

'Look at Record,' Says Quinn But Will It Bear Close Scrutiny?

Recently "Smilin' Bill" Quinn made his formal announcement that he was a candidate to succeed himself as Governor of the State of Hawaii.

THIS SURPRISED no one as it was common knowledge that "Smilin' Bill" likes Washington Place, likes the job, and, as everyone knows, his public relations boys have

been busy behind-the-scenes writing the words and music for a big campaign production.

In fact, the day after his announcement TV stations were running jingles and a cartoon for Governor Quinn. The announcement emphasized he was seeking reelection based upon his past record.

Barrio Banter

by Juan Pagan

IF THE RECORD is scrutinized very closely it's plain that the PR boys are going to need plenty of music and lots of sweet talk to keep the voters from taking a close look at the record.

At this point it may be well to remind "Smilin' Bill" that the Republicans' most illustrious and respected patriot, Abraham Lincoln, once said: "You can fool some of the people all of the time, and all of the people some of the time, but you cannot fool all of the people all of the time."

Very, very, little has been accomplished by the Govern-

nor in the seven years he has occupied the Palace.

It seems he was dedicated to the status quo. His administration has been noted for delaying just about every progressive measure that was in the interest of the State.

WHEN IT SEEMED he couldn't delay progress, he would then order a study. As

Continued on Page 8

THE FILIPINO HERALD OF HAWAII

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September 6, 1962

HONOLULU, HAWAII

Mabuhay, Dere!



LOVELY Marcia Hulanon Higa (at left) greets readers of The Filipino Herald's first weekly edition. For more about Marcia, turn to Page 3

Labor Secy. Anti Siesta

U.S. efficiency instead of Philippines siestas — that's the answer to crushing unemployment in the Philippines.

So believes Norbert B. Romualdez Jr., secretary of labor for the Philippines, whose primary objective is to make Filipino workers more skilled.

Romualdez, who recently visited Hawaii, estimates that agriculture provides jobs for 80 per cent of his nation's labor force. He'd like to see that figure reduced to 10 per cent.

Romualdez, who took office in January when Diosdado Macapagal became president, said the Philippines new free economy means that the labor force must

meet the demands of new industry which is backed by foreign investment.

Romualdez has arranged for 125 agricultural students to learn up-to-date methods in the U.S. He hopes that this will be the first of many Filipinos who will get technical training in the U.S.

He is anxious to introduce more mechanization into farming.

Romualdez pointed out that current unemployment stems from a population explosion. The population has climbed from 18 million, before World War II, to 27.8 million today.

Romualdez said that 700,000 are unemployed in the Philippines today.

FILIPINO CLUB DENIES ENDORSING BEN

A recent item in a Honolulu daily mentioning the endorsement of Ben Dillingham by a Hilo organization known as the Hilo Filipino Community Club has caused "a great deal of confusion and question."

In a special statement issued to this paper, Panfilo B. Vicente, president of the Association of Filipino Americans, said that publication of this endorsement "has been erroneously construed by some people to be a representative view of the entire Filipino community in Hilo.

The AFA is a non-partisan

organization of American citizens of Filipino ancestry. In a special meeting held recently, the members unanimously agreed to make no endorsements in any of the coming elections, in accordance with their constitutional provisions.

"While we are aware of the excellent congressional record of the Honorable Daniel K. Inoué, Congressman, insofar as the Filipino people are concerned, and the record of Mr. Dillingham, the constitution and by-laws of the AFA prohibit any political activity or endorsement by said group," declared Mr. Vincente.

A VOTE OF CONFIDENCE

Being the editor of a small publication means a cheerful willingness to work hard at a never-ending variety of jobs.

There is a kind of fascination—known only to others similarly afflicted—in going out, reporting a story, writing it, and breathlessly watching as it takes shape in the printer's shop and finally, following it to its ultimate goal where it forms part of one of our pages.

Reporter, writer, proof-reader, photographer, lay-out artist, composition expert, advertising salesman, public relations, subscription agent and complaint department . . . you are all of these, cheerfully.

There are compensations.

