

Press release

Book signing: December 10,2016

Location: Garden of the Marston House 3525 Seventh Ave San Diego 92103

Time: 1:00 PM

On December 10, 2016, there will be a book signing event held in the garden of the historical Marston House. The book titled: La Neighbor: A Settlement House in Logan Heights. This book is unique in that it tells us about the Mexican American Community that was located in Logan Heights between 1914 and 1970. The Neighborhood House, which was located at 1809 National Ave was the heart of that community. Very little has been written about this community of hard working American Citizens. The book is a series of interviews of men and women between the age of 76 and 96. These men and women experienced tremendous discrimination yet they willing went to World War II, Korea, Vietnam and every war since then. During WWII, a group of boys between the age of 5 and 16 that formed Tortillas' Army. This group of boys held maneuvers, marched around the community and dug a trench around the what was then Lowell School in an effort to prevent a Japanese invasion of their little school. The first Latino in killed in WWII, Rudy Martinez, who died December 7, 1941 came from Logan Heights.

A young woman named Tullie Trejo, at the age of ten, won her first baking contest at Neighborhood House and went on to win baking contest at the age of ten and then as an adult went on to win baking contest at the Del Mar Fair and the Pillsbury bakeoff over six times.

This book tells of the double standard between boys and girls. Boys were allowed to leave the house early in the morning and return well after dark. Girls were restricted to being allowed to be away only with a specific reason such as a cooking or sewing class. The mother, of Emma Lopez made her quit her beloved flamenco dance class because at the age of 16 she should not show her ankles on stage.

There was an unwritten law that boys would stay south of Market Street and when seen north of Market were told to “get their brown ass” back to south of Market street.

This story tells of a beloved coach named Merlin Pinkerton, who not only taught the boys about sport, but supported them in their daily lives. Coach Pinkerton lived in North Park and would take “his boys” by street car or bus to celebrate sport victories at his home.

Very little is known about girls such as Tina Hernandez and Concha Estrada who played baseball in the late 1930’s.

As a young girl, Laura Rodriquez, an icon in the Mexican American Community attended Neighborhood House. After her fathers’ death Laura, would go to live at the Marston House until the age of sixteen when she married David Rodriquez. It was Laura dream that the Neighborhood House would once again provide the same health services she remembered from her childhood. As a senior citizen, it was Laura that would lay in front of a bull-dozer when Chicano Park was occupied. It was that would chain herself to the door of Neighborhood House to shed light on the fact that there was a need for a health clinic. Today that building is known as the Logan Heights Family Health Center.

Dr. Armando Rodriquez, attended Neighborhood House as a young boy. He was part of the wrestling team. Later as a college student he would teach wrestling at Neighborhood House. Dr. Rodriquez went on to be Equal opportunity commissioner, President of East LA College and work for President Jimmy Carter administration.

These are a few of the stories that are written about in the book.

Fee: \$35 Per person (fee includes the cost of one book)

\$45 Per couple (Fee includes the cost of one book)

Questions contact: Maria Garcia 619 298 3162