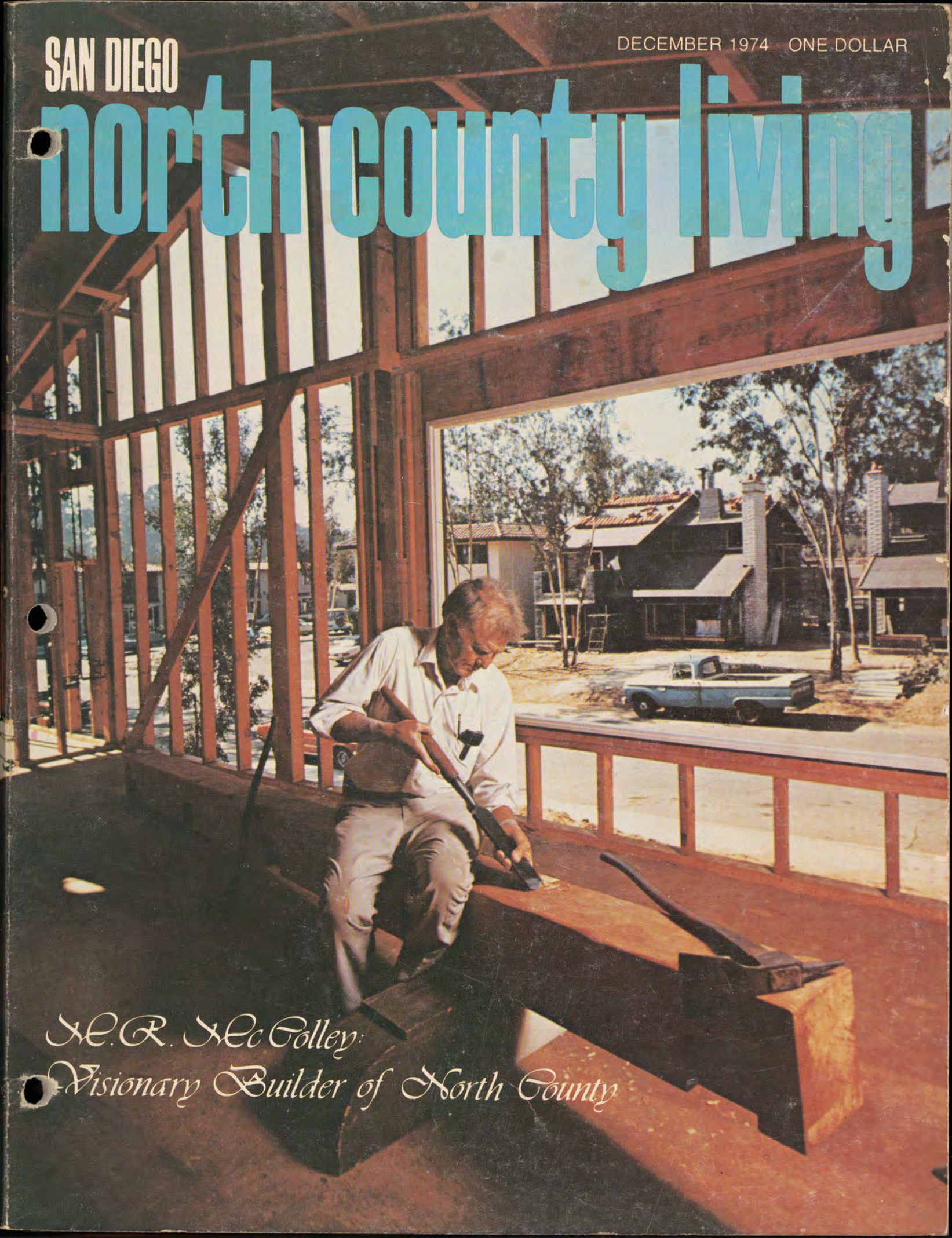


SAN DIEGO

DECEMBER 1974 ONE DOLLAR

# north county living



*A. R. McColley:*

*Visionary Builder of North County*

“And  
on earth  
peace.  
Good will  
toward  
men.”

by Mary Ruhmland

Photography by Robert Carlseen



*M.R. McColley/Wm. Bettles: Visionary Builders of North County*

Maurice R. McColley's life story reads like a classic legend of the small town boy who runs away from home to seek fame and fortune in the big city — and succeeds one hundredfold!

In McColley's case, he left serene Santa Rosa, California, when he was fifteen, to learn the vast building trade in San Francisco. Fortunately for Mac, he first found employment with Mr. Frank Marshall, a Scotsman of pristine integrity — a craftsman of supreme ability, who would accept nothing less from his apprentices. From 1927 through 1934, young Maurice learned and toiled at his trade, and it is upon this primal foundation of superlative standards that the entire, broad scope of M.R. McColley's life is founded. McColley's accomplishments, not only in the building trade, but as a successful salesman during the depression years and as a ship's carpenter and deckhand on a four-masted bark rounding the Horn were pursued with a dauntless insistence on perfection. *continues on page 2*



30 years of comradeship — 75 years of combined experience!



Mac Colley, enjoying his work.



Haciendas de Rancho Santa Fe under construction.

Not enough can be said about the sensitivity employed by M. R. Colley in constructing a building. As it takes form, it has its own sound and feel and harmony that make it flow together.

Driven by a hunger for knowledge, Mac had a magnificent journey aboard the Star of Greenland while he was still a very young man. After his apprenticeship to his eventual life-long friend, Frank Marshall, his longing to fly beyond the horizons led him to this passage aboard the beautiful, 283 ft., four-masted, squaresail bark, carrying 3,500 tons of barley to Dublin. This was a feat beyond his imaginings. — One hundred twenty-eight days without touching port. Of the 25 aboard, only 13 men had to shoulder the task of sailing. Others were passengers and officers. The young Maurice Colley stood his watch and did the ship's repair, with the zeal and ability ingrained in him by Frank Marshall back in San Francisco.

In Los Angeles still suffering from financial despair, he found the business of repairing fire-damaged buildings in demand. By this time he had a wife and twin daughters. He looked around, determined to move himself and family away from the big city. Fortuitously, the decision was made to travel to San Diego, and here he found enough work for his eager hands to support his family.

His pride in his work and in himself as a capable man had kept him from charity. He became a licensed contractor, and sharpened his perceptivity.

Suddenly — The War!! Defense contracting, building everywhere, housing, barracks, factories, commercial centers, a plethora of building! Maurice Colley learned about a fine, new product made of gypsum, that could be pressed into an entire wall of any dimension. He became the first and the leading exponent of "Dry Wall".

As was his habit, sleep became a stranger to him and a tremendous work load was his way of life. Many of Mac's buildings from this era — "temporary structures" — are still standing, in excellent condition. Mac "leads" his men — works right with them — keeping his hands in contact with the basic building techniques. *It is his life.*

"Haciendas de Rancho Santa Fe" are truly authentic, Mexican haciendas, luxurious residences with private balconies, patios and garages, embraced within adobe walls.

This receptivity and eagerness



Eric Freed, of Creative Environments at work in Carlsbad.

led Mac to the business association with two brilliant young contractors, Ken Glazebrook and William Bettles, who were hard at work on a construction innovation conceived with a touch of pure genius! On the east parking lot of the immense Convair plant, they had set up an assembly line, producing



Terry Craft of Craft Landscaping.

houses a dozen at a time, with all materials, tooling, hardware, finished carpentry and supervision within one compact area. Ken Glazebrook and William Bettles, long since a famous partnership, needed one more ally to complete this configuration of total construction efficiency.

Maurice Colley brought his superlative expertise and leading qualities to "Mobilehomes". The houses were beautifully designed, expertly built, wonderfully finished, moved on trucks, trains and barges to homesites all over San Diego, La Jolla and Coronado. They stand today as monuments to the construction business — writ-

continues on page 110

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**SAN DIEGO**  
**north county living**

December 1974 • Volume 13 Number 12

*About the Cover:*

The expert abilities of Maurice R. McColley, the quality of integrity which pervades his work, are renowned in San Diego and North County. The McColley-Bettles scope of building described in this issue include; the Haciendas in Rancho Santa Fe and the Executive & Professional Building in Carlsbad. The cover and feature photography are by Robert Carlseen.



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**Of-the-sea.**

San Diego is a region of the sea and nowhere is the image more discernible than in this scene . . . looking north from Torrey Pines State Reserve to Del Mar and the rugged coastline beyond. Our new office just east of I-5 on Via de la Valle now provides complete savings and loan services in this area of distinctive North County communities. With the approaching holidays, our wish is for all the joy and happiness of this season to be yours. In the excitement of this busy time, reflect on its meaning . . . the ebb and flow of the sea embodies it all.



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*Getting to the heart of the matter...*  
*Jonelle Bettles*



*One of the original buildings in San Diego, the old "Bandini" home in Old Town, built in 1827.  
Photograph courtesy of Title Insurance Historical Museum*

## *1827 or 1975 Classic California Architecture*

The style of the 1827 "Bandini" home in Old Town is faithfully represented in the McColley-Bettles early California Colonial "Executive and Professional Building", located at Harding and Grand Avenues in Carlsbad. Saturated in California history, Don Juan Bandini's home was the center of social and revolutionary activity 148 years ago, and eventually evolved into a very successful hotel and stage stop.

It was graciously designed with 14 rooms of tiled roofs, adobe coated with white plaster, planked floors, a large patio and stables. Similarly, through the cooperation of the Carlsbad Planning and Building Departments, the "Executive and Professional Building" is surrounded by a veranda, has a beautiful patio and recreation area — no stables — private garages concealed by old-world wood shutters.

Ironically, the building inspector in charge of the Carlsbad building, Tony Mata, is of Mexican descent and one of the oldest families in Carlsbad. His father, the senior Mata, is still living and over 104 years old! — he has been of immense help with the authenticity of the building.



*The Carlsbad Executive and Professional Building — of early California architecture.*

6 | DECEMBER 1974



*The old "Bandini" home today, completely restored.*



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*Photography by Robert Carlseen*

by Mary Ruhmland



Suggested design of "Solvang-type" Town Square for Carlsbad of the Future.

## Carlsbad: Metamorphosis of A Glorious City

The absolute necessity for embracing and caring for the cascading population growth has to be accepted. It has to be accepted by the "well-to-do", whose peripheral neighborhoods are degenerating into breathing tabloids of neglect.

It has to be accepted by the poor, who live neglected and forlorn — initiative and self-help are the most rewarding of life's experiences.

Magnificent and beautiful cities are strung like pearls across our bountiful land. They have all crept out of constricting cocoons of affluent insensibility, bureaucratic fear and negative financial thinking. Not unlike the butterfly, it is a life and death struggle of necessity.

According to Donald A. Agatep, Planning Director of Carlsbad, California, this heartfelt emergence is occurring in this lovely North County community right now, today!

Following are excerpts from a 1971 lucid exposure of Carlsbad's problems, the "Preliminary Analysis of Problems and Issues — Inner City", by Duncan and Jones of Berkeley, California, and their "Framework for Remedial Action", a laser beam of illumination of these problems.

The major recommendations aimed at fundamental issues, and recommended planning activities are as follows: (Out of context) "Property owners should marshal a will to act and a cooperative venture to deliver benefits to the less fortunate residents of the Inner City.

City government and the local schools should assume a substantial measure of joint responsibility for human development as well as physical development in the Inner City, and should recognize (and deal with that fact) that local and outside resources ... will be required to successfully undertake these responsibilities ..."

Where a person or family suffers hardship ... because of the inability of the economy to provide jobs, ... the responsibility for overcoming that hardship becomes a community responsibility. Where county authorities fail to act the city should do so on behalf of its needy residents by acting as their advocate and by proposing new locally determined solutions to these social problems.

The economic viability of the Central Business District should not be permitted to languish. A concentrated effort to define its specific purposes and ensure its future should begin now.

The City should establish a service center in or near the Barrio so that the Inner City poor will have direct access to information (bilingual) and to the social services they desperately need.

The Inner City should be provided with additional public park areas. ... should be situated where the potential for increased residential densities is the greatest ...

The Community Involvement Committee should soon be reorganized along functional lines ...

- Jobs and Job Training
- Economic Development
- Housing and the Residential environment
- Health, Welfare and Social Services
- Education
- Environmental quality, open spaces, parks, recreation
- A community center
- Land Use
- Transportation and traffic circulation

... should include specialists ... and public officials ... experts who are able to implement programs as well as conceive them.

The CBDAC should now assume an active role as advocate of CBD economic growth, redevelopment and beautification ...

The Department of Planning and Special Services should undertake ... a kind of municipal planning which acknowledges the direct and creative role city government can play to assist in the human development of Inner City residents ...

City government as a whole, and particularly the employed staff, should carefully examine the institutional arrangements around which policy is recommended and made, and procedures for implementing policy and ordinances codified ... it shall be one that is "open", able to learn and quick to adapt ...

### Recommended Planning Activities

The preparation by the City staff ... of a Comprehensive Policy Plan.

The Department of Planning and Special Services should commence at once to inventory all available Federal Aid Programs ... a Workable Program should be prepared by the City staff and submitted to the U.S. Department of Housing and Urban Development (HUD)

... Rezoning of lands in the CBD and ... design walkways and pathways along both sides of the railroad rights of way ...

... beautifying the CBD (street trees, uniform building design themes, treatment of parking lots and rear entrances ... redesign of Grand Avenue as a partial or full pedestrian mall ...

... residential code enforcement and zoning ... should not work hardships on the poor ... or be coldly executed act of insensitive bureaucrats.

... help Carlsbad's hundreds of poor residents to be more readily aware of and receive various forms of assistance (in addition to housing assistance).

... expanding the educational opportunities and attainment of Mexican-American youth and adults in Carlsbad.

### Inner-City Planning Process

A schematic Downtown Sketch Plan was prepared in 1965 ... it is not a suitable catalyst for action ...

During early 1971 the U.S. Department of Housing and Urban Development made funds available to implement the Housing Element ... and has proceeded to administer a Leased Housing Program.

... increased public participation in the planning and decision-making process.

Dialogue within the CIC, CBDAC, Planning Commission and City Council on the possibilities for the Inner City as set forth in this report.

... Preparation by the City Planning Staff of a Comprehensive Policy Plan ...

- Jobs and Job Training
- Economic Development
- Housing and the Residential Environment
- Health, Welfare and the Social Services
- Education
- Environmental Quality ...
- Land Use
- Transportation, Traffic Circulation, Parking

Dialogue within the CIC, CBDAC, Planning Commission and City Council ... to estimate specific needs for programs and facilities, that is, estimate the gap between existing conditions, problem solving and goals.

... to estimate the costs and benefits ... of each alternative

... to rank alternatives in order of priority ... allocate funds to those programs having the highest ratio of benefits to costs.

As of this writing, the banking interests have now "concretely" expressed their faith in downtown Carlsbad by building along Elm Street. A few perceptive developers are investing in high-caliber office and residential buildings. A case in point is the McColley-Bettles "Executive and Professional Building" in the Inner City. A long-term lease has been entered into by La Jolla Federal Savings and Loan as the prime tenant in the reproduction of an historic old building. These highly successful private business interests from North County can readily see the potential of the "possible dream" — have taken the initiative and are beautifying the landscape — will profit thereby and act as a dynamite catalyst to the local landowners to take advantage of the opportunities in their own front yard.

"The charm of Carlsbad must spring from the combined personalities and perceptions of the various landowners", says Planning Director Don Agatep. The illustration shows one version of a possible "Town Square" — a "Solvang type" of old-country architecture. The McColley-Bettles building on Grand and Harding is designed in exact, authentic "early California" colonial.

Since the detailed analyses and recommendations were submitted, several advantageous and munificent developments have been created inside the Carlsbad township:

- The Plaza de Camino Real
- Car Country
- Palomar Airport Business
- McColley-Bettles Executive and Professional Building

"The unique geographic situation of the downtown — its location at the center of a small 'island' one and one-half miles long by one-quarter to one-half mile wide, formed by the freeway, the ocean and two lagoons has tended to compact development into a small area and impede the growth of lengthy strips of commercial development".

This lassitude on the part of the general public, the negativism of not becoming involved in the well-being and inevitable growth of their own beautiful community, could lead to eventual digestion by immense corporate leviathans, who will be happy to "pay the price" for small parcels of real estate to small landholders, and thereby add yet another small town to profitable dictatorial rule.

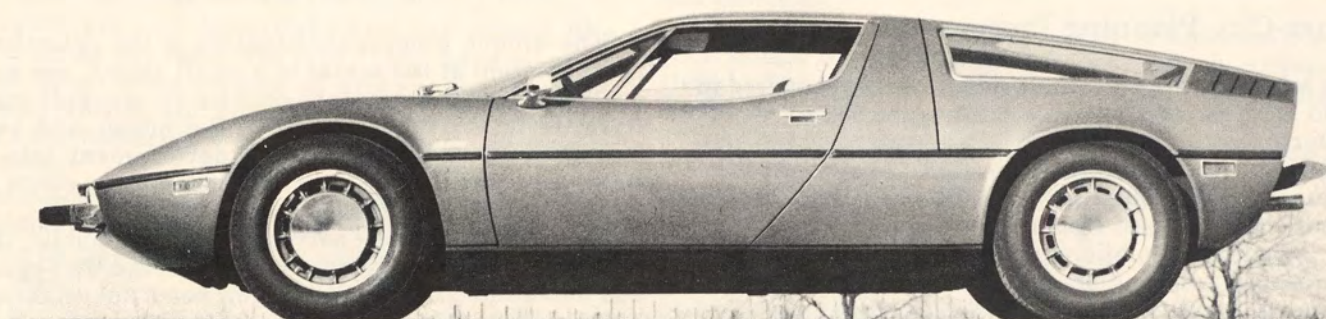
The advantages to developing this incomparable location within the local citizens' framework, and thereby taking these unending profits unto themselves, as well as the lifelong reward of hard-earned accomplishment, are legion.

That instinct, almost a spiritual impetus to fulfill a growth pattern, must assert itself and become a very real part of every life in Carlsbad, from children to seniors, all performing specific duties in beautifying and preserving their home the way they want it. It will result in new friendships, new talents revealed, new cash flow and a unique way of life even for the United States — a new Carlsbad can spread "many flowered wings of wonder" to the timid souls who were afraid to act!



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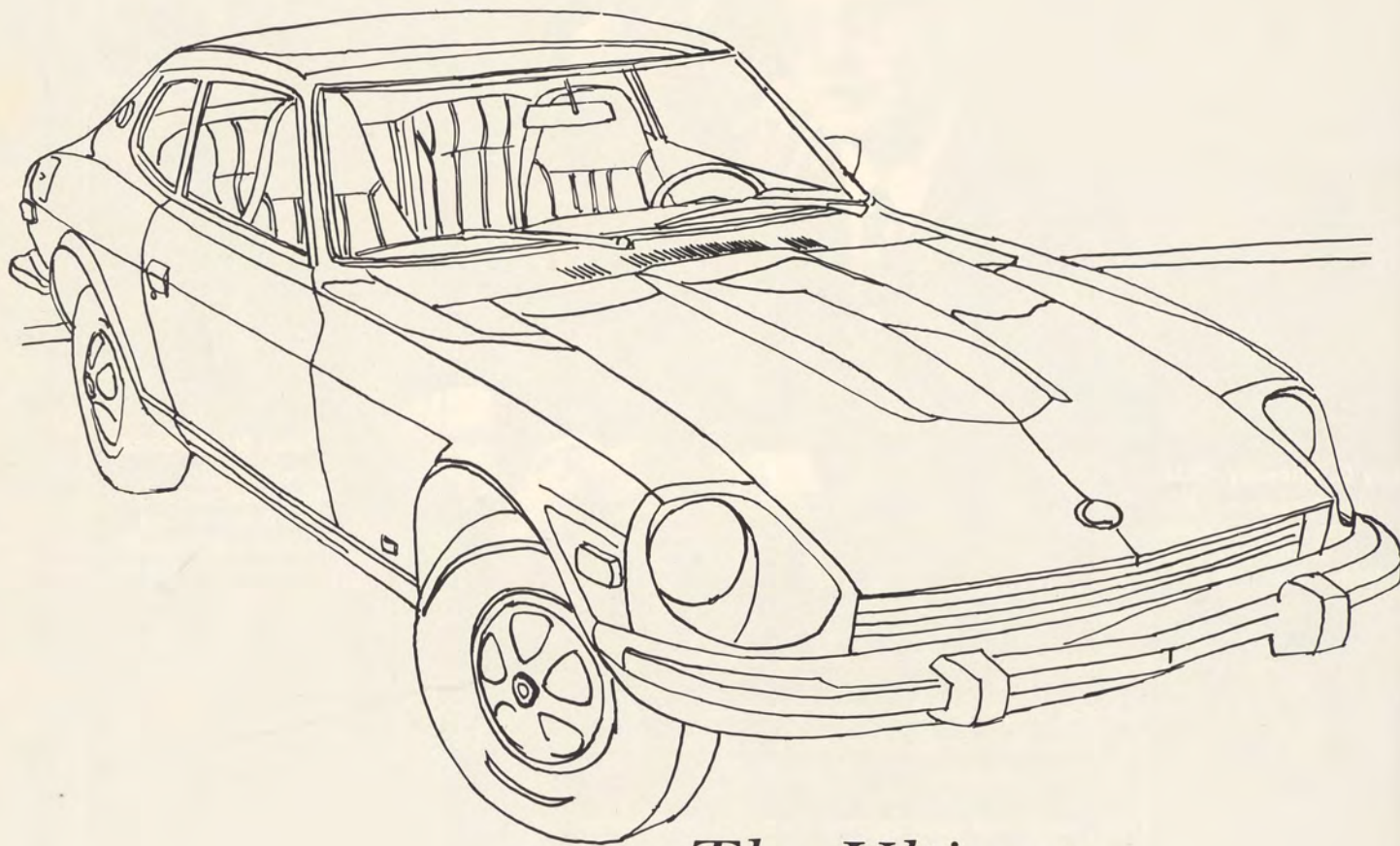
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# Living Around Town



by Jerry Shockney

... 'Tis the season again, and it seems to come around faster every year. Just a short time ago (after last Christmas) I promised myself to do my shopping early. I keep hoping that a few holiday

cookies and traditional carols will do the trick... but the commercialism of giving (a multitude of gifts) appears to have established a firm hold on us all. Maybe the next generation?

As usual we will have the church bazaars, the Christmas sing by the school children, the lighting of the tree in the village and a holiday home tour featuring homes of some of the younger families on the Ranch. Each and everyone of us will have our own personal observances of the holy days. To you all I wish a sincere Merry Christmas and a greater 1975!



Las  
Duenas  
1974  
Home  
Tour

## CHRISTMAS HOME TOUR ANNOUNCED.

Members of the Las Duenas auxiliary to the Children's Home Society have announced a Christmas Home Tour to be held in Rancho Santa Fe, on Dec. 12.

Invitations have been received by the Associate members and their guests to attend the tour featuring four homes beautifully decorated for the Christmas holidays. Hours will be from 10 a.m. until 2 in the afternoon.

First home on the tour will be the Richard Arendsee residence, a contemporary family home. Coffee and donuts will be served here. Guests will then travel to the recently redecorated home of the Robert Holcombe's, filled with antiques and early Americana. A swimming pool and tennis court are also features of this home... the Holcombe's will be moving soon to Napa Valley. The lovely home and horse ranch of the Andrew Collins overlooking Rancho Lake is the next stop on the tour. Champagne and a petite lunch will be served at the last stop on the tour... a traditional ranch style home belonging to the Peter Fletchers. It is located in the "horsey" area of the Ranch with green pastures and white fences.

Carpools are encouraged and a \$10 donation is asked for admission. Anyone interested in attending that didn't receive an invitation, please contact Mrs. Sammis (756-1776)

Lancaster on May 23, 1972 when both cities were joined by the Midland Link.

The Thomas roses are also red, of the Forever Yours variety. Thomas thinks they may be an offshoot of the roses his late grandfather, George C. Thomas Jr. of Beverly Hills, raised as a hobby. The grandfather developed several varieties and wrote two books on the care of roses.

According to the San Diego Evening Tribune, "Mrs. Thomas may have been rendered speechless at the mammoth bouquet, but she wasn't surprised. Her husband she said, "is always doing things like that". Once, for Christmas, he hung a diamond and emerald ring on the tree, and it was several days before she noticed it.

"Another time", she said, "he gave me a ring for my birthday — in a cup of tea he brought in for breakfast". □

## EVERYTHING'S COMIN' UP ROSES!

Mrs. Susan Thomas, of the Ranch, made the news last month when on Tuesday, Oct. 29, she gave birth to a 8 lb. 14 ounce son and her husband sent her a record breaking 305 roses.

She really loves roses her husband George said. But why 305? There are two other children, explained Thomas — Christine, 12, and Mark, 11. The new baby makes three. One hundred roses for each comes to 300. The extra five were added because the baby is named George C. Thomas V.

The bouquet may become an entry in the Guinness Book of Records. The 1974 edition says that the largest bouquet ever presented was made up of 243 Baccara red roses. It was presented by the Lord Mayor of London to Madame Mayor of



Three lovely ladies having a fun time, left to right, "Sugie" Armino, Suzy Schaefer and Sandy Brue.



Ladies in the kitchen all smiles despite those ugly chores that have to be done... left to right... Marion Brabyn, Georg'Ann Fletcher and Sheila Giacomini.



Good night all from the host and hostess, Bud and Jan White... we hate to see you go... I think!



... And here's to a terrific party! Tom Murch, who hails from Del Mar, poses for the photographer with Sandy Brue.



Bob and Jerry Shockney wait patiently for the delicious smelling food...

## LAS DUENAS FUN PARTY FOR NEW MEMBERS

Members of Las Duenas, local auxiliary to the Children's Home Society and their husbands gathered at the Via de la Valle home of Mr. and Mrs. "Bud" White recently for the group's annual Fun Party in honor of new members. The charming and tasteful decor of the White home, which has undergone recent extensive remodeling, was thoroughly appreciated by all those present.

Traditionally a relaxed, casual evening the guests enjoyed a home cooked meal of Tamale Pie and tossed green salad contributed by the ladies of the organization. New members honored at the party were Mrs. Gary Driver, Mrs. A.C. Mikulichich and Mrs. Joseph Capozzi.

High spot of the evening was the silent auction, a clever way to add funds to the club treasury, with Tom Murch and Don Sammis doing the honors as auctioneers.



Judy Arendsee, one of the best organizers on the Ranch who always gets the job done, enjoys a moment of relaxation.



Lola and Bill Wood (who did a great job as sub photographer) are all smiles about every little thing.



A delightful picture of the Schaefer's, who seem to be enjoying themselves... Suzy and Rob in case you don't know!



Terry Lingenfelder, on the extreme right, stops to chat with two Las Duenas members, Peggy Ewing on the left and Fernanda Sammis.



The whole thing is a frame-up!!!!... Clowning while trying to auction a gold picture frame are left, Tom Murch and Don Sammis.

# Living Around Town

**CHRISTMAS . . . CHRISTIANITY . . . YOUNG LIFE!  
(IN SEARCH OF MEANINGFUL RELATIONSHIPS)**

Recently a more and more successful Young Life group held their North San Diego Coastline Fund raising banquet at the Twin Inns in Carlsbad. It was a very gratifying and exciting evening enthusiastically supported by parents and friends eager to help with the teen-agers of today who are restless despite being the wealthiest, healthiest, best educated and most widely traveled in the world's history.

Frank Drachman, a father and resident of North County was master of ceremonies for the evening. He explained that the Young Life group was started about 25 years ago by Jim Ragan, a Texas preacher, who was disappointed in the poor attendance of young people in his church. Investigation proved that most of them had no transportation even though they might have wanted to attend . . . so he went to the high school, mingled and became their friend.

Randy Guista, present North San Diego Coastline area director, fulfills this role at San Dieguito High School. He invests a great deal of time in finding a common ground for meaningful relationships. Person-to-person communication is suffering a serious breakdown and nowhere is the gap more noticeable, or more painful than that between younger and the older.

Randy, a young handsome man with a master's degree in theology, explained that he spends a lot of time with the high school crowd. He goes to their athletic events and school functions. He meets them over pizza or coke. He listens to their music and their talk. He initiates contacts and conversations that demonstrate this genuine desire to know and be known. He helps find a job or give vocational counsel. He tries to motivate the school dropout to new channels of learning. These are the materials from which he builds the bridge, a step he must take to win a hearing.

Parents realize many times that their children won't listen to them, but will readily heed the advice of another adult. Young people need a finely tuned adult ear, a wise and respected adult voice to help them as they construct a functional value system. All people need others, but at no point in life is the need more crucial than during the experimental years of adolescence.

Jerry Kendall, University of Arizona baseball coach and a former professional baseball player, was the main speaker of the evening. He praised the Young Life group as a valuable experience, referring directly to his own life as a lonely student.

Someone in the group took a personal interest in him when he needed it. "Young life insists on the worth of every individual . . . and it accepts young people wherever they are. It looks for common ground with them, so as to communicate effectively the basic facts of the Christian faith."

For the parent generation . . . one that studied hard, worked even harder to be successful, to make up for time lost in wars . . . it is difficult to understand our children of today. Joseph Heller, author and a parent describes it thusly;

"They are all morbidly alike, the girls and boys in this somber circle of adolescents of which my daughter is a part (none are happy). They manifest defiance, displeasure, lassitude, and indifference. They generally have nothing that they want to do. There is nothing they want to be when they grow up; they have no idols. They are not comfortable with adults, they pose and attitudinize when they are with us; they strive to be as reticent and solitary as moles. They don't want to be doctors when they grow up, or aviators or heavyweight champions of the world. None of them wants to be President of the United States, Chief of Staff or President of the Board. Why?? . . . It is too late I think for me to stop or change her (his daughter) and I would not know anymore how to try."

This is an example of the communication gap that the Young Life leaders try to bridge. In the teenagers restless round of activities they seem to be looking for direction . . . purpose . . . meaning . . . real contact with real people. They are asking for a way to go, people they can follow and emotional involvements with people they like and admire.

In the North San Diego Coastline area, one full-time staff, one student-staff and 25 volunteer leaders, backed by a local committee, are investing their time in teaching and working with teen-agers. A Young Life club is an informal meeting, held once a week on a weeknight evening, usually in the home of one of the members whose parents serve as hosts. The one hour session consists of group singing, a bit of fun and a short talk that encourages the young people to think seriously about the Christian faith and its values. Young Life is non-sectarian. The atmosphere is casual and friendly. There are no club dues, no signed memberships.

A Board of Directors determines Young Life policy and directs its fiscal affairs. Its twenty-six members are capable leaders in the business and professional

world and represent the geographical whole of the United States and Canada.

A few weeks following the Young Life banquet an enjoyable meeting, designated as "Adult" Life was held at the home of Dr. and Mrs. Tom Laughlin where interested parents enjoyed homemade soup, homemade bread, cheese and fruit.



Randy Guista, North San Diego Coastline Area Director and his wife, Judy. Mrs. Guista helps with the Bible Study Classes at Oceanside High School.



On the right Roger Pinder, Mira Costa student and outstanding athlete who spoke during the evening on the merits of Young Life.



Guests from Rancho Santa Fe, Mr. and Mrs. Robert Wood and on the extreme right, Mrs. Craig Starkey.



Musicians for the evening, Vicki O'Gara and Rick White.



Rick White on the left, who has a club at Helix High School, and Dennis Tuttle from the East County area.



Bruce and Mimi Anderson of Solana Beach who are in charge of the Oceanside High School Club.



On the left, Bob and Sue Laughlin, strong supporters of the Young Life group and Ann and Doug Allred.

*all others are  
just slacks!*

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# Living Around Town

## ORIGINAL JEWELRY DESIGNS REFLECT THE ENVIRONMENT AND TIMES

Nancy Suenaga opened a little shop in Del Mar about five years ago (no doubt with fingers crossed) featuring her original jewelry designs. Today she is not only still there, but in June doubled the size of her showroom to accommodate her many clients. Walking off with a long list of awards at the Southern California Exposition this summer she is fast reaching her personal goal of being one of the finest jewelry designers . . . and at the young age of 27.

Today with the fluctuating economy more people are considering precious gems, one of the better investments for their money. Turquoise now enjoying a great siege of popularity is mostly because of advertising nationally says Nancy Suenaga. "Diamonds are and always will be the best stone. It is the hardest natural substance in the world."

Nancy designs all types of jewelry from rough sculpture to broaches and pins set in precious stones. With an artist's eye she sees creation in the leaf of a tree, waves upon the sand, coral formations,

the bark of a tree, and the top of a pine cone. They find their way into elaborate gold bands, mountings for diamonds or ornate settings for semi-precious stones.

Mrs. Suenaga specializes in minute people on rings, pins and bracelets symbolizing personal experiences or relationship. Her greatest demand at present, using this media, are wedding band sets with a design highlighting a special happening in the lives of the two people who are to be married.

The owner of the interesting little shop has been a designer of jewelry for about ten years, working for awhile in a posh Beverly Hills shop. At the early age of seventeen she abandoned college and her parents influence and settled in Los Angeles. She was attracted to jewelry designed through a friend and decided to take a summer course in jewelry making. Some of her work made its way into an art gallery where it was spotted by a manufacturer who hired Nancy as his designer.

When her husband, Eliji an electrical engineer, was transferred to Sorrento Valley they moved to Del Mar. Young, positive Nancy went to work in half of a reconverted garage disguised as a studio

with soldered glass windows, incorporating the Chinese yin yang masculine-feminine symbol of completeness.



Opal and diamond ring set in 14 K gold.

She whittles out design ideas in wax later to be interpreted in gold, silver and platinum. Mrs. Suenaga's techniques include both carving the form from a small block of wax or using an electric tool with various tips to build up drops of melted wax into the proper shape. One ring may take two to three days. Eliji does the less delicate work of melting metal and filing down finished pieces.

The Suenagas like Del Mar and Nancy explained that it is the right environment for an artist. A location closer to the city might bring more business she agreed, but presently she's not worrying about that. Most of her customers come from San Diego, while local patrons from the coast seem to be lawyers, doctors and psychologists . . . no answer as to why that is. However people come from all over California to Studio Suenaga for their personally designed jewelry.



14K gold pendant on a 14K gold neck wire. Gems are diamonds and pink rubies.

Design is Nancy's forte. She says, "I believe that the craftsman must strive to obtain economic sustenance solely from their chosen craft. Without this total im-

mersion, development of the individual and his craft would suffer. I further believe that the creative craftsman should also strive to widen their personal contact with contemporary society, for this is the craftsman's source, both creative and financial."

Nancy was also commissioned to design and produce the graduation and presentation pendants for the Third College of UCSD. A special sale of her pieces was held at the La Jolla Museum of Contemporary Art in the winter of 1971-72.



Nancy Suenaga in front of her shop on Camino del Mar.

## PRESENT GIFTED PIANIST

Mr. and Mrs. Edward T. Guymon, Jr. of Rancho Santa Fe invited 20 of their friends to enjoy a piano program on Nov. 10 by their gifted friend Harry Anderson of San Diego.

Mr. and Mrs. Guymon were special guests at a dinner given at Mr. Guymon's alma mater, Occidental College, Friday, Nov. 8 when the California Chapter of the Sherlock Holmes Society of London met. Mr. Guymon assembled one of the finest collections of detective and mystery fiction in first editions in the world. He presented most of the collection, including more than 10,000 books to Occidental and plans to give 5,000 more. At the dinner meeting the main speaker of the evening was Dr. Donald Adams, professor in the Occidental College English department. He teaches a course on the history of detective-fiction based on the Guymon collection.

## ABOUT PEOPLE

Mr. and Mrs. L.V. Meeker are new neighbors on La Sencilla, having bought the Teasdel house. Formerly residents of the city of San Francisco, they are looking forward to a garden and the country life.

Mr. and Mrs. Harmon Brown and their daughters are moving soon to Florida, where Mr. Brown has his main business office. A popular Ranch couple, they will be missed by all of us. □

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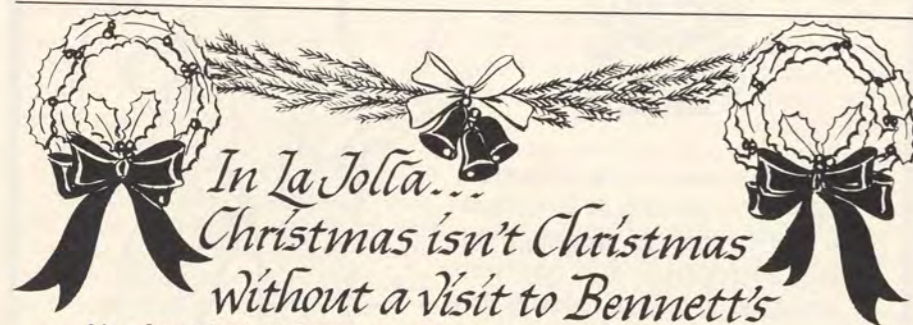
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Photograph by Mindy Gates

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# PERAWA

## Mexico & Central America

### ORIENT OVERSEAS LINE STARTS REGULAR SAILINGS FROM SAN DIEGO

Orient Overseas Line began regularly scheduled service from San Diego to Mexico and Central America when the *Oriental Esmeralda* sailed on Tues., Oct. 29.

Departing from San Diego and terminating in Los Angeles, the 300-passenger-cargoliner will call at Acapulco, Guaymas, Mazatlan and Manzanillo in Mexico; Corinto, Nicaragua; Champerico, Guatemala and San Salvador, El Salvador. The trip, depending on cargo commitments, will take approximately 20 days.

Future sailings aboard the *Esmeralda* are scheduled from San Diego Feb. 11, May 7 and July 31. Her sister ship, the *Oriental Carnaval*, will begin sailing from San Diego to Mexico in 1975 with cruises scheduled to depart March 26, June 20 and Sept. 12.

Both passenger-cargoliners will alternate 20-day voyages to Mexico and Central America with 62-day cruises to the Orient. Departing from Los Angeles, the Orient voyages will terminate in San Diego.

Larger and more luxurious than most freighters, the *Oriental Esmeralda* and the *Carnaval* combine a casual relaxed atmosphere with most of the features found on large cruise ships. Both ships have a large swimming pool, spacious decks, lounges, all deck sports, a theater, a nightclub and entertainment.

Low-cost fares for the 20-day Mexico/Central America cruise start at \$660, or approximately \$33 per day. The fare includes all meals, shipboard activities and private stateroom with full facilities.

For reservations or further information on Orient Overseas Line's cruise programs, contact your agent or Orient Overseas Line offices in San Francisco, Los Angeles, Miami, New York, Dallas, Chicago, Toronto and Honolulu.

### A PASSENGER-CARGO LINER ADVENTURE

Here is a vacation for cruise buffs who love the free and easy life of the passenger cargo liner. And who relish the idea of visiting out-of-the-way ports in Mexico and Central America... as well as several of the old favorites.

Two splendid ships — the *Oriental Esmeralda* and *Oriental Carnaval* — are part of a new cruise service that leaves San Diego every six weeks.

These passenger cargo liners — the world's largest! — don't conform to the average person's idea of a cargo ship. Each carries up to 300 passengers in first

class comfort. Both ships have a swimming pool, sports deck, and many private corners and deck space for reading.

