activities and dates are on page 6.

This will be the 33rd anniversary of the establishment of the Chamber which was founded by Mr. Salvador Rodriguez, the original owner of Milla's Restaurant. The 16th of September and the 5th of May festivities were originated in 1966 when Alfredo Enciso was the Chamber president. Another founder was Mrs. Isabel Valencia, who has held many positions, including the first woman president. She will be one of the many speakers on Friday, May 5th.

There will be a variety of entertainment throughout the three days of activities which start on Friday, May 5 and end on Sunday, May 7. Alfred Gonzalez, well-known radio personality and manager of KCAL, will be the Master of Ceremonies. Mr. Gonzalez is currently on his second term as president of the Chamber.

The Mariachi Lucero De Lupe Soria will be performing throughout the three days, as well as other groups. Two ballet folkloricos will be performing: Ballet Folkorico Mixcoalli and Ballet Folkorico Tonatiuh. Various modern music groups will also perform, including Los Gypsies, Grupo Explosion and

the Copa Cabana Talent Productions. The highlights of the entire festivities will be the Coronation of the Queen, with Miss USA and Miss Mexico as guests.

Other performers include Antonio Guerrero - actor and interpreter of Mexican songs. Los Policias Group, Saul Reynosa, Rebecca Armenta and many other musical and dance groups. Johnny Rodriguez, a local and popular singer will be part of the program.

The major highlight will be the presentation of Miguel Angel Rodriguez, a major star of television and movies direct from Mexico City.

KDIF and KCAL will have remote control broadcasts at various times.

One of the major events will be the parade on Saturday, May 6, starting at 12:00 P.M. from Lytle Creek Park and going north on Mt. Vernon to 7th Street. Approximately 120 entries are anticipated to participate in this year's parade according to Jerry Esparza, parade chairperson.

Lalo Guerrero and Lupita Beltran, long-time popular artist are Co-Grand Marshals. Air Force ROTC, several drill teams, Orange Show Sam, Army/Navy drill teams, Spuds McKenzie, SBPD Dare Bear and others are scheduled to participate.

Individuals in the parade are Senator and Mrs. Ruben Ayala, Johnny Rodriguez, Monica Berniz, the G.I. Queen and Cal-State Queen, Joe Baca and other political leaders.

Mr. Morales stated that all the citizens in the Inland Empire are invited to come and bring their children and enjoy the carnival rides, all kinds of food and the best of entertainment.

Cinco de Mayo Parade Grand Marshals



Lupita Beltran



Lalo Guerrero

CITY ATTORNEY JAMES PENMAN

Warning on Absentee Voting

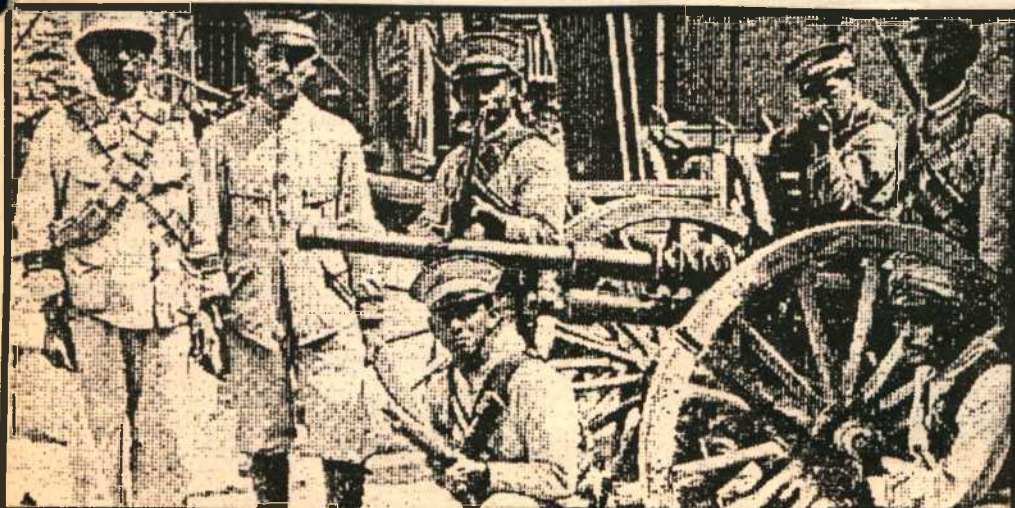
City Attorney, James F. Penman announced today that City Attorney Investigators have received evidence which indicates that certain attempts to misuse the absent voter procedure in the upcoming Mayoral election are being made. Specifically illegal forms have been prepared to authorize a third party to assist the voter to complete his or her ballot. In addition other actions are apparently contemplated which, though perhaps technically legal, are contrary to the intent of the absent voter process.

The City Attorney therefore warns

voters in the City of San Bernardino to:

1. Not vote absentee unless necessary.
2. Use the application in the voter's pamphlet rather than one provided by a campaign worker, if absent voting is necessary.
3. Not let anyone assist in completing the ballot unless the voter is handicapped.
4. Not sign any election materials without reading.

Questions may be directed to the office of the City clerk at 384-5128 or the City Attorney's Office at 384-5355



Inside

Holcomb Endorsement Editorial page 2

GENTS / LPOA Installation page 3

Personal Profile: "Ernie" Gomez page 8

Cinco de Mayo Fiesta Program page 6

L. A. MAYOR**Bradley Endorses Holcomb****L. A. Mayor Tom Bradley**

Bob Holcomb, candidate for Mayor of San Bernardino, announced at his weekly Saturday morning campaign meeting the endorsement of Los Angeles Mayor Tom Bradley. Holcomb added "I feel proud and honored to have received Mayor Tom Bradley's endorsement. In my eyes, he is an outstanding political leader who has contributed substantially to the progress and development of Los Angeles."

