



# NSHS VIKINGS REUNION

**NORTH SALINAS HIGH SCHOOL . Class of 1964**

**Fox Theatre, Salinas**

**October 4, 2014**

**THE 50TH REUNION WEBSITE-- BOOKMARK IT**

<http://www.nshs64.com/>



## *Did you get yours?*

*The save- the-date frig magnet was  
signed, sealed and delivered  
to 320 of you.  
It looks like this:*



# NSHS VIKINGS REUNION

**NORTH SALINAS HIGH SCHOOL . CLASS OF 1964**

**FOX THEATRE - SALINAS, CA**

**OCTOBER 4, 2014**

## **SAVE THE DATES—OCTOBER 3,4,5, 2014**

FRIDAY OCTOBER 3, 2014

AFTERNOON TOUR OF  
NORTH SALINAS HIGH

PRE-REUNION  
MEET AND GREET  
AT THE  
HISTORIC  
STEINBECK HOUSE

SUNDAY,  
OCTOBER 5, 2014

SALINAS AIRPORT  
RESTAURANT  
NO-HOST  
BREAKFAST



### **SATURDAY, OCTOBER 4, 2014**

This is the big one for all of us who graduated from NSHS fifty years ago. The evening will be filled with music, great food, dancing a Photo Picture booth, entertainment and yes an opportunity to get reacquainted with your friends who have been gone but not forgotten. The old Fox Theatre where we spent so many Saturday afternoons has been completely refurbished as a venue for very special events like ours. Make your plans now to attend.

**[www.nshs64.com](http://www.nshs64.com)**

**CHECK OUT OUR REUNION WEB PAGE**

*If you haven't received yours, let me know.*

*We want to be sure to have your correct mailing address for the final mailing later in the year, which will be the*

**Formal Invitation**

**to the**

**NSHS Class of 1964**

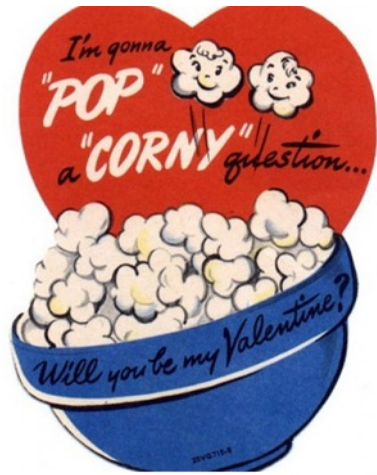
**50th Gala Reunion**

Formal Invitation  
to the  
NSHS Class of 1964  
50th Gala Reunion  
**October 4, 2014**

**All information** for the 3-day reunion event

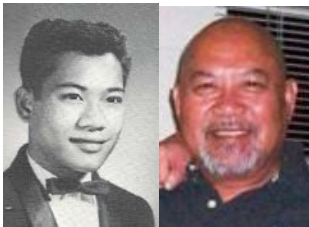
**will be posted by March  
on our Reunion Website**

**<http://www.nshs64.com/>**



THEY DON'T MAKE VALENTINE CARD MESSAGES LIKE THESE ANYMORE

**Guess who's coming to the reunion?**



**Danny Sabado**  
Monroe Wa, [dsabado@sprynet.com](mailto:dsabado@sprynet.com)



**Pat Ratekin**  
Sacramento, no email



Anita Randall  
Salinas, no email



Layton Scoop Stephens  
Springdale AR, [scoopstephens@yahoo.com](mailto:scoopstephens@yahoo.com)



Ernest Randall  
Salinas, [erstrandall@comcast.net](mailto:erstrandall@comcast.net)



Roberto Garcia  
Salinas, [califaoso@aol.com](mailto:califaoso@aol.com)



Linda Hooton (NSHS 67)  
[hootie2d@comcast.net](mailto:hootie2d@comcast.net)

# ***ADD YOUR NAME***

## ***TO THIS GROWING LIST OF REUNION ATTENDEES***

<u><b>A</b></u> Nancy Archer Jess Arias	<u><b>K</b></u> John King
<u><b>B</b></u>	<u><b>L</b></u> The Family of Ernie Losoya Mary Ann Lee
<u><b>C</b></u> Danny Casey Vicente Caguimbal Meredith Crews	<u><b>M</b></u> Lory Moniz Jim McGauhey John Montoya Steve Markley
<u><b>D</b></u>	<u><b>N</b></u> John Noel Trina Northcutt

<p style="text-align: center;"><b><u>E</u></b></p>	<p style="text-align: center;"><b><u>O</u></b></p>
<p style="text-align: center;"><b><u>F</u></b> Mike Fleming Sandy Freeman</p>	<p style="text-align: center;"><b><u>P</u></b> Peggy Propst Gary Pintacura Joyce Plaskett Eddie Payne Ed Porter Kris Pearson (NSHS 82)</p>
<p style="text-align: center;"><b><u>G</u></b></p>	<p style="text-align: center;"><b><u>Q - R</u></b> Frank Reyes Chryss Rodinou Jack Rickey Jan Rutledge Anita Randall Ernest Randall Roberto Garcia Pat Ratekin</p>
<p style="text-align: center;"><b><u>H</u></b> Leigh Hoobler Linda Hooton (NSHS 67)</p>	<p style="text-align: center;"><b><u>S</u></b> Linda Satre Paulette Shaffer Kathy Shaw Ben Storment Ed Shaw Susan Schoch Jim Small Lola Stull (SHS 65) Scoop Stephens Danny Sabado</p>
<p style="text-align: center;"><b><u>I</u></b></p>	<p style="text-align: center;"><b><u>T</u></b> Cecile Tremewan Gail Townsend</p>
<p style="text-align: center;"><b><u>J</u></b> Claire James</p>	<p style="text-align: center;"><b><u>U, V, W</u></b> Demetria Vellis John Whitehead Mike Watts Terry Walderon Peggy Whited Carolyn Winnett</p> <hr/> <p style="text-align: center;"><b><u>X, Y, Z</u></b> Tony Ziganay</p>