Like the pride you feel in knowing your paper is read from cover to cover. At least one devoted reader in Berkeley faithfully reports every editorial and typographical error, page by page, every issue. One ad exec (who reads us religiously) thoughtfully pored over one of our editions line for line, and sent it back with some helpful comments. (With this kind of loyal readership, who needs a circulation audit? This is testimonial enough for our advertisers!)

And there is the satisfaction in knowing you've grown so accustomed to our face—you become upset when we are late in arriving. You are quick to let us know. In droves! You never let us forget you're out there.

You have, as we say in pidgin, "stuck wit us troo tick and tin." Establishing The Filipino Herald has been an arduous process of devoted effort mixed with frustration in the enforced delays caused by "growing pains" and production problems.

Your vote of confidence throughout this difficult period is not only gratifying—it is the only thing that has sustained us.

Because of your continued support, we are sure you share our joy in progressing to a weekly.

The publishing business today is a grim, hard, battle of survival. It is much like fighting off a tidal wave on a wooden raft.

The constant threat of becoming engulfed in an economic tide of mounting costs has, nevertheless, not dimmed our enthusiasm in striving to consistently produce an interesting and informative paper.

Since the monetary remuneration can never match the long hours of hard work, the satisfaction can only come from the knowledge that one is fulfilling a need.

As long as you continue to support our paper as you have done, we will fulfill that need. Happily.

The Man--or--The Image?

"There must be some exquisite pleasure in governing, to judge from the numbers who are eager to be concerned in it."—Voltaire.

In these days of high-powered political campaigns, in which big money is spent to hire publicity men and public relations experts, voters are in real danger of casting their ballots, not for the man, but for his "image."

It takes money, and plenty of it, to retain image-makers—speech makers to improve the candidate's presentation, theatrical experts to improve his appearance, statisticians and researchers to dig up the facts that fall readily from his lips.

Gone forever, apparently, is the citizen who gets his dander up over corruption in high places and runs for office to do something about it.

He wouldn't have a chance against the image makers. "It's a new era," says a Democratic leader. "You have to have the assistance of experts."

A new era, perhaps, but not necessarily a better one. We are concerned about the image-makers and their role in Hawaii politics in 1962.

Campaigning has become big business. And it takes a big businessman to campaign.

We are rapidly moving toward a situation where only the wealthy can afford to seek public office. Thus we are putting political and governmental power into the hands of a few who hold the money bags.

Perhaps there's no harm in that.

Perhaps such elected officials would not misuse their power.

But the future is beginning to look grim for that average citizen who'd like to do something about corruption in high places.

"I'll give you two Dillingham potholders for one Troy button"



Our Readers Write . . .

FILLS A VACUUM

Dear Teddi,

Enclosed herewith is my payment for a year's subscription to The Filipino Herald.

Thank you very much indeed, and I wish you more power and success in your work. The Filipino Herald is certainly filling a vacuum in our society.

Sincerely yours,
FATHER T. P. QUINTERO
Philippine Independent Church

'COURAGEOUS VENTURE'

Miss Teddi Medina,

Enjoyed your "Bull-Teaser" page in the last issue of your Filipino Herald.

Yours is a courageous venture. Good luck. Enclosed is my check for a year's subscription.

Aloha,
HOWARD Y. MIYAKE
Majority Leader, Hawaii House of Representatives

FONG SENDS ALOHA

Dear Editor:

Establishment of your newspaper serves as the voice of the Filipino Community of Hawaii and will be of immeasurable benefit to the many Filipino clubs and organizations.

With aloha and warmest regards,

Sincerely,
HIRAM L. FONG
U. S. Senate

PRaise FROM THE MAYOR

Dear Miss Medina,

I want to congratulate you and your staff on the excellent work you are doing in editing the new Filipino Herald. The paper certainly fills a need in Hawaii, not only for readers of Filipino ancestry, but also for readers in general who need greater understanding of this large yet little-known ethnic group.

Your first issues prove that a newspaper need not be giant-size to include significant articles for a wide readership. I have noted your emphasis on higher education, with specific examples of the way education has developed the professional and civic leaders in the Filipino community.

