

Mill Valley Oral History Program

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ED ADDEO

**An Oral History Interview
Conducted by Stella Perone in 2015**

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TITLE: Oral History of Ed Addeo
INTERVIEWER: Stella Perone
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In this oral history, author, editor and local history docent Ed Addeo recounts his experiences living in Mill Valley and being part of the community for over half a century. Born in 1936 in Brooklyn, New York, Ed moved to Los Angeles with his family in 1954 where he began studying engineering at UCLA. After graduating from college he worked for the federal space program for a few years before abandoning engineering to pursue a career as a writer. Ed describes moving up to San Francisco with his wife Jovita and newborn daughter Denise in 1961, and then moving over to Mill Valley a few years later when their daughter Nicole was born. He recalls vanished haunts like Quinn's Bar and local establishments like La Ginestra, and recounts his 20-year tenure coaching Little League as well as his service on the Parks and Rec Commission when young Jenny Fulle, determined to play baseball, broke down the wall of gender discrimination. Ed concludes this oral history with an account of his career as a writer, publishing numerous books over the decades, both fiction and nonfiction, on subjects as diverse as baseball, divorce, teen alcoholism, cancer, and the epic history of Yosemite.

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Oral History of Ed Addeo
September 30, 2015

Please note: This transcript has been reviewed by Ed Addeo, whose corrections and clarifications are reflected in the footnotes.

0:00:00 Stella Perone: This is Stella Perone with Ed Addeo. It's September 30th at his home in Alta Vista in Mill Valley.

0:00:08 Ed Addeo: 123 Alta Vista.

0:00:11 Stella Perone: Okay. Ed, why don't you start off with a little bit about your family history?

0:00:14 Ed Addeo: Okay. We know quite a bit about my side, my paternal great-grandfather, Giovanni Addeo, and great-grandmother, Christina Pirello, were from a little town called Tuoro, T-U-O-R-O, at the foot of Monte Cassino on the Mediterranean coast halfway between Rome and Naples. And the rumor is that Christina, the great-grandmother, became the first mayor of that village and ultimately financed the family coming to America. Apparently the mayor made a lot of money, either legally or illegally, we never really know. Their children were my grandmother Teresa — now wait a second. My grandfather Genaro, G-E-N-A-R-O, Addeo was born here and was brought here in 1910. No, brought here in 1882, something like that, when he was 10 years old. And he married Angela Perilla, his first wife. She was very wealthy but they lost all their money in the Depression of 1929, the Crash. He then married Katerina and she was my father's stepmother. Grandpa made money walking — the Brooklyn Bridge was built only for pedestrians only, originally. No cars. So he would walk across the Brooklyn Bridge to Wall Street, Manhattan, and shine shoes all day.

0:02:13: That's how he made some money and eventually became a barber in Brooklyn. He was very, very well known. Big funeral. And my grandmother gave birth to my father in 1907. My father, Edmond G. Addeo, Sr. I'm actually Edmond G. Addeo, Jr. And my father had three brothers, Alfred, Eugene — two brothers (there were three boys), Alfred and Eugene. And he married my mother, Julia Crehan Addeo, in 1932. My father actually had a sister, my aunt Eleanor, who was really good-looking. She was Miss Coney Island in 1932. I always used to rib her about it. My mother's family came from Galway, in a little village called Lissavruggy. I don't know whether that's a Gaelic word or a Hungarian word or what. It's not even really a village; it's like a townsland area. A whole series of outback houses. We went over and visited them and couldn't actually find exactly where it was but her mother was Katherine Logan and her father was the Colonel Logan after whom the Logan airport in Boston was named. He was a Civil War colonel.

0:03:57: And, let's see, she married Mathew Crehan, who died in the flu epidemic of 1918, leaving her — she had 13 children, five of them died early on. But when he died he left her with eight children, five girls and three boys, and totally penniless. We did a family history a couple of years ago and found all kinds of pictures of my side of the

family but we couldn't find any pictures of my grandmother or my grandfather, or any of those early pictures and we all couldn't figure out why. And I called my sister. It finally dawned on us they were too poor to have a camera. We were all brought up with cameras. My father was a fireman at Coney Island, had a good job. At one time he was supporting three families during the Depression. So my mother's mother, my grandmother, raised these kids on practically nothing. There were no pictures of her around whatsoever. I have an old, old picture of her sitting on the beach in Coney Island when she was about 80 years old. So that was that.

0:05:14: So my father and my mother, Julia Crehan, had me, Edmond Jr. in 1936 — November 6, 1936 — and my sister, Brenda, on September 13, 1939. I was raised in Flatbush, the Flatbush section of Brooklyn. My father retired from the Fire Department in 1954 and brought us out to Los Angeles. In fact, there's a funny story. We only knew one person on the West Coast, and his name was Bill Shelley. S-H-E-L-L-E-Y. Bill was my Uncle John's partner in the New York City Police Department. Uncle John, when he got out of the Seabees in the Navy after World War II, was a detective in the New York City Police Department, and ultimately became Fiorello La Guardia's bodyguard.

0:06:32: So Bill Shelley was his partner. Bill retired and moved to LA. So when my father retired, he had Bill Shelley's name and address. So we drove across country on July 4, 1954, hit Los Angeles on the freeway, it was Route 66, you know, Kingman, Barstow, San Bernardino. So we're coming along and the speed limit was 55 miles an hour. So we're doing 55 miles an hour, which was the fastest we'd ever driven in a car. So pretty soon, my father gets a little lost, pulls off the freeway in downtown Los Angeles and my mother's screaming in the back seat, and my sister and I panic-stricken. So he's driving down Spring Street, downtown LA, and in those days, they had a cop on every street corner directing traffic.

0:07:28: They were white-gloved rookie cops. So we come to Second Street and Third Street, and my mother's yelling, "Pull over! Pull over! Jesus, Mary and Joseph!" Come to Fourth Street, Fifth Street — my father's yelling, "Quiet, Jule!" Blah, blah, blah. And they're yelling, my sister's crying. So finally, at about Sixth Street, my father stops in the middle of the intersection, rolls down his window and starts asking the cop directions. The cop says, "What are you doing? Pull over there to the corner!" My father pulls over to the corner, the cop sees the New York license plates now, so knows that we're lost. So the cop comes over to my father and says, "You don't stop in the middle of the intersection. What do you want?"