Holcomb announced that Mayor Bradley would be attending two functions in San Bernardino on Saturday, April 29. A private reception sponsored by Friends of Bob and Penny Holcomb will be held from three to four o'clock in

the afternoon at the New City Cafe, Vanir Tower, Second Floor, 290 North D Street, San Bernardino. Some 200 to 300 people are expected to attend. The event will also feature numerous dignitaries. Cost of the reception is \$50 a person or \$99 per couple. For further information phone 889-8873.

Culminating Bradley's visit to San Bernardino will be a popular-based rally featuring Mayor Bradley, Bob Holcomb, Congressman George Brown and a host of other dignitaries. The rally is scheduled for that same afternoon from 4 to 6 at Seccombe Lake Park located at the corner of Sierra Way and 5th Street. The afternoon program will feature a "Rainbow" of entertainment, e.g., spiritual, country, Latino, etc. There will be an admission of \$10 per person and children are free. Admission ticket provides for free hot dogs and beverages.

Holcomb concluded, "both the reception and rally are designed to add momentum to our grass roots campaign."

"On behalf of Penny and I, it is with great satisfaction to know that Mayor Bradley has endorsed my candidacy for the mayorship of San Bernardino. Furthermore, I want to extend a cordial invitation to all the people of San Bernardino to join us in welcoming Mayor Bradley to our beautiful city."

Hispanic News Editorial:**Holcomb Endorsed Again**

On May 2, the citizens of San Bernardino go to the polls again to elect either Mayor Evelyn Wilcox, former Mayor Bob Holcomb or former Mayor Al Ballard.

During his tenure as mayor of San Bernardino, Mr. Ballard was instrumental in accomplishing various projects which are certainly visible today, mainly, the two malls, parking garages, built and refurbished 13 little league fields, the Boys Club and other city-wide projects. He was also able to get the police department to respond to calls within a 3 minute notice. During his tenure, however, there was considerable conflict and at times, strained relationships with city council members, which, as we are aware, goes with the job.

Mr. Ballard's decision to run for mayor as a write-in is untimely, in that, the political climate is, and has been, contentious, to say the least, although he has the legal right to take this action. More importantly, if he, or any citizen, is striving for the top job in the city, this process begins in the primary, where sufficient time is allowed and is essential to clearly discuss the issues that are critical to our citizens.

We had previously endorsed Mr. Holcomb in the primary election, stating that his experiences in the Metropolitan Water District fight, his successful effort in establishing the Cal-State San Bernardino campus, development of Hospitality Lane, the Ruby Hernandez Community Center, five fire stations, three libraries, and other

projects were indicative of a result-oriented management style of leadership.

Most importantly to the Hispanic citizens, his appointment of seven Hispanic department heads, thirty middle management positions and his efforts to redirect the I-215 off-ramps toward the Westside.

Mayor Wilcox, as previously stated, has a leadership style of delegation of authority and a strong reliance on committees. Community projects that she has implemented have had a positive impact on the city, such as the strong drug program, a Neighborhood Watch program and More Attractive Community Foundation. She is currently co-chairperson, with Supervisor Bob Hammock, on the Norton Economic Development Committee.

The Inland Empire and the City of San Bernardino are on a fast track which is because of, strictly speaking, the economics of our time and beyond the control of local government, to a certain extent. We have witnessed a tremendous influx of residential building and the growth of commercial and industrial development. The announcement that Congress voted to close Norton Air Force Base and George Air Force Base increases the responsibility to put forth greater efforts by our political leaders, their respective staffs and community leaders to revitalize our area. This is the current goal of the Norton Economic Development Committee.

All these important factors - the city's growth, the fight on crime and drugs, sensitivity to social needs (especially minorities needs), a total and viable commitment to the economic development of the Westside and a broad regional approach to the conversion of Norton to civilian development and its uses - mandates leadership and management qualities, including the ability to be visionary, analytical, decision-makers, and the critical test of past performances.

For these reasons we continue to endorse Bob Holcomb.

Congratulations

The Gents Organization and the Peace Officers Association are commended for an outstanding program on their annual installation dinner/dance and awards to Latino peace officers and to the professional entertainment by Latino actors and actresses from Hollywood. This is a first for the Hispanic community and reflects the efforts, planning and commitment by both organizations to present to the community a symbolic testimonial that through unity and cooperation, many things can be accomplished. This event will be the forerunner of future accomplishments in our community. Keep up the good work.

CALIFORNIA HIGHWAY PATROL

A Career With A Purpose

AGE: 20-31

SALARY: \$2410 - \$2879 per month



- The CHP wants Hispanic Officers.
- A Challenging Life Long Career for Men and Women.

For more information call:

383-4819

California Highway Patrol
847 E. Brier Drive
P.O. Box 1029
San Bernardino, CA 92402
(714) 383-4819

INLAND EMPIRE HISPANIC NEWS

Wednesday, April 26, 1989
Volume 2, Number 13

The Inland Empire Hispanic News is owned and operated by the Hispanic Communication and Development Corporation.

Publisher	Graciano Gomez
Editor	Jack Fitzgerald
Office Manager	Trini Gomez
Design	Jaclyn Ink
Photographer	Tom Ballesteros
Writers:	Rebecca Gil Cecilia Gallardo

Circulation

The INLAND EMPIRE HISPANIC NEWS is distributed free of charge to designated "free zones" within the cities of San Bernardino and Colton. Its total readership is 32,000 to include mailed and carrier delivered pieces. Residents outside the "free zone" may be subscribe by calling (714) 381-6259.