Evenings are as pleasing as the daylight hours. You'll enjoy the Continental and Chinese cuisines. And there are movies, dancing to live music, horse racing, bingo, and bridge and mahjong tournaments.

It's a fun-filled, yet casual life style that does away with black ties and other formalities. You'll find it a wonderful way to meet new and lasting friends.

All cabins are first class with private baths or showers. Each ship is air conditioned throughout. And because there's a doctor and nurse on board, any age can travel.

A memorable aspect of cargo liner travel is the extra time you spend in port — generally two to three days. While the ship is loading cargo, you might be sampling the rich markets of Mazatlan, the beaches of Manzanillo, the resplendent Indians of Chichicastenango, or the fine international restaurants of San Salvador.

Your ship will call at Acapulco plus two to three other ports in Mexico and Central America. The exact itinerary depends on cargo availabilities for that particular cruise.

### MEXICO

The sun-drenched seacoast town of *Acapulco* is a regular stop on all Mexico-Central America itineraries. This is one of the world's vacation showplaces. The harbor itself has breathless beauty; dazzling white beaches, stately palms, colorful hotels and streets — all set against a backdrop of green hills and mountains.

Acapulco attractions include fantastic shopping, a trip to watch the daredevil Indian cliff divers at La Quebrada. And, of course, the bullfights.

Mazatlan, Guaymas, and Manzanillo, three other popular seaside resorts in Mexico, may also be numbered among your ports of call.

*Mazatlan* is an old Indian name that means, literally, "place of the deer." Travel writers have given it a more contemporary epithet: "Pearl of the Pacific." And a pearl it is. Mazatlan is a hunting, shooting, and fishing paradise. And as you glide silently into the harbor, you'll see the fishing boats that trek into deep waters, looking for trophies. If aquatic activities don't capture your fancy, however, there's much to do on land. The local cuisine is delicious, and includes such teasers as turtle stew, octopus Spanish-style, grilled lobster, and crawfish in garlic. Later, you might enjoy a city tour in an "aranas," or horse-drawn buggy.

*Manzanillo* first came to prominence in the 17th Century as a harbor for seg-

ments of the Spanish fleet. This picturesque seaport is situated at one end of a seven-mile-long curving beach. Warmer than Puerto Vallarta, cooler than Acapulco, it has the charm of a small city not oriented to tourism. If you can resist the attractions of Audiencia and San Pedrito beaches or fashionable Las Hadas, there is lush countryside to explore, replete with lagoons and mangrove swamps, banana plantations, and coco palms.

*Guaymas*, like Mazatlan, is a noted fisherman's paradise with beautiful bays and beaches. Protected by the Sea of Cortez, it is warm year 'round. An unhurried stroll along the water front will show you many picturesque sights, such as nets and brilliantly colored rugs draped over the seawall. There are small, quaint restaurants to explore. Wherever you meander, you'll be charmed by the pace and tempo of this unhurried little town, and charmed by the warmth and friendliness of its people.

### CENTRAL AMERICA

Few tourists, even experienced ones, have seen the colorful market at Chichicastenango. The graceful cities, towns, and lakes of Central America are often eclipsed by the more well-known holiday meccas in Mexico. Yet, they are memorable rewards for the traveller who enjoys the excitement of being off the beaten path.

Your ship may call at one or more of the following ports — Champerico, Guatemala; La Libertad/Acajutla, El Salvador; Corinto, Nicaragua — to give you an extended glimpse of the "fascinating countries" that lie in that little stretch between the two great continents.

*Guatemala* — the Land of Eternal Spring. The man-made history of this timeless country spans over 2,000 years and three great civilizations. It is a luxuriant country of orchid-covered hills, seashores, jungles replete with ancient and towering ruins, and a delightful year-around climate.

North of *Champerico*, where your ship will dock, is the old Spanish Indian town of Chichicastenango, where Indian men burn incense to their ancestral pagan deities on the steps of the Church of Santo Tomas.

Nearby Lake Atitlan offers a brilliant panorama of luxurious green hills, magnificent volcanos, and Indian fishermen in their cayucos, or dugout canoes. And Antigua, once the capital of the Kingdom of Guatemala, is yet another monument to the beauty of this country, with its many graceful churches, fine museum, and elegant squares.

If your ship docks at either *Acajutla* or *La Libertad*, you'll be at the gateway to Cuscatlan — the Land of Precious Things. That is what the ancient Mayans named El Salvador.

*El Salvador* is a land of sleeping volcanos and majestic mountain peaks. The

mixture of pre-Columbian Indian and old world Spanish heritage dates from the Conquistadors of the 16th Century.

The capital city, *San Salvador*, is a fascinating blend of the ancient and the new. There are modern, reaching skyscrapers and venerable and ornate churches. Native handicrafts, jewelry, and blankets can be found in the abundant markets, and the restaurants serve exceptional international cuisine.

*Nicaragua*, located in the center of the most beautiful isthmus in the world, is the largest republic in Central America. It is

Mt. Momotombo smoking and smoldering in the distance. Truly, Central America is an experience all its own.

### ENJOYING THE GOOD LIFE

Your life on board ship is uncluttered and rejuvenating. There are no jangling telephones. No newspaper headlines pronouncing one crisis after another. Just an endless horizon, miles and miles of ocean, good company, and the knowledge that you've never found life so



The 300-passenger-cargoliner and her sister ship the *Oriental Esmeralda* make regular cruises from San Diego to ports in Mexico and Central America during 1974-75. Operated by Orient Overseas Line, the ships will alternate three-week sailings to Mexico and Central America with two-month cruises to the Orient. Larger than the average freighter, the *Carnaval* and the *Esmeralda* combine a casual, relaxed atmosphere with all the amenities found on a large cruise ship — lounges, music room, theater and swimming pool.

custodian of dozens of deep blue crater lakes, incredible game fishing, towering volcanos, and America's oldest footprints, imbedded 4,000 years ago in the petrified soil at Acahualinca. You first see this captivating country as you sail into the port of *Corinto*.

Nearby *Managua*, the capital, is a booming, sprawling modern city that boasts every comfort and convenience. And from Piedrecitas Park, the loveliest spot in the capital, one can observe bald

rewarding. Your 23,000 ton ship is a resourceful floating hotel with an attentive Chinese staff that makes certain your wants are cared for. And one thing's for sure. With fares at least one third less than that of the typical luxury liner, the *Oriental Esmeralda* and *Oriental Carnaval* offer a travel opportunity second to none. The world's largest passenger cargo liners are unique. And a cruise on Orient Overseas Line is truly a departure from the ordinary.

# Places and Faces

## BISHOP'S SCHOOLS 65TH YEAR

The Bishop's Schools, for boys and girls, in La Jolla, California, began its 65th year of top quality college preparatory education this Fall.

The Student Body of the Schools,

which includes the resident students, is rich in cultural and educational background having students from such far away places as Hong Kong, Thailand, Peru, Saudi Arabia, Brazil, El Salvador, England, Nigeria and Malaysia as well as from a substantial number of our fifty United States. Presidents of the Student Council for the 1974-75 year are Seniors Miss Lynn Swisher and Mr. Lanse Fullinwider.



Pictured on the Rohr Terrace of The Bishop's Schools in La Jolla are (center) Miss Dorothy Anne Williams, Principal of the Schools and the Presidents of the 1974-75 Student Council, Miss Lynn Swisher and Mr. Lanse Fullinwider.

## Fine homes deserve the Best



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Small classes averaging twelve students, and a broad curriculum combine to make for ideal learning conditions. Miss Dorothy A. Williams, Principal of the Schools announced that additions to the curriculum this year include an expanded program in Fine Arts, Computer Math, Linguistics, Spanish Civilization, and a number of new English electives such as "Nobel Prize Authors," "Science Fiction," and "Writing Seminar."

The appointment of new Faculty and Staff members was also announced by Miss Williams. Among those who joined the Faculty this year are Mrs. Robert Marasca and Messrs. Roger B. Clark, Gene H. Coates and Donald W. Moffat in the Mathematics department; Mrs. Francis T. Haxo, History; Mrs. D. M. Ip, Spanish; Mr. Moktar Kourda, French; The Rev. John M. Lax, Religion; Mrs. Joseph A. LoDuca, Physical Education; Miss Catherine E. Mitzell, Dance and Drama; Mrs. Alan Reeve, English; Mr. Richard E. White, Art; and Miss Janice L. Wyma, Music.

The Bishop's Schools is located on a 10 acre campus in La Jolla and offers a coeducational college preparatory program in Grades 7 through 12. Admission is based on merit regardless of race, color, or creed. □

## THE NATIONAL MUNICIPAL LEAGUE

For 79 years the National Municipal League has been helping citizens to help themselves in the continuing battle for better government.

The League was formed in 1894 by a group of nationally known and respected civic leaders to "provide cohesion and leadership for local civic organizations which were waging an unequal fight against plundering political machines."

It has never altered its basic purpose although it has constantly kept apace of the changing times.

The League does not initiate or conduct any local or state civic campaigns. To do so would violate the principle of citizen responsibility it seeks to foster. It provides the facts and the ammunition and the know-how to local citizen organizations or public officials seeking advice about how to get rid of an outmoded city charter, revise a state constitution, adopt a modern election law, etc.

From its bulging files on the civic battles of the last eight decades, it can tell today's civic leaders how citizens of other cities and states met and overcame problems similar to their own.

In the past few years the League has become the country's best known library of facts on the constantly changing legislative reapportionment developments in the various states. It has been engaged in a program of research and publication on state legislatures under a Ford Foundation grant, one on state constitutional revision supported by a grant from the Carnegie Corporation of New York, and another study, in cooperation with the League of Women Voters Education Fund, on election systems reform, under a combined grant from the Ford Foundation. Intensive research is now being conducted on political party structure. Completed studies range from model municipal finance to ethics in government.

The extent to which civic leaders in all parts of the country turn to the League for help and advice can be gleaned from the fact that upwards of 15,000 letters, telephone calls and personal visits are received each year.

There was no such clearinghouse for the exchange of experiences and campaign tactics 79 years ago when intrepid and patriotic men and women were banding together in local reform organizations to battle the corrupt political bosses of that era. These local citizen groups were making slow progress in the fight against political machines when the first nationwide meeting of local civic leaders was held in Philadelphia in 1894.

From this meeting came the creation of the National Municipal League.

Its founders included such distinguished leaders of the times as Theodore Roosevelt, Louis D. Brandeis, Charles Francis Adams, Charles W. Eliot, James C. Carter, Carl Schurz, Marshall Field and others.

The early struggles were waged against local political machines but the League's officers were quick to note that the need for reform was just as great at the county and state level. They soon broadened the purposes of the League to include these fields.

Aware that inefficiency and waste can blight a community and drain the city or state treasury even more than corruption,

the League has always promoted positive programs for sound charters, modern state constitutions, improved governmental organization, higher standards and better methods of administration.

The League became a leader in the movement for the direct primary, the short ballot, home rule charters for cities and counties, modern budgeting, improved assessment and collection laws, the merit system and other devices to improve the processes of self-government.

Enlisting the aid of competent and experienced professionals, the League publishes the Model State Constitution, Model City Charter, Model County Charter and model laws to improve primaries, elections, financial management and state and regional planning. It revises and updates these models regularly.

The League is widely known for originating and fostering the council-manager plan which is considered by many to be the most notable contribution to the improvement of local and county government. The wide acceptance of the council-manager plan through the years can be seen in those figures which show there were 49 cities with the plan in 1915, 157 in 1920, 388 in 1930, 521 in 1940, 1,013 in 1950, 1,747 in 1960, and now over 2,500.

In addition to its many model laws,

pamphlets and books, the League publishes the monthly National Civic Review (formerly National Municipal Review) with the news on state, county and local government developments and the activities of citizens and research associations.

Theodore Roosevelt, a rough-riding reformer in his own right, admonished the League at the first meeting:

"Be actors, and not merely critics of others."

Through the years the League has never failed to heed this advice.

Dr. George H. Gallup, director of the American Institute of Public Opinion, and a former League President said:

"Since its founding the League has endeavored to arouse citizens to a realization that good government comes only when citizens know what good government is and are willing to work for it."

The *Annals* of the American Academy of Political and Social Science said about the National Municipal League:

"It has been at once the inspiration and the chief counsel for most of the civic reform movements of this century in the United States. To it belongs a substantial share of the credit for the remarkable improvement in the management of civic affairs which has occurred since Lord Bryce characterized our city government as 'the one conspicuous failure of the United States.'" □

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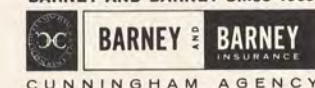
Not when it comes to working hard for Rancho Santa Fe. Or all of North San Diego County, for that matter.

Not when it comes to being involved in the needs of the community.

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AMERICAN WOOD COUNCIL AWARD TO  
PARDEE CONSTRUCTION CO.



Architect describes Sea Point Townhomes as "a contemporary design built of warm cedar woods and simple forms mellowed by a touch of traditional flavor in door and window accents."

Pardee Construction Company has been chosen by the American Wood Council, Washington, D.C. as its 1974 West Coast recipient of the Council's "Design for Better Living" award.

The award, given in honor of Pardee's Sea Point Townhomes condominium community at Torrey Pines Beach near Del Mar, is based on superiority in land planning, architectural design and creative use of wood — both inside and out — and consideration for preservation of the surrounding area.

CONSIDERATION FOR ENVIRONMENT

"Pardee's Sea Point project is an outstanding example of the consideration that should be given the environment when building in such a naturally beautiful setting as is the Torrey Pines Park and beach area," said Barry Disdero, marketing director of the Council, in his presentation of the award to George M. Pardee, Jr., president of the construction company.

"These beautiful townhouses have been all but molded into the hillside with rustic natural woods and carefully designed and blending landscape, complementing the natural setting today and promising long-range harmony as the wood surfaces weather and the landscaping continues to mature," said Mr. Disdero.

MILLION DOLLAR LANDSCAPING

Mr. Pardee pointed out that when Sea Point is complete his company will have spent more than a million dollars for landscaping of the site, which encompasses only 18.5 acres of property.

"This means," Mr. Pardee said, "each Sea Point townhome owner will have equity in one of the most ambitious private landscaping jobs ever undertaken in the San Diego area."

NATURE PRESERVE DONATED TO CITY

"And to further preserve the natural beauty of the area," said Mr. Pardee, "we have donated to the City of San Diego a 13-acre nature preserve right above the Sea Point site which will be kept in its natural state for all to enjoy."

Sea Point Townhomes was designed by Richard Stoddard, AIA of Sherman Oaks, CA, who calls his work a contemporary design built of warm woods and simple forms with just a touch of traditional flavor in the door and window accents.

INNOVATIVE DESIGN FEATURES

While the exteriors of Sea Point Townhomes have a simple rustic charm, the

interiors are spacious and dramatic. The four multilevel floor plans offer living space from 1,427 square feet to 2,188 square feet. They exhibit architecturally innovative design features rarely found in condominiums, such as: Covered, floating-view balconies off living rooms and master bedrooms; massive wood-burning fireplaces in living rooms and bedrooms; double-size master baths with Roman style semi-sunken tubs and ocean-view windows; built-in wet bars, stairwell skylights, and glass wall view windows.

These two and three bedroom plans include up to 3½ baths, garden patios, and double garages.

OWNERS HAVE RECREATIONAL FACILITIES

Each owner at Sea Point, as a member of the Community Association, shares in the use of the recreational and social facilities.

The richly appointed Sea Point Club provides spacious areas for social functions and small intimate settings for personal entertaining. It is topped by a unique "crow's nest" lounge which affords spectacular views of the ocean and Torrey Pines Park. The lower floor of the club opens into a wide deck surrounding a large free-form swimming pool and whirlpool bath. Night-lighted tennis courts are located nearby.

Sea Point Townhomes are priced from \$61,000 to \$85,500 and are being offered on a lease-option sales plan for a limited time.

To visit Sea Point, take Interstate 5 to Carmel Valley Road. Continue west to Del Mar Scenic Parkway. From Highway 101 take a sharp turn at Carmel Valley Road. Models are open daily from 10 a.m. to dusk.



The lower recreational level of the richly appointed Sea Point Club (which includes a full-size kitchen) opens onto a wide lounging deck surrounding a large free-form swimming pool and whirlpool bath. Night lighted tennis courts are also a part of the recreational facilities at Sea Point Townhomes.

the mall

The Escondido Village Mall is North County's Most Exciting Retail Shopping Complex of High Quality Stores to Serve The Most Important Shoppers in San Diego: NORTH COUNTY RESIDENTS.

Anaheim Savings & Loan  
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Beth's Hallmark Shop  
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Escondido Travel Agency  
Farrell's Ice Cream Parlour  
Fashion Conspiracy  
First Lady Beauty Salon  
Fountain of Youth  
General Nutrition  
Golden State Fabrics

Harris & Frank  
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Pets 'N Things  
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# This is Living

by Don Deder

## GETTING OUT THERE AND SMOOTHING IT

I've never been able to detect a major social trend, even when one threatened to run over me while I lay in the middle of a road.

This I can prove, exactly in those terms.

One autumn about 20 years ago in the dark of night I parked my car in a grove of alders in a Western canyon, threw down my bedroll, and fell into the deep sleep of the innocent.

"Bleep! Bleep!"

I blinked awake in muddled panic, for *right there* about a fly pole away was the blunt front end and glaring lights of a brand-new pickup truck.

"That's a road you're sleeping in, you idiot!" shouted the burly driver. Thoroughly cowed, I hunkered over under the rear axle of my hoopie, and as the truck roared by, I could see that the bed bore a big, roofed-over plywood box fitted with some smallish windows and a door on the back.

"That kind of camping will never catch on," I thought to myself, hooking a hip around a sumac root. I couldn't imagine that in just two short decades the camp-on-wheels would wreak the greatest change in outdoor living since Ooz Grunt invented fire.

Small comfort, I wasn't alone in my misjudgment. The consensus of the Forest Service and Parks Department and General Motors and the Chamber of Commerce and Chicken Delight was that tremendous numbers of Americans yearned for nothing more than a chance to get away from gas engines, urban bustle and other people. Like, maybe, a little shady flat spot with no more than a picnic table and a fire pit and a halfway decent outhouse, with plenty of distance between campsites.

Hah. Given the affluence, leisure and mobility of the 1970s, Americans would much rather take the city with them in their outdoor adventures. Today there are more than 1.5 million camps-on-wheels, pickup rigs, camp trailers and self-contained vans. The few home-built plywood boxes of the 1950s have evolved into elaborate pads with color television, hot showers and indoor potties. One model is listed at \$30,000. Of six new trucks sold, one is destined to haul a camper. Some 750 firms were manufacturing homes-on-wheels and 200 companies pickup campers during the peak, although some were washed out in the energy crisis last year.

Oddly, getting away from it all is no longer the game, for millions of campers. Clearly, they want to get closer to it. Every Friday they abandon the relative privacy of a suburban home. They move out in their modern prairie schoo-

ners along the concrete trails to populate the highest density towns in the nation: 750,000 campgrounds, most popular those with electricity, piped water and sewer hookups. Psychologists say the new-breed camper is a child of the urban shift, terrified of being all alone in the wilderness.

A brace of Hondas racked over the front bumper. Briquets glowing. Acid rock next door. Kids snake-dancing. Perfect strangers popping in for daiquiries and dips. Sis off taking a sauna, and junior returned from a successful hunt; his trophy, a bucket of the Colonel's. In San Diego is a 700-site completely paved treeless outdoor hotel to which guests tow their own rooms to rent a space two minutes from the freeway and a short stroll from a food-to-go cafe.

The most unreal reality is Ticketron. You go to your friendly department store and tell the chick at the Ticketron counter that you want a reservation in the Redwoods for the third Saturday of next month. The clerk taps the information into a teleprinter tied to a computer (similar to an airlines reservation system) and the machine hums a bit and clatters a confirmation. You pay a fee and are issued a ticket. Ticketron lists nearly 8,000 campsites, from Tahoe to Big Sur, from San Clemente to Borrego, with fees ranging from \$1 to \$4 per day.

The other wave of the future rolling across the West is the privately-owned camping park. There are now twice as many commercial parks as public parks. Park rangers welcome the commercial competition — it keeps a whole lot of unnatural activity away from scenic areas already threatened by human impact.

The temptation for old-time, die-hard tent campers is to put down the motorized moderns, with their nylon jump-suits, suede hiking boots, stereo gear, aerosol bombs, electric blankets, automatic percolators, and sacks of Jack-in-the-Box. But the purest, most spartan backpacker must admit that many millions of people seem to enjoy themselves and their gimmicks in the New Age of Automotive Camping. And if that many citizens get their jollies that way, who can argue with the method?

That's what I think in a philosophical mood. But occasionally I wonder what might have happened that night some 20 years ago if I had shouted back, "Not moving, Buster! Now take that truck back home and remove that ridiculous playhouse, and don't ever let me see you out in the woods again!"

In that moment, a revolution might have been nipped a-borning, but of course, we'll never know. □

# Periphery

## OPERATION SUMMIT PROGRAM

Wards of the juvenile courts will venture into the wilderness as part of a new corrective program called Operation Summit. The experimental program was approved by the San Diego County Board of Supervisors last month.

Summit Expedition, a wilderness survival school, was awarded the \$144,240 program which will be administered by the County Probation Department.

Dave Ellisor, project coordinator for the Probation Department, expects the program to get underway in early November. Ellisor added that he considers Operation Summit a worthwhile expansion of traditional rehabilitation programs, and he welcomes it as a fresh approach in dealing with delinquent youths.

Tim Hansel, founder of Summit Expedition, explained his program as a concentrated effort to teach delinquent youths to care about themselves through a concept termed "environmental stress education."

Hansel, a former instructor of psychology, strongly believes that controlled stress situations are the best conditions for learning.

As a learning process Summit will create controlled stress situations, such as mountaineering or rock climbing, where the youth will be forced to turn to himself to overcome a challenge.

"The important thing to remember," Hansel pointed out, "is that it will be the youth's efforts, self-confidence and determination that will conquer a challenge."

"The objective of Summit is to teach delinquent youths to rely on themselves to cope with their environment," Hansel said. "The idea is to learn constructive values through sweat and tears rather than from abstract ideas."

Summit offers the youth a chance to actually practice self-reliance. Overcoming a stress situation reinforces the adolescent's belief that he is not a loser. The youth learns he has the capacity to be a winner and hopefully will transfer those qualities into his home and daily lifestyle said Hansel.

Some 280 wards of the court from Rancho del Campo, Rancho del Rayo and those living in the community will participate in the nine month experimental program.

Candidates for Operation Summit will be selected at random on a voluntary basis with a corresponding control group for evaluative purposes.

To qualify for Summit the juvenile offenders must be free of physical limitations, have an I.Q. above 80 and be 14-17 years of age. The ward must also have parental consent.

Operation Summit will consist of a variety of outings to meet the needs of each camp. Most outings will average one week. The youths will participate in the project shortly after their introduction to a corrective institution, will be returned to the institution, and will participate in a follow-up trip before their release.

So more personalized relationships will develop, the outings will be limited to groups of eight along with three trained supervisors. Upon their return the juveniles will receive intensive counseling by an assigned officer.

The juvenile supervision will be provided by a mixed-bag of talent. There will be a variety of supervisors on each trip from the Probation Department, contract staff members of Summit Expedition and screened volunteers from the community.

Achievements and corrective treatment methods of Summit are designed to shorten the time period juveniles are active in the probation system, to reduce recidivism, to curtail the frequency of delinquent behavior, to ebb crime severity and to cut crime costs.

All of these factors will be under scrutiny before Operation Summit becomes a permanent part of the County Probation Program. The Program Evaluation Unit of the Probation Department will study the effectiveness of the Summit program. Those findings will hold a life or death sentence for Operation Summit. The program will also be reviewed by the County Board of Supervisors who will decide whether or not to continue Summit.

"There is a lot of support from the community on this project," said Ellisor.

"Summit is not fun and games," stressed Hansel and Ellisor. Its purpose is to teach young people the importance of a well disciplined life.

In the draft report to the Board of Supervisors the outline cited similar programs in California and Massachusetts that have reported positive results.

"There was remarkable achievement made by the Massachusetts program which proved twice as successful as programs used by traditional corrective institutions," said Ellisor.

"Those were important factors in selling the Board of Supervisors on the project," said Ellisor. □

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By Helen Isely

# ART: Its Nature and Nurture at Palomar College

North County has always been noted for its horses and flowers rather than its culture. From present indications, however, this may change in the future. With very little fanfare and an appallingly modest budget, a dedicated art department at Palomar College in San Marcos is giving students and the community in general a wide exposure to the visual arts and is providing opportunities for growth very rarely found outside metropolitan areas.

The Palomar assault on visual sensibility consists of making a wide variety of classes and lectures available to students and to the public, and giving them a chance to experience art in the Boehm Gallery by way of specially mounted exhibits and the permanent art collection of the college.

The 11-person art department reflects a wide variety of art preferences. James Hulbert, who teaches commercial art and graphic design, is the most traditional of the group. At the other end of the canvas is Russell Baldwin, who is the director of the Boehm Gallery and teaches ceramic sculpture and printmaking.

According to department chairman Rita White, John Barlow, who founded the art department in 1955, had the dream of assembling a group of unlike people who could function as a unit. The dream has been realized. In a field noted for jealousies, bickering and displays of temperament, the Palomar art department prides itself on being a home for many personalities, each with

individual experiences and concerns, who appreciate each other's talents and get along well together.

The department strives to fulfill the needs of North County residents on many levels. It must provide information and exposure for the student who intends to continue at a state university and make art a career, for those who wish to acquire a special skill that may be put to commercial use, and for people who pursue art courses for personal enrichment or to fulfill requirements in other programs of study.

Besides the traditional courses in drawing, art history and watercolor painting, Palomar offers a variety of classes that are mind-boggling in their diversity. There are courses in jewelry and metalsmithing, glassblowing, flat glass design and printmaking. The laboratory classrooms contain sheet-metal saws, drill presses, blow torches, printing presses, potters' wheels, glassblowing furnaces and kilns.

There is no doubt that art department classes are vastly popular. A jewelry and metalworking class which is supposed to have only 25 students has 37. A glassblowing class which normally accommodates 18 has twice that number. Several students have gained enough expertise at Palomar to enable them to set up their own businesses as glassblowers and jewelry designers.

Although art classes are exceptionally popular, they are not the only ones at Palomar that are bursting at the



**Left:** Palomar College was founded in 1945 and moved into permanent buildings at San Marcos in 1950. Student enrollment is now 11,659.

**Below Left:** Jill Sparrow, a student in one of the printmaking classes, pulls a proof.

**Center Below:** Russell Baldwin, director of the Boehm Gallery examines one of the pieces in the recent Paul O'Keefe exhibit entitled "Knew Directions."

**Below Right:** Glassblowing is just one of the many art classes offered at Palomar. Thanks to the ingenuity of teachers and students, facilities at Palomar have been greatly expanded by student-built kilns and pottery wheels.



seams. Total school enrollment is up 17 percent over last year and now numbers 11,659. The campus encompasses 155 acres and includes 17 permanent buildings, innumerable temporary structures, several large parking lots and a number of small parking areas notable only for their cracked and pockmarked asphalt and overcrowding.

In addition to the general impact Palomar College is having on North County, a very special recognition is being accorded to the Boehm Gallery. Occasionally controversial, always challenging, exhibits chosen and mounted by gallery director Russell Baldwin, are giving exposure to young artists as well as nationally and internationally known ones. Typical of the young artist who may have a brilliant future is Paul O'Keefe who works in plastic. The O'Keefe exhibit, held during the early part of October, consisted of seven small pieces, and as a group they were called "Knew Directions."

One work was an empty box labeled "Hope Chest", another was a book entitled "How to Be a Successful Artist in Southern California," and its pages are empty. The response of the uninit-

iated viewer over 30 is usually, they are beautifully crafted but are they art? People are bewildered when confronted with a 20th century piece of art because the artist has not responded to his world and expressed himself in the same way that 17th century artists did. A thoughtful person may wonder why, when he is surrounded by 20th century technology, his mind in some respects is geared to 17th century thinking.

Russell Baldwin said, "People who get nothing out of contemporary art bring nothing to it. Think about the idea of a hope chest and why it might be empty and the implications of that emptiness."

The November exhibit features three well known artists — Eleanor Antin, John Baldessari and Peter Plagens. Concurrently with the exhibit, a lecture series entitled "Art and Artists: New Directions" was offered to the public for a nominal fee.

One of Russell Baldwin's finest accomplishments is the permanent art collection he is building for the college. It now numbers about 80 pieces, many of which have been donated by artists and collectors who respect and admire the work Baldwin is doing.

Other pieces have been purchased out of the minuscule \$8,000 budget with which Baldwin runs the entire gallery program each year. The collection contains some student work, and also pieces by Kathe Kollwitz, one of the greatest German expressionists and John Baldessari, a product of San Diego State who is currently well known in Europe and the United States as one of the foremost exponents of conceptual art.

The gallery serves two major purposes. It serves as a vehicle for giving recognition to young artists, and it gives North County residents a convenient chance to see art close to home.

The permanent collection serves as resource material enabling teachers to show students concrete examples of what they are talking about, and it serves as an investment. Many of its works have already increased in value considerably.

Through education and exposure the Palomar Art Department is hoping to bring 20th century artists into contact with a 20th century audience. The acceptance that the classes and gallery have had so far suggests that it is making inroads and will continue to succeed admirably. □

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## About Books

by Dede Godwin

In fiction, cops come in all shapes and colors, but they do not often appear in a meaty documentary. CHIEF by Albert Seedman (Arthur Fields Books \$10) is a competent and pretty exciting example of the latter. Seedman is former Chief of Detectives in New York, boss of 3000 detectives and a veteran of thirty years on the force. During those years he amassed a vast knowledge of crime in a city where crime is rampant, and developed an intuition that may be compared with that of Sherlock Holmes.

Seedman kept personal journals, and in *The Chief* recounts only a bit of his personal life, but a precisely detailed investigation and solution of twelve front page cases. You have read about all of them, but not about the mechanics, even the chemistry of law and order, as it pursues each avenue of possibility, each door-to-door detail, sifting of rubble, laboratory results, dossier and M.O.

Among the cases you will recognize the Townhouse Case at 11 West 18th St., home of James Wilkerson, former vice president of Young and Rubicam, owner of a string of radio stations, whose daughter and her SDS companions took over the house in his absence, made and used lethal bombs for use in protests. The explosion of that house, and the search for the identities of the dead, search for the living and evidence of the crimes.

There is the Mays case, a plot to take millions of dollars from a department store chain; the final detailed solution of the killing of Kitty Genovese; the battle with the cop killers of the Black Liberation Army; the apprehension of the murderer who killed young Carmen Rodan, stuffed her body into a packing case and left her on a sidewalk. And others.

But it is not primarily the repetition of these crimes which appeared in every newspaper in the nation at one time or another... it is the quiet patient painstaking working of the law-and-order machine. The truth and monstrous consequences of these crimes.

Seedman has written this account with proficiency and an exacting honesty that is impressive. Fascinating, impossible to abandon in transit. A terrific inside story.

Nieman Marcus is a magic name to women everywhere, particularly those who dote on beautiful, lavish and unusual merchandise. MINDING THE STORE by Stanley Marcus (Little Brown \$10) is a running biography of Stanley Marcus, Chairman of Nieman Marcus in Dallas, punctuated by nice satisfying glimpses behind the scenes of a unique retail

operation. Mr. M. recounts in great detail the origin of the store, the early years, the accommodation to Depression, War Years, Fashion, the new generation and innovations that have since been adopted by stylish retailers all over America. With appropriate anecdotes.

For instance, N.M. were first to inaugurate the before-Christmas Men's Night when men flounder about buying gifts for the little woman. On one such Marcus, helping an indecisive customer, was inspired by a huge brandy glass, which he promptly filled with cashmere sweaters of varying colors (to represent a *pousse cafe*) topped with a white sweater to represent whipped cream, and added a \$25,000 ruby ring for the cherry.

Once he happened into the J.P. Morgan auction, bought about 30 pieces of porcelain and furniture which he sold in one day. Voila! The new antique department. Again, he tasted Wil Wright ice cream in California. Determined to have it in the restaurant. Shipped it in at \$29 a gallon, then contrived a less expensive method of transportation, etc.

Marcus tells us about customers and policies. N.M will replace any item that is unsatisfactory (including a mink coat that the fur buyer noticed was slightly worn) at no matter what cost. And about compulsive buyers that order eight or ten fur coats at one sitting, and about their credit policy.

There is the wife of an oilman who visits the store once a month... but at five o'clock. Since the store closes at 5:30 about 30 people must be kept in order to serve her. Since she spends upward of \$200,000 a year, it can't be too much of an inconvenience.

The most amusing chapter is about the famous Christmas catalog. The idea of exotic gifts that would (and do) invite media coverage was begun about 1959. Since that time the famous "his and her" gifts have included over the years, His and her airplanes, miniature submarines, Black Angus, Noah's Ark complete with staff (for \$588,247), aquaria full of exotic fish, but with pearls instead of sand covering the bottom, Jaguars, a trip to Hong Kong on a Chinese junk (\$11,500 and orders for 8), camels and this year a mouse farm. Not to mention thousands of lesser but still lavish gifts.

The book is fun; the haute couture of retailing with much (a bit too much) about Stanley Marcus himself and his ethics and innovations. It's how the other half lives... tho Mr. Marcus carefully and repeatedly insists that our dreary little half is equally important to every individual on his staff.

## Gourmet Guide

by Jeanne Coberly



### SHIMMERING CELERY

1 large bunch of celery  
1 cup dry white wine  
2 onions, sliced  
1/4 cup butter  
salt, pepper, and nutmeg  
4 carrots, sliced  
1 can of consommé  
1 tbsp sugar

Clean and trim celery. Cut in pieces two to three inches in length. Place in a saucepan and cover with the wine. Add just enough water to cover completely. Simmer for ten to fifteen minutes until the celery is barely tender. Drain, reserving the liquid. In a large iron fryingpan combine the celery, carrots, onions, consommé, and barely enough of the celery liquid to cover. Cook over medium heat uncovered for about fifteen minutes. Add the sugar, butter, salt, and pepper to taste, and simmer for about forty minutes until tender and the liquid is syrupy. When ready to serve sprinkle with nutmeg.



### PEAR BETTY

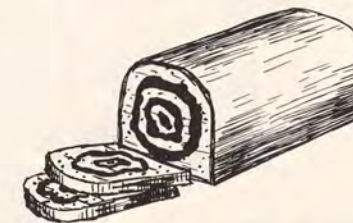
4 cups of sliced pears  
1/4 cup orange juice  
1/2 cup butter  
Dash of salt  
3/4 cups sugar  
3/4 cups flour  
1/2 tsp. cinnamon  
1/2 tsp. nutmeg

Place pears in a shallow buttered pyrex baking dish — 8" by 8". Drizzle with the orange juice. Combine the sugar, flour, salt, cinnamon, and nutmeg. Cut in the softened butter until the mixture is crumbly. Then sprinkle it over the pears. Bake in a 375 oven for about forty minutes until the top is slightly brown. Serve warm with whipped cream to which has been added several tablespoons of Cointreau or Grand Marnier.



### TURKEY HASH

Have ready 2 cups diced cooked turkey, 2 tbsps. finely chopped onion, 1 tbsp. finely chopped green pepper, and 1/2 cup finely sliced ripe olives. You may use stuffed olives if you prefer. Heat 2 tbsps. butter in a sauce pan and saute the onion and green pepper until soft but not browned. Add the turkey and the olives and moisten with 3 or 4 tbsps. of turkey gravy. Season with salt and pepper and cook until the turkey is thoroughly heated and slightly browned. Add 1/4 cup of heavy cream, mixed with 1 well beaten egg. Shape into a patty and cook until browned on both sides. Sprinkle lightly with nutmeg when it is done, and serve with finely chopped parsley on top.



### CHOCOLATE ROLL

Butter a large baking sheet (11" x 16" x 1 1/2"), line it with wax paper, and butter the paper.

Beat 5 egg yolks until they are light and fluffy. Add gradually 1 cup granulated sugar and beat until mixture is very thick and pale in color. Stir in 6 oz. of dark sweet chocolate, melted over low heat with 3 tbsps. strong coffee. Finally fold in 5 stiffly beaten egg whites. Spread the batter evenly over the prepared sheet and bake in a 350 oven for 15 minutes — or until cake tests done. Loosen it from the baking sheet and dust generously with cocoa. Turn the cake over onto a sheet of wax paper and gently remove the paper from the bottom. Spread the cake with 2 cups of heavy cream, whipped, then sweetened to taste with sugar and vanilla. Roll it lengthwise into a long slim roll. To roll this delicate cake, lift up two corners of the wax paper and flip over about 2 inches of the cake onto itself. Continue to roll by lifting the paper. The last flip should deposit the cake on a long board or platter. Dust the top with more cocoa.



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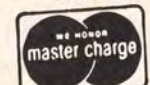
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# Astrological forecast

by JEAN FARMAN



## SAGITTARIUS

(November 23 - December 20)

A happy Sagittarian is one who's on stage cleverly turning shy giggles into belly-shaking laughter. Whether your audience be two or two hundred, it matters not, for there you are shouting, "Is everybody happy?" Well, get out the Gleem and polish your shiny brights, December brings what you desire most: people — an audience! A word to the wise, don't forget a single family member on your gift list this year. Someone's feeling grossly neglected and this could be the time to make amends. Giving in to self-indulgent temptations will give you a hang-over! Sagittarian celebs: Geraldine Fitzgerald, Dionne Warwick, David Merrick.



## CAPRICORN

(December 21 - January 20)

Capricorns could have their collywobbles excited by some very secret news. Scrutinize carefully for you can't judge true information by its optimistic wrapping this tinsel tree month. You may be called upon to joust a loved one out of a Scrooge-mood. If you are planning to celebrate New Years Eve, let someone else do the driving. Capricorn talent: Johnny Ray.

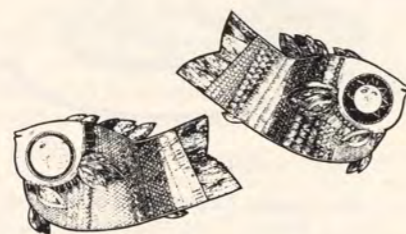


## AQUARIUS

(January 21 - February 18)

If you have been entertaining some pie-in-the-sky hopes and wishes, your bub-

ble may burst into reality. Don't let it shake you, it merely means your feet weren't on the ground in the first place. People come out of the woodwork and hit you for loans — tell them No! Unexpected opportunity could arise. Aquarian star: Dane Clark.



## PISCES

(February 19 - March 20)

Pisces intuition and usual psychic ability goes kinky and haywire this jinglebell month. Do not rely on hunches for you are just not reading them right. What really blows your fuse is that you can't even count on others for good advice. The time has come for Pisces to think logically and not react impulsively! Pisces celeb: Lord Snowden.



**ARIES (March 21 - April 20)**

If you want to enjoy the Happy Holidays, you are going to have to muster up a barrell of control and patience! Well-laid plans are apt to go screwy with little gremlins throwing wrenches in your path. Don't waste energy getting in a snit. If you roll with the knocks you may avoid ulcers! Aries dance man: Arthur Murray.