0:08:09: My father says, "We're lost, we're looking for a town in the San Fernando Valley." So the cop says, "Okay, you turn around and go back and you'll see the Hollywood Freeway and you get on that." And the cop says, "Whereabouts in San Fernando Valley?" And my father says, "A little town called Reseda." And the cop says, "Whereabouts in Reseda?" And gives my father this funny look. And my father pulls out the address and he said, "Hesperia Avenue." And the cop says, "Where on Hesperia Avenue?" My father says, "4298," or whatever the number was. And the cop says, "Who are you visiting?" My father says, "Guy named Bill Shelley." And the cop says, "I live

with him.” Can you believe that? Incredible story.

0:08:55 Stella Perone: Was it his son?

0:08:56 Ed Addeo: No, he was just renting a room. He was a rookie cop, lived in the Valley, and was renting a room from Bill Shelley. The most amazing story I’ve ever heard.

0:09:03 Stella Perone: Wow! Amazing! And you were about 20 at this time, is that right?

0:09:07 Ed Addeo: I had just graduated from high school. I had just turned 18.¹ Because my birthday’s in November, I graduated on January 30th from high school. We had to wait ’til June to take off because of my sister’s school: she was a freshman in high school. And I had a scholarship to Notre Dame but I gave it up, thinking I’d go to Loyola. And so we came out. And between January 30th and taking the exam to get into Loyola in August, I had forgotten one point’s worth of information and I flunked the Loyola test by one point. So I ended up at UCLA. So anyway, that gets us to Los Angeles. I went to a couple of junior colleges down there. I would have been a doctor, but I couldn’t get anything higher than a C in chemistry. So I was an engineering student, I actually became an engineer. And I worked for Rocketdyne, a division of North American Aviation at their field test facility in the Santa Susana Mountains west of the Valley, between the Valley and Simi Valley.

0:10:36: And I worked on the Atlas Missile — on the booster engine and the sustainer engines for the Atlas Missile — and the Titan Missile, eventually. My claim to fame, or my contribution, to the American — I saved the American space effort, which is what I say because the booster engine was crashing into the sustainer engine, and the whole thing was blowing up on the test stand, a big ball of fire. So on the engine, there was a little thing we call the gimbal mount, G-I-M-B-A-L, and that was the little ball bearing type on which the sustainer engine swerved. So instead of crashing into the sustainer engine and blowing up the missile, I redesigned it so it wouldn’t — a couple of degrees less of a swerve, so it no longer crashed into the —

0:11:30 Stella Perone: Were you a mechanical engineer?

0:11:32 Ed Addeo: Yeah, mechanical. So anyway, that’s how I saved the American space effort. But eventually, I got tired of doing trig problems for the government, and I quit engineering altogether and went to work for a newspaper in Los Angeles because I really thought I was F. Scott Fitzgerald, under the skin — because I’d always wanted to be a writer not an engineer. And so I worked on that newspaper for a couple years until we moved to Los Angeles.

0:12:07 Stella Perone: Wait, until you moved to —

¹ Actually, I had just turned 17.—Ed Addeo.

0:12:09 Ed Addeo: Until I moved to San Francisco.

0:12:10 Stella Perone: Got it.

0:12:12 Ed Addeo: So, let's see, how did I meet Jovita? Well Jovita's family —

0:12:18 Stella Perone: Wait, how old are you now?

0:12:19 Ed Addeo: When I met Jovita and got married I was — well, I met her when I was 21. We got married when I was 23 and she was 21. Actually, I was 23 going on 15, and she was 21 going on 40, if you catch my drift. Her mother was Thelma Tagliapietra, T-A-G-L-I-A-P-I-E-T-R-A. And they were from a little town in Northern Italy just east of Lago di Garda called Calvene. And her parents — my mother-in-law's parents — were also a Katerina Tagliapietra from Calvene, but she and her husband lived on opposite sides of this valley. So they never knew each other until they came to America and they met as teenagers in Chicago. So she married Jovita's grandfather when she was 16 and he was 18, and they moved to a farm in, let's see, it was in Wisconsin, in Fond du Lac, Wisconsin. So Jovita was born in Fond du Lac and raised there. Her father was an orphan. Her father's name was George Reichling, R-E-I-C-H-L-I-N-G, and his sister Adele, both orphaned. Adele became a nun and she took the name Sister Jovita. It turns out there were two monks in medieval Italy named Fiustus and Jovita. And Jovita was named after this nun, and she always thanks God that the nun didn't become Sister Fiustus. That could be her name today.

0:14:41: So anyway, she enrolled in Queen of Angels School of Nursing in downtown Los Angeles, and my sister was in the same class. So my sister was having a slumber party in our house in Canoga Park, out in the end of the Valley, and a bunch of friends of mine and myself raided the pajama party. And my parents had a pool, and [chuckles] Jovita hates it, but the way I put it was, I ended up with Jovita in her pajamas. But the next day all the nurses around the pool, we came back, went swimming, we were flirting around with everybody. And I took a shine to Jovita, and she gave me her address. Turns out she lived 50 miles away, over into the San Gabriel Valley in a place called Monrovia. So when I courted Jovita I had to drive 50 miles to see her. We'd go get a pizza, go to a drive-in, I'd stay over at her house, and drive her back to the hospital on Sunday evening. And then I'd keep going up to Canoga Park to my house.

