

# POINT COUNTERPOINT

NO. 50

week of March 17, 1967  
a journal for civic communication

WEEKLY 5 cents

o\_\_\_\_\_o()o\_\_\_\_\_o

## CANDIDATES' NIGHT AT THE POINT

HAVE YOU been wondering how you'll ever meet all of the candidates for the City Council election? The Point Richmond Civic Group has solved the problem for you. All you have to do is arrive at the Community Center on Wednesday evening at 7:30 PM, sit down, listen and ask questions. All the candidates have been invited to speak -- for five minutes (since there are so many candidates)--and people from all over the city have been invited to attend. Since the Community Center is so convenient to people on the Point, this will probably be your most convenient opportunity to see all the candidates before the April 4 election.

Be Sure to Attend Candidates Night -- March 22, 7:30 PM, at the Pt. Richmond Community Center.

## ONE ANNIVERSARY COMING UP

The first anniversary of this newspaper will be April 9, 1967. During that week, there will be published a special issue, featuring the homes that have appeared in the weekly issues. Their addresses and histories will accompany the sketches. If you have had a sketch of your home in one of the issues, you might wish to write a brief history of the house, and send it in. Information will be gratefully  
(continued next page)

## IT'S ST. PATRICK'S DAY-- IT'S CORNED BEEF AND CABBAGE TONIGHT

The First Methodist Church is serving



a Corned Beef and Cabbage Dinner tonight, Friday, March 17, from 5:30 to 7:00, for everyone on the Point who's Irish, part Irish, or even wears a bit o'green. Adult dinners are \$1.50, children \$1.00--and for that price, you can even be Scotch.

## IF YOU HAVE BLOOD,

And are planning to donate it April 3, when donors will be giving blood to the Blood Bank at 255 Sixteenth Street, for Gregg Cook's father, who will be undergoing an open-heart operation, we would like a list of donors. Please call 235-4222.



## REMINISCING WITH DON CHURCH

Humorous and interesting articles from the files of old Richmond and Point Richmond papers, through the courtesy of the Richmond Museum.

Back to 1913 again. ....

from the March 13 Independent:

### "WOMEN ARE NOT FOOLED A BIT BY THE ELKS"

"Can the women of Our Lady of Mercy Church who sold tags for the benefit on St. Patrick's Day call

themselves dyed in the wool Elks? Probably not, but they had lots of fun and added a goodly sum to their funds at the meeting of the Richmond Lodge Monday evening.

"Just before time to convene the Lodge in Fraternal Hall, (which met at the Point) the women remembered that many of the Bills hadn't been tagged yet. They proceeded to the hall and the Elks saw them coming, and quickly getting together, decided on a little practical joke.

"When the women reached the hall the outside sentinel locked the outer door and the meeting was supposed called to order. When the women fell down on the Pass Word, the Exalted Ruler informed them that they were due for horrible torture. They were not frightened a bit, however, and so having the fun they wanted, the Bills all contributed liberally to the tag day fund.

### TEN YEARS LATER. .... 1933.

From the Point Richmond Progress of March 13, 1933

"THE West Side Improvement Club held a fine musical program at the

Washington school auditorium last Tuesday and 250 citizens braved the inclement weather to hear it. The meetings are held solely to advance our community. Tony Mazza, one of our enterprising merchants, arranged the program.

"There was John Toffoli, master of the accordion and leading NBC radio artist (now owner of the Toffoli Drug Store at 10th and Macdonald), Enrichetta, a beautiful girl with a delightful soprano voice, and other top entertainers. Outstanding was the 10 year old Bruno Bianchini of the Point, and his accordion.

Gordon Perault, President, introduced County Supervisor James N. Long, who made a splendid address. Door prizes were won by Mickey Allyn, W. W. Pearson, the janitor of the school, Eddie McCray and Joe Mateucci. "