**TAURUS (April 21 - May 21)**

Don't jingle your bells too soon over an allegedly gold-plated opportunity. Look under the surface to make sure it is not

wrapped with fool's gold instead! Keep a watchful eye on partners' checkbooks, they seem to be spending money like drunken sailors. People are reckless the last week — if you must drive, drive defensively! Taurus star: Brian Aherne.



**GEMINI (May 22 - June 21)**

Hand the reins of your merry sleigh over to partners this holiday month. Their insight is a bit sharper than your own right now. However, you're both in tune to the needs of others. Supply the help and be gifted with love and appreciation. Something comes to put the brakes on your urge to spend. Gemini gent: E. G. Marshall.



**CANCER (June 22 - July 22)**

Tis the season to be jolly, and as hard as you want to, other people slam the door and seem to make impossible demands. Everyone seems to be in such a rush and apply pressure for instant answers. Don't allow it, you must take your time. Don't be pressured into something you're bound to regret. Cancer lady: Eleanor Parker.



**LEO (July 23 - August 22)**

While you are busy watching Santa fill your sock with goodies, you may be filling your tummy to the point of no return! Use discretion or you may be moaning the flu blues on the big December day. Someone you love, be it child or soul-mate, gives your heart a great big generous tug. Leo lad: Eddie Fisher.



## VIRGO

(August 23 - September 23)

Nostalgia hits Virgo in particular this plum pudding month. You want family and close friends to enjoy the warmth coming from your lovely home. But do not be crushed if others must reject your invitations. Just thoroughly enjoy those you are fortunate enough to have around your hearth. A surprise package comes out of nowhere! Virgo star: Yvonne DeCarlo.



## LIBRA

(September 24 - October 23)

Open the door and stand back — you will be welcoming friends and relatives you forgot you even had! People are full of news for your ears alone, just remember most of it is gossip and the rest is probably fabricated. Money can be made this month through something of a creative nature. Libra star: Steve Forrest.



## SCORPIO

(October 24 - November 22)

Caught in the Christmas crush? Hope your generous impulses did not deplete your well-feathered bank account. Look for an unexpected expense to mar your holiday celebration. If you have used your innate Scorpio wisdom, the unexpected won't deflate your happy spirit. If eligible, cupid could put a ring of gold around your sensuous finger! Scorpio celeb: Ann Rutherford.

Pi Seelen  
Rancho Bernardo

Dear Bill

Well, the mailman brought what I fervently hope is the final batch of Christmas catalogs. My box has been crammed since they started coming last August. Time was, and boy do I date myself, when the stores waited till after Thanksgiving to put out the Christmas decorations. Now, Santa Claus is neck and neck with the Easter Bunny. The T.V. commercials are priming the kids on what they should demand . . . and the prices! It certainly is the time to worry about 'the high cost of giving'.

You asked me what I'd like for Christmas. I think I have the most important things; a devoted family, good health and a fairly reasonable husband. I might suggest some fantasy presents . . . how about giving me some new neighbors? Not that I don't like the ones I have, they're the greatest but it would be fun to add a few new faces on the block. For instance, a lot nearby is for sale. Wouldn't it be sensational if 'Dear Abbey' built there! Imagine having that source of advice when Jerry and I have our snoring problem. He claims I snore. I know it's him. But he says I can't hear myself because I'm sleeping. That's ridiculous, if I'm sleeping how can I hear him snore! Dear Abbey, buy that lot. Jackie and Ari Onassis would be another nice couple to live here. Jackie would have lots of left-over last month's clothes to donate to my Serenity House Flea Market . . . and wouldn't it be a kick to run next door and borrow a cup of caviar?

Then we could use a bachelor on the street so I'd like Burt Reynolds. Okay, don't laugh, that fellow on television keeps telling me, 'I'm not getting older . . . I'm getting better'.

And most certainly I'd welcome Henry Kissinger. Can you imagine how handy he'd be when the Homeowner's Association negotiate with the Cable T.V.?

Alright dear son, those are the neighbors I'd enjoy but I'll wake up and settle for the usual bathrobe and slippers you give me. I'd miss them and I'd miss having a wonderful old-fashioned Christmas with all of my friends.

Mom

P.S. I think I'd add 'Maude' to my list. Can't you just see her demanding three ladies days a week at the Rancho Bernardo Golf Course?

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by Carlie Conant

# Gallery Alley



Carlie Conant

We went to Europe to buy a Lamborghini and came back with Cronus Art Gallery. It boggles the mind to realize how one can change one's investment concept in such a short time.

While shopping for cars we found the impracticality of importing them under the current modification changes necessary to run them in the States . . . we had money in our jeans (it almost got washed in a campground laundromat on the Rhine) so, finding a collection of original serigraphs, woodcuts and etchings (signed and numbered) by well established English artists, Robert Taverner, Phil Greenwood, James Osborne, among others, we packed them up and brought them back (duty free).

Getting ready for the opening of Cronus on October 11 was an experience in never-readiness. At 5:00 pm the guests were arriving, "Dolores and Helen Costello" were still not on a nail, so we propped them in a prominent corner and on with the show!

A few days later at the opening of The Sculpture Gallery in Del Mar, we felt better when Bill Lueken came rushing in carrying his interesting resin on wood "Shrimp Boat." He stated it was "tacky" . . . he meant that it wasn't completely dry. While driving north on Camino del Mar you may see it sailing in the window.

The Sculpture Gallery is continuing its show of participating sculptors, Mary Melton, Peggy Oberlies, Robert Goddard and Jean Chapman through December. They are featuring "gift" sculpture and original silver jewelry.

We met Peter Hord for the first time. We endeared ourselves to him when we congratulated him on the lovely statue he has in Balboa Park.

"That must be my cousin, Donal," he gently corrected us. "He's granite, I'm bronze."

As an investment Peter Hord has "caught on" and those of you fortunate enough to have bought his work while he was still operating out of his old Del Mar foundry will find your lovely sculpture is even more precious to you now.

During December "Cerebral Fantasy" a two piece bronze and "Sentry" by Peter Hord will be on display at Cronus Gallery.

The December 1st opening also featured the early California landscapes and

seascapes of the late Blanche Whelan. Ms. Whelan was one of the first women graduates of Stanford University. She had traveled and studied throughout Europe, was a founder of the Laguna Art Assn. and for a time lived among the Taos Indians.

In addition to her oils portraying these Indians, there is a display of photographs circa 1915 taken of their rituals, homes, and the people in daily life.

The Gallery Easel on La Granada, Rancho Santa Fe opened in December with a collection of still life oils by contemporary Dutch artist Henk Bos.

This unique gallery has a 17th Century Dutch easel, whence its name. Dale and Ruth Budlong, Eloise and Paul Thomas are the owners of this unusual and valuable collection of old etchings and oils.

When asked for advice on art as an investment in the current money market, Dale Budlong indicated that quality is always a good investment and will still sell in a recession.

"Prices should be a guide to your investment, but you must see the work because the condition of a painting varies," he said. "If you wish to buy a Renoir, for example, be sure it's a good Renoir."

A charming, chatty Mary Moore of La Jolla insists that the time to buy art is when the artist is just getting started. She represents Fritz Scholder who has been hailed as the "new Picasso." A second artist and sculptor, Benjamin Serrano of Mexico has just been shown in London. His work is reasonable now, but the value increases with each display.

Lovely invitations with a desert scene by Don Miles announced the December opening of the Dale Gardner Galerie in Rancho Santa Fe. Her "best seller" is Dietrich whose ethereal flowerscapes are becoming well known and well sought. They hold your attention as you seek to find the hidden figures in the windblown foliage.

Art as investment material is exciting. You can appreciate while it appreciates.

When we asked Dale Gardner how she selects her artists, she smiled, "Carefully, my dear. Carefully."

Correspondent Carlie Conant is the co-owner of the Cronus Gallery in Del Mar at the Lemon Tree Corner.

# The Art of Living

## PETER EROS GUEST CONDUCTS

Peter Eros, conductor of the San Diego Symphony Orchestra, has a busy and impressive guest conducting schedule. The Maestro regularly "guests" in more than 50 cities throughout the world.

He has just returned from leading the New York Bach Aria Group in Lincoln Center. This is the second time the Maestro has conducted this internationally celebrated group.

In December he will fly to Kalamazoo, Michigan to conduct. San Diego audiences will recall the performance of Yoshimi Takeda here in 1973. Takeda is now the regular conductor of the Kalamazoo Symphony.

In February Maestro Eros will conduct in Dallas and Rochester, New York. His appearance in Dallas is set for February 21 and 22. For the February 27 and March 1 programs in Rochester, he has chosen a program of Wagner, Dvorak and Brahms.

It was the Brahms that brought enthusiastic and sensitive reviews in his recent performance in Indianapolis. The Indianapolis News critic pointed out that "many conductors are content to draw the warmth and sentiment from Brahms or to illuminate his often classic structures but to Eros, Brahms is drama — this was a Brahms filled with tension and energy."

The prestigious Vienna Summer Festival has invited Peter Eros again to conduct the orchestra on August 19. Eros was in Vienna this September to conduct the Vienna Radio Orchestra in the first public performance of Karl Schiske's First Symphony. He earned high acclaim from the Viennese critics, acknowledged to be the most demanding in Europe. □

## FINE ARTS GALLERY

*Indian Art Of The Americas*, a national traveling exhibition of 500 objects from the Museum of the American Indian, Heye Foundation, in New York City, will be on view at the Fine Arts Gallery of San Diego through January 26, 1975.

Indian Art Of The Americas has been selected by Dr. Frederick J. Dockstader, Director of the Museum of the American Indian, from the Museum collection, to bring new attention to the varied esthetic accomplishments of the American Indian artist ranging geographically from the Arctic to Tierra Del Fuego, and in time from 2500 B.C. to 1970 A.D.

"Too often, people forget that 'Indian' refers to all native people of the Western hemisphere," said Dr. Dockstader, of Indian descent himself. "This exhibition will give the museum visitor a rare opportunity to compare cultural achievements and esthetic forms, similarities and differences, as they have evolved over the last 4,000 years within societies in North, Central and South America unrelated to Indo-European and other 'Old World' traditions."

Every medium in which these artists worked is represented: wood, stone, metal, clay, textiles, bone and shell. Painted works are included as well as carved and modeled objects, and the range of esthetic skills is well represented from each of the major cultural groups of the Americas along with lesser-known expressions of Indian Art. Some new areas to most viewers are represented by 35 remarkable creations, made between 1000-1600 A.D., in stone and clay, from the Southeastern United States, including Indiana, Arkansas, Tennessee, Alabama and neighboring states.

The American Association of Museums, which will receive the proceeds from the opening benefit, November 22, is the non-profit organization which has represented museums of art, history and science on a national level since 1906. Its purpose is to promote the goals of museums as cultural, educational and scientific centers in the United States. More than 1,300 museums belong to the organization, plus 4,700 individuals, 200 libraries and 200 foreign members.

Mrs. James S. Copley is Honorary Chairman and Mrs. John McBride Thornton, Chairman for the Benefit Committee for the premiere event in San Diego.

The event marks the first major traveling exhibition to show in depth the art of North, Central and South American Indians over a span of 4,000 years. The exhibition has been organized by matching grants from the National Endowment for the Arts and from Philip Morris Incorporated on behalf of Marlboro.

There will be a \$1.00 admission per person to see the exhibition. Organized groups of 10 or more, half price as well as senior citizens, servicemen in uniform and students with cards. Gallery members, with cards, and students (high school and under) accompanied by teachers, free.

The Gallery is open Tuesday through Saturday 10 a.m. to 5 p.m.; Sunday 12:30 to 5 p.m. Closed Monday and special holidays. □

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# The Art of Living

NEWS FROM DOUBLEDAY



Arizona The Beautiful is a new book authored by Del Mar's own Don Deder. Don writes a monthly column for Living Magazine & Bernardo Brandings.

Chocolate Mountain, Holy Joe Peak, Tom Mix Wash and Tonto Rim are just a few of the colorful and imaginative names which dot the map of Arizona. Here is an exceptional portrait of this unique state — its wild west background, panoramic scenery and tremendous growth — in striking color and black-and-white photographs, highlighted with a lively, anecdotal commentary.

This exclusive look at Arizona begins with the story of how the land was shaped, and describes the various Indians (Navajo, Pima, Apache, Papago, Yuma and others) who settled on it through the years. The desert, that mysterious stretch of earth which specializes for efficiency, is explored in detail, including its oddities such as the tortoise, who appears magically (oldtimers swear) when and where rain will fall and drinks a pint of water to last a season.

In addition to an account of the more delightful and unusual place-names which are common in the state, the book takes a look at the future: in 1867 Phoenix had only two residents. Today there are eight cities with a population over 25,000.

This fascinating view of Arizona — the splendor of the Grand Canyon, the starkness of Monument Valley, the flora, fauna, citizens and cities — is a memorable tribute to a magnificent state.

Herb and Dorothy McLaughlin are the illustrators and publishers of *Phoenix 1870-1970* and have been widely published in *Arizona Highways*, *Life*, *Look* and many other magazines. Don Deder wrote a daily column for the *Arizona Republic* for fifteen years and is the author of *A Mile In His Moccasins* and *Anybody Here From Arizona*. □

TRIAL LAWYERS JOIN TO IMPROVE SKILLS

Trial lawyers must take the lead in repairing the damaged reputation of the law profession, said Allan Browne, president of the Association of Business Trial Lawyers, concluding a three-day meeting at La Costa Hotel and Country Club near San Diego.

Browne said that, for the general public, trial lawyers are the most visible people in the legal profession. Even business clients can more easily grasp the efficiency of the skilled trial lawyer.

"Many successful services provided, such as consulting, by lawyers prevent problems, but there is no way to gauge how serious the problem might have been. With trial lawyers, the client either wins, or loses. Results are visible and clear-cut."

Watergate was responsible for much of the image crisis now facing lawyers across the country, Browne said. But, in Southern California, there was the additional image problem caused by a ring of ambulance-chasing lawyers operating through County-USC Medical Center.

ABTL, the Association of Business Trial Lawyers, Browne explained, was formed just one year ago as a response to Chief Justice Warren Burger's public statement urging more professionalism among trial lawyers.

Already the group has a membership of more than 800, with most members being concentrated in Los Angeles, San Francisco and San Diego.

The La Costa conference consisted of three intensive sessions designed to upgrade trial techniques and involved group participation by the 150 lawyers attending. Three areas of concentration were preparations before trial, the trial itself and pre-trial motions after judgement.

ABTL is the only professional legal organization geared to business trial lawyers. Other trial lawyers associations are devoted to attorneys specializing in personal injury cases, or criminal law, Browne said.

Members include those attorneys who primarily represent business clients, as well as those who specialize in representing individuals in suits directed at businesses.

Browne, who is the organization's first president, is a member of the Los Angeles law firm of Ervin Cohen & Jessup. □

# Fashion flashes

CALIFORNIA — IDEA CENTER OF THE WORLD

Do you know who said that? None other than the truly poetic designer among Parisiennes, Hubert de Givenchy when interviewed by the Los Angeles Times.



by Irene Edwards

And he went on to say and I quote, "Right now the force being felt throughout the world is not a man but a place — California. California is now the idea center. You are ahead of us in the way you live. We French are very conservative. We never think of anything but white sheets or white tablecloths until we come to California. Your use of color has affected the entire world. I begin to design things for the home and I know I will be influenced by what I see here," end of quote.

Hubert de Givenchy, the classicist, finds California the color center of the world.

And yet American designers went to St. Tropez, because they ignored all those "street people" who were anti-fashion and stirred up the market place with gypsy dressing, thrift shop jeans and T-shirts when they were, in essence, peeling away the snob attitude of labels . . . right down to the skin.

About the time media's eye beamed on the California "street people" and the Hippie disregard for dress around the world, St. Laurent did the cowboy (western shirt and jeans) and jeans exploded as anti-fashion. American designers picked up on it . . . but in St. Tropez.

Why buy your jeans on the other side of the ocean when it all started here?

## ONWARD TO SPRING

The reports out of Europe are predicting pastels and smokies for Spring-Summer '75. Women's Wear Daily and the Resort-Spring offerings concur. Seems to me we could use some porcelain brights to chase the recession 'blahs' out of the atmosphere. Accessories are hot because they are smacking some excitement on the monocromania.

Decorators are high-handed with color and at the moment the home fashion magazines are more exciting with pure color than Vogue or Harpers. You are better off to match your mood with the exciting colors in House and Garden or House Beautiful. □

\*Editor's Note: Irene Edwards is co-owner of *What's Happening Now*, a boutique in Rancho Bernardo featuring *Fashions for the Contemporary Ms.*

GIFT OF LAND



Fank G. Sauter, center, receives a certificate of appreciation from County Supervisor Lou Conde, left, and County Endowment Officer, R.R. McAuley, right. Sauter and his wife donated 20 acres of land to the County. The land is located adjacent to Heise Park, near Julian, and will be accepted as an addition to the park. The Sauters have lived in San Diego for almost 20 years. In addition to donating the land, the Sauters also granted the County an access easement over their remaining property which will be used as a second exit from Heise Park. (San Diego County Photo). □

600 ACRE PARK PLANNED

The County of San Diego has received a check for \$943,000 from the State of California.

The funds are from a state grant for land acquisition for the 600 acre Guajome Regional Park. The funds represent the State's share of a matching program which includes County funds and a grant from the U.S. Department of Housing and Urban Development.

Guajome Regional Park is located on the San Luis Rey River at the intersection of Highway 76 and North Santa Fe Avenue between Oceanside and Vista.

The acquisition and initial development of the park area has cost over \$3 million, according to Lloyd T. Lowrey, director of the County Parks and Recreation Department. An additional \$2 million is scheduled to be spent for construction of park improvements.

The first phase of park development will be completed in the late summer of 1975.

Completion of the park will provide an interesting assortment of activities for visitors. Many miles of hiking, cycling and equestrian trails will open up the views of the park from the wildlife sanctuary area of Lake Guajome in the northern section to the historic adobe rancho in the southern section.

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# Periphery

## THE BALLPOINT: EXCEPTION TO PRICE INCREASES

The ballpoint you use to sign checks is the one rare exception to the axiom that just about everything costs more these days.

This bit of pointed, but bright news was offered by Frank King, executive vice president of the Washington, D.C. — based Writing Instruments Manufacturers Association meeting recently at La Costa Resort Hotel and Country Club.

"In the last 20 years, mechanical writing instruments have decreased 66% in price," King said. "The average ballpoint cost 30 cents at the manufacturer's level in 1954. Today, the average cost is 11 cents."

Reduction in prices has resulted from automation, increased productivity and better distribution, King said.

Today the association members include such companies as A.T. Cross, Paper/Mate, Sheaffer, Magic Marker, Bic and Scripto.

Until 1965, when porous-tip and felt-tip writing instruments became a marketing factor, mechanical writing instruments consisted mainly of mechanical pencils, ballpoints, and fountain pens.

"The industry was concerned when Pentel, a Japanese company first introduced their pen at a San Francisco trade show in 1953, but as it turned out, this kind of market along with the felt pen resulted in a superimposed growth on the ballpoint market, instead of reducing ballpoint sales," King explained.

Total industry sales reached \$353 million last year compared to \$90 million in sales in 1951. The 1973 sales figure accounted for some 2 billion 342 million writing instruments compared to 166 million units in 1951.

Not only are Americans writing more, world-wide growth in literacy along with the dollar de-valuation have helped open up global markets for the U.S. manufacturers, King said.

"Exports will reach \$75 million this year, whereas a few years ago, exports were running \$18 to \$20 million annually."

During the three-day conference at La Costa, the writing instrument executives will concentrate on a new development in the industry — universal product coding.

"We sell a lot of writing instruments in supermarkets, which are converting to computer coding at the check-out stand. At this meeting, we'll figure out how the industry can cooperate on the coding," King said.

Although sales are up, the mechanical writing instruments manufacturers haven't had a totally rosy year.

"Because petro-chemical-based plastics are used widely in the manufacture of our products, we suffered some shortages during the oil crisis. But, these problems have been solved," King said. □

## NEW ENERGY SOURCES NEEDED

San Diego Gas & Electric Company has urged that a strong positive stand favoring the development of needed new sources of energy, particularly nuclear, be included in the energy conservation element of San Diego's general plan.

Gregory L. Nesbitt, manager of resource planning for the utility, told the City Planning Commission at a hearing today that the rapid expansion of nuclear power plants and coal fired plants is necessary if the country is going to become self sufficient in the energy field and reduce its consumption of foreign oil.

Nesbitt specifically requested that a statement of support for the company's Sundersert Nuclear Plant and the Kaiparowits coal fired plant be included in the energy conservation element of the San Diego City general plan.

Such a statement of support, he said, would be compatible with goal one of the energy conservation element which calls for the achievement and maintenance of an energy supply and demand relationship that satisfies both economic and environmental criteria.

Nesbitt commended the Planning Commission for a thoughtful and carefully prepared energy conservation plan, but suggested deletion of the section which suggests the substitution of natural gas for electricity for heating, cooking, clothes drying, water heating, refrigeration and central air conditioning.

Since SDG&E and its suppliers already are searching for supplemental gas supplies to meet developing needs caused by conventional use, Nesbitt said, it is not practical to substitute gas for electricity for other applications at this time.

Nesbitt told the commission several developments that have occurred since last December provide for energy conservation measures similar to those recommended by the planning commission.

One of the major developments he said, was the passage of AB1575, known as the Warren Energy Bill. San Diego Gas & Electric Company was instrumental in the enactment of this legislation. The measure created an energy conservation commission responsible among other things for establishing insulation standards, efficiency of appliance labeling, and developing new energy resources. □

## DENTISTS TOLD HOW TO BE PROFESSIONAL HUMAN BEINGS

The high incidence of accidents involving children emulating Evel Knievel's Snake River attempt shows the power of the "failure mechanism" that is in all of us, according to Dr. Maxwell Maltz, plastic surgeon and author of *Psycho-Cybernetics*.

Dr. Maltz of New York was addressing more than 200 members of the Southern California Academy of General Dentistry gathered at La Costa Resort and Country Club for a three-day seminar emphasizing professionalism.

"Everyone has a built-in servo-mechanism for success or failure. Which will it be? The choice is up to you," he said.

Illustrating the power of either servo-mechanism, Dr. Maltz noted that in a two-week period following Knievel's jump more than 50 children were injured emulating Knievel with their bikes, even though children knew Knievel failed in his attempt. Two children died and 48 required plastic surgery.

"Your dentistry is not your profession. Your real profession is the art of being professional human beings," the dental professionals were told.

Dr. Maltz' best-selling *Psycho-Cybernetics*, eight million copies, combines principles of computer technology with psychology to teach people how to program themselves toward self-fulfillment.

He gave the La Costa gathering separate check lists for the servo-mechanisms dealing success, or failure.

The success mechanisms check-list:

"S — Sense of direction to help another human being. U — Understanding of personal needs as well as understanding the needs of patients. C — The courage to give of one's skill to another human being. C — Compassion. Have enough compassion to give to others without expecting anything in return. E — Esteem, self respect. S — Self confidence. S — Self acceptance."

"Here's how to recognize the failure mechanism which drives us all crazy:

F — Fear of self that comes from the impossible need to be perfect. Live through your mistakes not with them. A — Aggressiveness that is uncreative. Stepping on one's toes, for example. I — Inferiority which comes from not accepting ourselves for what we are. L — Loneliness in relationship to the outside world, other human beings, and the worst kind that comes from within. U — Uncertainty. We were all born to uncertainty. We continue to live in uncertainty if you turn your back on self-fulfillment. R — Resentment, which hurts most the one who uses

it. E — Emptiness, which the French call ennui. It's better to have high blood pressure than no blood pressure at all."

Dr. Maltz told the professionals to look in the mirror every day and ask themselves which way it was going to be: "Courage or inferiority. Compassion or loneliness. Esteem or uncertainty."

Dr. Maltz said his new book, *Psycho-Cybernetic Principles for Creative Living* would tell people how to live Psycho-Cybernetics step-by-step. And would include image builders that can be practiced daily.

Some of the dentists present asked Dr. Maltz how to improve their self image with patients and how to overcome patient tension. Dr. Maltz told them to improve themselves and the image would take care of itself. As for patient tension, Dr. Maltz said, "Thank God for tension, we all have a little tension. Through tension you learn tranquility." □

## CALIFORNIA BALLET COMPANY PRESENTS "NUTCRACKER"

The California Ballet Company will present its fourth annual full-length production of "The Nutcracker" in San Diego Civic Theatre on Dec. 24th (2:30 p.m.), 26th and 27th (2:30 and 8:00 p.m.).

Edward Villella, renowned Premiere Danseur from the New York City Ballet, will dance the lead role of the Cavalier in the two performances on Dec. 27th (Friday).

Mr. Villella and Patricia McBride appeared in the Company's first full-length "Nutcracker" in 1971. The result was three packed houses and an estimated 2000 disappointed would-be ticket-buyers.

Since 1971, the production has grown in popularity (without Mr. Villella) each year. In 1972 11,000 attended; in 1973 a total audience of almost 14,000 enjoyed the magical holiday story with its stunning growing Christmas tree, sweeping Snow Scene and dazzling Candy Kingdom. Audiences for the past two years have broken all attendance records for ballet productions in San Diego, including visits by the Royal Ballet of London, The Stuttgart, Stars of the Bolshoi, American Ballet Theatre, and many others.

Marlene Jones, California Ballet Principal who recently won awards in the famous International Ballet Competition in Varna, Bulgaria, will dance the Sugar-Plum Fairy on Dec. 24th and 26th.

"The Nutcrackers" features a full orchestra (members of the San Diego Symphony), 137 roles and superb choreography by Artistic Director Maxine Mahon.



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## SAN DIEGO MUSEUM OF MAN REPORT

A person living in the 16th century would receive better medical care if he were doctored by an Aztec, than if he went to European doctors of the same era. Dr. Spencer L. Rogers, Scientific Director for the Museum of Man and a noted physical anthropologist, reached this conclusion in a paper recently given before the 41st International Congress of Americanists in Mexico City. Dr. Rogers compared medicine among the Aztecs with that of 16th century European doc-

tors (prior to the discovery of Mexico). Dr. Rogers said that Europeans knew more about certain internal conditions, but that the Aztecs were far more advanced in such areas as childbirth, skin diseases and bone setting.

Dr. Rogers also delivered a paper in Spanish on the story of the Del Mar Man, recently dated at 48,000 years old, making him the earliest known inhabitant of the New World. The Del Mar man is presently on exhibit at the Museum of Man.

Rose Tyson, a curator for the Museum of Man, gave a report on some previously uninvestigated skeletons from the Central Desert area in Baja California. Ms. Tyson did the research on the material at

the Smithsonian Institute, where the bones are presently located. The burial is unusual, she said, because people of that area usually cremated their dead.

The International Congress of Americanists is a bi-annual international anthropological symposium of scientists specializing in American or New World anthropological studies. □

## USD INTERSESSION

During January 6-24, 1975, the University of San Diego will offer a variety of courses in a three week program titled Intersession '75. The courses offered both days and evenings may be taken for credit or by audit. Persons interested in taking the course for career growth, rank or salary increments or for enrichment are encouraged to register.

Dr. James Moriarty is offering an Anthropology or History credit course this year entitled Historic Site Methods. Classes are conducted Mon. thru Fri. mornings 9:00 to 11:45. The first class meets in the Plaza at Old Town State Park. On-site archaeology and historical field methods in the location and excavation of specific buildings which existed during the period 1830-1872 will be the main projects of class. (3 units)

A journey into the depths of man's soul as seen through the great psychologist, Dr. Carl Jung will be the topic of this psychology course. Dr. John Valois will be teaching Jung: Explorations Into The Mind, Mon. thru Fri. mornings 9:00 to 11:45. Areas of study will include sexuality and love, the defeminization of women, a psychological analysis of UFO's, and the role of the unconscious in human behavior. (3 units)

Science 12, is a course for credit in Physical Science II, offered by Sr. Agnes Schmit, Ph.D. Lectures, discussions, and demonstrations and other topics will include biochemistry and the chemistry of life processes. Classes are Mon. thru Fri. mornings 9:00 to 11:45. (3 units)

Dr. John Swanke is offering a course on the Philosophy of Love. A course aimed at tracing the definition and understanding of love through the history of thought in order to obtain an understanding of this reality which claims such an important role in today's living. Classes are Monday thru Thursday mornings 9:00 to 11:45. (3 units)

Prospective Intersession students may enroll for the Intersession on December 2-3. When one enrolls, a packet with all forms will be sent to the person in order that registration for the Intersession can be done by mail before December 20th.

Further information on these and other offerings may be obtained by calling the University or writing for a bulletin from: Intersession '75, The University of San Diego, Alcalá Park, San Diego, CA 92110. □

## Inklings



by Pat Walker

The Leonard Netzel family with their seven children returned to sell their Solana Beach home and make their temporary home in Colorado a permanent one. I asked them what they missed most about this area (knowing full well that the answer would be "the ocean") and was amused when the whole gang simultaneously announced "V. G. Donuts! Oh how we miss them! There is nothing in the world as light as they are". Jim and Bette Mettee who own V. G. Donuts had a great laugh when I passed on the free commercial to them.

The Mettee's have recently opened a second store on Stevens Street in Solana Beach to keep their Cardiff store company. Jim also would like to get the word out that they have a free meeting room available to groups of 10-15. And they are few and far between in our area. □

The Del Mar Unit of the Women's Auxiliary to the Children's Health Center had a fantastic "tasting" for their members and friends on the Lomas Santa Fe Country Club Observation Deck. The Festival of Best Cellars (clever!) was well attended by people who sipped and nibbled. The cheeses were presented by the Hickory Farms store in the Plaza Camino Real in Carlsbad. They brought great huge rounds of fascinating cheeses whose names were as interesting as the wine labels. There was a Finnish Swiss, a Big Barn Cheddar, Farmers Cheese, Mont St. Benoit (Canadian Gruyere) Norwegian Swiss, and a homey Butternip Cheese.

The evening also provided a weather phenomenon for the patrons to enjoy. The evening started with an enormous moon and clear, clear skies. Within 10 minutes one of North County's famous 40-mile-an-hour fogs moved in and covered the Observation Deck with its glittery silence. It certainly had no effect on dampening the spirits of the guests who reward themselves yearly with a social for their own benefit.



Cheryl Johnston, John Coffman, Darleen McKim.



Suzy Eisenman, Shirley and John Richman.



Joanna Selph and Janice Heinzmann.



Joyce Edgar, Rene Coffman.

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# Inklings

San Dieguito Little Theatre opened their fun jammed new season with a smashing dinner at Jack Slattery's in Solana Beach and followed with the English farce, "No Sex Please, We're

British". The play was a delightful happy relief from the school-housework-drudge syndrome and the audiences have really appreciated the chance to "laugh 'til your sides ache."



Making the comment that under the circumstances (he's newly wed!) he's glad he's not British, is Thomas Gibson, Jr. and bride Paulette Gibson with Susan and Larry Smart.



New Lawyer team in town . . . Paul Riddle and Bob Grosz. (Sorry I took such a lousy picture fellas! But you're both so tall!)



At the after dinner party are Carolyn Knute and George Brent.

\*\*\*



Harry Meagher gives Mary, and Fire Pit boss Tom Ranglas a complimentary box of candy.

Guests at a recent Chef's Night at the Fire Pit in Del Mar were treated to an added dimension when they were greeted at the door by the Candy Man who presented each one with a box of candy. The Candy Man is Harry Meagher who works with many service groups on money-making projects. (His company generously gives a 60-40 split on the boxes of candy where the seller gets 60c on every \$1 box.)

Harry, a fund raising consultant (755-9272) added the sweet touch to the evening. □

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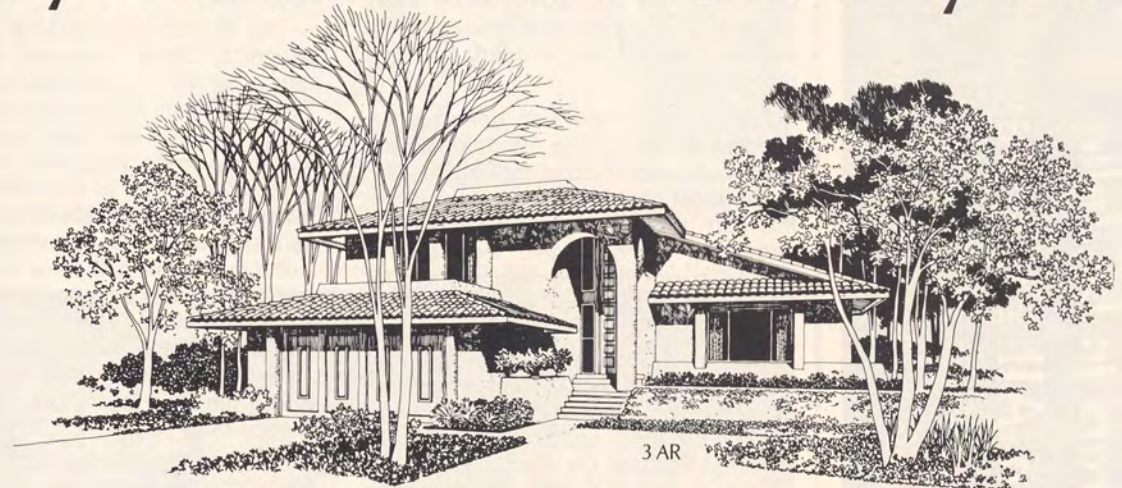
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# News from La Costa

By Zetta Castle

"Torneo de Gaucharitas" was the theme of the 9th Annual Women's Invitational at La Costa. This eclectic event attracts over 150 players representing some 52 Country Clubs. This year's players arrived from points as far away as Manley, Australia with the states of Texas, New Mexico and Arizona well represented.

Evelyn Roen, who has been tournament chairman for the 5th year did her usual outstanding job of making this one of the most sought after Invationals' in this part of the country. Evelyn, who is known for her own 'chic' look, always comes up with the dreamiest of prizes for the winners. Mexican silver and gold necklaces, large terrariums, swag bags, hand decorated Mexican plates and bowls. The lucky recipients of such dazzling array were: Marie Gray, Virginia Miller, Toni Dowling, Lorraine Impey, Emily Martino, Barbara De Franco, Elsa Anderson and Marian Marx representing the first low net and first low gross winners of the four flights. Shirley Godlis came up a second time winner for 'closest to the hole on Number 7' and the Gin Rummy finals.

It goes without saying that since I work at La Costa, I am aware that we are in the process of completing our fabulous new Men's Spa. But it took a visit from friends and business associates like Nancy Dinsmore of Harper's Bazaar and Shirley Lord, of Vogue Magazine for me to really take the time to tour the facilities and confer with Andrew Gerhard, A.I.D. After viewing Andy's exciting plans for decor . . . I can only say to you ladies that after your husband visits the new Men's Spa . . . be prepared for the 'Sensuous Male'!

As a matter of fact, a visit to the Spa is going to be a hard act to follow: Envision 18,000 sq. ft. of total luxury. Designed with suspended ceilings to afford silence and tranquility, custom tile floors, glass, massive wood columns, abstract wall papers, mirrored ceilings, dropped pendant lights and an atrium featuring a wall of specially designed tile, 2 Roman pools with a temperature of 106°, plus an ice cold plunge to revitalize the stronger sex. A massage deck, whirlpools, Loofa . . . where one stretches out on marble topped tables for a salt and soap rub . . . as I understand it . . . it does make one's skin 'glow' . . . plus an herbal wrap room, in-

halator room, grooming room (are you ready for that?) 2 Exercise pools, sauna room, an area for glamorizing and beautifying man with pedicures, facials plus background music for your daydreams.

The interior will feature shades of chocolate brown, blue and beige with one exception . . . The Exercise Rooms. Four foot strips of blue and green carpet will be laid in a horizontal pattern to the wall base where strips of blue and green vinyl will carry on to the ceiling and the entire effect will be reflected in a wall of mirror. Aha — a Roman Gladiator!

But the 'fairest of the sex' need not despair: Mr. Gerhard's plans for the 24,000 sq. feet of Ladies Spa (please note that we received the larger share) will lean toward the ultra-feminine, thus guaranteeing that every Gladiator will find his own Cleopatra at home.

It makes me nervous when I realize I am writing this column for the December issue. I prefer to think that Christmas is at least six months away. My major problem has always been finding the time to go shopping. But with our new La Costa Shopping Plaza . . . filling my gift list should be easier this year. A stroll through the Plaza will produce a favorite gift for one's nearest and dearest: Silver Creek Custom Jewelers; Antiques, handmade Christmas ornaments, Tranquillos and English ceramic at the 'Sign of the Lion'; Memorabilia, with its fascinating display of beautifully framed manuscripts and autographs; Plantation, featuring outstanding Christmas flower arrangements, Anna Lee dolls, unique candles, artificial trees and fresh flowers; Le Louvre for fine paintings and gifts; Pacific Paradise for exclusive Polynesian Wear, Neils and Graggs for sportswear or holiday attire or a super divine gift from Andrew Gerhard's.

There will be a Wine Tasting Christmas Party in our hotel lobby so all of us can view the exciting array of gifts that Bob Cleary has assembled in his Avenida de La Costa and La Costa Sportique and the same event will afford you a view of the beautiful paintings in our Galleria.

So Merry Christmas one and all and New Years Eve will find us having a ball at either the La Costa Country Club's soiree in the Vallarta Room or a swinging party in the Main Dining Room. □



La Costa Women's Invitational winners Marie Gray, Virginia Miller, Toni Dowling, Lorraine Impey, Emily Martino, Barbara De Franco, Elsa Anderson, and Marion Marx.



Ceil Sullivan, Bert Levitz, and Agatha Winsky, President of Ladies Auxiliary at the Women's Invitational.



Mrs. Evelyn Roen and Marie Gray enjoyed the festivities at the La Costa Women's Invitational.

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# Lensing In On La Jolla

by Alice Dutton

It's Christmas time full speed ahead. Long before the holiday season, invitations were in the mails and are most tempting for lensible subjects. The evening after the Candlelight Ball at the Valencia Hotel, Dec. 7, Mr. and Mrs. James Colachis of La Jolla and Phoenix will host their annual party for residents of the La Jolla Seville apartments.



Mr. and Mrs. Byron Randall who moved to the Seville about a year ago are among "Sevillians" who will attend the cocktail buffet party to be given by Mr. and Mrs. James Colachis Sunday, December 8.

Although there's never any snow on the La Jolla Beach and Tennis Club beachfront, there's always a lot of children waiting to welcome *Santa Claus* as he arrives for his annual visit and to present gifts to children of club members and apartment guests, aged one through 8 years.



Scene at the Beach Club will look something like Santa's 1973 welcoming committee. The party for over 100 youngsters will be held Saturday, December 21.

46 / DECEMBER 1974

Festive holidays feature teas, as well as Balls and Cocktail parties like the one given recently by Mrs. James Peto, and her daughter Mrs. Janet McClain of La Jolla for 40 area guests, and the annual tea to be given by Mrs. Walter E. Devlin of La Jolla during December at the club.



Mrs. James Peto and Mrs. Janet McClain of La Jolla.



Luncheons are also a popular way of entertaining in La Jolla. Instead of one big evening party this year, Mr. and Mrs. John J. Irwin of La Jolla and Rancho

Mr. and Mrs. John J. Irwin and their grandchildren, Josette and Joseph Irwin, before an informal family luncheon at the Beach Club.