0:15:58: So we were married in April 23, 1960.² This year was our 55th anniversary. And I always say the last 54 years have been very happy, because I was a real jerk when we first got married. So let's see, that brings us to San Francisco. Actually, when our first baby was born in Los Angeles, we decided LA was no place to raise a family. Boy, were we lucky. So we flipped a coin, San Diego or San Francisco, and it came up San Francisco. We moved up here, lived in the Sunset District for two years. We always wondered why they call it that because we never did see a sunset. And after two years we came out here to visit a friend of mine. I got a job working for McGraw-Hill. McGraw-Hill had a system of news bureaus, sort of like UPI and Associated Press has all around

² Actually, it was May 28, 1960.—Ed Addeo.

the world. So I worked for the San Francisco News Bureau as a writer. They liked my technical background and my journalism background, because they had 47 trade publications. So I was a correspondent for *Chemical Week*, *Business Week*, *Aviation Week*, all kinds of technical trade magazines. So anyway, I was visiting a friend of mine from McGraw-Hill out here, who was renting an apartment in Enchanted Knolls.

0:17:36 Stella Perone: What was his name?

0:17:37 Ed Addeo: His name was Walt Forsiak, F-O-R-S-I-A-K. They were renting a little apartment on Shelley Drive. And so we were walking around saying, “Gee, it would be nice to live out here.” And just by chance the manager of the apartment complex was outside, and I was telling him, “We live in Sunset and we’d really like to move out here. Do you know of any places to rent.” And the guy said, “Well, if you can wait two months. I just resigned my job at KPIX in the city and gave them my notice. I’m moving and I’m giving up this apartment, you could have this one.” So I said, “Great.” So we ended up there. It was apartment nine at 10 Shelley Drive in Enchanted Knolls. We lived there until 1970.

0:18:35 Stella Perone: How many years was that?

0:18:36 Ed Addeo: Was six years I guess. No, seven years, ’63 to ’70. A little two-room apartment, girls just shared one little room, two-bedroom apartment and a little kitchen/living room area and that was about it. Actually three rooms, two bedrooms and a big kitchen/living room — and so we lived there until 1970.

0:19:07 Stella Perone: How old were the girls then? You kinda jumped ahead when you said the girls were born.

0:19:11 Ed Addeo: The girls — yeah, well, Denise was born in 1961, and my daughter Nicole was born when we moved up here. She was born in 1963. She was born in the Sunset area right before we moved to Mill Valley. I forget the name of the parish we were in. It was right near — it was 47th and Taraval. It was a block from the beach.

0:19:41 Stella Perone: Is that Holy Cross?

0:19:43 Ed Addeo: No. St. Gabriel’s, or something like that. Okay, yeah, Denise was born in ’61, Nicole was ’63. When I hired on at McGraw-Hill when we came to San Francisco in the Sunset, my salary was \$400 a month³ which we thought was big money and —

0:20:23 Stella Perone: So that was a good salary in those days?

0:20:25 Ed Addeo: In those days it was. So we moved out to the apartment in Shelley Drive. We couldn’t quite afford a house so we rented there for seven years.

³ \$500 a month.—Ed Addeo.

0:20:38 Stella Perone: Do you remember what you paid rent?

0:20:40 Ed Addeo: \$130 a month. So Jovita was here at this house at a garage sale, and didn't see anything she wanted. I was home pecking away on my typewriter trying to write a book. I had resigned from McGraw-Hill to write an epic historical novel about Yosemite Valley, which I'll go into later. And so I was home pecking away at the typewriter and minding the kids. Jovita was at the garage sale, and she finally said to the lady, "I don't see anything I like, anything else around that I haven't seen?" And the lady said, "Well, how about the house? We're thinking of selling it." And Jovita said, "Oh, show me around." The gal showed Jovita around. Jovita said, "Don't tell that to anybody until I go get my husband." So Jovita comes running home and says, "I found us a house." And I say, "What are — "

0:21:41 Stella Perone: Were you actively looking for a house?

0:21:42 Ed Addeo: No. I said, "Jovita, are you nuts?" We have \$1.98 in the bank." We were living check to check; we had no money. And I said, "How much does the house cost?" She said, "Well its \$32,000 but they'll give us a lease option for a year, renewable for a year." And I said, "Well, how the hell can we do this?" And she said, "Well, let's figure this out." So what we ended up doing, we borrowed \$1,000 from her father and we put \$1,000 down on the house to lease it for a year. Well, I had sold my first book and with that advance, we paid off her father. At the end of that first year, we still had a couple of thousand left and — no, we didn't have any money left to renew it. We borrowed another \$1,000 from *my* father. So we renewed the lease for another year. Okay. By this time it's 1972. The real estate market had hit the fan and we only needed \$2,400 to buy the house, a \$32,000 house. And by that time I had sold another book, my second book, and we had the \$2,400 and bought the house 1970, and we've been here ever since.

0:23:04 Stella Perone: You bought it with, and then you got a conventional mortgage along with the \$2,400?

0:23:09 Ed Addeo: Right.

0:23:09 Stella Perone: Yeah.

0:23:09 Ed Addeo: At that time it was a 90 percent mortgage too, which you can't get any more these days.

0:23:17 Stella Perone: What was the purchase price on it, if you don't mind?

0:23:19 Ed Addeo: \$32,000.

0:23:19 Stella Perone: Oh, I'm sorry. You told me.

0:23:20 Ed Addeo: Yeah.

0:23:20 Stella Perone: Yeah, yeah.

0:23:21 Ed Addeo: So again, sheer luck. We've been very lucky. By sheer luck we've got into this house and I didn't even have a job at the time. Finally, I had sold a few more books and got in and out of the advertising public relations business. Eventually I ended up selling — I've had 12 books published by now. An off-and-on roller coaster type of a career, feast and famine. Then finally I opened up my own marketing communications agency in 1990. Ran that for eight years with Jerry Bires — Jerry Bires was my associate at the agency — and then retired. And I've been just freelancing on my own ever since. Jovita got a job years ago with Sunny Hills Children's Services up in San Anselmo. She became the medical director.

0:24:29: So she had about five nurses and two physicians working for her. She finally retired from that after 25 years; she retired about five years ago. And about a year after that they called her from St. Vincent's School for Boys and they wanted her to come to work there. She said, "No, I'm retired. I don't want to work, sorry." And they said, "Well, how about just two days a week?" And she said, "Okay, I can do two days a week just to keep my finger in the pie." So she's been doing that, she still does that two days a week, and she just turned 75 years old. So here we are now, we're real estate wealthy and cash poor [chuckles] because the house is crazy, it just got appraised for \$1,700,000, and just by sheer luck here we are. So, let's see. That was about that. What else do you want to know? Well, my writing career, maybe.

