Food For Less: A Grocery Store with Good Bargains and Much Controversy

By Veronica L. Leduc

On August 17, 1988, a new supermarket opened its doors in spite of much protest and adverse publicity. Even as shoppers waited to go into the market, protesting members of the United Food and Commercial Workers Local 1167 set up information picket lines at the store's entrance and around the entire parking lot which used to be the site of the old Zody's department store on Second Street in San Bernardino. Things are quieter now at Food For Less. Hired picket walkers still walk along the store's parking lot, and many customers have decided how and where they are going to shop. But the UFCW, formerly called the Retail Clerks' Union, continues its "fight" against the owners of Food For Less.

Yet in spite of all the controversy, many people continue to patronize the store for its lower prices, wide selection, and amiable service. And why not shop at Food For Less? According to vice president Sam Gerome and Harold McIntire, also a co-owner of Food For Less, their supermarket offers a wide variety of quality merchandise at lower prices that will beat any competitors'. A feature to the customer is the "wall of value" that is made up of national brand items that are about one penny to twenty cents cheaper than other competitors. Some price differences were as much as two dollars for special ad items.

Vegetable section at Food For Less, Second St., San Bernardino

Food For Less does not carry a plain wrap generic brand. Instead it offers a wide variety of national brand items—products that the customer is more familiar with. Food For Less does redeem manufacturers' coupons for the face value, and they also accept food stamps. Furthermore, Food For Less is not a wholesale market like the Price Club because, although the market has the appearance of a warehouse store, customers are not required to buy in bulk quantities in order to save money.

Thrift Shops: A Bit of Nostalgia

By Cecilia Gallardo

The thrift shop business is booming in San Bernardino. The growth of the thrift shop industry is on the rise and businesses in the area are experiencing significant growth. Industry directors attribute the upsurge in sales to a number of factors, low prices, high fashion, and a bit of nostalgia. Two area thrift shops, Goodwill Industries and Deseret Industries, have experienced a considerable amount of growth.

Deseret Industries Store - Colton

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Probably the most impressive feature of this discount supermarket is the produce department. Not only were the produce prices quite reasonable, the wide variety of fruit, vegetables, and other ethnic produce items were of quite good quality. Importantly, to a customer, the aisles were wide and clean without any debris on the floor. There seemed to be a good sense of comradery among the employees and management. Both employees and management seem to have a sense of pride in their store while the employees were quite amiable and helpful.

When asked "Why yellow?" for the store's decor, Sam Gerome said that black on yellow gives a lot of effect. Also, simple bold colors without the fancy trims and soft pastel colors reduced costs that would reflect on prices. But whenever possible, any kind of...
Prosperity or Frenzied Consumerism?
An Economic Aphrodisiac for America

By George Martinez

America has become a nation guided not by the interlocking moral and governmental principles so eloquently scripted in the Constitution and Bill of Rights, but instead by the amoral principle of material consumerism. Whereas, this may not be a shocking revelation to our nation’s economists, politicians or business leaders, the already obvious consequences of continuing to base our economy on the simplistic formula of supply and demand should at least alert us to the potential dangers of pursuing a policy of unrestricted economic growth.

In 1984 the Gross National Product (GNP), which is the total value of goods and services produced annually, reached $3,670,500,000,000. In terms of its impact on the individual it meant that each man, woman, and child in America was expected to purchase $15,400 worth of goods and services. This startling statistic may seem cause for joy among manufacturers and retailers, but what it means to the individual consumer is a system that encourages expenditures without regard to revenues in order to sustain growth - in other words, a deficit-based economy, not by chance but by design.

The manufacturers and sellers of goods have devised very subtle and not-so-subtle methods to induce this consumer mania among the general public. Easy credit, decentralized retailing, mail order purchasing, increased subliminal advertising, and other techniques have all contributed to the growth of this massive consumerism we call “economic growth”. Not the least of these techniques is television which increasingly bombards us with paid advertisements at the expense of quality programming. Do you remember when commercials came only every half-hour? Mass media marketing is purposely developing what could be called a “discard consumer mentality”. We buy groceries, clothing, magazines, newspapers, stereos, T.V.s, automobiles - and when these products either outlive their usefulness, or worse become unfashionable, we discard them and purchase others. The effects of this discard mentality upon our environment is becoming all too visible.

