Teachers get tough on military recruitment

By Rebecca Garcia

Amid growing local and nationwide resistance to aggressive military recruitment in high schools, Sunnyside Unified School District recently moved to restrict recruiters’ access to students in their high schools.

Sunnyside’s Governing Board recently voted to limit recruiters’ visits to high school campuses to once a month. Military aptitude tests will only be given to students on Saturdays, and then only with parental permission. In addition, parents can easily request that their children not be on a list of students provided to military recruiters.

“I’ve always been opposed to the recruitment of high school students,” says Sunnyside High School teacher Roland Baker. “Especially since they’re under the age of 18.”

Baker, a special education teacher for government and world history at Sunnyside High School, actively sought the change from the school board. Tucson Unified School District, the largest in Arizona, canceled most of its Tucson, had altered their policies earlier to clarify how often recruiters could visit schools.

Baker points out that military recruiters were constantly on Sunnyside High’s campus, at 1725 E. Bily Road, before the policy change. From the beginning of the school year on Aug. 11, until the end of that month, recruiters had visited the school some 38 times. She compares this to the number of times college recruiters visited in the same three weeks: three.

Baker, as well as other parents and teachers, feel Sunnyside is targeted by recruiters more than other schools because of its 90 percent Hispanic enrollment and low graduation rate.

By comparison, military recruiters visit Catalina Foothills High School, 4300 E. Sunrise Drive, which has an 11 percent Hispanic enrollment, on average 20 to 25 times over a semester, estimates Tom Vida, a guidance counselor at the school. Catalina has 1,850 students and a 90 percent graduation rate; 80 percent of their students go on to college programs.

Catalina does not seem to view the amount of recruitment activities at the school to be an issue. “Our policy is more of a practice than it is a policy,” said Vida. “We allow the recruiters on campus just about whenever they want to.” But, he said, “if it became too often we would probably ask them not to come as frequently.”

Currently, 9.1 percent of active-duty military are Hispanic, according to the Department of Defense. Ten percent of U.S. troops in Iraq are Hispanic, and most serve in combat units. Hispanics constitute 12.5 percent of the population nationwide, and 35 percent of Tucson’s population, according to the 2000 U.S. census.

In addition, the 2000 census found that one in seven 18-year-olds are of Hispanic origin. And it is this age group that military recruiters say they specifically target for enlistment.

“We don’t target minorities, we target the age group 18 to 24,” says Chief of Army Public Affairs for Army Recruiting Nancy Hutchinson.

“We don’t choose minorities over any other age group,” she says. “There should be no reason to recruit kids under the age of 18.” She says that teenagers this young are “Unsophisticated.”

Baker believes recruiters should not be targeting high school-aged students. “There should be no reason to recruit kids under the age of 18.” She says that teenagers this young are “Unsophisticated.”

Doctors Nogalesenses atraen a los americanos

By Mary Euler

Traducido por Teresa Lorenz

Maryann Michaels salió de un supermercado mientras llevaba muchas bolsas de plástico una mañana reciente en Nogales, Sonora, México.

Michaels, una residente de Fountain Hills, Arizona, no es la turista típica. Iba de compras navideñas mientras esperaba la cita con su dentista de reconstrucción dental.

Como un incremento de americanos, Michaels ha escogido buscar atención médica en México y no le molesta manejar las tres horas a Nogales para hacerlo.

“Es absolutamente el mejor dentista al que jamás he venido,” dijo Michaels con respecto al Dr. Sergio Suárez.

Sonriendo enormemente y enseñando sus dientes brillantes, ella explicó que su dentista en Nogales cobra 40 por ciento menos que su dentista de Phoenix.

“En México es más barato,” dijo sencillamente. El servicio de limpieza ofrecido en la oficina del Dr. Suárez cuesta $50, mientras que el mismo servicio en los EE.UU. puede ser mucho más que $100.

Mientras muchos americanos van a México porque sus planes de seguro no cubren los dentistas americanos, otros se atraen por los dentistas que hablan español.

El Doctor J. Arturo Siordia Z., quien ha sido un cirujano cardiovascular en Nogales por más de 14 años, dijo que muchos de sus pacientes vienen de los Estados Unidos porque se sienten más cómodos por las consultas en español.

