The primary objective of The ADVANCE is to fill a basic part of the reading, comprehension enhancement and ego strengthening needs of our young and older adults not presently in any formalized public school system. Its secondary purpose is to serve as an excellent supplemental reading for the large number of young people in public and other formalized schools where such help is indicated.

This new learning enhancement tool is being put together on a volunteer basis (there are no paid staff) either nationally or locally in AOP/PI by experienced professionals who often have varying views concerning how (level-wise) such students should be approached.

Since many of you, too, have opinions as reading specialists, we welcome your comments and would appreciate greatly your suggestions. Also, we invite—and urgently need—articles for inclusion in The ADVANCE. Each article must include a set of questions for use in our Tutor's Guide.

Since we may have to combine similar articles and significantly edit others, we feel it is best to maintain a policy of no credits. The objective of all of us is to do where it exists.

TUTOR'S GUIDE

This guide is primarily designed to arouse and maintain motivation in the student by continuously highlighting those elements in these articles which focus on issues of major concern to them; address their ego strengthening needs and sense of self; and convey productive alternatives to preconceived notions and ways of thinking that have hindered us from maximizing our potential.

This orientation can help make the necessary mechanical process that follows more meaningful and acceptable to the student—something that he/she can see as making sense and helpful to them. Accordingly, we suggest that you:

1. Motivate student interest by introducing difficult words in each article with a discussion. If a chalkboard, easel or chart paper is available, write them before or as they are used in context.

2. Guide the reading of each article by posing questions using words in the text. If necessary, take a sentence at a time. As the student progresses, you can take a paragraph at a time.

3. Teach one skill after each article.

4. Have student re-read to put the skill word taught back into context.

For this issue, you might concentrate thusly:

CAROLINA, THE LIBRARY ASSISTANT—Ask: Where does Carlotta work? What is the circulation area? Name three (3) duties of the library volunteers. What does it take to make a good library assistant? Why does Carlotta take courses at the Community College?

Skill: Vowels like a in cat, e in ten, i in is and u in cup are called short sounds. How many short sounds of a, e, i, and u can you find in the story on page 1? Write them in your notebook.

MAKING A LIVING: AFRICAN STYLE—Ask: What advice did the villager want? Why is it the man’s duty to give his tribesmen money and food? Do you think this is a good custom? What conflicts are African often faced with? How many Africans in black Africa are farmers?

THERE IS NO COUNTRY LIKE MEXICO—Ask: How many Mexicans are white? Who are they? How many Mexicans are black? Where do they live? What are Mestizos? How many Mexicans see in this group? Why were Mexicans ashamed of their Indian heritage? Are you proud of your heritage?

THE GREAT DEPRESSION—Ask: What was “Black Thursday”? How many people were out of work in 1931? How many people were out of work in 1932? How many people were out of work in 1933? Why did J. P. Morgan sell his gold? How much did he make if he sold all of his gold? Why couldn’t the cities and towns feed the unemployed? Do you know anyone who lived during the Great Depression? Ask them how they survived.

Skill: Look for words with the short sound of a, e, i, and u in this story. Copy the words in your notebook. Find other words in your newspaper. Cut out the words and paste them in your notebook. Practice saying these sounds before a mirror when you are combing your hair, putting on makeup, brushing your teeth, shaving, etc.

DRUGS AND YOU—Ask: What keeps people from sleeping? Why do people need sleep? Why are barbiturates called “downers”? What are sleeping pills?

Skill: Look for words with the long sound of a, e, i, and u. Remember the long vowels say their name. Write all the words you find in your notebook. Practice saying these words in front of the mirror. Notice how your mouth looks as you say them.

WAYS OF EXPLORING SPACE—Ask: Where is the biggest telescope in the world located? What is a light-year? Write on the board the number of miles this telescope can see out into space. What is an astronomer? What is a dish? Where is the 1,000-foot dish located?

Skill: Complete the forms of these verbs: I see, you see, he (she, it) sees you, I see, you see, he (she, it) sees; I mean, you mean, he (she, it) means; I made, you made, he (she, it) made; I was, you were, he (she, it) was; I am, you are, he (she, it) is; I am, you are, he (she, it) is.