The automobile which has given us so much freedom of movement, is poisoning the very air we breathe. Fluorocarbons used as propellants in aerosols are known to diminish the ozone layer which shields the earth’s surface from dangerous ultraviolet-rays, yet we continue to find these products on the shelves of our local markets and stores. We are discovering that lifelands, a commonly used method of removing a community’s refuse, creates environmental problems such as groundwater contamination, diseased animal life, and foul air. An estimated 160 million tons of municipal solid waste is produced annually in American cities, overburdened waste disposal systems which will cost us billions to rebuild. An estimated 10 million tons of municipal solid waste is produced annually in American cities, overburdened waste disposal systems which will cost us billions to rebuild. An estimated 10 million tons of municipal solid waste is produced annually in American cities, overburdened waste disposal systems which will cost us billions to rebuild.

As the story goes, the abbot of an old monastery was given 500 new garments by the ruler of the kingdom. The king to test the monk’s worthiness asked him what he would do with these five hundred garments. “Oh King,” he replied, “many of my brothers are in rags; I am going to distribute the garments among my brothers.” Pursuing the question, the king said, “What will you do with the old garments?” “We will make bed-covers out of them.” “What will you do with the old bed-covers?” The pursued question resulted the utilization of every item replaced by newer materials.

Economically poorer societies are richer in many ways. There is a story, found in many older cultures, whose moral is the concept of “entmstment”. In this concept everything in life, whether land, family or material things, is entrusted to us. We are not able to own but rather are “loaned” them to use wisely and with prudence. The spiritual philosophy of the early American Indian was a good example of this concept of entmstment. Early white settlers to the American West initially sought to purchase land from the Indian, but the Indian told the white settler that he could not sell him what he was not his to sell based on his concept of entmstment. The sequence was the appropriation of vast territpries by white settlers at the expense of the American Indian not to mention the Mexican Indian. The concept of “Real Entmstment” was born. Yet another story provides a similar theme.

As heads of household or community leaders, our children and environment are entrusted to us. Using our natural and human resources wisely and prudently, we can stop the environmental and psychosocial deterioration to which we are witness today. Air pollution, gridlock, toxic waste, crime, suicide, drug abuse, and poverty are all

Continued on Page 3
related symptoms of a seriously ill society whose desire for rapid economic prosperity and material possession has blinded its vision of a better future for mankind. Perhaps we do need moral leadership instead of larger budgets. As of late, we have experienced several disappointments in our local and national leaders who have preached one thing and practiced another. But as we pursue the question of moral leadership we should be conscious of one over-riding principle.

Morality is based on the concern for the lowest member of society not the special interest groups who too often abuse their privileged positions at the expense of the less fortunate majority. We need to conserve our limited resources, recycle our products, stop the emissions of carbons into the atmosphere, and be more concerned with the quality of life instead of the quantity of life. Politicians who advocate jobs and provide incentives to air polluting industries without regard to its effect on the environment, may find that their constituencies are no longer interested in growth for growth's sake and as a result no longer interested in their leadership. We need to educate not fabricate, build parks not parking lots, and focus our energies on the causes of society’s ills not its symptoms.

The myth that large scale economics is a solution to all our problems is just that. Let's take the economic incentives we currently provide big business and give them to the small businesses, the mom-and-pop operations. Let's give the responsibility of building and maintaining our neighborhood parks and recreational areas to the community instead of state and local government which usually only maintains areas based on social and political priorities. Who needs another golf course in San Bernardino? Certainly not the patients at Patton State Hospital. Let's form commissions and advisory committees composed of everyday average citizens instead of the same old tired community leaders that show up to the same meetings year after year. Unfortunately, our political structure is designed to only permit participation by the retired and the wealthy. Let's give power to the people not the political self-interested who, once in office, distance themselves from their constituencies until such time that election day draws near. Let's form a grand jury that looks at city mis-management and inefficiencies. Let's be proactive not reactive. Let's..., let's..., let's.

Lastly, less not forget that it is our obligation to leave our children an environmentally clean society which is based on the principles of the Constitution and Bill of rights, not the selfish philosophy of material consumerism.
**Business of the Week**

By George Martinez

Connie Duran remembers that she used to have to go clear across town to buy a greeting card for a friend or relative and, in part, that was her motivation in starting a gift shop that specializes in cards, gifts and art of the Southwest.

Walking into Duran's shop, one immediately gets the feeling of being at home with its warm, soft pastel colors and an assortment of Indian paintings, pottery, and rugs.

Unfortunately for the public, Southwest Accents is not easy to find. It is one of several businesses located at 104 East State St. in Redlands, a former J.C. Penney Store that houses small but interesting shops in a mezzanine atmosphere designed to give the feeling of ye old shoppe.

Prior to starting her business in July of this year, Connie worked as a materials analyst for General Dynamics in San Diego. Using the money she received from her retirement fund, she decided to open Southwest Accents because there were no other stores in the Redlands area that specialized in Southwest decor.

Initially, Duran was not quite sure what type of shop she wanted to establish.