Muchos residentes de los EE.UU. también van a Nogales para comprar remedios vendidos solamente bajo receta médica.

Phil Grossbard, de Tucson, a veces compra medicina durante sus estadías semanales en Nogales cuando visita a su novia, y gasta tan poco, que paga 58 por 100 píldoras.

“Sin embargo, ‘No todo es más barato,’” dice Grossbard, aunque cree que generalmente los médicos sí son más baratos.

“Puede ahorrar mucho dinero pero hay que tener cuidado de que no estén vendiendo medicamentos más económicos. Puedes ahorrar mucho dinero pero hay que tener cuidado de que no estén vendiendo medicamentos más económicos.”

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“Puede ahorrar mucho dinero pero hay que tener cuidado de que no estén vendiendo medicamentos escogenses,” dice Grossbard, quien cambió a su dentista de Phoenix por uno de Nogales.

Insignia que algunos dentistas populares con los americanos no siempre son honetos. Mientras los precios pueden ser más baratos que los de los Estados Unidos, todavía pueden ser demasiado caros para la calidad del servicio rendido.

“Hay que tener cuidado,” dijo Grossbard. “Hay que realmente saber quien es honesto y quien no es.”
Por Tracy Rineberg
Traducido por Melissa Jeffries

Cuando se pregunta dónde está la ciudad de South Tucson, una de las respuestas más comunes es “Por allá... ya sabes, después de la Calle 22.” Aunque algunos saben que realmente es una ciudad, pocos pueden responder dónde, exactamente, está localizada.

La ciudad de South Tucson tiene su propio departamento de policía, juzgados, ayuntamiento, y es a menudo tratado como un estado de Arizona como una ciudad aparte. Sin embargo, aunque la ciudad de Tucson rodea esta ciudad de una milla cuadrada, no es una ciudad. No entiendo algo importante: las fronteras de la ciudad de South Tucson realmente existen.

“Mucha gente no se da cuenta de cuánto entra o sale de la ciudad de South Tucson,” dijo el urbanista Walker Smith.

La mayoría de los límites de la ciudad de South Tucson no son algo demasiado interesante para la visita. Por ejemplo, los ferrocarriles de la Union Pacific Railroad marcan el límite del este junto con un pequeño terreno pasada la esquina sureste. Pero con toda seguridad, los límites no son lo que marcan la diferencia, sino lo que hay allá.

Las vías del ferrocarril seguramente están más allá de la frontera del sur, hasta toparse con la autopista Interestatal 10. Aquí es donde la ciudad llamada cuadrada de ser tan cuadrada.

El problema no es que la autopista haga curva o que el terreno haya cambiado debido a un anormal ser tan cuadrada. Es más el que la gente no entienda algo importante: las fronteras de la ciudad de South Tucson, añadió Smith.

La Avenida 12 Sur también conforma el límite oeste de la ciudad, y hacia el norte, termina en la Calle 29 Oeste. Esto podía haber causado un problema al pasar por la ciudad de South Tucson, pero una extensión lo arregló. La ruta nueva antes eran las vías del ferrocarril, dijo Smith. Lo que antes eran las vías ahora es una calle de grava, mal pavimentada, por la que pocos coches quieren circular.

Estas calles y las vías del ferrocarril, que forman la frontera sur, este y oeste, son los límites típicos de una ciudad. La última frontera, la del norte, lo cambió. La Calle 25 y Medio. La frontera norteña de la ciudad de South Tucson es, en realidad, un calzón entre las Calles 25 y 26. Nadie pensaría nada de un pequeño calzón, ¿no? Pues este calzón es bastante único. La ciudad de South Tucson y la ciudad de Tucson están más que cerca en esta frontera. De hecho, están tan cerca como la distancia entre dos edificios colinantes.

“¿Ves esa casa blanca allí?” preguntó Smith, refiriéndose una casa contigua a un terreno vacío. “Si sigue este callejón, iría por medio de la casa.”

Casa María, en el 352 de la Calle 25 Este, tiene una ubicación igualmente desconcertante. El comedor, un lugar donde mucha gente sin hogar va por una comida caliente, está en el lado de la ciudad de Tucson. Solamente 200 pies al sur, a través de la Calle 25, está la residencia de Casa María. Aunque se puede ver una casa fácilmente desde la otra, están en ciudades completamente diferentes.