In fact, the entire paper is an educational experience, with informative articles on art, entertainment, legislation, finance, leisure-time activities, outstanding Filipinos in various occupations, and social problems.

With all these valuable departments, you still have room for personal news from Neighbor Islands, for general notices and for instructional material on citizenship rights. There is virtually no area you have not covered—and illustrated with good photography.

I look forward to future issues with great interest, and wish you every success in your public-spirited endeavor.

Sincerely,
NEAL S. BLAISDELL
Mayor

NOTICE TO CANDIDATES

The Filipino Herald is opening its pages to candidates of both parties who seek to get their qualifications, platforms and philosophies before the voters. There is no charge for this service, but the Editor urges candidates to submit photos and copy as soon as possible.

THE FILIPINO HERALD

Office: 1739 Iwi Way, Honolulu, Hawaii Ph. 776-466

TEDDI MEDINA Editor
LYDIA McCARTER Advertising Director
RUMELIA FLORES Contributing Editor
MANIS Staff Writer
ADELINO VALENTIN Staff Writer

The Filipino Herald is published weekly with a printing of 10,000 and an approximate readership of 50,000, and is owned and published by The Filipino Herald, Incorporated.

ITS OFFICERS ARE:

PRESIDENT Dr. Stanley Standal
VICE PRESIDENT & DIRECTOR Teddi Medina
SECRETARY & TREASURER Mrs. D. A. Meredith

A Worried Priest Looks at Island Filipinos

Holy Trinity: 'Work, Money, Pleasure'

"Unbelieving Christians are alike everywhere, in the sense that the church means little in their lives," said the Rev. Timoteo P. Quintero.

Father Quintero is a troubled man.

He came to Hawaii from the Philippines three years ago as the first missionary sent outside the Philippines by the Philippine Independent Church.

Father Quintero believes it is too soon to evaluate his work among Hawaii's Filipinos. But he is very concerned about what he has found in Hawaii.

DISCUSSING "unbelieving Christians," the priest said, "To some the Church is just a socially accepted group and no longer the agent or vessel of salvation."

"To some, the Church has become a billiard room or a night club. In their homes, you don't find the image of our Lord on the cross, as you do in most Philippine homes."

"The Holy Trinity has changed to work, money and vain pleasures. These attitudes of our people make me believe that our mission here is indeed important."

The Philippine Independent Church — sometimes called the Philippine National Catholic Church — was organized some 60 years ago in a split with the Roman Catholic Church. It still retains many of the old forms and rituals.

The Philippine Independent Church now counts more than two million members in 550 parishes administered by 38 bishops and 580 priests.

IN RECENT years the church has entered into a "full intercommunion" with the Episcopal Church of America.

Father Quintero was sent to Hawaii through cooperation of Honolulu's Episcopal Bishop Harry Kennedy.

Father Quintero said that many of the 70,000 Filipinos in the Islands had, in their homeland, been members of

his church. Many of them, he said, were "religion hungry."

"The problem of communication is indeed a great stumbling block," the priest said.

"It's not a question of converting local Filipinos to Christianity, because they already are Christians. Our job now is to make them better, functioning, believing Christians."

FOR A TIME Father Quintero served the entire state, flying among the Islands to conduct services.

Recently the mission was strengthened by the arrival of the Rev. Jacinto Tabili, a native of Paoay, Ilocos Norte. Father Tabili resides in Hilo and serves church members on Hawaii and Maui.

"We usually hold our services in Episcopal churches," said Father Quintero. "But if a church is too far away or not available, we use plantation halls or the homes of our people. We preach and celebrate Mass in Ilocano dialect, since it is the language of

Our Cover Gal . . .

is a lass named Marcia, the gal gaily greeting Filipino Herald readers with "Mabuhay, Dere!"

Marcia possesses the kind of magnetic beauty that stops traffic. She is as stunning in basic black (which is how we first encountered her) as she is nymph-like in that swim suit. With her star-like gaze, effervescent personality and honey disposition, any man would be staggered to have her as his secretary — which is what she is when she is not brightening the scene in a bikini.