We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—We can someone over—
OUR HISPANIC NEIGHBORS

Mexico is not an imitation of Spain or England or France. Mexico is not an imitation of the United States. The history of Mexico is the story of a conquered people who would not accept their conquered condition as permanent. "It will not be like this forever," they said to themselves.

About 30 out of every 100 Mexicans are pure-blooded Indians. They belong to more than 50 Indian tribes. Each tribe has its own language and customs. Some of these Indians still speak the old languages and live in the same part of the country where their ancestors lived for hundreds of years.

Maya (my-'uh) Indians still live in the Yucatan Peninsula. Zapotec (zah-'puh-tek) Indians still live in the Oaxaca (Wah-hah-'kah) Valley in southern Mexico. Otomi (o-tuh-'me) Indians are among the poorest in Mexico. They still live on the very dry Central Plateau.

Ten out of every 100 Mexicans are White. They have European ancestors. Some of them are descendants of the Spanish conquerors, who came to Mexico in 1519. These Spanish conquerors ruled Mexico for 300 years. Other White Mexicans belong to Spanish families. They fled from Spain during the Civil War in that country during the 1930's.

About one in every 100 Mexicans is Black. They are descendants of Africans who were brought to Mexico as slaves by the Spanish conquerors. They live mostly in Veracruz and Acapulco.

The largest group of Mexicans are of mixed Indian and European ancestry. About 60 out of every 100 Mexicans are Mestizos (mes-tee-'zos). Mestizo is a Spanish word for mixed.

At one time many Mexicans were ashamed of their Indian heritage. This attitude came from the Spaniards who looked down on all dark-skinned people. The Indians were treated as slaves.

This attitude has been changing since more people learned about the wonderful Indian civilizations that existed hundreds of years before the Spaniards came to Mexico.

New Words to Learn

CIVIL WAR (sliv-'ul wahr)—n. A war between sections or groups of the same country.

CIVILIZATION (sliv-uh-luh-zay-'shun)—n. The stage in the progress of human beings when they are no longer savages and when arts, sciences, government, etc. are developed.

CONQUERED (kong-'kured)—adj. Gained by using force; defeated.

DESCENDANT (de-sen-'dunt)—n. A person who comes from a particular group of ancestors.

HERITAGE (her-'uh-tij)—n. Something that is handed down from earlier generations or from the past.

IMITATION (im-uh-ta-'shun)—n. A copy or likeness; made to look like something better; not real.

PURE-BLOODED (pyoor-bluded)—adj. Not mixed with anything else.

The Tumbleweeds

Ramon, I'm hungry.

Let's go to the store and get something to eat.

But we have no money!

That's okay, Pablo, this sign says... "Go BY 1 and get 1-

POOTATO CHIPS

GO BUY 1

AND GET 1 FREE!

free." So, we don't need any money.

But, Ramon...

Hold it!

Come on!

Oops!

Ramon, I tried to tell you, because you misunderstood. By means: near or beside. You were BY those chips. It also means In or during; BY the time you return those chips, I'll be at home. BUY means: to get by paying money; and finally, BYE as in I'm going home for dinner— GOODBYE.
By LARRY HICKS
Sun Staff Writer

OCTOBER 7-13
Supplement to The Sun, Precinct Reporter, Black Voice News, El Chicano, and The American News
Page 1

MORFURY ENTERPRISE DEVELOPMENT WEEK

Telephone promotes minority business

M ayers from 13 Island Empire cities are scheduled to appear on the program — live and on tape, Lee said. The program will be part of the Minority Enterprise Development Week, a national observance, from Oct. 7-13.

Organizers of this telethon are all business. In fact, businesses in what the Minority Procurement Telethon is all about, the four-hour telethon is aimed at linking minority businesses with large corporations and will be broadcast at 7:30 p.m. Oct. 9 on public television station KVCR, Channel 24. Telethon organizers are inviting the program as the first of its kind as a model for the nation.