**With just one click**



<http://www.nshs64.com/nshs64/pages/Questionnaire/attendance.html>

**let us know if you're a**



*For October 4, 2014*

**YA GOTTA GO  
TO THE  
REUNION!**





*Who is this?*



*Think hard.....find the answer at the end*







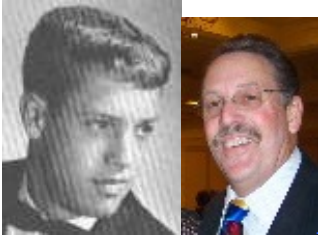
## **CLASSMATE CONTACT CHANGES**



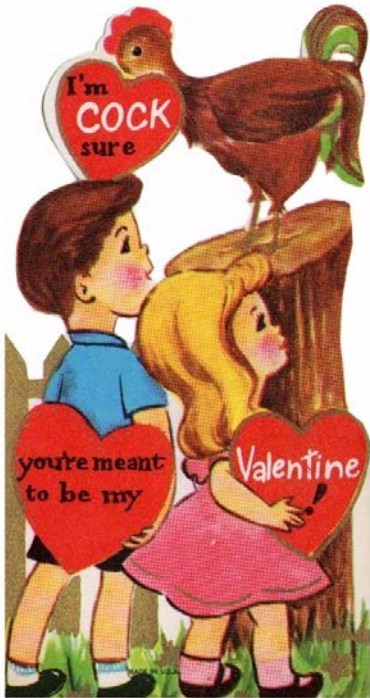
**Rolando Verba, Salinas.**

**Add Email [mamalinda2@yahoo.com](mailto:mamalinda2@yahoo.com).**

**Wife Linda Soriano is NSHS Class of '67**



[Dennis Lincoln](#) will be going "c/o general delivery" in a few months. He will be selling his business, and with his wife Catherine, will be RVing it all around the U.S. for a year or two. Thank goodness for WiFi and satellite. You can etalk with him at [dennislincoln@me.com](mailto:dennislincoln@me.com)



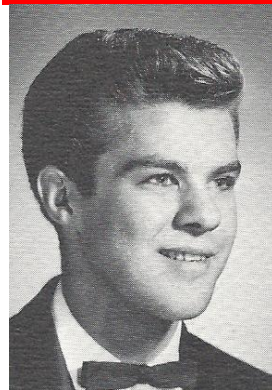
[mitchoconnell.blogspot.com](http://mitchoconnell.blogspot.com)



## **NEW YEAR MESSAGES**



### **EDDIE PAYNE**



Modesto, [eddpayne1@yahoo.com](mailto:eddpayne1@yahoo.com)

To all my family and friends, thank you for being there for me in 2013. Frankly, I'm glad it's over. I can't really say I'm looking forward to 2014, but I'll take it on, "one day at a time".

To all of you, Happy New Year. Bring it on and let's all choose to make it the best one ever. Your Dad, Your Uncle, Your Brother, Your In-law Your FRIEND, Eddie

### **One day later**

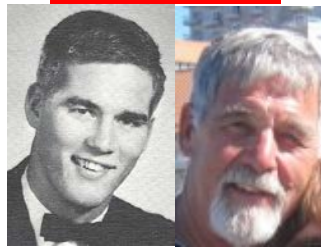
My youngest granddaughter presented me with another great grandson. Landon weighed in at 8 lbs, 8 oz. Wish Sue could have been here. So,

**2014 starting off real good.**



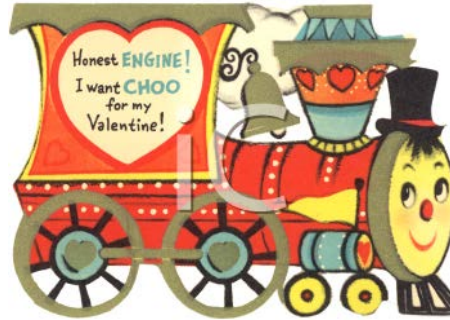
**Papa with his newest great-grandson and his youngest granddaughter. Priceless!**

**JIM SMALL**



**Rathdrum, ID, [jim@smallsco.com](mailto:jim@smallsco.com)**

**Back in the office for a couple days, so I wanted to stop and wish everyone a Happy New Year, and look forward to all the classmates this year at our 50th.. Once again, thanks for getting the newsletter out each month. I look forward to reading it.  
Take care Jim**



WHICH JOHN DO YOU LIKE THE BEST?  
SEND HIM YOUR VOTE



C/O John King, Modesto, [ptuner120@sbcglobal.net](mailto:ptuner120@sbcglobal.net)



*This one* *or* *this one*



**The King siblings in Salinas for Christmas**



**JAK, Janice SHS '58, Allen SHS '60**

**Christmas with John's stepkids**



**Dirk and Sis Kristy**



**Dirk w/wife Patti, and JAK**



**SCRUBED????**





***Happy 50th Anniversary***  
***John and Lisa***

*December 30, 2013*



**John and Lisa (Samaniego, NSHS '66) Waldrop**  
Salinas, [waldrop53@yahoo.com](mailto:waldrop53@yahoo.com)

**"Wishing everyone all the best in 2014.**

**Just got back from dinner with my wife to celebrate our 50th wedding year today with my daughter and one of my granddaughters. Lisa is still recovering from November back surgery, but healing well. Wally"**





**WHERE ARE THESE MISSING CLASSMATES?**

**Nester Wilhelem Werner**



**No yearbook photo.  
Did you have a class with him?**

**Katharine Louise Rush**



***Husband Joe Caillou.  
Last known 6382 N. Garden Ave. Fresno***

Alfred Ray Morris



*Last known, employed by Campbell Soup Corp., Paris, TX*

Mary Kathryn Shook



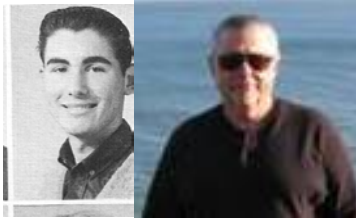
**No yearbook photo.  
Did you have a class with her?**