### "THE LONG BEACH

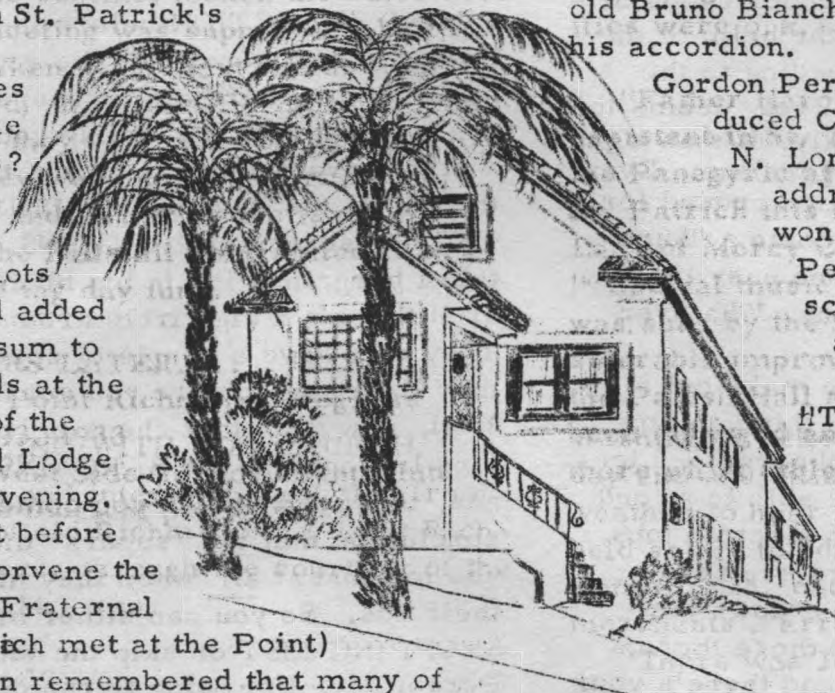
earthquake which occurred last Friday worried Mrs. Elizabeth Adams of Martina Street until she heard from her two sons Roy and Press.

Roy, who is City Treasurer of Compton, had left the City Hall 10 minutes earlier, The city hall was reduced to rubble.

"Press was in the 13-story Telephone Building in Los Angeles, and got quite a shaking up. Both sons and their families were o.k. "

"Father Harold Collins, formerly assistant in St. Marks Parish preached the Panegyric at the Mass in honor of St. Patrick this morning at 9 AM at Our Lady of Mercy Church.

"Special music in honor of St. Patrick was sung by the St. Marks Choir. Considerable improvement has been made in the Parish Hall at the Church. It has been enlarged and has room for many more whist tables. "



## MARKETING MEMO

(Cut Down Expense With Common Cents!)

By Prof. Arcee Eff, DDT., LSD., UFO

It is a truism that women dearly love their kids, their home, a bargain, and their husbands. Not necessarily in that order, of course. For, while every housewife I'm familiar with (and I can philander as good as the next guy) takes home and family more or less for granted, the merest hint of marked-down mayonnaise or cheaper chops or whatever, sends her to the helm of the family carry-all and speeding to the "super". Well, the old Prof. deems this impetuosity just plain silly. It's unorganized and wastes a lot of gasoline. Even with Platformate. So stick around for a few paragraphs and become a "Sure-Shot Sharp Shopper" in one easy lesson. It's like money in the bank. Whatever that is.

First off you've got to make out a SHOPPING LIST. To do this you go through your kitchen cupboards and ice-box (some of you may be able to afford one of those new-fangled electric jobs, but us underpaid teachers are horse of a different cooler.) and jot down the things you're out of and those there's just a little dab of left, and there's your SHOPPING LIST.

You are now ready for BRAND SELECTION. You turn on the old TV and tune the kitchen radio and a couple transistors to different channels, full volume.

This creates a most impressive stereo effect with constant commercials

# SOPHIE'S

OPEN 12:00 TO 6:00 P.M.  
TUESDAY THRU SATURDAY

belting you from all angles, and makes SELECTING BRANDS for your SHOPPING LIST a cinch. It's also a cinch that some neighbor will call the cops. So I'd say you've got about six minutes of BRAND SELECTION before they break down the front door and take you away, babbling commercials incoherently.

The next step (assuming you've got a strong front door) is to leaf through the ads in the Wednesday "UNDEPENDENT" in search of BARGAINS. You can tell a bargain if it's in big black letters or if there's a big circle around it. They only have a couple of cases and they'll be gone before you get there. Well, now you start checking your shopping list against the BARGAINS in the ads, and pretty quick you come to the conclusion that the "supers" didn't have you in mind at all when they made up their ads. So you can either make a new SHOPPING LIST or skip the whole thing. Personally, I'm going to run down to the Santa Fe and save a lot of time and trouble.

\*Robert C. Friend

**Point Richmond Real Estate**  
232-3399 159 W. RICHMOND AVE. 233-4956

SPECIALIZING IN POINT RICHMOND PROPERTIES

also... RENTALS and...

INCOME TAXES

RUBY HAZEL CARR  
CLYDE R. FRAM

REITHA MACDONALD  
secretary and notary

