

Orinda News

PUBLISHED BY THE PUBLICITY COMMITTEE OF THE ORINDA IMPROVEMENT ASSOCIATION

VOLUME I

Orinda, California, May 1, 1938

Number 11

We're Away . . .

What a pleasant surprise I received after returning from a month's trip to find the very encouraging increase in the Orinda Bus traffic. The morning commuter's Bus to San Francisco, arriving there at 8:17 a. m., has four times the patronage it had when the service started, December 6, 1937. I am informed that the schedule thru the day shows an equally pleasing increase. . . . So—we're away—thanks to people of Orinda who told their neighbors about the new Bus service, and to the committee.

To those who haven't travelled to San Francisco or Oakland on the Bus — may I again say that you have a treat in store for you.

But while "we're away"—we are only started, because it is the hope of your committee to have such an increase in Bus patronage that soon it will be necessary to replace the present Bus with a larger one, and to broaden the schedule by more frequent Bus service.

Your constructive criticism, suggestions and comments are always welcome by your committee. —Owen S. Dibbern, Chairman Transportation Committee.

Road Damage

At the last meeting of the Orinda Improvement Association there was manifested a general feeling of decided displeasure at the way our privately owned roads are being broken down by heavily loaded trucks. Our members feel that it is time to definitely curb the indiscriminate damage being done by irresponsible builders or material houses who indulge in hauling loads of material or machinery over roads which they know are lightly surfaced. Each probably thinks he will "get by with this one", but too many have "gotten by" already, at the expense of road surface for which the property owners are paying. Public feeling and concerted action in the immediate future will go far toward ending this nuisance.

School Bonds Approved

The total of 210 votes cast on April 19th at the school bond election showed that the Orindans take good citizenship seriously. The count of 164 votes for, and 46 against the bonds gave a decided margin over the necessary two thirds majority.

The School Trustees have worked hard on the whole project and now that the way is cleared for them to go ahead we will all soon enjoy the satisfaction of knowing that our Orinda School is really "tops".

May Meeting Notice

The next regular meeting of the Orinda Improvement Association will be held Friday, May 6th, at 8 p. m. in the Orinda School Auditorium.

THE STROLLER

The old saying is that the grass is always greener on the other side of the fence, and perhaps that applies to wild flowers. You hear a great deal about the beauty of wild flowers, at this time of year, from the various Oil Companies, and they invariably tell you that you have to do a little traveling to see them. Have you ever stopped to investigate and discover for yourself, what our Orinda hills and valleys have to offer? I was surprised to hear from one of the ladies of our Garden Club that there is now in bloom more than 20 varieties of beautiful flowers, including Lupins, Poppies, Star of Bethlehem, Blue and Pink Larkspur, Wild Hollyhock, Baby Blue Eyes, Indian Paint Brush, Brodia, that beautiful Sapphire, Blue Lily, Trillium, Solomon's Seal, and many other of the lesser known wild flowers. All of these flowers I found one afternoon last week, while walking over our hills.

Talking of our fair Orinda, (and I will never get done doing so,) I heard a tale from one of our very old residents about a poor lady who many years ago lived here, but who became very ill while on a visit to Fresno. She told the doctor that if she could again breathe the fine air of Orinda she knew she would get well. The doctor being a very resourceful person, immediately wired one of her old friends in Orinda, and he jumped on his bicycle, and on arriving in Fresno immediately entered the sick room, removed the valves from the tires, thus letting the air out, and as Ripley says "Believe it or not" the lady is still enjoying life in Orinda.

And at this time it seems in order to remind you that on May first the Club pool will be open for the summer, and shortly thereafter the new community park and pool on the west side will be in full operation. If you are not a club member, you should not miss this opportunity to subscribe to your yearly membership in this community venture. Just think, swimming, dancing platform, and picnic grounds under beautiful oaks and remember it is your park.