The firm lucky enough to be harboring this lovely is Fire Protection Institute — but fellows, before you rush up there — it's only fair to warn you "she's just wild about Harry" — which is the name her husband answers to.

most of our people and thus makes the service more intelligible and meaningful to them.

"Probably the meek really will inherit the earth; they probably won't have the nerve to refuse." — From the Onawa, Iowa 'Sentinel'

Like Hawaii's great Banyans,
our roots have grown deep
and our protection spread far.

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'Woman of Year' Named Ad Director for The Herald

Lydia McCarter, recently chosen as the "Woman of the Year" by the Honolulu Community Chest, is the new advertising director of The Filipino Herald.

She was honored for her outstanding work in the Chest campaign for 1962 funds.

Miss McCarter was appointed "company captain" by Andrew J. Galassi, general manager of Hawaiian Linen Supply, to spearhead the Community Chest's perpetual payroll deduction plan. At that time she was Hawaiian Linen's personnel manager.

To promote interest in the program, Miss McCarter appointed key employees throughout the company to assist her in organizing a campaign which resulted in nearly 100 per cent of the employees signing up for the plan.

MISS McCARTER, who was born in the Philippine Islands, was brought to Hawaii when only five months old. She graduated from Farrington High School and the University of Hawaii.

She was with Hawaiian Linen Supply for three and a half years. Prior to this she was formerly executive secretary to J. H. Magoon Jr., former owner of the company.

Before joining Hawaiian Linen Supply, Miss McCarter was personnel assistant at Honolulu Rapid Transit and was also the editor of that company's house publication.



LYDIA McCARTER

LIBRARY OF HAWAII, Main branch, King and Punchbowl Streets.—Exhibit of 15 prints from University of Hawaii art department by students and their instructor, Edward Stasack.

12 Council Scholarships

Twelve scholarship awards have been presented by the Oahu Council of Filipino Catholic Clubs.

The awards, amounting to \$800, are financed through the proceeds of the annual Charity Queen Contest which is climaxed by a chicken hekka picnic. This year the annual hekka picnic will be held Sept. 1 at Ala Moana Beach Park.

Three recipients are priesthood aspirants; one to a mainland novitiate; three college students; and five are enrolled at local parochial high schools.

Recipients are Gloria Jessie Agustin, Marie Aquino, Erleen Silva, Simeon Alop Jr., Byron Anaya, Jerome Anaya, James Anguay Jr., Lucille Anaya, Benedict Diniega, Michael Diniega, Elaine Sandoval and Gregory Unabia.



The Filipino Herald is to be congratulated on this happy occasion. The change to a weekly newspaper is indicative of the fact that it is keeping pace with Hawaii's growth. ALOHA!

ERNEST K. KAI

Democratic Candidate for Lt. Governor

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CHRISTMAS IN

Annual Fil/American Holiday Cruise

For the eighth consecutive year APL has scheduled a Fil/American Holiday Cruise to the Philippines! Your ship, the SS PRESIDENT WILSON leaves Honolulu November 30 for Japan, Hong Kong and Manila. For choice accommodations, make your reservations now.

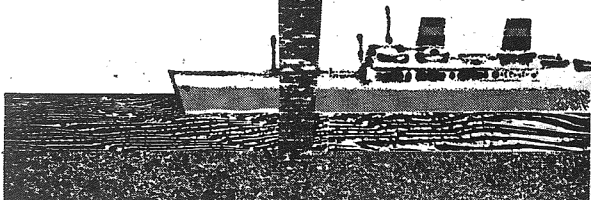
First Class or Economy Class, your fare includes everything from air-conditioned accommodations to delicious American and Filipino meals, and 350 lb. baggage allowance free. You'll enjoy comfortable

THE PHILIPPINES

lounges, spacious decks, shipboard parties, movies, music and dancing. The ship's barber shop, beauty shop, laundry, store and hospital will supply every need.

Round trip Economy Class fares start at \$495; First Class from \$916. APL's pay later plan allows you to put just 10% down, and take up to 24 months to complete payment. See your Travel Agent, or your APL office for complete details.