The purpose of the telethon is to match qualified minority businesses with major corporations and large businesses in the Island Empire that normally contract for goods and services, said Patricia Larson and Kay Ceniceros, Telethon organizers.

The telethon is an idea of Grice's. Lee set added: "We're exposing minority-owned businesses to a diverse audience." Lee said, "Any corporation that wants a tilt-up building to be done, they will find someone to do the job," he said.

The telethon is a "conservative" goal of $4 million in contracts for the program. They want to go beyond that figure, however.

The program will feature some elements of a traditional telethon, including Hollywood stars and volunteers to answer phones.

Actor Charleton Heston is scheduled to deliver a taped message. There will be flashes to a "scoreboard" to show the rising number of job opportunities.

There will be no breathtaking, heart-stopping Las Vegas production numbers. There will be no breathtaking, heart-stopping Las Vegas production numbers. There will be no breathtaking, heart-stopping Las Vegas production numbers. There will be no breathtaking, heart-stopping Las Vegas production numbers. There will be no breathtaking, heart-stopping Las Vegas production numbers. There will be no breathtaking, heart-stopping Las Vegas production numbers.

The telethon may not rival a Jerry Lewis production for its heart-stopping Las Vegas production numbers. There will be no breathtaking, heart-stopping Las Vegas production numbers.

The broadcast will reach 40,000 households with an estimated 47 million viewers.

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Minority Enterprise Development Week, 1984

By the President of the United States of America

The fulfillment of this challenge has become more real today than at any other time in our history. Our businesses reveal the true meaning of entrepreneurship. They have emerged as a dynamic force in the marketplace, launching innovative products and services to our economy, and constituting the principal source for jobs and training for thousands of American workers.

As we enter an era of greatly expanded opportunities in economic growth and development, we must ensure that all Americans are involved in our economic progress.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the week of October 8th to October 14th, 1984, as Minority Enterprise Development Week, and urge all Americans to join together with minority business enterprises of our Nation in appropriate observances.

In WITNESS WHEREOF, I have hereunto set my hand this sixteenth day of June, in the year of our Lord nineteen hundred and eighty-four, and of the Independence of the United States of America the two hundred and eighth.

By LARRY HICKS

Art Townsend
Saw Martin
Galiola M. Hanson
Hardy L. Brown
Gerard Bean

Grice and her OSC behind the success of many S.B. area minority businesses

SAN BERNARDINO - Frances J. Grice has a track record of helping other people develop WECK records. She's the executive director of Operation Second Chance, Grice and her associates have helped about 700 small and minority-owned businesses every year since 1968. The businesses have received more than $110 million in loans and job contracts since 1974.

Now, the organization is known, grows more successful, technical training to hundreds of disadvantaged and minority youth and young adults at its School of Opportunity and Highpoint and Highjump. The agency has a successful job placement program.

When people talk about this day here has had a strong impact on me, mainly because of the Grice's work. I believe it was in 1972 that we got the loan,” Griggs said. “We had pursued other (financing) avenues and we finally got word that assistance was needed. We applied for the loan and got it. We then took the loan by another. And that is proper,” he said. “What all of us agree upon - and it is the reason a joint venture was match made in heaven.

The first joint effort by the five newspapers occurred last year with the "minority" press in an effort to spotlight and promote a goal of Minority Procurement Week, and I urge all Americans to join together for us. We received tremendous support from them. The telethon is running in conjunction with Minority Enterprise Development Week, and I urge all Americans to join together with minority business enterprises of our Nation in appropriate observances.

As executive director of Operation Second Chance, Grice and her associates have helped about 700 small and minority-owned businesses every year since 1968. The businesses have received more than $110 million in loans and job contracts since 1974.

The program will feature various small businesses offering services and products to the general public.

SAN BERNARDINO - The marriage of The Sun and four ethnic newspapers to produce a special tabloid section for the first time in the Inland Empire.

The program will feature various small businesses offering services and products to the general public.

