

Orinda News

PUBLISHED BY THE PUBLICITY COMMITTEE OF THE ORINDA IMPROVEMENT ASSOCIATION

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NUMBER 10

Orinda Fiesta Week

Once again the Orinda hills will resound to the pounding hoofs of the vaqueros ponies. Stately Dons with their gracious ladies will emerge from the dim past and beautiful señoritas, with flashing eyes, will all be present at the rebirth of Alta California.

Music of guitars on the night air will recall the romance of days now gone.

Mirth, gaiety, festive spirit and the hospitality of Old Spain in California will again be revived from April 22 at 3 p.m. to April 28, 1939.

Fiesta Week Will Open

The residents of what is now ORINDA and MORAGA can rightfully be proud of the background of the area they now call home. The genuine hospitality and festive gaiety that is now but a spirit in our hills should and will be brought back to life during FIESTA WEEK.

Join the happy throng; open your hearts and your homes in true Spanish California fashion. Dress the part, act the part and feel the part.

Remember the date: April 22 to April 28. One week of riotous fun from cavalcade to grand finale — a mammoth dance and entertainment at the Orinda Country Club on the night of April 28.

On Saturday, April 22, at 3 p.m. the fire siren will sound three times, announcing the opening of FIESTA WEEK.

The Fiesta Queen

During the week of our Fiesta in Orinda, we will all be voting for a "Queen of the Fiesta." She will be crowned on Friday evening, April 28, at the Orinda Country Club.

The rules for voting for the Queen are: Each person selling a ticket and each person buying a ticket is entitled to 100 votes to be cast for his or her choice of any of the young ladies who are in the contest for Queen.

A box will be placed in the Orinda Nursery, where you may cast your votes. All young ladies in the contest must be residents of the Orinda Union School District.

The casting of votes will end on Wednesday, April 26, at 12:00 o'clock noon, and the young lady having the most votes at that time will be then entitled to the role of "QUEEN OF THE FIESTA."

The other young ladies not having the required number of votes for Queen will be considered the Queen's "Ladies in Waiting."

The following have been nominated so far: Dolly Mayo, Dorothy Heinrici, Barbara Breuner, Mabel Dorrington, Jerry Hart and Velma Edson.

April Meeting Notice

THE NEXT REGULAR MEETING OF THE ORINDA IMPROVEMENT ASSOCIATION WILL BE HELD FRIDAY, APRIL 7TH, AT 8 P. M. IN THE AUDITORIUM OF THE ORINDA SCHOOL.

Dons, Senoras, Senioritas

Jot this down on your calendars:

TIME: Friday, April 28, at 9:00 p.m.

PLACE: Orinda Country Club.

ACTIVITIES: Dancing, Entertainment, Cards, Prizes, Refreshments.

DRESS: Costumes, optional.

THE STROLLER

According to tradition Spring is the time when a young man's thoughts turn to love, but being one who is quite past that beautiful age, but not forgetful of the finest season of the year, I took a stroll about our beautiful hills to watch nature in its grandest mood. My rambling took me along Miner Road and over Camino Sobrante. If you live in Orinda get up early some Sunday morning soon and follow this route and see the quail and brush rabbits feeding along the road, wild flowers just budding out and birds no end. I was very much amused watching a pair of Blue Jays preparing to build their home. Papa Jay was gathering the necessary material but apparently he was loafing on the job and pretty soon Ma Jay caught up with him and she perched on a limb nearby and read the riot act in no unmistakable terms to her better half. Thereafter Mr. Jay made many hurried trips to a nearby oak each time packing a full load in his bill. Have you ever tried breaking up a cracker and placing it where the birds can feed, you will be surprised at the number of and variety of birds you will attract to your home especially during the winter months when feed is scarce.

Perhaps your greatest surprise during your stroll will be the beautiful gardens that are now coming into their own. It is gratifying to notice that the square near Casa Verana is now undergoing cultivation and I am informed that it will soon be planted with spring flowers. Perhaps later on the Improvement Association will sponsor a proposition looking to keeping this spot under permanent cultivation as it rightfully should be.

—The Stroller.

Hear Ye! Hear Ye!

On the 22nd Day of April in the Year of Our Lord 1939, and for one week thereafter, be it known that,

Whomsoever Is Found In Or About The Confines Of ORINDA Not Dressed In Proper FIESTA ATTIRE, Will Be Charged With A Misdemeanor.

