The Rockridge News

Sponsored by the ROCKRIDGE COMMUNITY PLANNING COUNCIL, 6225 Ross Street, Oakland California

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Rockridge Library Up-Date

New Home For Books Readied; Party Planned At Old Home

For those who know the library will be disappearing from its current location, but haven't seen signs of its reappearing on the Claremont Middle School temporary site — there's good news!

The brand new portable will be delivered about September 14, and plans are for it to open on October 6 (assuming all goes well). City crews have been busy for the last few weeks putting in walkways and preparing the site. The old library will be open through September 19. Books being checked out now can be returned after the library reopens or can be returned to other branches. The temporary library has about 1,000 square feet of public space (the old library had 1,731 square feet) so all reserve books will be kept at the Temescal Branch Library at 52nd Street and Telegraph Avenue.

A celebration of 63 years of being in the Neighborhood will be held on Wednesday, September 16, from 6 to 8 p.m. at the old site, 5701 College Avenue. The library staff will provide cake and punch, and invites the Neighborhood to share memories and celebrate their past and future years in the community.

Professional movers have been hired to move the books and furniture to the temporary site, but the staff may need help in setting up the library. Neighbors interested in helping should either call (652-1065) or drop by the library and leave your name, phone number, and what you can do to help.

An open house will be planned once the temporary site is fully operating. At this point, no permanent site has been decided on for the library, and staff is considering all suggestions. Look for the library survey which will be in the October issue of the Rockridge News. This survey will help the library staff determine what the community wants in the permanent library.

– Nancy Dutcher (653-6018)
RCPC Boardmember

(See related Library story, page 4.)

City Review Underway

Dreyer's Files EIR, Amended Plans

Just when you thought it was safe to order Rocky Road again, the Dreyer's Corporation signalled its resolve to continue development plans for the proposed College Avenue headquarters project.

City planning officials revealed last week that the company has filed an Environmental Impact Report (EIR) and amended plans for the project. According to Associate City Planner Willie Yee, the EIR is now under preliminary City review for completeness and adequacy. When this Administrative Draft review process is complete, the EIR will be returned to the consultant for additional work preparatory to its release for the public review period. During the public review period – set by statute at 45 days – the Neighborhood, affected public agencies (such as CalTrans) and other interested citizens can comment at hearings and by mail about the report and its topics. Because of the interest generated by this proposal, the City also plans to hold a special evening public hearing in the Neighborhood.

Development plans filed along with the EIR do not appear dramatically changed from the original filing early in 1986. One change reported by City officials is in the orientation of the Research and Development building proposed for Chabot Road, but this does not appear to be a material shift.

A four story garage (one story underground) on Claremont Avenue – once reported as abandoned in favor of surface parking – is still in the plans, according to Mr. Rick Graffis, Dreyer's Financial Administrative Assistant. This is planned to be a roofed structure, about 28 feet high, he said.

In an interesting twist to the parking situation, Yoshi's Restaurant asked the Planning Commission to put off a hearing

See *Dreyer's*, page 3.

Dates Calendar Events Calendar Dates

• Wednesday	Sept 16	6 - 8 pm	**Library Party**	Celebrating 63 years of service at 5701 College Avenue. **Story page 1.**
• Wednesday	Sept 16	7:30 pm	**RCPC General Meeting**	College Avenue Presbyterian Church Sanctuary.
• Saturday	Sept 19	All Day	**CAMA Sidewalk Sale**	College Avenue between Broadway and Alcatraz.
• Saturday	Sept 19	All Day	**Church Rummage Sale**	College Avenue Presbyterian Church Gym. **Story page 8.**
• Tuesday	Sept 22	7:00 pm	**Neighborhood Watch Organizational meeting**	College Avenue Presbyterian Church Sanctuary. **Story page 5.**

The Rise And Rise Of Dreyer's Grand Ice Cream

By Andrea Gabriel

Part II of "The Rise of Dreyer's" looks at the path of ownership from William Dreyer through Ken Cook, a Dreyer protégé who expanded Dreyer's marketing area, to current corporate owners T. Gary Rogers, Chairman of the Board and Chief Executive Officer and William F. Kronk, III, President, who have added distribution of other products to the firm's activities and brought it to its present size.

