

## **Joseph Unanue**

### **Overcoming Challenges**

“When we first started, it was very difficult to sell. We couldn’t sell. We weren’t able to sell to supermarkets because supermarkets didn’t want to buy from us. The chain stores--they didn’t want to buy from us because they thought that . . . Latins didn’t pay with money--until they found out that their money was just as good as anybody else’s money. So then, they started to buy from us a little bit at a time. But gradually, you know, they decided to buy from us. The first chain store that we sold to was a Safeway store that used to be on 116<sup>th</sup> Street in East Harlem.

We had a hard time convincing the chain stores that Hispanics paid with money.”

### **Strength and Willpower**

“I think this nation should know that . . . Hispanics are very strong. I think they are willing to work. I think all they all they have to do is get a chance . . . They will help the country very much. They will help this country very much. All they have to do is [to] be accepted as good working people.”