Improved Mail Service

With the re-opening of the Post Office Station in the new Orinda Store, and the new extensions to the Rural Route, Orinda is now enjoying almost the equivalent of city mail delivery service. It is hoped that those patrons who have been assigned permanent house numbers will soon have these numbers placed on their mail boxes. The patron's name may be placed on both sides of the box, but *must* appear on the signal flag side. A nice arrangement is to place the name above the signal flag, and the street and house numbers below the flag. New home builders or renters should secure their new house numbers either by inquiring from Mr. Dunlap at the Berkeley Post Office, the Orinda Station, or the local mail carrier. R. F. D. Box numbers are not being used, except in some outlying districts.

For summer residents, or people who find it more convenient to have their mail addressed to the Orinda Station, post office boxes may be rented for 25c or 15c for each quarter. Mail received at the Orinda Station must be returned to the sender within ten days, or whatever number of days is requested on the envelope, not to exceed ten days, unless the patron has an R. F. D. box, or a post office box at the Orinda Station.

Mail is accumulating at the Orinda Post Office for those who do not have R. F. D. boxes, and may be obtained by calling there. This regulation must be complied with.

Money Orders, registry, parcel post and C. O. D. service is available; and stamps, envelopes and post cards may be purchased at Orinda Station. A reliable attendant will be able and pleased to serve you during the office hours of 8:00 a. m. to 6:00 p. m.

The continuance of the station here, and the service it renders, is dependent upon the patronage we, as Orindans, afford it. It is, therefore, to our own interests to use the facilities and buy our postage here as much as possible. The Berkeley Post Office has assured me if more stock is needed to supply our needs it will be furnished. You can also publicize your community by mailing letters inside the Orinda Store at the Post Office, as all letters mailed there will be postmarked Orinda, California, instead of Berkeley, California, as would be the case if mail is posted in the mailbox outside of the Store.—W. H.

NEW TELEPHONE BUILDING

Permit has been granted to the Pacific Tel & Tel. for their new Exchange building to be constructed in Orinda in the near future.

ORINDA NEWS

Official Publication of the

ORINDA

IMPROVEMENT ASSOCIATION

OFFICERS

- President Warren Harrold
- Vice President Lowell Berry
- Secretary Donald Badgley
- Treasurer C. E. Donaldson

Trustees

- Frank D. Bryant, Geo. H. Pitt, W. D. Scott

STANDING COMMITTEE CHAIRMEN

- Program J. W. Dieterich
- Membership Geo. H. Pitt
- Publicity Harrison L. Ketcham
- Safety and Public Welfare R. R. Dennis
- Roads and Highway R. V. Miller
- Transportation Owen S. Dibbern
- Entertainment Joe Varni
- Reception Harry R. Oakley
- Music Mrs. Beatrice Cleborne

SPECIAL COMMITTEE CHAIRMEN

- Uniform Road Signs Ralph Sisson
- Tree Planting Martyn F. Warner
- Clean Up John Zuur
- West of Orinda Sidney K. Rosenthal
- South of Tunnel Road Herbert Hauser
- East of San Pablo Highway, Orinda... G. B. Schuyler
- W. of San Pablo Highway, Orinda... A. W. Elkinton

Communications and news items for this paper will be accepted by any of the following Publicity Committee members: Mr. H. L. Ketcham, Miss Maurine Donaldson, R. M. Cross, J. J. McMillan, Mrs. Geo. H. Pitt.

Advertising rates available upon application to Mrs. Geo. H. Pitt, Orinda 5746.

Many Thanks

May I take this means of gratefully and sincerely thanking my fellow officers, trustees, committee men and women and the entire membership of the Orinda Improvement Association for their generous co-operation during the past twelve months, in our Association's endeavors for the great cause, "The proper growth and development of Orinda."

—WARREN HARROLD, *President*.

Carry On!

Our May meeting ends a year of acknowledged success for the Orinda Improvement Association, which naturally reflects glory upon our community.

At this meeting, new officers and trustees will be chosen to direct the affairs of our Association for the subsequent 12 months.

Each of us should pledge our individual aid, co-operation and support to the new officers and trustees, and to the committee heads (to be appointed), in order that the important work that is now before us and that will confront us in the future, may be carried on.

Your assistance, co-operation and support will bring inestimable value to our community, in which we all share.