0:25:35 Stella Perone: Ed, what was Mill Valley like when you first moved here in '64? '63, sorry.

0:25:41 Ed Addeo: Well, it was a lot different, like a lot of people are saying, from oral histories that I've been reading. Well, let's see, Our Lady of Mount Carmel Church had not been built. We went to church in a school auditorium with the collapsible chairs. The kids went to Our Lady of Mount Carmel School. Jovita was the school nurse for years, following Marilyn Monardo. And so we watched the church being built; it officially opened in 1967. Mill Valley, when we moved here, on the corner of Blithedale and Camino Alto, where that little shopping center is now, where the Cantina is, that used to be a big old quonset hut-shaped Purity Market. It belonged to either the Mormons or the Seventh Day Adventists, I forget which. But it was closed, it was totally empty, and we never got to shop there. Also, on the corner, where the Spinning Chicken is now — what's the name of that place on the corner?

0:27:05 Stella Perone: I knew it until you asked me.

0:27:07 Ed Addeo: Pollo, Pollo Loco?⁴ We call it the Spinning Chicken; in Italian it means spinning chicken. Anyway, there was a little house there where a veterinarian ran a little veterinary clinic out of his house. After that it became a fast food place, and then eventually it became —

⁴ Gira Polli.—Ed Addeo.

0:27:33 Stella Perone: That's right, the Wienerschnitzel.

0:27:34 Ed Addeo: The Weinerschnitzel, that's right. That's right. And there was a little horse stable where the old community center used to be; there was a horse corral where the current community center is now. And, of course, the traffic was a fraction of what it is today, everybody's complaining. I remember when Jean Barnard was running for City Council. We were still in the apartment. She knocked on the door, and I invited her in, and we were talking, and she said, "The greatest threat to the future of Mill Valley is the automobile." And at the time I thought that was kind of peculiar, because we didn't have any traffic problems. But she was right. That's the biggest threat to Mill Valley right now. So that's changed.

0:28:21: Downtown, they had Varney's Hardware Store. Sal Aversa, was a friend of mine. The same guy I was visiting when we rented the apartment in Enchanted Knolls, Walt Forsiak, and I were walking down the street downtown, and we saw this sign, a brand new restaurant had just opened, and it was La Ginestra. So, we walked in and it used to be a diner setup — there were stools and a long counter, just like at a diner. We walked in and there was a guy at the diner eating something or other. And we sat down and ordered a pizza from Sal. And we said, "Wow, this is great. How long have you been open?" And Sal looked at his watch and he said, "About a half an hour." We were the second customers in La Ginestra. So that was great. That was sort of our favorite restaurant at the time. Every Friday night we'd go to La Ginestra. And of course we'd see everybody we knew in town, because I was pretty active in town politics. I was coaching Little League, I was on the Our Lady of Mount Carmel Church parish council, I was the president or chairman — I forget the term — of the PTA for a while; I shared that with Joan Boessenecker. And so, we'd go into La Ginestra on Friday night. Everybody in the place would know us. We'd jump from table to table visiting people. It was a lot of fun.

0:30:00: And then every year on my birthday the kids would take me there. We'd have a pizza, they'd have Shirley Temples, Jovita and I would have a couple of glasses of wine, and the bill was, I think, around \$11. So that was fun. I coached Little League. When we were in the apartments someone called me. I've always been interested in playing baseball. I played a lot of baseball when I was young and I actually played ball with Joe Torre in Brooklyn, New York, when we were kids in Marine Park.

0:30:37 Stella Perone: He's a pro player, obviously?

0:30:38 Ed Addeo: Joe Torre grew up to be a Hall of Fame baseball player and manager of the Yankees, and I think he's going to become commissioner of baseball pretty soon. Anyway, somebody called me and said, "Somebody's coaching a team, a Little League team. You ever think about coaching?" And I said "Well, no, not really but, I'd like to get interested." And they said, "Well, this guy is coaching" — I forget his name — "but he doesn't know the first thing about baseball. We need somebody who knows something about baseball." So, I said, "Okay." I went down to Boyle Park, introduced myself to him and we started coaching a team. He finally quit because he

didn't know anything about baseball, and I sort of took over the team and I coached Little League for almost 20 years, and never finished lower than second place. Came in first 10 times; I was a good coach.

0:31:34 Stella Perone: What level?

0:31:35 Ed Addeo: This was minor league for a while, and then for three years I coached in a senior league. And then I ran for City Council in 1976, I think. And at the time I was running against Joan Boessenecker. In Mill Valley a woman has never lost running for City Council ever, unless she was running against another woman, and I lost that election by 100 votes, closer than anybody had come. In fact it was so close they invited me to the budget meetings that year and they were looking for a city manager and I recommended Doug Dawson who was the city manager at Corte Madera who I'd known. And lo and behold they hired Doug Dawson. I like to think I had influence on that, because he became a very good city manager. Anyway two years later Jim Arbios, A-R-B-I-O-S, was leaving the Commission, and he's my neighbor here across the street.⁵ So he called and said, "How would you like to be on the Commission and take my place?" So I said, "Sure." So, I put my name in, they picked me, and I was on the Commission for six years.

0:33:26: I was the chairman and a little girl named Jenny Fulle, F-U-L-L-E, wanted to play Little League, and the city fathers said, "No, girls are not allowed." And she got all upset; I got all upset. We took a vote in the Commission and 4-3 we voted to let her play, sent it up to the City Council, they turned it down, they said "No, she can't play." Jenny sued the city.

0:34:02 Stella Perone: Wait, hold on, was that a Little League rule that you couldn't play or a state rule?

0:34:05 Ed Addeo: Yeah, Little League from Williamsport, Pennsylvania.