Part II

While Mr. Dreyer's wife and daughter kept out of the family business, Bill, Jr., worked in the ice cream factory, learned the ropes and became supervisor of ice cream manufacturing. For a time in the 1950's, he served as president of the company. But to his father's dismay, Bill left the business in 1957 to work as a food broker. There was no other Dreyer to continue the family business.

Enter Ken Cook, a former flavor and extract salesman who knew the senior Dreyer and who came to work for the company in 1958. Cook had those qualities which Mr. Dreyer so admired – ambition, dedication to quality products, and, most importantly for the company, *a vision of Dreyer's growth potential.* And Dreyer was fond of Ken Cook, treating him almost as his own son.

In the 1950's and 1960's Dreyer's was limited to distribution of its products in a 50 mile radius of Oakland. During these years, Ken Cook, along with Bob Boone who became head of distribution and Al Wolf who headed manufacturing, sought to expand the Dreyer's market. Eighty per cent of Dreyers' business prior to 1965 was in ice cream parlor sales and in the limited distribution of their products to other businesses and restaurants. It was Cook's idea to expand the packaging business by exploiting the burgeoning supermarket chain business. By this time, Mr. Dreyer had sold his business to the three energetic young men, who shrewdly decided to keep the name intact. So Cook pursued marketing his product in supermarkets – an area tightly controlled by the big national dairies, Borden, Carnation and Foremost. The bigger dairies controlled space and storage facilities in the grocery stores. Dreyer's finally got in, but had to compete with other brands that constantly lowered prices to corner the market.

In 1971, Cook bought out Boone and Wolf and expanded his market with aggressive advertising campaigns. In the past, Dreyer's had done some minimal advertising, usually seasonal. Cook hired an advertising agency and began a campaign of newspaper ads, ads in Sunset magazine and radio spots which Cook himself read on the air — ads which advertised Dreyer's as "57 blocks from Jack London Square." Through licensing agreements with independent distributors, Cook was able to get his ice cream sold in Sacramento, Monterey, Eureka, San Jose and Santa Barbara.

Expanded markets meant more product which meant more accommodating manufacturing facilities. Cook purchased a warehouse on Claremont Avenue and extended the rear of the factory to reach it. An auxiliary plant in Southern California was also opened.

In 1975, Mr. Dreyer died. A few days before his death, he visited the company he had founded years before as he had continued to do since his retirement in 1951. By this time he was confined to a wheelchair, and Mr. Thomason personally brought him upstairs to Dreyers' offices where he flirted with the women. He was of sound mind until the day he died.

1977 was a pivotal year for the company. William Cronk and Gary Rogers, owners of a floundering restaurant business, purchased the company from Ken Cook in partnership with Charterhouse International, a venture capital firm which "recognizes the entrepreneurial spirits" of its co–investors.

By the late 1970's, the new owners had expanded Dreyer's market to thirteen Western States and had franchise production facilities in Taiwan, a retail outlet in Capetown, South Africa (now defunct), retail outlets planned in Israel, and a healthy wholesale market in Hong Kong. The company had seen tremendous growth during these years and had become incorporated.

While the philosophy of Ken Cook had been company expansion in foreign markets, Cronk and Rogers set out to make Dreyer's the leading premium ice cream within the United States. Today, Dreyer's products are found in all but the Northeast and Southwest regions of the U.S. (In the Midwest and Mid–Atlantic states, they are packaged and sold under the Edy's brand name, a marketing accommodation reached with Breyer's Ice Cream Company, a long established East Coast firm.)

The company continues to grow. Additional manufacturing plants have been constructed and new products – Dreyer's "Mud Pies" and Trés Chocolate (which proved unsuccessful) – have been introduced. Not only does the company make and sell ice cream, it also distributes a wide variety of food novelty products for other companies. A prestigious advertising firm, Hal Riney and Partners, produces clever television spots intended to evoke the "good old times" atmosphere.