Any one violating this order will be subject to arrest by duly appointed Marshals, and must appear in Kangaroo Court for sentence.

(Signed)

Don Alex Hayward,
El Ministro de Justicia.

GET YOUR TICKETS FOR THE DOLL

Mrs. Lowell Berry has donated a beautiful Deanna Durbin Doll to be raffled at the Fiesta Party.

The tickets may be obtained by phoning Mrs. Berry, Orinda 4771.

Mrs. Nelson Scotchler has made by hand, 14 complete costumes for the doll, which has entailed many hours of tedious work. Thanks, Mrs. Scotchler.

CHAIRMAN OF ENTERTAINMENT

Mrs. Mabel Hayward, who has charge of the FIESTA party at the Orinda Country Club, on Friday, April 28, deserves the thanks and support of every member of the Improvement Club.

Mrs. Hayward has, through her untiring efforts, prepared a program which will be worthy of the attendance of all the community and their friends.

Mr. Joe Varni, Mrs. Hayward's worthy assistant, must also be praised for his efforts in assisting Mrs. Hayward with the many duties connected with the affair.

DO NOT BUILD OUTDOOR FIRES without permit from the Fire Dept.

Mr. Joe Varni, manager of the Orinda Country Club, is acting chief since the retirement of Mr. Donaldson, and he asks that the above notice be given prominence in this paper. Permits may be secured from him. When the dry season commences, he is planning to require written permits, but for the present, a telephone message will be all that is required.

SANTA MARIA CHURCH

The Santa Maria Church of Orinda will hold its 3rd annual card party on Saturday evening, April 15th, in the beautiful lounge of Saint Mary's College. Whist will be played for the many valuable prizes. There will also be a door prize and refreshments.

ORINDA NEWS

Official Publication of the
ORINDA IMPROVEMENT ASSOCIATION

Advertising.....Martyn F. Warner
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Bernice Warren, Mrs. Marie Bennett, Mrs. R. M. Cross
South of Tunnel Rd. Correspondent.....Mrs. Harry Holt
Publishers.....R. M. Cross, J. J. McMillan
Communications for the News may be left in the
box at the Orinda Store, or given to any of the above
mentioned persons.

Orinda Pool

Chairmen of important committees were appointed at the last regular meeting of the Board of Directors of Orinda Park, Inc., according to an announcement by W. A. Elkinton, recently re-elected president of the Board. Earl Norton and H. W. Gentry will constitute the Finance Committee with H. L. Gilkey, the Treasurer, ex-officio member; Jas. Snook will be Chairman of the Grounds Committee, and Mr. and Mrs. Fred Allen will act as Co-Chairmen of the House Committee. The Chairmen will select members of the organization to assist in carrying out committee projects and will meet from time to time with Mr. Elkinton to discuss problems and policies.

Mr. A. M. Morgan has been again selected to act as Manager and if Wallace Hughling, who acted as Life-guard last year, returns in time from abroad, he will be Life-guard again. If the season proves to be very good two life-guards may be needed but that cannot be determined as yet. Twelve new members were voted in on presentation of their names by Mrs. E. A. Dawson, membership Chairman. Orinda residents who were members last year and intend to join again are urged to get in touch with Mrs. Dawson who will receive membership payments on any Library day, as well as through the mail. Such payments may also be made to Mrs. Loughrey, the Secretary — or to any other member of the Board. Application blanks for friends of members may also be obtained from Mrs. Dawson, the Membership Chairman and should be returned to her. The date for opening the pool itself will depend on the weather conditions, but if the season is early, every effort will be made to provide early swimming. The next Board meeting will be Monday, April 10, as the first Monday will be inconvenient for many of the Board members. Suggestions from members of the organization are welcome at any time.

WILDFLOWERS

The *News* has been asked to publish a list and description of the wild flowers found in this vicinity.

This gives rise to the added suggestion that the Improvement Association sponsor a collection of pressed wild flowers to be displayed at the library so that all interested may make a study of this interesting subject.

NEW HIGH SCHOOL BUS

The Richmond High School District has heeded the suggestion of the Improvement Association Committee headed by Mrs. Geoffrey Mayo that the old school bus was unsatisfactory and they have provided a new bus for Orinda service which is now in operation.