0:34:06 Stella Perone: But wait, but if the Parks and Rec Department and the City Council all voted that she could play, you weren't really the governing body, right?

0:34:19 Ed Addeo: No, but the Little League said if we let her play they would take away our franchise.

0:34:25 Stella Perone: Oh.

0:34:25 Ed Addeo: So it wouldn't actually be Little League, it would be the Mill Valley —

0:34:28 Stella Perone: Baseball club.

⁵ In the recording, Ed mistakenly refers to the Planning Commission rather than the Parks and Rec Commission, but then corrects himself. The transcript here reflects his corrections.—Ed.

0:34:28 Ed Addeo: Baseball Club, like San Anselmo does.

0:34:30 Stella Perone: Right.

0:34:33 Ed Addeo: So anyway, she sued Little League in Williamsport. It was a big trial up in Superior Court, and Little League sent out psychiatrists from — big Beverly Hills psychiatrists, all kinds of doctors and orthopedists testified how terrible it would be if a girl played Little League — and the bad language the boys use she shouldn't be able to hear, and how girls weren't structured, their skeletal features were for having babies, not for athletics. It was just terrible. Anyway the judge — I got involved a little bit on the sidelines with that — but the judge finally said, "Little League will let Jenny Fulle play or I will shut down Little League all over the country." She sent a letter to President Nixon. She got a letter back and finally Little League had Congress change the franchise by-laws from saying, "Shall be a League for boys only" into "Shall be a League for boys and girls." Actually by congressional writ, that was changed. So, she was quite instrumental in girls being able to play athletics.

0:35:57 Stella Perone: I imagine this took quite a while. Did she miss that season?

0:36:00 Ed Addeo: It took about a year. She missed that season. Next season, she was allowed to play, but she was 12. So she played just for a year and then gave it up.

0:36:10 Stella Perone: How'd she do?

0:36:11 Ed Addeo: She did great. She hit home runs. She was a fabulous; she was a big kid. But she was powerful, a good ball player. If she hadn't been a girl, probably, she would have gone on to greater heights in female athletics in high school and college.

0:36:29 Stella Perone: And the boys all accepted her fine?

0:36:31 Ed Addeo: They accepted her fine. There was no psychological problems. They watched their language. They were little gentlemen, from what she says. And then she went on, she finally got a job. Oh, by the way, when she was trying to play and suing the town and Little League, the rednecks came out of the woodwork. She was getting windows in her house broken.

0:37:01 Stella Perone: Where'd she live?

0:37:02 Ed Addeo: She lived in Sutton Manor, somewhere. Her mother was a single working mom. She worked in a doctor's office. But she would get taunted in school. Her mother would get obscene phone calls in the middle of the night from Little League parents. It was just terrible. Terrible. Well, she finally got a job with Lucas, up at Lucas Ranch, and she became quite famous, and she's now the Vice President of Special Effects at Sony Films, a really good job.

0:37:39 Stella Perone: Why did she sue the city, because it sounds like the city wanted

her to play?

0:37:45 Ed Addeo: The city didn't want her to play because they would lose their franchise.

0:37:48 Stella Perone: Oh, okay. So the City Council voted against it?

0:37:51 Ed Addeo: Right.

0:37:51 Stella Perone: Oh, okay. So Parks and Rec voted for it. City Council, okay —

0:37:55 Ed Addeo: Right. Williamsport threatened the city if they let her play, and then they finally had to back down. So, anyway, yeah, that was my Parks and Rec Commission career.

0:38:06 Stella Perone: What other issues did you have on the Parks and Rec Commission?

0:38:14 Ed Addeo: I was very upset, we had a — the Parks and Rec director at the time was Don Hunter, and right after I joined, he gave us a tour of all the facilities around town. And one of the facilities was the old golf club house. It was right across from where the golf club house is now, across the road.

0:38:35 Stella Perone: Wait. It's the same one, right?

0:38:37 Ed Addeo: No, it was an old one. It was a smaller, little theater. It wasn't a big auditorium-type place [that] it is today, where all the clubs meet and people have wedding receptions and things like that. It was much smaller.

0:38:50 Stella Perone: Oh, oh. I'm sorry. You're talking about the Rec department, not the golf club house across from the golf course?

0:38:56 Ed Addeo: No, the golf club house, across from the current club house. Across the road, there was a little theater.

0:39:04 Stella Perone: Okay.

0:39:05 Ed Addeo: And backstage at that theater, the electrical system was so horrible that I kinda went, "Uh." I went to Don Hunter, I said, "Don, this place, there's going to be a fire here. This place, don't let the Fire Department see this." Well, lo and behold, a couple of months later, the place burned down. And that's when they moved the Mill Valley Theater Company⁶ over to where it is on Miller, right now. And then they built this current facility. They call it the golf clubhouse, but it's actually where all the service clubs meet and people have wedding receptions now. It's quite a nice little facility. Then, of course, they built the community center where it is now. And that's where a lot of

⁶ The Marin Theatre Company.—Ed Addeo.

other meetings are held. So I was involved with that. That was fun. No real big issues that I recall. But it was fun being on the Commission. PTA, Little League, things like that.

0:40:17 Stella Perone: Any big issues you remember with PTA?

0:40:21 Ed Addeo: No.

0:40:25 Stella Perone: Were you involved in the closing of Mount Carmel School?

0:40:28 Ed Addeo: I wasn't involved, but I was against it. We had a really controversial pastor, Father Ring, Father John Ring, who never liked the school. And every year he would, in spring, he would drop the hint that the school might not open. Well, naturally, a lot of mothers would just in case enroll their kids over at St. Hilary's or St. Patrick's. Well of course, the attendance was slowly diminishing, and it was kind of a self-fulfilling prophecy on his part, because eventually the enrollment got down so low, he announced, "The enrollment is too low. We have to close the school," which is what he wanted all along. A bunch of women tried to open it up again. They raised the money to pay the salaries and everything else, but the archdiocese finally said "No, close it down." So that was a shame, because it was a nice little school. At the time, through the church — you remember, you were a teenager, we had a teen club. And Jovita and I were sponsors of it for a long time. And I still know a bunch of those kids that are now grownups. Chris Murphy, the Perone girls, Monardo, Greg Monardo, and, what's his brother's name?