"At first I talked to the large greeting card companies, like American Greeting and Hallmark, and when I found out what the initial investment was going to be I knew I couldn't do that. I didn't have that kind of money. So I started talking to independent store owners here in Redlands."

Connie Duran, Owner

Knowing that she needed to come up with a theme or a gimmick, she eventually decided on a Southwest theme. In addition, her husband Sam Duran, was from New Mexico, and visits to his family could also serve as buying trips for the store.

"Southwest to me is - alot of it is Indian of course - is also the early days of the country. Kind of calm and peaceful, spacious and very beautiful."

She buys many items from Arizona, Texas, and Mexico as well as other parts of the country. She carries the very popular Kachina dolls made by the Hopi and Navajo Indians. They are considered collectors items and may run anywhere from $200 to $1,000 each. They are so popular she has sold her existing stock and has more on order. Another popular item is Indian jewelry and of course Indian rugs, baskets and pottery.

She does try and include different Indian artifacts - for example, Peru, so long as they fit into the same theme or atmosphere of the store.

"Retail has been very slow this summer. It's been slow everywhere. Of course I'm a new business and I have to be known."

One of the problems facing Duran and the other business owners in the building they occupy, is the City of Redlands' strict policy on outside business signs. Not being a store front business she can not have her store's name on the outside. She hopes things will change in the near future.

"It's been eight months since they've been fighting the City on this issue. So the owner of the building refuses to put up any signs until the ordinance is changed."

Nonetheless, she is looking forward to Christmas time when gift sales traditionally increase. She finds that people coming into the store like what they see and come again. She has sponsored a number of Southwest interior decorating workshops which have drawn upwards of 20 persons each. She is having a special preview on November 13 to display the large inventory of gifts she has recently purchased for the Christmas season.

She carries a variety of baskets, Mexican glass ware, antiques, furniture, pottery, table linens, candles, sculptures, and poster art. Some of the artists she presents include Armando Pefia and R.C. Gorman. Future plans include three art shows featuring local artists specializing in water colors, oils, and a new technique she describes as paper cast (using fabrics).

Southwest Accents is open Monday through Wednesday, 10:00 a.m. to 5:30 p.m.; Thursdays 10:00 a.m. to 9:00 p.m.; Fridays 10:00 a.m. to 5:30 p.m.; and Saturdays from 10:00 a.m. to 4:30 p.m.

Be sure to stop by. You will not be disappointed by the warmth and quality.

Original painting by Irish McCalla
Profiles
Inland Empire Hispanic News

Wednesday, October 19, 1988

FRANK GONZALES: Colton's Own Mayor

FRANK GONZALES
Four Generations in the City of Colton

By George Martinez

There are many achievements to which Frank Gonzales, Mayor of Colton, can look back in his twelve years of service in city government but, personally, he states, he's very proud of the fact that he's been able to oversee the development of much needed youth and senior citizen centers.

"Since the Luque and Hutton centers have been build, they've been used 100% by the community," stated Gonzales. "In fact, we've outgrown them and are in the process of building more." There is little doubt that park and recreational programs are a priority with Mayor Gonzales, who is determined to maintain Colton's rural atmosphere in light of inevitable economic growth. He also pointed to the establishment of the medical clinic at the Luque Center which provides medical services to many who are without transportation.

Colton, which is situated next to Interstate 10 between San Bernardino and Rialto, is no exception to the rapid social and economic growth that characterizes the Inland Empire which by all accounts is the fastest growing region in the United States. A problem encountered by all city governments, is the delicate balance of maintaining economic growth and quality of life and our environment.

"Sometimes local government gets carried away. Of course you need sales tax revenues, but you also need to have balance. You need to have elected officials that are going to insure the development of parks, community centers, and direct services in areas of greatest population growth," stated Gonzales.

Masters (from page 9)

A. Community Involvement

Member, Fontana Chamber of Commerce
Member, Parent Teacher Association
Member, East End Bar Association
Member, California Bar Association
Past President, La Verne Student Bar Association
Judge Pro Tem, Pomeona Small Claims Court

B. Education

Juris Doctorate, University of La Verne (1981)
Bachelor of Science in Political Science, Arizona State University

C. Personal

Partner, Law Firm of Talbott and Len master
Parishioner, Our Lady of the Asumption Church
Daughter and her wife, Lesia, have three children and reside in Fontana.

Eaves (from page 9)

A successful businessman, (he recently sold his market to devote full time to his duties as mayor), former supervisor and father of three children, Gonzales emphasizes his roots in the City of Colton.