A November 1985 issue of Forbes lists Dreyer's as one of "the 200 best small companies in America". The company still calls its Oakland administrative office its home base and has accounting, finance and sales offices in Lafayette.

• • •

It is ironic that despite the enormous and rapid growth that the company has seen in the past few years, for many people the name "Dreyer's" still evokes the image of a small but thriving hometown business. Dreyer's corporate structure reflects something quite different. Investment companies now own stock in Dreyers' many subsidiaries in and out of the country. While the image of Mr. Dreyer conjuring up new flavors is quaint, it is simply a nostalgic and naïve image. Chemists in the research and development department now create new flavors for new products. And the marketing people package, repackage, and sell, and sell and sell...

Community Brainstorming Yields Essence Of RASP

More than fifty Neighbors and merchants along with newly-elected Planning Commission chairman Doug Jones and Vice-Mayor Marge Gibson-Haskell joined in a lively RASP brainstorming session at last month's RCPC General Meeting. Neighbors Sylvia de Trinidad and Karen Paulsell nimbly transcribed ideas, wishes and suggestions fielded from the audience by Neighbor Kerry O'Banion.who drew on his experience of fifteen years ago as one of the "fathers" of the C-31 and R-35 zoning regulations for College Avenue.

The purpose of the brainstorming session was to start community input on planning for Rockridge's future: its problems, needs, concerns, and opportunities. The process of community consensus-building will be continuing at the September 16th RCPC General Meeting and on other occasions during the Fall. At this time, the goal is to broaden the participation of the community. In particular, the voice of the business community is urgently solicited.

As participants in the July brainstorming session will recall, comments often were diametrically opposed. From one Neighbor came the suggestion to plan for high-density housing within walking distance of BART, and at the next moment, another Neighbor proposed reduced residential and commercial density. Ground rules announced at the beginning of the meeting prohibited comments advocating for or against an idea or suggestion and any and all ideas and suggestions for Rockridge's future are welcome!

The complete list of "ideas" taken verbatim from the July session will be passed out at the September 16th RCPC meeting. Everyone is invited to review the list and join in another brainstorming session where we will add to and refine our ideas.

– Barbara Anderson, RCPC Chair

Do you have your copy of the
Rockridge Urban Studio Report
yet? They are available,
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Planning Commission Limits Data Focus Use Permit

Data Focus, the computer equipment sales company seeking a Major Conditional Use Permit for its ground-floor telephone sales office at 5332 College Avenue, will be permitted to continue the operation at the current location on College Avenue only for another year under a decision made by the Planning Commission at a Public Hearing July 8.

RCPC and the College Avenue Merchants Association (CAMA) opposed granting the Use Permit to the business because it was contrary to the pedestrian-oriented uses specified for the C–31 Special Retail Commercial zone along College.

Upholding the positions presented by RCPC and CAMA representatives, the Commission sought to limit the use but did not want to put the company at the disadvantage of looking for alternative space under a too-short deadline.

Data Focus did not appeal the decision.

Dreyer's, from page 1.

scheduled to review their parking requirements. In a letter to the Commission, Yoshi's owner Mr. Kaz Kajimura wrote, "...we are in a preliminary agreement with Dreyer's for our access to the facility once it is built. If this happens, I believe that our parking problem will virtually disappear." Interviewed later for this report, Mr. Kajimura said Dreyer's had initiated the discussions about sharing parking, proposing the two companies share the costs of parking structure development. Mr. Graffis stated Dreyer's was approached by Yoshi's.

In early discussions with RCPC representatives, Dreyer's always declined to consider public access to the proposed parking structure because of potential liability problems.

Plan to attend the RCPC General Meeting Wednesday, September 16, 7:30 p.m. at the College Avenue Presbyterian Church for additional discussion of this issue.

