

Pioneer Loop Association Set

YUCCA VALLEY — With 62 persons voting, representing more than a dozen communities from two counties, the Pioneer Loop Association, dedicated to tourism and recreation, was given a solid "yes" vote at its formation meeting Feb. 17 at the Glen Restaurant. Jim Ishmael, president of the Hi-Desert Associated Chambers of Commerce and host for the meeting, presided.

"On the same day word reached proponents of PLA that the San Bernardino Planning Commission at a second hearing had approved the regional parks master plan. It will now go to the board of supervisors for final approval.

It was also reported from the state that Sacramento had given the regional parks master plan final approval, making San Bernardino County eligible for state and federal funds.

"All of this means," said Jerry Moore, director for the Yucca Valley Park and Recreation District, "that 28-mile Pioneer Pass, the last remaining unimproved portion of the 150-mile recreational and scenic drive Pioneer Loop, will be eligible for state and federal funds through the county."

Following the formal PLA meeting, an interim steering committee was named to meet Mar. 10 at 7:30 p.m. in Banning at the San Geronimo Inn.

Protem delegates for the PLA session slated to name officers and draw up a working program are: Howard Rees, Apple Valley; Richard Anderson, Big Bear Lake; O. R. Barnes, Big Bear City; Hal Bahr, Yucca Valley; Richard McHenry, Redlands; Ed Glomb, Ladders; Andrew McCoy, Yucca Mesa; W. B. Eaton, Banning; Breck Nott, Joshua Tree; R. R. Verrue, Twentynine Palms; Willis Severson, San Bernardino; Richard O'Flaherty, Morongo Valley; William R.

Smith, Pioneertown; and Kelly Shugart, Desert Hot Springs. Yucca, Riverside, and Palm Springs—all represented at the meeting by letter or representatives, will later name delegates for the March 10 PLA dinner session.

It was pointed out at the PLA kickoff luncheon by principal speaker Mrs. Ann Brown of Fontana, director for the Devore Freeway Association, that "three of your most important units to push your Pioneer Loop Association will be committees for fact finding, membership, and speakers."

Mrs. Brown also stated that the forming of PLA will cut short the number of years in which the unimproved portion of Pioneer Loop will be improved for safe public use.

Mel Edwards, public relations coordinator for the San Bernardino County Economic Development Commission, supported the role PLA can provide in "furthering the growth of tourism and recreational facilities in San Bernardino and Riverside Counties." Edwards also volunteered to not only represent the commission at PLA steering committee session, but would represent the San Bernardino Chamber of Commerce as well.

It was apparent from those present at the opening PLA session, communities and cities outside the formal road boundary of Pioneer Loop will wish to take out memberships in the association.

"When you think of the Aerial Tramway at Palm Springs, the Salton Sea at Indio, the Colorado River at the eastern edge of San Bernardino County, the Raceway at Riverside, the Victorville fair, and Barstow with its Calico, to name a few," Moore said in concluding, "The Pioneer Loop Association can be the beginning of a new tourism era for the great Inland, Desert, and Mountain Empire of Southern California."



SNOW WHITES — Mrs. America candidate, Louise Madlin of Palm Springs, shows shutter bugs that there is still plenty of snow at the Palm Springs Aerial Tramway these days. She will be hostess for the Winter Wonderland

Photo Day to be held from 9 a.m. to 3 p.m. Sunday, when Twentyfive beauty queens from various Southern California cities will be frolicking in the snow — just for photographers.

Max Colwell Awarded Exchange Club Honor

SAN BERNARDINO — For "extraordinary services to Exchange Clubs and mankind" Max Colwell, manager and executive secretary of the Tournament of Roses Association of Pasadena, has been named the recipient of the National Exchange Club Golden Award.

The announcement of the honor to the prominent Pasadena civic leader was made by Fred J. Burmester, who has long been active in Exchange Club work and Bernard M. Scheppers, past president of the San Bernardino Exchange Club.

They are co-chairmen of the National Orange Show luncheon March 10, which will be hosted by the San Bernardino Exchange Club and where the presentation of the award to Colwell will be made. The actual presentation will be made by Dr. Porter L. Fortune, Jr., Executive Secretary of the National Exchange Club.