"My grandfather was also the first officer to be killed in the line of duty, a fact that no doubt inspired Gonzales to seek public life as a councilman and mayor. A difficult period in Gonzales life was the death of his son Frank, Jr. who died in an automobile accident 10 years ago. "When holidays come around and elections are won, you'd like to share it with your entire family. My older son, Frank Jr., who was one of my strongest supporters was always very involved in politics. "He always said, 'Dad when you retire, I hope you don't mind if I follow in your footsteps'" The emotion showed in his voice as he recalled the painful memory.

There's much more to the man most people describe as a gentleman and family man. He has strong convictions about honesty in government.

"You known, my father's a Republican and I am a Democrat, but I will vote for the man not the party." Referring to the presidential debates he stated, "When they don't answer the questions it gets me mad because I've always felt it important to be up-front with people. The only one I have seen try to come across with an agenda and platform is Dukakis. Bush strikes me as just a follower and to be a president of a country you need to be a leader."

When asked what he does to relax Gonzales stated, "I've never played golf, but when ever I get a chance I go swimming."

In addition, he and his wife of 34 years Lee Ramos Gonzales, share an interest in coin collecting. According to Gonzales, just getting away with Mrs. Gonzales seems to help.

"We go to the drive-in, eat popcorn, a hot dog and watch a movie."

As a three term mayor of Colton, Frank Gonzales is seeking re-election to a fourth term. We wish him well.

Buena Suerte.

The Mayor in his office

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Wednesday, October 19, 1988

Mayor Frank Gonzales at Colton's Police Department

when it was incorporated in 1887." His grandfather was also the first officer to be killed in the line of duty, a fact that no doubt inspired Gonzales to seek public life as a councilman and mayor. A difficult period in Gonzales life was the death of his son Frank, Jr. who died in an automobile accident 10 years ago. "When holidays come around and elections are won, you'd like to share it with your entire family. My older son, Frank Jr., who was one of my strongest supporters was always very involved in politics. "He always said, 'Dad when you retire, I hope you don't mind if I follow in your footsteps'" The emotion showed in his voice as he recalled the painful memory.

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Food For Less: Better Jobs vrs. Lower Prices

Continued from Front Page

savings made by the wholesaler to the retailer will be passed on to the customer. It is the customer who will benefit first with low prices and a wide selection of merchandise according to the theme behind Food For Less' price format.

All in all, the supermarket is quite impressive with its dual belt check stands for quicker checkout service, low prices, wide variety, and cleanliness. But customers must bag their own groceries. After speaking with some shoppers, the majority preferred to bag their own groceries while one elderly woman didn't care to bag her own groceries. There are no clerk's helpers to assist customers out to their cars, but according to Harold McIntire, if a customer needed assistance it would be available to him or her.

But on the outside of the store one cannot ignore the informational picket lines that continue to protest the store. According to union organizer, Frank Most, the UFCW does have a right to advise the public of their position in regards to Food For Less. On the other hand, Mr. Gerome emphasized two things with regard to labor, 1) there is no labor dispute between management and the employees at Food for Less, and 2) the employees are working under a union contract signed with the Teamsters' local 848 from El Monte. Then why the dispute with the UFCW local 1167?

According to the union's local president, Bill Sauriol, local Teamsters' unions would not get involved with Food For Less because, traditionally, the local Retail Clerks' Union signed up grocery clerks and those involved in the food industry in this area while the Teamsters signed up truck drivers and warehouse workers. Also according to Mr. Sauriol, there is a good working relationship between the local Teamsters and the UFCW.

Mr. Gerome said that the UFCW never came forward with a request to talk with employees. Instead the union waged a campaign against Food For Less recommending customers to boycott the discount store.

On the other hand, according to Mr. Sauriol, employers for Food For Less stated that they would not operate under a union contract whatsoever. For this reason, the UFCW began its campaign against the market. But one day, before the store was to have its grand opening, UFCW organizers, hearing a rumor that Teamsters might be signing up potential members, went down to the Food For Less market hoping to "interview" the employees. But the organizers, according to Bill Sauriol, were "physically denied access to enter the store." by security guards. By that time, the employees were already signing contracts with another union that was not in the UFCW's jurisdiction. Moves like this could undermine the UFCW's own membership, and threaten the jobs of local member according to UFCW representatives.

The UFCW believes they could have offered a better contract to those employees at Food For Less, and that it was only fair to the employees that they get the same benefits and pay that other grocery clerks in the area receive.