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Restaurant Proposal For Baskin–Robbins Site

A restaurant proposed for the former Baskin-Robbins ice cream store site received approval from the Planning Commission at the Public Hearing September 2.

Mr. Majid K. Mahani, an owner of the building, plans to open the Claremont Café to create "a neighborhood eating place serving high quality, health oriented, American grill and Persian barbeque. We will be a full service family restaurant (not a fast food chain)".

Discussing his plans with **The Rockridge News**, Mr. Mahani said he wants to build a business that will fit in with the neighborhood. He plans design changes to the exterior to remove the "glitzy Baskin–Robbins sign boxes" and install plain brown awnings with white lettering, and will paint the exterior of the building in a complementary color.

Questioned by RCPC Board Members before the initial Public Hearing August 19, the restaurateur discussed these other aspects of his plans:

Parking–City zoning regulations do not require parking for a business the size of the proposed restaurant, but Mr. Mahani is looking for a parking lot.

Hours–The restaurant will open for lunch and dinner and close at 10 p.m. daily. Saturday and Sunday brunches are planned initially; regular breakfasts are a future possibility.

Capacity–The restaurant will have seating capacity for forty-eight diners, including booths and counter service.

Litter–No take–out foods are planned. All orders will be served on premises. Mr. Mahani agreed to pay special attention to the dumpsters at the rear of the building, a current source of concern for Florio Neighbors.

Cooking odors–All cooking will be by grill, not deep fat frying. Odors will be kept to a minimum, consistent with City standards for venting.

The RCPC Board passed out flyers to immediate Neighbors encouraging response to the proposal and participation at the Public Hearing: the City received one letter in opposition.

Thanks again for your support of RCPC and The Rockridge News. Donations from the "Envelope Fundraiser" amounted to $1700! That's community support!

Draft Program Prepared

Art Stone Property Plans Slated For Discussion

Oakland designers and developers will soon have an opportunity to help breathe life into the unique project that will bring the new Rockridge Library and Rockridge Commons to College Avenue.

In a draft statement developed from discussions with RCPC, CAMA, local residents, adjoining property owners and City officials, The Bay Area Partnership – the consultant hired by the City to help guide the project – suggests preliminary guidelines and minimum requirements for designers and developers wishing to join a design competition for the exciting mixed-use development proposed for the Art Stone property.

The proposal calls for a library facility and "neighborhood commons" that will provide space for a new branch library, comfortable indoor and outdoor seating spaces and a small coffee or snack bar. Meeting spaces designed to accommodate a minimum of 50 persons, a bulletin board/kiosk and an art gallery space for local artists' work are highlights of the plan. Small scale retail uses, such as a flower stand and newspaper and magazine stands, would also be included.

The draft document suggests a minimum of 24 metered parking spaces for general public use, with the library entitled to 6 or 7 as a minimum.

The Bay Area Partnership proposes the Oakland Department of Public Works sponsor a Rockridge Commons Competition to select an architect/developer team by March 1988 to design and build the facility consistent with the wishes of the Neighborhood, the merchants and the City.

Mr. Marc Beyeler, co-Chair of the Art Stone Committee stressed that this is a draft document designed to spur community review and comment. "Nothing is final yet," he said, "but this is a step along for the Committee, the community and the City." The draft will be considered at the next meeting of the Art Stone Committee. Call Mr. Beyeler at 654-6787, or co-Chair Mr. Kevin Brown (Better Homes Realty, 654-6787)to offer your thoughts and ideas or for more information. You may also call Mr. Steve Costa of The Bay Area Partnership at 763-8447.

RCPC Registration – Donation Form

Yes! **Enroll Me as a Registered Member** of the Rockridge Community Planning Council!
I have enclosed a check payable to RCPC for my tax–deductible donation for a year's registration and other support areas I have checked off:

Name:_____

Address:_____

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Suggested minimum; $10 per category

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Mail to:

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Oakland, CA 94618

Thank you!

Robbed: Angry Neighbor Strikes Back At Crime!