0:41:52 Stella Perone: Jeff.

0:41:53 Ed Addeo: Jeff Monardo and all those kids are now, they all have grey hair. [chuckles] Some of them. Anyway, we're still there. We're still parishioners. We've been parishioners now for, I guess, 50 years, a little over 50, I guess.

0:42:10 Stella Perone: Now, you put together the parish history? Is that true?

0:42:13 Ed Addeo: Yeah, I wrote a history of the parish for a while. It was founded in 1882, something like that and it came to about 16 pages. It's a nice little pamphlet that's available at the rectory for anybody who wants to see it. Did you ever get a look at it?

0:42:34 Stella Perone: No, I mean to, I forgot about it.

0:42:35 Ed Addeo: It's really interesting. Anyway, so let's see. What else can I talk about?

0:42:44 Stella Perone: Hey, Ed, tell me a little bit about what you did at your marketing communication agency and the years again.

0:42:51 Ed Addeo: I'd always wanted to run my own operation. I opened it up in

1990⁷ as Addeo & Associates Marketing Communications and almost all of our clients were high-tech clients down at Silicon Valley. And the reason I knew that, I could speak “semiconductor” because when I was working with McGraw-Hill from ’62 to ’68,⁸ Fairchild Semiconductor became the first semiconductor company in Silicon Valley. A guy named Bob Noyce had invented the semiconductor when he worked at Texas Instruments. So when he invented the semiconductor, he opened up Fairchild Semiconductor in Mountain View and then a whole bunch of other semiconductor companies followed — left Fairchild to start their own companies. At that time, it wasn’t called Silicon Valley and at the time I was at the news bureau at McGraw-Hill and became the West Coast editor of *Electronics* magazine, which was McGraw-Hill’s electronics book.

0:44:21 Stella Perone: Roughly the year of that?

0:44:23 Ed Addeo: Yeah, this was in 1966. So as the West Coast editor of *Electronics* magazine, which was the bible in the industry at the time, there was only one other electronics publication, called *Electronic News*. And the West Coast guy at *Electronic News* was a fellow named Walt Matthews. And Walt and I became very good friends. We were friendly competitors because his *Electronic News* was a weekly and my magazine was a monthly. So once in a while, I’d come up with a scoop of a story, but I couldn’t really use it. I’d sit on it for three weeks for my magazine, so I’d give him the story. So he’d run the scoop in *Electronic News*, then he’d back off and let me do a more developed story for my monthly magazine. So we became very good friends. And we used to hang out at a bar — all the Fairchild people and lately some of the other semiconductor people would hang out at a bar — called the Wagon Wheel in Mountain View. And we were sitting there one day, one night, drinking with all the engineers and people and everybody would call it “Semiconductor gulch.”

0:45:45: And finally, Walt Matthews and I said, “Let’s call it Silicon Valley.” No, somebody said, “Let’s call it Silicon Gulch.” And everybody thought, “Yeah, that’s a nice name.” But then, Walt Matthews and I started calling it Silicon Valley in our publications and that’s how Silicon Valley got its name. So I take credit for that, too.

0:46:11: So eventually, I had a lot of semiconductor clients when I ran my agency. I had Jiffy Lube as a commercial account, I had a lot of fun with that account. And then meanwhile, back to living in Mill Valley, I was playing the guitar at the time, learning to play the guitar. So we’d sit up until 2:00 in the morning in our little apartment, playing guitar with a bunch of guys. We’d run out of wine and we’d run over to a little liquor store where Sloat Nursery is now. It was called Del’s, I think; and he’d be open until 2:00 in the morning, so we’d get a jug of wine from him and come back to the apartment and just keep playing. Lot of times after he closed up, we’d go down to a little bar where Mill Valley Market, the new section, is now — right next to the flower stand, used to be a little bar called Quinn’s. And it was run by this tiny, little, old Irish guy named James Quinn, who drank about a quart of whiskey a day by his own admission. He was always

⁷ 1998, rather.—Ed Addeo.

⁸ ’68, in fact.—Ed Addeo.

drunk.

0:47:23: So, we went in there one night with a friend of mine trying to get a late night jug of wine. Well, the cops and firemen hung out there, too. That's where they did their drinking so it was kind of okay to sell us after-hours booze. So we were in there one night, it was about one in the morning, and we asked him for a jug of wine. He said, "Okay." So he bends down behind the bar, and we're talking and talking and sipping our drink. It was five minutes, he doesn't come up so we finally look over the bar and here's Quinn just kneeling over on one knee, his hand comes up over the bar, his fingers, he pulls himself up. He's smashed out of his mind. He said, "I'm sorry. I'm sorry the service is so slow. I had to fire my regular bartender for drinking on the job." [chuckles] Funny guy. He was a scream. I guess all the chiefs of police that I've ever known used to hang out at Quinn's too, until he finally closed up. There was a rumor that at one time he owned all the liquor licenses in southern Marin County. He was quite a character. So, Varney's is gone. The Old Mill. We used to hang out at a place called the Old Mill, where that restaurant is now.

0:48:41 Stella Perone: Vasco's. Yeah.

0:48:43 Ed Addeo: Vasco's. In fact, I wrote a book there in longhand, sitting at the bar. We rented a little room. Should I give you my book history now?

0:48:52 Stella Perone: Yeah. Yeah. I want to know what book you wrote at the Old Mill Tavern.

0:48:55 Ed Addeo: Yeah. Okay. Well, my first book I wrote while I was still working for McGraw-Hill, and that was a book about minor league baseball, called *Low and Outside*. Turns out when Jovita was in high school down in Monrovia, she was dating a guy named Jerry Kettle, like in tea kettle, and he was with the Phillies organization. And he worked himself up three times to AAA ball but never quite made it to the majors. So after we got married and moved up here, we'd stayed friends with Jerry. And he was up here with some friends one day and started telling me some hilarious stories about when he was in the minor leagues. So I sat him down with a tape recorder one weekend and he dictated his story, and I turned it into a book.