Cerca de allí, al lado del Centro Juvenil John Valenzuela, está la escuela primaria Ochoa. La escuela se está expandiendo y están se construyendo dos edificios nuevos, dijo Castro. Uno de los edificios estará en la ciudad de South Tucson y el otro en la ciudad de Tucson, lo que significa que habrá dos inspectores, uno de cada ciudad, según Castro.

Pero para hacer las cosas más complicadas, las escuelas se integran dentro de distritos escolares, no son partes de ciudades.


Localizada al final de una parte de la calle 25 y medio, esta casa es una de los edificios que están divididos por la línea norte de la ciudad. Esta línea también pasa entre la primaria Ochoa.

Confiscan mercancía pirata

Por Jared Olsen
Traducido por Teresa Lorenz

Cada año, toneladas de mercancía son confiscadas en los Estados Unidos por diferentes violaciones relacionadas con el comercio y la frontera y se deben destruir, subastar, o en raros casos, donarlas a caridades.

Se puede confiscar mercancía por varias razones. Y dependiendo de la razón, se deshacen de formas diferentes. Los productos confiscados por la falsificación de marcas registradas son destinados a la destrucción. La mercancía utilizada en crímen es subastada al público.

Las ventas de mercancía en contrabando alcanzan unos $350 billones en el mercado global, según un reportaje publicado por la Coalición Internacional contra la Falsificación. Éste incluye la venta de cigarrillos, farmacéuticos, textiles, software, música y productos de software de deportes (CAPS). “Muchas cosas vienen de México por ese puerto.”

CAPS ayuda organizar programas de instrucción para la Patrulla Fronteriza y la Agencia de Aduanas de los EE.UU. para enseñar a los agentes lo que deben buscar, cómo detectar bienes ilegales que pretenden usurpar los que son protegidos por derecho de autor, dijo ella.

“Piratar es un crimen, es criminal,” dijo Armstrong.

Armstrong dijo que los criminales que producen ilegally la mercancía imitados son sofisticados. Actualmente hay mucha falsificación de la mercancía de la Liga Nacional de Fútbol Americano porque ahora es la temporada de fútbol americano. Pero mientras comienza la temporada de partidos desempates del fútbol americano universitario, ella espera ver más mercancía universitaria entrar ilegally al mercado.

El embargo de bienes ilegales ayuda a los productores con marcas americanas proteger sus reputaciones, dijo Levin. Muchas veces se puede fabricar la mercancía ilegal con especificaciones de calidad inferior que de aquellos registrados oficialmente. La mercancía ilegal podría comprar un artículo ilegal, sólo para descubrir que se rompe o que esta defectuoso, haciendo que el cliente se vuelva en contra de una marca específica o de un diseñador, dijo Levin.

EEG&G Servicios Técnicos está contratado por el gobierno para almacenar, subastar, o destruir bienes confiscados en la frontera de Nogales.

Casa María, la mayor de los límites de la ciudad de South Tucson no son algo demasiado interesante para la visita. Por ejemplo, los ferrocarriles de la Union Pacific Railroad marcan el límite del este junto con un pequeño terreno pasada la esquina sureste. Pero con toda seguridad, los límites no son lo que marcan la diferencia, sino lo que hay allá.

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City lines really do mean something

By Jared Olian

Every year, tons of goods are seized in the United States for various trade or border violations and must be destroyed, auctioned, or in rare cases donated to charity.

Goods can be seized for any number of reasons. And depending on the reason, are destroyed, auctioned, or in rare cases donated to charity.

For example, the Union Pacific Railroad tracks mark the eastern boundary (along with a little patch just past the southeast corner). Surely, it’s not what the borders are that matter, it’s where they are.

Those Union Pacific Railroad tracks border vacant, developable lots in the southeast part of town. According to Smith, KB Home is planning a new development on that side. Not only does this mean that Tucson gets just that much closer to South Tucson, it means those new homes will be looking across the border into a totally different city.

The railroad tracks keep going well past the southern border, 1-10. This is where the oft referred to mile-square city becomes not so square.