Advertising

To place advertising, visit the News office at 1558-D North Waterman, San Bernardino, CA 92404, or call Trini Gomez at (714) 381-6259 to arrange an appointment.

Gents / Latino Peace Officer Installation



LPOA: Joe Mujica, Pres.; Richard Amador, 1st Vice; Jim Juarez, 2nd Vice; Danny Gutierrez, Sgt. at Arms; Ron Ibarra, Historian Secretary



GENTS: Frank Rodriguez, Pres.; Luis Robles, Sec; Joe Rodriguez, Treas.; Luis Bravo, Sgt.-at-Arms; Antonio Napoles, 2nd Vice; not present Santos Fav-ela, 1st Vice



(Above) Gent's Citizen of the Year Award. Larry Ramirez Citizen of the Year presented by Pete Ramos (left)



The awardees in alphabetical order: Jaime Estrada, Oscar Gonzalez, John Hernandez, Von Leyvas, Al Lopez, Charles Miranda, Frank Miranda, David Navarro, Oscar Oliva, Barbara Sanchez, Joe Sandoval, Samuel Sarmiento, Robert Yzquierdo.



GENTS: 10 YR. MEMBERS (L TO R) Abelardo Padilla, Luis Bravo, Alex Lujan and Fermin Rodriguez



T.V. SPECIAL

A look at the Mayoral Candidates
Saturday, April 29, at 2:00 p.m. and 4:00 p.m.
Sunday, April 30 at 1:00 p.m. and 3:00 p.m.
on KCSB TV-3, San Bernardino's
Community Access Channel
ALSO LIVE ELECTION RESULTS
Tuesday, May 2, starting at 8:00 p.m.

The *Colton City Council* extends best wishes to the community in observance of *Cinco De Mayo* and recognizes the contributions of all Hispanics to the development of America.

Mayor	Frank A. Gonzales
Mayor Pro Tem	E. Jerry Rios
Councilwoman	Connie "Paddy" Cisneros
Councilman	Max J. Lofy
Councilman	Leroy "Bud" Rehner

City Council Offices
City of Colton
650 N. La Cadena Drive
Colton, California 92324



Ustedes Pueden Compartir El Sueño

Notaran que hemos añadido algo al símbolo de Oportunidad Igual de un Hogar para todos, añadimos un mensae.

El mensaje es: la oportunidad es para todos. No importa su raza, color, credo, religión, edad, sexo, incapacidad física, estado civil o naciona lidad.

No es una regla o una meta. Es una ley. Una ley que la Industria de la construcción a poya furr temente.

Invitamos a toda la comunidad a que se unan a nosotros para que todo mundo lo sepa; por medio de nuestro símbolo, con palabras y con hechos.

Gracias.

For more information call:
The San Bernardino County CHRB at (714) 884-8056

Holcomb proposes city manager for San Bernardino

In running for Mayor in 1989, it is my deep desire to help bring about long term positive changes in the political and economic environment of San Bernardino. For that reason, as Mayor I will seek adoption by the voters of a City Manager form of government.

When in office, one of my first orders of business will be to begin working with the City Council to draft a Charter amendment which will replace the

Mayor, with a City Manager, as San Bernardino's chief executive officer and the person designated to supervise all City departments on a daily basis.

In the interim, it is my intent to work with the Council to hire the best city administrator available and delegate to him or her an equivalent level of power.

This is not a position I take lightly. **Strong Mayor Government Once Worked.**

During most of the 30 years I have participated in our city's civic life, I have thought that having an elected official manage the daily operation of the city staff was a good idea. It gave strong, dedicated Mayors the power to rapidly mobilize City Hall to attack emergencies as they arose.

In fact, I believe I won election four times in part because of the speed and efficiency with which my administra-

tions were able to respond to public problems.

However having watched the chaos which has decanted upon City Hall during the Wilcox Administration it is clear to me that it is in the long term best interests of the community to make a change.

Today, the City of San Bernardino has a \$70 million budget and over 1,500 employees. It is thus bigger than any private employer in the Inland Empire. Under the current charter, when Mayor Wilcox was elected she became the chief managing officer of this complex public organization.

Wilcox's Mismanagement Reveals The Need For City Manager Government

Because Mayor Wilcox proved incapable of managing City Hall efficiently, the public's tax monies have been squandered, the streets have gone unrepaired, the Police department has been cutback, and the drug gang war is in danger of being lost. The list of her management disasters is staggering: Three head Administrators in four years.

14 total top Managers gone.

3 Risk Co-coordinators gone while we face \$200 million in law suits without insurance.

6 acting Planning Directors during the general plan debate.

A cutback in the Police Department with crime on the rise.

\$500,000 accidentally omitted from the budget.

\$13 million invested with an uncensured investment broker, who lost \$176,000 of it in failed out-of-state S&Ls.

A \$3.5 million subsidy to a wealthy Japanese Corporation on the Maruko transaction.

10% of city lights blacked out.

\$1.8 million squandered redecorating City Hall.

Street sweeping cut in half.

Having watched Wilcox' failures, and realizing that City Hall management will grow even more complex as our population expands, I believe it is now imperative for San Bernardino' long term health that we install professional City Manager government.

With that form of government, the public would never again face the risk that a single, untested official like Wilcox could be elected and then badly botch the management of San Bernardino's public affairs.

Modern Politics Leaves Voters Playing Election Russian Roulette When They Pick a Mayor.