Santa Fe, gave a series of luncheons at the Beach Club and in Rancho.



When Kenneth Brown of La Jolla celebrated his 60th birthday, his partner John Siglow invited friends from all over the world for the "surprise" party, at La Valencia Hotel. Brown and Siglow Jewelers and Fine Art dealers are located near the hotel.

From left, Jon Keating, of Los Angeles, Mrs. Delmer Daves, John Siglow, Ken Brown and Delmer Daves, noted producer, of many award winning films. The Daves had just returned from Europe, in time for the party attended by approximately 100 guests.



Miss Dorothy Anne Williams, principal of the Bishop's Schools in La Jolla, photographed recently in her office. Miss Williams has been associated with Bishop's since 1963.

Ellen Browning Scripps Hall was the setting for the late autumn "black tie" dinner followed by a public auction which benefitted the scholarship fund of the Bishop's Schools. Before the dinner Miss Dorothy Ann Williams, principal of the schools welcomed guests with Dr. John C. Carson, dinner chairman and Mrs. Carson.



Mr. and Mrs. Leon Parma, of La Jolla.

Leon Parma, chairman of the board of trustees of the schools and Mrs. Parma presided at one of the candlelit fern and autumn leaves centered dinner tables.

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## Lensing In On La Jolla

Miss Caroline Cummins of La Jolla, the Bishop's Schools' former headmistress, 1921-1953, was a special guest of honor as was Miss Ruth Jenkins, a former headmistress, 1963-1971, who celebrated her birthday the evening of the dinner-auction.



Miss Caroline Cummins of La Jolla.

Mr. and Mrs. Richard Loomis were among guests of Dr. and Mrs. Francis V. Howell of La Jolla. Mrs. Loomis, the former Rosamond E. Larmour, was a former headmistress of the schools from 1953-1962.



Mr. and Mrs. Richard Loomis.

Mr. and Mrs. James H. Knox of La Jolla had Mrs. Knox's sister, Mrs. Emma M. Johnston as guest. Also Mrs. A.V. Briedis was seated at a table with Mr. and Mrs. Roy Holmertz and their guest, Samir F. Manneh. Mrs. Knox is director of development for the schools.



Mr. and Mrs. C.M. Weeks left and Mrs. Emma M. Johnston, of La Jolla.

Mr. and Mrs. Henricus Jansen attended the dinner. Mr. Jansen is Dean of San Miguel and department chairman of Mathematics.



Mr. and Mrs. Henricus Jansen and Mr. and Mrs. Ronald P. Bird.

Mr. and Mrs. Michael B. Wilkes were on hand to welcome guests including Mr. and Mrs. Gerald Gonzalez, Mr. and Mrs. Alfonso de la Mora, Mr. and Mrs. Merle F. Palmer, Mr. and Mrs. Donald H. Criswell, Mr. and Mrs. Richard C. Walker, and Dr. and Mrs. Otto Mower, who were among guests seated at no-host tables.



Mr. and Mrs. Michael B. Wilkes, Director of Alumni and Parent Affairs at the Bishop's Schools. Wilkes is an architect with the firm Delawie, Macy and Henderson of San Diego.

Mr. and Mrs. John Tyler attended the dinner with Mrs. Tyler's parents Mr. and Mrs. James W. Simonds of Redlands, Calif. Mrs. Simonds was a graduate of the School.



Left to right, Mr. and Mrs. John Tyler and Mr. and Mrs. James W. Simonds.

When the 22nd Agricultural Investment Correspondents Conference was held in late fall at Sea Lodge Hotel, wives of executives of Connecticut Mutual Life Insurance Co. attending from many major cities of the U.S. attended with their husbands. Host correspondent for the group was Donald F. Mulvihill, of La Jolla, president of Pacific Southwest Mortgage Co. of San Diego. Mrs. Mulvihill planned activities for the women.



Left to right, Mrs. Daniel F. Mulvihill of La Jolla, shows one of the three day programs to out of town visitors all from Hartford, Conn. Mrs. Denis F. Mullan, wife of the executive vice president of Connecticut Mutual Life Insurance Co., Mrs. Robert Stevens, whose husband is senior vice president, in charge of cultural investments of the company.

## RESOURCE BOARD MEETS AT THE BISHOP'S SCHOOLS

A meeting of the Resource Board, a sub-committee of the San Diego Intercultural Council of the Arts, was held recently on the campus of The Bishop's Schools in La Jolla.

The ICA is a Bicentennial Year project initiated by the San Diego County Human Relations Commission and is made up of interested people from all cultures in the

San Diego area with the purpose of facilitating a cross-cultural exchange and sharing of cultural expressions within both the visual and performing arts for the enrichment of all.

The main topic of discussion of this particular meeting of the Resource Board was the ICA Art Exhibition to be held at the Hillcrest headquarters of the San Diego County Human Relations Commission. Approximately twenty-five board members were present and were hosted in the private dining room of Ellen Browning Scripps Hall by Mr. Richard White who is Chairman of the Art Department of The Bishop's Schools and head of the Resource Board. □



Pictured in the Drawing Room of Ellen Browning Scripps Hall of The Bishop's Schools are members of the ICA Research Board. Seated, left to right Gracia Molin Pick and Helen Watson; standing, from left, Richard White, chairman of the Board, Gary Cain and R. Raleigh D'Hue, Jr.

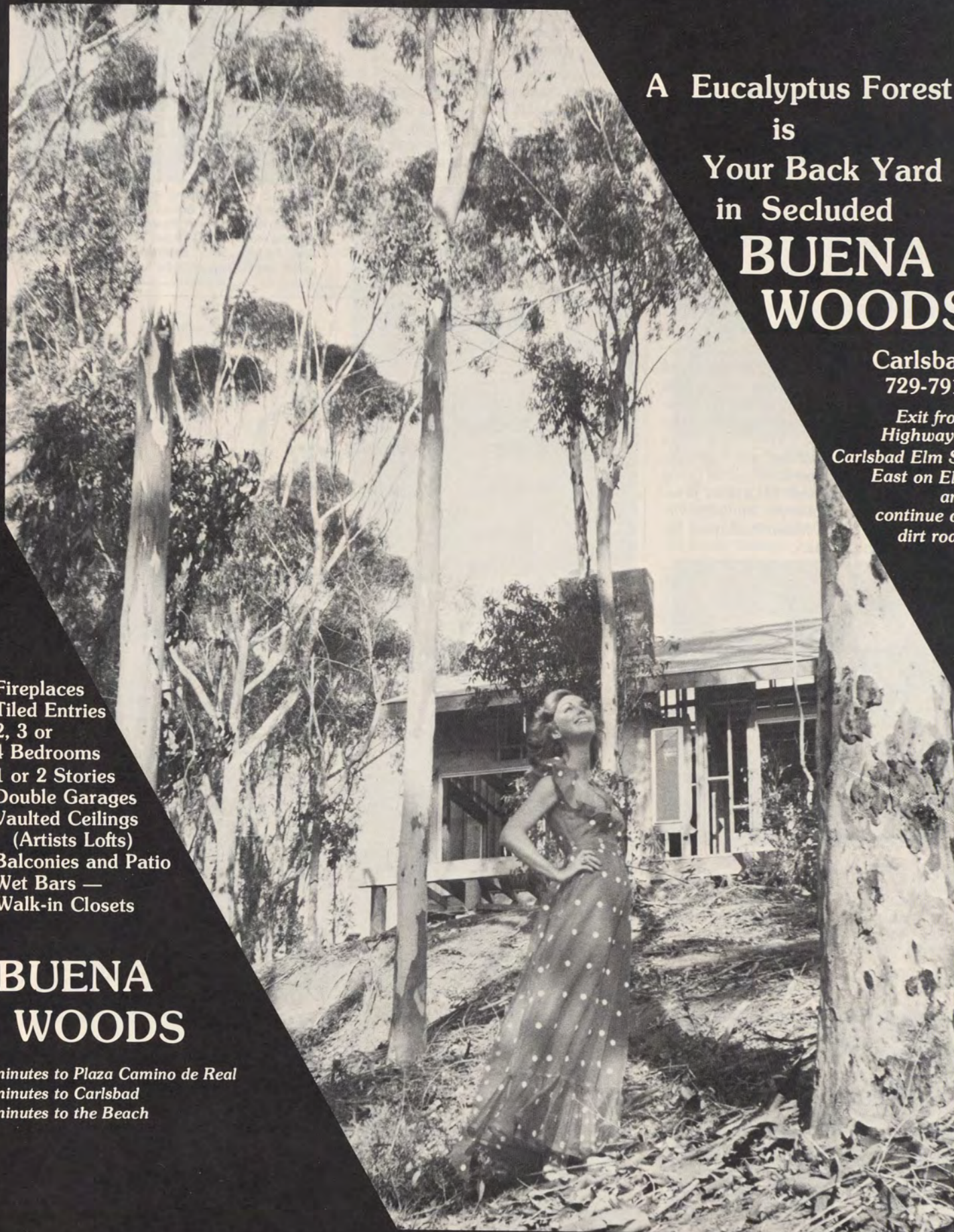


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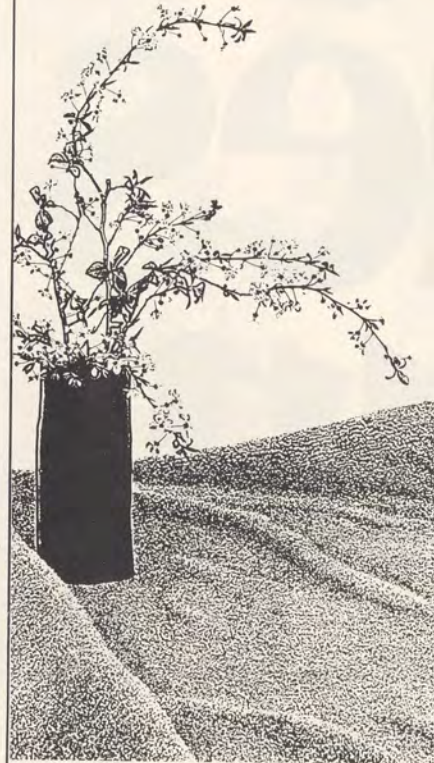
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He used to be a water-ski racer in ocean racing; they raced from Long Beach to Catalina and back — the record for this audacious achievement was one hour and five minutes for 60 miles of choppy ocean water on one ski! Jerry remembers that in many straightaways, or chutes, as they are called, (not in the ocean,) they would travel at a speed of 105 mph

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Ted Bamford, President

Every firm should have a senior member, in order to profit from the irreplaceable gift of experience. Dianna Granich's father, Mr. Ted Bamford is the vital and vigorous senior member of this reputable firm, lending wisdom in merchandising techniques, trouble-shooting and management consultation in addition to a very thorough knowledge of product quality control. Mr. Bamford's illustrious background includes the vice presidency of an aircraft component and assembly plant in Wichita, Kansas from 1940 to 1956, the management consultant's position for Baker Oil Tools out of Houston, traveling to 60 offices here in the United States and 40 offices overseas and for the past 15 years, managerial, industrial improvement and business administration for several highly successful firms nationwide.

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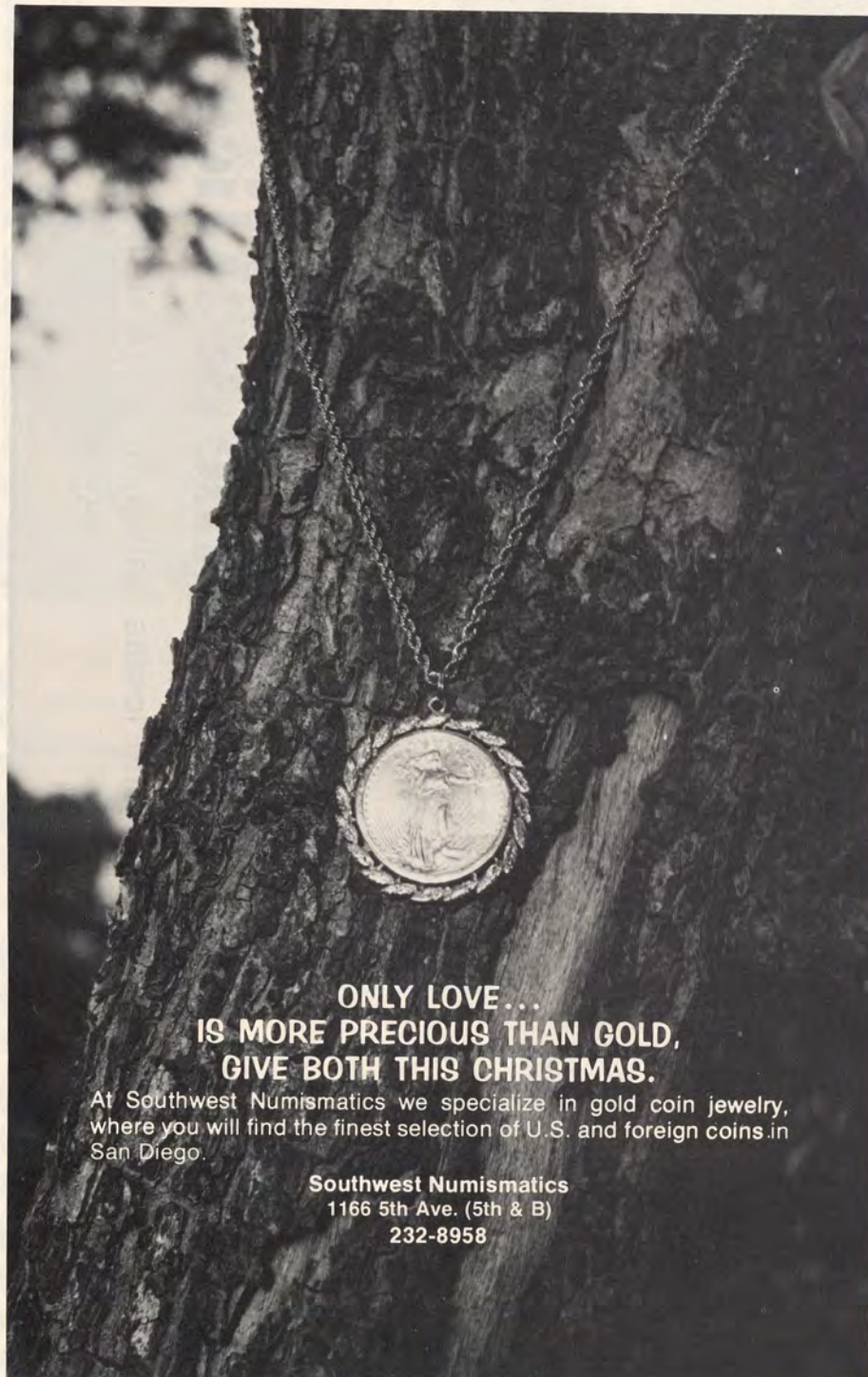
**Caroline & Alice**  
in the lomas santa fe plaza of the four flags  
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# Places and Faces

## CHRISTMAS CONCERT

One of the most exciting cultural events of the winter season in Rancho Bernardo will be the presentation of the San Diego Symphonic Chorale under the auspices of the Cultural Commission of the Rancho Bernardo Town Council, sponsors of the 1974 Symphony on the Green Summer Concert Series. Com-

prised of 130 singing voices, the Symphonic Chorale will be conducted in a Twilight Christmas Musicales by Charles Ketcham, Assistant Conductor of the San Diego Symphony Orchestra, at Oaks North Community Center on Sunday, December 22, at 4:30 p.m. The afternoon hour was chosen in order to make the program available to families with older children and teenagers. A program of some of the most beautiful music in Christmas-music literature will appro-



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priately set the mood for a happy, meaningful week of Christmas celebration.

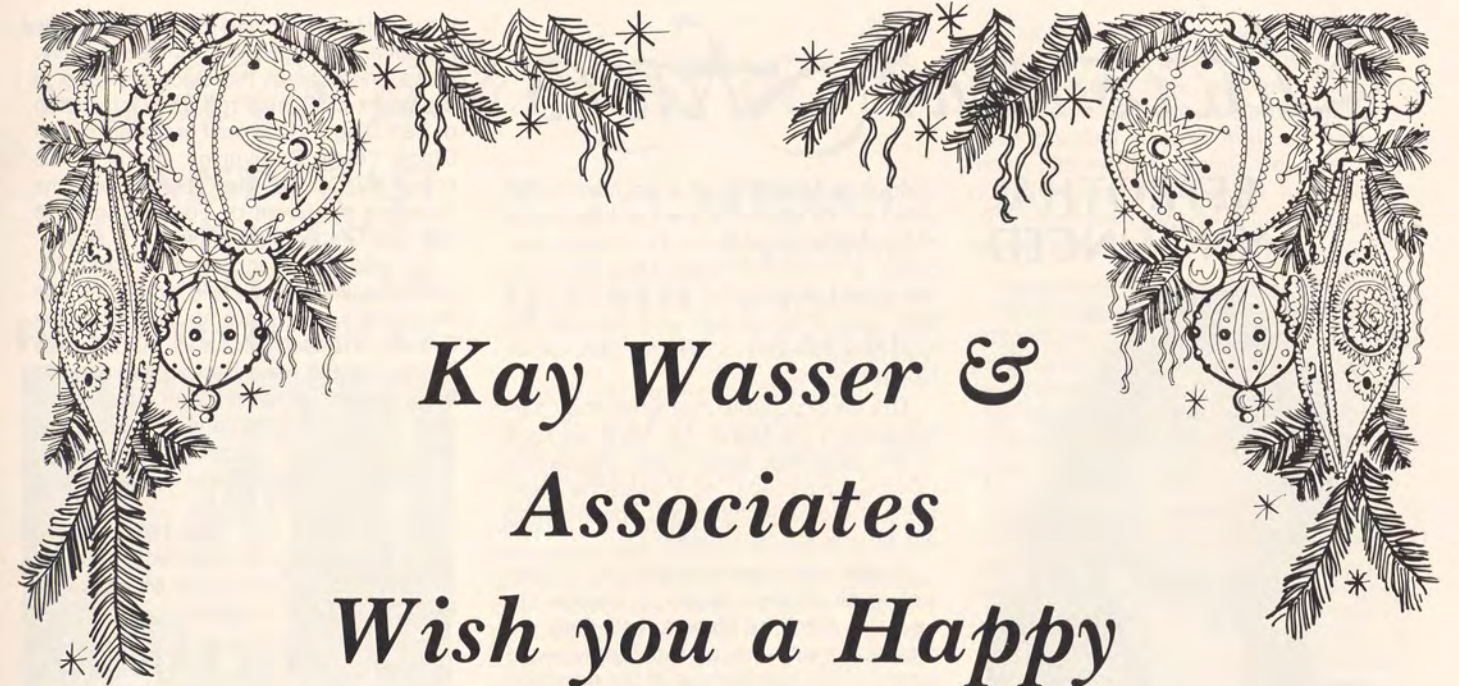
Many Rancho Bernardans will remember the ebullient Mr. Ketcham from his delightful presentation of a program of Spanish music when he conducted the second concert in the 1974 Symphony on the Green Series. He was lauded for his enthusiasm, his musicianship and his mastery of his material. Because of his outstanding successes in conducting the San Diego Symphony Orchestra, Mr. Ketcham was invited by the San Diego Symphonic Chorale to serve as its Music Director. In 1961 the Chorale was first formed to provide San Diego with an ensemble which could perform great choral literature with the San Diego Symphony Orchestra.



Charles Ketcham

Charles Ketcham, a native of San Diego, has distinguished himself as a performer as a violist with the Dallas Symphony and the Buffalo and Rochester Philharmonic Orchestras. Leaving the Eastman School of Music to study in Vienna on a Fulbright Grant in 1969, he also became director of the American Opera Workshop in Vienna. Most of his experience in orchestral conducting has been in Europe where he was Associate Conductor of the Gulbenkian Orchestra in Portugal for three years. Besides a tour in South Africa, he also has conducted radio orchestras in the Netherlands and France and the Sevilla Philharmonic. Since returning to San Diego in 1973 as Assistant Conductor of our local orchestra, he has conducted the popular Young People's Concerts, In-School Concerts, Chamber Orchestra Concerts, as well as two concerts in the 1974 summer Series — one of those in Rancho Bernardo.

Ticket sales for the Rancho Bernardo concert will be limited to 350 and will be available for \$2.00 at the four Rancho Bernardo Community Center offices and the United California Bank in R.B. For detailed information, calls may be referred to Mrs. Ronald Nish, 487-0932, Tickets Chairman, or Karl Ewerhardt, 487-1909, Cultural Commission Chairman, or Mrs. Maurice S. Badger, Concert Arrangements Chairman, 487-0212. □



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# Places and Faces

## BETROTHAL ANNOUNCED



The engagement of Miss Andrea Day Wilcox of La Jolla, daughter of Dr. and Mrs. Roscoe Squires Wilcox of Flintridge, Pasadena, to John McKenna Case of La Jolla, son of Mrs. Donald Joseph Driscoll of Los Gatos and Rubicon Bay and the late John Robert Case of San Diego, was

announced recently at a cocktail buffet given for 75 guests in the La Jolla home of the bridegroom-to-be. Dr. Wilcox proposed the betrothal toast. Miss Wilcox is the granddaughter of the late Mr. and Mrs. John Palmer Day and the late Dr. and Mrs. Roscoe S. Wilcox, Sr., all of Rochester, N.Y.

The young couple met when they participated in the March 15, 1974 wedding of Mr. and Mrs. Kevin John Fitzpatrick (Victoria Ketelsen) of Pasadena, who were at the party last night. The wedding will take place next March 15.

Guests assumed the party was a farewell to Mr. Case's house on Crespo Dr. La Jolla, which he plans to sell. Only immediate members of the family were aware of the significance of the occasion before the announcement.

Miss Wilcox attended Christian College for Women in Columbia, Mo., and was graduated from the University of Denver. She is a member of Alpha Chi Omega sorority.

Mr. Case was graduated from San Diego State University where he was president of the junior and senior classes and a member of Lambda Chi Alpha fra-

ternity. He was listed in Who's Who in American Colleges and Universities. Mr. Case, member of the Bachelor Club, is president of Case Products Corporation of San Diego. He is past president of San Diego Young Executives and is on the board of COMBO. Mr. Case is one of the founding members of Young Friends to the San Diego Symphony.

La Jolla guests included: Mr. and Mrs. David Leslie Hopkins (Mr. Hopkins will be Mr. Case's best man) Mr. and Mrs. William A. Tribolet, Mr. and Mrs. Joseph Turner, Judge Artie Henderson, Mr. and Mrs. James Walter, Councilman and Mrs. Gil Johnson, Mr. and Mrs. Mark Van Busherk, Mr. P. Grout, Msgr. Joseph Topping, and Mrs. Elaine McCarthy plus many others.

Mr. Case is the grandson of Mrs. John F. McKenna of Los Gatos, the late Dr. McKenna and the late Mr. and Mrs. I.H. Case of Los Angeles. □

## OCEANSIDE FEDERAL TO OPEN



Lally G. Schrader

Mrs. Lally G. Schrader has been appointed Branch Manager of the new Encinitas office. According to Mrs. Schrader, who has been with Oceanside Federal in Carlsbad since 1960, "The new branch can look forward to growth and the expansion of services in response to the needs of many new families moving into new homes now being built in the San Dieguito area." Mrs. Schrader is also Assistant Secretary of the Oceanside Federal Savings and Loan Association.

Assisting her at the Encinitas branch will be Branch Operations Officer, Mrs. Marla Potts, and tellers, Ms. Debbie Battisti and Ms. Dee Sanchez.

The new branch will open November 15th with complete savings services in a temporary building. A permanent facility at the same location is currently under construction.

Oceanside Federal Savings and Loan is North San Diego County's original savings and loan, in operation since 1920. The Encinitas branch is the association's eighth location.

# Places and Faces

## WEST COAST NATIONAL GIVES AMERICAN FREEDOM DISPLAY



Elmer Glaser, left, chairman West Coast National Bank, and John M. Cosh, bank president, present Liberty Bell display to North San Diego County. Accepting is Mrs. Jack Thill, chairman Oceanside Bicentennial Committee.

A quarter-scale replica of the Liberty Bell was presented to North San Diego County in October by Elmer Glaser, chairman of West Coast National Bank.

The bell display was unveiled for the first time at the awards luncheon of the Oceanside Bicentennial Committee in the community center here.

Included with the bell is an oversize replica of the Declaration of Independence, framed in gold and supported by two seven-foot high white colonial pillars. The bell sits on a five-foot mahogany pedestal and is flanked by an American and a California flag.

Glaser said, "West Coast National Bank is proud to be a part of the marvelous celebrations planned throughout North San Diego County during the 200th year. We hope this freedom display will enhance the work all of the committees are doing and will add to the importance of the occasion."

Mrs. Jack Thill, Oceanside Bicentennial chairman, said, "The generosity of West Coast Bank in helping make our celebrations a success certainly is appreciated. I know I speak for each of the other chairmen when I say 'thank you' for this gift."

The bell display, Glaser said, will be used throughout the area by city committees and others who wish to celebrate the country's 200th birthday.

According to John M. Cosh, bank president, the bell will be kept on display at West Coast National Bank main office in Oceanside except when it is needed at other areas. Loan of the bell display can be arranged by calling any of the bank's five offices. □

## VETERANS INCOME QUESTIONNAIRES MAILED

The Veterans Administration mailed out well over a million annual income questionnaire cards to veterans and widows receiving VA pension checks. Income cards were included with VA checks delivered about the first of November according to David A. Leslie, Director of the County Veterans Service Department. San Diego County veteran population presently is in excess of 220,000 and represents a substantial share of these questionnaires.

Leslie emphasizes that these cards must be completed and returned no later than January 1, 1975. Persons needing help may go to the County Veterans Service Department at 1520 State St., San Diego; however, assistance will also be available on a part-time basis at Oceanside, Vista, Escondido, El Cajon & Chula Vista.

According to Leslie, a special law provides that certain pensioners who are 72 years of age or more, who have been on the pension rolls two years or more and have a stable income, may not have to make this income report. However, if a questionnaire is received it must be completed and returned to the VA regardless of age of the person.

Legislation also provides that certain medical expenses may be considered for adjustment of their pension rate. Those persons over age 72 who did not receive questionnaires should contact the Veterans Service Department to determine if a special report should be made covering those expenses.

Veterans or widows who are not receiving pensions but believe they might qualify should also call or visit the County Veterans Service Department for information.

Persons receiving pensions who are housebound or in need of aid and attendance care should contact the County Veterans Service Office for information on how to apply for a special monthly allowance.

Managers of nursing homes are encouraged to contact the County Veterans Service Department for information and assistance on the income questionnaires and aid and attendance care benefits.

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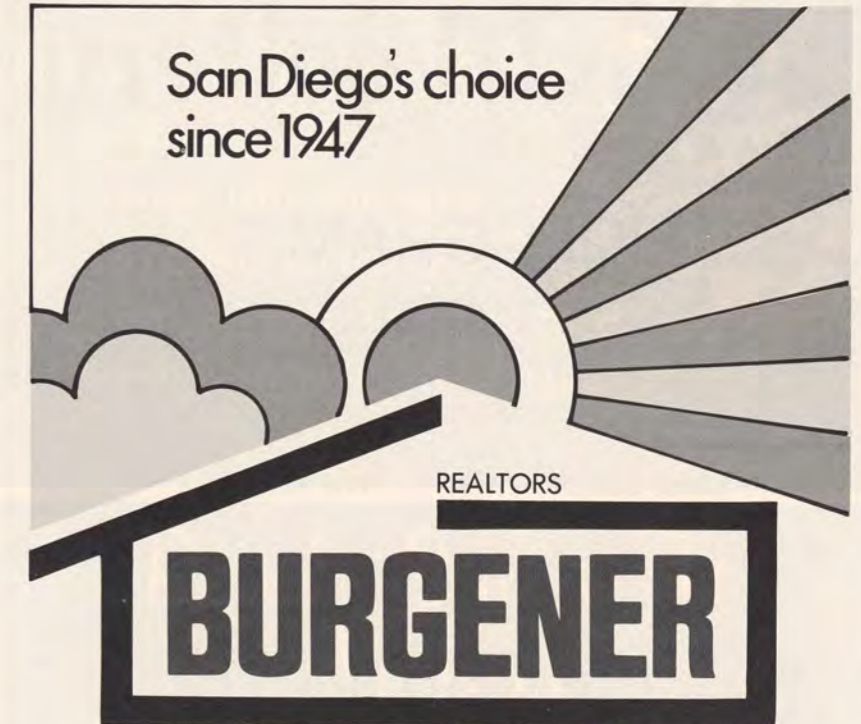
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## Y.M.C.A. TURNS PEOPLE ON TO FITNESS

The North Coast Family Y.M.C.A. is out to turn people on . . . to better health and physical fitness. This is accomplished through the popular "Y's Way to Fitness" program.

"The goal of our fitness program," said Chuck Wade, Physical Education Director, "is to strengthen the heart and lung system. This will allow the body to burn off excess calories and tone up muscle tissue."

"There is no magic way to becoming fit," continued Wade, "but the process can be painless and a lot of fun when one is involved in an organized and supervised program."

Several classes are being offered. Women's classes meet on Monday, Wednesday, and Friday at 10:30 a.m. and on Monday and Wednesday at 6:00 p.m. Classes for Men and Women are held on Monday, Wednesday, and Friday at 6:30 a.m. for the "Early Bird" and on Tuesday and Thursday at 6:00 p.m..

An important part of the Y's Way to Fitness is the Physical Profile Test. This series of simple fitness tests gives the participant a picture of his or her fitness level and a target to strive for during the program. Testing is held at 7:00 p.m. on the first day of each 6 week series. The next regular test will be held Monday, November 4 at the Y.M.C.A., 200 Saxony Road, Encinitas. Testing is free to any Y.M.C.A. member or any person enrolled in the Fitness program.

Probably the most exciting part about the Y's Way to Fitness is the low cost. Those who are members of the Y.M.C.A. may participate in any or all of the fitness classes at no charge for a full year. This makes it possible to maintain a level of physical fitness with no hassles or problems.

With skiing becoming one of America's most popular recreational sports, the Y.M.C.A. is once again taking the leadership in fitness training with its first annual "Get fit to Ski" class.

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## Interior Design Notes

### THE VALUE OF TIME



Robert de Freitas  
La Jolla Interiors

In many ways the decoration of a home is quite similar to the selection of today's costumes. Both require coordination of color and materials. Yet many women who devote considerable time to the selection of their wardrobes, object to shopping for the needs of their homes.

There are probably several reasons for this. First, let me say that in this context I am talking about the busy woman and matron, and not necessarily the professional or working woman, but the woman whose time is primarily occupied with charitable and social activities, plus golf, tennis, horses or other interests of her choice and means. This woman — and she is typical of many of my clients — wants to spend her time in other ways than shopping for a lamp or wallpaper. Yet she insists upon the same perfection in her home as in the balance of her life. In this, she needs help, and that is where the professional interior designer can render a valuable service.

Another reason that this type of woman generally eschews shopping for home needs is because of the amount of time it *does* take and the various ramifications that are involved, especially if the project is broad in scope. Coordination must consider color, line and texture. Surfaces must be planned and balanced, and thought of in terms of sequence of installation.

Painting, hard surface flooring — ceramic tile or brick, vinyl or parquet wood — then carpeting and wall covering and window treatment, lighting, furniture and accessories — are the logical sequence; but all must be to a plan, to reflect an idea, a concept.

Even the woman whose home is her hobby can use competent guidance and help. For her, and the type of woman we are addressing here, the most efficient route is to spend her time with a capable and knowledgeable interior designer. In a series of fairly brief sessions he can help her select all the needed items and help her make decisions, including the selection of custom items, that are part of the total concept and decor she seeks for her home. Her valuable time will be saved and the result will be better.

Questions regarding decorating problems are welcome. Please call or write Bob de Freitas, La Jolla Interiors, 7470 Girard Ave., La Jolla, Calif. 92037.

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# CHRISTMAS: all things to all men

## WHAT CHRISTMAS IS TO ME



by Donald R. Caughey, Minister  
The Village Church, Rancho Santa Fe

I don't know what Christmas is to all men, I only know what it is to me.

Christmas is history. A man lived, and in the fifteenth year of the reign of Tiberius Caesar he began to say and do things which attracted attention and required interpretation. He was a puzzle to his contemporaries; those who knew him tried to explain what they saw in him, and they found that it called for a special insight. History says that they called him Master, Lord and Christ, and finally, Son of God. Christmas celebrates his birthday, and his impact on history.

Christmas is also promise. Standing alone, the history would be meaningless, but related to my needs it has infinite value. I am not the man I ought to be, I have needs of the soul I cannot fulfill and shortcomings I cannot remedy. Standing alone, I am without God and with no hope in the world. But Christmas is the promise that in Christ God has done for me what I cannot do for myself.

Christmas is faith. All life's important elements require faith; trust and confidence in people, patriotism, home life, family life, business dealings and a host of other relationships. Christmas reminds me that faith springs from God revealed in Jesus Christ, in His will for my life and for the life of His world.

Above all, Christmas is love. Love is the only explanation of God's gift of His Son, of Jesus' fidelity to his mission, of the magnetic power of His Cross, and of His hold on His followers in the world today. We love, because God first loved us.

I regret that Christmas leads some to bitter arguments over history, over religion, over social concerns. I regret that for many it seems to be only a quaint survival of ancient customs or a children's festival. I wish it meant to all men at least as much as it means to me. □

## THE COMING OF JESUS CHRIST



by Dr. Richard Strauss, Pastor  
Emmanuel Faith Community Church

The coming of Jesus Christ into the world — that's Christmas in all its simplicity. So if we want to know what it really means, maybe we should listen to Jesus tell us why he came. "Even the Son of man came not to be ministered unto, but to minister, and to give his life a ransom for many" (Matthew 20:28). Jesus said he came to die. We cannot divorce the cradle from the cross. And his death on the cross was unique, different from any death in human history. He predicted that it would be a ransom for many. A ransom is a payment for release.

Jesus had already explained to what we are in bondage: "Whosoever committeth sin is the servant of sin" (John 8:34). And he said he could free us from sin: "If the Son, therefore, shall make you free you shall be free indeed" (John 8:36). Now he is telling us how he will do it — by dying in our place and for our deliverance. That's the good news of Christmas, the Gospel as the Apostle Paul called it, that "Christ died for our sins" (1 Corinthians 15:3). That's why he came.

But that's not all. On another occasion Jesus said, "For the Son of man is come to seek and to save that which is lost" (Luke 19:10). Jesus viewed the human race as lost to God forever on account of its sin. His death settled that sin problem once for all. Now sinful men can be saved, that is, rescued from sin's penalty and preserved for God's eternal enjoyment. Christ said that one reason he came was to look for folks who would admit their sinfulness and trust him for their salvation. And he's still looking. That's the great message of Christmas.

To those who will acknowledge their sin and receive Him as their Savior, Jesus will give a special gift. In fact, He said one reason He came was to give us that gift: "I am come that they might have life, and that they might have it more abundantly" (John 10:10). Eternal life — that's God's Christmas present to all who will believe and receive His Son. "He that hath the Son hath life, and he that hath not the Son of God hath not life" (1 John 5:12). Putting our trust in Jesus Christ for deliverance from the guilt and penalty of sin, inviting Him into our lives to be our Savior, could well make this the greatest Christmas we ever experienced. □

## RECOGNIZING ANGELS



Written for The Christian Science Monitor

With each recurring Christmas season thought turns again to the angelic announcement of the Saviour's birth and the song of the heavenly host, "Glory to God in the highest, and on earth peace, good will toward men" (Luke 2:14).

Angels are not just for Bible times. They are for now and for all times and places.

In her "Miscellaneous Writings," Mary Baker Eddy, the Discoverer and Founder of Christian Science, says of them (p. 306), "When angels visit us, we do not hear the rustle of wings, nor feel the feathery touch of the breast of a dove; but we know their presence by the love they create in our hearts."

This is how we recognize angels.

The most deeply loving man of all time was Christ Jesus. His culminating act of love for humanity was allowing himself to be crucified that he might show mankind, through his resurrection and ascension, the ultimate triumph of good over evil, of Life over death. The Bible tells us that as he prayed in the Garden of Gethsemane, when the horror of the ordeal before him struggled with his unselfed desire, "there appeared an angel unto him from heaven, strengthening him" (Luke 22:43).

Sometimes we may wonder if an idea has come to us from God or from our own desire or human will. There is a good way of gauging this. Mrs. Eddy, referring to angels as exalted thoughts, says of them in "Science and Health with Key to the Scriptures" (p. 299): "Angels are God's representatives. These upward-soaring beings never lead towards self, sin, or materiality, but guide to the divine Principle of all good, whither every real individuality, image, or likeness of God, gathers."

So if one's thoughts are centering on self, he can be sure he is not listening to angels but to aggressive and materialistic mental suggestions, not from God, divine Mind, but from the so-called mortal mind. When we silence these by refusing to think along such lines, we are free to hear the angels, which are always there.

A woman in great need of healing prayed for a right thought to direct her. She was led to reach out for help to a married couple whom she knew very

slightly. They, in turn, felt led to help her and gave her loving care. Through Christian Science treatment she was restored to health.

Many years later, guided by an angel thought of gratitude, the woman was enabled to help her friends maintain their home when it seemed they might lose it.

As Mind is infinite, so there is an infinitude of angels. Listening hearts will hear them, love them, follow their guidance with simple and willing obedience, and so not only be blessed but become a blessing to others through the peace and goodwill they impart. □

## A SECOND REASON FOR DREADING CHRISTMAS



by John R. Shannon, Minister Emeritus, San  
Dieguito Unitarian Fellowship

On this occasion and on these pages a year ago, there appeared a short statement under the heading, "One Reason Why I Dread Christmas." That reason was what were called the ludicrousities of the Christmas tradition, superstitions and absurdities nobody with adult intelligence and knowledge would believe were it not for authoritative orthodox religion. There follows here a second reason.

Traditionally, Christmas is a Christian rite, although copied largely from non-Christian Teutonic and Bohemian folklore. But practically, the ceremonies and practices associated with the observance of the winter solstice are far from the principles taught by the humble Nazarene, some even repugnant to them.

Perhaps the earliest and most conspicuous of these practices each December is that of hordes of red-suited and false-whiskered men ringing bells to advertise certain merchants, both Christian and non-Christian, who are trying to make a rip-off from conscientious but maybe not ethically conscious shoppers. Advertisements through the mail, via television, radio, newspapers, and billboards disturb the eyes and ears of otherwise complacent citizens for over two months every year, starting considerably before Halloween!

Then the last, the dying signal of every Christmas observance, is the after-Christmas sales of whatever goods the suckers did not buy before December 25, thus making about twenty per cent of the entire year devoted to this kind of faldral.

Do these monstrosities annoy anybody besides this dissenter? □

## "A CRYSTAL CHALICE"



by Sri Daya Mata, president of Self-Realization  
Fellowship and Director of Encinitas Ashram Center

With the approach of Christmas, something very special seems to awaken within us. We think of this feeling as the Christmas spirit, and we attribute its presence to various things — the decorated trees and bright packages beneath them, the excited anticipation of children, the greetings of peace and goodwill to all. During this season, perhaps more than at any other time of year, we experience that expansive happiness born of a deeper consideration for others. But most of all, the Christmas spirit comes from an inexplicable stirring within the very core of our being. Those who strive to live in a conscious awareness of God know this feeling to be the spiritual exhilaration of the soul as it receives the special blessings imparted at this holy season.

