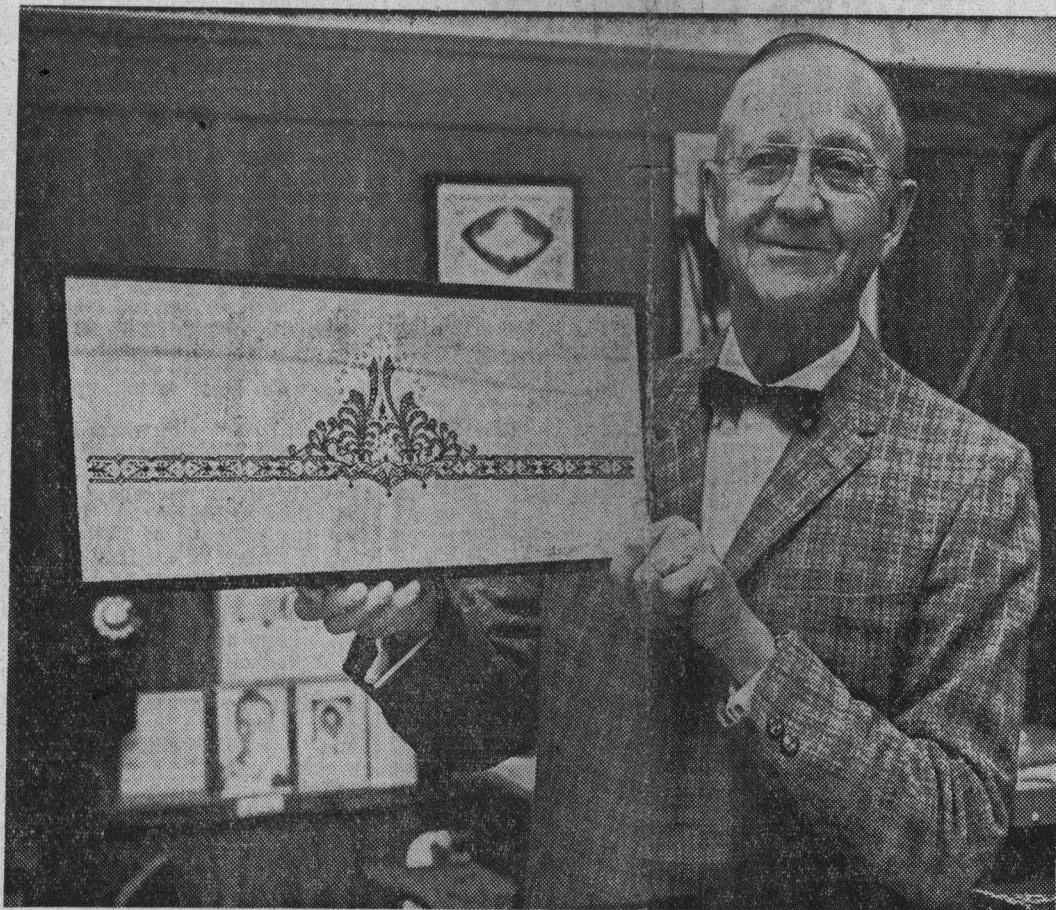


Santa Cruz Jeweler Designs Rare Ornaments For Women

Santa Cruzan Designs Crown For Queen



Design for a crown fit for a queen — created by Charles M.

Pennell of 1359 Pacific avenue

who got into the field of jewelry design purely by accident.

By Margaret Koch
Some men get a kick out of drawing plans for new buildings. Others paint pictures. Or create furniture.
Charles E. Pennell designs jewelry.
"I enjoy creating something beautiful," he said.
He has dreamed up and sketched expensive pieces of jewelry for the wives of several prominent national figures. (He won't let The Sentinel print their names — jewelers have a code of ethics about publicity.) But we can talk about the Oregon Rose festival crown.