CARRY ON, and lift our banner to greater heights. —Warren Harrold.

Attention Veterans

In order that Orinda War Veterans, and those entitled to tax exemption for military service, may be saved the time and inconvenience of going to Martinez each year to file exemption papers; George Meese, County Assessor, has appointed Warren Harrold a Deputy Assessor, to acknowledge affidavits for those in this community who are entitled to such exemption.

Helpful Knowhows

A couple of helpful hints on how to plant on a steep bank or terrace, come from Mr. Bill Douglas of Chilcott's Nursery near Walnut Creek.

It is always difficult to maintain a water basin around the base of a shrub or young tree that is being started on a steep slope. Usually it has to either be fortified with stones or bricks, or else frequently reshaped due to erosion. So better than trying to hold the basin, it is suggested that a gallon can be well perforated with a spike or ice pick and buried close to the roots of the young plant. When filled with water the can will serve to irrigate the plant around the deeper roots where the moisture does the most good during dry weather.

In connection with the above idea Mr. Douglas says it is also a help in planting on a terrace if two short pieces of wide board be pointed and driven into the ground with edges touching in such a manner that a right angle is formed like the corner of a box. Placing the young plant inside this receptacle and filling up with earth provides a shelf for the plant without the necessity of cutting back into the terrace.

If it is ever necessary to anchor a wall or other object to a tree don't encircle the tree with a wire or collar. Instead, bore a hole thru the trunk and run an eye-bolt thru same. This will not choke the tree and will make a neater and more secure job.

Store Opens

The Orinda Store is again open for business and presents a sparkling array of good things. We extend our greeting to Mr. Gibson the manager, and wish him and his staff all possible success.

Last Month's Meeting

If you missed the last Association meeting you also missed an opportunity to meet our county officials. Mrs. De Laveaga gave a most gracious introductory talk, after which our president Warren Harrold introduced Supervisor Jack Cummins, who acted as toastmaster. After hearing the different ones describe their various duties and departmental functions we all felt a new and closer understanding of the county machinery.

There were reports given by the active committees and the meeting was adjourned for a social hour and refreshments.

A pleasing feature of the last few meetings has been that of a "community sing", accompanied by Mrs. Warner, and led by Mrs. Cleborne. If you enjoy the thrill of singing with a group of neighbors & friends be sure to come a little early to the next meeting and add to the volume of music in the little old school house.

"I'd like to sell you this set of Encyclopedia."

Second Clerk: "No sale. I know more than any encyclopedia."

"I admit that. But I thought you'd get a thrill going through it and picking out all the errors."—*American Mutual Magazine*.

New Residents, Property Owners and Home Builders

Minerinda

- O. H. Walker Miner Road
- Ralph Longo Miner Road
- Dick Breuner Miner Road

Haciendas del Orinda

- Charles Bennett Las Vegas
- Joe Longo Las Vegas
- Robert C. Rose Camino Sobrante
- Henry Von Morpurgo Camino Don Miguel

Orinda Park Terrace

- Howard Prather Ardilla Road
- Augustus Guy Ardilla Road

Moraga Estates

- Mr. and Mrs. Young Orchard Road
- Mr. and Mrs. Smith So. Wood Drive
- Mr. and Mrs. Miller Oak Wood Road
- Miss Barth Orchard Road
- Mr. and Mrs. Sherman Moraga Highway
- Mr. and Mrs. Epstein So. Wood Court
- Mr. and Mrs. Livingston Oak Wood Court
- Mr. & Mrs. Bouchet, Orchard Rd. & Estates Dr.
- Mr. and Mrs. Padden Orchard & Brookside
- Mr. and Mrs. Paul Moraga Highway

BUILDING PERMITS ISSUED

SINCE JAN. 1, 1938

- Fratzke, Clarence Camino Lenada
- Fisher, G. M. El Sueño
- Murray, Geraldine El Verano
- Peterson, Lester San Pablo Highway
- Nickison, R. F. El Verano
- Groogan, Isabelle La Noria
- Lewis, P. B. Loma Vista Drive
- Rodwell, J. M. Camino Sobrante
- Merrill, Chas. W. Camino Sobrante
- Johnson, H. Camino Sobrante
- Gentry, H. La Campaña
- Rees, L. D. La Espiral
- Anderson, Jas. H. La Vuelta
- Fox, J. F. San Pablo Highway
- Pac. Tel. & Tel. Co. San Pablo Highway

CHURCH NOTICES

ORINDA COMMUNITY

Sunday School for all ages meets at 9:30 o'clock every Sunday morning. A. W. Elkinton, Superintendent.