## **NSHS Class of 1965 News**

**From Stan Tharp, Santa Barbara, [stan.tharp@gmail.com](mailto:stan.tharp@gmail.com)**



**Stan has just sent out a newsletter for the '65 grads. Email him if you'd like to be on the list to receive future newsletters. Do you have information in regard to the following '65 grads for Stan?**

**These are invalid NSHS '65 Email Addresses for:**

**Linda (Wilson) Hughes '66 [lwilsonhughes@aol.com](mailto:lwilsonhughes@aol.com)**

**Bill Crane '65 [poorwilly@wirelessbeehive.com](mailto:poorwilly@wirelessbeehive.com)**

**Jerry Ford '65 [jlford@net.zero.com](mailto:jlford@net.zero.com)**

**Susan (Bradford) Keenan '65 [sbkeenan@pacbell.net](mailto:sbkeenan@pacbell.net)**

**Sue (Hagberg) Hedman '65 [suehedman@comcast.net](mailto:suehedman@comcast.net)**

**Paul Carrillo '65 [Paul@andrewsmithco.com](mailto:Paul@andrewsmithco.com)**

**Mike Forde '65 [MikeForde@chevrontexaco.com](mailto:MikeForde@chevrontexaco.com)**

**Lynette (Vallalunga) Cross '65 [l\\_cross@earthlink.net](mailto:l_cross@earthlink.net)**

**Kathy Williams '65 [Kathy.Williams@itd.idaho.gov](mailto:Kathy.Williams@itd.idaho.gov)**

**Fred DeYoung '65 [feyoung@pbifurniture.com](mailto:feyoung@pbifurniture.com)**

**Doyle Castor '65 [slcastor@thegrid.net](mailto:slcastor@thegrid.net)**

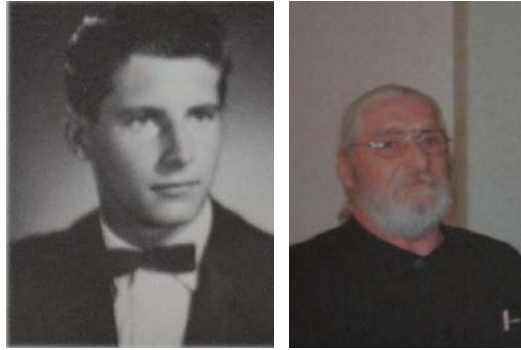
**Donald Bush '65 [Jaycog228@comcast.net](mailto:Jaycog228@comcast.net)**

**David Condit '65 [conditd@earthlink.net](mailto:conditd@earthlink.net)**

**Dale Fitzgibbons '65 [dafitz@inav.net](mailto:dafitz@inav.net)**

**Cynthia Asylanian '65 [CASLANIAN@peoplepc.com](mailto:CASLANIAN@peoplepc.com)**

**Condolences to the family of  
Brent Butler, Class of 1965 ,  
who passed away in 2013**



**UPDATE REGARDING RICHARD HERRERA  
FROM WIFE VIRGINIA MONARES**



**Both Class of 1965**

**3413, Madallion Rose Avenue, Bakersfield, CA 93313 [Vmh55n6@aol.com](mailto:Vmh55n6@aol.com)**

**" Okay, I haven't fallen off a cliff, at least not yet; but if Joe/Richard's medical roller coaster ride doesn't end sometime soon, I may end up at the bottom of a cliff. "**

**Virgina reports that Richard continues in therapy 5 days a week consisting of hyperbaric oxygen chamber treatment, and physical therapy. She reports she sees lots of improvement. He will soon be going through a skin graft procedure.**

**" So why do I finally have time to update people.....now don't faint.....he is in the hospital again! Yes, you read that right. This time it is for Orthostatic Hypotension (extremely low blood pressure)."**

**Richard is out of his wheelchair, and can now walk with the aid of a walker.**

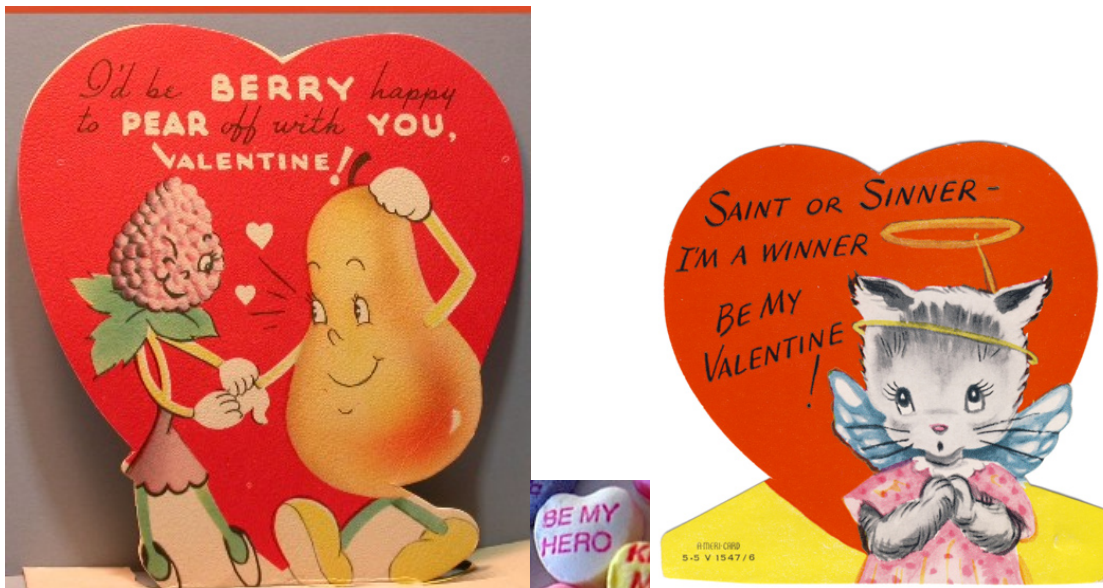
**" There is also some bigger news in the Herrera household.....our son Marc got married! He was married August 17th in Cambria, CA with a SF Giants color scheme. .... It was a beautiful wedding with Richard (father of groom) riding down**

the aisle on his motorized scooter.... Not sure which I'm happier about....Marc finally getting a wife, getting a new grandchild to spoil , or finally getting my craft room back!