NEW PROPERTY OWNERS

Howard Cox has recently moved into his new home in the Moraga Glorietta tract. Plans are out for a new store at the cross-roads, beside the Associated Oil Station. Michele Cianciarulo is the owner.

R. C. McCabe is about to start construction of his new home in the Encinas de Moraga tract.

NEW RESIDENTS

J. W. Burke	Loma Vista
Milton Reed	El Toyonal
Clinton Nielsen	Los Dedos
William E. Silverthorn	Las Palomas
Dr. C. V. Leake	Miner Road

ANOTHER NEW DEVELOPMENT

Our community is rapidly acquiring the advantages of a city without losing its suburban character. Now we do not have to go to town when there is no home dinner; we can get our teeth fixed locally so that we can eat our dinner, and now comes the announcement of medical service so that we can get aid to digest our dinner.

Two Oakland physicians and surgeons, Dr. T. Eric Reynolds and Dr. Harold A. Morse have opened an office at No. 10 El Toyonal, just where El Toyonal branches off the Orinda Highway where they will have regular office hours, and where a graduate, registered nurse, Mrs. B. W. Warner, will reside and be in regular attendance.

Dr. Reynolds is on the staff of the University of California. Dr. Morse is a member of the Orinda Country Club.

Many of our residents will welcome this new development.

STILL ANOTHER NEW ENTERPRISE

A late flash informs us that the vacant store in the Pitt Building has been leased by Mr. E. C. Root who will open a dry cleaning and dyeing establishment and an upholstery shop there just as soon as the necessary utilities can be connected, about April 1st.

Mr. Root comes from Rochester, Minnesota where he operated a similar business. He has been employed in that work in Berkeley for the last few months. Mrs. Root is said to be a graduate nurse, a graduate of the Mayo Institute in Rochester, Minnesota.

ORINDA GARAGE

On or about May 1st the Orinda Garage will be under new management.

Mr. E. R. St. Louis, a garage operator for many years, has taken a long lease on the property and will operate a thoroughly modern and up-to-date garage, featuring the latest and most modern equipment for the repair and maintenance of your automobile.

The Orinda Garage will be authorized to render emergency road service to members of the California Automobile Association and the A. A. A.

ORINDA EMPLOYMENT BUREAU

There are several residents of Orinda who seek odd jobs of day work both inside and outside of the house. One of our public spirited citizens has arranged to act as a clearing house for such service and if anyone wishing day workers will call Orinda 5746 arrangements may be made. The originator of this idea generously permits us to call it the Employment Department of the *Orinda News*.

ORINDA IMPROVEMENT ASSOCIATION OFFICERS

President	Lowell Berry
Vice President	R. R. Dennis
Secretary	Mrs. E. I. deLaveaga
Treasurer	George H. Pitt

STANDING COMMITTEE CHAIRMEN

Program and Planning	R. R. Dennis
Tax and Finance	J. Varni
Roads and Highways	Geoffrey Mayo
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Boy Scouts	H. B. Symes
Girl Scouts	Mrs. George Hickok
Reception	G. F. Hickok
Music	Mrs. C. J. Cleborne
Membership	Warren Harrold
Publicity	Martyn F. Warner

PRIZES SOLICITED

Mrs. J. W. Snook, chairman of the Fiesta Committee in charge of securing prizes for the Annual Party at Orinda Country Club on April 28th asks that any persons willing to donate prizes communicate with her. They expect to provide door prizes, prizes for games, costume prizes, etc.

PUBLIC SPEAKING CLASS

Members of Orinda's adult public speaking class have nearly completed the first course and are looking forward to an advanced course. The class is held every Tuesday evening at eight o'clock at the Orinda Union School, with Mrs. Wilhelmine Loughrey acting as leader.

A new beginners' group is planned in conjunction with the advanced class sometime in the latter part of April. It will consist of training in poise and gesture, the use of notes, a way to introduce a guest speaker, and practice in speaking before groups.

CHURCH ORGANIZATION

The group of people who have been known as the Community Church have taken steps to form a permanent organization. At a meeting on March 20th at which Mr. Ralph Sisson presided, in the absence of Mr. A. W. Elkinton who has been acting as president of the group, a committee composed of Mr. Elkinton, Mr. J. J. McMillan, Mr. Ralph Wilson, Mrs. Arthur Mock and Mrs. James Anderson was appointed to draft a constitution and by-laws, and to nominate officers, and a meeting to adopt a constitution and to elect officers will be held on April 3rd.

