

FEBRUARY, 1967

Rancho Santa Fe **LIVING**

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— \$3.00 per year subscription — 50c per issue —



THE COVER

The attractive bus used by the Association and Rancho Santa Fe Art Jury is not only a handsome vehicle, but expedites the work load of our town fathers.

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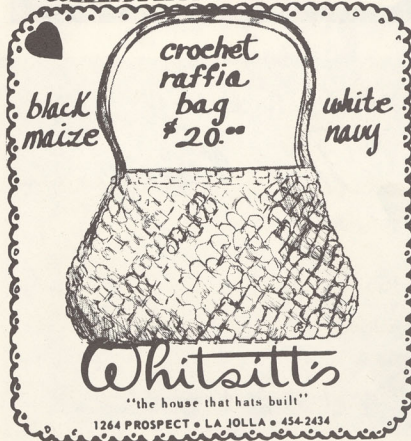


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PRÊT A PORTER

This won't be a NAVY Spring! At last fashion is becoming more individualized. Maybe the dogmatic era of "What Fashion Dictates" is over. One no longer feels obligated to wear yellow sharkskin or navy and white check, just because it's spring. Who wants to change her shape to meet the demands of the (remember) breath taking whittled waist?

But spring does elicit a definite delight in silk, and to be honest it's been the fashion for more years than any of us have worn it. Sanderson's collection begins with a very elegant costume — a longish jacket of natural raw silk (hand woven in India) with a black silk twill pleated skirt. With this is a (what else) tie silk torso length, sleeveless blouse. Black, brown, and white plaidy stripe pattern.

Black and natural, again, is a striking combination via an art nouveau print dress — lightly shaped with caftan sleeves. A smaller print in this same sort of continuous swirl is white and black with hardly gathered, banded at the elbow, sleeves.

Silk has always been marvelous in the way it takes colour, there are an abundance of examples at Sanderson's, costumes in many tones of with hot little pink blossoms on a forestry cool colour, usually blues and lilacs — others ground. The most colourful suit I saw was a 3 piece, hot orange, pink, turquoise, and dull green with yellow flowers.

The shape and colour vista is wide open to spring — I think I may even begin paving the road with navy . . .

b/j



John Daly

Ranchoite, Mrs. Leonard Bell, ponders her choice of bedroom suites at "Nick Ellis" Home Furnishings in Escondido. She was particularly impressed with the wide selection in every price range, and in the complimentary interior decorating suggestions available from talented Paula Ellis. Mrs. Bell is an enthusiastic member of the "Country Friends" and very much involved in civic projects. This month the Bells were justifiably proud of attractive and popular daughter Sally, runner-up for the title of "Miss Eastern Montana College" and newly elected Queen of the Men's Dorm! The family also includes a son, Barry, Earl Warren Junior High School student. Mr. Bell is a Deputy Chief with the San Diego Fire Department.

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Our President

Mrs. Grace Hendrickson Ayres

RANCHO SANTA FE
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FEDERATED

Red Carnations, white gladiolas and cornflower blue ribbons formed the floral decorations. Red and white candles, and charming place cards with handpainted American Flag in one corner and GOP Elephant in the other were the decorations used at the Installation Luncheon of Rancho Santa Fe Republican Women Federated. There were 110 present.

Mrs. Earl Glen Whitehead the outgoing President, was presented with a beautiful sterling Revere Bowl.

Mrs. Whitehead recognized and thanked her Board and Committee Chairmen for the wonderful cooperation she had received in the past year.

She then presented the officers to be installed to Mrs. Frances Salmon, National Membership Chairman, who then conducted the inspiring Installation Ceremony.

Among officers installed by Mrs. Salmon were: Mrs. Grace Hendrickson Ayres, President; Mrs. Walter H. Grimm, 1st. Vice President; Mrs. Thomas Ward, Recording Secretary; Mrs. Robert L. Sperry, Parliamentarian and Mrs. Marvin F. Tackett, Member at Large.

Mrs. Hale Ashcraft, Program Chairman then introduced Mrs. Frances Salmon, the Speaker of the Day who spoke on the necessity of Education and increased membership.