The problem isn’t that the freeway curves, though it does, or even that the land has shifted due to some geological abnormality. It all had to do with a friendly annexation of parts of East 40th Street.

Smith said. South Tucson now lies north of East 40th Street, while Tucson picks up on the southern side.

The newest boundary lines were just drawn in 2000, according to City Manager Fernando Castro. That probably means this oddball square won’t change anytime soon.

The southern border, meaning the freeway, continues on to South 12th Avenue, where the new 1-10/19 interchange has added improved access to the highway from South Tucson, said Smith.

South 12th Avenue also makes up the city’s western edge, and heading northward it ends at West 29th Street. This might cause a problem for those passing through South Tucson, but an extension remedied that. That new route is used to be railroad tracks as well, said Smith.

Now, what were once rails is now a semi-paved, gravelly road that few cars care to take.

The railroad tracks that form the south, east and west boundaries are typical city lines. The last one, the northern border, changes all that.

Twenty-fifth-and-a-half Street. The northern border of South Tucson. Really, it’s an alley directly between 25th and 26th Streets.

No one would think anything about a little alley, right? Well, they wouldn’t if it didn’t do some pretty unique things.

The city of South Tucson and the city of Tucson are closer than ever on this border. In fact, they are so close that the division runs right through two buildings.

"See that white house there?" Smith asked of a house bordering a vacant lot. "If this alley kept going it would run right through it."

Casa Maria, at 352 E. 25th St., has an equally puzzling and different situation. The soup kitchen, a place where many go to get a hot meal, is on the Tucson side. Only about 200 feet further south, across 25th-and-a-half Street, lies Casa Maria’s residential building. Even though one house is easily seen from the other, they are in completely separate cities.

Nearby, next to the John Valenzuela Youth Center, lies Ochoa Elementary School. The school is expanding and adding two new buildings. Castro said one will lie in South Tucson and one in Tucson, meaning two sets of inspectors, one from each city, according to Castro.

Just to make things more complicated, schools are part of school districts, and not really part of cities, anyway.

"It’s part of Arizona," Castro said.

And so is the city of South Tucson, and its well-defined borders.
December/deciembre 2005

History of Mariachi Music

Mariachi, a blend of European and indigenous musical cultures in the New World, can be traced back to 1519 when Hernan Cortes and his soldiers arrived on the Gulf Coast of Mexico playing instruments, like the vihuela and the harp.

Indigenous people immediately started to create new musical instruments based on European models. In the later part of the 19th century two mariachi regions emerged, Cucuta and Tecatilán now called the state of Jalisco.

Many U.S. residents also visit Nogales to buy prescription drugs. Tucsonan Phil Grossbard sometimes picks up medicine during his weekly visits to Nogales to see his girlfriend, and spends as little as $8 for 100 pills.

However, “Not everything is cheaper,” says Grossbard, though he believes antibiotics generally are.

Naturally, some regulations exist to control the flow of medicine across the border. No more than a three-month supply of prescription medicine is allowed into the United States. The medication must be legal in the United States and must be purchased by the person who intends to use it or by an immediate family member.

Also, original medicine containers or a valid prescription from a doctor licensed to practice in the United States must accompany all medicine.

Attempts to smuggle medicine come with a first-time fine of $5,000. That number doubles for the second offense.

According to Grossbard, consumers must be smart when looking for deals on medicine or medical services. “You can save a lot of money, but you’ve got to be careful which dentist you pick,” said Grossbard, who traded in his Phoenix-office cost $50, while the same service in the U.S. may be well over $100.

While many Americans visit Mexico because their insurance plans will not cover American dentists, others are drawn to the Spanish-speaking doctors.

Dr. J. Atturo Siordia Z., who has been a cardiovascular surgeon in Nogales for more than 14 years, said many of his patients come from the United States because they feel more comfortable having consultations in Spanish.

By Teresa Yi
At noon, Pueblo High School’s hallways suddenly become quiet as students settle into after-lunch classes. However, the quiet is soon shattered by the chaotic sound of out-of-tune violins.

Inside one classroom, students chatter as they slap sheet music onto stands, and pull out their instruments to warm up under colorful pictures of past students, mariachi bands, and mariachi-themed posters.

