

Orinda News

PUBLISHED BY THE PUBLICITY COMMITTEE OF THE ORINDA IMPROVEMENT ASSOCIATION

VOLUME I

Orinda, California, February 1, 1938

Number 8

Letter from School Trustees

ORINDA NEWS
Orinda, Calif.

Gentlemen:

Will you be kind enough to print this letter in the next issue of your paper?

After several months of investigation and discussion, the Board of Trustees of the Orinda Union School District, of which the writer is a member, have passed by a unanimous vote, a resolution of vital interest to everyone in the school district. The resolution in brief is as follows: "To add four new classrooms to the present building, to repair and modernize the old building, to install a central heating plant, to purchase land adjoining the present school property to the north with a highway frontage of three hundred and fifty feet, this land to be graded and used for a playground and athletic field and to call a bond election to finance the same."

The Board of Trustees is anxious that everyone in the Orinda School District should know the conditions and facts that prompted passage of the resolution. With that thought in mind, a member of the Board of Trustees will attend the next regular meeting of the Orinda Improvement Association to explain the proposed changes and answer all questions.

Very truly,
Board of Trustees,
Orinda Union School
by L. V. Dana.

Get Your Tree Started

The long barren stretch from the Tunnel Highway to Orinda has been a blight upon our reputation for natural beauty. But finally the community has arranged a means of joining hands for the accomplishment of beautifying this roadside with shade trees.

An arrangement has been made by the Improvement Association, whereby a sufficient number of trees may be purchased, planted and watered thru the necessary period for the cost of \$1.20 per tree. Plane trees or European Sycamore have been selected for the planting, since from all the varieties suggested, these were the only ones not objected to for any reason. Also this variety is fast growing and will be uniform with the ones now lining the road along the Country Club frontage.

We need a generous support from the people in Orinda. If each family will subscribe
(Continued on page 2, col. 1)

February Meeting Notice

The next regular meeting of the Orinda Improvement Association will be held Friday, Feb. 4th, at 8 p. m. in the Orinda School auditorium.

YOUR IMPROVEMENT ASSOCIATION

Your Improvement Association is maintained and conducted for the sole benefit of the residents and property owners within its confines. It has no legal authority, nor any means of forcing upon its people any improvements, benefits or obligations. It accomplishes only through cooperation. Its officers and committee members strive without remuneration to fulfill your suggestions for the betterment of your community.

Your Association has been in existence for more than fifteen years and during that time has worked for and aided in the realization of the New Tunnel Road, the New Tunnel, the installation of a Water District, whereby our community could be served with the
(Continued on page 2, col. 1)

THE STROLLER

Just naturally being interested to see how the wheels go around on this little paper of ours, I was invited to attend a meeting of the Publicity Committee of the *Orinda News* at the home of its Chairman, Mr. Harrison Ketcham last Tuesday. I told the folks that compose this Committee that I intended telling Orindans just how hard the members worked to get the material, advertising and other data together to make the *News* a readable and self-supporting newspaper, but I had to promise not to mention any names—such modesty. Now, if I was any part of the
(Continued on page 3, col. 2)

REWARD



The undersigned will pay \$25 reward for information leading to the arrest and conviction of the Orinda pet poisoner. Our children are mourning the loss of a dog and cat—both poisoned. Our neighbors also have had pets poisoned. Let's rid Orinda of this dangerous person!

(Signed) L. V. DANA.

Have you paid your Association Dues?
Dues Are Due

The Bus Is Here, Let's Keep It

Have you tried the new Sacramento Northern Bus Service from Orinda to San Francisco or Oakland?

If you haven't, there is a treat in store for you!

The Commuters' Special leaves Orinda at 7:45 in the morning. You step off the bus at 2nd and Harrison Streets (the first stop in San Francisco) IN THIRTY TWO (32) MINUTES. The next stop at the Terminal (and what a beautiful station) at 4th and Market Streets, IN THIRTY EIGHT (38)

(Continued on page 3, col. 3)

Happy Bubbling Splashing Days

Think of water splashing and bubbling down a rocky bank into a large clear swimming pool. Think of tree shaded picnic tables and barbecue pits.

With warm Spring days not so very far away, members of Orinda Park, Inc. are looking forward to just such a setting for their picnics and swimming parties.

Because of the natural beauty and central location of the park, it has long been the desire of Orinda property owners to make Orinda Park a community project rather than a commercial one.

At last these hopes have been realized. A corporation has been formed, the park has been taken over and will be operated as a private club; membership in which is limited to property owners and residents of Orinda.