Mrs. Whitehead then presented the gavel to Mrs. Grace Hendrickson Ayres, president who then gave her Acceptance Address on "Our Glorious Heritage, the American Constitution."

"OUR GLORIOUS HERITAGE THE American Constitution."

I accept this gavel and the Presidency that it represents with trepidation and prayer, knowing full well the responsibility and the trust placed upon me by our club.

With the love and cooperation so freely offered by the Board and the Chairmen of Committees, may this year of 1967 continue to be one of growth, and harmonious unification of all our members as together we strive to awaken a greater interest and love of service to our country so necessary to retain our Republican Way of Life.

It is the little groups working together all over the country that will continue to build the firm foundation started by the grass roots movement that our government of the people, by the people, for the people, as was envisioned by our great President Abraham Lincoln, and the Father of our Country, President George Washington, and for which our forefathers died, becomes a living reality. We must not let this precious heritage slip through our fingers.

Our country, which gives the most to its citizens of any country on the earth, must continue to work out its problems through the voice of the people, for the good of all not just the few. Free enterprise and the freedom of the individual, under God must not be swallowed up by the Godless Communistic System.

Each one of us must put our minds and hearts together with renewed determination to do our part when called upon - to keep upper most in mind, the thoughts, what can I give?, what can I do?, to renew the thrill of patriotism, to dispel the lethargy and complacency that still prevails around us, that our glorious way of life, "The American Constitution, shall not perish from the earth.

We are in the process of forming a monthly study group to keep us informed on all new developments. May you all be eager to participate in this new service.

A Godless country is one of confusion and hate. May we continue to grow under the pledge of our forefathers "In God We Trust." GOD BLESS EVERY ONE OF YOU.

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SAN DIEGO OPERA GUILD

**Rancho Santa Fe Branch Plans
Attendance at Opera Interpretation
Series. Other Events Scheduled.**

By MRS. L. B. McLAUGHLIN

February is a short calendar month but for the Rancho Santa Fe Associates of the San Diego Opera Guild, it has been long on good things and more to come.

On the 6th of the month Mr. and Mrs. Samuel H. Bingham, Jr., hosted a musicale and tea for Ranch members and Opera season ticket subscribers. A very brief business meeting presided over by the Guild Chairman, Mrs. Jack Lewis Powell, preceded the program. At this time Mr. Herbert B. Pratt, nominating Chairman, presented the slate of new officers for election.

WOMEN'S COMMITTEE CHAIRMEN

Mrs. Jack Lewis Powell, Advisory Chairman.
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Mrs. Paul H. Dobson, Social Chairman
Mrs. Eugene B. Fletcher, Opera News.
Mrs. Garrett Coleman, Program Chairman

MEN'S COMMITTEE CHAIRMEN

Mr. L. B. McLaughlin, Advisory Chairman
Dr. Robert J. Hughes, Chairman
Mr. Charles A. Chapin, Co-Chairman
Mr. Arthur E. Meyerhoff, Promotion Chairman

Mr. J. Edmund Kowalski, Promotion Co-Chairman
Mr. David A. Van Evera, Membership Chairman
Mr. Robert E. Cantwell, Jr., Libretti and Opera News

Mr. Kenneth A. Stixrud, Bus Chairman
Mr. Jack L. Powell, Bus Co-Chairman
Mr. Herbert B. Pratt, Nominating Chairman

Mr. L. B. McLaughlin, Chairman of the Men's Committee reminisced about the short history of the Ranch Associates Guild which was organized following a musicale and tea held in the home of Mr. and Mrs. Powell just last July. Vocal selections by Marjorie Shick, a dramatic lyric soprano, and a review of "The Young Lord" by Vere Wolf followed the business meeting. Assisting Mr. and Mrs. Bingham in greeting their guests were Col. and Mrs. Eugene Fletcher, Mr. and Mrs. Cyrus C. Thieme and Mr. and Mrs. Powell. The beautiful appointed tea table was presided over by Mrs. Robert Cantwell, Jr., and Mrs. D. N. Macconel.