Keep in touch and keep Richard in your prayers. He can certainly use them!"  
Virginia

**Stan Tharp and wife Glenda (who is also from Salinas),**  
**attended the wedding, and he reported the following:**

"Glenda and I attended Marc and Janelle's wedding. The wedding and reception took place at the picturesque and inviting Cambria Pines Lodge, in Cambria, CA. It was so nice to see Richard enjoying himself surrounded by family and friends. Our lovely, beautiful and always affable Virginia was a radiant and mesmerizing Mother of the Groom whose infectious laughter frequently cominged with tears of joy. Oldest son, Rich provided the most amazing best-man's speech these old ears have ever heard ...but it's what we expected from the celebrated sports announcer ([GOOGLE Rich Herrera to appreciate his stellar career - Talk radio for S.F. Giants](#)). Stan"



# Question of the day



## What was your first job while still in high school?

I had a lucrative babysitting job , and also worked at Wallfield's Dry Cleaners after school and on weekends. I was making 50 cents an hour babysitting for couples in the neighborhood who REALLY liked to party, and stagger home way past when the bars in town were still serving. I watched a lot of Johnny Carson, and Jerry Lewis' short-lived late night talk show. Then I'd get up on Sunday morning and go to church after 4 hours of sleep.

While manning the cash register, and taking in laundry and dry cleaning at Wallfield's on Sanborn Road, I dined exclusively on Lefty's In 'n Out burgers and greasy fries. They were located right across the road, and would bring my order to me (the first "delivery" of its kind, I would suppose!). When I worked at the Wallfields on Williams road, I was there all alone in this big building on Saturdays. I'd lock up after 5pm, carrying a full bag of money from the cash register and drive to the owner's home, placing it in the mail shute.

Then I worked at Sears and Soledad Prison...but I digress. That's another story for another time, and DOES NOT answer the question. csw

*Your turn....*



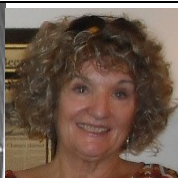
## NSHS 64 FEBRUARY BIRTHDAYS



February 1 – James Eugene Powell, Salinas, [jpowell102@sbcglobal.net](mailto:jpowell102@sbcglobal.net)













February 17 – Stephen Alan Markley, Santa Paula, [sam.waterway@gmail.com](mailto:sam.waterway@gmail.com)



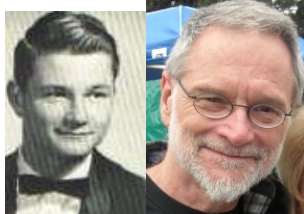
February 3 – Katherine Elise (Kate) Schoch, Woodland, [schochs2010@yahoo.com](mailto:schochs2010@yahoo.com)



February 18 – John Edward Caleca, Los Gatos, [johncaleca@yahoo.com](mailto:johncaleca@yahoo.com)

 <p>February 6 – Gail Kitaji, Salinas, <a href="mailto:kitajig@aol.com">kitajig@aol.com</a></p>	<p>February 19 –</p>  <p>Margaret (Margie) Santiago, Salinas, <a href="mailto:margiem831@yahoo.com">margiem831@yahoo.com</a></p>
 <p>February 8 – Eugene John (Gene) Hohman, Livermore, <a href="mailto:hoh131@comcast.net">hoh131@comcast.net</a></p>	 <p>February 19 – Duncan L. McCarter, Pacific Grove, <a href="mailto:duncan@advantacare.net">duncan@advantacare.net</a></p>
 <p>February 8 – Keith Kim Kindle, Perry GA, <a href="mailto:hotrodvstar@gmail.com">hotrodvstar@gmail.com</a></p>	 <p>February 21 – Carol Sue Dodd, Stockdale TX, <a href="mailto:jdc_bandc@yahoo.com">jdc_bandc@yahoo.com</a></p>
 <p>February 10 – Gary Lee Tavernetti, Reno, <a href="mailto:tft2u@aol.com">tft2u@aol.com</a></p>	<p>February 24 –</p>  <p>Marilyn Gayle Gomez, Eugene OR, <a href="mailto:marilyngayle@comcast.net">marilyngayle@comcast.net</a></p>
 <p>February 11 – Michael Duane Fleming, Modesto, <a href="mailto:yogifleming@sbcglobal.net">yogifleming@sbcglobal.net</a></p>	 <p>February 24 – Michael Reece Wallace, Marina, <a href="mailto:mike_wallace@yahoo.com">mike_wallace@yahoo.com</a></p>





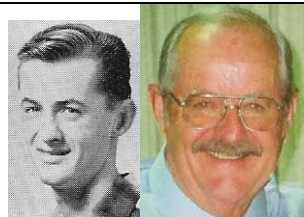
February 12 –  
John Edward Curcio, Chico,  
[jecurcio@pacbell.net](mailto:jecurcio@pacbell.net)



February 25 –  
Leigh Elaine Hoobler, Salinas,  
[leighsearson@aol.com](mailto:leighsearson@aol.com)



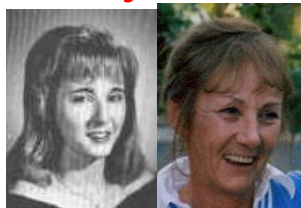
February 12 –  
Danny Delwyn Tyner, Watsonville,  
[dawn\\_1520@yahoo.com](mailto:dawn_1520@yahoo.com)