President Reagan wishes telethon success

By LARRY HICKS

In his paper's editorial columns Townsend has lauded The Sun as a "newspaper of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "unwavering dedication." A few years ago, Townsend wrote that the Sun "is the voice of the people," and of the Independent as a "newspaper of the people." He has also praised the Sun for its "hard work" and "un wavering dedication."
Taco Bender

Congratulations Minority Businesses
1040 W. Baseline
San Bernardino, CA 92410
(714) 869-2311

CONGRATULATIONS OSC
BELLO DEVELOPMENT COMPANY
William F. Coleman, President
464 West Court Street, Suite A6
San Bernardino, California 92410
(714) 381-3548

Commercial - Residential - Industrial
VICTOR P. TOARES CONSTRUCTION
General Contractor
Lit. No. 300418
(714) 734-3057
7860 Smoker Rd.
Corona, Ca. 91720

CONGRATULATIONS
"I personally join in saluting all minority businesses in our community. Let us never lose sight of our dreams."

DAN FRAZIER
COUNCILMAN - 6TH WARD

THE SAN BERNARDINO COMMUNITY HOSPITAL
Is Proud To Be A Part Of
MINORITY ENTERPRISE DEVELOPMENT WEEK

A master plan for the replacement of the current Hospital, constructed in 1958, is presently being finalized. The project will also include a major new Professional Office Complex.

THE SAN BERNARDINO COMMUNITY HOSPITAL
Salutes
All Minority Enterprises During This Special Week
In order to be received in homes throughout the Inland Empire, the signal from the Minority Procurement Telethon will travel via microwave (1) from Neo Productions in Riverside to (2) Blue Mountain near Grand Terrace, from Blue Mountain to (3) KVCR studios in San Bernardino, then from KVCR to its transmitter at Box Springs (4). The signal is sent out at the transmitter to be picked up throughout the two-county area.

Cooperation key in beaming TV signal to viewers

By RICK BURNHAM
San Bernardino Sun

Nothing, it seems, is easy. While it appears that beaming the signal from the Minority Procurement Telethon to a television set in San Bernardino and Riverside counties would be relatively easy, it isn’t.

What did turn out to be easy was the cooperation shown between area businesses, companies, production people and other officials involved in bringing the show into the homes of thousands of viewers.

The studio used for the telethon is at Neo Productions in Riverside — large enough to handle this type of production.

But in order for a show to originate from that location and be seen by thousands of viewers in the two-county area, the signal must travel transmission to viewers throughout the Inland Empire.

Added to the complexity was what turned out to be a rather problem — getting coordination of the microwave transmissions from-Chicago.

While microwave signals are a type of radio signal, they are sent and received via telephone lines. According to Lou Warren of KVCR-TV and Keith Lee at Operation Second Chance, the operation signal for the station will be transmitted via microwave from the Neo, Productions studio on Chicago Avenue in Riverside to Blue Mountain near Grand Terrace.

From there, the signal will be sent via microwave to KVCR-TV’s studios on the campus at San Bernardino Valley Community College.

The signal travels from KVCR back to the station’s transmitter at Box Springs in Riverside County, again via microwave. From there, the signal is beamed out to area viewers.

Neo Productions, Blue Mountain and the Box Springs transmitter are all within the realm of Pacific Bell. KVCR’s studio is located within General Telephone’s service area. “Originally, the Department of Defense Audio-Visual agency at Norton Air Force Base was going to handle the transmissions,” said General Telephone spokesman Kevin Laverty. “But they were unable to do it, so we and Pacific Bell got together to take care of the situation. Although unrelated to the microwave signal problems, Continental Telephone Co. — which provides telephone service in the High Desert and other areas of the county — also has volunteered its help for the telethon by lending some of its personnel for publicity and promotion, officials said.

While Neo Productions’ studio will be large enough to meet televising needs, the show will be directed and produced from a truck parked outside — much in the same way the national networks telecast remote locations, according to television producer Tom Dickey.

Cooperations key in beaming TV signal to viewers
MINORITY PROCUREMENT TELETHON

Dinners, seminars among activities for MED '84 week

By RICK BURNHAM

SAN BERNARDINO — For the San Bernardino area, it's a four-hour telethon. For Washington, D.C., a three-day seminar on business development. For many communities, it's recognition ceremonies, special dinners, and proclamations by mayors, city councils and governors.