Suddenly, the instructor starts to count and the frenzied sounds slide into the perfectly synchronized blend of violins, guitars and trumpets.

The intermediate-level class, lead by instructor Johny Conteras, launches into “Jesusita En Chihuahua,” a lively piece that starts off with the violins plucking their strings followed by a rush of guitars and trumpets.

The class rolls through four other pieces including “Se Me Olvida Otra Vez,” a slow-paced song that boasts the sultry, creamy voice of one of the violinists.

“Music has always been a part of my life,” said Conteras, who has been playing guitar in mariachi bands since he was 7 years old. “It’s infectious, addictive and tough to be away from.”

Pueblo High was the first school to offer a mariachi class, and for four years Conteras has taught various levels including the advanced group, Mariachi Azatlan, which participates in local and regional conferences and concerts.

Students must audition to be included in the group, and the number of students chosen depends on how many students graduated and left the group the year before.

Former members of Mariachi Azatlan often come back and support the program by serving as judges for the auditions.

“It is interesting to see the family role that this program has taken,” Conteras said. “It is almost like a sorority or a fraternity.”

The primary ambition for the Mariachi Azatlan each year is participation in various competitions and concerts culminating in the Tucson International Mariachi Conference in April. “It is a huge conference where about 1,000 students attend from all over the place,” Conteras said.

His class is currently preparing for a half-time show at a Phoenix Suns game on Hispanic Night, Jan. 22.

Mariachi Azatlan were given some tickets to sell for the game, and all proceeds will go to Pueblo High School.

“These kids are extreme and motivated and they work hard,” Conteras said.
Primavera provides affordable abodes

By Lauren Lund

Buying a house has always been an expensive and daunting undertaking, but for low-income families it may be an impossible dream. However, a local organization is at work to make the impossible, possible.

Primavera Foundation’s goal is to “end poverty and homelessness,” and toward that end is building two new homes for low-income families, scheduled to be completed in April, said Sarah Murphy, marketing coordinator.

The project is part of a larger effort by Primavera, in conjunction with other organizations, to construct new or rehabilitate older homes for low-income families. Since 1999, the organization has worked with over 90 homes.

Families in the Homeownership Program must attend classes on the process of home buying, dealing with banks and acquiring loans. The Home Buyer Education Class provides in-depth information on the entire process of purchasing and owning a residence.

Families in the program must be together consists of both tutoring the student and helping with social-skill development, says Cota’s one-on-one interaction with his tutor has helped him expand his social skills and increase his self-esteem. She credits his more attentive and respectful behavior toward teachers and other students to his mentor.

“You cannot have a mentoring service based solely on academics, it will not work,” says Anna Burke, the program director. “They call [that a tutoring program].” Since the program began in October 2005, it has 25 percent increase in positive social behavior for the students involved in the program, according to Carter. This is accompanied by a two percent increase in the student’s grades. Cota’s grades have improved significantly since beginning the program eight months ago. He is now more interested in school and knows his potential, says Carter.

Additionally, the mentors find that they benefit from the program. “It’s very rewarding,” Corona says. “It’s a great program,” he said. “For most of them it’s their last stop. They have nowhere else to go.”

The Construction Training Program provides homeless or low-income adult men and women with counseling, general job skills training, and on-the-job experience in construction.

Together, the trainees of the two programs are building the West 36th Street homes, Youth Build has done most of the work, framing and roofing the two houses with the assistance of the adults in the Construction Training Program, said Murphy.

Primavera’s program and the training programs are financed by a patchwork of funders including the City of Tucson, Pima County, Department of Housing and Urban Development, HSBC bank, and others agencies. Through the collaborative effort, more Tucson families will achieve the seemingly impossible dream of home ownership. “We are all trying to reach the same goals,” said Murphy.
Sunnyside wants to see fewer good men on their campuses

continued from page 1

By Dustin Seppala

Sunnyside parents can “opt out” by signing a request to a school’s principal. Sunnyside will now provide the “opt-out” form with student registration packets to make it easy for parents to get their children’s names off the list provided to military recruiters.