Only ten days following this delightful afternoon on February 17 over one hundred and sixty Ranch Opera ticket subscribers will gather in front of the Garden Club to take buses to San Diego and the American premiere of "The Young Lord" by composer Hans Werner Henze. One hundred and four of these will board early buses to arrive at the U.S. Grant Hotel in time for the no-host social hour and black tie pre-opera dinner in the Palm Room.

This elegant dinner promises to be a truly gala evening with the decor theme set by the Victorian era of the Opera. Pink and red carnations will be massed around the Palm Room and on the candlelight dinner tables. At the head table, placed on the stage and presided over by W. Allen Perry, San Diego Opera Guild President, and Mrs. Perry, will be special guest Lily Pons, the famed Operatic soprano. Major out-of-town press coverage is due for this U.S. premiere of "The Young Lord." Rumor has it that the performance by the San Diego Opera Company is also being considered for coverage by the Bell Telephone Hour TV team.

The last Monday of the month, February 27, will bring the second of the Opera Interpretation Series to be held in the House of Hospitality, Balboa Park, at 11:00. At this time Miss Friedelind Wagner, daughter of Siegfried Wagner, granddaughter of Franz Liszt will talk on "Modern Opera Productions in Europe."



LEFT TO RIGHT: MRS. JACK WARNOCK and MR. AND MRS. W. B. SHIPWAY.

NOTES FROM THE LIBRARY

DOOR LEADS TO INTERESTING MEETING

Is the tall, boldly-carved and richly-tinted figure on the entrance door of the Jack Warnock home really Quetzalcoatl, the pre-Columbian Toltec god of the morning star, of dawn, of the wind, and of the air? The Warnocks wanted to know.

The door was bought last November at the auction sale held on the premises of the late Alice Wallace on Linea Del Diolo. Made of mahogany, it is dated "Yucatan, 1925."

A search for the god's identity brought Mrs. Warnock to the Library, where several sketches of Quetzalcoatl were found in children's books. Still, some of the details did not tally with the subject on the door.

"If only the Shipways were here, they would know," said Mrs. Warnock.

As it happened, Warren and Verna Cook Shipway, Ranch residents for nine years and well known for their books on Mexican architecture and decorative design, had just returned from a visit to Portugal and Majorca. When reached by telephone from the Library, they graciously consented to give their opinion.

When they saw the door, they agreed it could be Quetzalcoatl; however, because of the extreme originality of the carving, they didn't want to say positively. If they could send a photograph to someone they knew in Mexico who was an authority, they said, that would settle it. So Mr. Giffin took extra pictures, and these have been sent on their way.

Meanwhile, the Warnock's door, embellished by the handsome and provocative god, lends just the right atmosphere to the charming adobe on La Valle Plateada. The Warnocks, from Salt Lake City, purchased the house in July, 1966, from Mrs. Dorothy Kurie and Miss Cynthia Ellis, who had built it the previous year.

The four Shipway books, presented to the Library Guild by the Rancho Santa Fe Book Club, are among the most widely read and studiously consulted books on the shelves:

- Mexican Interiors
- Decorative Design in Mexican Homes
- The Mexican House, Old and New
- Mexican Homes of Today

FLOWERS-OF-THE-MONTH

During January Mrs. Henry S. Sanger kept the flower bowl filled with stunning arrangements. Carnations which matched the orange chairs appeared during the early part of the month, and at the end of it there were chrysanthemums to match the acacia tree outside the window, combined with white spider blooms and dark green fern.

Happy New Year to Us!

The Rancho Santa Fe Library Guild purchased 110 of the latest and best books for the use of Ranch residents. To cite a few of the most popular: *The Birds Fall Down*, by Rebecca West; *The Secret of Santa Vittoria*, by Robert Crichton; *The Mask of Apollo*, by Mary Renault; *The Best Years*, by John Dos Passos, and *The Jury Returns*, by Louis Nizer.

Further purchases by the Guild include additions to the mystery and science fiction collections. Seventeen of the mysteries were checked out the first day!

The Library shelves have also been replenished by 200 volumes from the San Diego County central library. Included are westerns, mysteries, juvenile books, 7-day fiction and some recent non-fiction.