0:49:44 Stella Perone: Mostly about Jerry and his experiences?

0:49:46 Ed Addeo: Yeah. It was actually *Low and Outside: the Autobiography of a Minor Leaguer* by Jerry Kettle with Ed Addeo. That was published by — well, I'll think of it.⁹ They were all mainstream publishers. Anyway, so that was my first book; it was non-fiction. Then I wrote a science fiction novel called *The Fortec Conspiracy*. It was about UFOs. That came out in 1967. And the following year I wrote another science fiction —

0:50:31 Stella Perone: And you weren't work — this was your —

⁹ Coward-McCann.—Ed Addeo.

0:50:33 Ed Addeo: This was freelancing. This was when I quit McGraw-Hill.

0:50:35 Stella Perone: Okay. So that was risky?

0:50:37 Ed Addeo: Yeah. I was unemployed. That's why we only had \$1 in the bank when we bought the house. I was still trying to make a living as a writer.

0:50:47 Stella Perone: That's patient of Jovita, don't you think?

0:50:50 Ed Addeo: Yeah, yeah. She hung in there. Anyway, so then my third book was a book about mental telepathy. It was a sort of an adventure, spy novel, and that was called *The Talbott Agreement*. That was in '68. And then I rented an office above a pet shop in downtown Mill Valley. In fact, the guys who run the pet shop next to the paint store on Miller now, when they were young teenagers, the Chinese guys, when they were young teenagers, they worked at the pet store. And it was the Brabo building. Tony Brabo was my landlord. I rented a room up there. Well, anyway, in the afternoons I'd go over to the — I co-wrote it with a guy named Dick Garvin. We'd go to the Old Mill and sit at the bar, drink Rainier ale, and write the book in longhand. And that book finally came out, it was a book about an old black folk singer named Leadbelly, Huddie Ledbetter. And that came out in 1970 as *The Midnight Special*.

0:51:58 Stella Perone: Did you write most of your books in longhand then, because you didn't have word processors. It would be a typewriter, or —

0:52:02 Ed Addeo: No. I had an old Underwood number 5 typewriter — hunt and peck, I still type with two fingers. The typewriter I used, which I still have — who was that famous CBS — Walter Cronkite. It was his typewriter when he worked at *The Daily News*. A guy brought it out from New York to McGraw-Hill, and I bought it from him for \$5 when I left McGraw-Hill. I still have it. Anyway, so I wrote that, most of my books, on that typewriter until we got a computer. So that was *The Midnight Special*, and that got a front page *New York Times Book Review*, a rave review, a very good review. I was on the *Tonight Show*, I was on the Today show, I did a 25-city radio-TV promotional tour.

0:52:55 Stella Perone: What was it like being on the *Tonight Show*?

0:52:57 Ed Addeo: Oh, it was great. It was great. It used to be the last 10 minutes or so, about 12:15, whenever. They had actors and writers on to plug their books and movies and things. Not like it is today where every celebrity in the world is on. And then on the *Today* show I was interviewed by a guy named Jack Lescoulie. Yeah. That was fun. Anyway, the book started to take off, famous *New York Times*, got great reviews, and the publisher was Bernard Geis, who was flying high in New York, because he had published *Valley of the Dolls*, which became a big hit. And then Bernard Geiss, while my book was getting rave reviews, filed a Chapter 11 and went bankrupt. No one could restock the book because none of the bookstores would carry it anymore. So it was sort of stillborn. I

recently republished it myself, just to give it new life. It's called *The Midnight Special*. And then I wrote a non-fiction book —

0:54:19 Stella Perone: That's really bad luck.

0:54:20 Ed Addeo: That's really bad luck, yeah. And after all the good luck stories I've been telling, that was a bad luck story. But then I wrote a book, I wrote a pro-marriage divorce book called *Inside Divorce*. The subtitle was: *Is it really what you want?* And I composed a 150-question questionnaire. Interviewed 1,000 divorced people all around the country. *Cosmopolitan* magazine at the time called it "The largest survey of divorced people ever." And in that survey, and in the book, I report that 88 percent of all the people I surveyed — one of the questions was: "If you had it to do all over again, what would you do differently?" And 88 percent of the people said, "I'd try harder to stay married," which was really a surprise.

0:55:26: So that book came out in about '73. That was pretty successful too. Then I did a book called *EgoSpeak*. The subtitle of that one is: *Why No One Listens to You*. And that was a book about — I once wrote a college paper. It occurred to me that people were always thinking about what they want to say next, instead of actually listening to what the other person is saying. So if you're telling me that your kid walked at 11 months, I'm trying to think, "Well, my kid walked at 10 months." So my answer is going to be about my kid, not about your kid. It was very well received, sold to paperback. Became required reading in several psychology curricula around the country, University of Minnesota, University of Michigan.

0:56:22 Stella Perone: It's pretty impressive that an engineer wrote a book like that.

0:56:25 Ed Addeo: Yeah, yeah. And then Jovita and I collaborated on a book about teenage drinking. And that was very successful but unfortunately again bad luck. It was published by Prentice Hall. The sales manager of Prentice Hall was an alcoholic. And he didn't like the book whatsoever. It was called *Why Our Children Drink*. It was a very good book. We found out that the incidence of teenage alcoholism — again, we surveyed hundreds and hundreds of people all around the country — we found out that statistics of teenage alcoholism is exactly the same as it is for adults. One in 10 teenagers is a clinical alcoholic. In fact, I did a great little talk at Tam High. I think I knew who the principal was at the time. But we'd go into these classrooms to give these lectures. And we'd close the door, tell the kids that everything we say here is personal, won't leave this classroom.