A great one who has come on earth is like a crystal chalice in which may be seen the perfect image of God. The birth of such a one in a lowly manger nearly two thousand years ago inspires our Christmas celebrations today. Jesus, the child of Bethlehem, came into the world as a great light, a reflection of the true Light, illumining for errant wanderers the path back to their Divine Home.

The love that Jesus extended to all mankind was a channel for the all-encompassing love God unceasingly showers on His children. The omniscience of the Heavenly Father found expression in the words of Jesus, sowing seeds of everlasting truth where ignorance grew. Healing rays of God's inexhaustible compassion and understanding were sent forth through the forgiveness of Jesus. The irresistible warmth of Spirit in Jesus' countenance drew to his side repentant error-stricken souls as well as guileless children. In Jesus the world was indeed privileged to glimpse the divine love of the Infinite Spirit.

May this prayer of Paramahansa Yogananda be realized during this holy season and in the years ahead:

Lord, we pray that the Universal Consciousness of Christ be manifested in the minds of all. Let the heart of every member of our world family and every living creature be a perfect cradle to hold the Christ Consciousness. □

## CHRISTMAS AND THE POINSETTIA



by Msgr. William D. Spain, KHS, Pastor, St. James  
Catholic Church

Along the El Camino Real in North San Diego County the Poinsettia flower blooms in abundance and has become a traditional symbol of the Christmas Season. It adorns our altars, beautifies our homes, and is sent to every area of North America as a Christmas greeting. In Mexico the plant is called "The Flower of the Holy Night". When it was brought to the United States it was named "Poinsettia" after our first ambassador to Mexico, Dr. Joel Roberts Poinsett.

In Latin American countries it is customary on Christmas Eve to take gifts to the local church and place them before the Creche. In a certain village in Mexico, many years ago, a wisp of a boy stood outside the church on Christmas Eve. How he wished he could enter the church and present a gift to the infant of Bethlehem, but he was poor. He had nothing to give.

"I can at least pray," he thought to himself. He knelt silently outside the church window and listened to the voices raised in song. When he rose to his feet again, he was amazed at what he saw in the spot where he had knelt. It was a beautiful plant with scarlet leaves and a yellow flower in the center. He had never seen anything like it. He carefully plucked the flower and took it into the church. As he placed the beautiful flower before the manger, he whispered, "This is my gift to the Baby Jesus. My own precious gift . . . the Flower of the Holy Night."

Some may question the historicity of this story; none can deny the wholesome sentiment it conveys. For Christmas is a time of giving, a time of sharing, a time of loving. I believe Christina Rossetti has expressed this most beautifully in her Christmas Hymn:

Love came down at Christmas,  
Love all lovely, Love Divine;  
Love was born at Christmas,  
Star and Angels gave the sign.  
Worship we the Godhead,  
Love incarnate, Love Divine;  
Worship we our Jesus:  
But wherewith for sacred sign?  
Love shall be our token,  
Love be yours and love be mine,  
Love to God and all men,  
Love for plea and gift and sign. □

# Places and Faces

## TERRY PARDUE COMES HOME

Terry Pardue, wiser, more accomplished and vastly more interpretive as an artist, has returned home to Escondido, California. It was here, some ten years ago, that he discovered he had a natural talent that could make him famous. And it was here he returned after five years of studying other artists, developing his own style, and learning from his own travels and experiences.

Pardue, now 33 and lionized by some of the West's better-known art patrons, first gained notoriety in 1968 when his 24 by 48 inch watercolor "Death of a Nation" was rejected for hanging because of the subject matter by a distinguished three-man selection committee for the Southern California Exposition in Del Mar. The canvas, later shown at the Lake San Marcos Invitational Art Exhibit and hung

shortly thereafter at the Copenhagen Galleri in Solvang, California was described by viewers as "shocking", "beautiful", "indicative of the country's history", "inspiring", and yet others described it as "depressing" and "shameful".

The controversial painting, which won wide acclaim for its timely message, depicted an unkept cemetery, overgrown with weeds and wild flowers. In the background stands an old abandoned two-story church with boarded-up windows. Dirty rust stains seep down from the eaves over the once-white clapboard exterior. In the foreground, a large crumbling granite tombstone is engraved in large letters "U.S.A.". On the left side where the birth date appears it reads: "July 4, 1776". On the right, draped over the tombstone is a large folded American flag. The flag hides the death date, if indeed there was one.

On the cemetery side of the church, vandals and others have lettered such succinct inscriptions as "God Is Dead", "Black Power", "Remember the Pueblo", "Mary Jane", and "free love".

In 1969, when the painting was hung in Solvang, Cliff Aronson, owner of the gallery commented, "Some people are saddened by it, because I think the idea has hit home, regardless of their political views. They just stare and stare, then come back and stare some more." "Several persons," he added, "have said that the painting should be in a museum so it can be shared by all." Terry Pardue says that "Death of a Nation", which he began the day after Robert Kennedy was assassinated and finished in three days, is still very much alive politically.

Terry says the idea for the painting had come to him long before the Del Mar Exposition and that he had constantly tried to shake it off, but couldn't. His wife had advised him to paint it as soon as possible. Many friends and fellow artists advised him against it. He admits that the assassination spurred him on and what he felt inside made him put "Death of a Nation" on canvas. The painting was first sold to Mr. Michael Johnson of Santa Barbara, California for \$5,000.00.

Terry, formerly co-owner of the Stallings/Pardue Gallery in Escondido, paints in a wide brush style of dry watercolors that render his unglazed paintings soft yet vivid in life-like colors. His paintings range from interesting subjects or objects he has seen in life, such as restored World War One airplanes, abandoned cars, old trucks and wagons to ancient barns and houses. Many of his paintings depict people in markets in Mexico, Spanish missions, fisherman at the wharf in San Francisco or dilapidated and deserted houses in the back country of California and Arizona. Terry Pardue's work reflects a conciseness and old master's subtleness that adds richness to his paintings; his ability to graphically commit to memory that which he has seen . . . and then paint it . . . adds defini-

tion to the truth of the story he wants to tell in his works.

Harry Sternberg, nationally known author, artist, film maker and holder of the Guggenheim Fellowship, said of Pardue's work when he first saw it, "It was a delightful surprise to discover the paintings of Terry Pardue. That he is a superb craftsman is self-evident and requires no enlarging upon. He has a tremendous future that could carry him all the way to the top of the field of contemporary artists as we know them today."

Over the past five years since Sternberg made that comment, and since Terry left Escondido, one-man art shows have been held three times in Santa Barbara County, Los Angeles, San Francisco. Pardue's works will be exhibited in the San Diego county area during coming months and a one-man show is planned in the early months of 1975 in Escondido. His work is currently on exhibit at Circle R Golf Resort in Escondido.

In the meanwhile, more of Terry Pardue's paintings will be displayed in the homes of collectors who value the true art vein of this dynamic young painter who works surrounded by nothing more than art materials. No models, no photographs, no examples . . . nothing but his creative hands, his talented brain with its photographic recall, and an artistic subtleness seldom found in the world of contemporary art today.

Terry Pardue is now making his home in Escondido with his wife Leah and three sons, Andrew, 7; Jeremy, 4; Robert, 2. Leah Pardue is the former Leah Wint and has spent most of her life in the North County after moving here with her parents from Fairbanks, Alaska in 1957. She is a graduate of Escondido Union High School in 1965 and a former graphics department employee of the Times Advocate. She says she's happy to be back And good luck Terry Pardue, too!

## MEXICAN VACATION

"Villas and Condominiums and Mexico," a new package being offered by Creative Leisure provides vacationers with the most complete condominium selection ever offered in Mexico.

The new program provides a selection of fully-furnished, one-to-five bedroom condominium rentals in Acapulco, Puerto Vallarta, Mazatlan and Guadalupe. Mexicana Airlines is the cooperating carrier.

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## LOCAL EMMY AWARD WINNERS

KPBS-TV, Channel 15, has won two "Emmys" from the San Diego Chapter of the National Association of Television Arts and Sciences for their San Diego Showcase production of "Troposphere," an original ballet choreographed especially for the San Diego Ballet segment of the Showcase series.

Gloria Penner, producer, won the "Excellence in Programming" Emmy, and David Craven, director, won an Emmy for "Excellence in Individual Achievement in Programming." The ballet, choreographed by Thor Sutowski, composed by

Clark Gault and performed by members of the San Diego Ballet Company was specifically designed for the technical possibilities of television.

Additionally, the San Diego State University Department of Telecommunications and Film received two awards for programs aired on KPBS-TV. They are, "Heaven Sent," a dramatic production about three clergymen working in a community service center in Chicago, produced by Bill Allen, directed by Jeff Melman and scenically designed by Ellen Hepburn; and, "With Nothing But a Broom," produced by Ignacio Padilla and Sandy Murry and directed by Judith Farrell. Both productions won the awards. □

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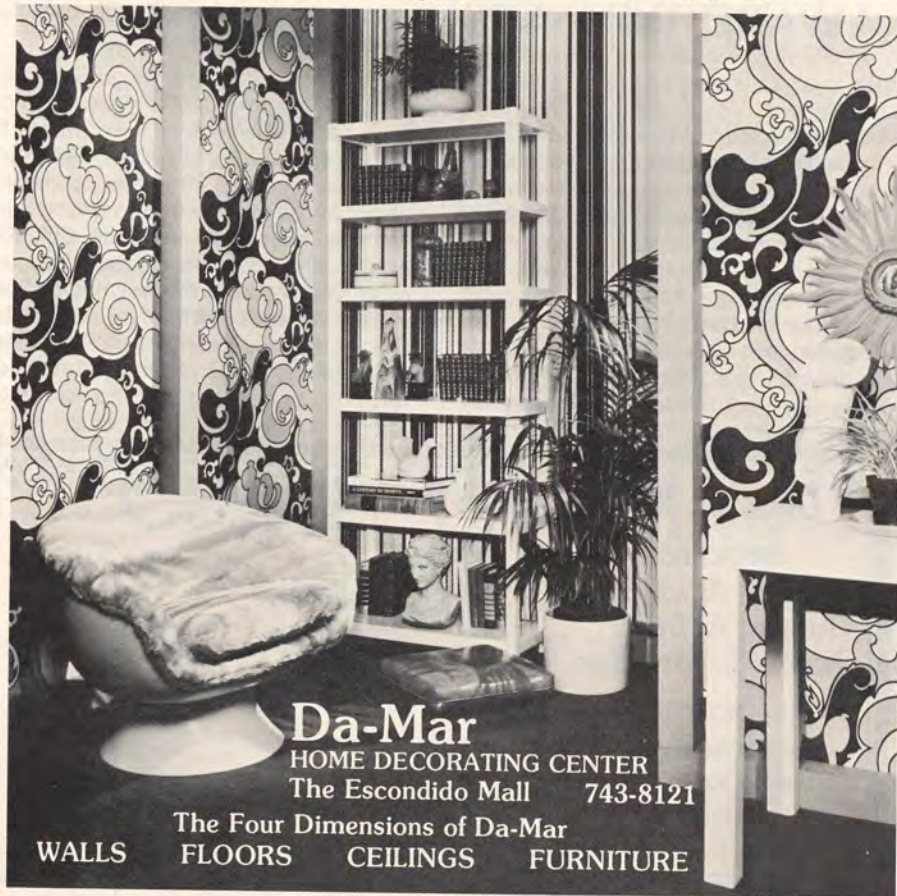
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Marilyn and David are here from New Jersey, where they were engaged in a similar business, and Marilyn finds great pleasure in giving decorating assistance whenever a customer requests this service. You will find their generous and beautiful shop in the east end of the convenient Escondido Mall, and their "welcome" mat is out continuously to make new friends — friends they intend to keep for many years to come.

## MISSION BAY CHRISTMAS PARADE

The annual Mission Bay Christmas Boat Parade of Lights is set for Saturday, December 14, and will start from Quivira Basin at 5:30 p.m. according to chairman, Bob Martinet.

The spectacular boat parade will travel a five mile route through Mission Bay. The route will go past the Bahia, Catamaran and Vacation Village Hotels, Riviera and Crown Point Shores, Campland, the west shoreline of Fiesta Island and Sea World. The parade will finish at 7 p.m. at the south Ingraham Street bridge where the boats will disburse.

The start of the parade will be signaled by the lighting of Sea World's Christmas tree which towers 330 feet above Mission Bay. The Christmas tree, the largest in Southern California, will be decorated with 2000 sparkling lights.

The parade is sponsored by Mission Bay Associates, Mission Bay Lessees Association, Mission Bay Yacht Club, San Diego Mission Bay Boat and Ski Club, and Sea World.

Crown Point Shores and the west side of Fiesta Island will provide the best viewing areas and plenty of parking will be available. There is no charge for participants or spectators and the public is invited to attend.

## BENNETT'S GARDEN CENTER



Preparing for Christmas, Mrs. Otilie Bennett, Proprietor of Bennett's Garden Center, La Jolla, puts final touches on her hand decorated miniature living trees. Living trees, large and small, and original designs and decorations are a specialty of Bennett's. These individual designs may be seen on wreaths, door pieces and table pieces, as well as floral pieces and trees. Bennett's reports that living trees and plants are more popular than ever at Christmas because of the increasing demand for the natural fresh look of things that grow and live long after the holiday season is past.

## FLYING SPORTSMEN LODGE



Yolanda Vasquez, Director of Group Charter for Tres Estrellas Mexico. Operators of the most modern and largest deluxe motor coach fleet in Mexico and Ed Tabor of the Flying Sportsmen Lodge, Baja California.

Announcing another first by Baja's pioneer tourist promoter, Ed Tabor, of the Flying Sportsmen Lodge.

The first deluxe motor coach sight-seeing and Fishing Tour of Baja's Wonderland is to be inaugurated November 28 during the Thanksgiving Holiday and followed up by Christmas and New Year Holiday trips, December 21, and the 28th. (We plan to operate a trip every Saturday, after January 15, 1975.)

Destination — World's Famous Flying Sportsmen Lodge, at Loreto, Baja California. The trip down will take two days, with overnight accommodations at the fashionable El Presidente Hotel in Guerrero Negro.

Reports from Tabor are that "It's a land-

fall!" Everybody has just been awaiting the opportunity to see Baja's new Transpeninsula Highway in Old Mexico without the aggravation of gas stops, car insurance, etc.

Enroute, stops will be made at Ensenada, Guerrero Negro, (Breeding ground of the Gray Whale) romantic, quaint San Ignacio, Santa Rosalia, where Baja's only copper mine is located. Mulege, known for its fresh water lagoon and river, emptying into the Sea of Cortez. The trip will terminate at the Flying Sportsmen Lodge, on the water's edge of the Sea of Cortez, at Loreto, Baja California. Loreto is rich in early California history and now is known as the

World's greatest fishing trap. The first mission was founded in Loreto and this colorful city was the first Capital of all California.

Marlin, Sail, Garropa, Yellow Tail, Rooster Fish, etc., are ready for the eager angler.

Four full days at the Lodge where guests may fish, swim, look for shells, live it up with the Mariachi music, or just plain relax.

On Friday, guests will fly home, via Aeromexico, the airline of Mexico.

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by Jerry Shockney

**Above Right:**

Plaza de Santa Fe looking in a southerly direction at the Jonathan Market on the left and the U.S. Post Office with the flag in the front. Other buildings house the Savings and Loan and other executive offices.

**Below Right:**

Plaza de Santa Fe, showing the Savings and Loan building on the right. The second story is occupied by executive offices. The building on the left is leased by a brokerage firm and several executive offices including a suite for owner Roger Wooley.

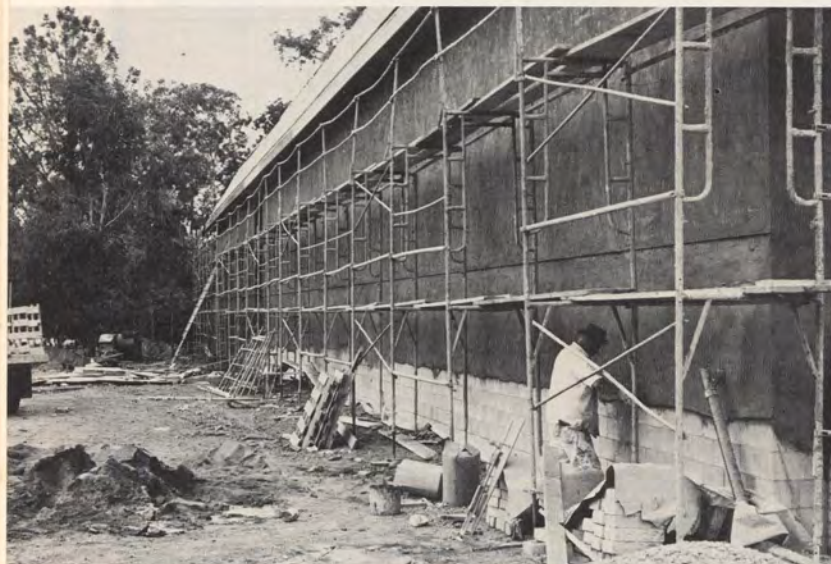
# The Changing Scene . . .

PLAZA DE SANTA FE NEARS COMPLETION

PHOTOGRAPHY BY MINDY GATES



Scenes on the construction site of the Plaza de Santa Fe.



What was an empty lot a few months ago has suddenly and rapidly (it seems like almost overnight) become the Plaza de Santa Fe. Dignified with clean cut lines and the traditional red tile roof of our Spanish ancestors it is now a permanent part of the village scene.

Scheduled to be completed this month (December) space in the commercial square is nearly 100% occupied. First to move into the new building during the month of November was the U.S. Post Office, badly in need of expanded facilities. In a space of 5200 sq. ft., Postmaster Gene Roy has planned a total of 2252 numbered mailboxes, allowing for future growth in the area. There will also be eight sections of unnumbered mailboxes. The staff at the post office is in hopes to be completely settled before the Christmas mail rush.

Jonathan's Market is located next to the post office on the southerly side of

the complex. The market will include 9600 sq. feet, about the size of the Market Place stores in San Diego, and promises to be one of the most deluxe grocery stores in San Diego county. It is owned and was built by the John Mabee Co., which also controls the Big Bear chain, the Market Place stores and Jonathan's. The Daisy restaurants are also part of the same company.

Across the court, divided by a planter and parking area, the buildings on the north side of the business area will be occupied by the Warren Savings and Loan Co., which will use about 2600 sq. feet of area on the ground floor. A like area of 2600 feet, also on the ground floor on the west side of the building will be divided between Roger Wooley's suite of executive offices and a new brokerage firm.

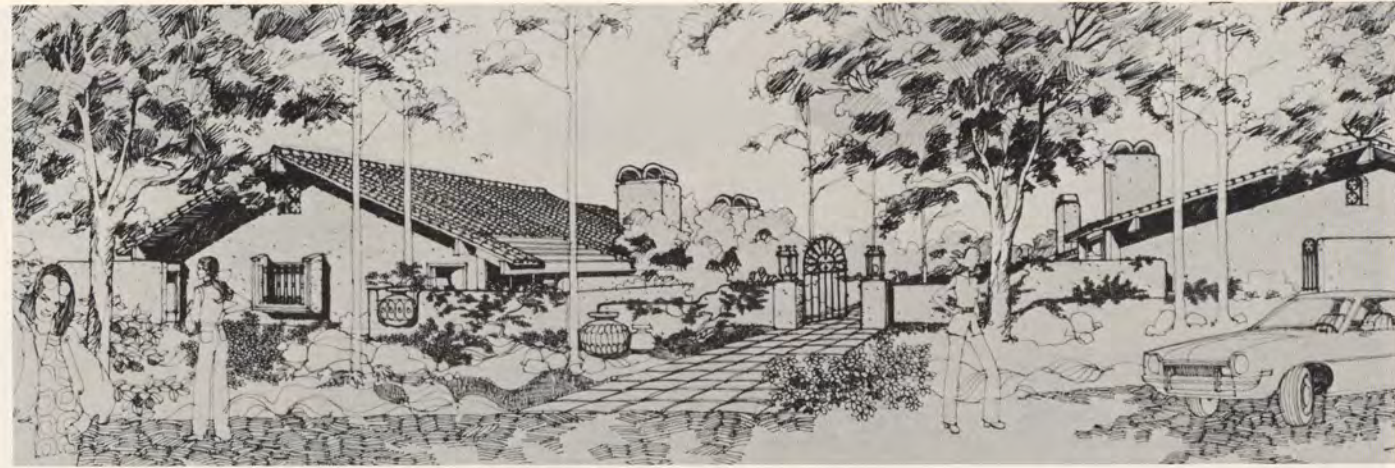
On the second floor of the building directly above the latter offices there will be

five executive desks in an open room (similar to the Bank of La Jolla). There will be joint use of a walled conference room; also one large private office suite occupied by a local resident.

Above the Savings and Loan Company there will be three enclosed offices. In addition there will be one large executive office suite leased by a Rancho Santa Fe businessman.

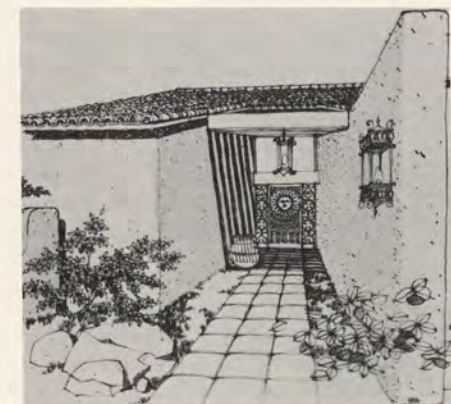
Special attention has been given to parking facilities, due to obvious problems in the village previously. There will be 10,000 sq. ft. of underground parking which the employees will be encouraged to use. Topside parking will provide an area of 40,000 square feet, when combined this makes over an acre of parking space.

The buildings were designed by Wolfe and Woods, architects. Owners of the complex are Roger Wooley and Gil Ordway.



**Above:** Sketch of Casa de Verde showing wrought iron gates and attractive red tile rooflines with complementary plantings.

**Below:** The condominium project, La Casa Verde to be built by the Laughlin-Frye Development Co. Construction is planned for January with units to be completed in June.



Pen and ink sketch showing intricate wrought iron design and red tile walks enhancing the entrances of individual homes.

### LA CASA VERDE-LAUGHLIN AND FRYE DEVELOPMENT

Shortly after the first of the year construction will start on the Laughlin-Frye development to be called La Casa Verde. The condominium units, to be located next to Plaza de Santa Fe, are designed by Shoell, Geretz, Paul and Allard Inc.

There will be ten condominium units within five separate buildings. A Spanish influence will predominate in the construction incorporating white stucco and the traditional red tile roof. An attractive use of wrought iron grillwork will be used around the windows and in the large gates separating the development from the street. Courtyards of Mexican red tile will be enhanced with fountains and large Spanish jug planters. There will be no asphalt used in the entire project.

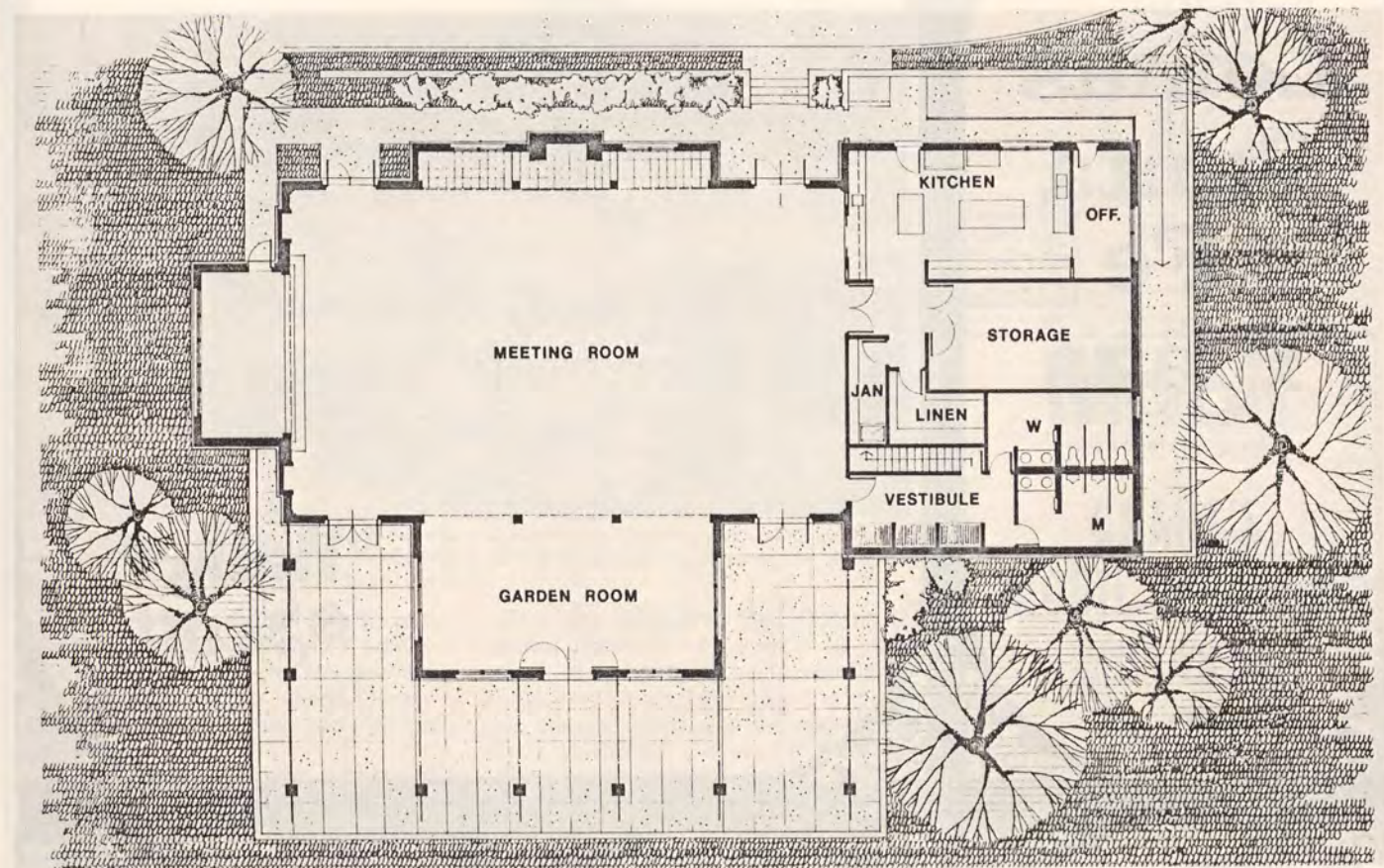
Landscaping has been carefully planned with attractive use of trees and shrubs to compliment the Spanish theme. Plans were drawn by *Kawasaki and Theilacker*.

La Casa Verde will have three ground units of approximately 1600 sq. feet, including one bedroom, 2 baths, convertible den, dining room, living room, fireplace, private patio and service area.

Three split level units of approximately 2400 sq. feet will contain 2 bedrooms, den, dining room, living room, 2½ baths, private patio and service area. All homes will have fireplaces and open beamed ceilings.

There will be four townhouse units of approximately 2400 sq. feet, one half level up and down, with fewer stairs than the split level plan. These will also have 2 bedrooms, 2½ baths, den, dining room, living room, fireplace, patios and service area.

Space for two cars per home is planned with 60,000 sq. feet of parking, approximately one and a half acres. A common area will have a swimming pool and jacuzzi, plus a cabana with fireplace that can be used for entertaining by the residents. Prices should range from about \$100,000 to \$150,000. Completion is planned for June.



## The Changing Scene . . .

### NEW GARDEN CLUB PLANS FORMULATE

Hopefully ground will be broken in January for the new Garden Club. Construction depends totally on the number of additional gifts and pledges to the new building. \$40,000 is needed at this writing to complete the total of \$340,000 estimated for the new construction.

The club will be located directly across from the old post office, with the rear of the building running along La Granada. The vacant area between the existing Garden Club and the new building will be used for parking.

A report from *Bill Teetzel*, chairman of the building committee in *The Leaf*, a publication of the Garden Club said the following:

We will seat 300 maximum in the meet-

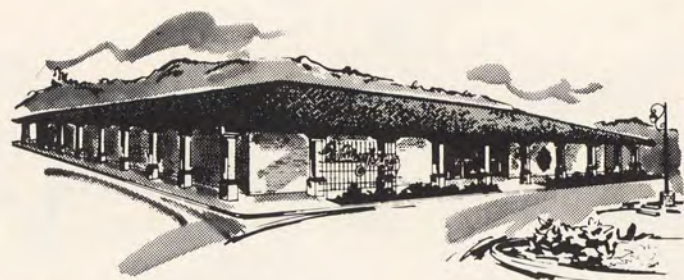
ing hall, with good acoustics, ventilation, and lighting, and a good view for all of the screen and lecture platform. Our kitchen will be for catering and potluck suppers or minor cooking. We will have one movie projector and slide projector in a booth, with good sound. Our screen will be 9' x 15' in size.

Our landscaping plan will be basically a green one for minimum upkeep, saving as many trees as possible. Our parking lot, on the alley, will hold 30 cars. The rummage basement and ramp will be about double the present storage, and the driveway from La Granada facilitates easy delivery of rummage by car. Access to the Club from Acacia, La Granada, and the parking lot is good. Masonry walls and roof are fire-resistant and low in maintenance. The decor and furnishings will be informal, with a country style and warmth.

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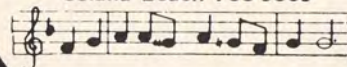
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# Lomas Santa Fe News

New Golf Course And Recreation Facility



The new Recreation Facility in Lomas Santa Fe includes a 30 x 45 foot swimming pool with diving board, a wading pool, and a clubhouse with game room, kitchen area, snack lounge, locker rooms, and office. It is adjacent to the new Executive Golf Course and golf shop.

The new Executive Golf Course and Recreation Facility has opened in Lomas Santa Fe, the 1,200 acre master planned community in north San Diego County between the Pacific Ocean and Rancho Santa Fe.

Located in the northeast quarter of Lomas Santa Fe at the intersection of Sun Valley Road and Highland Drive, the public golf course and adjacent Recreation Facility were constructed at a cost of \$500,000 by Lomas Santa Fe, Inc.

The new 2,550 yard, par 56 golf course, which was opened with a tournament on November 16, covers 37 acres and has a commanding view of the ocean and surrounding countryside. Over 800 trees have been planted on the golf course, which has two ponds, 55 sandtraps and over 2 miles of golf cart paths. There is an open space easement on the course, assuring a permanent green belt between two of the newest residential areas under development in Lomas Santa Fe: San Elijo Hills, a neighborhood of 192 two to five bedroom single family detached homes, and St. Francis Court, a courtyard condominium project with 153 two and three bedroom units.

Homeowners in these two developments will have use of the Recreation Facility on an annual fee basis and will be given a reduction in greens fees on the new golf course.

The Recreation Facility includes a 30 x 45 foot swimming pool with diving board, a wading pool, and a clubhouse with game room, kitchen area, snack lounge, locker rooms and office.

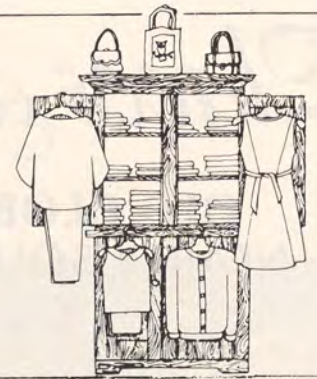
Greens fees for the public on the new course, open daily from 7:30 a.m., will be \$6 on weekends and holidays, and \$4 on weekdays.

The new Executive Golf Course is Lomas Santa Fe's second 18-hole course, the other being the Lomas Santa Fe Country Club's 6,667-yard championship course, which was the site of the Andy Williams Celebrity Pro-Am Tournament in January, 1974.

Architect for the Executive Golf Course was Ted Robinson of Palos Verdes. Ed Huxley, AIA of Pacific Beach, designed the golf shop and Recreation Facility, which follow the Mexican Colonial architectural theme found throughout the community. Lomas Santa Fe Development Corporation was the general contractor. □



Kevin Fleming, Golf Director of the Lomas Santa Fe Country Club, tees off on the new 2,550 yard, par 56 Executive Golf Course in Lomas Santa Fe. The new golf course, golf shop, and adjacent recreation facility with swimming pool and clubhouse are located in the northeast quarter of the 1,200-acre master planned community in north San Diego County between the Pacific Ocean and Rancho Santa Fe.



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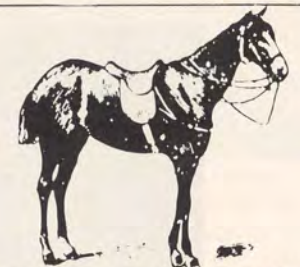
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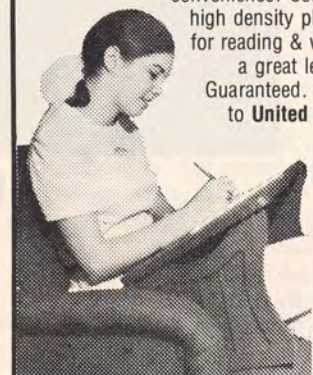
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# Places and Faces

## OLD GLOBE NEARLY SOLD OUT

Nearly 80% of all tickets to the current season at the Old Globe Theatre and Carter Centre Stage have been sold on subscriptions. Theatre patrons have purchased a total of 16,801 subscriptions in the two theatre complex.

The thirty-eight year non-profit community theatre operation began season subscriptions last year which totaled 11,431, 55% of capacity.

1974-75 subscriptions for the five Old Globe Theatre productions total 10,433 for the 33 performances in the 404 seat theatre. 6,368 subscriptions were sold in the 245 seat Carter Centre Stage for the 33 performances scheduled for each of the five productions.

The combined subscription totals 78.6% of capacity in both theatres. 78.3% of all tickets were sold on subscription in the Old Globe and 78.8% in the Carter Centre Stage.

Single tickets available for each pro-

duction includes 2,899 in the Old Globe and 1,717 at the Carter Centre Stage. The current attractions, "Godspell" in the Old Globe and "Butley" at the Carter, are sold out.

Students through college and enlisted personnel purchased specially priced tickets for 10.4% of the total subscription or 1,744. Senior citizens purchased 1,066 subscriptions, 6.3% of the total, for special priced matinees.

Theatre General Manager Robert McGlade stated "we are gratified that San Diego theatre-goers have responded so overwhelmingly to the 1974-75 subscription drive and the plays selected this season at the Old Globe Theatre and Carter Centre Stage. The success of the current subscription campaign contributes to the financial stability of the theatre operation while guaranteeing reserved seats for patrons throughout the season.

He concluded "with the ever-growing demand for tickets to Old Globe productions, we are considering methods of accommodating steadily increasing audiences."

Remaining productions to be performed on the Old Globe stage this season include "An Inspector Calls" opening November 19, "6 Rms Riv Vu" opening January 7, "You Never Can Tell" opening February 18 and "Abelard and Heloise" opening April 1.

Four additional Carter Stage productions include "School for Wives" which opened November 5, "Macbett" opening January 21, "The Real Inspector Hound" opening March 4 and "The Tenth Man" opening April 15. □

## KPBS WINS AWARD

Gloria Penner, producer of San Diego Showcase on KPBS-TV, won a "Best of West" award from the Western Education Society for Telecommunications for her San Diego Showcase production of "Troposphere," an original ballet choreographed especially for the San Diego Ballet segment of the Showcase series.

Ms. Penner won the "Best Cultural Affairs Programming" award. The ballet, choreographed by Thor Sutowski, composed by Clark Gault and performed by members of the San Diego Ballet Company was specifically designed for the technical possibilities of television. The program was directed by David Craven of KPBS-TV. □

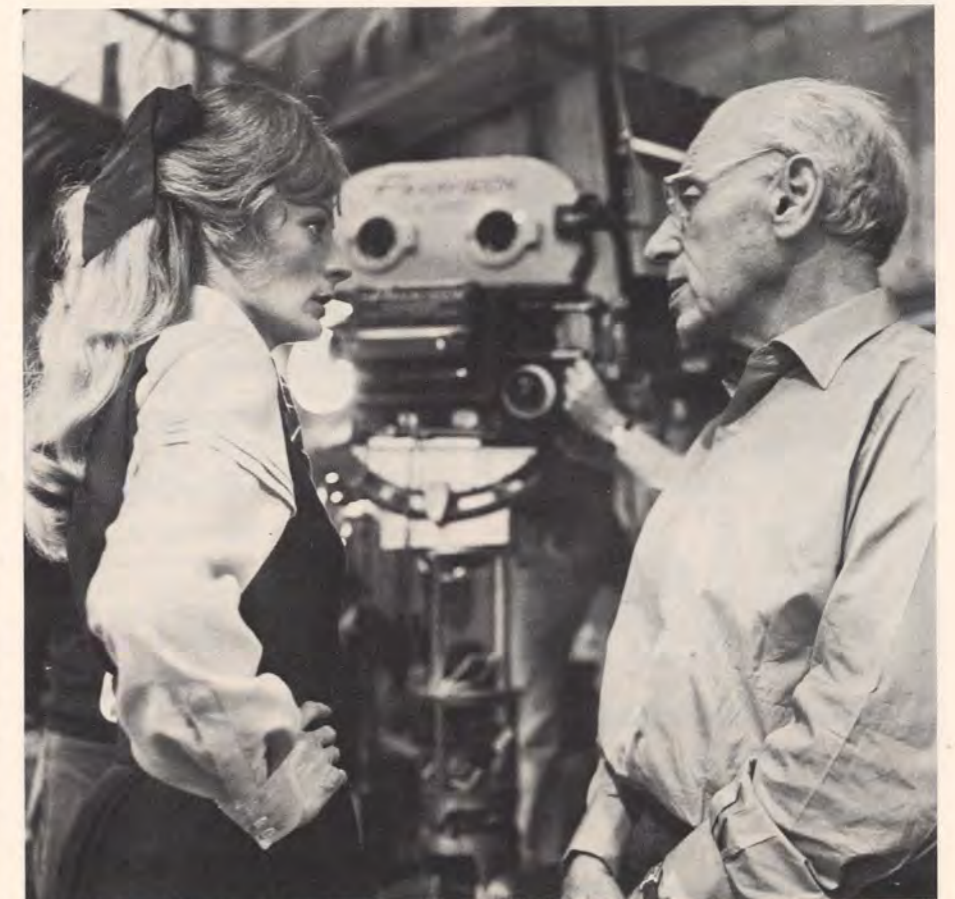
by Alan Pesin

# Reel Views

*Airport '75* is born out of the "Go watch TV mentality." Parents continually send their inquiring children off to the television set in order to tune them out of their own problem-infested adult lives. Then a movie with a plethora of phoney above-the-title stars comes to town. Its promotion is right out of the Saturday Night at the Movies coming attractions. Sub-conscious bells are rung, and when the children crowd too close, it's go see *Airport '75* time. The results are theaters full with unwanted children babbling about popcorn and pimples with non-existent interest in a movie they can see on television everytime their parents will not let them have the car. Multiplying the disaster is that some kids are so stubborn that their parents have to drag them to the picture. Mom and Dad find this drivel so innocuous, they recommend it to all their neighbors. Meanwhile everybody, parents and children alike, could be having much more interesting times at *The Seduction of Mimi*, learning about marital infidelity; at *Law and Disorder*, learning how to prevent rape; and at *The Gambler*, learning about the gambling lust.