Now that both sides to the Food For Less controversy have been heard, let's consider the most important voice: the customer. In a time when food prices are climbing higher while wages have not improved much, shopping at Food For Less can be somewhat of a relief for the consumer who is trying to cut down on expenses. In a parking lot interview with shoppers the majority of them stated that the reason why they preferred to shop at Food For Less was for the cheaper prices. Although many of them did not mind bagging their own groceries, some of them had reservations. Of the customers interviewed one of them was totally sold on Food for Less because of its lower prices and closer convenience to her home. One gentleman customer said that the store was "all right" but that the picket walkers had a right to be out there. Another lady said that she comes all the way from Rialto and will do her major shopping at Food For Less whenever it was convenient for her to get out to San Bernardino. Most of the shoppers interviewed, however, will also shop at the other stores. So it is a matter of convenience and prices that determines where a consumer will shop at.

It is this reporter's belief that not only does a customer like a wide variety of lower priced merchandise, but he or she also likes to shop at a wide variety of supermarkets.

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JIM'S NURSERY
CLOSE OUT SALE
Nostalgia

Continued from Front Page

1928, Goodwill was conceived to provide vocational training and job placement to the disabled. Sam Cox, regional director for Goodwill Industries, says, “We feel these goals have been met. We are a stable organization. This year we have developed a number of training programs in San Bernardino and in Riverside.”

Ninety percent of Goodwill Industries’ revenue comes from the thrift stores. The money made goes to training and job placement. And sales are up this year. Goodwill operates seven stores in San Bernardino and Riverside counties. Sales are up 15%, over the last year there has been an increase of 7,000 customers to area stores.

“The number of people we’re actually serving is up 35%. We are offering word processing classes beginning this fall, and we’ve started a contract shop. That is, work is subcontracted from businesses, and the labor is done by people in our shop.”

Goodwill Industries also offers an independent living skills program that helps people with things such as money management and riding the bus, those things non-disabled or elderly wouldn’t think of in connection with getting and maintaining a job.

Says Mr. Cox, the thrift store is an excellent way for training and providing funding for programs. “We operate our entire business on our own. We employ our people, this means more jobs, as well as exposure to the business of retail.”

Goodwill stores also have new items in their stores. These include children’s and infants’ clothes, furniture, and accessories.

Deseret Industries is celebrating its golden anniversary this year. Its emergence originated in the latter years of the Depression era, in August 1938. It was a call for contributions of clothing, papers, articles of furniture, electrical fixtures, metal and glassware. The organization set out making periodic collections of these materials from homes. The project would employ men and women to sort, process and repair the articles collected for sale and distribution. These goods were to be made available for those who desire to obtain usable articles at a minimum cost. It was the intent of the project to employ men and women who found it difficult to qualify for employment in private industry. That intent has never changed.

People and the needs of people have always been the focus of Deseret Industries. Those needs have varied through over the past 50 years. The initial Deseret Industries work force consisted of the unemployed and elderly. With the onslaught of World War II, the number of unemployed declined, and Deseret Industries began to pay specific attention to the handicapped and elderly, and those who were unable to obtain traditional employment.

Says Deseret Industries’ Randy Patterson, sales division manager, “Nationwide our business is on the rise. During the past six years there have been many changes in the community at large. This is a community of mobility, and it’s not just the neighborhood coming in to buy.” Also, says Randy, “Nationwide, the used look is in. There have been many stories in fashion magazines and on television that promote the used look. A lot of times it’s costumes and thefad and fashion of the times.”

During Deseret Industries’ 50 years, the participants have changed, but the purpose of the program - people helping people help themselves - has remained the same.

Both Goodwill and Deseret Industries have an extensive clientele. Says Sam Cox, “Many of our customers are young families trying to make the dollar go further. Back to school is a big time of the year for us. Many times the back-to-school budget has been spent, but more clothes are needed. They come to Goodwill for all the extras.”

As October begins the Halloween crowd looms larger. “October is our biggest sales month, and the most popular time of the year for our stores. It is a great place to find your Halloween costume.”

Randy Peterson
Deseret Industries

was an effort to “provide opportunities for individuals to become self-sustaining.”

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Cecilia Gallardo, 21 years of age and a resident of San Bernardino, is a senior at UCLA. Her goal is to obtain a law degree and eventually seek political office as a State senator or member of the assembly.

Among her past experiences was an internship for MALDEF, the Mexican American Legal Defense and Education Fund based in San Francisco. She was recently chosen to serve as a programming intern for Spanish Language Television, Channel 34 in Los Angeles, an experience to which she is looking forward. While attending school she works at UCLA’s Psychology Clinic to supplement her income. Not to mention during her summer break, she decided to work for the Inland Empire Hispanic News where she contributed her objective and sensitive insights as a journalist and field reporter.

Some of the highlights of her summer included her visit to Delano to cover the the 36 day fast of Cesar Chavez which she described as an emotional experience, and her coverage of the Future Leaders of America Conference in San Bemardino, a series of motivational workshops for Chicano youth from the Inland Empire.

