

Founded in 1955

## The Riverside County Record

David Harding Barnes *Publisher/Editor*  
 Catherine Jean Barnes *Publisher*  
 Michael D. Evans *Assistant to the Publishers*  
 Bob Steinbrink *Columnist*  
 Dorothy Brown *Columnist*

Contributors to The Riverside County Record  
 Michael Murphy • David Foster • Oscar Canfield • Kim Johnson

Circulation: Drexel and Phyllis Blankenship

The Riverside County Record newspaper is published every Thursday at Rubidoux, California by N.C. Publications, Inc., at 8175 Limonite Avenue, Mailing address: P.O. Box 3187 • Riverside, CA 92519-3187. Telephone (951) 685-6191, (951) 685-6192, FAX: (951) 685-2961, E-Mail: Recordhb@aol.com. The Riverside County Record was adjudicated as a legal newspaper on June 15, 1956 by Superior Court Docket No. 64169. Annual subscription rate is \$20 in Riverside County, and elsewhere.

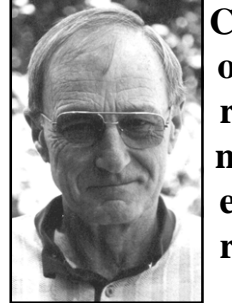
MEMBER: National Newspaper Association • DVBE

INTERNET: e-mail: recordhb@aol.com WEBSITE: www.countyrecordnews.com  
 Certified California Disabled Veteran Business Enterprise • California Small Business • California Micro Business

Bob Steinbrink

# Fuzzy Thinking Down Under and Up Over

Steinbrink's



Hi there, thither and yon.... Remember a very popular self-help book which was widely read years ago titled "The Power of Positive Thinking"? It was written by (I think) a clergyman named Dr. Norman Vincent Peale. Its message was if you take a positive approach to your life and your challenges the chances are you'd succeed. I don't recall anything in there about what happens if you fail.

There's a new take on that sort of theorizing. It's a book called "The Secret," written by an Australian television and film producer.

The Associated Press story about the author, Rhonda Byrne, offers no background on what other qualifications she might have to claim she has the secret to happiness and other good (and bad) stuff. Ms. Byrne, at any rate, probably is pretty happy. She's sold more than five million copies of the book and two million copies of a DVD with the same title and, I presume, the same message.

I trust the AP to treat this phenomenon the way it does everything else: with a

neutral approach. Don't expect that here.

It sounds like snake oil to me. The premise is a variation on Dr. Peale's theory. Ms. Byrne contends that human beings who think negatively about their lot in life are inviting trouble. Among other things she writes, "If people believe they can be in the wrong place at the wrong time, and they have no control over outside circumstances, those thoughts of fear, separation and powerlessness, if persistent, can attract them to being in the wrong place at the wrong time."

In other words, if disaster strikes, romance flops, and acne attacks...it's your fault because you fretted those things might happen. You brought it on yourself so don't look anywhere else to dump the blame. If this were true, how did I stay married more than half a century.

Does your bathroom scale tremble when you approach? Well, stop thinking fat thoughts. You don't have fat thoughts? Ms. Byrne says you just aren't aware of it. She says theory applies to the World Trade Center and Hurricane Katrina disasters. In a response to the AP's e-

mailed questions she said no one is to blame for this. That's just the way it is. Or as your average deep-thinking starlet would say: "Whatever."

That's utterly preposterous.

Even more preposterous, I suggest, is that she's gotten away with this trash...featured on TV shows including Ellen DeGeneres, Oprah Winfrey (TWICE!), and Larry King whose interview skills are so inoffensive he deserves his own alcove in the Softball Hall of Fame and will probably be included on Paris Hilton's Christmas card list.

If Dr. Peale knew about this spinoff coming many years ago, he'd probably have stuck to his Bible.

\*\*\*

In other news (sort of)...

Vice President Dick Cheney has come up with the novel concept he's not really a member of the executive branch of government because his job description includes being President of the U.S. Senate. In that case, he should not be allowed to use Air Force Two, should he?

If he really isn't in the executive branch, that might be the best news from Washington in years....

The silliest news from Capitol Hill is the flailing and wailing over the petroleum industry's overstuffed wallets and attempts to rap their knuckles with a piece of legislation that is as toothless as the Neanderthal Man. If you're old enough you may recall the bad old 70's when some of the same breastbeaters were pushing the same kind of bill. It didn't work that time either....