Dear Neighbors:

We were robbed! And so were our Neighbors, Glenn, Ed, Joe and Louie. In fact, everyone that I contacted on Claremont Avenue experienced a burglary within the past six months. All of the burglaries are strikingly similar: all are in Rockridge, and only small items (such as money, electronics and jewelry) are taken. Entry is made through a window, usually in the back or side of the building in the early evening. Many of the burglaries occur during holiday weekends. (I hope you were not a Labor Day victim!)

It is time to put a stop to this rash of thefts!

The Community Alert Neighborhood Watch Program is sponsored by the Oakland Police Department and is one of the most effective methods to protect ourselves from burglary. Please attend an organizational meeting to form a Community Alert group. We will meet in the Sanctuary at the College Avenue Presbyterian Church, 5951 College Avenue Tuesday, September 22, 1987, at 7:00 p.m. Detective Meeks of the Oakland PD will discuss the program and other effective crime prevention methods. The meeting area is wheelchair accessible.

For more information, please call Sam Bleksza at 652-1765.

–Mary-Ann (Sam) Bleksza.

St. Albert's Priory To Host Wine Tasting And Auction

You've marvelled at it for years and you love the wide expanse of grass studded with meticulously placed fruit trees. Now's your chance to see firsthand the interior splendor! And hoist a glass to boot.

The third annual St. Albert's Priory Wine Tasting and Auction will be held Sunday, September 27, 1987, from 1:30 pm to 4:30 pm at the Dominican House of Studies, 5890 Birch Court, Oakland. The event is a fund raiser for the Dominican Education Fund.

This is a unique opportunity to visit the West Coast religious house of the Dominican Order of Friars, a group in existence for well over 700 years. The Priory is located on the original grounds of the Raymond A. Perry Estate on Chabot Road. Guests will be welcomed to tour the Priory cloister and exquisite grounds nestled amongst several acres of wooded gardens.

California wines, some rarely offered for auction, as well as selections from private collections will be among the vintages available for bid. Denis Kelly will be the auctioneer.

Tickets – which include a commemorative glass, entertainment, hors d'oeuvres and winetasting – are $12.50. Admission and all donations are tax deductible.

Please make checks payable to St. Albert's Wine Auction and mail to St. Albert's Priory, 5890 Birch Court, Oakland, California, 94618. Ticket orders received by September 16 will be mailed; all others will be held at the door. The Priory is conveniently located one block North of the Rockridge BART station.

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Neighborhoods Working Together

On the night of July 27, 1987, at the North Oakland Community District Advisory Council, Rockridge received initial approval from this representative body of its request for $8,000 to develop its Specific Plan. As the quid pro quo for supporting this emergency request, other neighborhoods requested the help of RCPC to aid in planning for their futures. The Rockridge representatives wholeheartedly agreed to aid and support other North Oakland neighborhood's efforts. It is this kind of concern for each other's needs which makes me feel very proud and privileged to serve as Councilmember for North Oakland.

This real bridging between neighborhoods was a first in many ways. Though neighborhoods have supported or opposed particular planning decisions before the City Council, there has never been a commitment between neighborhoods for long-term technical assistance. Nor has there been such an open-hearted exchange amongst such diverse groups as occurred that night. It was Oakland at its best.

Where do we go from here, though? North Oakland neighborhoods need to work together to assure complementary development. What doesn't work on College Avenue may work on Telegraph Avenue. What there may be too much of on Telegraph could help San Pablo. Each area needs to become clear in its goals and then support each other with whatever resources are available.

I see the City's role as a coördinator of these efforts and where there are resources which can only be obtained by City intervention that that support be provided. The City can reach out to Cal-Berkeley and request their assistance in the form of formal assignment of class study groups or individual students on work study assignments. City staff can help monitor student and neighborhood efforts to assure compliance with the City Charter and State laws. As the vehicle for funneling Federal funds into the community, the City is responsible for assuring benefits be made available fairly to all eligible neighborhoods. As your Councilmember I take pleasure in facilitating your access to all beneficial programs.