Church Services of worship are conducted by Henry Adams at 10:45 a. m. the first Sunday of each month.

Christian Endeavor for teen age young people meets every Sunday evening at 7:00 o'clock. The services are held in Casa Verano, San Pablo Rd. and El Toyonal. Visitors cordially welcome.

CATHOLIC CHURCH

Sunday masses at 9:00 a. m. All are welcome.

Santa Maria Church Association meetings held monthly. Next meeting to be held May 3rd, at the home of Mrs. Harold M. Bausch, Orinda. All interested in the welfare of the Little Chapel are asked to come. Call attendance committee at Orinda 5746 for further information.

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. The Society is located in the Corder Building, Orinda.

PERSONALS

Mrs. Chas. P. Hubbard of Orinda entertained at luncheon Saturday, the 16th, at her home, honoring Miss Barbara Townsend, fiancee of Lieutenant John Shaffer.

On the week end of April 16th Mr. Stanley Smith was rushed to the Peralta Hospital suffering from a repeated stomach ailment. Happy to state "Stan" as usual is tops again.

On the Lurline sailing from the Matson Dock Saturday April 23rd, for Honolulu we found Mrs. E. I. De Laveaga and son Richard. Their friends and relatives bade them a fond Aloha. Dick will claim as his bride on arriving, Miss Nancy Trotter, daughter of Dr. and Mrs. Trotter. They will return shortly and make their home in San Francisco.

Mr. and Mrs. Geo. H. Pitt, Don Miguel Rd, entertained their sister and brother-in-law, Mr. and Mrs. Merrick Ellsworth Dearborn from Chico over the Easter week end. Mr. Dearborn is the manager of the Northern California District for Bordens.

Mr. and Mrs. G. Ballachey, Camino Don Miguel, departed by motor for the Southland to remain until after Easter. They expect to visit while in Hollywood, Mr. and Mrs. Oliver Jones, friends of long standing.

Congratulations to St. Mary's College, Moraga. On Tuesday, April 19th, they will celebrate their 75th Anniversary; Also to Slip Madigan, their football Coach, who is celebrating 17 years with the College this month.

Mr. Rueben H. Chase just returned from a business trip to New York City.

Mrs. E. E. McVey is now vacationing in Los Angeles.

Mrs. Graham Donaldson is recovering nicely from an operation.

Ty Cobb, the famous baseball player was seen playing the Orinda Golf course recently.

Dr. and Pauline Adams are now living in Orinda; Glad to have you with us again.

Mr. and Mrs. Homer Keesling recently made a short trip to Fresno.

We are sorry to be losing the Walter Hendersons, who are moving back into town.

Mr. and Mrs. U. B. Smith broke ground on April 15th for their lovely new home on Via Hermosa. May the young Canadian bride soon learn to love Orinda.

On Thursday, April 7th, 1938, the Girl Scouts of Orinda Troop 27, held a bean feed.

On Wednesday, April 13, 1938, Mrs. L. Farrar, the leader of the Girl Scouts, entertained The Court of Honor at luncheon in her home on El Toyonal Road. Plans for future meetings and activities were discussed.

Mr. and Mrs. Harold Martin and Sylvia and Gordon spent ten days in Los Angeles last month.

Mr. and Mrs. Homer Keesling have recently returned from a several days' visit in Fresno.

Mr. and Mrs. A. L. Scott and son spent ten days in Applegate, Placer county.

Mr. and Mrs. Frank Fee and sons Frankie and Jackie have been vacationing in L. A.

Dick Dibbern recently entertained his Berkeley Scout troop at a campere at his Minerinda home.