CHURCH NOTICES

CATHOLIC CHURCH

Sunday morning Masses the 1st, 3rd and 5th Sundays at 10 o'clock and the 2nd and 4th Sundays at 8 o'clock.

Santa Maria Church Association Meetings held monthly. Next meeting April 9th at the home of Mrs. Richard Hanna on El Sereno, Orinda. For further information call Attendance Committee, Orinda 4351.

ORINDA COMMUNITY

SUNDAY SERVICES—Sunday School at 9:30 a. m. Church Services at 11 a. m. Dr. Miles Fisher, pastor. Christian Endeavor for 'teen age young people at 7:00 p. m. New residents of the community are cordially welcome.

CHRISTIAN SCIENCE

The Christian Science Society of Orinda holds regular Sunday services at 11:00 a. m. and one evening meeting on the first Wednesday of the month at 8:00 p. m. Sunday School meets at 9:30 a. m. Pupils up to 20 years are admitted. Reading room open every Wednesday from two to four o'clock. Everyone welcome.

PERSONALS

Mr. and Mrs. Chas. Malone of Loma Vista Dr. entertained over the week end of March 11th, Mr. and Mrs. Grover Keeney of Portland, Oregon. Mr. Keeney is president of the N. W. Poultry Association of Portland, Oregon.

Mr. and Mrs. Charles Merrill have returned from Hawaii and are again living in their home on Camino Sobrante.

The daughters of Mr. and Mrs. Roy V. Crowell of Orinda, Misses Adele and Marian, were married in a double wedding in Berkeley late in February. The respective grooms are Wallace W. Connors and Lawrence C. Swanson.

Mr. and Mrs. C. E. Donaldson are entertaining Mr. Donaldson's uncles, Messrs. A. K. and J. O. Ball of Seattle, who are in California attending the Golden Gate International Exposition.

Mr. Selden Smith, father of Ritcher Smith of Santa Lucia Road, passed away last month.

The community extends sympathy.

Saturday evening, March 18th, Mr. and Mrs. Wm. A. Davis entertained the members of the Executive Board of the Women's Guild of the Orinda Community Church and their husbands with a social evening of fellowship and games, at the Davis home.

Rev. and Mrs. Miles Fisher were also among those present.

If anything is wrong with the makeup of this issue of the *News* it can be charged to the illness of our invaluable mechanical advisor, Mr. J. J. McMillan, who is confined to his home with the flu.

The community welcomes the return to Orinda of Mr. and Mrs. Miles York who formerly lived here but moved to Oakland two or three years ago. They are now occupying their new home on La Noria which they purchased from Dr. McClure.

Mr. Al Ritchie's father, Mr. H. C. Ritchie of Tracy, suffered a broken leg while getting off his train recently, but his Orinda friends will be glad to know that he is recovering nicely and that he will soon be back among us as usual.

On March 23rd Dr. and Mrs. A. B. Hayward entertained at dinner Lt. and Mrs. Ralph Cooper, who have been stationed at Schofield Barracks in Honolulu and who are now enroute to their new station at Fort Bragg, N. C.

The swelled head of Miss Maurine Donaldson is not due to any recent conquest at golf nor to the fact that her dog won a ribbon at a recent dog show, but is the result of a serious wisdom tooth infection. She has been suffering for some time but is now recovering. The *Orinda News* has missed her competent help in getting out this issue.

Mr. and Mrs. Chas. Bennett on El Verano have as their house guest Mr. Bennett's sister, Miss La Vesta Bennett of Chicago, Illinois. Miss Bennett will leave next week for her home via Los Angeles.

Mr. and Mrs. G. F. Hickok had as their guests recently Dr. and Mrs. W. R. Dinham of Portland, Oregon. Dr. Dinham, who is Mrs. Hickok's brother, attended the Pacific Orthodontia meeting in San Francisco while Mrs. Dinham visited here.

Miss Mildred Hickok left on March 28th for Lawrence, Kansas to attend the National Conference of Intercollegiate Association of Women Students. Miss Hickok is the Western Regional representative to the Association. She will visit several colleges affiliated with the W. I. A. W. S. enroute.