“I think the Hispanic News afforded me a lot of opportunities that I would not have had otherwise. These experiences made me deeply aware of my place in society and what we have to do in the future.

Although we will miss her, we are comforted in the fact that people as talented and concerned as Cecilia will soon be joining the ranks of Chicano activists willing to give back to their family and community what they received. Hasta pronto - Editor

Class and Elegance
Cecilia Gallardo

Profiles

Wednesday, October 19, 1988

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Farm Workers
Inland Empire Hispanic News

CAL-OSHA: A Life and Death Issue

By CESAR CHAVEZ

Passage of a November ballot measure to restore California's respected Occupational Safety and Health Administration (Cal-OSHA) will mean increased protection for workers and for all Californians who could be exposed to dangerous toxics.

But it is especially important for California Hispanics.

Let me tell you why farm workers have joined the coalition of labor, business, health, civic, educational, environmental groups supporting Proposition 97, the initiative to restore Cal-OSHA.

It's very simple: people's lives are at stake, including the lives of many farm workers and other Hispanic working people.

During the first six months after Cal-OSHA was eliminated by Governor Deukmejian in 1987, there was a 53 percent increase in work related deaths plus a rise in worker injuries; 35 additional California workers died in job-related incidents during that period.

For over 70 years California led the nation in protecting its people from health and safety hazards at work. In 1973, these regulations were brought together under Cal-OSHA. Cal-OSHA served as a model for other state and federal programs.

Short-Handled Hoe

But after Governor Deukmejian axed state funding for Cal-OSHA regulation of private industry workplaces, an inferior Federal OSHA program took over. One of the protections that was lost was Cal-OSHA's abolition of the infamous short-handled hoe, a symbol of suffering for generations of California farm workers.

This implement afflicted untold thousands of farm workers with disabling back injuries from having to bend over as they cultivated the crops. The torture was totally unnecessary since the work could be performed just as well with a long-handled hoe that allowed workers to stand upright while they labored.

Yet many growers preferred the short-handled hoe because they thought we'd do a better job if we were closer to the plant.

Short-handled hoes were the instrument of choice for most growers when I followed the crops in California during the 1930's, 40's, and 50's.

Most farm workers ended up with painful back conditions after spending years with the hoe; many were permanently crippled. My own chronic back problems, which have periodically hospitalized me, result largely from the short-handled hoe.

But farm workers weren't the only ones who suffered when Federal OSHA took over from Cal-OSHA.

Protection from Toxics

Cal-OSHA regulated exposure to 170 toxics that are not covered by federal OSHA, including 34 pesticides and herbicides that threaten farm workers and consumers. Cal-OSHA's regulation of another 95 substances were much stricter than Federal OSHA's standards. They include toxics that cause cancer, birth defects, and sterility.

Cal-OSHA also had special medical and cancer units to control exposure to hazardous chemicals. Federal OSHA has no comparable program.

Toxics threatens everyone, not only workers. Contamination doesn't stop at the plant gate or the edge of the field. Too often nearby communities are also affected.

During the first nine months after Federal OSHA took over protecting California workers, total workplace inspections fell by 65 percent compared to Cal-OSHA inspections in the same nine month period one year earlier.

Cal-OSHA could shut down equipment or job sites posing imminent dangers of death or serious injury. Federal OSHA requires a time-consuming federal court procedure before it can stop an imminent threat.

The difference between prosecutions for willful or serious safety law violations under Cal-OSHA and Federal OSHA is staggering. Between 1981 and 1988, 112 successful criminal prosecutions resulted from Cal-OSHA investigations. Federal OSHA investigation resulted in only two such prosecutions nationwide.

A recently released study by the National Safe Workplace Institute in Chicago concluded that construction workers form states regulated by Federal OSHA are three times more likely to die on the job than workers who were covered under Cal-OSHA.

Source: NALEO Education Fund, 1988 National Roster of Hispanic Elected Officials

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Candidate Profiles - State Assembly

Jerry Eaves

Jerry Eaves was first elected to the State Legislature in November of 1984. A life-long Democrat, he won the nomination of his party by beating a ten-year incumbent and one other challenger in that year's primary election. His record includes 18 years as a Little League coach, director, and president; active involvement in the East Rialto Kiwanis Club (including the presidency of the club in 1974-75); and honors from such bodies as the PTA and Jaycees.