February 26 –  
Ken McDaris, Salinas,  
[kenmcdaris@att.net](mailto:kenmcdaris@att.net)



February 13 –  
Zandra Hickenbottom, Hollister,  
[holidayzz@comcast.net](mailto:holidayzz@comcast.net)



February 28 -  
Erna Cruysen,  
Clarkston WA, [ernas28@yahoo.com](mailto:ernas28@yahoo.com)



February 15 –  
Irene Mary Sigala, no email



## DID YOU PARTY ON YOUR BIRTHDAY?



***Demetria Vellis (DOB 12/18)***  
Turlock, [davanrossum@sbcglobal.net](mailto:davanrossum@sbcglobal.net)

**Had a wonderful day. My son came home from Canada, and we spent my birthday with my daughter and her family in Truckee and Reno. Had a great time with both of my kids. Then we spent a wonderful Christmas with all. Gary and I will be at the reunion. Deme.**





***Yes! In Salinas ---  
January 21, 1962***

**Two Articles in the Salinas Californian**

**Roberto M. Robledo on Twitter @robledo\_salnews #salinas**

**December 18, 2013**

**The biggest snow lesson for Salinas children occurred 51 years ago. While Mount Toro south of Salinas occasionally gets dusted during the winter months,**



**actual snow last touched ground in the city limits on Jan. 21, 1962.**

**“The National Weather Service officially put it at 1 inch of snow ... But that was a very modest reckoning, to say the least,” Jim Albanese, a Salinas history columnist and city native, said in an email.**

“Most of Monterey County from Bradley in the south to Prunedale in the north was covered.



Prunedale

Snow drifts closed parts of U.S. 101 that day (a Sunday) and the next day. Most of the stuff was gone by Monday,” Albanese said.



Dave Nordstrand, staff writer for The Salinas Californian. His column appears Wednesday and Saturday in Central Coast Living. Contact him at [dnordstrand@thecalifornian.com](mailto:dnordstrand@thecalifornian.com).



December 11, 2013

# Snow!

Many things come to mind once Teresa Cerna of Spreckels turns her thoughts to that strange and beautiful Jan. 21, 1962.



**Prunedale**

**Taken by Bill Weinerth**

When it gets cold, like it has been these days, Cerna thinks back to that morning.

I drove over to Spreckels Monday for a replay of one of the valley's big weather event. For her, it started when her brother-in-law called. Take a look out the window, he said. She pulled back the curtains. There before her stretched a white blanket, cold and sparkling and lightly cast over the soft contours of the trees, yards and houses.

As Teresa looked on from the warmth of her house, her daughter, Margie, age 4, and Teresa's husband, John, rushed out to play. They built a snowman in their

yard. Some of the kids on the block lay on their backs making angel wings in the new-fallen snow.



Jan. 21, 1962.

John Cerna and his four-year-old daughter, Margie, build a snowman in Spreckels.

Many adults rushed off to Salinas to buy film for their little plastic Kodak cameras. After all, you don't often get snowflakes falling on valley rooftops, but, when you do, then it's a time to record the moment on film.



---

**Prunedale**

**Taken by Bill Weinerth, Fernley NV, [williamweinerth@ymail.com](mailto:williamweinerth@ymail.com)**

**“We’re were amazed that it really had snowed and right here in our front yard, too,” Teresa wrote me in 2004, in response to another column. “We built this snowman. It lasted only three days. The snow melted, and it hasn’t snowed in our front yard since.”**

**The snowfall had extended all the way to Pebble Beach, where the golfers decided to skip the “greens” and go to the bar. None of them, after all, had brought their snowshoes.**

**“I know I had a lot to drink last night, but I didn’t think I’d end up at Lake Tahoe,” one of the pro golfers told the crowd.**

**Teresa Cerna is now 79 and still a Spreckels resident. Her husband, John, had grown up in Spreckels and had worked for Spreckels Sugar Company for 43 years. He died in September at age 80. Margie Gutierrez was four when that old photo was taken.**

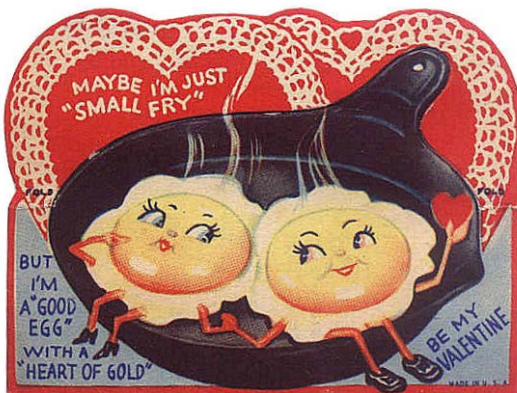
In the 25 years I've lived in this area, I've yet to see so much as a lone snowflake landing in the valley. I have seen snow topping nearby mountains. Still, it would be nice to see Spreckels and Salinas get another powdering, just for the chance to build a 3-day snowman.



Carolyn Winnett's back yard on Crescent Way



Bill Weinerth's snowman on the family car in Prunedale.





**Who is this?**



*Chriss Rodinou*

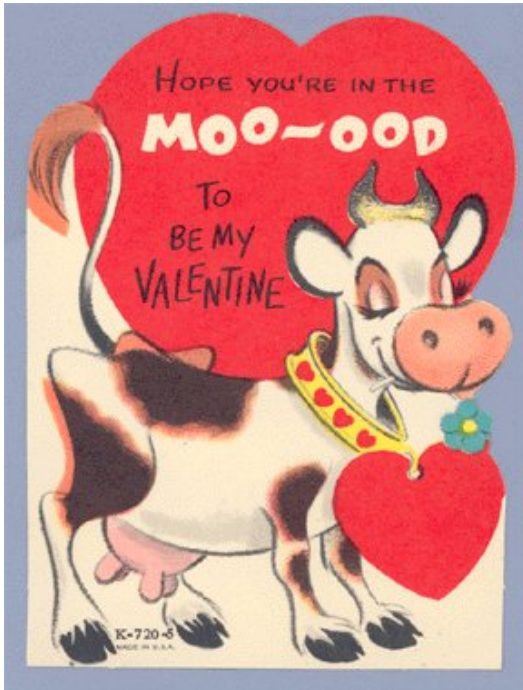
**Foreign Exchange Student  
Athens Greece, [chrysspol@yahoo.gr](mailto:chrysspol@yahoo.gr)**

*"AS PROMISED HERE ARE A COUPLE OF PICTURES. "*

**MY TWO BOYS**

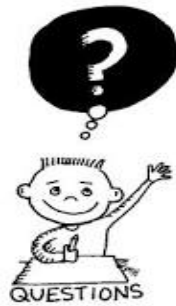


AND ME WITH MY HUSBAND NIKOS AND OUR YOUNGER SON ON HIS WEDDING.