AMERICAN PRESIDENT LINES
Dillingham Transportation Bldg., Honolulu



—Photo courtesy Honolulu Star-Bulletin
VICTORIA PATIGAYON, crowned Miss Philippines-Hawaii at the observance marking the 64th anniversary of American-Philippine relations.

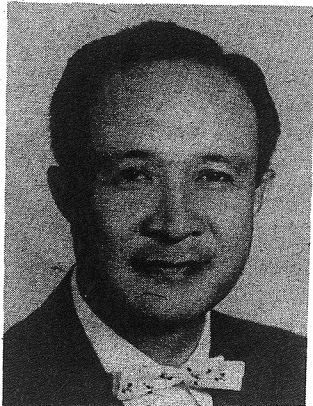
\$ TWO MILLION DOLLARS \$

Available to buy '56 to '62 CARS — TRUCKS —
Will pay up to \$150 for transportation models



CONGRATULATIONS
TO THE STAFF
OF THE NEW
FILIPINO HERALD
AND BEST WISHES
FOR YOUR
SUCCESS.

DANIEL K. INOUE
Member of Congress



The wonderful news that The Filipino Herald will now be published twice weekly bespeaks its eager and widespread acceptance by the public, justifies its existence as a public media for our Filipino community in Hawaii and pays tribute to Editor Teddi Medina's faith and the hard work of her staff. I am proud, indeed, on behalf of all our people of the State of Hawaii, to congratulate Miss Medina, her associates and staff, on this great achievement.

Mabuhay.

JAMES K. KEALOHA
Republican Candidate for Governor

There are 460 different types of ornamental trees growing in Hawaii. Foster Botanical Gardens, the University of Hawaii campus and Ala Moana park are excellent places to see many of Hawaii's more unusual trees.

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'Soon Make It,' Says Star

Filipino Films Moving Toward World Acclaim

Why haven't the Filipino movies gained popular acceptance in the world market, as have Japanese, French, Italian and other films?

The answer, according to popular Philippines movie star Pancho Magalona, is limited budgets which "unfortunately limit our quality."

The slim, handsome actor, husband of former child star Tita Duran, discussed filmmaking, women in general and his wife in an exclusive interview with The Filipino Herald during a brief stop-

over in Honolulu recently.

"WE ARE STRIVING to compete in the world foreign film market," stated Magalona, "I think we will soon make it. We have already taken some steps in this direction."

He cited several Filipino film entries which have recently won recognition, as examples of the progressive direction Philippine movies are taking. As an example, he named "Ifugao," starring Efrem Reyes, which won the Southeast Asia Film Festival Award.

Asked if there were any significant entries which have won notice in the European festivals, Magalona replied, "Bagao," a movie starring Rosa Rosal and Tony Santos."

What is the future of the Filipino film market?

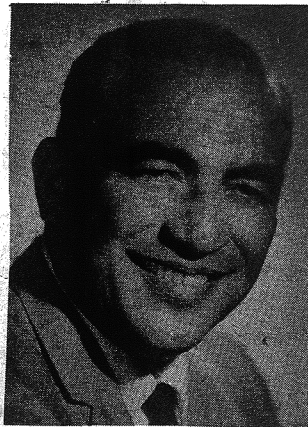
"I would say—very bright," declared Magalona emphatically. "It's a young industry and we are only now beginning to open our eyes to the fact that we CAN hit foreign markets."

Magalona was returning to the Philippines after having finished a role in "The Hook," which stars Kirk Douglas, Nick Adams and Robert Walker, Jr.

In this movie, the versatile Magalona, whose recent starring roles in the Philippines include "Merrill's Marauders" and "El Filibusterismo" (a story by Rizal), plays a North Korean prisoner of war.

"THE STORY is about three G.I.'s who capture a North Korean prisoner and sentence him to die, whereupon they are immediately faced with the problem of who will have the job of executioner," the actor said.

Continued on Page 7



My heartiest congratulations to The Filipino Herald on becoming a weekly. This is a significant step not only for your newspaper, but for the Filipino community in general.