He has been recognized by law enforcement as one of the most influential legislators in passing tough law and order bills necessary to clean up our neighborhood and get criminals off our streets. This year alone, Assemblyman Eaves led the fight for laws to:

• Give the death penalty for murderers of children
• Use court approved wire tapping for catching suspected major drug dealers.
• Ban electronic devices on school campuses which are used in drug trafficking.
• Seize the illegal profits from drug dealers.
• Allow the Governor to revoke the parole of the violent murderers into our communities.

Eaves' legislative record has won him the support of local law enforcement organizations, the California Teachers Association, senior organizations and the California Nurses Association.

Jerry has three children—Cheryl, Michael, and Laura—and six grandchildren—Gary, Kevin, Joshua, Sean Chad, Chad, and Tanya.

Continued on Page 5

David Masters

No to Toxics - Yes to Roads

Our rapid pace of growth has clogged streets and roads—causing endless commutes and dirty air.

To ease congestion and help clean our air, David Masters will work for completion of the Foothill Freeway and make sure our county receives its fair share of (Continued on Page 5)

California Conservation Corps

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To have fun tonight. Twist off cap. Pour into glass. Enjoy. So exceptionally smooth, the night belongs to Michelob.
Eye on San Bernardino: Good Food and Music

By Blas Coyazo

CHEZ OLE
- Club/Restaurant
- Music Friday-Saturday, 9-2 with “Reflections” playing Top 40, Oldies, Country
- Country Rock Group starting Oct. 8
- No cover charge
- Restaurant is currently remodeling; will open soon.
- On Barton Road in Grand Terrace across from Staters.

CLUB TRINIDAD
- Club/Restaurant
- Music Friday-Saturday and Sunday nights 9:00 p.m.-1:30 a.m. with Latin groups playing Cumbias, Salsa, Tex-Mex, Swing, Oldies.
- Music Sunday 8:00-12:00 with “Los Dignos” playing Tropical, Cumbias. And a special added attraction, special performance by “LUIS” who will perform any song which is requested.
- No cover charge
- Restaurant/kitchen open Tuesday 11-3 Wednesday, Thursday, Friday 11-6 featuring daily specials and the famous Trinidad Steak.
- On 5th Street between Guadalupe Church and Nuñez Park.

LA VERANDA
- Club/Restaurant
- Mariachis on weekends
- Jazz Sundays 6:00 p.m.-9:00 p.m. with “Top Secret”
- Restaurant featuring excellent Mexican food.
- On Mt. Vernon in Colton just North of Thrifty’s

LEGENDS
- Nightclub
- Music Thursday, Friday Saturday 9:00 a.m. - 1:30 p.m. with “Mixed Nuts” playing Top 40 and variety.
- Music Sunday with “The 42nd St. Bebop Band” playing jazz from 7:30 p.m.-11:30 p.m.
- Sit-ins encouraged to “Jam” last couple of sets.
- Cozy atmosphere featuring friendly mixologist Teri Jo.
- No cover charge
- On Highland just East of Del Rosa.

PEPITO’S
- Club/Restaurant in Spanish-style decor.
- Music Friday and Saturday 8:30 p.m. - 1:30 a.m featuring “Noveaux Combo” with Sunday and Chuck” playing contemporary Hispanic variety including Top 40 and Latin standards.
- Restaurant specializing in seafood and including Mexican-American cuisine.
- No cover charge
- Riverside freeway to Central, Right on Central to Magnolia, right on Magnolia to Pepito’s.

RUBEN’S VILLA (recently remodeled)
- Club/Restaurant
- Music Friday and Saturday 9:00 p.m. to 1:00 a.m with Trini Menor playing standards and Latin favorites.
- Music Sunday 8:00-12:00 with “Los Dignos” playing Tropical, Cumbias. And a special added attraction, special performance by “LUIS” who will perform any song which is requested.
- No cover charge
- Restaurant open 11:00 a.m. to 11:00 p.m. daily.
- Open until 3:00 a.m. on weekends.
- House Open until 3:00 a.m. on weekend ends.
- House specialty—MARISCOS.
- Gracious proprietors Ruben and Rita Uribe.
- Corner of 5th and Mt. Vernon in San Bernardino

COPACABANA
- Featuring probably the most complete entertainment package in the Latino community today. Emie Vasquez and family have certainly put together a unique blend of variety to accommodate the dynamic needs of the community. Newly remodeled after closure due to fire, the “Copa” schedule is as follows:
- Monday———Sports Video
- Tuesday———Ladies Night
- Wednesday———Legs contest
- Thursday———Music with "Aficionados" and Mariachi Cecula y Carolina Rodriguez
- Friday———Ritmos Calientes con Homero Villagran
- Saturday———El Super Show de Alfredo Gonzales
- Sunday———Noche Mexicana con Mariachi Cecula y Carolina Rodriguez

Llegó, para quedarse contigo! Llama queremos complacerte! 824-KDIF, 784-1740 y 784-1440

Copacabana Restaurant & Bar, 5th Street, San Bernardino
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The San Bernardino Police Department is seeking to recruit qualified women and minorities as part of an ongoing commitment to Equal Employment Opportunity.