When our city was smaller, and politics was a locally run, personalized activity, better qualified people ran for office, and the voters had some idea about the competency of the candidates. In that environment perhaps an Evelyn Wilcox would never have happened.

Continued on page 10

Reach out: for help.



1-800-962-HELP

STRESS CAN BE UNBEARABLE.

You or your teenager or someone you know may be in the midst of a personal crisis, a deep depression. Full of tension and anxiety over a relationship, work, school, a health condition. A dependency on alcohol or drugs may have gone too far.

24 HOURS, EVERY DAY.

Just call toll-free 800/962-HELP. There's no need to face a tough emotional situation alone. Not when you can talk to a caring, sensitive professional right this minute. Your problem may be resolved temporarily on the phone. The right referral could be the key. Or, we might have you come over; regardless, we can't help unless you call.

WE'RE THERE FOR YOU RIGHT NOW.

We're the people of The San Bernardino Community Hospital with an 80-year heritage of caring. Our HELP line is one of our most important and effective services. And, it's there for you this minute. Just reach out and let us help you. Before it's too late.

We care for you.



**The San Bernardino
Community Hospital**

1500 West 17th St., San Bernardino, CA 92411, 714/887-6333.
A division of The Arrowhead Health Care System © 1988 The San Bernardino Community Hospital.

Best Wishes to the Hispanic Community on this special historical occasion of the "Cinco de Mayo"

THREE TERM FORMER MAYOR

Ballard back as write-in candidate for S.B. mayor

Al Ballard, former three term Mayor of San Bernardino (1965-1971) filed his nomination papers to run as an official write-in candidate for Mayor in the May 2nd general election. Ballard, 67, a San Bernardino businessman will challenge incumbent Mayor Evelyn Wilcox and former Mayor W.R. "Bob" Holcomb to regain the chief executive's office he held for three terms.

Upon filing his nomination papers, Mr. Ballard stated: "Since the March 7th primary election where over 70% of the registered voters in San Bernardino refused to participate and a majority of those who voted cast their votes against both Evelyn Wilcox and Bob Holcomb, I have been urged by hundreds of citizens of all ages in our community to take up the challenge and help lead our community in a positive direction to face the demands of the immediate future and to tackle the problems that will face us in the 1990's. After 14 years of confrontation, increased taxes and wasteful spending as well as 4 years of righteous incompetence, I have been convinced that the majority of the people in our community have had enough talk and now need and want ACTION. I believe that this is our

community's last chance to rescue San Bernardino from disastrous decision making and get back to delivering services to our citizens."

Ballard continued, "I have just completed an extensive survey of the registered voters in San Bernardino and over 80% of them responded that they would not vote in the May 2nd general election for either Wilcox or Holcomb because they had no confidence in either one of them. Likewise, a sizeable percentage said that they would vote for me as an alternative to sitting out this election for Mayor and many of those stating a preference for either Wilcox or Holcomb said that they would cast their ballot for me if I would run again for Mayor. Therefore, I have concluded that a write-in campaign is possible to win if the people will get out there and vote for CHANGE and to get SAN BERNARDINO MOVING AGAIN!"

"I have agreed to take up this challenge to lead our city back to common sense decision making at City Hall and all our citizens to join in this OPERATION RESCUE -- SAN BERNARDINO and work together to make this community once again a place to be proud to live

and work in and safe to rear our children. We do not have to stand for a second or third rate city government. During my three terms as your mayor we accomplished a lot and solved many of our problems during a time of social unrest. We did all that facing fiscal restraints by pulling together and

involving each citizen in some small way in our community life. We can do that once again." Ballard concluded.

Those wanting to join: OPERATION RESCUE -- SAN BERNARDINO and Write-In Al Ballard for Mayor can call the Ballard home at (714) 886-8449 for more information.

Cinco De Mayo Special

Frajita Feast

Your Choice of:
Chicken & Beef Frajitas
in a special La Casita
Marinating Sauce

Entertainment

12 PM to 2 PM

and

5 PM to 7 PM

Margaritas \$1.75 small - \$2.25 large - Bud on Tap \$1.25

Breakfast * Lunch * Dinner * Cocktails

Visa • Mastercharge

385 N. E Street

San Bernardino

Between Court & 4th St. on E St.



888-4877

Cinco de Mayo: A Day for Freedom

Education: Essential for a Free Society

Build tomorrow's community leaders.
Encourage students to stay in school
and work at getting an education.



San Bernardino City Schools
Board of Education

Mr. Hardy L. Brown,
President

Mr. Marlin L. Brown,
Vice President

Dr. Chuck Christie

Dr. E. Neal Roberts,
Superintendent

Mrs. Elisa G. Diaz

Mr. Lawrence E. Neigel

Mrs. Shelby Obershaw

Mr. Louis Yeager

REPUBLIC CAPITAL CORPORATION

Home Loans Arranged Fast !

Save \$450.00 Now

No Application Fee

Apply Today!!!

Home, Commercial, Land, 1st, 2nd, 3rd, TD Loans
or Construction \$5,000 - \$1,000,000

Foreclosure - Bankruptcy - Credit Problems

ALL O.K.

TRY US FIRST !

1 800-343-4485

(818) 846-6916

Monday through Friday 8 AM to 8 PM

Saturday 11 AM to 3 PM

BROKER

MEMBER CIMBA

Se habla Espanol !