THEODORE "TED" NOBRIGA
Candidate for Lt. Governor (R)

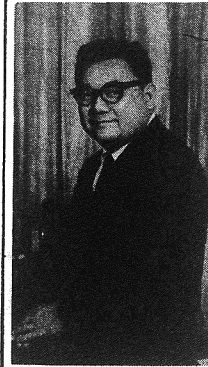


CONGRATULATIONS
To The Weekly
Filipino Herald!

Victor Vallies

Candidate for Senator
5th District (D)

VIC'S RENDEZVOUS
436 North King Street



**MABUHAY TO THE
FILIPINO HERALD!**

Your transition from a twice-a-month publication to a weekly in such a short time is significant of the continuing progress HAWAII'S FILIPINOS ARE MAKING.

PERCY K. MIRIKITANI
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Candidate for
Lieutenant Governor

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PETER REYES CANDIDATE FOR HOUSE

Peter Q. Reyes of Kalihi, a district training supervisor for the Hawaiian Life Insurance Co., recently announced he will seek an 11th District House nomination on the Democratic ticket.

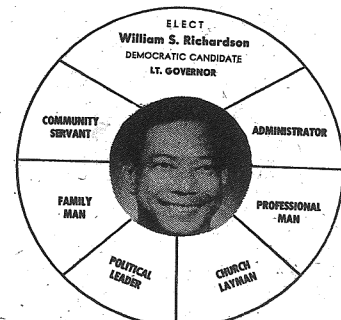
Reyes said he wants better schools and playground facilities, more and better street lighting, lower rentals on government housing, and wants to stop spot zoning practices.

He is a graduate of the University of California at Los Angeles.

Reyes has a bachelor's degree in economics. He was a social worker in Los Angeles before entering the insurance field.

A member of the United Filipino Council, he also belongs to the American Academy of Political and Social Sciences, the American Sociological Assn., Toastmasters-International, and the Kalihi PTA and the Filipino Oahu Council. Reyes has two children.

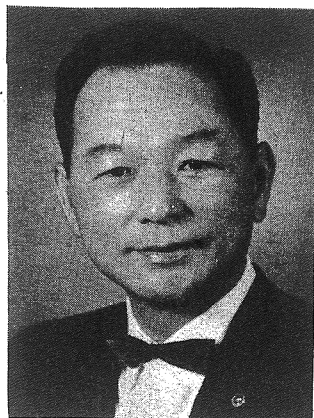
WILLIAM S. RICHARDSON DEMOCRATIC CANDIDATE LT. GOVERNOR



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• HE UNDERSTANDS THE PROBLEMS OF HAWAII TODAY
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MABUHAY AND WARMEST CONGRATULATIONS TO THE FILIPINO HERALD! YOUR ENTRY INTO THE WEEKLY JOURNALISTIC FIELD WILL PROVIDE A GREATLY NEEDED SERVICE TO OUR FILIPINO COMMUNITY AND THE ENTIRE STATE OF HAWAII.

SPARKY MATSUNAGA
CANDIDATE — U.S. HOUSE (D)

Continued from Page 6
"Each is left alone with me," the youthful-looking, 34-year-old Magalona related. "What happens is the basis of the story."

Contrary to Hollywood belief that a husband and wife career-team cannot survive the usual ego conflicts such marriages generally produce, Magalona has been happily married for 13 years to the same woman.

The key to his successful marriage, Magalona claims, is mutual respect.

"Mutual respect — more than anything else — is responsible for our long and happy marriage," Magalona declared.

"Without it, I am sure few marriages could survive. In Hollywood, marriages fail because husband and wife tend to compete with one another."

Magalona, married to the equally famous Tita Duran, said another factor in the success of his marriage is due probably to the fact that his wife has quit movies.

"She felt she had been in movies long enough — almost all her life. I guess I'm lucky that she considers being a housewife and mother more important than movies."

ARE AMERICAN women more domineering than Filipina women?

Not according to Magalona. "American women are just like Filipina women. They really, deep down, would prefer to be dominated — rather than dominate."

"My wife," Magalona smiled, "is definitely not the domineering type."