RCPC and **The Rockridge News** present these columns to assist regular communication from our local elected officials. Give some thought to what you read here, then give a call to the authors:

Marge Gibson-Haskell – 273-3266
City Council District 1
Sheila Jordan – 652-7823
Oakland School Board District 1

Schools: Sheila Jordan

It's September, and even if your child attends year-round school there is no way not to notice the change in the air. School is opening and it is time to think about classes , scheduling, books, materials and making sure that the kids "look good." School staff has been working hard preparing for opening day, and certainly it has not been a smooth road. Nonetheless, despite the obstacles and financial difficulties, I believe we have made some progress in shifting the emphasis from downtown to the school-sites.

My last column (August **Rockridge News**) concerned the damage that would be done to the school district by the layoff of instructional assistants, temporary teachers, school nurses and psychologists. I can happily report that the situation, while still serious, has improved. On August 26, Superintendent Coto announced the rescinding of the cuts in instructional assistants. There is still hope that we will be able to restore the positions of the psychologists and nurses as part of the superintendent's reorganization of the program for disadvantaged youngsters.

The reason for this optimism stems from a small, but important improvement in revenues from the state. Several special programs that were in jeopardy have been fully funded. This funding provided the basis for rehiring the instructional assistants, and, I hope, will provide the wherewithal to rehire the psychologists and nurses.

At this moment, a bill sponsored by State Senator Robert Beverly (R- Redondo Beach) is being discussed in the state legislature. If passed, it will provide an additional $4.5 million in urban impact aid. This bill is both good news and bad news. The good news is that it provides badly needed general purpose funds. The bad news is that one of its provisions gradually reduces and finally eliminates urban impact aid.

Just as the news breaks that 68 percent of high school youngsters cannot correctly place the Civil War within the correct half-century, it is highly ironic that educators still have to beg for the funds necessary to prevent their schools from declaring bankruptcy. What is seen as the schools' failure to educate is in fact the failure of the state and federal government to make a priority of education.

Last Wednesday I joined Superintendent Coto in Sacramento. It was a fascinating experience, but I was taken aback by the political games that go on behind the scenes. The decision-making process that creates the legislation — with which we have to live — seems far removed from the needs of kids, teachers or parents. That trip confirmed my belief that, if we are going to have an impact on Sacramento, we need to organize and mobilize our communities to demand that adequate education funding be a top priority on their agenda. Precisely in urban areas where the need is so great, we need the little bit extra to ensure that our children get a few "roses". Let's make sure we have music, art, computers and drama along with the basics for our young people.

I will be supporting a proposed ballot initiative (Gann Modification Initiative) to remove the barrier to education spending established by the 1979 Gann Amendment. While this initiative will not by itself provide the funds for quality education, it establishes a healthier "floor" below which funding cannot fall.

Please join Oakland Parents for Quality Education, all seven school board members, and Superintendent Coto at a city-wide meeting this September 17th at Westlake Junior High School (2629 Harrison near Grand, 7:30 pm). At this meeting we will discuss and decide how to best organize ourselves to ensure passage of the Gann Modification Initiative. Join us in fighting cuts in public education funding.

Feeding The Inner Person

What's Missing On College Avenue?

Rockridge has come into its own over the past, very few years. It's catering to our every sensibility and whim as it turns into a beautiful, bustling area. Rockridge is wining and dining us, feeding and clothing us and pampering our children. It's surrounding us with bouquets of flowers. In short, Rockridge has become a voluptuous place to live and we seem to be thriving.

But there is something missing. With the latest in fashions, food and fads, there isn't very much in the way of cultural nourishment. That is: books, learning, the arts and music. It isn't that every neighborhood must provide its citizens with every facet of life. Then no one would need to leave his tribal area and visit other sites.