The most unbelievable item locally: A Riverside City Councilman is tilting at windmills with his proposal to fine the railroad for blocking city streets. City Hall contacted Union Pacific to inform them of an upcoming hearing. A UP official expressed surprise. He said he didn't know his choo-choos were leaving drivers putting out as much foul air at the crossings as their engines did.

And I thought Kobe Bryant was out of touch with reality.



Twenty-eight cancer survivors were assisted by nearly 600 volunteers Saturday and Sunday to raise more than \$20,000 for the fight against cancer. The Relay for Life, sponsored by the American Cancer Society and local merchants, was staged for two days at Jurupa Valley High School's Jaguar Stadium.

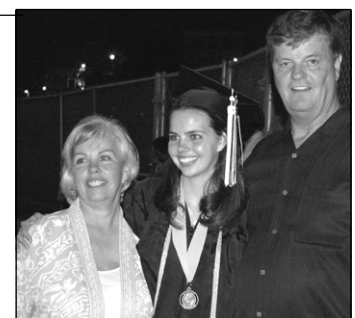


Earlene Ketchum, Alyssa and Relay for Life Chairman Margie Scott.

Barnes' Stormin'

## Our Identity Crisis Is Nothing New

By David H. Barnes



We are entering a new era of the never ending Western Riverside County name game. I doubt whether there is another community on earth with as many name problems as here.

In fact, it is questionable whether a third world country has changed names as many times as this northwestern corner of Riverside County.

First, the newest entries. The Press-Enterprise this weekend announced the hiring of Bob Green, Rubidoux High graduate and Cal offensive lineman, as the new football coach of, gulp, "Rubidoux-Patriot High School."

Since 1960, Rubidoux High has been known in the prep sports news reporting business as "Riverside-Rubidoux."

In theory, the new high school should be "Riverside-Rubidoux-Patriot High School." In Glen Avon, of Jurupa, in Western Riverside County.

"Riverside-Rubidoux-Patriot High of Jurupa in Glen Avon" opens the fall 2007 football season against Eisenhower High School of Rialto. The Eisenhower High football website announces the game against "Patriot High" with an asterik.

The asterik notes "Rubidoux High School has changed its name to Patriot High School."

Another new entry comes from our uppity neighbors to the west. In the late 1970s, or the early 1980s, community leaders formed the Jurupa Steelers All American Junior Tackle Football League.

Home games have been played at Rubidoux High School's Edward Hawkins Stadium for more than 25 years, and in some years at Jurupa Valley High School in Mira Loma of Jurupa in Western Riverside.

Now, according to the newcomers, the Eastvalians, the Steelers are now the "Eastvale-Jurupa Steelers."

This comes in part because the Jurupa Steelers, feeders to Rubidoux and Jurupa Valley High in the past, were forced to go to the Jurupa Community Services District, hat in hand, and seek practice fields.

The former "Jurupa" Steelers practiced at Avalon Park in Northern Rubidoux, but has since expanded to include the children of Eastvale (in a war with the Coronado-Norco All American Junior Tackle Football League).

Jurupa, oops, Eastvale-Jurupa Steelers now practice at parklands within the Eastvale community on the other side of Hamner Avenue. Eastvale-Jurupa Steeler organizers chose the new state-of-the-art facilities in Eastvale or the not so state-of-the-art park facilities in Northern Rubidoux.

Players in the Eastvale-Jurupa League who reside in Eastvale will attend Eleanor Roosevelt High School in Eastvale, which is a school of the Corona-Norco Unified School District.

Let's not even go there.

\*\*\*

This endless name-game out here has raged for years. I didn't get here until 1974, at which time this community was referred to as "Jurupa."

Then, about 16 years ago, circa 1990-1991, the school district opened a second high school and named it "Jurupa Valley."

The JVHS high school, I'm afraid to report, is in the community of Mira Loma in the Jurupa District of Western Riverside County.

Whew!

About 10 years later, signs started popping up throughout Jurupa calling this entire community "Jurupa Valley."

Over the years there have been numerous conflicting names in Jurupa.

The developers of Santiago Estates north of the Pomona 60 freeway and north of Granite Hill Drive, erected giant signs calling their development "Santiago Estates of Pedley."

This project could not be any deeper into Glen Avon than it is. It is practically located in the epi-center of what has been known as Glen Avon for 75 years.

Developers, by the way, are probably the biggest violators of all. When developers of housing developments don't particularly like a community's history, they just change the name.