Inland Empire Hispanic News

Wednesday, April 26, 1989

Friday, May 5, 1989

5:00 P.M. Agrupacion Musical "Los Policias"
 6:45 P.M. American and Mexican National Anthems
 7:00 P.M. Coronation of the Queen and her court
 Miss USA and Miss Mexico
 Speech by Mrs. Isabel Valencia
 7:30 P.M. KCAL remote control direct from Plaza Park
 "Alfredo Gonzales" Master of Ceremonies
 Mariachi Cocula
 Copa Cabana Talent Productions

Saturday, May 6, 1989

11:00 A.M. Conjunto Sentimiento Norteno
 12:00 Noon Parade
 Grand Marshals: Lupita Beltran & Lalo Guerrero
 1:00 P.M. Grupo "LOS GYPSIES"
 2:00 P.M. Parade awards and trophies
 3:00 P.M. Krystal and Show
 4:00 P.M. Awards for Best Mexican Costumes
 5:00 P.M. Grupo "Los Gysies"
 6:00 P.M. Krystal and Show
 7:00 P.M. Grand entrance of Queen and her Court
 7:30 P.M. KCAL remote control direct from Plaza Park
 "Alfredo Gonzalez" Master of Ceremonies
 Mariachi Lucero De Lupe Soria
 Antonia Guerrero - Magnifico Interpete de la Cancion
 Mexicana y actor
 Saul Reynosa - Recording Artist
 Ruben Nieto - Recording Artist
 Hermanos Torrez - Canciones Rancheras
 Carolina Rodrigues - Canciones Rancheras
 Lety Fonseca - Recording Artist
 Rebecca Armenta - Famosa Cantante



Inland Empire Hispanic Chamber of Commerce
 Cinco De Mayo Celebration 1989
 Sponsored by Anheuser-Bush

Sunday, May 7, 1989

11:00 A.M. Together Opposition
 12:00 Noon Conjunto Sentimiento Norteno
 2:00 P.M. Grupo "Los Gypsies"
 Pinata breaking on park grounds
 3:00 P.M. Ballet Folklorio De Tonatiuh
 Director Robert Jacobo
 4:00 P.M. Grupo "Los Gypsies"
 Dance conctect
 Awarding trophies for best costumes
 Krystal and Show
 Grupo "Explocion" - a salute to Menudo
 Grand Entrance of Queen and her Court
 KDIF remote control direct from Plaza Park
 Mariache Lucero De Lupe Soria
 Presentaction De Miguel Angel Rodrigues
 Antonio Guerrero - Magnifico Interpete de la Cancion
 Mexicana and Actor
 Ruben Nieto Letty Fonseca
 Hermanos Torres Rebecca Armenta
 Johnny Rodriguez Saul Reynosa
 Carolina Rodriguez Dueto Palmar

Vote for Bob Holcomb for Mayor of San Bernardino

On Tuesday, May 2nd

At a recent event honoring Cesar Chavez, Bob Holcomb was in attendance along with numerous Latino leaders in paying tribute to Cesar Chavez.



Jack Stowers Excecutive Secretary/Treasurer, Central Labor Council; Cesar Chavez; W. R. "Bob" Holcomb

Holcomb: if elected will expand and improve the police department's crime prevention efforts by increasing the police force.

Holcomb: if elected will develop a comprehensive and coordinated assault on durgs and gangs.

Holcomb: if elected will develop a realistic approach toward reviving the blighted areas of the city, such as the West-Side, by supporting strong and viable economic development which improves the quality of life, creates jobs and business opportunities.

San Bernardino needs a mayor of proven sensitivity, accessibility, competency, and decisiveness in working with the residents of San Bernardino towards improving the quality of life and that person is Bob Holcomb.

Vote Holcomb on May 2nd

Manuel Acosta
 George Aguilar
 Fidel Aguirre
 Gloria Aguirre
 Philip Aldama
 Joe Baca
 Jerry Butler
 Ofelio Cabrera
 Tony Campos
 Concha Casillas
 Roy Casillas
 Robert Castaneda
 Tony Chavez
 Jack Corona
 Rosalie Corona
 Manuel de la Torre

Aurelio De La Torre
 Nancy De La Torre
 Eduardo Elizando
 Alfredo Enciso
 Pete Espudo
 Angie Flores
 Danny Flores
 Emilio Flores
 Mary Gallegos
 Larry Garcia
 Celita Gomez
 Benjamin Gonzales, Former
 Police Chief San Bernardino
 Mayor Frank Gonzales, City
 of Colton

Luis Gonzales
 Oscar Gonzales
 Enrique Guillen
 Guillermo Gutierrez
 Frank Hernandez
 Ralph Hernandez, Former
 City Councilman
 Shine Hernandez
 Carlos Huesca
 Teresa King
 Rachel Mendoza Krasney
 Richard Lopez
 Tony Lujan
 Marina Marquez
 Olga Mendez

Angie Mendoza
 Dolores & Johnny Mireles
 Lalo Mendoza
 Valerie Montoya
 Danny Morales
 Manuel & Bea Morales
 Margaret Munoz
 Armando Navarro
 Armando Nunez
 Clara O'Campo
 Hector O'Campo
 Roger O'Campo
 Herman Pena
 Angel Perez
 Mario Porras
 Ray Quinto

Helen Ramirez
 Lisa & Manuel Ramirez
 John Regalado
 Mary Regalado
 Richard Resendez
 Robert Resendez
 Audulio Ricketts
 George Rivera
 Joe Rivera
 Jimmy Romero
 Rudy Rosales
 Bobby Vega
 Jesse Valenzuela
 Josie Zermeno

Budweiser®



Una vez más nos sentimos parte
de esta gran fiesta.

Felicitamos a la gran familia hispana
y aplaudimos su esfuerzo y progreso.