Special events of one kind or another are being held in many communities to celebrate Minority Enterprise Development Week, says Collingwood Harris, director of MED at Washington, D.C.

The week is designed to recognize the more than 600,000 minority entrepreneurs across the country.

In Washington, the selection of the Minority Entrepreneur of the Year will be made from a field of 12 business owners who were nominated by the estimated 120 Minority Enterprise Business Centers to regional competitions. Regional winners then become eligible for the Entrepreneur of the Year award and several other honors.

The Small Business Administration also nominated business owners for the award competition, Harris said.

"Many, if not all of the Minority Business Development Centers are conducting minority business award ceremonies," Harris said. "And recognitions honoring minority business and Minority Enterprise Development Week have been passed by councils, mayors and governors almost everywhere."

This is the second year the special week has been designated to honor minority business across the country.

The three-day seminar in Washington will provide assistance on capital development to an estimated 300 participants, including minority entrepreneurs and individuals connected with MED centers across the country. The representatives from Operation Second Chance are attending.

The special promotions will appear throughout the week in print and broadcast messages seen in the country's 100 leading markets.

The special promotions will appear throughout the week in print and broadcast messages seen in the country's 100 leading markets. Addition,. the MBDA is sponsoring a national public service advertising campaign that promotes the success of the nation's minority-owned businesses.

The special promotions will appear throughout the week in print and broadcast messages seen in the country's 100 leading markets.

By RICK BURNHAM

SAN BERNARDINO — How would you keep as many as 1 million viewers interested in a four-hour local telethon?

That's the job freelance producer Tim Dickey took on when he was hired to put together the Minority Procurement Telethon for the San Bernardino Gas Company.

Dickey said his job included "running in and out of the television studio so that you must make them entertaining or you lose the audience.""Dickey said. "One of the things I discovered about the local business here is that they tend to lose their identity being near to Los Angeles. I'm trying to reach out and grasp that sense of community that I believe is out there in the average guy," Dickey said.

Dickey decided to use a mixture of live entertainment, taped segments on local minority-owned businesses, live interviews and other items to keep viewers tuned in. Dickey said the four-hour morning used eight half-hour segments.

Another few to eight minutes would be used for live entertainment each half hour, along with pre-taped reports on specific minority businesses and reports updating the show's real purpose — to match qualified minority businesses with these large businesses and corporations in the area that control $1 billion a year in sales.

The program's purpose is to give small minority business valuable air time to offer their services, and larger firms requiring goods and services the opportunity to give a minority-owned business the chance to bid for those goods and services.

The two needs come together with the help of telephone volunteers, who answer telephone during the telethon and pass along information or job possibilities.

"We have a crew of about 15 people who put the show together, most of them volunteers," Dickey said. "There has been a huge amount of volunteer support from local businesses."

Dickey, who now lives in Tarzana, has been in television production since 1982. He came to California in 1965, where he held engineering posts at both ABC and NBC for about five years.

He has worked for two nonprofit groups and done post production work. He has worked for two nonprofit groups and done post production work.

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triumphant in June, well over the agency's goal of 7,600. New
sisted 2,126 clients with business expansion, or 85 percent of the agency's goal of 2,500, Harris said.
That business expansion had created 11,850 jobs as of June 30, almost 73 percent of the goal of 16,000 jobs, Harris said. 

"It's always been an advocate of economic and employment opportunities for everyone," said Francine Green, executive director of a long-time friend of Jacques. "Even with CBS his shows are geared toward education and awareness of shows like ours," she said.
Though he is known as the host of two weekly television shows, "Interfaces" and "Today's Religion," both on KCBS, James J. Jacques has a number of programs specifically designed to assist minority entrepreneurs.
The social service center was similar to one Harris helped establish in Las Vegas, where clients could deal with their needs - jobs, disability insurance, vocational rehabilitation - under one roof.

Harris has also worked with the state Employment Development Department and Los Angeles Chamber of Commerce's management council for minority employment, training and research. 