0:57:36: And so the kids either believed us or not. But one of the questions we asked in this classroom — and by coincidence we let the principal sit in on this one — we asked, "How many kids in this class think they're an alcoholic? Think they drink too much?" Nobody raised their hand. So then we said, "Well, wait a second, let me put it this way. How many kids in this class know somebody else in this class who drinks too much?" And every single hand went up. And we looked at the principal, and the principal just shook his head. He said, "No, nobody in this class drinks too much. Nobody in my school." But these kids — once in a while, a little kid in the back row, very timidly would

raise his hand and afterwards we'd talk to him and he'd say, "Yeah I drink, I'm drunk at least once a week." Really sad, sad. So anyway that was a book called *Why Our Children Drink*.

0:58:49: Let's see, what else did I write? [chuckles] I did a book on nutrition. The reason I'm somewhat of a cancer expert now is I got involved with the Orthomolecular Medical Society in San Francisco. And I was writing a book with — at the time I was doing a lot of interviews with — he's got two Nobel Prizes, one for biochemistry and one for peace —

0:59:33 Stella Perone: Not Pauling, is it?

0:59:34 Ed Addeo: Yeah, Linus Pauling.

0:59:34 Stella Perone: Okay.

0:59:35 Ed Addeo: And he was into nutrition at the time, because he had come out with his vitamin C theory for a cold. So anyway I wrote a book about nutrition called *Mega Nutrition*. And soon after that my agent called from San Diego and said, "Have you ever heard about Dr. Virginia Livingston?" And I said "Yes, I know all about her. Why?" And he said, "Well she wants to write a book about her work for the man on the street, and we're looking for someone who knows about medical subjects." I said, "Great," because I had seen a speech she gave at the Orthomolecular Medical Society. She had identified a microbe that causes cancer and from that microbe, she made a vaccine and she was giving people this immune system vaccine and curing 90 percent of all her patients, who had all been declared terminal when they came to her clinic. Anyway, so I said, "Okay, I don't want to get involved with a quack, I'd like to go down and see her, work with her, and visit her."

1:00:41: I went down to her clinic and worked at her clinic, talked to her patients, talked to her staff, and finally wrote her book for her. It's called *The Conquest of Cancer* by Dr. Virginia Livingston Wheeler with Ed Addeo. And then 35 years later, I just did a new book, a survey of what's going on now in treating cancer, and I just came out with another book called — what's the name of my new book? *The Woman who Cured Cancer*.

1:01:17: It's about Dr. Virginia, and it's been pretty well received. The man, the biochemist, who developed the vaccine with Dr. Virginia is still alive up in Redmond, Washington, still making the vaccine for people. He's 94 years old. I've been sending cancer patients up to him, with great results.

1:01:42: I'll tell you a brief story. It's got a Mill Valley angle. The woman who had the antique shop on Miller Avenue, Nellu, she got squamous cell carcinoma in her nasal septum about a year-and-a-half ago. She was getting these terrible growths from under her eyes, out of her nose. She was starting to look like Frankenstein. So she had a local doctor here who sent her down to Stanford. Stanford sent her all around, sent her

department to department. Meanwhile, she's getting uglier and uglier. Kind of an attractive woman, 60ish, blonde. Finally, Stanford came back to her and said, "We've figured out your treatment, but we have to cut off your nose and part of your skull above your eye." To make a long story short, she said, "No, you're not going to cut off my nose. I'm just not going to do that." So she came back to her doctor here. He gave her a copy of my book, *The Woman Who Cured Cancer*.

1:02:49 Stella Perone: What's the doctor's name here?

1:02:51 Ed Addeo: Werschky, Dr. Arnold Werschky. So she called me, I met her at the Mill Valley Coffee Shop, we had a cup of coffee, I told her all about the vaccine. She sent up her urine sample to the lab in Washington, got her vaccine, started on the regimen. Today she's absolutely totally clear, looks absolutely fine. In fact, she went to a local oncologist here a few months ago just to start a follow-up procedure. And he looked at her medical records and said, "You don't have any cancer. What are you doing here?" And she said, "Well, look at this. Stanford wanted to cut my nose off. I had squamous cell carcinoma." The doctor said, "You're perfectly fine today." And would you believe it, she gave that doctor a copy of the book on this vaccine, and he still hasn't read it, refuses to read it. Incredible. Anyway, so that's my writing career. I'm currently working on a mystery novel with my grandson, who's graduating from UC Santa Barbara with a degree in English, wants to be a writer.

1:04:00 Stella Perone: Are you truly collaborating or is he the lead or —

1:04:02 Ed Addeo: I'm the lead. He's busy. He's just making contributions as he has the time. But I'm kind of stuck, I've never written a mystery. I don't quite know how to finish it. And then, I've got a couple other irons in the fire too. I'm doing a documentary on Rita Abrams, the lady who wrote "Mill Valley," good song. Doing a documentary on her. And I finally published my — the reason I quit McGraw-Hill, lo these many years ago, was to write an epic, historical novel about Yosemite Valley. When I quit McGraw-Hill, Jovita and I and the girls went up and lived in Yosemite for a month, two months. My secretary at McGraw-Hill was going with a fireman who was building a cabin in a little private section of Yosemite Valley called Foresta, and he let us live in his cabin for two months. So I did all my research up there, talked to a lot of Miwok Indians. And over the course of almost 30 years, I finished the novel. It's like — remember what's-his-name's novel about Hawaii, James Michener? Well, this is the *Hawaii* of Yosemite Valley.

1:05:25 Stella Perone: Okay. And it hasn't been published yet?

1:05:28 Ed Addeo: I self-published it, finally.¹⁰ I had a lot of publishers interested in publishing it, but they wanted me to put in a woman, an "upwardly mobile" woman, like *Clan of the Cave Bear*, she invented fire and everything. Well, the Miwok Indians with the women were sitting around grinding acorns, making mush to eat, while the men were off hunting. It was a very poor tribe inland, so there were no "upwardly mobile" women,

¹⁰ The novel is entitled *Uzumati*.—Ed.

and I didn't want to compromise the historical accuracy of the novel. So while a couple of publishers wanted to publish it if I put a woman in it, I kept declining, finally published it myself now with the miracle of digital publishing. So it's out now, it's on Amazon, I don't know how it's doing at all but it's a good book. Everybody who reads it really thinks it's a good book. So that's about it.