—Kay Frazer, Librarian

*the Board of Directors
of the Rancho Santa Fe Library Guild
cordially invite you to attend
the Ground Breaking Ceremonies
for the new Library
Thursday, February 23rd., 1967
at 3: P.M.*

*at the new Library building site
next to the Post Office*

*Followed by a
reception and coffee hour
in the present Library quarters*

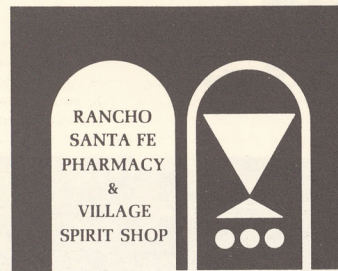
(In the event of inclement weather the ceremonies will be scheduled one week later on Thursday, March 2nd.)

BOOKS FOR SALE

The attractive small green table in the library holds books for sale. The Library Building Fund will benefit from the sale of these books.

From now on the Guild will keep a selection of mysteries, fiction and non-fiction on this table. So do come in and browse—we will have some bargains for you!

And remember—your OLD books will help us buy you NEW books.



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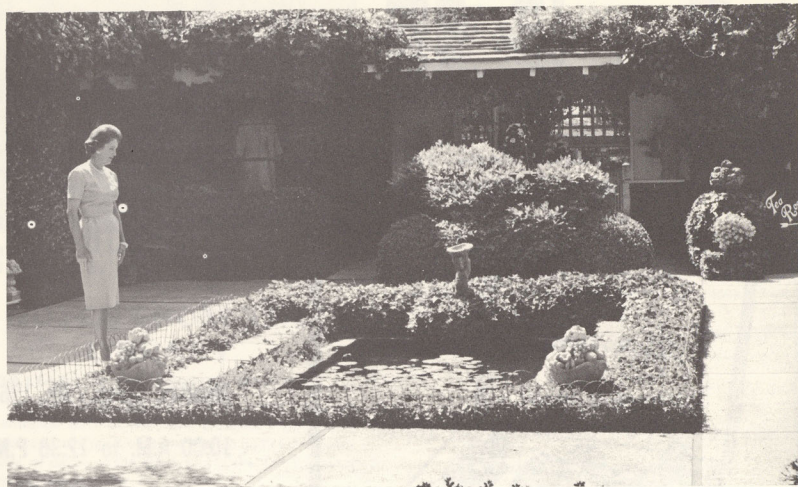
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In Memoriam

MRS. CLARA MILLER

*Mrs. Clarence Darrough
1909 Glasgow Ave
Cardiff-by-the-Sea
California, 92007*

Dear Editor:

at this time please help me to convey to all the people of Rancho Santa Fe, my gratitude and love, for the deep feeling they expressed in the passing of my mother, Clara Miller.

No one knows better than I, that she was a definite part of the Ranch. The eighteen years she spent at Ashley's Market, was rewarded by the great love and compassion shown by the people she humbly served daily. She lived the ones she worked with and all she dealt with.

My expression is not just for the past few days of kindness, but for all the time she was among you. Thank you for your cheery cards, flowers & visits during her six months of hospital stay. She would look forward to the mail each day and you never failed her. None of you ever missed the opportunity to show your love on Christmas, her birthday and on unnecessary occasions each year.

*My thanks are so heartfelt
Mrs. Clarence Darrough*

Mr. Meyerhoff recently published his views on "Freedom's Strategy of Persuasion" in a debate printed in THE ROTARIAN Magazine. We are pleased to reprint, with permission, Mr. Meyerhoff's excellent message.

What should be freedom's strategy of persuasion?

By Arthur E. Meyerhoff

WHEN was the last time you read a report of rioting mobs burning a Russian information center, picketing a communist ship, or smashing the windows of a Red Chinese embassy?

Such incidents are as rare as snow in July. One would think that at least occasionally some student group might direct its fury at a political system that has enslaved millions, that has divided a great city with a brick wall, that has repeatedly broken treaties, and that is secretly and openly fomenting strife and disorder in many parts of the world. Why is it that, in spite of humanitarian acts all over the world, almost always, it is the U. S., or Britain, or some other exponent of freedom that is the target of the irate mobs?