Further information regarding membership in the club will be gladly furnished by Mrs. Dawson, Mrs. Warren Harrold, Earl Norton or Mrs. G. F. Hickok. Membership is being limited to one hundred families and until March first the fee will be \$20.00 a year per family. Late applications will entail an additional fee.

—MRS. G. F. HICKOK.

COMMUNITY SING

The Community Singing group of the Orinda Improvement Club will meet every other Monday evening at the Casa Verana, the quarters occupied by the Community Church. Come on out all of you who enjoy singing and meet some of your Orinda neighbors. Mrs. E. R. Taylor is acting secretary with Mrs. C. Cleborne as leader. Everybody is welcome.

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

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 Reception Harry R. Oakley
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 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, Willis J. O'Brien.

Advertising rates available upon application to Mrs. Geo. H. Pitt, ASHberry 10262.

YOUR ASSOCIATION (Continued)

Mokolumne water, adequate public utilities, beautification of our community, better roads, proper Health and Safety Measures, lower fire insurance rates, with better fire protection, the creation of an additional district of the Sheriff's office, giving our community a resident deputy, proper educational institutions, improved rural mail delivery and home identification, the creation of Orinda Park, Incorporated, the publishing of the *Orinda News*, Boy and Girl Scout troops.

Your Association has always kept in step with Orinda's growth, and it must continue to do so, more now than ever before. A few problems such as: sanitation, incorporation, a community high school, playgrounds and an adequate auditorium, continued beautification, better and safer roads and highway lighting are still ahead of us.

Your membership is essential in order that your Association can properly and effectively carry on. JOIN NOW!! One dollar a year is the best investment toward Community betterment that you can possibly make.

TREE PLANTING (Continued)

the cost of a tree there will soon be a day when shade trees will beautify this approach to our "Civic Center".

It will take some time for surveying after the trees are subscribed and the order for the project has been placed. The Association voted at the last meeting to start after there were enough subscriptions for the completed plan. Therefore, your contribution is needed at once; since if the trees are to be planted this year, they must be in the ground within a very few weeks.

Please sign and return blank mailed to you. If, by chance, you did not receive one you can sign the list at the real estate offices or Country Club.

Sectional Committees

It is a stimulating and thrilling experience to be part of a rapidly growing community as we have all realized during recent months. But as most of us have also realized it is an experience that presents many problems. For example, in the days when Orinda was a smaller community, our Orinda Improvement Association could care for almost any situation touching the welfare of any householder by taking up the problem at a regular meeting and handling it as a committee of the whole.

There were so few members and the attendance at the meetings was so constant that everyone knew as much about every situation as everyone else and thus no time was lost in explaining over again all that had occurred. Many of the earlier achievements of the Improvement Association were accomplished by discussion and action by all the members of the Association at the regular meetings.

Last Spring, however, we all realized that this was no longer possible. Many problems affecting the lives and welfare of residents in one section of our community are of only passing neighborly interest to members of another region. Membership in our Association has grown with amazing rapidity. Our average attendance is now between sixty-five and a hundred and often those who attend one meeting have not been present at the meeting before and thus are not immediately conversant with all the details of the business that has been carried on. The best solution to a situation of this sort in an unincorporated community where we have no elected and paid officials is found in a series of sectional or regional committees. Each committee is empowered to handle the details of the problems affecting the residents of a particular section. After all these details have been thrashed out and at least an approximate solution reached the committee Chairman can then report to the whole Association and thus obtain the backing and sponsorship of the entire community. The time and trouble saved by this method appeals to all of us.

In addition to the sectional committees a committee was created to publish the "Orinda News" which binds us all closer together by telling all of us what is going on in our community. In another section of this month's issue, the names of the Chairmen of the various sectional and regional standing committees will be published. If you have constructive criticism, helpful suggestions, or some special problem that you wish to bring up, write directly either to the News itself or to the individual committee Chairman in whose section or to whose section your communication would apply. He will take the matter up and then when you come to the monthly meeting of the Orinda Improvement Association you will be prepared to act on large issues unconfused by minor detail.

One last word, the "Orinda News" is proud and happy to publish communications and articles of interest contributed by members of our Association, and by residents and property owners in the community. Do "let your light shine."

—MRS. LOUGHERY.

To Our Readers

It is the earnest desire of the Publicity Committee to have the *Orinda News* be representative of our entire community, but there are conditions which make this a difficult problem. The committee members are obliged to depend upon the residents for for voluntary contributions. The committee also welcomes criticism since we are not professional newsmen, and of course make mistakes. However, do not criticize the fact that something you would like to see in the paper has been omitted unless you are sure that the material covering same has been submitted.