## Got a question for us?

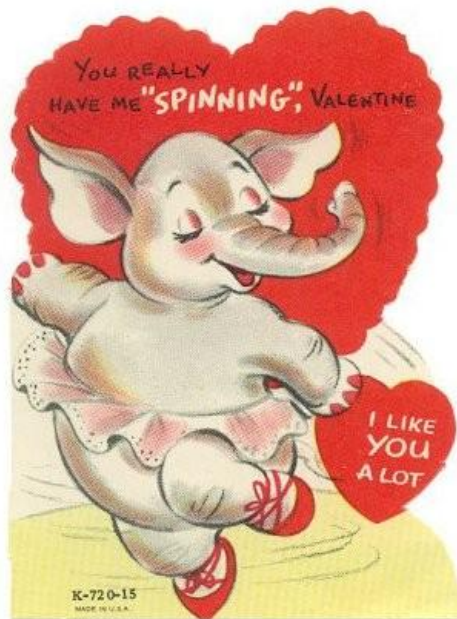


*Or maybe just a comment on sex, drugs, and rock and roll.  
Nothing will go unanswered.*

*Ask it here*



[http://www.nshs64.com/nshs64/Contact\\_Form/index.php](http://www.nshs64.com/nshs64/Contact_Form/index.php)



*More photos of past reunions posted*

*On our photo blog spot*



*Susan Matuszek at the 45th and so excited to see  
you there*

*Salinas, [jsmccreight@comcast.net](mailto:jsmccreight@comcast.net)*

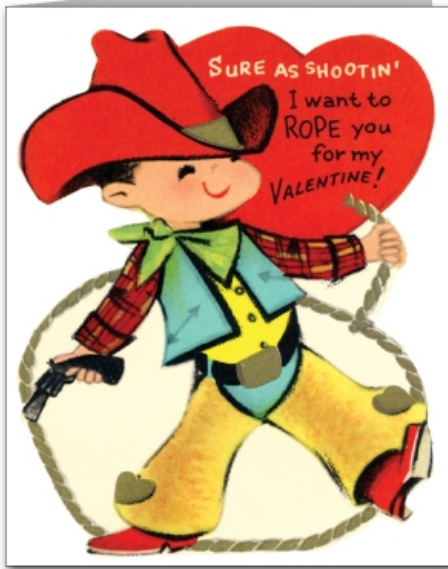


<http://nshs64.blogspot.com/>

and click on link to

**20th - 25th- 30th - 35th- 45th Reunions**

**Two more reunions to go: the Tenth and the Fortieth. Stay tuned**

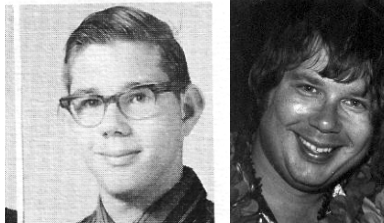


## *Wayback Machine: Porter & Irvine, a Salinas institution*

*The Californian, Dec. 23, 2013 3:31 AM |*

*Written by*

*JIM ALBANESE, Wayback Machine*



Salinas, NSHS '66

A former editor with The Salinas Californian, [jimalbanese700@yahoo.com](mailto:jimalbanese700@yahoo.com).



I never was fond of shopping, particularly around Christmastime. But I always enjoyed going with the family for new shoes and what-not at Porter & Irvine in Salinas.

That's because Porter & Irvine had one of those fluoroscope things. You'd step in the right place and looking into a viewing visor you'd see your foot bones. Wiggle this little piggy and that little piggy; it made a kid's day.



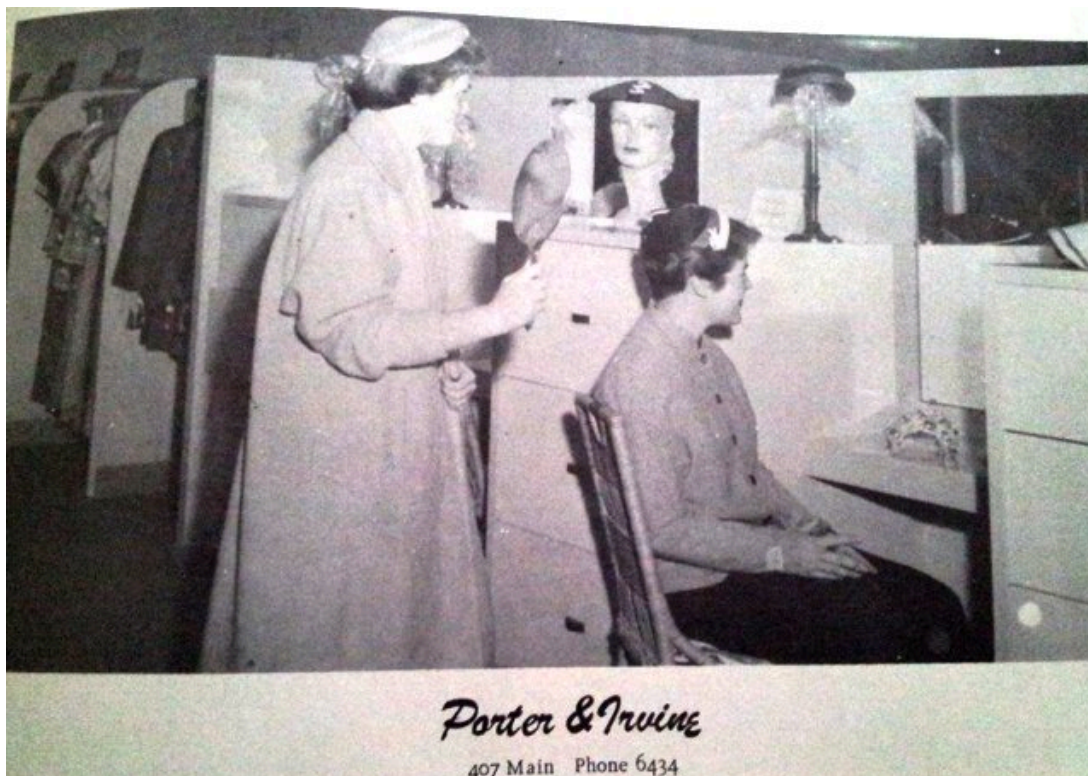
Well, those days and those contraptions, with their unshielded X-rays, and venerable Porter & Irvine are gone.