And he added a word of male wisdom for all women — both Filipina and American: "A woman can dominate a man — if she cares to — through tenderness."

"It works—every time!"

Eraser Makeup

CLEVELAND — A pencil eraser is made of rubber impregnated with parts of pumice.



The Filipino Herald is to be commended for taking the bold step of becoming a weekly, especially when newspapers are folding or finding it necessary to merge to survive. The best of success to you, and may we see the banner line of the Filipino Herald for a long time.

Edward Y. Petage
EDWARD Y. PETAGE
HONOLULU, HAWAII

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Hideko Terasaki will anticipate your every wish with the traditional hospitality of the Orient. She makes you feel welcome the moment you board your DC-8 Jet Courier as she serves delicacies of the East and West, attends your every need, pampers you. Your JAL flight, whether in the Economy or First Class cabin, will be gracious and restful. Yet JAL fares between Honolulu and Manila are the same as any airline. The real difference is in JAL's superior service, personal attention and convenient schedules. In addition, your Manila flight takes you by way of Tokyo, where you may stop-over if you wish—at no extra fare. For only \$10 more, you may add fabulous Hong Kong to your trip and, perhaps, stop-over, in this shopper's paradise. There are daily flights both ways between Honolulu and Tokyo, with a new, and convenient extra flight Saturday afternoons. Tokyo-Manila jet connections are ideal. See your travel agent or Japan Lines.

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Japan Air Lines Co., Ltd.
165 South King Street
Honolulu 13, Hawaii



Barrio Banter

Continued from Page 1

the taxpayers and voters well know, these islands have been the most studied islands in the world.

An example: The people on the Big Island are still muttering over "the money spent on the dead body"—such as the Economic Study on the Feasibility of Coffee trade with Germany."

It's rumored at Iolani Palace that the Governor is now ordering studies of the studies.

It seems that when he couldn't delay a project any longer because of the pressure of its need—he then would step forward and take the credit.

His favored treatment by the Republican daily newspapers, has made it quite difficult for the voters to figure out who properly, should be given the credit.

However, the record plainly shows that the youth of our state are going to the mainland in ever increasing numbers because of the lack of opportunity here in Hawaii.

The record also shows the Governor failed to deliver his Second Mahele, and the record shows that the only "Mahele" was the "fast-buck Mahele."

And that has given our state a black eye.

This Mahele was the lava rock sub-division which was sold here and on the Mainland. The Real Estate License Commissioners appointed by the Governor took action only after many people were victimized by these fraudulent promotions.

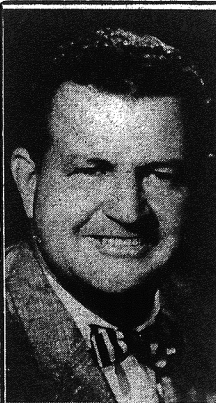
These promoters became so bold that one of them used the Governor's picture on one of their nationwide newspaper ads.

The record also shows that the Governor has failed to solve the economic plight of the islands.

Eighty per cent of the population resides on Oahu. Unless the movement to Oahu is checked, the outer islands will become an economic wasteland.

After the Second Mahele promise, the voters will look with suspicion on any more campaign promises.

The Governor will have to present a sound program for Hawaii's future, if he wants another four years at the Palace.

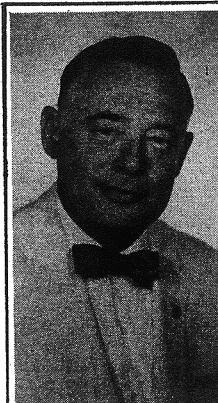


CONGRATULATIONS to Teddi Medina and the fine acceptance of The Filipino Herald. It seems to me this constitutes a recognition of the importance of the Filipino Community in our 50th State.

If elected to Congress, I only hope to get the same acceptance and recognition for whatever I might be able to do for the Filipino Community in Hawaii.

RICHARD "IKE" SUTTON
(R)

CANDIDATE FOR
U.S. CONGRESS — HOUSE



**HYMAN M.
GREENSTEIN**
for
Governor (D)

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ROEBUCK AND CO.

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