The answer can be found in the teachings of Lenin, who realized that if a group can control the minds of men, it does not matter who controls the guns. The communists have poured billions of dollars into propaganda warfare, and use it with great effectiveness. Riots and staged demonstrations are familiar propaganda ploys of Red agents; the agents are adept at convincing people they are fighting for "liberation" when they join in.

The tragic irony of all this is that the very means by which the Chinese and Soviets are beating us in the propaganda war—this war of words—were developed in free enterprise systems by the advertising business. Yes, the techniques used today by leading advertising agencies in the Free World—involving such things as depth research, psychological motivation, and effective communications—are being adapted by the communists to spread the Big Red Lie.

The United States Information Agency, which could be the greatest "salesman" of freedom, spends some 175

IT'S TIME FOR THE UNITED STATES INFORMATION AGENCY AND THE VOICE OF AMERICA TO GET OUT OF THE NEWS BUSINESS AND INTO THE SELLING BUSINESS FOR FREEDOM-LOVING LANDS EVERYWHERE. WE HAVE A GOOD PRODUCT TO SELL LET'S PUT OUR ADVERTISING KNOW-HOW TO WORK!

million tax dollars annually to tell the world the truth about the United States. It concentrates much of its efforts on the worldwide dissemination of news. The agency has persistently maintained that impartial reporting of "all the news" is the best answer to communist lies and distortions. On the surface, it sounds like a good idea; but I believe this is a fatal mistake.

Can you think of anything that is *less* representative of the United States than the events which make the news headlines? We who live in this country realize that the riots and the scandal and the political charges which make the headlines are news because they are unusual. But to people elsewhere, these news-making events paint a distorted picture of the U. S. The great mass of good teen-agers, the many manifestations of peaceful race relations, the thousands of dedicated public officials who do outstanding work—this does not make news, but this *is* America.

Any U. S. citizen will grant that in a court of law each side should, without distorting facts, be as persuasive as possible. We accept this as proper. We'd be quick to fire our lawyer if he kept stressing the spectacularly negative aspects of our case. Yet at present, two ideologies stand before the bar of world opinion, fighting for survival. The opposition uses every emotional trick in the book. But our own counsel persists in stressing so-called news facts, often highly damaging to us—and conscientiously refuses to use professional techniques to persuade the jury of the world.

Recently, I went on an official mission for the USIA to Egypt, where I was able to view first hand some of the activities of the Russian propaganda organization abroad. In its historical position [Continued

in the "middle of the world," Egypt is a prime target for Russia's deadly game of using motivational techniques to make herself look good and the U. S. look evil.

In the case of the Aswan Dam, our slight hesitation to back this project, due to complex interactions of our representative form of government, gave the Russians the opportunity to jump in and save the day—and they made plenty of propaganda noise doing it. Another instance: we have furnished the Egyptians with literally hundreds of shiploads of wheat in past years, but because delays are inherent in the democratic process of determining the allocation of foreign aid, we paused in our shipment of grain. The Russians again dramatically jumped in, diverting only two shiploads of wheat en route to their country from Australia.

To be certain they were being appreciated, the Russians even placed paid advertisements in the Egyptian newspapers telling how badly they themselves needed the wheat, but that out of their great love for the United Arab Republic, their people had given it up to save the Egyptians from starvation. The many shiploads of wheat we had furnished to the United Arab Republic were lost in the background while the headlines of the token Russian shipment took over.

How can we tell freedom's story? In what way can we effectively combat the falsehoods by which communism is gaining increased control of many nations? We can best do this by a carefully prepared program of persuasion, with messages—commercials, if you like—that forcefully identify the Free World nations with the needs and aspiration of the people we are trying to reach. These messages, or themes, must be repeated over and over again, consistently presenting a few basic truths about ourselves. Then when they hear unfavorable news (from the free press of the world, not an official U. S. agency), they will understand this news in the same context we do.

In short, it's time for the United States Information Agency and the Voice of America to get out of the news business and into the selling business—for freedom-loving lands everywhere.