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Campground Host applications available at Silverwood Lake State Recreation Area

California State Department of Parks and Recreation at Silverwood Lake State Recreation Area is now accepting application for a Campground Host position. Designed as a volunteer position, the Host will be living in the park and performing a wide variety of duties. A trailer pad with full hookups will be provided at no cost. Duties of the Campground Host include, but are not limited to, light maintenance, fee collection, providing information and assistance to visitors, some driving of vehicles and aid in the Mojave Natural History Association.

Knowledge of camping and the outdoors would be helpful. The Host must be willing to learn about parks and the surrounding areas and have good public relations. For more information call Chuck or Danita Lim at (619) 389-2303 or see them at the District office at Lake Silverwood.
Hispanic Elected Officials Continue To Increase Their Numbers, Hispanic Women Register New Gains In 1988, NALEO Study Shows

Washington — Hispanic elected officials (HEOs) increased by 1.3 percent in 1988, with the number of Latina office holders rising by 5.7 percent to record high, the National Association of Latino Elected and Appointed Officials (NALEO) reports.

"Hispanics are continuing to make gains at all levels of office, particularly with the municipal and school board seats," says NALEO National Director Harry Pachon. "Hispanics now hold 11 seats in Congress, one governorship and mayoral offices in several large cities, such as Miami, San Antonio and Denver."

NALEO's fifth annual National Roster of Hispanic Elected Officials, which tabulates the number of HEOs, and contains the following:

- There are now 3,360 HEOs at all levels of government.
- Texas and New Mexico have the largest number of HEOs, 1,611 and 595 respectively.
- For a second year, New Jersey shows a substantial increase in representation — with a growth 29 percent.
- "While we see most of the gains in the Southwest, Latinos are also holding key posts in Illinois, New York and Florida," Pachon says. Latinos Continue Impressive Gains.
- Females have increased their share of elected positions to 626, which is 18.6 percent of all HEO's roster shows. Latinos' biggest increases were at the municipal and local school board levels.
- "This debunks the 'machismo' stereotypes associated with Hispanics, complexities," says Pachon.
- The Roster, released annually during Hispanic Heritage Week, is available for $32.40. NALEO is a non-profit, non-partisan civic affairs research organization.

HISPANIC ELECTED OFFICIALS
BY STATE, 1988

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<th>State</th>
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<td>Wyoming</td>
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TOTAL: 3,360

Hispanics Promoted To Key School District Posts

Affirmative Action Director, Ray Nieves (left) and District Superintendent E. Neal Roberts (right) gather with newly appointed Hispanic administrators. From left, beside Ray Nieves are James Kissinger, new vice principal at Curtis Middle School; Alvina Pawlik, assistant principal, Kendall School; Deflina Lopez-Bryant, principal at Del Vallejo, Middle School; Pete Jimenez, vice principal at San Gorgonio High School, Marisol Naro, Bilingual Education coordinator; and Dr. Roberts.

Knotts Scary Farm

The City of Colton Recreation Division and T.O.P.S. (Teen Opportunity Program Services) will be celebrating a Halloween night at Knotts Scary Farm, Saturday October 22, 1988 from 5:30 p.m. to 11:30 p.m. The cost for this all-night excursion is $22.00 per person and includes admission, transportation and supervision. Buses will depart from Municipal Park, 660 Colton Ave. and Veteran's Park 292 E. "O" St. Tickets are currently on sale at the Hutton Community Center 660 Colton Ave. Space is limited, so reserve your seat now! No one under 13 years of age will be accepted unless accompanied by an adult. For more information contact Esmeralda Calderon, teen coordinator at 370-5086.

Alzheimer's Disease Workshop for Hispanics

An Alzheimer's Disease Information Workshop for Hispanics will be held Saturday, October 29, 1988 from 9:30 a.m. until 12 noon at the Colton Civic Center Council Chambers (Ninth and "E" Streets, Colton). The workshop will feature Dr. Maribel Taussig, Ph.D., Director of the Spanish Speaking Alzheimer's Research Center, University of Southern California Gerontology Center. This is a free workshop that will be of benefit to families caring for patients suffering from the symptoms associated with Alzheimer's Disease, as well as the general concerned public. For additional information contact: David W. Fraser, Inland Counties Resource Center, 155 W. Hospitality Ln., Ste. 123, San Bernardino, CA 92408, (714) 824-2461.