

# WESTWAYS

SOUTHERN CALIFORNIA'S LIFESTYLE MAGAZINE

## Think Small . . . Again

Is America ready to shift its  
view about smaller cars?



## Tailgating Parties

## Foiling Car Thieves

## 3 Takes on Student Travel

## Day-Tripping: Bakersfield

September/October 2006

AAA.com



# Southern California Pieways

September through November is high season for Southern California's apple crop. And nothing is as enticing on a crisp autumn day as the sweet aroma of that all-American dessert: apple pie. —April Bailey

## Marie Callender's Restaurant & Bakery

Throughout California and the Western U.S.; (800) 776-PIES [7437]

### Slice of History

**Marie Callender** started baking her famous pies back in 1948. She and her husband, Cal, sold them out of the back of their car. They later sold their car for \$700 in order to buy a Quonset hut to house their Long Beach bakery. In 1964, Callender and her son Don opened their first restaurant and bakery in Orange. He sold the chain to Ramada in 1986 for a reported \$100 million. The company is now owned and operated by Castle Harlan Partners.

### A Bushel and a Peck

Their apple pies are made with **pippin apples** from Washington State.

### The Spice of Life

The regular menu includes three apple-pie varieties: double-crust apple (most popular), French apple, and sour cream apple. During September, **caramel apple cream cheese** is featured as the restaurant and bakery's premium pie.

### By the Numbers\*

**336,000** apple pies sold last October–December  
**736,000** apple pies sold last year