This is where the advertising business comes in. Let me state what U. S. President Johnson once said: "A nation that knows how to popularize corn flakes and luxury automobiles ought to be able to tell the world the simple truth about what it is doing, and why it is doing it."

The reason that this nation cannot now effectively tell this simple truth, I maintain, is that it has not called upon the help of the people who *did* popularize corn flakes and luxury automobiles—and regular tooth care and clothes dryers and more convenient foods and war bonds and safe driving and countless other products,

services, and ideas which have marked a rising standard of living.

Unfortunately, a strong resistance exists—particularly in higher educational circles—to the techniques of selling and advertising. Many people in government who have not emerged from the rarefied atmosphere of the academic world still quiver in horror at the thought of using "mass persuasion."

We in the U. S. proudly sing an anthem about "freedom's holy light," but we should remember that our own freedom did not ignite itself. It took talented pamphleteers to fan the flame of freedom in this country almost 200 years ago. Strange, isn't it, that even a priceless commodity like freedom will not sell itself, but that men like Thomas Paine and Patrick Henry and John Adams had to *sell* the idea to the people? You see, even freedom has always needed its salesmen.

It's time to wade through the misconceptions and look at advertising for what it is—efficient mass selling. Not all advertising is effective, of course, but at its best, advertising is informative, perhaps entertaining; but, most of all, highly effective. The people in advertising have developed the techniques for mass persuasion.

Why can't these techniques be used to help make the U. S. and other free lands better understood throughout the world? And I don't mean we should sell the notion of freedom like we sell a bar of soap. A life insurance company and a toy manufacturer don't sell the same way either; but their basic techniques are similar, because human motivations have basic similarities.

Neither should we necessarily sell the U. S. or any other nation as a country to be loved and carbon-copied. Our big problem is that our competitor is selling his brand of snake oil by using deceit and calumny. We have to set the record straight. We have to convince the new nations, the struggling neutrals, the confused nations, that their own best interests are better served by rejecting the "fast buck" lure of communist totalitarianism, in favor of human freedom and self-determination. We have the advantage; we have a good product to sell.

The recent head of the USIA, Carl Rowan, brushed this idea aside by noting that "... it is a naive person who assumes that because a man is a top salesman of soap and deodorant, he is automatically an expert on selling ideas or a political outlook."

It is tempting to carry this line of reasoning a little further and ask how naive it would be to assume that a person who has never sold anything (as is the case with most top USIA personnel) is qualified to sell freedom's story and un-sell the systematic lies of our communist competitor.

To illustrate an advertising [Continued

man's approach to the problem, let's assume that we want to make the fine work of Peace Corps volunteers better known in a South American country where the communists have effectively tagged them as "tools of the imperialists." Let's assume also that radio is a popular channel of communications.

I would initially consider bypassing USIA's powerful Voice of America broadcasting operation in favor of paid messages on local broadcasting stations. These local stations build their programs to attract audiences, giving them better rapport than the "outsider" Voice of America. The cost would certainly be less, and there is the added advantage of financially helping these local media.

One of our "commercials" might sound like this:

Child's voice cries out in momentary expression of pain. Young adult answers soothingly: "That's all there is to it. She's had her inoculation, Mrs. Sanchez. You can take her back home now." *Announcer:* "A U. S. Peace Corps volunteer has just given another injection to help your own medical teams to protect a child against typhoid fever. While the communists countries send uninvited agents—whose only mission is to inject violence—America sends its young people to answer the invitation of your government for help in improving the health of its citizens. In this way, when good neighbors work together, we can all enjoy a happier life."

This message contains many of the basic elements of effective advertising: the cry of the child, to attract interest and sympathy; the soothing voice of the volunteer, denoting gentle care; the simple comparison of the "good" injection and the "bad" injection; the "promise" of a happier life. But the only thing this "commercial" is selling is truth!

Of course, this message alone will not sway many people. But repetition of this radio message, along with others keyed to the same theme, can implant in minds of many the simple truth that the Peace Corps is a valued asset from a sympathetic neighbor—not a "tool of the imperialists."