Sunnyside also changed how a recruiting test is administered. The Armed Service Vocational Aptitude Battery, or ASVAB, is a type of “military aptitude test” that recruiters use to identify likely candidates for enlistment. According to Rose Gonzalez, a Sunnyside social studies teacher, school administrators thought that all students were required to take the test.

“When we found out over the course of time was that at other schools it was voluntary,” she says. “We had been told that it was mandatory.”

The test will now be offered only on Saturdays instead of during regular class times.

Javier Silva, a 16-year-old Sunnyside sophomore, says he noticed a model change in the visibility of recruiters on campus since the October policy changes. “Recently, ‘they’ve been here only a few days a month’,” he says. “Military recruiters not only make formal presentations to large groups of high school students, they generally have been allowed to spend time on campus to talk informally to students. At Catalina, recruiters sometimes come during the lunch periods and hang out on the plaza where students congregate when not in class.

“Sometimes they would bring something along to create some interest,” says Vida. For example, Marine recruiters have occasionally brought a chin-up bar and challenged students to a chin-up contest.

Sunnyside student Eric Estrada, 16, says that his school also has visits from recruiters armed with more than brochures. “Just last week they had one of those rock climbing activities,” he says. “The girls really soaked up the attention. For them it was very flattering,” he says.

Boys were aggressively pursued by recruiters also, Gonzalez says. “The guys were followed to class, too. I would see them [recruiters] talking to them up until the time they came to class.”

Students have also told Gonzales that they receive frequent phone calls at home from recruiters and that they sometimes show up unannounced.

Candice Samaniego, a 15-year-old

Betts Putnam-Hidalgo, right, holds a sign for www.leaveymylittlealone.org, an anti-recruiting website during the weekly protest across the street from a Tucson US Army Recruiting Station. Lee Stanley is also holding a sign in the background. A bunch-in-up bar and challenge students.

Anti-recruitment websites

There is a steadily increasing number of counter-recruitment websites popping up making key information about U.S. military recruiting techniques readily available to the average person. Here is a brief listing of a few of the more established counter-recruitment websites:

Leave my Child Alone!
www.leaveymylittlealone.org

This website, run mostly by mothers, focuses on the provision in the No Child Left Behind Act that requires high schools to hand over information about students to recruiters. The website explains that parents can go through the opt-out process to prevent their children’s information given to military recruiters.

Not Your Soldier
www.notyoursoldier.org

This collective consists of large national organizations, small local efforts and young individuals all striving to educate the youth of America about the recruiting techniques used by the U.S. military as well as the harsh reality of war. The group holds training camps all over the country, which consist of workshops and training sessions to educate young people and inform them leadership for the future is possible without the military.

Working for Change
http://www.workingforchange.com

Working for Change is an online journal that has an extensive section on counter-recruitment efforts in the U.S. with sections available for all 50 states. The website’s partner, Working Assets, is a major sponsor of Leave my Child Alone, and offers comprehensive information on a large amount of counter-recruitment actions.

PHOTO BY DEAN KNUTH

Army denies racial targeting

By Dustin Seppala

Local Army officials say that despite an intense barrage against military recruiting of Hispanic youth, Latinos are not targeted any more than any other ethnic group.

“We don’t target minorities, we target the age group 18- to-24,” said Chief of Army Public Affairs for Army Recruiting Nancy Hutchinson. “We don’t choose minorities over anybody else.”

In fact, Hutchinson said that to the best of her knowledge, no Spanish-speaking advertisements have been run in the Tucson area.

But the Army does publish Spanish-language advertisements in areas where Spanish is spoken.

The chief Army recruiter for the Tucson area, Maj. Steve Marchant, said the only reason ads are run in Spanish is so to communicate with Spanish speakers. He said it is different than running an advertisement in English. Marchant also said that he knows of no specific ads run in the Tucson area in Spanish.

According to online journals such as Working for Change, (www.workingforchange.com), there has been a huge slump in recruiting effectiveness in recent years.

The Pentagon has decided that a large chunk of this problem resides in one statistic: Hispanics make up less than 10 percent of active-duty forces, yet comprise 16 percent of the 18- to 24-year-old U.S. population, according to a recent article.