Por eso, siempre Budweiser...

**ES
PARA
USTED**

"Ernie" Gomez: A lifetime love of music



Refugio "Ernie" Gomez

The arts have increased in popularity in the Inland Empire in the last decade -- new centers for the performing arts, new concert groups, and symphonies are now apparent. In this movement one can find many individuals who are dedicated to the expansion of music in our communities. Among these individuals is singer, composer from Colton, Refugio "Ernie" Gomez who is a music teacher and director of the San Bernardino Canto Bello Chorale, home-based at Sturges Auditorium. Gomez was born in Colton on April 17, 1937 of migrant parents, Don Refugio and Dona Margarita Gomez -- both talented and gifted musicians. Named after his father, his six older brothers and sisters nick-named him "Ernie" at an early age.

Don Refugio played the trombone and Dona Margarita played the piano and organ. Upon Don Refugio's death, Dona Margarita was left to rear eight children -- four girls and four boys, with "Ernie" being the youngest of the boys. It was a struggle for her, but she managed by giving piano lessons to the community children, as well as her own, and playing the organ and directing a small church choir of ladies at the old San Salvador Catholic Church in Colton, under Father Jose Valencia. She also travelled with her little choir to assist other churches in the surrounding communities.

Gomez can't help but marvel at how his mother miraculously managed to support the entire family. Hard times are not easy, but when you look back, mother's love and perseverance held it all together -- along with her very strict discipline.

From an early age, "Ernie" demonstrated a high interest in music, especially in singing. He soon learned to sing favorite tunes for the neighborhood ladies who often rewarded him with a nickel or dime; and that was a lot of money for a five-year-old in the early forties. He can also remember when he first made his "stage debut" portraying Francis Scott Key singing the "Star Spangled Banner," complete with wig, white stockings, breeches, and buckled shoes when he was in the third grade. Although he did not take formal lessons at this time, he learned to read music (solfeo or solfeggio) and play the piano well enough to accompany himself. It was in these early years that he began singing with his mother's choir. At the age of 13, he was

asked to play the organ and sing at daily mass by the local pastor, Father Valencia. By working for the pastor, he earned the spending money necessary for many high school activities and clothes teenagers required.

Having attended schools in Colton, he graduated from Colton High School in 1955 after which he attended San Bernardino Valley College and earned an AA Degree in Liberal Arts. He then enlisted into the United States Marine Corp and was accepted into the prestigious USMC Band where he gained experience arranging special music for the director.

Upon his discharge from the service, he returned to San Bernardino Valley College, this time majoring in music. He then transferred to California State University in Los Angeles where he majored in voice and piano and minored in composition and instrumental music.

After receiving his Bachelor of Arts Degree in Music, Ernie continued at California State University in Los Angeles and earned a Master of Arts in Music Education. He was a member of the university choir, the madrigal singers, and was a tenor soloist at various musical events.

During the years that he was attending school and the time in the service, Ernie commuted two or three times a week to Colton where he continued to direct the San Salvador Catholic Church Choir and assist Father Valencia. From 1964 - 1969 he directed the adult choir at St. Catherine of Sienna Church in Rialto, and in the summer of

1969 he directed the choir at St. Augustine Church in Culver City.

He was hired by the Pomona Unified School District in 1967, where he has worked with mixed chorus, boys and girls choruses, and general music classes. In addition, he has taught academic classes, piano and guitar.

In 1970 he joined the William Hall Chorale which performed many choral works in the Los Angeles area and the Music Center, singing such compositions as Britten's "War Requiem", The Verdi Requiem, Beethoven's Ninth Symphony and many other well known works. The chorale performed one of Gomez' Christmas carols at their Christmas Concert.

He was director of the Immaculate Conception Church Adult Choir in Colton from 1974 - 1986. He started the first Diocesan Choir Festival whose goal was to spark more interest in choral singing during an era of church music when guitar and folk groups were more popular. These choir festivals were soon to become an annual event.

In 1982 Gomez founded the Canto Bello Chorale, a small singing group dedicated to keeping alive choral works by major composers and small ensemble pieces. Gomez arranges and composes many works for the thirty-voice chorale, ranging from American folk music to popular show tunes and Latin masses.

Currently, Gomez is working on "Recuerdos - A Mexican Musical

Continued next page

CANTO BELLO CHORALE

presents

RECUERDOS

A Mexican Musical Mosaic

featuring

EL MARIACHI UCLATLAN

5 p.m. Sunday,
April 30, 1989

WHITMER AUDITORIUM
Colton High School
Valley & Rancho Avenue

Tickets: \$10 General Seating
For information and ticket reservation call 825-0589

los
padrinos

"HELPING YOUNG PEOPLE HELP THEMSELVES"

Estamos para servir a la comunidad por
medio de estos programas juveniles:

888-5781

565 N. Mt. Vernon, San Bernardino, CA

FURNITURE AND APPLIANCES AT CLOSE TO FACTORY PRICES
Large selection of Carpeting and Drapes with accessories

MANUEL'S FURNITURE

644 N. MT. VERNON AVENUE, SAN BERNARDINO, CA 92411
(714) 885-2065

COMPLETE DECORATING SERVICE
Free estimates at your home or office
Western Union and Copy Center

owners
BEATRICE MORALES
MANUEL MORALES
DR. RUBEN MORALES

financing
mastercharge
bankamericard

(s. calif edison co.)



Southern California Edison

Management and Employees congratulates the Latino
community on their "Cinco de Mayo" celebration.