A glittering confection of 14 carat gold laced with 650 white sapphires, eight rare pigeon blood rubies and a huge zircon, the crown was designed by Pennell back in 1922. It is worn each year by Oregon's reigning rose queen and almost everyone in that state knows about it but few Californians do.

The crown originally cost \$1050 for materials alone — Pennell's services were donated. Today it is valued at \$5000 and when not in use is on display in a special case at the United States Bank of Portland.

But perhaps the most interesting part of the story behind the crown is how Pennell came to design jewelry at all. It was a case of mistaken identity.

"I was working as a salesman for a Portland jeweler," explained Pennell. "The engraver's name was Charlie and so was mine. A customer got us mixed up and I found myself designing a lodge charm."

The customer and "the boss" were both "charmed" with the result and Charlie Pennell was transferred from salesman to designer, overnight. He had had no formal training in design. But he had observed all phases of jewelry-making from the time he started work at 12. At the ripe old age of 11 he "ran cash" for a Portland department store for a year before he changed jobs.

"There were no electric motors in jewelry stores in those days. I worked a polishing lathe by kicking a foot treadle," he recalled.

Besides polishing he was allowed to solder, size rings and do light repair work, "under supervision." When he was 17, Pennell was traveling California, Oregon, Washington and Idaho with two trunks filled with watches, jewelry and parts for repairs.

After nearly 30 years in Oregon, plus service in France during World War I, Pennell and his wife moved to California. They settled first in Oakland where he gained a reputation among bay area socialites as a designer, and then came to Santa Cruz in 1939.

Pennell designs free-hand, using an extremely hard drawing pencil, some watercolor and turning out delicate scale drawings of the articles to be made. The most expensive thing he has designed: a concealed bracelet watch and a matching brooch which — by an ingenious arrangement — converts to a necklace whenever the owner wishes. Needless to say, the watch's "concealment" is provided by diamonds — a whole wrist-load of them. And the brooch is paved with stones, too.

The largest single diamond he has ever handled was a 12½ carat emerald-cut stone. The most-often ordered job today is a remodeling job for worn-out wedding and engagement rings.

He never designs at the Pacific avenue shop. He works at his home in Pasatiempo and —

"Only when I feel like designing," he added.

Easter Seal

Capitola Council Will Study Fallout Shelter Standards

Regulations to set the standards of home fallout shelters will be considered tomorrow evening by Capitola City council.

Building Inspector Ray Abicht was requested by the council earlier to make a study of shelter construction and prepare a report. The city is at a loss as to how to set up regulations for such shelters.

"This question of shelters is the subject of a lot of talk all around. The civil defense people are urging some action on it, and there has been no really serious interest in it as far as I know," Abicht said.

He explained that no one has approached him asking permission to build a shelter. If a shelter is wanted, naturally there will

have to be consideration of zoning and building rules . . . but the books just don't apply.

"Shelters just can't comply with the building code for normal building. There have to be some relaxations," Abicht said. He explained that present restrictions controlling room size, ceiling heights, exits, lights and other matters which would be ridiculous for shelter construction.

"We're just all feeling our way in the dark on this thing," Abicht said.

To prepare his recommendations, Abicht attended a meeting of representatives from civil defense, building department and planners in Oakland. There were discussions and a lot of literature was handed out.

"It's being approached now by individual jurisdictions, rather than state or federal levels," Abicht said.

The shelters are not being considered on a city level, Abicht said.

In other business to come up at the 7:30 o'clock city hall meeting, there will be opening of bids for the reconstruction of the ocean end of the Soquel Creek flume. Wave action has damaged the flume, which is used to form the Soquel creek swimming lagoon. The council will also discuss when the present sand dam will be broken to release the lagoon waters.

An ordinance will be read in steps to establish a stop sign on Wesley street where it enters Park avenue. There will also be reading of an ordinance to establish a pedestrian crosswalk on Wharf road just north of the Southern Pacific railroad trestle. The council recently took over maintenance of the road-side steps



Kids aren't afraid of a bath. If they were, they wouldn't fight it so much.

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