When is the last time you heard of a new housing development in either Rubidoux or Glen Avon?

How about never.

These developments are located in "Riverside."

And those folks out in Eastvale need to listen up, too. Developers in Eastvale refer to their projects as in "Corona" or "North Corona."

Never as on land in the former Mira Loma Agricultural Preserve.

Glen Avon has the "Stringfellow" anchor around its neck, and Mira Loma has the "worst air in the world" anchor around its neck.

Rubidoux has been the "poor" side of town since the turn of the last century.

Each of the communities in Jurupa also have sub-communities of their own.

For example, Rubidoux alone has sub-communities of Belltown, Okie Town, Paramount Estates and Jurupa Hills.

All of these communities of Rubidoux are in the unincorporated Jurupa District in Riverside County, Western Riverside County.

The Jurupa District, by the way, comes from the courts. The Riverside Superior Court system, and Riverside County Founding fathers, legally named this area the Jurupa Judicial District, for strictly legal purposes.

Mira Loma has communities of its own, including Riverdale Acres. Pedley has the community of Indian Hills. The north side of the Pomona freeway that is

neither Glen Avon nor Rubidoux is named "Sunnyslope."

Bob Umphress, a former P-E writer and owner of the Jurupa This Week weekly newspaper, and resident of Jurupa Hills, has maintained for two decades that the Country Village is in Glen Avon--despite the fact the village has a 91752 Mira Loma zip code and is known to be in Mira Loma by every other person in this county.

The zip code is the real notice to the rest of the world that you have arrived as a specific area. 92509 is the Rubidoux Post Office and 91752 is the Mira Loma Post Office. Each has its own Postmark.

On Tuesday, July 3, the Rubidoux Post Office becomes the Lt. Todd Bryant Post Office.

Oddly, Eastvale is only a decade old, and it is already "Corona", "North Corona", "Eastvale" "Eastvale-Mira Loma" and "Eastvale-Jurupa."

Most of the people from Eastvale appearing at a Jurupa Community Services District meeting describe themselves as coming from a particular housing tract: i.e. River's Edge or whatever.

Residents off Jurupa Road between Rutile and Bain refer to their community as "Jamestown."

Most of the housing developments on the northern slopes of the Indian Hills area of Pedley can live in the town of their choice: either Riverside, Pedley, Glen Avon, or Indian Hills.

Or just Jurupa.

Or Jurupa Valley.

To each his own.

Myself? I live in Glen Avon. Have since 1977, relocating there from a two year stint at the Country Village in Mira Loma.

I've spent 35 years trying to explain to people arriving here daily about where they live.

Today, officially, I surrender.

Jurupa Ramblings'

## Relay for Life a Huge Success

The Relay for Life held Saturday and Sunday in Mira Loma was a big success.

Sponsored by the American Cancer Society and local volunteers, people came from all over to do their walking on the track at Jurupa Valley High School's Jaguar Stadium.

Between 500 and 600 people wanted to show their support for the cause, a cause to raise funds for the battle against the disease of cancer.

All told, volunteers and sponsors raised more than \$20,000. Wow!

It is not easy to plan and promote a 24 hour event but with a lot of cooperation from many people it turned out to be a great event.

Rosa Chavez, who worked on getting the donations for food, was very pleased so many of our local businesses were so generous.

Arrowhead Water Company donated all the bottles of water handed out to the participants for two days.

"It sure made my job easier when they said not to worry about supplying water," Rosa says. "They made sure plenty was donated and they came through with more than enough."

Albertson's, Stater Bros., Ralphs, Rancho Market on Etiwanda and Von's also helped out in the food line.

The owner of the Subway Sandwich places in Eastvale and on Mission and the 60 Freeway in Glen Avon donated sandwiches needed for the 2 days.

Our local Quizzo's, in Pedley, called and reminded Rosa it had sandwiches already made up for the event and were ready to be picked up.

This was especially gratifying as Rosa had only had one communication with the manager and he came through like a real winner.

Juan Pollo, the 2 local Carl Jr's, Jack in the Box, Farmers Boy and the Pizza Factory in Mira Loma were all contributors to the food lines for the 2 days.

Linda Layman of the Empire Sheet Metal Co. was one of the workers for Rosa in helping get the job done.

Valery from Mira Loma Feed Co. worked very hard, too, and was able to get some equipment to help move heavy boxes around.

Without strong backs, Rosa would have had a tough time.