Bobby Symes took first honors at the Annual Easter Egg hunt at the Orinda Golf Club by gathering the most eggs. Mr. and Mrs. S. are mourning the demise of the two prize rabbits.

Jimmy Dieterich's fraternity, Phi Kappa Sigma, gave a dinner-dance at the Orinda Country Club recently.

"Funny, ain't it, Paw," said Johnny, "that everyone in our house is an animal?"

"What do you mean?"

"Why, Mother's a dear, and baby's a little lamb, I'm a kid. I can't think what you are, Pa!"

"I'm the goat, my son."

A GENTLE HINT

"Tom "How did your nose come to be so red?"

Bill: "It's just blushing with modesty for keeping out of other people's business."

The storm was increasing in violence, and the captain decided to send up a signal of distress. But hardly had the rocket burst over the ship when a solemn-faced passenger stepped to the bridge.

"Captain," he said, "I'd be the last man on earth to cast a damper on anyone but it seems to me that this is no time for setting off fireworks."

Orinda Park Pool to Open May 14th

All members of the newly organized Orinda Park Inc., Community Pool and Playground are planning a grand opening on Saturday, May 14th.

HISTORY OF ORINDA

OLD ROADS TO ORINDA

In 1875 W. W. Cameron, father of Alice Marsh Cameron who named Orinda, surveyed a route for a wagon road to Berkeley, the beginnings of the Berkeley Road. Cameron sold his land in this part of the county and it was not until some years later that General Wagner with the aid of the county supervisors graded this road to North Berkeley. Gangs of Chinamen were employed to cut the underbrush and timber, while neighboring farms were employed with their teams of horses to do the grading. It became a shorter route to Berkeley than the Fish Ranch Road, the latter so-called because close by the road there were fish ponds or small lakes used for the purpose of raising trout, kept by a man called Winslow who also owned a wayside inn which the respectable young men of Orinda were taught to avoid.

An item in the *Contra Costa Gazette* vividly describes road conditions in Orinda in 1897. "Old December", a sort of President of Chamber of Commerce of Orinda, wrote that "we are in need of a fence on either side of the Berkeley Road that there may be an end to the obstructing gates. We should not be compelled to cross a muddy road with a gate on our shoulders and polished shoes on our feet. . . . Our taxes are as genuine and substantial as others. . . . People here have inhabited this section for many years and the only route to market was by the way of the Fish Ranch Road, inconvenient to this place, as our market is largely in Berkeley."

Mrs. de Laveaga has told us so delightfully how one might start out for Orinda in an automobile and arrive there by horse and buggy. "Somewhere in the middle of the road the automobile would elect to sit down like a balky mule and refuse all persuasion to move; or there might be a terrific grinding, a sudden stop, and there in the heavy dust lay all the vitals of the car. But an S. O. S. brought the horse and buggy after hours of waiting and we reached our goal, Orinda."

Some memberships outside of Orinda will be accepted, until the quota has been filled. Applicants may use the blank below and forward to Orinda Park Inc., Orinda, Calif.

Orinda Park, Inc.

Please accept my application for membership

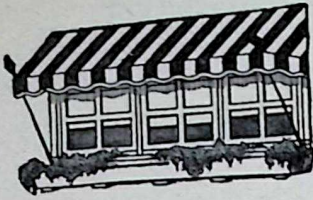
Signed _____

Street and No. _____ Phone _____

City _____ State _____

Annual Dues herewith (\$20.00 per family)

DISTINCTIVE AWNINGS . . .



3212-16
San Pablo
Ave.
Oakland
Phone
Humboldt
0842

KRONKE-BRAMPTON CO.

Your Local Representative
GEORGE D. SHEPHERD
Holidays and Evenings—Orinda 5401

ORINDA NURSERY

HOME OF QUALITY STOCK
AT REASONABLE PRICES
We suggest only Plant Material suitable
for Orinda or vicinity.