As you all know, the *Orinda News* is mailed free to all RFD box holders in the Orinda School District and also to all the non-resident property owners and prospective builders for whom we have been able to secure addresses.

Our advertising space, which is priced at \$1.50 per column inch per issue quarterly, is just sufficient to pay for the linotyping, printing and mailing.

If you will help us and our advertisers we feel confident that the *Orinda News* will achieve some of its ambitions for the future.

(Signed) *The Publicity Comm.*

Orinda Women's Guild

The next regular meeting of the Women's Guild will be on Tuesday, Feb. 1st, at 12 noon in the home of Mrs. A. Guerard on La Campana. Assistant hostesses will be Mrs. J. E. Sullivan and Mrs. W. D. Scott.

The nominating committee will report and election of officers will take place. Members and friends are urged to be present in order to finish up all business acceptably for the year.

CHURCH NOTICES

Orinda Community

Sunday School for all ages meets at 9:30 o'clock every Sunday morning. A. W. Elkinton, Sup't.

Church Services of worship 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

The regular monthly meeting of the Santa Maria Association was held Jan. 3rd at the home of Mr. and Mrs. Chas. Malone on Loma Vista Road. Attendance was as usual 100 per cent with all the new officers in their chairs for the new year. Several matters of importance were discussed along with a coming social event in the near future.

Refreshments were served by the hostess, assisted by Mrs. H. Ward.

Masses at 9 o'clock Sunday morning and a hearty welcome to all.

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

We wish at this time to extend our sincere regrets to the family of Mr. C. Seifert, Moraga, for the recent passing of Mrs. Seifert's mother, Mrs. C. Moore of Berkeley.

The Honorable Mayor and Mrs. Rossi of S. F. were Orinda visitors Sunday, Jan. 9th. They were guests of Mr. and Mrs. K. Allen.

Mr. and Mrs. James Sullivan of the Orinda Creamery motored to Sacramento on the 11th on business.

Girl Scout News

Did you know that we have a Troop of Girl Scouts here in Orinda, meeting every Thursday afternoon after school, sponsored by the Parent-Teacher Association? We have and the membership now numbers fourteen and is continually growing. Girls from ten years of age to eighteen are welcome to join.

Troop 27 is a unit of the Berkeley Council and has taken part in several Council affairs. The object of the Troop is to be a decided part of this community and to help in every way possible. To show their interest the girls voted to pay for a tree to be planted along the highway in conjunction with the Improvement Association. Money for this tree was raised by selling Christmas cards as the troop is really trying to be self supporting.

Mrs. Lloyd Farrar is Captain and serving with her on the Troop Committee are Mrs. George Sheppard, Mrs. Marian Joost, Mrs. Fred Elkinton and Mrs. George F. Hickok.

Boy Scout News

The Boy Scout Committee met at the home of the committee chairman Dr. N. Austin Cary on Wednesday evening, January 5th. Chief Area Executive Mr. Victor Lindblad explained in detail the work of the following newly appointed committeemen for the year of 1938:

Chairman	Dr. N. Austin Cary
Secretary	Franklin A. Kales
Asst. Treasurer and	
Quartermaster	Lowell Berry
Reading and Education	Richard M. Cross
Camping	Arthur L. Scott, Jr.
Activities	George Shepherd
Advancement	Grover J. La Velle
	{ A. S. Guerard
Court of Honor	{ Ralph C. Sisson
	{ Dr. J. V. Holcomb
Transportation	Harold Martin
Publicity	Don Badgley

CUBS

The Orinda Cub Pack, their friends, and guests were entertained with a hilarious play at the Orinda School on Saturday night, January 8th, 1938.

The program for 1938 was outlined by the Cubmaster to include such activities as Den Hobby and Pet Show Thursday evening, Feb. 3rd and an afternoon meeting on Friday, Feb. 18th. A Cub Pack play on the evening of March 3rd. A Kite Hike during March and a Pack Carnival is scheduled for some time in April.

THE STROLLER (Continued)

Committee I would want everyone to know it. Well, getting back to the work of getting the *News* ready for publication. When I arrived on the scene they were cutting and pasting articles for the printer, spacing the advertising, ringing up to get Personals and news that might be of interest to we folks, and as I sat watching, I thought what a fine unselfish thing. I feel that they are entitled to three big cheers and while we are at it let's not forget to patronize the advertisers, after all without them there would be no *News*. Tell him you saw the ad in the paper and make him feel that he is getting some returns on his little investment. Read the ads over and see what a fine group of business people they are after all.

