



Dance Tonight 'till 1 A. M.

The House of Hoo-Hoo



Norman Nathanson, Premier Saxophonist

DANCING

Where sunshine fills the heart, and where dancing gives life's happy smile.

Everyone regrets the good things missed in life—your own existence lacks a vital element if you are not a constant visitor at California's Premier Dancing Resort.

FEATURES:
INSPIRATION TOWER, SCENIC BALCONY, DANCING ON FIVE FLOORS, NATHANSON, THE GREAT ORCHESTRA, PRIZE DANCES, ETC.

The regular SATURDAY NIGHT DANCE in the HOUSE of HOO HOO at Monta Vista, on "INSPIRATION POINT," overlooking the



is the most enjoyable affair on the Pacific Coast.

Engagement Extraordinary: Welcome Home! Norman Nathanson, fresh from his triumphs at the "Winter Garden" in San Francisco, where he has been the recipient of more applause there than has ever before been accorded a musician, has been engaged by the management to appear *Every Saturday Night* at the House of Hoo Hoo. He will play tonight, and lovers of dancing will enjoy a quality of music indescribably entrancing to the devotees of a great art. Norman Nathanson is probably the most effective saxophone player in America today, and it is only owing to his other interests which require his presence for the time being in San Jose that the management

has been enabled to secure his services. No other player now before the public is known to extract from the saxophone such weird and "sole"-compelling melody. (There are three reasons why those who enjoy the pleasure of the dance may be seen at the House of Hoo Hoo. First—Beautiful surroundings. The House of Hoo Hoo is the most distinctive building in California. Second—The Dance Floor is pronounced by experts to be the best on the Pacific Coast. Third—The quality of the orchestra, indicated by the addition of Norman Nathanson, incomparably the greatest saxophone player in America.

Information: The House of Hoo Hoo is Owned by the Monta Vista Estates, Inc. It is devoted to the interest of Santa Clara County, and the Assembly Dance Every Saturday Night is operated under their direct management. This dance is not conducted for profit, but solely to provide a safe, clean, wholesome and altogether beneficial recreation to a (and God knows they need it) hopeful public. It provides a safety valve alike to the "tired business interest" and the fagged college student. All profits obtained, and much, much more, are re-invested in Santa Clara County. No liquor is permitted on the premises, and no intoxicated person may be admitted. No girl under 18 is allowed without a chaperone, and the intention of the management is that the assembly dance at the House of Hoo Hoo be so conducted that like Caesar's wife—"above reproach."

While he still has an office in downtown San Francisco, he likes to spend as much time as possible on and near the ranch. This also gives him an opportunity to sit in on hearings and meetings of the county planning commission, county supervisors, sanitation district, the local improvement association, and Santa Clara Agricultural Unit No. 1.

The latter is the official name of the group of Cupertino farmers who have bound themselves by contract to resist annexations and subdivision encroachments on their lands.

The movement is a pioneer undertaking in many ways. Nathanson believes it is a much stronger protection than green belting, which is zoning. Zoning in Cupertino so far is in the hands of the planning commission and the board of supervisors, with the county counsel's office between the two. This sets the stage for an animated series of buck-passing movements. The county counsel's office won't promise when it will draw up a zoning ordinance, even though the planners promise to furnish legal descriptions of the land in the 64th unit around March of this year.

Meanwhile, the air is full of subdivision plans scattered all over the landscape: Doyle Rd. area, Stevens Creek and Doyle Rd. Wardell Rd., Permanente Rd. west of Carolyn Gardens, Wright Rd., Miller Ave. and others.

"So far we have about 2,000 acres actually signed up, and we should end up with 4,000 to 5,000 according to promises received," Nathanson estimates. "It takes a lot of time to call around on the different land owners, and all we have is volunteer help. The legal language of the agreement has been checked carefully to line up with California laws.

"Two other groups of farmers in the area are interested in this movement. They can either join with Unit No. 1 or form their own body.

"One advantage this plan offers is that there is a time limit placed on it, unlike green belting. This means farmers can plan definitely to the end of the four year period. If all or a portion want to renew after the four years, they can do it.

"Green belting does not give the county assessor a basis for appraising land as purely agricultural. With land guaranteed agricultural by a contract, with strong penalties for violations, the assessor can appraise land valuations accordingly. This does not mean taxes will not go up. They will go up but not as much as they otherwise would.