A. J. MEMMESHEIMER
Your resident Nurseryman Orinda 3411

Phone Crockett 41 for
CROCKETT

ELECTRIC LAUNDRY

A Contra Costa County Laundry
Serving this District.
Daily Service

**Lafayette Lumber and
Supply Co.**

FREE DELIVERY TO ORINDA

H. CORBETT Lafayette 81

ARLINE S. HARROLD

FIRE and AUTOMOBILE INSURANCE
Inquire about new fire rate

Orinda 3131 Res. Orinda 5546

Service Heat & Power Co.

RAY AUTOMATIC OIL BURNERS
Automatic Electric Controls
636 - 21st Street - Oakland
D. C. JONES, Local Representative
THorn. 7261 GLencourt 2166

Of Course . . .

. . . there are imitations, but imitations
of stone—those products claimed to be
"almost as good"—serve only to em-
phasize the matchless and incomparable
beauty of real stone.

F. A. CURTIS - Lafayette 123

Golden State

DAIRY
PRODUCTS



For Service Telephone
OLympic 3000

5307 Telegraph Ave. - Oakland

ORINDA CREAMERY

J. E. Sullivan

THE CREAM OF ORINDA

Raw & Pasteurized Milk; Cream,
Butter, Eggs, Cheese, Buttermilk

The service that did not wait for the
low-level tunnel. . . We pioneered.

Established 1932 Orinda 3561

J. CRAVIOTTO & SON

Better Food at
Better Prices

Complete line of

- FRESH FRUITS
- MEATS
- GROCERIES
- VEGETABLES
- DELICATESSEN

Fresh Daily

At Orinda Cross Roads

Phone Orinda 5311

The Crossroads

BEERS -- WINES -- LIQUORS
SANDWICHES

August Reuter Phone
Orinda 5671

Air Condition your Home with
SELECTAIR

automatic

Heat and Air Conditioning Unit
and enjoy Year-'round Comfort

S. T. JOHNSON CO.

Makers of the
Laddi-Du-all Boiler Burner Unit
940 Arlington, Oakland OLympic 6000

There's a JOHNSON OIL BURNER
for every purpose.

The FRUIT ORCHARD MARKET

Complete Food Store at 4332 Broadway, Oakland (opp. Tech. High)
INVITES YOUR PATRONAGE

Here you will find friendly co-operation in the selection of Meat, Fish,
Groceries, Fruit and Vegetables. Every item priced at a saving you will
at once recognize. We would appreciate an opportunity to convince you
we have the largest quantity of quality at the price in the East Bay.

FISH ON FRIDAYS

Telephones: OLympic 8702; Piedmont 3537; Piedmont 3538

**BROWER
PRESCRIPTION PHARMACY**

WINES AND LIQUORS
LENTHERIC COSMETICS

MULLEN BROS.

40th and Broadway Piedmont 0133

DO YOU KNOW . . .

. . . that mortgage companies now
permit borrowers to select their
own Insurance Agents?

Mariyn F. Warner, Insurance Broker
THornwall 0058 Orinda 6346

Mason McDuffie Co.

ORINDA OFFICE—Orinda 5411

We are pleased to offer your community
the services of our firm through our
Resident Representatives

C. H. McLENNAN—Ash. 0655
LOIS ZAMLOCH—Orinda 6846
MARIE BENNETT—Orinda 5601

Don't

let your contractor use cheap materials!
WE SELL ONLY A-1
Gravel - Rock - Sand - Cement - Brick
Tile - Lime - Plaster

HIRT & LLOYD - Lafayette, Cal.
Phone Laf. 58-W Free Delivery

Let us arrange your 1938 Garden
Satisfaction Guaranteed

JOHN T. ZUUR & SON

Peat, Lime, Fertilizer, Plants Supplied
PLANS DRAWN

No job too small nor distance too far
Orinda 4841 (Evenings)

HEATING and Air Conditioning

in many of Orinda's finer homes
by

Harer-Perry Company

Phone HUmboldt 7928

5662 Keith Avenue OAKLAND

Herbert P. Atkinson

Orinda

BUILDING CONTRACTOR

Estimates Given

Tel. Orinda 6661 14 La Campaña

CARPENTER

ODD JOBS

H. MORTIMER

All the Jobs Dad Can't Find
Time To Do.

Orinda 5551

Call Evenings