Mrs. Meda Smoot has achieved the great ambition of all pinochle players. She held 1000-aces.

Playing with her husband, Art, and Mr. and Mrs. B. Dorrett of San Pablo, she held five aces from the deal and drew the other three from the kitty.

Mrs. Arthur Mock gives a barbecue luncheon to the members of the Community Church Guild at her home on April 4th. Mrs. Theodore Fieldbrave, a native of India, will talk on home conditions in that country.

Miss Beatrice Cleborne is leaving the Orinda School to enter a private school in Walnut Creek. We hope the young lady will enjoy her new school. In addition to "book-learning" she will be taught many useful household arts, and we may look to see her in a dress of her own making when she graduates in about a year.

Law Enforcement Service

We now have authentic information on a subject about which we have been confused: the proper method of reaching law enforcement officers. Inquiry sent to Sheriff Miller brings this information:

"... I placed in your district Mr. P. R. Donaldson with instructions to patrol the district in an automobile and be available to you people at all times.

"Should you require him on any emergency call you may telephone Martinez 81 at our expense.

"While patrolling, Mr. Donaldson has or should have his radio in operation at all times and therefore is available through Berkeley radio station, telephone Berkeley 8008.

"We have also demanded that our deputies have telephones in their homes, and Mr. Donaldson's number is Orinda 3421. . . . You are entitled to 24 hour service in Orinda."

We appreciate this information and thank the Sheriff for it. If Orindans will cut out this article and hang it near their telephones, they will have the complete information if the unexpected emergency arises.

CITY PASSENGERS

If you wish to commute to the City by private automobile, telephone Mr. Blakeney at Orinda 3581. He goes over each day, leaving Orinda about 7:45 and leaving the city shortly after 5:00 and would welcome company.

STORKS IN ORINDA

Rumor has it that the stork has been circling numerous homes in Orinda, making arrangements for new residents, but so far it has not landed.

THE SIREN CALLS

The boys at the Orinda store had a good laugh at the expense of a couple of our Orinda fire laddies, a few days ago. It was nearing the noon hour and, as is the usual custom, the aforementioned fire laddies were having lunch at the popular Orinda store lunch counter, when the genial Mr. McVickers, who is major domo of the meat counter, turned his radio to station KLX to hear the noon day siren. Well sir, when that Tribune siren came sounding through the store it sounded so much like our own fire siren that the boys left their soup and coffee and made a mad rush for the fire house, only to find that the siren they heard was eight miles away.

WOMEN'S GUILD NOTICE

At the May meeting of the Women's Guild Tuesday, May 2nd, 12:30 at the home of the President, Mrs. Wm. A. Davis, 301 La Espiral, Dr. Richard Shields of the Piedmont Community Church will speak on the "Temple of Religion and the Tower of Peace at the San Francisco Exposition."

This will be of interest to friends as well as members of the Guild as he very interestingly portrays how the erection of these buildings was possible.

Luncheon at 12:30. Dr. Shields speaks at 2 o'clock.

"FROM SUCCESS TO SIN IN TEN EASY LESSONS"

By WILHELMINE LOUGHREY

A group of professional students at the University of California were studying records of children who had become delinquent, trying to find out why some children escape delinquency whereas others, in increasing numbers, appear before juvenile courts or are difficult problems for families and friends, some even reaching the point of prison commitment while happier youngsters go to high schools and colleges.

"After reading these records," one student said, "I believe I could almost tell how to make a delinquent out of a normal successful child."

"From success to sin in ten easy lessons," said another, "let's work it out."

This new approach to the problem of the contributing factors to delinquency has many suggestions, even some uncomfortably sharp reminders for us everyday parents of everyday children. Here are the ten lessons:

1. Give complete disapproval of anything and everything he ever does.
2. Always make him feel inferior.
3. Starve him for admiration, appreciation, and affection.
4. Make sure he is bored.
5. Find out what he wants to do; stimulate the desire, and then — don't let him do it.
6. Keep him from having what he needs.
7. Accuse him of and punish him for things he did not do.
8. Take every opportunity to show suspicion and disbelief in his word.
9. Demand absolute obedience without explanation.
10. Deny him self-expression.

Do we ever give a lesson in sin? Of course not! But . . . well — Do we?

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