Porter & Irvine was a Salinas institution for 86 years, surviving economic upheaval, the disastrous 1906 earthquake and two world wars.



At different stages of its evolution, it occupied different buildings on Main Street. But when the city's industrial base began to collapse in the mid-1970s and the buying habits of the community changed, forever altering the currents and eddies of commerce (translation: the mall came in), Porter & Irvine Co. stowed its oars and put in to shore.





When it closed for the last time, Jan. 31, 1974, Porter & Irvine had the distinction of being — at that time — the oldest existing department store in town with continuous local ownership — 86 years.

But none of this would have happened without some chance meetings and twists of fate. And thereby hangs a tale:

Samuel Irvine came to Monterey County from Northern Ireland with a head for business and a wagonload of ambition. He met up with Jose Manuel Soto, a like-minded big-dreaming Peruvian who had it in his head to establish a prosperous city just north of Salinas.

Key to Soto's plan was coaxing the railroad to put a line through his settlement. Unencumbered by the restraints of modesty, Soto originally called the place Sotoville, but decided he needed a town name that appealed to the patriotism of the railroad bosses. So Sotoville became New Republic.

Soto made it easy for the railroads to like his place. He even hired surveyors to plot a railroad from the railhead at Watsonville to New Republic, then southward to King City and beyond.

Meanwhile, Irvine staked out a prime business location for himself in New Republic and waited for the trains and customers to come rolling in.

Long story short: Soto had the better railroad route, flat, direct and free of water hazards all the way from Watsonville to New Republic. But the movers and shakers of Salinas had more clout with the railroad barons. They chose Salinas as the conduit for the railroad, even though it meant traversing innumerable sloughs, swamps and rivulets and building a dozen or so bridges.

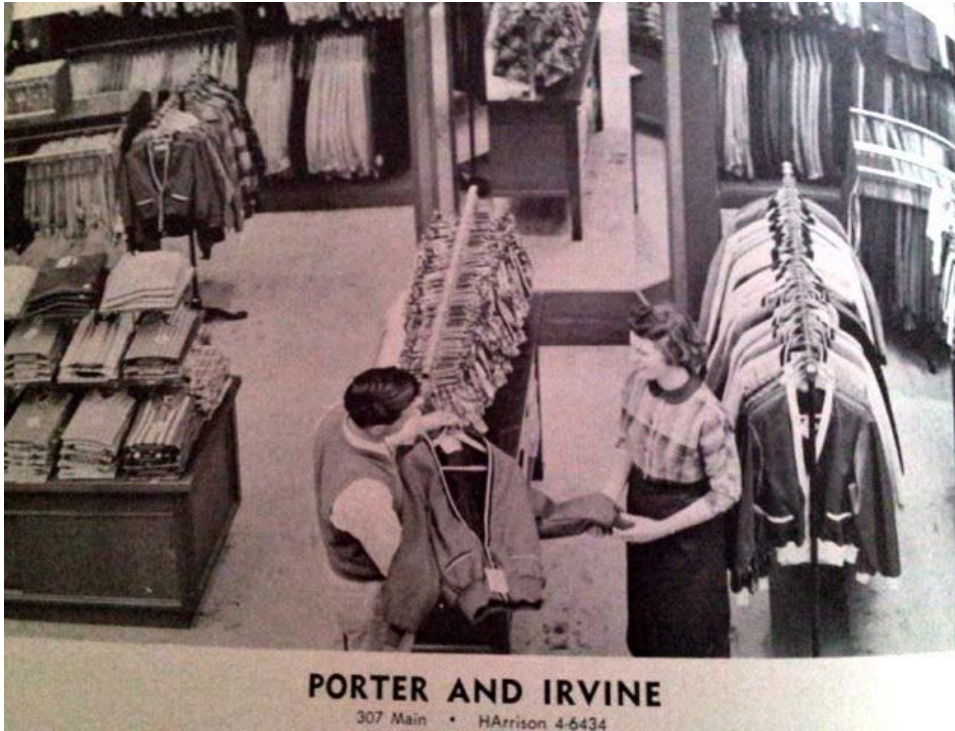
Sotoville or New Republic faded into the shadows of history, a tiny satellite held by the gravity of Salinas. Eventually, the area's name reverted to the land grant name it bore in the Spanish rancho days, Santa Rita.

While Irvine was figuring out how to make the most of his situation, another entrepreneur, J. B. Porter, was cashing in on the rail-inspired business boom in Salinas. In 1888, Porter and A.W. Anderson formed a partnership to open a department store.

If nothing else had happened, this column would have been about the venerable Porter & Anderson Co. But Anderson early on got the itch to seek greener fiscal pastures. He moved to Fresno and sold his half of the business to Porter.