Summer Youth Job Registration

Summer job opportunities are available for local youths between the ages of 14 and 21 through the City of San Bernardino Employment and Training Agency Summer program.

The eight week program will pay \$4.25 an hour for 35 hours per week. Participants must be San Bernardino City residents.

Applications are now available at the

San Bernardino Employment and Training Agency, 646 North Sierra Way. They may also be obtained at the various library branches.

Registration will be held during the entire month of May. Registration dates and time periods are listed on the application.

For more information, please call (714) 888-7881, ext. 216.

GOMEZ

Continued from page 8

Mosaic" a concert featuring the Canto Bello Chorale singing traditional Mexican folk songs and waltzes, with the Mariachi UCLATLAN from Orange to be highlighted. Ernie will feature his own special arrangements at the April 30th concert, which will be held at Colton High School Whitmer Auditorium at 5:00 pm. There is a beautiful heritage in Mexican music that should not be lost, and he looks forward to the success of this concert - and maybe it will become an annual event.

Also in the works is a trip to Europe with the Canto Bello Chorale, with concerts scheduled in Germany, Austria and Italy.

In the future Gomez hopes to continue to work with the chorale and expand his musical interests in new fields.

Anyone who knows "Ernie" knows him for his dedication and perseverance in the preservation of quality music and performance -- continuance of the musical legacy left by his parents, especially his mother.

KCAL

EL PROGRAMA "LINEA ABIERTA" QUE HA SIDO TRANSMITIDO POR LOS ULTIMOS SEIS ANOS A LAS DIEZ DE LA MANANA TODOS LOS SABADOS, SE ESTARA TRANSMITIENDO TODOS LOS LUNES A LAS SEIS DE LA TARDE.

DURANTE LOS SABADOS, EL PROGRAMA TENIA UNA DURACION DE MEDIA HORA, Y DEBIDO A LA CANTIDAD DE LLAMADAS DEL PUBLICO, LOS LUNES TENDRA DURACION DE UNA HORA.

EN EL FORMATO DE "LINEA ABIERTA" EL PUBLICO EN GENERAL ES PERMITIDO A HACER-LLAMADAS TELEFONICAS PARA DAR SU OPINION SOBRE ASUNTOS DE INTERES EN NUESTRA COMUNIDAD.

ALFREDO GONZALEZ CONTINUARA SIENDO EL CONDUCTOR DE LINEA ABIERTA.

PARA MAS INFORMACION SOBRE EL PARTICULAR COMUNIQUESE AL TELEFONO (714) 825-5020.

county supervisor

Larry Walker

*Salutes the
Hispanic Community
and joins with them
in celebrating
Cinco de Mayo!*



Congratulations

"Cinco de Mayo"

from 1st District Supervisor
Marsha Turoci

**Best Wishes to
the Hispanic
Community on
the Celebration
of the
"Cinco de Mayo"
Fiestas**



Barbara Riordan

KIDS AGAINST CRIME, INC.

Kids Against Crime Hotline
Kids Against Crime, a youth crime prevention organization that teaches children how to avoid becoming victims of crime needs teenagers and adults to volunteer to help with HOTLINE (PEER SUPPORT AND REFERRAL NETWORK).

Volunteers will receive 24 hours of training. They will learn about the different crimes committed against children and problems that children face today.

Date: April 29th
Where: Kids Against
Crime Office,
3200 North
"E" St., Suite E
San Bernardino,
CA 92405

For more information please call
882-1344.



**CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO**

wants to be your university. We are committed to:

keeping classes small so you have access to the faculty

expanding course offerings so you can attend according to your schedule

providing personalized service in counseling, tutoring and financial assistance.

Cal State, San Bernardino is at your service.
Call (714) 880-5200.

**YES...we're growing...
and we have plenty
of room for you.**



Benito Juarez

The Abraham Lincoln of Mexico led Mexico through the most crucial period of its history.

AMERICAN CANCER SOCIETY

Last week for low cost mammography exams

The American Cancer Society is urging women "Don't Give Breast Cancer a Place to Hide" through their fourth annual Low-Cost Mammography Program April 16 through 30.

The American Cancer Society mammography task force, chaired by Dr. Kathlene Guth, is planning local participation in the mammography screening program. The program is co-sponsored by the Society, hospitals and radiologists throughout Southern California.

Normally costing up to \$250, mammograms will be available to eligible women for \$50. To be eligible, women must be at least 35 years of age, have no breast cancer symptoms and meet other health-related criteria.

"We urge all women to follow the American Cancer Society's guidelines

and include mammography as part of their regular cancer-related check-ups," Guth said.

The American Cancer Society recommends that women have a baseline mammogram at age 35. Women 40 to 49 should have a mammogram every one to two years and annual mammograms after age 50. Women with a family history of breast cancer should consult their physician regarding their individual needs for mammography.

"All women over 20 should perform monthly breast self-examination and have a physician examine their breasts every three years," Guth added.

Women can call (714) 772-8200 to receive information on scheduling a mammogram. In the (619) area code call 245-7730.

The special phone bank will be open April 16 from 4 p.m. to 8 p.m. April 17 through April 30 the phone bank will be open daily from 10 a.m. to 8 p.m. For more information on breast health, call the Inland Empire Unit of the American Cancer Society.

HOLCOMB: Cont. from page 4

However today the City is big, and politics is so manipulated by men like Wilcox's out-of-town hit mail artist, that few qualified people stand for election. Not knowing the candidates, the public plays Election Russian Roulette when it picks a Mayor to run City Hall.

City Manager government would lessen the risks inherent in this situation.