Another couple that jumped in to help was Ross and Mike Corsi of Corsi Exterminator Company.

It goes to show what can be accomplished when the community and the businesses join in to help a great cause. There were many more volunteers who worked diligently for a long time to put this all together.

It was fun to see Jayne Burkholder from Union Bank again as she helped with sponsorships. She also spent the night on the field.

Margie Scott, chairman for the Relay, deserves a pat on the back for coordinating this big event.

She was ably assisted by Cathi Hill and Terry Ibarra. Maytza Ruiz did an outstanding job in providing entertainment for the 2 days. One of the most positive aspects of this whole weekend is that these volunteers are planning for next year.

\*\*\*

Gary and Susan Sims of the Tree Learning Center in Pedley are planning for their annual participation in the Parade of Ponds July 14 and 15.

They are also including an Open Garden Tour of their many and varied gardens on their property.

The location is 6111 Appaloosa Avenue in Pedley. This is a street right off of 60th near Bain Street.

For people who have never visited the Sims gardens it will be a wonderful surprise and a rare experience.

For the many who will be coming after having seen it many other times, there



By Dorothy Brown

will still be surprises as Gary and Susan keep adding and changing things at the center. There is always something new for garden lovers.

The time 9 a.m. to 4 p.m. so mark the calendar.

\*\*\*

61 years of married life was celebrated by James and Ruth Hoxie when friends joined them for a celebration brunch at our local Sizzler Restaurant Sunday morning.

As it happens they got a "two for" as Ruth's birthday is the same time as the anniversary.

When a waitress asked what the secret was to a long and happy marriage, James answered and said to always let your wife talk and don't interrupt.

But most importantly give and take and always be there to help each other. Not bad advice for any marriage.

\*\*\*

The patrons of the Glen Avon Regional Library have been enjoying the lovely flower arrangements in the lobby for many weeks now.

The flowers are a gift from Harvey "Bill" Nix, owner of the Glen Avon Village Florist Shop.

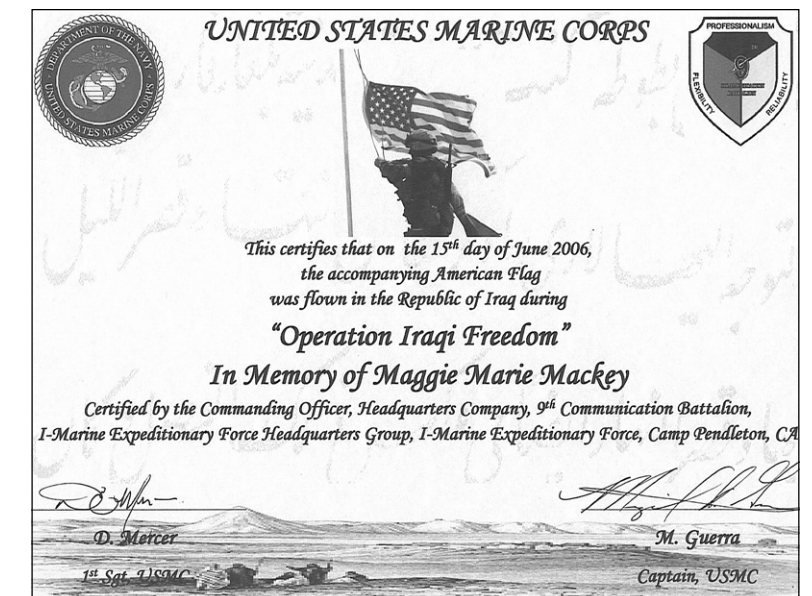
He recognized the lobby could use a bit of color and voluntarily began bringing in arrangements for everyone to see when they walk into the library.

16 years ago, Bill purchased the shop from Barbara and Chuck Mayall and recognized right away he wanted to keep up the fine reputation they had built.

He is one of our good business people who takes an interest in his clients and who takes time to visit when he delivers flowers -- if he finds this is needed.

There are many good, friendly, competent business people in Jurupa and he is certainly one of them.

-- Helen Exley



U.S. Marines in Baghdad, Iraq, raised an American flag, signed it, and dedicated it to Maggie Marie Mackey of Jurupa Hills who died of Cystic Fibrosis. The American Flag and this certificate was presented to Maggie's grandparents, retired CHP Officer Steve Mackey and Elaine Mackey of Jurupa Hills.

"Those proud of keeping an orderly desk never know the thrill of finding something that they thought irretrievably lost."