

Wandering and wondering

By John Maybury *Pacifica Tribune San Jose Mercury News*

Posted:

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WESTLAKE JOE'S CHANGES HANDS

According to a blog post on sfgate.com, San Francisco's iconic Original Joe's restaurant is taking over Westlake Joe's in Daly City, closing it down January 2014 for a year of remodeling and upgrading, to reopen sometime in early 2015. The new owners say they will keep the Westlake Joe's beloved brand of food and service alive and well, only better. As a longtime fan of Westlake Joe's, I certainly hope the new owners are right about that. Normally, the rule is: If it ain't broke, don't fix it. So keep your fingers crossed. Que sera sera.

BEST WESTERN LIGHTHOUSE HOTEL SOLD

Speaking of change, my business spy tells me that the Best Western Lighthouse Hotel in Rockaway Beach was sold earlier last month. I have no further details, but maybe my colleagues here at the newspaper will report on this development.

FOR WHAT IT'S WORTH

The following are trademark products with the price their rights were sold for and when, according to an item in Wired magazine (wired.com): safety pin, \$385 (1849); Jell-O, \$450 (1899); Superman character, \$130 (1938); "Louie Louie" song, \$750 (1957); yellow smiley face, \$240 (1963); Jelly Belly jelly beans, \$1,000 plus \$20,400 a month for 20 years (1980); Uggs boots, \$15,600 plus three pairs of Uggs a year (1983); intermittent windshield wiper, \$30 million after 30-plus years of lawsuits (1995).

BE A GREENER GIVER

Lisa Warns liked my suggestions for green holiday giving: "I would like to remind your readers of another green holiday option -- buy less stuff. A dear friend of mine always says, 'Give me memories, not useless stuff!' So we always plan a day together going to lunch and a show or maybe a hike on Mount Tam, followed by a spa treatment. And we try to support our local communities -- mine, Pacifica; hers, Oakland. We enjoy the time spent with each other instead of focusing on gifts. Who needs more cheap, imported gifts/junk to add to our cluttered, busy lives? It's 'Buy Nothing Day' all year for birthdays, holidays, celebrations. Being a cautious consumer is environmentally wise."

BE A DO-GOODER SHOPPER

Goodshop and Goodsearch work with more than 110,000 organizations, including some in our area, such as Vallemar School, Kids 4 Change, and the SPCA. You can help by going to goodshop.com and goodsearch.com, entering your favorite charity or school, and clicking through to shop at more than 4,000 participating stores, including Macy's, Target, Staples, Toys R Us, and Amazon. A percentage of your purchase goes back to your favorite cause. Plus, you get access to 100,000 different discount coupons.

HOT WATER

By the year 2100, the world's oceans will be affected by acidification, warming, low oxygen, or lack of biological productivity, or a combination of these effects. These biogeochemical changes are triggered by human-generated greenhouse gases. So we need to start making better choices now to protect our planet. (Source: PLoS Biology)

OHLONES IN PACIFICA

Archaeologist Shirley Drye recently spoke to the Pacifica Historical Society about 3,000 years of Ohlone life here on the coast. Shirley displayed various Native American artifacts found in this area, including obsidian arrowheads, a hammerstone, a spear thrower, cooking utensils, tule reeds, and seashells. She described Ohlone hunting and fishing techniques, tribal tattoos, sweat houses, reed dwellings, fire pits, food storage, acorn flour production, clothing, body painting, and basket weaving. Visit pacificahistory.org for more details on this and future events at the historical society.

SWAMI SEZ

"To steal ideas from one person is called plagiarism. To steal ideas from many people is called research."

MINDREADER

What is the first thing you think of when someone says "honestly" or "to tell you the truth" or "let me make one thing perfectly clear"? Doesn't a little bell go off that you are about to hear little white lies or even big fat fibs?

WANNABE

Did you know that many people buy rugged-looking clothes, shoes, and cars just to project an image. They want to be seen as active, tough, and outdoorsy. Do you dress or drive to impress? Just something to think about as you steam up your full-length mirror.

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