*The Gambler* is a movie so incorrect in all its assumptions, one wonders how anyone ever falls for it at all. This may actually be the true-life story of script-writer James Toback, but that is not going to make me believe it. James Caan, the titular anti-hero, owes the bookies forty-four thousand dollars, sucks fifty thousand dollars out of his mother, bets it all on three basketball games, flies to Vegas and wins another fifty thousand dollars, loses the three basketball games, bets another fifty thousand dollars on one basketball game, loses that basketball game, and ends up owing the bookies about forty-four thousand dollars. He stabs his mother in the back, chokes on his grandfather's morality, beats up the love of his girlfriend, and walks away from this film a slightly scarred, free man. British director Karel Reisz (*Morgan!*, *Loves of Isadora*) portrays New York blacks as pimps, prostitutes, honky-hating street basketball players, and fixers. His idea of film technique comes right out of the standard text on film editing, *The Technique of Film Editing*.

*Law and Disorder* is a much more likable and alive film because it never puts itself up as a doctrinaire experience. Carroll O'Connor only looks and sounds like Archie Bunker in this one, while Ernest Borgnine plays Marty twenty years later. The director Ivan Passer, best known for *Intimate Lighting* and *Born to*



Director George Cukor, shown with Maggi Smith during filming of MGM's "Travels With My Aunt," admits to feeling the same excitement over each project now that he did when he first started 49 movies ago.

*Win*, is out of the sixties Czechoslovakian New Wave, along with Jan Kadar (*The Shop on Main Street*, *The Angel Levine*) and Milos Forman (*Loves of a Blonde*, *Taking Off*). All of their films are filled with satiric vignettes which look at the family side of life. *Law and Disorder* is no exception.

*The Seduction of Mimi*, Lina Wertmuller's Italian first film, is funnier than her second, *Love and Anarchy*, and less overtly political. In a scene which has more laughs than Charlie Chaplin's entire career, Wertmuller takes one simple wide angle lens and creates more audience hysteria than all of Stanley Kubrick's hand-held cameras, William Tell Overtures, color prisms, and the life. Subtitles are no hindrance to this film's universal appeal.

The Unicorn Theater in La Jolla recently announced that they would be staging *The Unicorn Festival of Cinema*. "From November 27 through December 10 we will show many fine films, but only films we believe to be of the highest excellence. During this festival we will function at the purest level, showing only

what the masters achieved at their moments of greatest clarity and power."

Another Paul Morrissey-Andy Warhol treat has come to town. Not as interesting or entertaining as their 3-D *Frankenstein*, *Dracula*, their latest camped up horror flic is just as kinky. The acting is loose, the cinematography more than adequate, and the plot is actually quite faithful to the original. For those who have enjoyed their *Frankenstein*, *Dracula* is a refreshing sequel. Everyone else proceed with tongue-in-cheek.

Watching Dustin Hoffman twice in three nights in emasculated television versions of his finest performances (the floundering sexual innocent in *The Graduate* and the floundering sexual pervert in *Midnight Cowboy*), I became excited about the possibility of a Dustin Hoffman rejuvenation in the form of Lenny Bruce, a floundering sexual comedian. Afer seeing a sneak preview of Hoffman in Bob Fosse's *Lenny*, I think it's fair to call Dustin America's premiere actor, especially taking into account George C. Scott in his own *The Savage is Loose*. □



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## CHRISTMAS SHOW TO OPEN AT THE SPACE THEATER



"What was in the sky that Christmas Eve about 2,000 years ago? The story of how astronomers and historians have worked together to explain the star of Bethlehem is an intriguing story."

That's how the story begins in the new Christmas show presentation at the Reuben H. Fleet Space Theater. A star-studded Christmas show that opens December 3rd through January 5th. And it is a story of special interest to Southern California where the latitude and the climate are almost exactly the same as Bethlehem.

It will take the viewer through the story of the New Testament. It will explore the factual evidence of early historians and note the dates of the reign of Herod and Emperor Augustus in Rome. It will correlate the dates of the year of the great taxation, the occasion that motivated Mary and Joseph to travel to Bethlehem.

And then it will move the sky back in space and time to the known position of the Earth and other planets, the moon and the stars. It will explore the sky the night Christ was born and ask the question: was it a meteor, was it a comet, was it a dying star . . . a supernova, was it a planet. . . .

The Reuben H. Fleet Space Theater, with its computerized Space Transit Simulator, is uniquely capable of accomplishing this amazing journey through space and time. It is a new kind of star projection system that gives the sensation of space travel. With a push of a button it is capable of setting up the sky for any moment in history.

The Space Theater is the first planetarium to have a tilted dome and no horizon. Thus it ends the old planetarium view of "a-look-at-the-heavens-from-the-Earth" and instead the viewer leaves the Earth and travels into outer space. It's as if the age-old dream had come true — of moving freely through space and time.

It is the largest dome screen in the western hemisphere that surrounds the viewer — above, below, on all sides. Showtimes:

"The Star of Bethlehem" will be shown daily through December. Beginning December 3rd through December 20th showtimes are Monday through Friday at 1:00, 2:30, 4:00, 7:30 and 8:30 P.M. Saturday: 10:30, 11:30 A.M. 1:00, 2:00, 3:00, 4:00, 5:00, 7:30 and 8:30 P.M. Sunday: 12:00 Noon, 1:00, 2:00, 3:00, 4:00, 5:00, 7:30 and 8:30 P.M. Beginning on December 21st the Saturday schedule, above, will be in effect daily through January 5th. Call 238-1168 for up-to-the-minute information.

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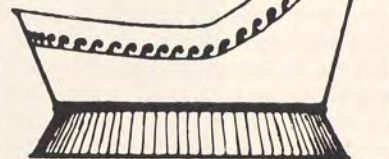
Holiday

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## Periphery NATIONAL CONFERENCE ON GOVERNMENT

"Responsible Government: Competence and Credibility," was the theme of the 80th National Conference on Government of the National Municipal League at the Town & Country Hotel, San Diego, California.

The annual National Conference on Government of the National Municipal League is the only national forum of its kind offering an opportunity for the citizens and the experts to exchange ideas about the best ways of improving their local and state governments.

The Conference regularly attracts several hundred public administrators, political scientists, local and state officials, governmental researchers, city hall and state house reporters, and civic and business leaders from all parts of the country.

It also brings out a great number of just plain citizens who come to get ideas and ammunition so they can battle more intelligently and more forcefully on the home front for decent and effective government.

The citizens learn from the experts and they all learn from each other how similar problems are being solved in widely separated sections of the country.

The Conference participants grapple with current problems, discuss new developments in the field of government and civic action and look ahead to the challenges posed by new technologies and vast urban growth.

Although the speakers include some of the nation's foremost authorities on government, their language is non-technical and the solutions they propose are practical ones.

Citizen leaders from communities with outmoded city charters and states with outmoded constitutions have come to a Conference to find out how they should tackle the big job of revising these basic documents. They have gone home with the spirit and know-how to take up the fight.

Often, these same citizens return to another Conference a few years later to pass along their experiences, good and bad, to others just beginning the fight.

Public administrators, mayors and city managers swap experiences and argue with political scientists and researchers about some new idea in government and everybody benefits.

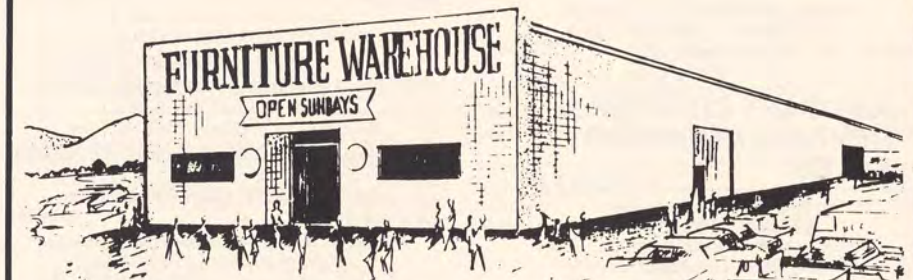
The subject of better and more effective government is a 'round-the-clock proposition during the Conference. Long after the formal sessions are over, the discussions continue in the hallways, parlors, snack bars and rooms of the Conference hotel.

Hundreds of people spend every waking hour of the Conference informally exchanging ideas and experiences gained in their respective civic associations, city councils, legislatures and charter commissions.

From 1894 to 1910 the Conferences were designated Conference on Good Local Government. As the League broadened its scope to include county and state problems, the title was changed into the National Conference on Government.

In more recent years the Conferences have considered federal affairs as they relate to state and local governments, urban and metropolitan problems, and the cooperation among all levels of government. □

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by Dr. Kenneth Michalski



Acupuncture & Chiropractic

Daily headaches have  
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A middle aged mother had awakened with a headache every day for so many years she couldn't remember when they first began.

Working with these head pains she grew more and more nervous. She tried her family doctor and specialists without results.

She was eventually brought to our office for a spinal analysis and spinal X-rays to locate the cause of her trouble.

She told us that she had developed sinus trouble, pleurisy, palpitation of the heart and her blood pressure has been 220. She reported asthmatic attacks since childhood.

A member of her family decided that it was downright cruel and inhuman for anyone to suffer so much of the time so she was brought to our office.

This little mother blesses the day she was brought to us because at the time of her last comparative examination she reported no headaches at all for the past eight weeks. A glorious feeling in itself. Besides this blessing, she said she was not dizzy any more. Blood pressure was down to 156/100, all chest pains and sinus pains had vanished. There had been no asthma over a period of several months. She had a right to be happy.

All branches of healing get some people well and fail on others. If your past efforts have failed our method may succeed. It only takes a few minutes to find out.

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746-5825

## DISNEYLAND SALUTES WINNIE THE POOH

Disneyland's December calendar will showcase the fantasy world of storybook and motion picture characters come to life when it salutes Winnie the Pooh and Tigger as well as the festive Christmas holiday season.

Beginning Dec. 21 and continuing through the month, Disneyland will spotlight its 20th Yuletide celebration with a spirited schedule of Holiday festivities, including parades, stage shows and special entertainment.

Highlighting the daily array of activities will be a family favorite, "Fantasy on Parade," which combines the make-believe world of Disney with the joyful moods of Christmas for a light-hearted pageant of childhood dreams come true.

Scenes from such Walt Disney classic films as "Fantasia," "Pinocchio," "Mary Poppins," "Snow White" and "Robin Hood" are brought to life during this sprightly promenade down Main Street, which features the talents of more than 500 performers.

On the evenings of Dec. 21 and 22, the true meaning of the Christmas season will be captured when the Park presents its inspiring Candlelight Caroling Ceremony.

Famous motion picture star Cary Grant, accompanied by more than 1,000 choir voices, will narrate "The First Christmas" during the ceremony, featured in Town Square at 6 p.m. both nights.

"Fantasy on Parade" will also debut Dec. 21 with 2 and 9 p.m. performances on that date, as well as Dec. 22 and 23. On Dec. 24-25 and 31, parades will be offered at 2 p.m. only, while 2 and 9 p.m. stagings will be presented Dec. 26-30.

Disneyland stages will also be alive during the holiday festivities with a variety of sounds, from pop to big band, day and night.

After dark on Dec. 21-23 and 26-30, popular recording group The Hues Corporation will be spotlighted on Tomorrowland Stage, while Main Street's Plaza Garden will host Les Brown and His Band of Renown on Dec. 21-23 and Bobby Sherwood and His Orchestra on Dec. 26-30.

Daytime entertainment will be provided by The New Christy Minstrels on Tomorrowland Stage Dec. 21-23 and 26-30.

Park visitors will be able to enjoy fictional favorites Winnie the Pooh and Tigger when Disneyland honors them on the weekend of Dec 7-8, as a salute to Walt Disney Productions' newest cartoon movie, "Winnie the Pooh and Tigger Too," scheduled for release in December.

Both days will include continuous free showing of "Winnie the Pooh and the

Honey Tree" and "Winnie the Pooh and the Blustery Day" in the Fantasyland Theatre, a 2 p.m. parade with Winnie and his comical friends from the Hundred-Acre Woods, and "Winnie the Pooh and Tigger Too" shows on Tomorrowland Stage.

Rounding out the event's highlights will be a special location at Fantasyland's Small World for photographs with Winnie and Tigger, and complimentary posters of the famous twosome for all children under 12 years of age.



Famous motion picture star Cary Grant, accompanied by more than 1,000 choir voices, will narrate "The First Christmas" during Disneyland's traditional Candlelight Caroling Ceremony on the nights of Dec. 21 and 22. Capturing the true meaning of the Christmas season, this inspirational pageant will be showcased at 6 p.m. both evenings in the Park's Town Square.

A traditional favorite in Disneyland's "Fantasy on Parade" are the marching toy soldiers from the Walt Disney film "Babes in Toyland." The colorful pageant will offer 26 performances between Dec. 21 and Jan. 4 as the Park celebrates its 20th Christmas season. Other activities planned during the yuletide salute include lively stage shows and special nighttime entertainment.

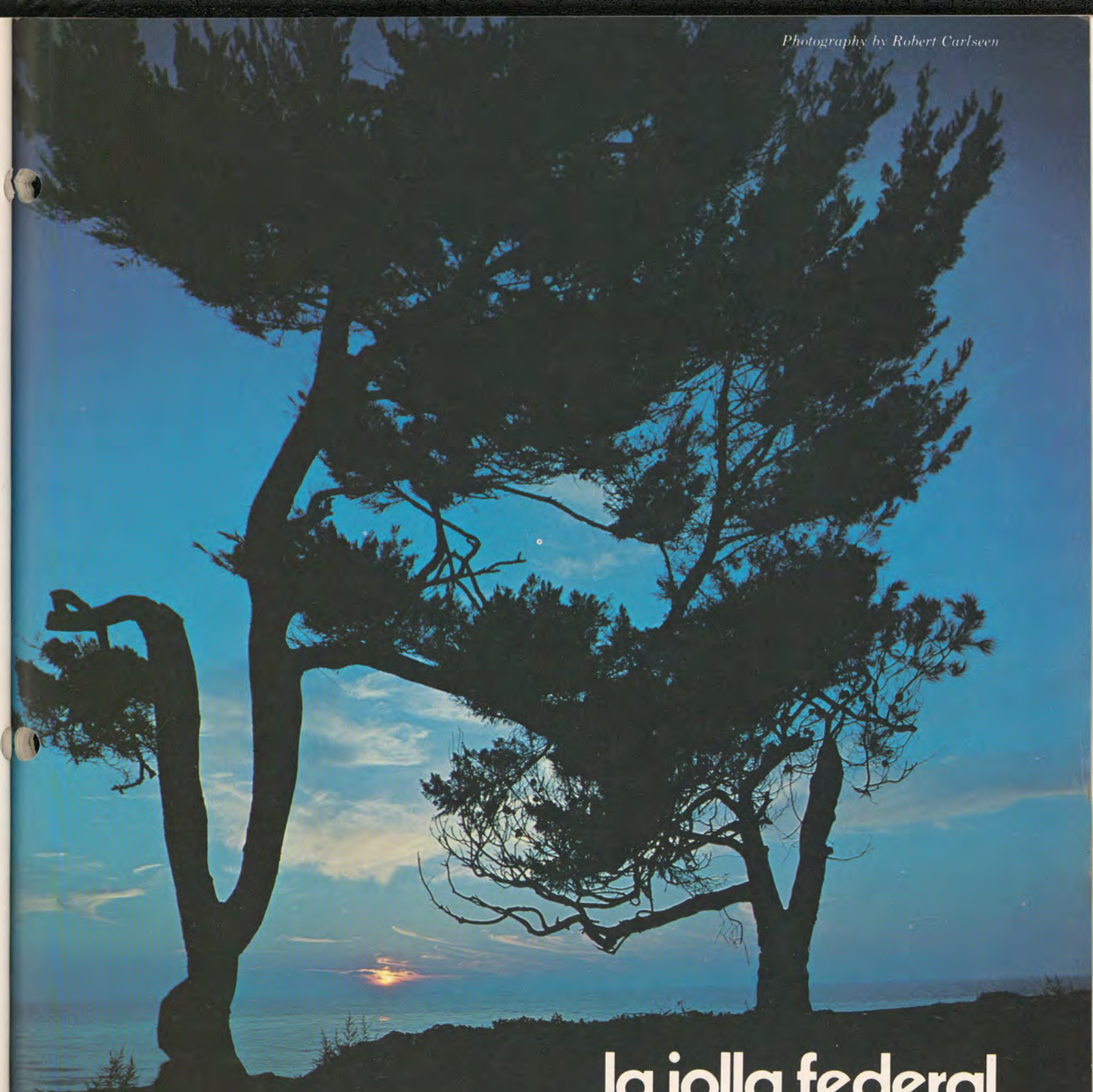
Disneyland guests may be greeted by friendly snowmen, along with a host of other Yuletide characters, during the Park's "Fantasy on Parade" presentation from Dec. 21 through Jan. 4. The gala parade will highlight Disneyland's 20th Christmas season and features scenes from such Walt Disney film classics as "Fantasia," "Snow White," "Mary Poppins," "Pinocchio" and "Jungle Book."

Park hours from Dec. 1-20 will be 10 a.m. to 7 p.m. on Saturdays-Sundays, 10 a.m. to 6 p.m. on Wednesdays-Fridays and closed Mondays and Tuesdays.

During the holiday season, Disneyland will be open 9 a.m. to midnight from Dec. 21-30, except Dec. 24 when hours are 9 a.m. to 6 p.m. and Dec. 25 when the Park is open from 9 a.m. to 7 p.m.

On Dec. 31, Disneyland will be open 9 a.m. to 7 p.m., before reopening for the special New Year's Eve Party. □

Photography by Robert Carlseen



# la jolla federal

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# the business circuit

## REALTY BOARD ELECTS PRESIDENT

Dorothy H. Randall is the president-elect of the San Dieguito Realty Board for 1975 and will be installed in that office at a dinner dance Dec. 5 at Lomas Santa Fe Country Club. She will succeed Happy Hassen who is completing his second year as president of the Board.



Dorothy H. Randall

Ms. Randall has been a Realtor for over twelve years and has been active on the Board of Directors at the local level as well as the State level. Besides committee work and programming she has served as secretary and vice president of the local Board.

A large part of her real estate career has been with Rancho Santa Fe properties where she is associated with Blackledge Realty. □

## PRESTON M. FLEET RE-ELECTED

Rancho Santa Fe resident Preston M. Fleet has been re-elected as a San Diego Hall of Science board of trustees vice president.

Other new officers for the governing body of the non-profit Reuben H. Fleet Space Theater and Science Center are Martin R. Engler, Jr., president; Dr. J.C. Almy Harding, chairman; David Alpert, treasurer, and Robert Heilbron, secretary.

Vice president for production, Fleet has been executive producer for the Space Theater's current "Cosmos" as well as the previous "Voyage to the Outer Planets," "Garden Isle," "Standing Up Country" and "Capture the Sun" features.

Also elected as vice presidents were Mrs. Hugh C. Carter, public relations; Edmund F. White, exhibits, and James W. Crooks, Jr., technical operations. □

## CHAIRMEN '75 AWSDO

Announcement of committee chairmen for the eighth annual Andy Williams San Diego Open golf tournament on February 13-16 has been made by Hal Tebbetts, general chairman of the event to be held at Torrey Pines golf course.

Heading the Century Club of San Diego, the AWSDO sponsor, again are Andy Borthwick, chairman of the board; and Jim Shannon, president.

Norrie West returns as the tourney's executive director and Steve Horrell as tournament coordinator.

New chairmen are Jack Bulloch, assistant to West; Bob Williams, program coordinator; Dick Bowen, co-director of transportation.

Those returning to head committees and their areas of responsibility are: John Bell, sponsor activities; Kenneth Blucher, transportation; Shirley Casper and Doris Boyar, wives' activities; Art Harris, Robert Boyd, Will Laughlin, Claude Waymire and Mort Winsky, amateur activities; Joe Brucia, communications; Arnold Campbell and George Foster, sponsor relations; Lt. Mike Tyler and Sgt. Gordon Clausen, San Diego Police Department liaison; and Virginia Clayton, social activities.

Also, Herb Engert, John Townsend and Arnold Campbell, house operations; B. F. Ferguson, PGA liaison; Jim Fox, advance ticket sales; Bob Fulton, starters; G. E. Vinson and Bailey Gallison, promotion; Scott Gregory, Art McArthur and Harry Shannon, general committee; Les Herling, photography; Jordan Lansky, tournament program; Art Lynch and Bill Myers, Pro-Am registration; Lucy McAfee, cashier; Don Makie, course and grounds; and John Manton, press room operations.

Also, Lute Mason, TV liaison; Jim Perrin, player liaison; Dr. Don Oderkirk and Dick Zumwalt, medical direction; Mrs. Lou Smith, scoring; Dot Spencer, bookkeeping; Bob Stephenson, operations; Ideal Stotsky, Pro-Am/Sponsor records; Ralph Trembley, press; Adah Usrey, executive secretary; A. E. Wright, marshalls; and Bob Zumwalt, special assignment. □

## SOUTHLAND SALE OF MOBILE PARK

Southland Capital Corp., a San Diego based commercial real estate mortgage firm has arranged the sale of the 168 space Rancho San Marcos Mobile Home Park located on Borden Road at Fulton Road in the San Marcos area of North San Diego County.

Conrad A. Will, President of Southland Capital, states that this four year old all adult park sold for over \$1,000,000. In addition to representing both buyer and seller in the transaction, Southland Capital will also serve as the property management company for the new owners.

The buyer of the property was La Jolla Income Properties, Limited of 1365 Sixth Avenue, San Diego, California. Conrad A. Will and Talmage Lovelady are the managing General Partners of La Jolla Income Properties.

The seller was Rancho San Marcos, Ltd., a limited partnership with Mission Park Corporation as General Partner. □

## KOBLENTZ WINS REALTORS AWARD



Mrs. Irene Tolbert of San Jose, Chairman of the California Association of Realtors Award Committee, presents plaque to Arnold E. Koblentz.

Arnold E. Koblentz, Rancho Santa Fe Realtor, was recently honored by the Commercial, Industrial, and Exchange Division of the California Association of Realtors at the annual convention in San Francisco. Koblentz was awarded the second place plaque for the category, "Best Exchange under \$250,000" in the annual statewide Real Estate Exchange contest. By completing the exchange transaction, Mr. Koblentz was able to satisfy four clients with properties in five locations of three different states.

When the transaction was completed, a doctor and his wife, who previously owned property in two states, had a major interest in a new fourteen-unit apartment house. The doctor had a first-user tax benefit of 200% depreciation, his wife had guaranteed cash flow on her separate investment and another couple began an investment program by acquiring land in the third state which had been used by the fourth clients as an exchange for ownership interest in the fourteen-unit apartment.

Mr. Koblentz, a member of the San Diego Board of Realtors, who specializes in Commercial Investment Real Estate.

## SAVINGS & LOAN NAMES ROSE MARY ELLER



Rose Mary Eller has been appointed manager of La Jolla Federal's new Cardiff-by-the-Sea office, according to R. F. Bachman, president of the 46-year old savings and loan association.

Mrs. Eller, who has completed numerous Savings and Loan Institute training courses, joined La Jolla Federal's Loan Department staff in January, 1971. Previous financial experience includes 3 years as a savings counselor with Western Federal, of Colorado. She is married and resides with her family on the North Coast in Del Mar.

The new Cardiff-by-the-Sea facility is La Jolla Federal's fifth office in San Diego County, said Bachman in citing the locally-owned and managed association's steady growth. In addition to the home office in La Jolla and the new Cardiff-by-the-Sea office, other fully-staffed La Jolla Federal branches are located on Sports Arena Boulevard in San Diego, at Casa de Oro in Spring Valley and in North County's Fallbrook. □

## FEDERAL DEPOSIT INSURANCE

What's the difference between the FDIC and the FSLIC? Sound like alphabet soup? Well it is, but the results are the same.

There are two Federal agencies which insure deposits in financial institutions. Both were created in the dark years of 1933 and 1934 to protect depositors from the type of losses suffered during the depression.

In the 40 years since the Federal deposit insurance corporations were formed, no one has ever lost a penny from an insured deposit in a savings and loan or a bank.

The Federal agency insuring deposits in savings and loans is the Federal Savings and Loan Insurance Corporation, or FSLIC. Deposits in banks are insured by the Federal Deposit Insurance Corporation, or FDIC.

Nearly all financial institutions are insured; some 96% of total deposits, nationally, are held by insured savings and loan associations or banks. All insured institutions display either the FSLIC or FDIC emblems in their offices and on their literature.

The Federal agencies do not insure certain so-called "thrift" institutions, nor notes issued by certain bank holding companies.

Both Federal agencies insure deposits up to \$20,000. A single person or family may actually insure substantially higher amounts, by holding various combinations of individual, trust and joint accounts.

The funds backing up the Federal insurance come from premiums paid by the insured financial institutions, and by interest earned on reserves in the insurance pool.

These reserves are very large. For example, at December 31, 1973, the reserves of the FSLIC for savings and loan depositors were \$3.4 billion.

During the past 40 years, since the FSLIC insurance was initiated, there have been only 13 instances in which payments were required out of this ever-increasing fund, according to Kim Fletcher, president of Home Federal Savings of San Diego.

The reason there are two Federal insurance agencies, rather than one, is that there are separate Federal agencies which regulate the affairs of savings and loans and banks. But both Federal insuring agencies offer equal protection to depositors in insured institutions, whether they are banks or savings and loans. □

## AMERICAN HOUSING GUILD CONSOLIDATES



Gerald N. Degen

American Housing Guild, one of the nation's largest privately held home building companies, has announced the consolidation of its Orange County Operations under the umbrella of the San Diego Division according to Richard B. Konecky, Corporate Vice President and Chief Operating Officer.

"With this consolidation we will have successfully united these two vibrant market areas thus establishing a greater degree of potential for higher profitability and planned continued growth," said Konecky.

Konecky continued: "All current projects in Orange County, which include a luxury townhouse project and two quality single family developments, will continue to operate normally under the direction of Gerald N. Degen, president of American Housing Guild — San Diego, who will now assume responsibilities for all Southern California operations."

Orange County developments which will be joined with the San Diego operation are: The Galerie, a luxury town house project in Anaheim Hills; Laguna L'Corro, a single family home community in Laguna Beach; and Dana D'Oro, a single family home community in Dana Point.

Current American Housing Guild projects in San Diego County include: Windmill, a single family home community in Poway Valley (San Diego North County); Deerpark — Bonita, Chula Vista and Montgomery Park, single family home communities in South San Diego County (South Bay); Fieldcrest — Escondido, a single family home community in San Diego's North County; Fieldcrest — Lemon Grove, a single family home community in San Diego's eastern area; Festival, a patio townhouse and single family home community in Oceanside; Larkhaven, a luxury single family home community in San Diego's San Carlos area; and Canyon Back, the newest prestige single family home development in Fletcher Hills (City of El Cajon). □

## SDG&E GRANTED \$10 MILLION

San Diego Gas & Electric Company was granted \$10 million in rate relief to offset the spiraling cost of operation.

Walter A. Zitlau, company president, said the rate relief was sorely needed to help the company meet the staggering cost increases in providing service to customers.

Of the total relief granted by the PUC today, \$8 million will be in electric rates — approximately a 4.5 percent increase — and \$2 million in gas rates — approximately a 2.6 percent increase.

Zitlau said that a 4.5 percent increase for a residential customer using an average of 486 kilowatt hours of electricity per month would amount to 75 cents. For a residential customer using an average of 71 therms of gas per month, a 2.6 percent increase would amount to 30 cents.

The company president said that although the company has received a number of increases in the past 14 months, all but one was to offset rising fuel costs and provided no revenue for meeting other rising costs.

The rate relief granted today was in addition to the interim increase but did not include additional relief sought by the company last March in the second phase of its rate case. The company stated that a decision in phase 2 would not be expected until later this year.

The rate relief decision by the PUC today was on Phase 1 of the company's rate application and was based on a level of sales that did not anticipate the energy conservation, which has reduced sales by as much as 15 percent. □

## RWA FORMED

Al Ray, principal in Alvin W. Ray, AIA, Planning and Architecture, and Guy Winton, principal in Guy W. Winton, Jr., Civil Engineer have announced the formation of the "RWA Environmental Group"

for the practice of planning, engineering and architecture to provide more comprehensive services and greater project coordination for today's increasingly complex development and construction industry. In the past Al Ray's planning and architectural firm advantageously located near governmental agencies in San Diego, has provided services for numerous clients in the North County. RWA Environmental Group with its expanded capability in engineering and surveying, will continue to offer a high level of personal service to North County clients.

The two firms have collaborated

on various projects. Currently in progress by the individual firms or RWA Environmental Group are "Villa Cardiff", a 100 unit planned residential development in Cardiff-by-the-Sea; "De Anza Medical Dental Center Expansion" in Pacific Beach; "Oak Tree Ranch", a 60 unit condominium and tennis ranch in Pauma Valley; "Ridgecrest", a 150 acre agricultural estate development in Fallbrook; "Pala Mesa Golf and Tennis Club", a new 600 unit condominium and recreational development in North County; and "Surfsong", "Las Brisas" and "Solana Beach and Tennis Club" condominiums totaling 261 units in Solana Beach, San Diego Golf Center, miniature golf.

Al Ray, Licensed Architect, raised in Fallbrook, established his consulting practice in San Diego in 1970 after serving as an officer with the U.S. Coast Guard, Architectural Section, Civil Engineering Division. He graduated from Fallbrook High School, Claremont Men's College majoring in the Humanities, and the University of Southern California where he received the Architectural Guild Scholarship and was a member of the Architectural Honor Society.

Guy Winton, Registered Civil Engineer, a native San Diegan, established his consulting practice 14 years ago. He is a graduate of Grossmont High School, San Diego State College and the University of California at Berkeley, and served with the Army Corps of Engineers in Germany. He was appointed to the City of San Diego Land Development Advisory Board by former Mayor Frank Curran and Mayor Pete Wilson, who also appointed him to the Subdivision Procedures Study Committee and the Science Resources Panel of the City of San Diego's Quality of Life Advisory Board. He is a past president of the San Diego Chapter, California Council of Civil Engineers and Land Surveyors, and additionally is a member of the American Society of Civil Engineers.

The consolidated staffs including Associates Kenneth Quinn, Architect and Office Manager; Dicken Hall, Chief Project Engineer; and Robert Torres, Associate AIA will be located in the historic Percy Goodwin home at 3368 Second Avenue. Al Ray and Guy Winton will continue to give clients the personal attention which has been characteristic of their individual firms, and RWA will offer its expanded range of services on commercial, industrial, institutional and residential projects from large scale development and redevelopment to smaller projects such as lot splits and single family homes. □

## CERTIFICATE AWARDED TO RON WALKER



Ron Walker, of Cal-K Realty in Carlsbad, has been awarded a Graduate Relators Institute educational certificate, it was announced by David Dawes, president of the Carlsbad Board of Realtors.

Walker, general manager of sales for Cal-K and sales-marketing director for Kamar Construction Co., completed 18 units of specialized real estate educational courses to earn the award and the professional designation G.R.I.

The Realtors Institute of the California Real Estate Association, which administers the program, requires study in such subjects as real estate sales, investment, administration, appraisal, law and management.

Walker, a 19-year professional, directs a sales staff of 10 who last year registered over \$8.5 million in Cal-K sales. □

## KFMB ACCOUNT EXEC APPOINTED

The appointment of Del Mar resident Catherine E. Jackson as an account executive at KFMB Radio has been announced by general sales manager John T. Lynch.

Prior to joining KFMB Radio, Mrs. Jackson was dean of students at Maryville College in St. Louis, Mo. She holds a BA degree from the University of Michigan and an MA degree from Columbia University.

Mrs. Jackson and her husband, Robert, reside at 12985 Via Esperia in Del Mar. □

## CHAIRMAN FOR MARCH OF DIMES

Orien W. (Junior) Todd, Jr., a man of distinguished service in national, state and civic affairs, has accepted the appointment as 1975 campaign chairman of the San Diego-Imperial March of Dimes in its drive against birth defects.

Announcement of his selection was made by Wilson Fischer, chapter chairman, who said, "Mr. Todd may have retired from his sport goods company but has continued to find time to support important projects in the area, and we are happy to have him lead our team in the January fund-raising campaign."

Todd said he hopes San Diegans realize how vital it is to contribute . . . and to be assured that work in so many areas of research and education can continue.

As to specific accomplishments, he cited the scientific study being done at the Salk Institute for Biological Studies, Scripps Clinic and Research Foundation and University of California at San Diego.

"The aim of the March of Dimes is to bring about a time when children will be free of crippling disorders," he said. "It is not just an idealistic dream. Research grants from the March of Dimes are helping scientists discover ways of preventing birth defects."

Todd, currently the executive director of the Stadium Club, resides at 4480 Hortensia, San Diego.

Todd currently is on the executive committees for the Hall of Champions, San Diego Convention and Tourist Bureau, San Diego Council of the Navy League, the San Diego Chamber of Commerce Military Affairs Commission and the Greater San Diego Sports Association. □

## FLETCHER ADVOCATES TAX-FREE INTEREST

The best way to free up home loans and revive the housing industry is for Congress to ease the income tax on interest from savings accounts, in the view of Kim Fletcher, president of Home Federal Savings of San Diego. The association is the third largest federally-chartered savings and loan in California and fifth largest federal in the nation.

Fletcher said that the recent federal release of \$1.5 billion for the housing market is "just a patch on the boat" because it is far short of the total sum needed. The amount of money required, he said, can only be obtained by restoring the normal process of attracting private savings for use in home financing.

"What is needed," Fletcher said, "is to go back to the basic principle which Congress stated in the Home Owners' Loan Act of 1933: . . . to provide local mutual thrift institutions in which people may invest their funds and in order to provide for the financing of homes."

"This is the fundamental role of mutual savings and loans, which have served the housing needs of this nation so well for 40 years, but which has been suppressed by recent inflation.

"To correct this, the Congress can now carry forward the spirit of the original Home Owners' act by easing the income tax on those savings accounts which are the basis for financing home buying and building."

A bill to grant such tax relief will be on the floor of the House of Representatives when members return from the current recess, after being favorably reported by the Ways and Means Committee before adjournment.

The measure has bi-partisan support of many members of Congress, Fletcher said, but there is also opposition from those who feel the measure would cause a revenue loss to the U.S. Treasury.

The claim is refuted, Fletcher said, by cold facts. The U.S. Treasury estimates a \$1000 income-tax exclusion on savings-account earnings in savings associations would cost the Treasury about \$790 million. But it would generate some \$1.5 billion in taxes from a revived housing industry, according to the U.S. League of Savings Associations.

"In contrast," Fletcher said, "the recently-enacted Federal mortgage-loan purchase program will not only fail to do much to revive home buyings, it will result in a net loss to the Treasury, by subsidizing the rates at which the money will be lent."

Fletcher said he sees two main benefits in the tax exclusion for savings-account earnings.

"All citizens who save — be it a little money or a lot — would benefit from more advantageous earnings on money in insured accounts where they know their capital will not decline and the interest income is guaranteed.

"This, in turn, would cause an inflow of funds which would revive home sales and construction. This would make a real dent in unemployment. It would create jobs in the building trades and for merchants in every community in the nation, plus jobs in industries serving the housing market — lumber, hardware, appliances, and so on.

"This one simple tax adjustment can play a significant role in helping to stop inflation and to increase employment. That is why I urge all citizens to advise elected U.S. representatives to support this legislation."

Home Federal Savings of San Diego has assets over \$1.5 billion and local offices throughout California. □

## CASSELL JOINS ECLECTIC



Michael Lee Cassell

Eclectic Interior Design wishes to announce the addition of Michael Lee Cassell to its design staff. Mr. Cassell has returned from London where he worked as a design consultant for a men's fashion corporation. During his four years abroad he undertook various interior design projects in both commercial and residential fields.

Lately Mr. Cassell has finished several wallcovering designs printed for national distribution.

At Eclectic the projects include the designing of a unique sculptural table and chairs.

Currently Michael Lee Cassell is designing a polyedral contemporary home for Mr. and Mrs. Myron Ely which will be finished by next October. □

## SAN DIEGO FEDERAL NAMES LINDSTROM

Albert N. Lindstrom III has been named assistant vice president and manager of the Century City office of San Diego Federal Savings and Loan Association.

San Diego Federal, California's fifth largest federally chartered savings and loan association, has assets of nearly \$900 million and 31 offices throughout the state.

Lindstrom, 29, has been a member of San Diego Federal's management team since last December.

Lindstrom holds a Masters Degree in Systems Management from the University of Southern California and a Bachelors Degree in Business Management from Arizona State University at Tempe.

Before joining San Diego Federal's insured loan department at the firm's headquarters office, he served as mortgage loan manager and branch manager of the Arizona savings and loan. A former chapter president of the Society for the Advancement of Management, he also has taught real estate financing at San Diego Community College. □

## SDG&E WAGE INCREASE

San Diego Gas & Electric Company and Local 465, International Brotherhood of Electrical Workers, today announced completion of negotiations for a wage increase.

James J. Holley, vice president-personnel for SDG&E, and Richard C. Robbins, business manager for Local 465, said the settlement is subject to ratification of IBEW members November 13, 14 and 15.

The agreement provides for a 6 percent across the board increase effective December 1, 1974, and another 6 percent increase effective March 1, 1975.

The agreement also provides that if the Consumer Price Index increases more than 6 percent between January and July 1975, wages will be adjusted as of September 1, 1975, at a rate of ½ percent for each ½ percent increase in the Consumer Price Index up to a maximum of 3 percent.

## NEW NOISE REGULATION

Listening to your neighbors fight in the apartment across the hall or hearing voices echoing through hotel corridors are going to become part of the past.

The San Diego County Building Inspection Department says new state regulation noise insulation standards will keep the roar of outside noises, outside.

The regulations establish uniform minimum standards for wall, ceiling and floor assemblies in new dwellings. Citizen complaining about flimsy construction of hotels and apartments that allows noise generated from outside or adjacent rooms to disturb building occupants prompted action for the new building standards.

The new standards will affect structures where applications for building permits were filed after Aug. 22, 1974. Submitted building plans that do not comply with the new state building regulations will be denied building permits.

Noise contour maps may be obtained at the La Mesa office of the County Building Inspection Department, 8054 Allison Ave. The maps are to aid designers in determining the level of noise in an area proposed for development. The department has technical data listing wall, ceiling and floor assemblies and their sound transmission class and impact insulation class ratings. Also available are detailed requirements for insulating plumbing, stairways, electrical outlet boxes, cabinets, wall coverings and heating and air conditioning ducts.

# STUARDS

Where wise men start the holidays.



## Happy Holidays

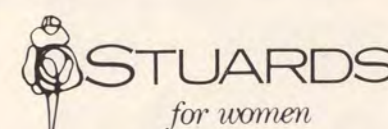
'Tis the season for gift-giving. 'Tis the season to give something special to your favorite someone. 'Tis the season for wise men to journey to Stuards. Give a gift of this gown by Rebecca. Red crepe blouse and white wool felt skirt — splashed by the multi-colored holiday applique. And, take a look at

her dashing escort in his all new navy blue, double-breasted wool blazer with fashionable epaulets. Smartly matched with tartan plaid pants and a Gino Paoli turtle-neck (both available in lots of gifty-nifty colors).