The following Monday night a little bird flew in and told me that I had better ramble up to the Orinda Club as a party was in session. Ups I go and busted right in on a swell Stag party and it was just that. When some of the guests, including that Great Master of Ceremonies Mr. Vitich, who never lets them down, Jimmy Dyer of the sweet voice, our genial George Cockerton and that host of hosts, Paul Pagnini of Paul's in Martinez and Jimmie Dietreich, I mean Orinda's Jimmie, for he's a jolly good fellow, well when they got down to playing games after a grand and glorious dinner, I assure you it wasn't Tiddle-de-Winks or Ping Pong nor did they use a bat. What a time was had and Joe, why not have a lot of these affairs for we young fellows of Orinda. We will all back you, old timer. Ask our smiling Gus Reuter.

Speaking of Orinda and its surroundings, listen to this and see if we would rate with the following City. I overheard this story about a self-satisfied chap from Los Angeles who arrived at the Pearly Gates and asked St. Peter permission to enter and old Peter, being a keeper of records, asked the applicant his name and where he came from. On finding out the chap was from Los Angeles, St. Peter just grinned and said, "Come right in, but I know you won't be satisfied here." Yes sir, we have heaven on earth right here in our little Orinda.

So our Tree Committee is up and at it! Just think, it won't be more than a few years before these trees on our highway will be fine shade trees and how proud you will be to say I put my dollar in to make them possible and So Here Goes My Dollar For The Good Cause. Come on all you good Orindans and get behind this Committee and help give them a push in order to reach 100 per cent.

New Residents, Property Owners, and Builders

MINERINDA

Boron Nelson	Miner Road
John R. Fatooh	Miner Road

HACIENDAS DEL ORINDA

Frank A. Binde	La Cuesta
Bindur Burchell	Las Vegas
Jarvis Clark	Orinda Store
William A. Davis	Via Hermosa & La Espiral
Galen M. Fisher	El Sueno
M. A. Mitchell	Camino Don Miguel
Charles C. Pace	San Pablo Road

ORINDA BUS (Continued)

MINUTES. This enables a commuter to arrive at his office or place of business by 8:30 A. M.

One seems to whiz through the tunnel and over the Bridge, AND with congenial company.

Home? Well, that's interesting, too. The Commuters' bus (and special) leaves the Terminal at 4th and Market Streets, at 5:15 P. M., stops at 2nd and Harrison Streets, arriving there about 5:23 P. M., giving you a choice dependent upon the location of your office or place of business. "Market Street Railway" cars run frequently after 5:00 P. M. along 2nd Street to Harrison.

The regular commute rate is \$13.52 per month, but FOR A PERIOD OF NINETY DAYS, in addition to the regular commute book, the company is trying out public response to a thirty ride family book good for six months, costing \$7.80. Many commuters do not work on Saturday so even if two "family" books were purchased during the month the cost of transportation in the final analysis would be about the same. For those men who travel, or who may be out of town for a few days, no "rides" would be sacrificed and if members of the family wished to go to the "city" (either one) the book could be used.

The designated "Bus Stops" in Oakland (Commuters' Bus) are College and Broadway, and 40th and Broadway. The regular scheduled Bus trips during the day, i.e., exclusive of the Commuters' Bus, go through Oakland proper—14th and Broadway and thence to San Francisco, returning the same way.

There probably isn't a family in Orinda, some member of which does not plan on going to San Francisco fifteen times in the next six months. Don't you think it would be a capital idea if you would NOW purchase one of those family commutation books (remembering the ninety day trial period), to show the company which has furnished us with this splendid service that we are for it in a big way? Purchase one from the Bus driver or from the company office because there is probably no community in the Bay district so favored with a luxurious bus service.

Mr. H. A. Mitchell, President of the Sacramento Northern, is very cooperative, courteous and responsive in all the meetings we have with him. The Bus schedules will be enlarged in proportion to resident response in Orinda. That is only fair.

Hardly any use now to drive your own car in order to commute. Quite an unnecessary expense unless the schedule doesn't "click."

Let's support the Bus because it brings to Orinda a service we have long needed.

"PATRONIZE THE ORINDA BUS."

OWEN S. DIBBERN,

Chairman, Transportation Comm.

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Why you should not haul a trailer without insurance permit?
Why you should not borrow an auto without insurance permit?
Whether insurance bought from an auto finance company covers damage to persons or property?
Whether your insurance protects a guest in your auto; and how a guest can secure protection?
Whether a guest 'paying expenses' on an auto trip violates your insurance?
Why no employee should go on an errand for you in his own car?
Whether you are liable if a delivery man falls on your premises?
Whether you are liable if your dog bites someone on your premises?
How you can protect jewelry, furs and fine furniture against 'all risks'?

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