Up to the plate stepped Irvine and in 1888 a historic partnership was born. Not exactly Astaire and Rogers, Bogie and Bacall or even gin and tonic, but Porter & Irvine did have a nice ring to it.

This was not New Republic's Irvine, either. It was his son, W.J.



The partners set up shop first in the Nance Building on Main Street where they kept the tony elite (such as it was) of Salinas well equipped with bustles and gilded shaving mugs.

A few years later, they moved to the McDougall Building on Gabilan Street where they remained for the next 43 years. The store moved to its last location, 307-311 Main St.



Porter and Irvine on the right ,next to Salinas National Bank

Newspaper advertising in the early days of Salinas included only basic information: Name, location and maybe a list of some particular items and their prices. Porter & Irvine pioneered modern advertising by coining a slogan: "The House of Values." In 1907, the company published another affirmation: "No man goes out of this store with an ill-fitting or unbecoming hat. It is our business to have the proper hat in your size, and we know our business."

W.J. Irvine died in 1924 and his sons William, James and John became partners in the business. When J.B. Porter died in 1928, the Irvine family assumed total ownership and retained it until that last closing day.

In the 1950s, an Okla-American tow-headed boy who would grow up to be a serial mangler of the written word, visited Porter & Irvine numerous times to get the various Cub Scout patches he had earned.

He was most proud of the patch that identified him as being from "Alisal, California."

But the coolest thing, he remembers, was the fluoroscope machine in the shoe department where you could see your bones and all matter of innards that thrill 8-year-olds. I always got my Sunday School shoes there. It made Christmas shopping almost tolerable.



*thanks for the memories  
thanks for the memories*

I think Porter and Irvine's was considered a little too upscale for the Winnett family. My dad did buy my mom a fur collar there for Christmas one year. In searching online for images of the foot x ray machine (which by the way, mine were

x rayed at Joypers shoes, I believe), one male commentator referred to it as "frying one's gonads for shoes in the 50's" CSW



**Optomist or Pessimist**



# happy February special days

*February 2nd*



## SUPERBOWL PARTY TIPS FROM DAVE BARRY, Newspaper Columnist

**B  
E  
E  
R**



You should have a lot of beer, in case the game is hideously boring. Call up your guests and ask what kind they prefer. If they say "light" beer, you should tell them they are no longer invited, because you are NOT going to serve light beer.

**C  
H  
I  
P  
S**



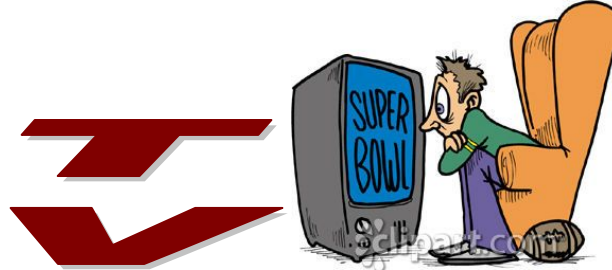
This is the SUPERBOWL, baby!

**It demands potato chips...  
Chips so full of harmful substances that  
they sometimes spontaneously burst into flames.  
There is no need to get all MarthaStewart-y and put chips into bowls.  
Each guest should have a bag so people don't have to reach for the bowl,  
which can lead to exertion.**

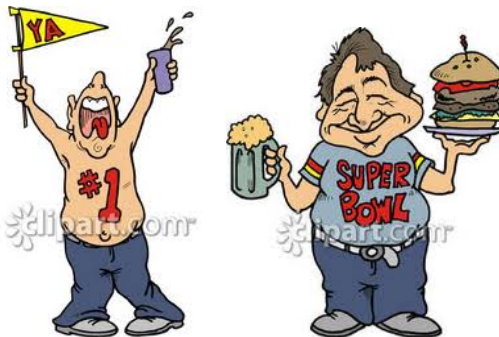
# **NO VEG GIES**



**Scientists believe vegetables are the result of something called "photosynthesis."  
We do not know enough about this yet to risk ruining your Super Bowl party.**



**Not totally necessary, if you have enough beer.**



*February 3rd*  
*The day the music died*



**Buddy Holly, Richie Valens and the Big Bopper died in a plane crash in 1959.**

*February 7th*  
**Winter Olympics opening Ceremony**  
**in Sochi Russia**





*February 14th*



*February 17th*  
*President's Day*



*Abraham Lincoln*  
*February 12*

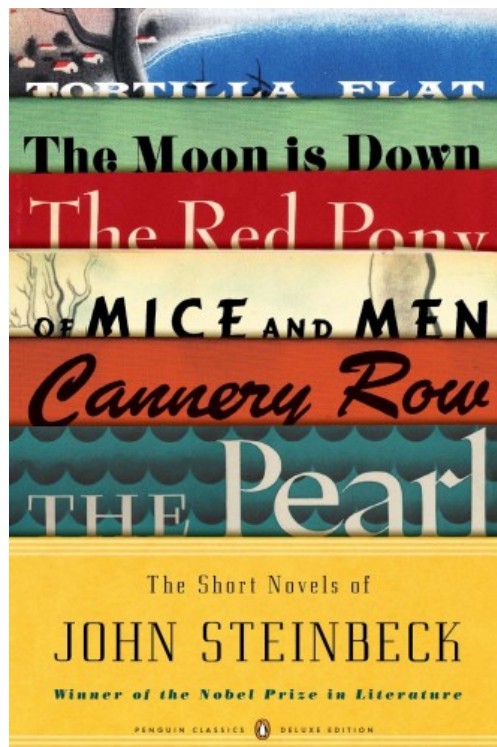


*George Washington*  
*February 22*

*February 27th*

*John Steinbeck's Birthday*

*1902-1968*





CSW



*"Love the newsletter. . . . .  
as usual, though,  
I didn't see any mention of this year's big 50th*



*get together . . ."*

*signed: "Anonymous"*