Holcomb VS. Wilcox

Having been Mayor under the current Charter, I personally look forward to serving in a system where the Charter forces a City Manager to deal with the daily problems of operating City Hall. I would prefer concentrating my entire energy and creativity on working with the City Council on policy development, and trying to secure safety and economic security for our city in light of the Norton and drug gang crises.

Mayor Wilcox recently had the chance to recommend these changes, when she appointed her Mayor's Advisory Committee on the charter. Unfortunately she simply used that commission to recommend reasons why she as Mayor should have more power, and the council less.

My sincere wishes to the Latino community on this special and joyous holiday

Assemblyman Jerry Eaves
66th Assembly district



Best Wishes to the Mexican Community on this Historical Date

Ruben S. Ayala
State Senator, 34th District



Felicito A la
Comunidad
Hispana Americana
en este
"Cinco de Mayo"

Su Congresista
George E. Brown, Jr.
Districto #36

OPEN
7 DAYS

ROSSO'S
FURNITURE
MART

(714) 886-1069

SALUDOS PARA EL CINCO DE MAYO

Carlos Rubio

Evelyn Dias

Susan Luna

1026 W. 5th Street • San Bernardino, CA 92411

Le servimos con
el tipo apropiado
de energía.



Linda se pasa todo el día en el teléfono. Ese es su trabajo. Linda es una representante del Servicio a Clientes de Southern California Gas Co. Todo el día ayuda a la gente, contestando preguntas acerca de las cuentas, cambios de domicilio, servicios y programas especiales.

Todos nuestros representantes de Servicio a Clientes se pasan todo el día en el teléfono y, esa es sólo una de las razones por las cuales el gas continúa siendo una de las fuentes de energía de mayor valor que existen.

Sirviéndole con el tipo apropiado de energía.



Best Wishes to the Mexican Community on this Historical Date

LOOKING FOR A CHALLENGE? Join the CCC!



(714) 885-6667
San Bernardino
Recruitment Office
244 W. 5th Street
San Bernardino

**ARE YOU 18 TO 23 YEARS
OF AGE AND LOOKING FOR
A JOB?**

**JOIN THE C.C.C. AND EARN \$737
PER MONTH PLUS BENEFITS
OBTAIN YOUR G.E.D. OR EARN
COLLEGE CREDITS**

WOMEN ENCOURAGED TO APPLY
NO EXPERIENCE NECESSARY

(800) 952-JOBS

Toll-Free
Call us for
applications and
more information

California Conservation Corps

The PAL Center is now
interviewing for the fol-
lowing positions:

Teacher -
With California
State Credentials,
Computer
Technician,
Counselor,
Executive
Secretary,
Vandriver with a
Class II Calif.
Driver's License

For more
information, please
call Mr. Ricks at:
(714) 887-7003

Do You Want To Be A Deputy Sheriff?

The SAN BERNARDINO COUNTY SHERIFF'S DEPARTMENT
is looking for qualified men and women who are interested in
joining the fastest growing law enforcement agency.

The residents of the largest county in the United States **DEPEND** on
us to provide the finest in law enforcement.

Join the more than 1400 men and women who have made a career
with the San Bernardino County Sheriff's Department.

If you or someone you know is interested in a challenging career as
a Deputy Sheriff, now is the time to apply. We want qualified
people who enjoy working with others and who are dedicated to the
law enforcement purpose.

.....
For applications and more information, contact:

San Bernardino County Personnel
157 West Fifth Street
San Bernardino, CA 92415-0440

An Equal Opportunity/Affirmative Action Employer



New offices:
1558-D No. Waterman, San Bernardino

Rates Starting as low as **7.25%**



Adjustable Rate Home Loans
Arrowhead Pacific Savings Bank
(714) 888-8870



Corporate Office: 301 Vanderbilt Way, Suite 300, San Bernardino, CA
Offices In: Blue Jay Village, San Bernardino, Upland, Costa Mesa
and Victorville

**Subscribe to the
Hispanic News
381-6259**

PRINCIPAL APPRAISER

\$3122 to \$3801 per month
(Plus \$431 to \$465/mo. Benefit Plan)

The San Bernardino County Office of Assessor is recruiting for Principal
Appraisers who assist in the management, planning and coordination of
activities for the property appraisal program and direct through subordinate
supervisors, one of the sections of the Valuation Division. Requires four years
of appraisal experience for assessment purposes, of which two years included
the performance of commercial/industrial appraisals and two years included
full range supervisory experience. Apply by 4/28/89. For further information
and applications contact:

San Bernardino County Personnel
157 West Fifth Street
San Bernardino, CA 92415-0440
(714) 387-8304
EOE M/F/H/

Career Opportunities for Women and Minorities

A rewarding and challenging career awaits you as a
SAN BERNARDINO POLICE OFFICER

FOR MORE INFORMATION, CONTACT: THE SAN BERNARDINO
POLICE DEPARTMENT
466 W. 4TH ST., S.B. 92401
(714) 384-5696



The San Bernardino Police Department is seeking to recruit qualified women and minorities as part
of an ongoing commitment to Equal Employment Opportunity.

Chief Donald J. Burnett

Student Aid

Here's a quick math test – compare the OMNITRANS 60¢ trip with your car's 35¢* per mile. The difference may not be a scholarship, but it's a sure aid to the student budget. Make the grade with low-cost rides. OMNITRANS – the 60¢ solution to air pollution.



Nice Going OMNITRANS

*Source: American Automobile Association, "Your Driving Costs," 1988 Edition.

To find out how nice the going can be, call today for bus information and a free schedule.

383-5283

983-2671

825-8341