Jacques has served as master of ceremonies for many events in San Bernardino, including the Black Achievers Business & Industry Awards, the new Ramada Hotel groundbreaking and Operation Second Chance for student graduate scholarships.

He believes San Bernardino is yet to realize its potential as a showcase for the city's achievements, both economic and industrial.

"We need to sell ourselves and show the world what we can do," he said.

"It's the duty of any and everybody to contribute themselves and others to those changes and take advantage of them. We will be the losers if we don't," he said.
Grice

(Continued from Page 2)

To attract the problem, OSC initiated a job placement program for the San Bernardino Unified School District. The program was designed to help minority students find employment in the San Bernardino area. Over the years the program has assisted more than 500 minority students in finding jobs in the San Bernardino area.

In conclusion, Grice believes that minority businesses have a unique opportunity to succeed in the San Bernardino area. She encourages minority entrepreneurs to take advantage of this opportunity and to participate in the development of the local economy.

Helping minority businesses get started and grow is the specialty of the Minority Development Center. The center has provided training and support to more than 100 minority businesses in the San Bernardino area. It has also helped to create more than 500 new jobs for minority workers.

The Minority Development Center is located at 123 W. Court St., San Bernardino, CA 92401. For more information, call (714) 884-0586.

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The San Bernardino Adult School (San Bernardino Unified School District) can help you to earn a high school diploma. The school offers an Adult Basic Education (ABE) program, English as a Second Language (ESL) classes, and high school courses.

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WHERE THE SUN
NEVER SETS ON
$ SAVINGS $
‘10 seconds to air...’

Personnel discuss final set construction.

More than 25 volunteers are helping make the Minority Procurement Telethon a reality by assisting in creating the studio sets for the production.

A lot of effort goes into building and painting the various sets, creating signs and other visuals, setting up equipment, and planning a four-hour television production.

The telethon is the first of its kind in the nation, and others will be watching to see how successful the Inland Empire's effort will be in bringing minority business and large corporations together.

"It's an idea whose time has come," said Truman Jacques, who will be the telethon's host. "I've participated in other telethons, and never before have I heard anyone say that this kind of concept could work," he said.

"The challenge is upon the producer to make it informative and entertaining to hold an audience. And the challenge is upon the audience to give it a chance," Jacques said.

Joe Gomez of Pacific Bell hoists tripod to roof of Neo Productions.

Morris Johnson of Neo Productions checks a camera angle.

Al Rogers of Pacific Bell adjusts transmission equipment.
Corporations work together to aid minority entrepreneurs

By LARRY RICKS

The help of companies like TRW, Continental Telephone and Bausch & Lomb Audio Visual Agency has been essential to the mini­mization of minority-owned firms and large corporations, the show's creator said.

"We couldn't have done this "without their support," said Frances A. Grice, referring to the technical assistance and coordina­tion, and that's where a lot of Second Chance and the tele­thon, Grice said.

"Because this telethon is pro­duced at a grass roots level, the contributions that have been made by the major corporations have made this possible," said Grice, executive director of Oper­ation Second Chance and the tele­thon's creator. "It took a lot of hard work and coordination, and that's why it's a little more than just a show." she said.

A steering committee formed to coordinate telethon activities was comprised primarily of rep­resentatives from the large firms and several representatives said their time and efforts were worth it.

"From my standpoint ... it's really been a very positive experience of minority business and some of their time, energy and cooperation," said Janice Newman, a public af­fairs representative for Continental. "I gained a better appreciation for minority business owners, their ingenuity, their ambitions and their risk to business," she said.

"They (minority-owned busi­nesses) are contributing to the success of the economy," said Newman, who is the steering committee's media director who wrote press re­leases about the program and pro­duction of radio and television public service announcements.

Some Continental employees volunteered to work the telethon, handing out buttons andleading general assistance, Newman said.

"It's been involved with the tele­thon because the company believes "It's a very strong commitment," said Newman. Working on the telethon also enhances the company's image in the community, she said.

"It makes us more human," said Newman. "It shows that we do care."

