

From Trader Vic's Kitchen Kibitzer published in 1952- Pages 41 and 42

Chapter: Outdoor Living

In this day of sun worshipping, vitamins, and the pursuit of vigor and vitality, we sleep, play, and eat outdoors. On the Pacific Slope it is better explained as a way of life. My good friend Harry Jackson, president of the Jackson Furniture Company in Oakland, has dubbed it "Pacifica," which reflects the best living customs of the Polynesians, the Chinese, the Japanese, and the earliest California settlers, the Spanish. It is a montage of the Hawaiian lanai, the Chinese courtyard, the simplicity of Japanese dwellings with their sliding walls, and the Spanish patio.

This idea of "Pacifica" and the California way of life, as extolled by Harry Jackson, is not a promotional idea dreamed up by any one person or group of persons, but a name given to an easy way of life that developed naturally, an expression of fun-loving people seeking freedom from false household gods and the senseless fripperies that clutter their lives. It is the result of a demand for houses, clothes, appointments, and food which reflect this casual way of life. Chi-Chi, stuffiness just has no place in it, nor do hardly any of the rules by which Europeans live. It is one of utter simplicity and a great way to live.

As a result, a whole new trend in furniture and household furnishings has developed and architects have followed the trend to house the results.

Of course, some manufacturers have gone overboard and flooded the market with cheap imitations of Polynesian and oriental craftsmanship and chintzy dishes and doodads supposedly essential to casual living. I get the pip when I wander about the Outdoor and Barbecue sections of department stores, bulging with fancy pottery and glassware with special designs for outdoor living. They're handsome but who in hell buys all that plunder!