Clubs in 1947 and 1959 and from the National Exchange Club in 1963. Among other honors accorded him were that of Outstanding Man of Pasadena in 1935 by the Pasadena Junior Chamber of Commerce; the Distinguished Service Award from the Pasadena Kiwanis Club in 1962 and an award from the Salvation Army Community Service in 1963.

A touch of glamor will be injected into this award ceremony at the Thursday luncheon when forty-five beautiful Community Queens, special guests of the Exchange Club, will afford an early glimpse of the contestants in the California Citrus Queen contest to be held in Swing Auditorium that evening. Early reservations for the luncheon are urged by Burmester and Scheppers.

Cycle Crash

Brian David Burgstahler, 17, of 682 Rocksbury Drive, was injured when his motorcycle was in a collision with a car about 3:30 p.m. Wednesday at the intersection of Sunrise Way and Ramon Road.

Burgstahler was treated for lacerations of the right arm at Desert Hospital and released. The driver of the car was Jesse Smith, 72, of 169 Regal Drive, who was not injured. The accident investigator was Police Sgt. Marvin Rudin.

DONATION CHANGE
CATHEDRAL CITY — Donations in memory of Elsie M. Hendrickson, of Rancho Mirage, who died Feb. 10, may be made to the Hope Lutheran Church Memorial Fund. It was previously stated that checks be mailed to the Hope Lutheran Cancer Fund.

Officially Dead, He'll Be Here To Speak at C.V. Youth Rally

INDIO — Capt. Louis Zamperini, former Olympic star and World War II hero, will speak on Saturday at the Coachella Valley Youth Rally to be held at the Trinity Baptist Church at 7:30 p.m.

The war experience of Captain Louis Zamperini was recognized by the U.S. Air Force Public Relations Department as one of the best and most exciting stories to come out of World War II.

During World War II he was better known as the Army Air Force captain who crashed at sea and spent 47 days adrift on a small rubber life raft (longest in the history of the Armed Forces) and 30 months in a prison in Japan. In a starving condition, he was forced to compete against well-fed Japanese runners. Due to his disappearance and

consequently being officially declared dead, he now has an Army Air Field named in his honor, and an athletic event at the Madison Square Garden, New York.

Zamperini was an Olympic track star and champion miler. As a junior in high school he established a new world's interscholastic mile record that stood the National Collegiate record

and held it for 15 years. It was during the 1936 Olympics in Berlin that he almost created an international incident when he tore down the swastika from in front of Hitler's chancellery. He was featured on the Ralph Edwards television show, "This is your Life." His popular book, "Devil at My Heels," was released by Dutton of New York.

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C.V. Planners Slate Speaker on Road Tax

The Coachella Valley Advisory Planning Committee will have a meeting at 7 p.m. Monday at

Laury's Steak Ranch, 67-501 Highway 111, it was announced today.

Meditations For Lent Set For Air Talks

A series of six weekly talks entitled, "Lenten Meditations," will be broadcast over Radio Station KCMJ, beginning Sunday at 9:10 a.m.

The talks, which are essentially spiritual thoughts, and points for meditation, show the need for good works during the 40-day Lenten period from Ash Wednesday through Good Friday.

They will be delivered by the Very Rev. Wm. G. Goodrow, V.F., pastor of Our Lady of Solitude Church, as an annual event.

What is the purpose of our life on earth? Where do we come from? Why are we here? Where are we going? These questions have been called, "The Riddle of Life." Unless we know the answers to these questions, our lives may be to us meaningless, aimless and empty. Father Goodrow endeavors to provide spiritual thoughts within this framework.

The prime rib dinner will cost \$3.25. Clarence Washburn, road chairman, will discuss the possible re-instatement of the full 4th District road tax. County Road Commissioner A. C. Keith, Supervisor William W. Cook and former Supervisor George V. Berkeley, will meet with the group.

The committee treasurer, Lt. Col. James P. Westerfield, chairman of the parks committee, will conduct a discussion with Ed Walker, of the County Parks Dept. on lack of county parks in the Coachella Valley.

Return Choice Due March 1

A partnership or sole proprietorship doing business in California and desiring to pay federal taxes as a corporation for the calendar year 1965 must file a statement of election with the Director of Internal Revenue in the District where the principal place of business is located.

The statement is due no later than Tuesday, March 1. Detailed information on this subject is available in any Internal Revenue Service office.

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