Newman said her company has established a policy to actively pursue minority business. Continental has sought qualified minority businesses by sending them a descriptive mailer, advertis­ing their needs and asking for a description of services offered by minority firms, Newman said.

"By developing that policy ... it's a very strong commitment," said Newman. "I'm very excited about the telethon." Laverty said. "Our pres­ident, David Anderson, has also expressed excitement and is delivering a taped message the night of the show."

"Anything that will provide op­portunities for minority business­es to bid on contracts is certainly in order and something our com­pany supports," Laverty said.

A list of the steering commit­tee members, provided by tele­thon coordinator Keith Lee, fol­­lows.

Another communications firm, General Telephone of California, has been involved with minority firms in the blacks of $11 million in contracts during the past year, said Kevin Laverty, the company's public affairs representative and a tele­thon-steering committee mem­ber.

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Continental is involved in the telethon because the company feels "It's a very strong community service," said Newman. Working on the telethon also enhances the company's image in the community, she said.

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Good Citizens Know About the Issues that Affect Their Lives

The Great Depression

October 29, 1929 is the day the stockmarket crashed. That day is called "Black Thursday." Some stock shares (equal parts into which the ownership of a business is divided) that had been worth $100 could be bought for $3.

Many factories, mines and businesses closed. Thousands of workers were fired overnight. By the spring of 1931, 8 million Americans were out of work.

By 1932 more than 14 million Americans were unemployed. In those days most of the workers were men. They were the only breadwinners in their families. One in four workers was out of work. One man out of work meant that a family of five or more persons went hungry.

By 1933 the number of unemployed was almost 20 million people. Thousands of men took to the road as hobos.

The Great Depression affected the lives of everybody in the United States. Many banks had to close their doors because the people who had borrowed money could not pay it back. Thousands of people lost all of their life's savings.

Thousands of bank employees lost their jobs when the banks closed. Jim Jackson was a bank guard. He lost his job when the bank closed. He became one of the hundreds of apple sellers on the streets of New York City. Even in the rain or snow, Jim and the other men stood on street corners selling apples for 5¢ apiece.

Jim bought a box of 72 apples for $2.25. Brown paper bags cost 10¢ a package. He paid 10¢ for his bus fare. If he sold all of his apples during the 10 to 14 hours he stood on the street, he made $1.15. If he couldn't sell his apples, his family didn't eat.

Many cities and towns set up breadlines and soup kitchens for the unemployed and their families. But there were so many starving people to feed, the cities and towns ran out of bread and soup. For the first time, the United States had large numbers of people who were starving because they could not find work.

(Next: The New Deal)

Drugs and You

Don't depend on your friends to tell you about drugs. Depend on the facts. Learn the facts in The ADVANCER.

The Depressants—

From the beginning of time, people have looked for a safe "sleeping potion." Sleep is just as necessary for life as food.

Alcohol and opium were the first drugs used to make people sleep. But both of these drugs make harmful changes in the body.

Early in the 20th century the barbiturates (bar-bich'-ur-lts) were discovered. Barbiturates are called "downers" because they make people drowsy or put them to sleep.

Sleeping pills are barbiturates. They work faster than others. Sleeping pills come in many sizes, shapes and colors. They are prescription drugs. They must be ordered by a doctor.

Ways of Exploring Space

Scientists use instruments called telescopes to look at the sun, planets and stars. The biggest telescope in the world is on Mt. Palomar in California. It has a mirror that measures 200 inches across. It can see out into space a distance of 2 billion light-years. A light-year is the distance that light travels in one year. It is about 6 trillion (6,000,000,000,000) miles. That means that the telescope can see 12,000,000,000,000,000,000,000 miles.

Scientists that study the stars, planets and other heavenly bodies are called astronomers. They also use giant radio antennas to study the stars. These radio antennas are called dishes. Some radio antennas are hundreds of feet across. The National Aeronautics and Space Administration (NASA) has a 250-foot dish at Galstone, California. At Arecibo, Puerto Rico, there is a 1,000-foot dish. Some of these dishes can "see" out into space a distance of 8 billion light-years.”