Above is a reproduction of an ad from a San Jose paper of some years ago, featuring that prominent musician, N. J. Nathanson, now president of the Cupertino-Monta Vista Improvement Association, local rancher and insurance man. Hoo Hoo Inn, overlooking Stevens Creek in Monta Vista, burned in the early 1930's.

"Everybody gets a benefit this way except the subdivider who wants to come in and make a fast buck. This plan makes it possible to conserve this area for a higher development. We have been growing too fast and the neighboring cities are growing too fast. We need time for planning for best use of the land.

"Usually the reason for annexation is that somebody invites the annexer to come in. If you don't invite them in, and you have rest of the territory with you, how can they come in without an election? (Continued on page 7)

OPINION

Norman Nathanson is probably the only man in Cupertino who owes his start as a rancher to a saxophone. This instrument helped him, while a student at Stanford University, get started on a musical career, playing in dance orchestras in the San Francisco area, and serving as musical director at Radio Station KGO, using the professional name, Jess Norman.

He was earning a good income and managed to save a considerable part of it. His father, then living in San Jose, suggested that the young saxophonist, use his earnings toward the purchase of a fruit ranch on Homestead Rd.

Today, he can survey his 80 acre spread, devoted principally to producing cherries, apricots and prunes, right from his house, and at the same time carry on his insurance business. In between, he keeps a watchful eye on all happenings that might affect the future of Cupertino, especially during 1954-55.

For this year he serves as president of the Cupertino-Monta Vista Improvement Association. And this year also is one crowded with fast moving events, such as annexations, incorporation possibilities, feverish land buying activity, subdivision developments, and the current formation of a farmers' group pledged to keep farm lands in the area largely restricted to farm uses during the next four years.

On the wall of his tiny office, just inside the side door of his ranch home, hang mementos of Nathanson's early experiences. One photo shows him, along with Phil Harris and other bandmen, broadcasting over KFRC under the baton of Walter Krausgil, Art Hickman's partner. Another shows a group holding a reunion in 1946 and playing the same instruments they played

while in a band at Stanford University.

Other exhibits certify to work and study while representing the Ohio National Life Insurance Co. Another is a poster talking up a "Celebrated Intercollegiate Orchestra" for a shindig down at Santa Cruz. There's also a faded clipping from The Cupertino Courier of three years ago.

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MORE about NATHANSON

(Continued from page 6)

"The tract home owner came here for rural atmosphere, room for his kids to grow up, all the things that add value to his property. If an unlimited number of tract homes come in, he loses the rural atmosphere. The value of his property is largely a matter of supply and demand. . . . If you don't deteriorate property values, it is all the better for everyone. Nothing in the farmers' contract is meant to be detrimental to commercial and industrial zoning in the 64th unit.

"If a good development comes in that helps the tax base, on presentation of the proper evidence, land can be released from the agreement for that purpose.

"When I look at some places like the Johnson & Johnson plant, that is landscaped, with nice looking buildings, no nuisances, no belching smoke stacks, I wouldn't object to living next to something like that. It would be a real asset to the community from all standpoints. Or a plant like Varian Associates or the new Eastman plant down by Stanford.

What about incorporation for Cupertino? Nathanson personally favors an incorporated area wherever the prevailing sentiment is for it, but doubts its feasibility on the greater, Cupertino scale first proposed. He favors starting with a low cost set-up, with a city clerk hired, and contracts let out for necessary services now handled by the county, either with county agencies or private contractors. This way he feels no one need feel unduly nervous about costs. In fact, with higher costs inevitable no matter which way Cupertino turns, or is turned, he figures that even with a relatively small central nucleus incorporated, it is far better for the community to make a start toward self-government, later on adding ground as conditions change.

Similar thinking is behind his backing the idea of a sanitary district instead of a sanitation district for the Cupertino area. With a sanitary district, the area has its own board of directors, instead of two supervisors who reside in other towns and the mayor of Sunnyvale. Then local people would decide on sewers.

And Nathanson favors quick action on this issue, with no further loss of time, since the sewer survey and discussions have taken place.

Norman Jess Nathanson, born in Omaha, came out to California in 1915 for the Panama-Pacific Exposition. He was soon converted to California and became a student at San Jose High School. He was a member of the Students' Army Training Corps while at Stanford. Life insurance, which he calls his main love, attracted him in 1925.

Today the Nathansons can look out their windows and see nothing but orchard trees in all directions. They hope they can continue with this view for years to come. "Sure, I have a selfish interest," Norman admits. "But isn't it possible for all of us to have a selfish interest and a community interest at the same time? I think so, too."