Working for Change also claims the Pentagon has publicly stated that they want to double the number of Hispanics enlisting in the Army each year, and have begun to make key information about U.S. military representation among the branches of the Military according to its website: http://www.jams.org/programs/mktrs/hispanic.php.

In Tucson, Marchant said that it only “makes sense” that he place Hispanic recruiters in areas with large Hispanic populations. “I send guys that speak Spanish to neighborhoods where they can communicate to the people,” he said. “That’s all I really do.”

Marchant said recruiters are simply offering recycling materials as a much of a chance to join as everyone else.

“All anyone wants to join the Army is welcome as long as they’re qualified. It has nothing to do with race.”
By Martin McClarron

From grocery stores to music shops, South Tucson businesses have joined in on the holiday spirit to help boost sales. According to US News and World Report, the average American household will spend $400 on gifts this holiday season.

Shop managers and employees agree that the holiday season is the busiest shopping time of the year, and requires the most preparation.

David Acosta, manager of Angel, Inc. Jewelers, 2960 S. Sixth Ave., said he is looking at a 100 percent increase in sales after Thanksgiving compared to the week before the holiday.

"Over the holidays, sales will double and even triple sometimes," said Acosta.

Acosta explained that a lot of preparation and planning goes into keeping up with the heavy demand for jewelry. He explained that jewelry is always one of the most popular gifts during this time of year.

"We started preparing about a month ago," said Acosta.

Acosta said he started ordering for the holidays in October, and hired additional help in anticipation of a profitable holiday season.

"We fill up and make sure there aren’t any holes in the inventory," said Acosta. However, he recommends that shoppers not wait until the last minute, because Christmas Eve is the busiest day for Angel Inc.

Loreley Jacobo, manager of Yoly’s Music Shop, 2980 S. Sixth Ave., Suite 150, which specializes in Spanish language music, also likes to stock up on merchandise, hire seasonal employees and increase advertising, in anticipation of the holiday season.

"We like to cater more toward the people here [in South Tucson]," said Jacobo. The most popular music for the holidays is party music, or "music you can dance to," Jacobo said.

John Garcia, manager of the Joe Christiani’s store, located at 2980 S. Sixth Ave., Suite 110, said he also starts his preparations early by ordering excess inventory beginning in November.

Garcia said they will be offering special discounts and promotional offers throughout the holiday season.

At Food City, located at 2950 S. Sixth Ave., store director Luis Valencia said he likes to set up different displays for the holiday season to include the traditional Mexican candles as well as poinsettias. Valencia also pointed out that there is another Mexican holiday in December, the celebration of Virgin of Guadalupe, which allows him to utilize a variety of decorations.

"I strive to tie in the store to what’s happening in the community," said Valencia.

Daniel Gonzalez, bakery manager at Food City, said, "In December, bolillo [a Mexican type of bread] is going like crazy."

Dinner rolls and fruitcakes are also very popular at this time of year, he said. The bakery will begin to make its special holiday cakes in early December.

However, no matter how busy it gets, Gonzalez said they never hire seasonal help.

Wherever holiday shopping is done in South Tucson this Christmas, stores will be waiting with a warm smile and a helping hand.

By Juan Gyek

Walking across the border into Mexico means walking into a world where experienced salespeople outside curio shops entice tourists to come in and buy their goods. It is the same world where gringos mean walking into a world where experiences and planning goes into keeping up with the heavy demand for jewelry. He explained that jewelry is always one of the most popular gifts during this time of year.

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Border businesses become barren

By Juan Gyek

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Faces of South 6th

Photos by Dean Knuth

These are the people we see everyday. Shopping in stores, going to doctors appointments, washing their clothes. Sixth Ave could be called the heart of this city within a city, with people coming and going down it’s streets. Faces that might go unnoticed, but they are soul of South Tucson. It is these people that give South Tucson flavor, life and culture. All are seen on Sixth Ave. All are a part of Sixth Ave. All are South Tucson.

Rick Irmer - Church
Sandra Losano, 4, Ramon Ibarra - Shopping
Wendy Parker - Day laborer
Ben Chavez - Laundry
Linda Ramon, Jimmy Flores - Dr.’s appointment
Lino Martinez - Circle K
Andrea, 10, and Dina Terran - Shuttle
Celia Valdez - Laundry