It is more a question of securing the future of our bright, outgoing Rockridge. I have this gnawing fear that a neighborhood which booms so quickly to become what the Montclarion recently called "trendy", can de-boom equally as quickly if it doesn't establish roots in more of the areas of life that provide permanent soul-nourishment. Can't we have art galleries, book stores, a center of information and learning, on-going musical events? Then, too, there is such an incredible array of talent among the Rockridgians themselves, shouldn't there be a way of its being made known, and used, right here in our own front yard? With the addition of some cultural features, we might be better assured that the flowering of Rockridge takes place alongside its cultivation for a long, healthy life.

Any thoughts or comments are welcome.

– Margret Elson 654-4462

City Approves Pole Removal Process

A petition process permitting removal of street sweeping sign poles when agreed to by 80% of the resident in a given area was approved by the City Council July 28. Some poles have already been removed from Rockridge streets.

If you are concerned about streetsweeping sign poles on your street, call Mr. Drew Winsor, 273-3846, Maintenance Services, Department of Public Works, for information about the program and the process.

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Report from Oakland Tech: We're Back!

I want to thank my North Oakland neighbors for their support in helping to revitalize Oakland Technical High School. Hopefully you've heard about some of the exciting changes taking place behind those ornate columns that grace Broadway. You should know that our test scores are up (second highest in the District and climbing fast); there is far greater enrollment by students from within our attendance district; and, most importantly, staff and student morale is high.

Enrollment continues to grow and classes have been added to our widely acclaimed Paideia program, Health Academy and Engineering Program. Other new additions to our 87-88 program include Mandarin, calculus, photography and an innovative new drama program. Spirited students continue to request and organize a wide range of after-school clubs to meet their varied interests. Chess tournaments, white-water rafting, bowling, creative writing and history trivia are just a few of the extra-curricular activities offered. Neighbors who would like more information about these programs or who would like to visit the school can call me at Tech, 658-5300.

Speaking of our new drama program, we could use a number of items you might be able to donate. Standard theatre props, including a sofa, chairs, dining room tables and chairs and lamps are needed in good condition (...stains are fine; no big rips, please). Costumes and materials for set design would also be greatly appreciated. And, of course, your time and talents are always welcome. Last year, several "closet costume designers" helped make costumes for our production of A Midsummer-Night's Dream. All donors will receive complimentary tickets to the Spring performances and will be acknowledged in the programs. It's a wonderful way to get to know the students at Tech.

If you have items or ideas to donate, please leave a message at Tech for myself or Mr. Andy Hamner, our new drama instructor. Please feel free to call me at my home, 658-1974.

– Dodie Lindsay, Outreach Coordinator, Oakland Tech

"Clean Community" Program Comes To Rockridge

Watch for a bulletin in the October **Rockridge News** about plans for a trash collection day in North Oakland. This is an official program of the City of Oakland.

Call Ms. Daisy Wilson at 273-3490 for information about the "Clean Community Systems" program.

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First Annual College Avenue Presbyterian Church Rummage Sale and Bake Sale

☆ **Saturday, September 19 11 am to 4 pm** ☆

Held in the gym, 5951 College Avenue (next to Dreyer's)
Be A Merchant For A Day!
For a $15 donation, you can reserve gym space (approximately 6' x 6') to sell your items at the rummage sale.
Call Greg Young, 655-4519 to reserve space.
College Avenue Presbyterian Church
5951 College Avenue, Oakland, CA 94618

About thirty-five tables or booths will be set up to sell recycled items, such as clothes, toys, and other household articles. Many tables will feature items from people in the neighborhood. There will also be some carnival booths for the kids to enjoy. Plan on stopping by the sale to help the church raise money for building repairs and the pipe organ renovation.

Later in September and October, church members will collect used eyeglases. Watch for our announcement.

– Greg Young & Matt DuPlessis

Got something planned you'd like to have ***The Rockridge News*** *tell about?*
Call Don Kinkead at 655-7474 or write to 5626 Oak Grove Avenue, Oakland 94618 (of course!) and let us know.
October issue deadline is October 5th.

Compuserve number 76527, 35

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