Behold, wise men and ladies . . . Stuards is THE place to start your holiday.



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# Places and Faces

## IT'S FUN TO BE NICE TO PEOPLE

The beautiful, new Rancho Park Pharmacy in North County is now open under the ownership of John and Linda Edington. They come to us from Orange County where they owned and operated four successful pharmacies. John, a licensed California pharmacist, is a native southern Californian. He attended Long Beach City College prior to receiv-

ing his Doctorate of Pharmacy in 1958 from the University of Southern California. (Two years in the Army pharmacy at Fort Ord provided his first practical application of his profession.) Linda, a native of Montana, received her Bachelor of Music degree from Eastman School of Music. She and John met at U.S.C. where she was completing graduate study in music. They were married in 1958 and have a daughter Andrea, an eighth grader at the Rancho School. The

Edingtons opened their first pharmacy in Costa Mesa in 1961. They now live in Rancho Santa Fe.



John and Linda Edington

Favorite family pastimes include skiing, tennis, sailing and flying — John is a licensed pilot and also holds an instrument rating. Andrea spends much of her spare time with her horse "Country Style" and is an active participant in the Rancho Riding Club activities. A recent family art project is proudly displayed at their home — front doors beautifully hand-crafted from glazed ceramic tiles they designed. Linda still pursues her musical endeavors — pitching in to assist at the keyboard at the Rancho Santa Fe P.T.O. variety show. She is currently seeking a duo-piano partner — anyone interested??

The new Rancho Park Pharmacy, now open in the Alpha Beta Center, is located at Encinitas Blvd. and El Camino Real in Encinitas. (This unique business will provide total pharmaceutical needs for the Village Park, Encinitas and Rancho Santa Fe areas) with a complete prescription department plus related sundry items. In addition the shopper will find attractive departments featuring fine cosmetic and fragrance lines, gifts for all ages and budgets, greeting cards, school supplies, candy, baby items and toys. This will be presented in a modern, friendly atmosphere while offering the customer old-fashioned service and competitive prices. Other services offered include family prescription records, charge account system showing all tax deductible items, pharmacy to be open all regular store hours, gift wrapping, & delivery service. As the holiday season approaches with time, money, tempers and parking spaces getting shorter . . . the busy shopper will find Rancho Park Pharmacy a shopper's delight.

The brightly painted Rancho Park Pharmacy delivery car will be a familiar and welcome sight to local residents. Service and friendliness are the key factors in this new store. The Edingtons and their employees live by the philosophy that "It's fun to be nice to people!"

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## THELMA SPEED HOUSTON EXHIBITS AT WILHELMY'S



Thelma Speed Houston, artist, lecturer, instructor.

Thelma Speed Houston will have a one-woman show at Wilhelmy's in Leucadia during the month of December and January.

Thelma is a graduate of the Pratt Institute, School of Fine and Applied Arts, N. Y. She is a former textile designer for A. Sulka and Co., London, Paris and New York. Designer and colorist for the St. Andrews Textile Co., Inc. of New York. Ms. Houston has had numerous exhibits and one-woman shows in New York, Conn. and Calif. Thelma has won many "Top of the Show" awards throughout San Diego County and a Best of the Year Award, Ebell of Los Angeles. For many years she has taken Painting and Research tours in the British Isles, France and British Columbia. In 1973 she took a painting tour to Hawaii and held lecture demonstrations for the Association of Honolulu Artists at Honolulu. Thelma has been a Painting Instructor, Adult Ed. at Palomar College since 1955. We hope that all of our readers and North County residents will stop in and see this lovely show.

## LITTLE THEATRE SEASON LAUNCHED

San Dieguito Little Theatre has launched an exciting new season in a new location.

When fire regulations closed the Little Theatre building on the fairgrounds in Del Mar, the Fair Board agreed to rent

another building at the fairground to the theatre group.

During the last few months theatre members have been busy turning the "bare bones" into a pleasant place to see some good theatre. Al Balch and Dick Edwards have provided most of the muscle. The Sandpipers Auxiliary to the theatre have done the decorating. Artists Bill and Trina Bruce are doing a mural reflecting a collage of the season.

Four productions are scheduled including the West Coast Premiere of *No Sex Please, We're British* which opened November 2nd.

The second show *Feiffers People* is a fast paced medley of Jules Feiffer's cartoon characters come to life. Performances are scheduled for Jan. 11, 17, 18, 24, 25.

Sadie Lou Tieri, who directed the sell out summer melodramas for the group during August will direct the *Crucible*. This Arthur Miller classic will run March 1, 7, 8, 14, 15.

That classic World War II comedy *Mr. Roberts* will be the final show April 19, 25, 26, & May 2, 3. The director is Bill Bruce who last year directed the award winning production of *Who's Afraid Of Virginia Woolf*.

There is still time to become a season member and enjoy some fine theatre. For further information call Jim Sullivan at 755-7810 or leave a message at 755-SDLT.

## THEATRE ARTS

The Department of Theatre Arts at San Dieguito High School, Encinitas, has announced the 1974-75 Calendar. A special tenth anniversary alumni production "The Night of January 16th" will be presented on January 3 and 4. The San Dieguito Drama Chorus will attend the bi-annual conference of the International Thespian Society in Newport Beach on February 7, 8, and 9. The Chorus has been invited to perform as they did in Hawaii in 1970. The group will return to the Los Angeles area March 14, 15 and 16 to perform for school assembly programs, in several churches, and tentatively at Anaheim's Melodyland. David Storey's drama "Home" will be presented in the Roundabout Theatre February 27, 28 and March 1. "Servant of Two Masters" a 14th century comedy by Italy's Goldoni will conclude the year's productions on May 8, 9 and 10. Eleven of San Dieguito's members of the International Thespian Society will spend ten days during March attending plays in London and Stratford-upon-Avon. Theatre Arts teacher Clayton E. Liggett will travel with the group. □

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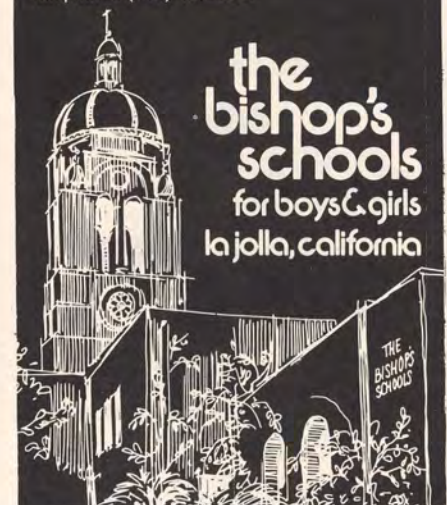
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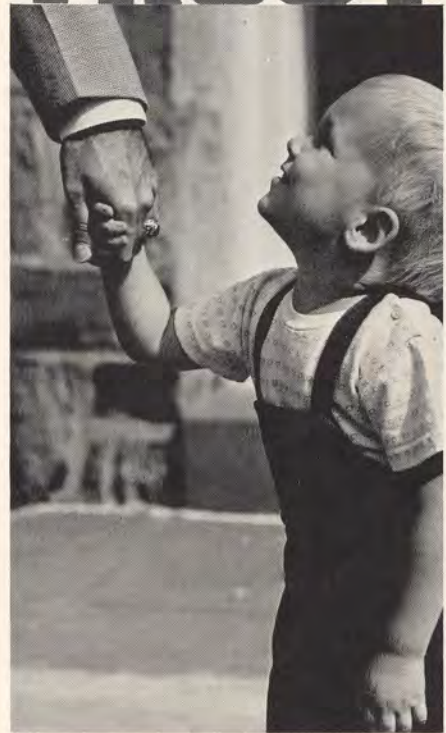
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# Whisperings



by Jane LaCroix

George J. Lewis of Rancho Santa Fe is one of the few fortunate individuals who can attain equal pleasure in enjoying the present or reliving the past.

Having recently retired from the real estate office he started nineteen years ago as an avocation, he is now in the enviable position of traveling when he chooses and playing plenty of golf — his current hobby. His two grandchildren, Christopher 10 and Jill 4, live in Montecito (Santa Barbara) and George's daughter, Maylo (Mrs. John Harding) sees to it that her parents play an important part in her children's lives. Attractive Mary Lou Lewis says George and she have only a few years to go before celebrating their Golden Wedding Anniversary. Their home is furnished with lovely antiques; three braided rugs (one measuring 16½' x 13½') attest to the cleverness — and patience — of Mary Lou! From the front of the house one has a breathtaking view as far as Palomar Airport and the back patio not only has a large swimming pool (unheated, which George swims in every morning, summer and winter) but also a canvas driving range and several pitching and putting greens which help George maintain his sixteen handicap. "Dutch," a four year old Keeshond from Holland, completes the household.

But before we become too occupied with the present, let's digress a bit and go back many years to when George Lewis, the son of a Spanish mother and Welsh father, attended Coronado High School. A love for dramatics and a flair for acting "landed" him the lead in many high-school plays and upon graduation his father agreed to one year in Hollywood, never dreaming it would be the beginning of a fifty year acting career!

George's big break came two years later when he was selected to star in a film released by Universal; this resulted in being awarded a contract with the company. He became one of the busiest and best known character actors of the "Golden Age of the Serials" and although his career began in silent pictures, it continued through sound films and into tele-

vision in the '60s. George recalls during his start in pictures he doubled as a heavy working with Rin-Tin-Tin. Rinty was a bit of a "ham" and would work only when the cameras were rolling. In order to rehearse him, the cameraman would remove the film from the camera and pretend to be shooting the action! In 1933 when George starred in the serial The Wolf Dog with Rin-Tin-Tin, Jr. the days were long and hard (from 6:30 a.m. until sundown) and the pay not too good . . . but the memories are great! During 1930, under contract to Fox, George (who was born in Guadalajara) made a series of Spanish remakes of American films. In The Big Trail he had the same role John Wayne played in the English language version; he also made a series of Zane Grey westerns and Spanish versions of features which had starred Charlie Farrell and George O'Brien in English. From 1936 to 1940 Lewis worked in New York City doing considerable stage work as well as appearing on many radio shows. He found time to work in two-reel comedies with Bert Lahr and Ken Murray and in such feature films as Back Door To Heaven with Stuart Erwin and Aline McMahon. There was also the "hero" role when producer Ronald Davidson decided that without his moustache George could play the lead in Zorro's Black Whip. George says he was almost too old (40 at the time) but really enjoyed the part. "Besides," he said, "I had played so many heavies, my daughter's friends used to pity her; I was so mean in films they believed I was really that way!" It was during the 1940s he began his most productive period; he moved solidly into the world of the serial and never looked back!



George J. Lewis as "Zorro"

In the 1950s the serials of the 1940s were transformed into the TV shows of the home screen and George worked regularly in such series as The Lone Ranger and Gene Autry Show. During this period the Lewis-Alan Ladd association began. George, Ladd and Sue Carol had been friends in the old days before Ladd became a big star and in the 1950s Ladd began using George for various roles in his films. He even had him join him in a Van Heusen shirt ad for Life Magazine!

From 1957 to 1960 Lewis appeared as the father of Don Diego Vega . . . better known as Zorro . . . in Walt Disney series based on the pulp magazine serial The Curse Of Capistrano. He found Disney to be "very approachable" and actively involved in everything to do with his shows. George has a deck chair on the patio of his home with Zorro's Dad painted on the backrest . . . a present from the crew who filmed the series.

A lack of good parts in pictures and TV caused no hardship to George as from 1955 he had been operating his own successful real estate office in Rancho Santa Fe; a licensed broker since his return from New York in 1940, between pictures he worked at real estate until eventually he was spending more time selling homes and property than acting. Since retiring from films he has found many things to keep him busy. In 1964 he was President of the Realty Board and for three consecutive years ('66-'67-'68) was President of the Rancho Santa Fe Golf Club as well as on the Board of Directors of the Association.

George and Mary Lou keep in touch with many of their Hollywood friends and lead an active social life. Recently they saw "Airport 1975" and enjoyed it immensely. George feels that today's audiences want a film to "tell it like it is" unlike the audiences of former years who went to movies to escape reality. He thinks today's big stars are TV performers and considers the medium even more demanding than motion pictures as there are fewer rehearsals and the work more concentrated.

We believe that handsome, delightful, George J. Lewis not only has a fascinating past, but undoubtedly a happy, interesting present and future.

Seems like the name of the game is Travel as far as Whispering Palmers are concerned! The Ken Glazebrooks included a visit to Expo '74 in Spokane during a three months "jaunt" by motor home. They particularly liked the pavilions of the smaller countries such as Korea, The Republic of China and Iran. Lunching at the Soviet Restaurant, they enjoyed fried sturgeon (flown in daily) and Moskovski salad — a combination of turkey, potatoes and cucumbers. Upon leaving the Fair, Ken and Lillian traveled

north to Banff, joining the Wilson Wieds who were also on a three month trailer trip and in Vancouver they spent some time with the Pat Cantwells (of Rancho Santa Fe) who were traveling in their Executive Motor Home.

And speaking of Vancouver, the Hank Wattsons boarded the S. S. Santa Maria there, cruising down the coast, through the Panama Canal and around South America before heading back to Los Angeles. The Vince Donnellys took a similar trip (also aboard Prudential Lines but on the S. S. Santa Mercedes) disembarking . . . with their car . . . in San Francisco and motoring back to San Diego.

Then there were those who found it's unnecessary to go far from home in order to have a good time! The Lee Kerchers had ideal weather at Lake Tahoe but unfortunately all the golf courses close after October 15th. Bea Case joined friends on a trip into California's northern Wine Country and says the countryside's colors are vibrant and the wine-tasting "stimulating"!

But don't think for a moment the East Coast has been "neglected" — the Dick Robersons flew to Vermont to view the magnificent fall foliage and Petie McIntosh (Mrs. Tracy) had a two weeks vacation that included a visit to Hartford, Conn., several days in New York City and a plane trip to the Berkshire Mountains.



Mr. and Mrs. Al Stocks and golfer Bobby Nichols.

And as for Europe . . . Mr. and Mrs. Al Stocks (pictured with Golf Pro Bobby Nichols, winner of the 1974 Andy Williams San Diego Open) attended the National Tire Dealers Convention in New Orleans prior to joining the John Youngs for a trip to Madrid, Mallorca, Seville and Morocco.

However, there still arises that question . . . To Tour Or Not To Tour.

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*Whisperings*

in the military or possibly they prefer the comfort of home travel through television. We think the average "dyed in the wool" tourist will grin and bear the occasional discomfort and inconvenience he has grown to expect. Our own experience is limited to an unexpected night in New York (at the hotel well known for Castro's "chicken-plucking" episode when our Jamaica bound plane turned back due to hurricane weather, but a friend (recently returned from a forty-two day trip to the South Pacific and Orient) has shared with us some of her experiences that makes one wonder if after all the home and hearth haven't certain advantages!

... In Tahiti it was decided to lunch in the village at a quaint little place that had no walls or windows — all open except for the roof. After being served soup and salad it started to rain and the wind came up; the roof fell in and not only was it a matter of going away hungry but soaked with rain and covered with soup! Four days later in Auckland, while driving across one of the many canyons from the airport via a long rickety looking bridge, the driver announced "this bridge is now considered unsafe and has been condemned" — causing a mental image of headlines describing a plunge into a New Zealand canyon! And they weren't kidding about the "quarter million head of sheep" ... more than once the car was forced to stop due to a solid mass of sheep covering at least five miles of roadway.

Regarding the Maori Indians, after being informed they are cannibalistic by nature, it was sort of "lucking out" that no one ended up in the cauldron! And as for all the "hateful" traveling by bus ... it was a question of either sitting hours on "end" with not much to do but look out the window or picking up the "mike" and trying to be amusing. The cruise director, a Ms. *Claudia L'Amour*, seemed to be afflicted with weak kidneys, resulting in constant delays waiting for her to emerge from various "facilities"!

After a stay in Wellington and Dunedin, would you believe ... back on a bus again in Invercargill. At Mt. Cook (known as the Southern Alps) a ski plane up to the top of the glacier, resulting in wet feet and dampened spirits due to warm weather and slushy snow!

Finally ta-ta to Australia and a big jumbo jet to Indonesia. Bali burns in the memory — although it's more like heart burn from the smell of rancid peanut oil! Balinese are described as handsome people, however, after close scrutiny they proved to have leathery faces, squinty eyes and ample B. O. Only the old ladies and nursing mothers are allowed to go topless ... enough to make the "guys" give up "girl watching"!

One night "moving" cigarette ashes on the swank hotel's marble-top bedside table, promoted a quick telephone call to the "bomb squad." They blasted away until instant asphyxiation seemed imminent. The next two nights were spent on a curved sofa in the living room of the suite, causing a slight star-board list while walking!

In Djokjakarta one is given the "privilege" of walking up a Buddhist Shrine (the Stupah). It is about a mile high and after a glance at the view from the top, the tourists clamber down, looking like a mass suicide attempt and resulting in "locked knees" for days to come! Last stop in Indonesia ... Djakarta where passports are read page after page by customs and immigration and close scrutiny given by gendarmes as luggage is poked through and searched. In this busy city with its endless traffic, many hotels (more being erected) there are thousands of waifs on the streets ... unwanted, unattended and completely without family.

Next stop Hong Kong with its innumerable jewelry stores and almost as many tailor shops ... "instant suits" and one hopes they fit! For those who are inexperienced at using chop sticks, it's a good way to diet. Only the "big lumps" reach the mouth and the rice might very well end up in the lap.

The next several days spent cruising the water to Aberdeen and noting that many families live on sampans (often rightly called "junks"). The water surrounding the "living quarters" choked with garbage and laundry soaking in the same water. Several miles away, a very posh resort area, beaches and lovely buildings ... the usual study in contrasts.

Ferrying to Kowloon, a wise decision to pay the extra dime and ride first class. Signs everywhere stating "Hold on to your valuables ... pickpockets aboard"!

Tokyo and a traumatic moment! A piece of luggage missing containing a new wardrobe made in Hong Kong. More traumatic moments trying to navigate alone — everything written in Japanese characters and no way to be certain whether it's a butcher shop or florist.

Such are the "joys" of visiting foreign lands, such are the perils of leaving the familiar soil.

The *Les Perssons* returned from Chicago with *Mrs. Florence Starck* (*Ginny's Mother*) who will make her home with them in Del Mar, and according to the *Mel Polleys* ... Amtrak is great for food and drink but a bit "bumpy" for sleeping. They visited *Mr. and Mrs. Werner Blumenthal* (President of Bendix Corp.) at their lovely home on the course at Ann Arbor C.C. in Michigan. *Beeje Andrews* also returned from a Michigan sojourn; it wasn't the golf courses she raved about but the beautiful "bushy" tails on the squirrels that make our ground squirrels look undernourished by comparison!

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# Peeling Seens O' Side

by Kitty A. Peeling

If you are one of the few people who see the forest despite the trees, you'll recognize a very cozy teepee nestled on a woody hill — in San Marcos. It belongs to Robert Freeman, who is one of America's foremost Indian painters. He has won over fifty Indian art awards — but around these parts the white man doesn't seem to know about the existence of this gifted multi-faceted Indian. Phoenix and Scottsdale, Arizona along with Taos and Albuquerque, New Mexico can't supply the demands for his paintings which go for \$150.00, on up.

Bob was born some 30 years ago on the Rincon Indian Reservation (down the Diego way) of Indian parents. His mother was a Crow Creek-Sioux and his father a California Mission Indian. There never was a more talented, personable man, (has all the charm of a Burt Reynolds). He was a high school drop-out, and after soldiering in Korea, came home at 21 and tried to put some of his talents to work. A brother, by way of encouragement, bought Bob's first drawing for fifty cents!

Bob, though married, was not settling down to his responsibilities. Then suddenly his ailing baby son was in the hospital, dying of an intestinal disorder. A contrite, frantic Bob turned to prayer.

"I prayed with all my heart and soul, and I promised God that if he would spare little Bobby I would straighten up and, furthermore, give some of my talents to Him." Miraculously Bobby was cured. His father lived up to his sacred promise. Without benefit of formal training, Bob began to draw and paint with fantastic results.



"WE'LL ATTACK AT SUNRISE, NOW GO"  
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He does vigorous and lively ink studies of horses and Indians. His oils are very

reminiscent of Frederick Remington. His clever, humorous cartoons are published in four well-selling books.

He is also a sculptor and does wood carving, making unusual, fanciful furniture. He hasn't forgotten his promise to God. Despite pressing artistic demands, he gives a great deal of his time helping the Indians.

He feels the Indian is short-changed in today's world and so he holds evening classes through Grossmont College at the Las Viejas (literally Old Women) Indian Reserve (two hours drive from his San Marcos home) where he teaches humanities.

I accompanied him to the reservation and became one of his class. There are as many women as men. These soft spoken, quiet people represent various tribes, from Mexican Indians to Shoshone Shawnee, Nez Perce, Navajo and New York's Iroquois.

In the midst of the lively discussions, my fount of knowledge was considerably increased. Naturally the culture of a people comes through in its art. Here in America, Indian art is carved into rocks (only nine states have no such carvings). The majority of Western rock art is in southern California. One of the most outstanding is in Riverside.

The Navajos (who have many Chinese names) feel they are God's chosen people, sorta the creme de la creme of Indian Society!



Bob Freeman ponders a question from one of his "pupils"

Bob is the darndest teacher. He is absolutely "natural". No pretense or guile. His informal lecture establishes such rapport with his students that they feel free to stop him at any time and discuss any ideas or affairs that often lead to the solution of individual problems.

Bob has sympathy for their problems and recognizes the way the white man has sometimes taken advantage of the Indian. Indians are content with a small home and garden, and still have a love for the great open spaces and "the best things in life." It is the more educated Indian (usually grandsons) who have been trying to right old wrongs.

Twice a week Bob, his wife Edwina and 2 children go to Bible study. Life is now real and earnest and happy. He is dedicated to his God, his Indians and his art.

Recently, while on a business trip to Colorado he had a very compelling dream. God appeared and told him his success in the future would lie in surrealistic paintings!

Surely I'm no one to argue with God — (and Dali certainly was a marvelous craftsman) but I do not understand Bob's efforts in this direction. His oils of Indians and horses, even the cartoons, have his rugged vitality and individuality.

Time will tell. In the meantime, Robert Freeman is like a smoldering uncut ruby. His undisciplined vigor, frankness and charm are rare and appealing in today's hypocritical world!

## Kitbits

Boy! Is Oceanside City every going to town. Did you folks know we were given a plaque back in Phoenix for having the best overall national first-year Sister City Program? (Pago-Pago-Oceanside.)

Mayor Howard Richardson and Robert Shaffer, representing the Chamber of Commerce, went back to Phoenix to receive the award from Kent Rhoades the President of Readers Digest Foundation (they judged and sponsored the competition).

A lot of credit for the success of the Sister City program must go to Bob's son Rob (really Robert Shaffer II, but doesn't want to be known as Bob, Junior) who is in charge of American-Samoan affairs in the Office of Territorial Affairs, Department of the Interior, Washington, D.C. He speaks the language fluently.

Recently he was sent back to Samoa for two weeks, to confer on a program for the welfare of Samoa in the next five years.

Rob, quite a Samoan authority, has been invited to speak before the United Nations Assembly on Samoa.

The plaque now hangs in the City Hall. Oceanside, along with San Diego County, has received another National distinction: Participation in a pilot test program in conjunction with our coming Bicentennial '76, called, "Meet The Americas."

Two hundred European families will come for a ten day visit with San Diego families.

The Jerry Stapps and the Marc Josephos were among those selected. Brigitte Stapp was especially interested in their guests Dr. (dentist) Pierre and Monique Couderc from Ornavs, France. Brigitte is Swiss, and speaks French fluently, as well as three other languages. This program should certainly



Proud papa and civic leader Bob Shaffer holds the Sister City Award

create lasting good-will. Wish I were the Coudercs. The Stapps own the popular Acapulco restaurant and I love Mexican food. (A few weeks ago saw Wally & Marc Josepho, aboard their "Salt Mine". They had just caught 4 marlin.) The Emblem club of Oceanside brought further distinction to our Town by winning first place in their ritual contest.

For months our Elks Club Auxiliary gals worked like beavers. Soooo when they went to Chicago for the competition, they just mowed 'em down.

Ruth Owens (Oceanside Mayor Howard Richardson's Secretary) played the organ for the exacting ceremonies. She sent me a hand written big card saying only: "Hurray! We won!"

The Bob Shaffers, Lothaire and Oscar Dean are puffing up with pride over their daughter Janet, who was admitted in London to the Royal Academy of Dramatic Arts. After such a stimulating summer Janet is back in New York applying some of her new techniques.

The Inter-Community Organization Council is determined to prove their worth by bringing a badly needed Girl's Club to Oceanside. At the last luncheon meeting held in Scandia's restaurant, Maria Caldwell, chairman, presented encouraging speakers Linda Metz, Carlsbad's Girl's Club director, Campfire



Virginia Hamilton, Nancy Brockman and Jim Caulfield back up Linda Metz and I.C.O.C.'s President Tom Guthrie.

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Winner of Holiday Magazine Award

# Kitbits

Girl's director Virginia Hamilton. President of Junior Women's Club, Nancy Brockman and Boy's Club director, Jim Caufield.

Great minds run in the same channel. Funny, but right after Virginia Hamilton's talk, I went to the Vista Republican Women's luncheon at the Recreation Hall and listened to speaker Freda Harmon head of Vista's Bicentennial, talk on Patriotism and what "the hand that rocks the cradle —" can do about it.

We women do plenty. It might be a man's world, but let's not forget what tremendous influence we wield; not only in their babyhood, but before they are born! (The trimester — the first three months — is one of the most crucial times in the development of a fetus). We not only "rock the cradle" but we build it!



Speaker Freda Harmon with Republican President Marianne Taylor & luncheon chairman Suzie Johnson.

Hugh Vickery spent nearly 7 months in the La Jolla Veterans Hospital due to a heart problem. The care and people were wonderful. To show his appreciation Hugh started "Project Hospital Television."

Through the generosity of some anonymous donors, Bob Prescott and the Disabled American Veterans, under Commander Robert Barker, the gift has been made possible. Now some mighty happy (though pretty sick) veterans can look forward to a release from monotony with their 25" colorful Admiral.

The new Ralph Bell residence in Oceanside has to be one of the most elegant homes in these h'yar parts. The unique architecture plus the French Provincial furniture and the exquisite colors have to be seen to be appreciated. Sandy and Ralph gave a house-warming as grandiose as the house. One hundred and fifty guests ate, drank and danced to a five-piece "rock" orchestra until 6:00 A.M.!

People crowded through the white carpeted, round drawing room with its floor to ceiling black lava rock fireplace, through the formal dining room, the bar

(with brick fireplace) the play room and into the patio and pool — and I do mean into the pool. Us gals got to see the bathroom with its black tile, walk-in bath-tub — (man they're the devil to keep clean, even a drop of clean water spots them). Didn't know the tall, lovely girl who is the hostess at the Acapulco, is the Bells' daughter, Kim. They also have a son, Deegee (Don Glen). He gave his parents the gold fountain light for the card room and the rain-light for the foyer.



A Happy but tired 6:00 A.M., Sandy and Ralph Bell.

October is my natal month and I want to thank in print the many friends and acquaintances who for two weeks helped me celebrate the disturbing event. I know I'm not getting older, only better. But for some years now I've been getting better — only I can't seem to find out just where!

Do have a Happy Christmas. Remember the old Peeling creed: You'll only get to celebrate Christmas 1974 one time so live it up and make it worthwhile!

## BICENTENNIAL MEDALLION DESIGNED FOR OCEANSIDE

A silver dollar-size special medallion commemorating the American Revolution Bicentennial has been released by the Oceanside Committee, Mrs. Jack Thill, committee chairman, announced.

The first medallions in oxidized bronze are on sale at \$2 each.

The face of the commemorative medal highlights the recreational and leisure life of the area with a composite design showing a golfer, sailboat, ocean and beach, Mission bell and palm tree. It contains the words "Oceanside, California, Incorporated July 3, 1888."

On the reverse side appears the legend, "1776 Indian Rancherias to Resort City 1976." Around the edge of the medal are the words, "American Revolution Bicentennial."

Designed by Randall L. Mitchell, the medals were produced by Mitchell & Associates, an Oceanside public relations firm, for Oceanside Elks Lodge #1561



which financed the first 5000 medals for the local Bicentennial Committee.

Jack Gilmore, Elks Lodge representative on the Oceanside Committee, said, "The Lodge welcomes the opportunity to assist the Bicentennial Committee with this project. By providing funds to underwrite the purchase of the first medal order and advising on its design and production, we feel we are contributing something of lasting value to the community."

Mrs. Thill said that in addition to the bronze medallions, copies in sterling silver will be available on order. These initially will be sold for \$12 each but the price may change if the cost of silver increases.

"The medals are real collector's items," she pointed out, "and will be something to save to remember the occasion. We are very proud of the design and extremely grateful to the Elks Lodge for their generous help in obtaining the initial order."

Proceeds from the sale will be used to further activities of the Bicentennial Committee.

A special Elks Lodge committee, headed by Gilmore, will be selling the medals at locations throughout the community. Further information can be obtained by calling 433-1976 or 722-1571.

## CANTLEY WINS AGAIN!

Casa de las Flores of Del Mar, owned by Lee Cantley, AIFD continues to receive honors. At the annual Christmas open house of Wall Street, co-sponsored by FTD and the Southern California Floral Association, held recently in Los Angeles, Lee was voted one of the ten top designers for Southern California. Lee was nominated by the American Institute of Floral Designers. This makes the second time in as many years that the Del Mar florist has been so honored by his fellows in the industry. Over 2,000 florists cast their ballots from the 35 nominees. The winners were announced at the champagne reception following the day long event. Casa de las Flores was the only San Diego County florist nominated. Another honor has been be-



stowed upon Lee and his shop, he has been invited to Washington, D.C. to help decorate the White House for the holidays. Lee said he accepted without hesitation. He will be there about four days doing mainly party decor for foreign dignitaries visiting the White House. Lee will also have photography privileges. He intends to take slide pictures so he can use them in a presentation before any organizations to which he demonstrates his floral artistry each year.

Lee and his charming wife Peg have owned Casa de las Flores for the last nine years. Their floral shop is now one of San Diego County's most beautiful. Lee says that one of his most prized clients is the Del Mar Thoroughbred Club. The club affords his talented staff many opportunities to use their creativity. Casa de las Flores was the Grand Sweepstakes winner at this year's San Diego Headdress Ball. This has been a most momentous year for the Del Mar florist. □

## AMERICAN OPEN GOLF TOURNAMENT IN PROCESS

Four North County Boys Club organizations will benefit from all ticket sales to the \$336,000 American Open Golf Tournament, which started Nov. 25, and continues thru Dec. 21st.

The Boys Clubs is handling all ticket distribution and will receive all revenue.

Nearly 150 professionals are to participate in the four-week five-event series, with each 54-hole event having a purse of \$65,000.

The tournaments are being played at Whispering Palms Country Club in Rancho Santa Fe and at El Camino Country Club in Oceanside.

Boys Clubs participating are Oceanside, Carlsbad, Vista and San Diego.

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*Meanwhile, back at the ranch...*  
**HOLCOMB MEMORIAL CENTER  
 RECEIVES \$1000 GIFT**

PHOTOGRAPH BY MINDY GATES



Rancho Santa Fe Youth, Inc. received a very generous donation recently in the amount of a \$1000 check from Mr. Fred Einer, right, Pres. of the Holiday Wine Cellar in Escondido. Accepting for RSF Youth, Inc. is Marty Schecter, left, Physical Education Instructor at Rancho Santa Fe School, and Rancho Santa Fe Youth Director. Mr. Einer has a very per-

sonal interest in the Holcomb Memorial Center as his daughter and son-in-law, Mr. and Mrs. L.B. Culver, Jr. of Rancho Santa Fe, have six children who will benefit from the new facilities. Although the building is progressing rapidly, donations are still desperately needed. Interested donors should contact Doug Allred at 755-2043.

**HUNT SEAT CLINIC IN RSF**

Dear Riders:

It is with great pleasure that we are able to announce that, after three years of persistent pursuit, we have been able to secure the services of Mr. George Morris for one of his famous *Hunt Seat Equitation Clinics*, to be conducted at *Ranchito Pasatiempo*, Rancho Santa Fe, California, on December 11th and 12th. There will be three classes held each day, starting at 8:30 A.M., for Professional, Amateurs, and Junior riders, with the Junior class being held in the afternoon at 3:00 P.M., to accommodate children attending school.

We are sorry that we are not able to have Mr. Morris for more than two days, but he is fitting us into a busy schedule, and we who have worked with him know what good results can be accomplished in even a short time. We are sure, too, that when we make the clinic a success and show him the numbers and calibre of riders in this county, we will be able to schedule him for an annual clinic.

For information and reservations, contact Pat Beattie or Pedde Happe, at P.O. Box 89, Rancho Santa Fe, California; telephone (714) 755-4079.

Mr. Morris limits his classes to ten riders per class, and those of us who have taken his clinics in Los Angeles know that there is always a waiting list, so it is best to make your reservation early.

**CANNONS ON THE RANCH**

BY MINDY GATES



PHOTOGRAPHS BY MINDY GATES



An explosion is heard and a cloud of white smoke drifts over the hills of Rancho Santa Fe. Almost immediately, a group of children on bicycles and foot, followed by their dogs, head for the hill-top home of Charles Marsh — the man with the cannons.

Marsh usually fires one of his cannons (he has four) once every other week for the kids, and they never seem to get enough of it. He is an antique arms collector who specializes in cannons mostly of the Civil War period and dating back to the American Revolution. He also fires the artillery in concerts all over the country. Recently, Marsh performed the 1812 Overture with Andre Kostelanetz and the San Diego Symphony. He has also done the overture (which requires 17 cannon shots) with Zubin Mehta and the L.A.

Philharmonic in concert and for a recording on London Records. But 17 is not so many, Marsh explained. Beethoven's Wellington Victory has 188 shots.

When not at concerts, Marsh is in his workshop. "I do a lot of restoration. I build complete cannons as replicas," he said, "and I do casting." His collection includes an 1861 Parrot from the Civil war on a carriage which was thought to be a movie-set replica when purchased. Marsh restored the wood and found the carriage was an original from 1848. The set is worth about \$7,500.

Collecting seems to be a family thing. One of the finest cannon collections is owned by the Pell family, to which Polly (Marsh's wife) is related. They own over 100 cannons which are displayed at Ft. Tichonderoga. □



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# Meanwhile, back at the ranch...

## SAN DIEGUITO COTILLION

A "Zodiac Party" was the theme for the October 19th dance held by the San Dieguito Cotillion at the Rancho Santa Fe Garden Club.



Director Gloria Monaghan leads the eighth graders at the end of the evening.



Ninth graders are shown learning a new dance step.

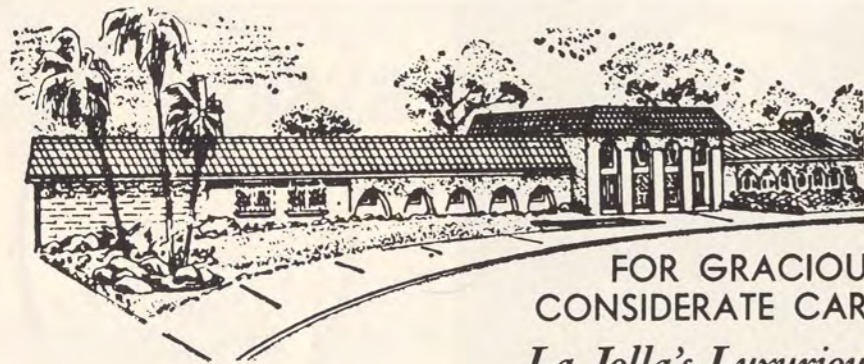
The next Cotillion dance will be the formal Christmas Ball on December 21. □



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## THE MANIONS IN HAWAII!



The Manions are pictured with some of the happy Maui Surf staff; Left to right — Mrs. Jack Manion, Chubby Mahoe, Malia Soloman, Teddi Hill and Mr. Jack Manion.

As a consultant in the packaging business, our attendance at a potato chip convention at one of the large commercial hotels on Maui was a must. We needed a rest before the convention began so we chose the newest and most Hawaiian of the places available — the Maui Surf. Not only did the spacious open-air lobby welcome us, but we found the tennis courts, the proximity to Whaler's Village (a unique shopping area-museum) and the general cuisine just perfect.

Teddi Hill, the hospitality hostess, discovered that we were from Rancho Santa Fe and immediately looked us up. She is a beautiful Hawaiian with a most interesting, versatile background. She asked about many people from Rancho Bernardo and La Jolla and seemed to know the entire north county. Further generating the Maui Surf's mood of Aloha, a friend of Ruth Giffin's, Pat Warmer, added to our wonderful vacation. Pat is the vivacious account executive with Trade Winds Advertising and has the Maui Surf account. We had planned on visiting a quiet beach Dave and Ginny Dewey recommended, however, Pat's invitation to the Quee Queg Room (with its fascinating Polynesian dinner show and continual buffets) kept us closer to the hotel.

We had read about the latest puka shell craze and were pleased to find that a majority of them are found in the vicinity of the Maui Surf. They are formed from the tip-end of a small conch shell and are easily strung. Natives and guests alike are always busy looking for them. A handful, sufficient to make a necklace, sell on the beach for about ten dollars. When Pat Manion wasn't busy playing tennis she was face-down in the water picking up pukas for Holly and Julie.

The Maui Surf's three tennis courts are presided over by Dave Cook. Dave does what every pro should follow through with

— he gave us a reminder sheet so that we could continually refer to it after our lessons. Smart guy!

While at the hotel, we met the Public Relations manager of InterIsland Resorts, Marge Struder. She told us that the American Broadcasting Company has selected the hotel for their annual conference, taking place in December. At that time ABC makes decisions for their pilot programs for 1975-76.

Marge showed us around Lahaina and is going to be our guest when she comes to Rancho Santa Fe. Incidentally, while in Lahaina, we looked up former Ranchoites Gordon and Olive Siegel.

We need not mention the hotel we moved into after the Maui Surf... it was like a bus station. When we return to Hawaii dear readers, you will find us at the hotel on Maui, the Maui Surf! □

## BUD CONWAY ELECTED TO BOARD OF DIRECTORS OF CCIM



The president of the Southern California CCIM Chapter has announced that E. R. (Bud) Conway, of Rancho Santa Fe, has been elected to their Board of Directors for the coming year. CCIM stands for Certified Commercial Investment Member of the National Institute of Real Estate Brokers and membership in a local chapter is open to all candidates, as well as designees. This organization, dedicated to the professionalism of Investment Real Estate, meets in Los Angeles on the third Wednesday of each month. Conway, a charter member of this chapter, stated that his goal will be greater participation in chapter activities by San Diego based Investment Realtors. CCIM's, candidates and those intending to apply for candidacy, who are interested in forming a San Diego Branch of the chapter, are requested to contact him at his North County office, 753-9440.

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RUTH M. GIFFIN



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# Association Bulletin and News

## MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD WEDNESDAY, OCTOBER 2, 1974, 9:00 a.m., BOARD ROOM.

**Present:** President Chubbuck, Vice President Whitehead, Directors Barclay, Day, Hoover, Wilmans and Wrenn.

**Also Present:** Manager Grahl, Recording Secretary Butts, Legal Counsel Hulden, Planning Consultants Merry and Van Der Ginst, Association members, Press.

### MINUTES OF PRECEDING MEETING

The minutes of September 19, on motion made and seconded, were unanimously approved.

### NEW BUSINESS

**Bank Resolution.** The motion was made, seconded and passed that the following resolution be adopted:

#### RESOLVED: That

Dixon Chubbuck, President;  
Gwendolyn P. Whitehead, Vice President;  
John D. Barclay, Treasurer;  
R. B. Grahl, Sec'y-Manager

any two acting together, are hereby authorized to execute any required endorsement on any Certificate of Deposit for the purpose of encashment, deposit or negotiation, and to execute withdrawal orders and directions for the disposition of any Time Deposits and interest thereon.

**Keeping of 6 Horses, Parcels 3/1 & 3/2, Block 27, 26± acres.** (Duntley) On motion made and seconded, approval was unanimous.

### MISCELLANEOUS

For Information Only, No Board Action Required.

- (a) County Notified approved subdivision (11/15/73) of F.J. Mullins, Parcels 1/4 & 2/1, Block 39.
- (b) Plaza de Santa Fe Parking — accepted by Art Jury.

### REPORTS

**Planning** Consultants R. Merry and E. Van Der Ginst briefed the Board on progress in their study of proposed and pending developments on the periphery of Rancho Santa Fe. It was concluded that their presence at October 3 San Dieguito General Plan (9/19/74 minutes) will not be necessary.

### RECESS

The Board recessed from 10:15 to 10:25 a.m.

**Park & Recreation** Board Chairman Whitehead explained beautification plans for areas along Las Colinas, La Madreselva and El Acebo, each of which will be joint ventures of property owners, the Association, and the Garden Club.

It is recommended that, in lieu of a fence along the right side of the Golf Driving Range (9/19/74 minutes), heavy planting be added to existing plants between the Range and bridle path.

A proposed re-routing of the bridle trails and easements along the Pardee and adjacent properties was explained. The Board determined to visit the area.

**Legal Counsel** Hulden commented on the status of pending lawsuits: (a) Ritt/Day election of Directors suit — no decision has been rendered; (b) Donahue property subdivision suit — a demurrer has been filed; to be argued on October 4; (c) Ritt one man, one vote suit — demurrer has been filed; argument extended to October 11.

### RECESS

The Board recessed from 12:05 to 1:30 p.m. for luncheon and a field trip.

**Golf Activities** Committee Chairman Wrenn requested that the new Restaurant Menu be publicized and be included in the next general Association mailing.

Mr. Wrenn explained the terms and fees involved in the retention of a registered architect for the Golf

Course. After discussion, it was moved by Director Hoover, seconded and passed that, through a contract approved by Association Counsel, we retain a registered Golf Course Architect to advise Golf Activities Committee on all matters of Course change and improvement.

**Planning** Commission Chairman Day explained the San Dieguito General Plan is to be supported in its entirety, with one exception: 2 acres per dwelling unit instead of 1/2 acre in San Elijo Lagoon area.

The Commission was requested to look into the lighting in the Village area.

**Community** Relations Chairman Wilmans requested Director contributions to the Newsletter by October 17. "RSF Information Booklet" is at the printer. A motion for approval to spend \$650 for printing of 2000 copies was made, seconded, and passed.

**Finance** Committee Chairman Barclay reported the Audit Committee finalized the draft of the Audit at its September 24 meeting.

The Employee Compensation Committee, composed of Messrs. R. Bible, W. Quirk and R. Wehmeyer, had its first meeting on September 30. This Committee will draw up a personnel policy statement, recommend personnel rules & regulations, and review present wage and benefit schedule for management and non-management personnel.

Finance Committee meeting on September 26 recommends denial of GAC Chairman request for payment of costs for Golf Course architectural drawings, recommending use of existing Capital funds, feeling it important to stay within the Budget. Committee is reviewing 73-74 Finance Committee policy recommendations. Having provided each Director a list thereof, suggest a review so that it is

clear what policy exists. After brief review of the August Statement, Mr. Barclay noted the Committee request that he point out to the Board any significant changes or variances in the Financial Statement, each month.

Minutes of Committee meetings, after approval by its Chairman, will be furnished each Director.

Charts to graphically show Income, Expense, Surplus/Deficit information for Association, Art Jury, Restaurant/Bar, Golf, and Tennis accounts were shown by Mgr. Grahl. Plan is to present charts each month, as it may be easier to grasp financial condition more readily from charts than from statements. Discussion brought out that charts show projected Income and actual Expense; it was felt that both should be actual.

**Building Commissioner.** August report reflects 5 residences completed; 1 permit issued; 22 residences and 24 multiple dwelling units under construction.

**Manager** Grahl reported: 1) Notification of Hearings before the Board of Supervisors: October 1, resolution of intention to establish Paseo Delicias Underground Utility District; Deferral to November 27 of Hearing on zone change to T-8 of San Elijo Lagoon lands (8/1/74 minutes). 2) SDG&E Company request for easement in turnaround at intersection of Mimulus/El Montevideo to permit installation of transformer to upgrade underground service for 22 residences. Director Whitehead and Mgr. Grahl were requested to look into the matter.

3) Receipt of notification of anticipated issuance of final check from Oliver Estate (approximately \$15,750) to be transferred to RSF Fire Protection District.

### CORRESPONDENCE RECEIVED

**R. J. Blake,** re: Property maintenance and construction in Village.

**Mrs. Lillian Ritt,** Re: Off-street parking, Woolley development.

Proposed responses to both letters were briefly outlined; the Board concurred.

### ADJOURNMENT

The Board adjourned at 2:20 p.m.

Dixon Chubbuck, President  
R. B. Grahl, Secretary

## MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD OCTOBER 8, 1974 AT 9:00 A.M. IN THE BOARD ROOM.

**Present:** President Frobes, Vice President Duncan, Consulting Architect Frank Hope and Members Reitz and Ward.

**Also Present:** Building Commissioner Mowery, Recording Secretary Duffield (Manager Grahl in attendance during discussion of Keeping of Animals, etc.)

**Excused:** Mr. Dale Budlong.

Minutes of the previous Art Jury meeting approved.

### NEW CONSTRUCTION

**Thomas, P. et al (Preliminary)** In attendance Condominiums — Lots 27 and 28, Map 2129, Mimosa. The general concept of the proposed land use was acceptable. Art Jury requested that further study be given to on-site guest parking.

**Ballard, A. (Preliminary)** In attendance Residence — Parcel 2/1, Block 35, El Camino Real. Deferred pending submission of birdseye view perspective.

**Youngflesh, C.** Residence — Lot 73, Map 2089, El Montevideo. Approved with suggestions relative to vent pipes and rooflines.

**Wasser, E. L. (Preliminary)** Residence — Parcel 2/3, Block 1, El Camino de Norte. Architectural design acceptable.

### ADDITIONS & ALTERATIONS

**Hall, W. P.** Addition to existing residence — Lot Por 19 and 20, Map 2089, Lago Lindo. Approved.

**Johnson, S. S.** Addition to existing residence — Parcel 9/12, Block 33, Rambla de las Flores. Approved.

### KEEPING OF ANIMALS

**Downey, D. (escrow Hillside Properties)** Two horses on 4.98 ± acres at Parcel 2/2, Block 1. Site visited. Art Jury advised approval with stipulation that animals be kept as adjunct to private residence.

**Johnson, R. A.** Three horses on 2.90 ± acres at Parcel 3/3, Block 29, Las Colinas. Art Jury advised approval for two (2) horses only. Site visited.

**Bohannon, J.** Two horses on 3.50 ± acres at Parcel 4/1, Block 47, Las Planideras. Art Jury advised approval. Site visited.

### REQUEST FOR VARIANCE

**Bohannon, J.** Parcel 4/1, Block 47, Las Planideras. Request to place horse shelter five feet from property line. Site visited. Art Jury advised disapproval.

### REALIGNMENT

**Stephenson, A., Turner, L. M.** Parcels 6/1 and 6/2, Block 33, Linea del Cielo. Present acres: 2.62 and 2.51 ± acres. Proposed acres: 2.10 and 3.03 ± acres. The Art Jury advised approval with stipulation that adequate screen planting be placed and maintained along the north and south boundaries of property realigned. Site visited.

### MISCELLANEOUS

**RSF Savings & Loan Signs**— Matter deferred pending information relative to business or commercial signs within the entire complex of Plaza de Santa Fe.

**Fletcher, S. Inc.** Letter read and applicant advised of Art Jury decision.

C. DAVID FROBES  
President  
E. L. Reitz  
Secretary

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# Business & Estate Topics

## QUALIFIED RETIREMENT PLAN IS NECESSITY IN BUSINESS



Larry Showley, C.L.U.

One of the primary advantages of a pension plan that has been "qualified" by the Internal Revenue Service is the favorable tax treatment it allows for both the employer and employee. These tax advantages have been designed by the Federal government to encourage the building of funds for retirement income and to make establishment of such plans more attractive to employers.

A qualified retirement plan enjoys the following tax advantages:

- *Deductible employer contributions.* Just as any other bona fide business expense, employer contributions to a qualified pension or profit-sharing plan are deductible for income tax purposes. Thus, if the corporation, for example, is in a 48 percent tax bracket, the cost for each dollar put into the plan is only 52 cents.

- *Employer contributions not currently taxed to employees.* The contributions made by the employer are not taxed to participating employees until retirement benefits are received under the plan. This benefits both the low-salaried employee who might otherwise be unable to accumulate funds for retirement and the highly paid executive who will be in a lower tax bracket after retirement.

- *Funds accumulate taxfree.* In a qualified plan, income realized on invested retirement funds is free of income tax. This, of course, enables the retirement fund to grow to a substantially larger size than if earnings were subject to income tax each year.

- *Estate tax exempt.* When the employee's death benefit under a qualified plan is paid to a beneficiary other than the employee's estate, the death benefit is not includible in the deceased employee's estate for federal estate tax purposes, to the extent the benefit is attributable to employer contributions. This is a significant advantage, in that it enables the employee's family to receive the entire amount of the death benefit without it being reduced by taxes.

### TAX TREATMENT AT RETIREMENT OR DEATH

In general, the employer's contributions to a qualified retirement fund, plus any appreciation of such funds, are subject to Federal income tax when the

retirement benefits are paid to the employee. If the employee receives his retirement income in installments, these will be subject to tax as received. However, in a normal situation, the employee's lower tax bracket after retirement, coupled with his doubled personal exemption at age 65, should greatly reduce the tax on his retirement income.

If the retired employee takes his accumulated retirement funds in a lump sum within a single taxable year, he also receives favorable tax treatment. Under the rules applicable to qualified retirement plans, the amount of all employer contributions made after December 31, 1969 is treated as ordinary income, subject to a special seven-year averaging device. The remainder of the distribution is eligible for capital gains treatment. If, however, the employee made contributions to the plan, the amount of his contributions are recovered tax free, since these contributions were originally made with after-tax dollars. And if the plan provides a life insurance death benefit, the employee can also subtract and recover tax-free the total amount of "P.S. 58" taxes previously paid by him for this taxable insurance protection.

Generally, benefits paid to a deceased employee's family are taxed the same as benefits received by a retired employee. However, there are exceptions, two of which are especially noteworthy.

First is the \$5,000 employee death benefit exclusion. When death or survivor benefits are paid to the employee's beneficiary contributions made by the employee and total "P.S. 58" taxes paid by the employee, as explained earlier, are subtracted and recovered tax-free. In addition, an amount equal to \$5,000 is also received tax-free. (Special adjustments are required if the death benefits are paid in installments.)

The second exception involves life insurance proceeds. When the benefit consists of life insurance proceeds, the amount by which the proceeds exceeds the cash value of the policy immediately prior to the employee's death qualifies as life insurance proceeds which are received income tax free.

A qualified retirement plan is unquestionably a necessity in most businesses today. The problems involved in setting up such a program have been solved in many cases by the establishment of a pension or profit-sharing trust plan, funded by individual life insurance policies or annuity contract.

*The information contained in this publication is not intended to constitute an exposition of tax law. In any specific case, you should naturally seek the services and guidance of your own legal and tax counsel.*

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## Local Poets

### MY GIFT

by David Tozier

Look at the calendar — Christmas is here  
But why the surprise it comes each  
year

It's dismay I feel and not surprise  
Look closer, there are tears in my eyes

I have tears of sadness for it's true  
This year I'll have no gift for you  
But should a gift mean so much  
When all I want is your tender touch?

Gifts have a way of telling how  
I'll love you ever just as how  
But this thought you can refute  
For with no gift my love is mute

But wait, I have a thought . . .  
Something nice that can't be bought  
Perhaps you'd like it just as well  
We'll see and time will tell.

What treasure will I now impart . . .  
Well I'm giving you a loving heart  
Guaranteed, but for my sake  
Please be gentle, lest it break

### LET IT ALL HANG OUT

by David Tozier

Hail to this festive season  
Spending dough without reason  
Let it all hang out

Wishing cheer to everyone  
Gala parties, lots o' fun  
Let it all hang out

Nice to all the girls and guys  
Even those that I despise  
Let it all hang out

Drinks-Ya, lots o' booze  
Get smashed, what's to lose  
Let it all hang out

Gonna eat till I burst  
Turkey, chicken, ham and wurst  
Let it all hang out

Whatever comes you bet I will  
Eat and drink my very fill  
Let it all hang out

Oops, my mirror just struck a blow  
In a spot that's mid to low  
Gad, I'm all hanging out . . .

## NEW ARRIVALS

### A GIRL!

The Frank Rayles of Paso Del Sol, Del Mar are the parents of a darling baby girl born Oct. 17, 1974 weighed 7 lbs. 6½ ozs. The Rayles chose the name Lindsay Ann for their baby girl. Lindsay joins her sister and brother Julie and Steven. The Rayles are new residents of Del Mar from La Canada, Calif.

### A BOY!

Mr. and Mrs. George Painter of Montecillo are the proud parents of a baby boy Carter George Painter, born Sept. 17, 1974 weighed 7 lbs. 5 ozs. The Painters have been residents of Montecillo for 7 yrs. and have two other children Camille and David. □

# LAS VEGAS

## MGM GRAND HOTEL



### STUFF YOUR CHRISTMAS STOCKING WITH A TRIP TO THE MGM GRAND

Santa Claus is making his list of those naughty and nice. All of you who think you deserve the best . . . crawl upon his knee and ask for a trip to tinsel-town west, Las Vegas, and stay in the fairland of the MGM Grand Hotel. Or . . . you could choose Texas' famed Neiman-Marcus Christmas special . . . a "Mouse Ranch" . . . complete with cacti, corrals, barn, feed bins, and a windmill for the mice to roam the range in your home. Priced at a mere \$3,500.

Tell old St. Nick you'll use that \$3,500 to stay in one of the luxurious suites of the Grand, and you can make Christmas last approximately 130 days! If you want to cut your Christmas visit short, ask for 26th floor reservations and stay five days in Kubla Khan splendor.

The Hotel is a glittering sparkling Christmas tree 26 stories high, the largest entertainment resort hotel of its kind in the world. And what tree could rival the beauty of the Grand's 600 crystal chandeliers. If every branch of the Grand tree held one room, you'd have 2100 branches of luxury. Only the Grand has room for a 2.5 million square foot present, and they've tucked their super-gift into a corner of the Vegas desert that leaves you free of the hurly-burly of the Strip, yet able to quickly commute to any area.

Who wants to leave the Grand when you have Jingle Bells played by 1,000 slot machines, 45 blackjack tables, ten over-sized crap tables, three roulette wheels, a keno lounge that seats 200, and 16 tables for poker.

Inside this Grand box of surprises on the 26th floor is the only private gambling area of its kind in all of Vegas, the Metro Club. Membership is \$1,000 for the privacy you high-rollers want.

Donn Arden's Hallelujah Hollywood is a crackling stage version of just about everything musical MGM turned out on the screen — a combination of sight and sound that bursts into an entertainment spectacle on the Ziegfeld Room stage of the MGM.

Those aren't really Santa's elves although they have that same pleasant, eager-to-please attitude. It's the fantastic staff of the Grand. You are the Astors, the Rockefellers, the Onassis, and the Getty's when you stay with MGM. Each guest is treated with the same super-special courteous attention you might think should be reserved for the very, very, very moneyed!

This busy-box is a 24-hour beehive of activity on the football sized casino floor. It's always nighttime when you step in from the Vegas sun into the glittering glamour-puss world of the MGM Grand.

The huge main level of the hotel has two grandiose showrooms, entertainment lounges, and a long row of distinctive restaurants. You might dine at Cafe Gigi, one of the finest gourmet restaurants to be found anywhere. More glitter from mirrored walls as you sit in a replica of the Palace of Versailles and feast like royalty.

Forget the big gift for a minute and look at the stocking stuffers from the Grand. Twenty-two hundred people can watch the fast-paced Basque game of Jai Alai in the only hotel in Vegas with a fronton. There's the swimming pool, tennis courts, boutiques, art galleries, and an out-of-this-world movie theater. Take a nostalgic trip to MGM's unforgettable movies like "Camille" which you can view from a velvet love seat while a girl who looks like "just what Daddy wants for Christmas" serves cocktails.

No part of the MGM Grand package for Christmas is more fantastic, more exciting or more glamorous than the fantasyland in the Ziegfeld Room where the Grand stages its revue "Hallelujah Hollywood".

The dancers in the show come from all directions — including directly over the tables! There are over 700 costume changes — and some don't have that much to change! More of Daddy's dreams come true when every girl is the Sugar Plum Fairy.

Not just gorgeous girls, but lions, tigers, llamas, camels, dog acts, an elephant and a dolphin swimming with a girl in a 20 ft. tank of water are on the Ziegfeld stage.

Christmas music? Not exactly, but 70 musical numbers to complete the revue, and all done by an invisible orchestra! The great bandleader Tony Costa is in a soundproof room backstage utilizing TV monitoring equipment to lead his 25 musicians through the show. Your favorite MGM stars . . . Astaire, Garland, Durante . . . are brought to life. Some of the numbers incorporate film clips from the great old movies into the live performance, offering a spectacular multimedia presentation you'll never forget.

MGM has out-classed every contender in the resort hotel field and rivals the finest of European and Mexican hotels. Poor old Kubla Khan must be blushing because the stately pleasure dome he decreed has been one-upped by the finest movie makers in the business who are now the best in the hotel world!

Make Christmas 1974 your never-to-be-forgotten year and ask Santa for a trip to the MGM Grand!



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# Restaurant Row

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**THE COFFEE MILL** — In the heart of Encinitas. It's so nice to find a dining spot that doesn't seem to know what a can opener is! Every vegetable served at the Coffee Mill is prepared fresh, and served piping hot with melted butter. The desserts are delicious — wonderful pies, and home-made old-fashioned puddings. A "bread basket" accompanies every dinner. Very, very reasonable prices. Open from 6 a.m. to 8:30 p.m. seven days a week. For reservations call **753-3181** 531 Highway 101, Encinitas.

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**DAVEY JONES MEAT LOCKER** — You'll walk the gangplank under the palms as you board ship entering another world for a culinary delight. The specialty of the ship is prime rib and you'll enjoy selecting from the vast menu the best eastern corn fed beef, steaks with scampi, crab or frog legs, steamed clams, sea foods and more. An excellent assortment of wines and spirits. Lunch 11:30 a.m.-3:00 p.m. Happy Hour 4:00 p.m.-6:00 p.m. Dinner 5:00 p.m.-11:00 p.m. Monday night football, live entertainment Tuesday-Saturday. Fashion shows Thursday and Friday luncheons. 340 E. Grand, Escondido. **745-8359.**

**THE FISH FACTORY** — Come to the Fish Factory, located in the Harbor Seafood Mart. This fine new San Diego Restaurant features over 40 different delectable seafood items to choose from. Cocktails expertly prepared. Combine this with their fine wine list, domestic and imported, served in a marvelous nautical atmosphere right on the bay, and you have a meal, lunch or dinner long to be remembered. Very modestly priced. Open from 11:00 am daily.

Children's portions, of course. Your host Frank Filipone. The Fish Factory; Market Street at Harbor Drive, San Diego, Ca. **232-2095.**

**KELLY'S PRIME STEAK** — is called "the Happy Place" for good reason, we think. Any night of the week that you may wish to take the short drive down to Hotel Circle you'll find music and fun in full swing — and, of course, some very fine Chateaubriand-style steaks (which is their "thing") or New Yorks, or Steak & Lobster, or Lobster or Prime Rib. Both the food and the excellent drinks (they "pour" for instance, Early Times bourbon, Peter Dawson Scotch, and Seagram's Extra Dry Gin) are modestly priced, making Kelly's a great place to take visiting friends. After dinner, a pleasant moment or two or three in the Piano Lounge with Margie, or "Ol" Don Libbey playing your favorite selections will cap a pleasant evening. A refined, pleasant atmosphere, excellent service, and a warm welcome await you. Try it! Hours: 11:00 a.m.-2:00 a.m. daily except Sat., Sun. and Holidays we open at 4:00 p.m. 248 Hotel Circle No. (Near Le Baron Hotel), San Diego, CA. Ph. **296-2131.**

**MIRA MAR** — Oliver Morris's Landmark, Mira Mar restaurant with its famed Rocking Ship in Oceanside is celebrating its 30th anniversary! Its "People-Loving" staff, plus good food and worlds of charm have made it one of Southern California's outstanding restaurants. Always under the ownership of the Oliver Morris (who are also connected with the exclusive Bel-Air Hotel in Los Angeles), the Mira Mar has grown from an original old two-story house with a widow's walk atop its roof (which is still there), to include the famous Ship Room, with its popular piano bar (dancing every night) flanked by two quieter dining areas: the Captain's Cabin and First Cabin with real fireplaces and authentic nautical antiques. Its Anchor Room is the scene of many private parties and club meetings. Adjoining the popular restaurant is the Morris's Mira Mar Motor Inn with its 62 rooms that have just been completely refurbished. Drop anchor at the Mira Mar for a drink, dinner, dancing or lodging in happy surroundings. 815 N. Hill. Telephone for reservations: **722-3343.**

**NAPOLI EXPRESS** — Picture yourself aboard an elegantly designed presidential dining car. The decor and interior suggesting the train era of the late 1800's. You have just stepped aboard the Napoli Express . . . San Diego's newest gourmet Italian Restaurant. Here you'll find the unusual . . . Beef Tenderloin A La Chipolata . . . Tender Filet Mignon pieces . . . sauteed in butter, Sherry wine, mushrooms and artichoke hearts and served with a marrow sauce an Mostaccioli Pasta. You'll also delight to Scampi A La Marinara, fried Squid served Italian style, not to mention all time Italian favorites as Veal Parmigiana, Ravioli & Spaghetti served with your choice of sauces and the best Lasagna and Pizza imaginable. Best of all . . . the Napoli Express is family priced to fit your budget . . . open every day from 4 p.m. to 11 p.m. and Sundays, 2 p.m. to 10 p.m. at 315 South Highway 101 in Solana Beach. . . just two minutes North of The Del Mar Racetrack. For the very best in gourmet Italian cooking . . . climb aboard the Napoli Express. Ph: **755-4880.**

**OAK TREE HOUSE** — offers especially good foods in an atmosphere of great charm. Indoor and outdoor dining, impeccable service and delightful house specialties — fragrant, crisp Bouncing Baby Popovers; Roast New York Strip, an aged, premium roast loin of beef sliced English style; Veal Cordon Bleu using Canadian Bacon and tangy Swiss cheese sauce, and their Breast of Chicken with a subtle cheese sauce is to write about! A variety of premium quality, aged steaks is offered, Sear-Charbroiled to your direction. Cocktails, of course, and the wine list,

is excellent and suprisingly varied. Modest prices, dinner reservations recommended. Open 11:30 a.m.—2 p.m., Mon. thru Fri. only, and 5:30 — 9 p.m. weekdays, 5:30 — 10 p.m. Fri & Sat. Closed Sundays. 7811 Herschel Ave., La Jolla, **454-1315.**

**POWAY MINE COMPANY** — Steak tonight? Or Seafood? Take your choice — and get the best. If it's seafood you've got your taste set for, try the new P.M.C. Fish Emporium in San Marcos. They offer the same super seafood that's served at the Poway Mine Company in Poway. Or enjoy the finest of beef in the colorfully comfortable surroundings at the Poway Mine Company. Either way, you can't miss. Poway Mine Co., 12735 Poway Rd., Poway. **748-7296.** P.M.C. Fish Emporium, Rancho Santa Fe Exit at Hwy. 78, San Marcos. **744-1901.**

**THE RAM** — A new and sumptuous haven for those who desire the fine touches of epicurean cuisine and service. Eggs Benedict, Cheese Blintzes, Filet of Sole Veronique, Monte Cristo sandwich, Crab and Mushroom Crepes, Island Crab Salad, Teriyaki Brochette Flambe, famous Lobster Dainties, Filet Mignon Oscar, Fresh Fish Special, Cheese Fondue, and Baked Alaska are among the delectable and varied features. Gracious dining at it's finest with a warm and informal atmosphere. Celebrate that special occasion at The Ram with a complimentary cake. Entertainment nightly Wed. — Sat. Cocktails, Lunch, Dinner, Sunday Brunch. Closed Tuesday. Highway 395 & Felicita Ave. (17th St.) Escondido. **743-5600.**

**RANCHO BERNARDO INN** — in lovely Rancho Bernardo, overlooking the West Golf Course. Spanish decor, complete continental dining in the main dining room. **El Bizcocho** Tuesday through Sunday, dinner, lunch and breakfast. Special buffet on Sunday, brunch 11:00 a.m.-2:30 p.m., dinner buffet 5 p.m.-9 p.m. Dancing nightly except Monday, from 9 p.m. in **La Taberna Lounge.** And featuring a great new little restaurant, **The Cattle 'n Cask.** A warm, intimate atmosphere to enjoy delicious lobster, crab, steaks and other specialties. Open for lunch, dinner and cocktails daily from 10:30 a.m.-2:00 a.m. Dinner served up to 11 p.m. It's the perfect 19th hole oasis, located opposite the golf pro shop. Try it soon. For reservations in El Bizcocho, call **487-1611.** No reservations needed in the Cattle 'n Cask. Located 5 minutes south of Escondido on Highway 395 (I-15 south).

**SAN LUIS REY COUNTRY CLUB & RESORT** — an enchanting mood is created for you when dining in the restaurant or enjoying a cocktail in the lounge. Both command a magnificent view of the smooth green golf course, contrasted by the rugged beauty of the rolling hills. Featured on the menu you will find such delights as Neptune's Platter for two, Pepper Steak cooked right in the dining room by the Maitre d', Chateaubriand, and Hearts of Palm Salad — a specialty of the house. San Luis Rey Downs is just 11 miles east of Oceanside. Take Highway 395 to Camino Del Rey and turn west for 4 short miles. Dinner is served from 6:00 p.m. till 9:00 p.m. Monday through Thursday; on Friday and Saturday from 6:00 p.m. through 11:00 p.m. Dancing Tuesday through Saturday. Buffet every Sunday from 5:00 p.m. through 9:00 p.m. For reservations call: **758-0330.**

**SAN VINCENTE COUNTRY CLUB** — Picturesque San Vincente Country Club in beautiful San Diego Country Estates 6 miles SE of Ramona, Calif. Comfortable, redwood decor. Breathtaking view of the mountains. Dining room open Sunday through Saturday 7 a.m. — 10 p.m. Friday night special, fabulous fishermen's catch buffet. Entertainment Tues — Sat 7:30 p.m. R.R. 1 Box 7002 Ramona, Calif. **(714) 789-2505**

# Jonelle Bettles: Imaginative Business Executive

by Mary Ruhmland



Photography by Robert Carlseen

Jonelle Bettles is not only a paragon of refined beauty, but a prime example of a business executive performing a multitude of duties with accuracy, integrity and promptness. From her charming office in Rancho Santa Fe, she offers a unique and very effective service to buyers and sellers of valuable real estate.

Jonelle believes that open listings are far more fair to the client who wishes to place his house on the market for sale, than an exclusive listing with one realtor, and to this end she has come upon the very wonderful service of preparing a ten-page brochure, complete with pictures of the residence and its surrounding grounds, all of its appealing features, its price, its projected increase in value, its taxes and all of the statistical information relevant thereto.

Jonelle, in most cases, is not the salesman on this piece of real estate. She prepares this complete analysis for the seller and she receives her fee from the commission after the house is sold.

The brochures will be distributed at the owner's direction, anywhere in the United States, locally to a select audience, anywhere in California or to any exposure the client may feel would be effective.

What an effortless and attractive way to learn about property! Complete with illustrations and all of the important details authenticated by the printed word — no hidden charges — no misunderstandings — just a thorough, lucid portfolio of information delivered from the seller directly into the hands of his prospects. All inquiries and feedback of any kind resulting from the

brochure will be reported to the seller in writing. Jonelle will be a constant source of information to the seller whenever he wishes to call her.

Jonelle is like a prism of many colors. Another phase of her business life includes the complete management of condominium developments, including the supervision of the "Home Owner's Maintenance Association", the showing and leasing of available condominiums, preparing and completing all of the necessary business papers for either a sale or lease. She is the accountant for the development, keeps the books, disburses all funds and represents the Board of Directors as their secretary.

Jonelle also offers a property management service for individual home owners. She will manage the maintenance while the property is vacant, handle the keys, provide security and take telephone messages.

As if this were not enough, Jonelle is Mrs. William Bettles, wife of one of the most successful Project Consultants in California, and it is from their headquarters on Paseo Delicias in Rancho Santa Fe, that this patient and disarming lady directs her many activities. Jonelle attended college at North Texas University, received her degree in Business Administration, has been active in the real estate business and is profoundly qualified to initiate, follow through and complete the paper work for her clients, post-haste!

With business acumen surprising for such a petite, feminine person, Jonelle is capable and does run a large operation with extreme efficiency.



William Bettles Office; Paseo Delicias and La Granada in Rancho Santa Fe. New branch office; 800 Grand Avenue, Carlsbad. 729-5974

ten up in national publications and many times in San Diego Magazine.

Through the efforts of William Bettles and Associates, for 30 years, excellent financing has been obtained from many local lenders.

"The Highest and Best Use" of property always has been and will be the goal of William Bettles' appraising talent as a "Project Innovator", and it would be fair to say that the complete evaluation by Bill and his associates on every project the firm undertook, was responsible for its final tremendous success. After painstaking analysis, the corporation built the Grossmont Villas, Oceanside Terrace, Coronado Country Club Estates, La Jolla Muirlands, Prospect Plaza in La Jolla and the excellent Escondido Shopping Mall. Their obvious successes allow them the luxury of selectivity insofar as tenants are concerned, further bolstering the certainty of a useful and welcome addition to any community in which they build.

William Bettles has also had an incomparable career in the construction business, as well as did his partner, Maurice McColley.

There is a glaring need for such an evaluator-consultant-appraiser in our community today! After analyzing all of San Diego County, Bill has decided to open a North County Appraisal Office in the new Carlsbad Executive and Professional Building. His services embrace his complete experience in land acquisition, planning, feasi-

bility studies, design concepts, engineering, financing and building construction.

"The complicated configuration of today's immense corporations pre-empts the opportunity for specialized, young executives to learn the entire operation of any project" says Mr. Bettles. "The overhead of designers, engineers, estimators, accountants, marketing personnel, Planning Department specialists — ad infinitum — presents an undeniable need for an expert on the local level, trustworthy and knowledgeable, to repres-



Haciendas de Rancho Santa Fe. Artist's rendering by Brad Powers

ent both parties — the corporation and the population". William Bettles is in the unique situation of being a highly successful independent operator with the most replete in-depth portfolio of knowledge about San Diego County available anywhere. With a superb background of experience, (he has been on as many as 18 Boards of Directors at one time), he is capable of delivering within a feasible economic framework the coordination of community Building Codes and Ordinances, with and between the Title Company, Bank, Savings and Loan, Real Estate Broker, Planning Commission, Regional Commission and individual needs of the mother corporation.

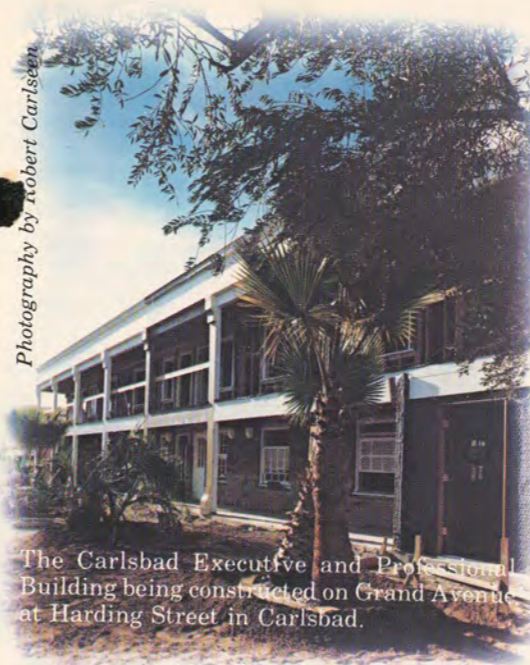
The remarkable Carlsbad Executive and Professional Building will include 45 units in three buildings: Executive suites with showers, wet-bars and refrigerators, ranging from 200 sq. ft. to 8,000 sq. ft.; some designed with additional plumbing for medical facilities; some designed as luxurious, small residential townhouses. All will be embraced within a wall, enjoy central telephone service, automatic security system, garages, recreation room, saunas and

pool. Quietly elegant, the graceful colonial complex will be custom built to the needs of each lessor, dependent upon the length of his lease, and will provide a home in a central location for several retired, affluent occupants.

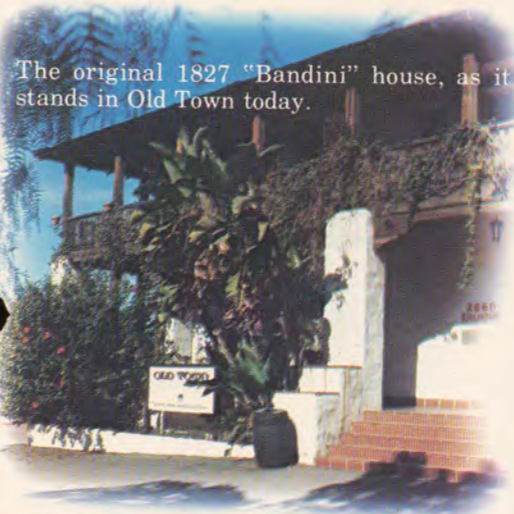
The Planning Commission of the City of Carlsbad has been extraordinarily adept at "understanding and proving a desire to help the innovator", says William Bettles. He publicly expresses his appreciation to Planning Commissioner and Building Departments. Don Agatep, Planning Director makes a



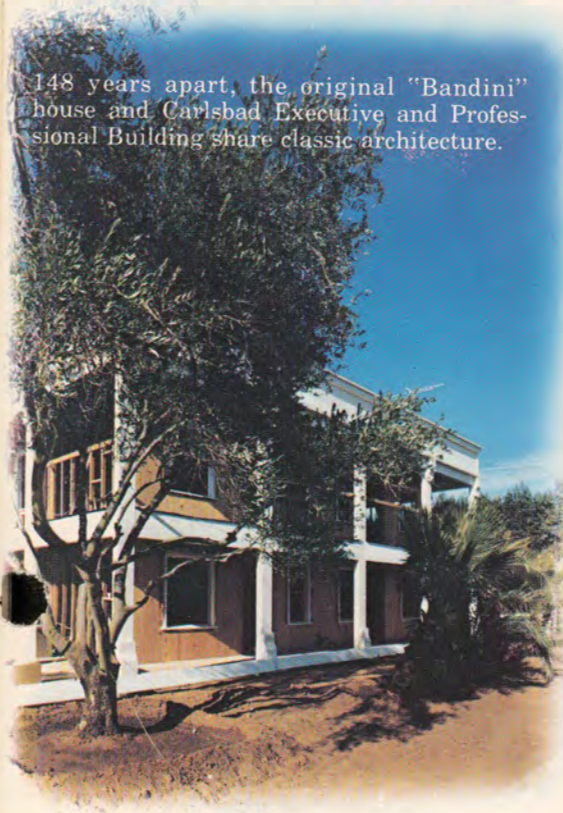
City of Carlsbad building officials; left to right, Dick Osburn, Director of Building & Housing, Ray Green, Senior Building Inspector, Don Agatep, Director of Planning Department.



The Carlsbad Executive and Professional Building being constructed on Grand Avenue at Harding Street in Carlsbad.



The original 1827 "Bandini" house, as it stands in Old Town today.



148 years apart, the original "Bandini" house and Carlsbad Executive and Professional Building share classic architecture.

## Overlooking the site of La Jolla Federal Savings & Loan.

Don Agatep, Carlsbad Director of Planning views the Carlsbad Executive and Professional Building with William Bettles, Construction Coordinator and Project Innovator.



# A lot of hard work went into North County. Yours and ours.

In 1924, the Oceanside Chamber of Commerce installed a sign, welcoming folks to town. Its proclamation: "Oceanside, Where Life is worth Living. Beach Pleasure Pier. Tent City and Plunge. City Band with 30 Pieces. Good Religious and Educational Institutions."



*Blacksmiths, ready to shoe your horse or repair your wagon, in the late 1800's.*

North County residents were proud of their industrious way of living. They'd put in a lot of hard work, building homes and businesses.

That's when Oceanside Federal began. It was 1920, and we called ourselves the

Oceanside Building Association. Our first office wasn't much, just a desk in the corner of Mr. Littlefield's lumberyard.

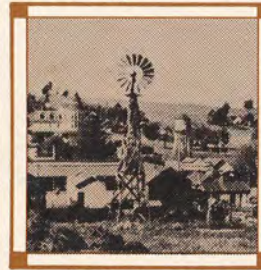
Our purpose was to help out those hard working folks who wanted to build homes. Men like Eli Jones, who ran the hardware store. And his customers, the beet farmers and avocado growers who came in to buy small farm machinery. Men like Luther Gage, who grew gladiolas over in Carlsbad.

A lot of years have gone by since then, and we're proud to have been a part of North County history. We're proud to have known those men and women who built their homes and lives here.

Today, we're meeting more and more hard working people at seven North County locations. Vista. Fallbrook. Carlsbad. Lomas Santa Fe.

Valley Center. Oceanside, of course, and soon we'll be in Encinitas.


We'd like to meet you too. Stop in at any Oceanside



*Windmills brought a scarce water supply to Fallbrook farms.*

Federal branch and find out about our full range of savings and loan services.

And while you're here, spend a few minutes talking over old times, with the friendly people at Oceanside Federal. We're North County's original savings and loan.

 **Oceanside Federal Savings.**  
**Still making history in North County.**

*1887. Fallbrook countryside during its younger days. Stop by any Oceanside Federal branch, and pick up your free reprint of a historic photograph, like this one.*



PHOTOS COURTESY OF TITLE INSURANCE COMPANY, SAN DIEGO.

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