And just as this theme was developed through research, so we would keep a constant check on the reaction to this theme, to see that it was doing the job. Many advertising campaigns undergo major or minor changes in midstream, based on what research learns about how the public reacts. Sales results are not the only barometer; skillful depth research can appraise public reaction quickly and accurately.

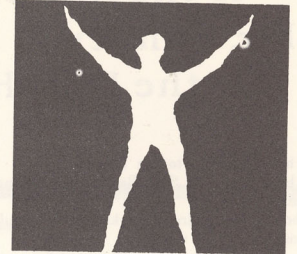
The bastions of freedom need prestige. It is an important element in our propaganda battle with the true imperialists—the communists. Let's put our advertising know-how to work, and start doing a professional job that's worthy of a great product like freedom.



Board chairman of his own advertising agency, Arthur E. Meyerhoff is author of *The Strategy of Persuasion*, which advocates the use of advertising skills in fighting the Cold War. His agency has generated support for many public service projects. American University has dedicated the Meyerhoff Center of Political Psychology and Communication.

FROM THE DESK OF . . . BOB DRIVER

KAIROS



The KAIROS program continues to move along with surprising popularity.

The Alan Watts weekend, Jan. 20-22, had over forty persons in attendance and was tremendously rewarding.

The weekend on "Improving Communication in Marriage" was so successful that four of the couples called back for reservations to bring their entire family to the Open Family Workshop—A Workshop for Family Encounters, scheduled for March 17-19.

I somehow feel that there are still a lot of questions in the minds of Rancho residents as to what KAIROS is and just what the programs entail. Again, I wish to invite anyone interested in being a participant in any of the programs to drop by and meet our family and staff here.



The WISHING WELL RESTAURANT is open from 5 p.m. until 10 p.m. every day
Dinner Service begins at 6 p.m. • Bar open until 2 a.m. Fri., Sat., Sun.

Mr. Baylor
is the **BARBER.**
Mr. Bankey
is the **BUTCHER**



What has happened to the barbershop?
What has become of Sam Baylor, "The Square-Deal Man,"

The shop by the railroad tracks where I used to go
With my money in my hand
And hope there were a lot of customers
So I could see the naked ladies in the magazines?
I would have to say, "Mr. Baylor, Mother says
not to use

The clippers in the back."
Mother said, Mother knew. Father gave me the money,
And Mr. Baylor would take the men first—a
little boy has lots of time.

What has happened to Mr. Bankey, the butcher.
The shop with the sawdust on the floor, the men with
high white aprons and the straw hats.

The soupbones, the chicken feet, the high wire
stools with the wooden tops,
The lamb chops with the paper pants?
Roast beef on Sundays, the mashed potatoes,
the gravy spoon
Coming down and making a hollow and turning,
the gravy lake

In the mashed-potato mountain, forever and
always, the gravy lake.
As sure as rice potatoes went with pot roast.
As certain as the platter piled with smelts in the spring.
As regular as grape jelly, making in the kitchen in August,
The women's faces boiling red, their sleeves
rolled up, the jelly bag dripping, dripping.
This did not happen, this was not something
that somebody decided.

This was so. This was.
Mr. Bankey was the butcher.
Mr. Baylor was the barber.



Is there a dining-room table anywhere, any
more, round and brown-black
And heavy, for doing homework on?
Does a Tiffany-glass chandelier hang from any ceiling?
What has become of grape arbors and rambler roses,
Of old men who passed out chocolate bars, peppermints,
Pears, and pennies?
What has become of the curing of lumps on the forehead
By the firm application
Of the flat of a cold silver table knife?

Why don't the girls wear middy blouses any more?
Any Cuban heels?
Any tam-o'-shanters?
Anyone for birchbark canoes, for pillows saying
"I Pine for You and Balsam"?
Sweet-grass baskets?
Florida water?
Tangee lipsticks, orange and illicit?

How can the girls tell the summer secrets
If there is no ice-cream parlor with high wire seats?
Where is the man in the Moxie sign?
Where are the boys' high boots from the Army-Navy
With the pocket for the jackknife on the side?
Can you patch a bicycle tire with rubber bands any more?
Is the center of a golf ball still poison?
Who makes boomerangs, birdhouses, sewing-spool tanks,
Keeps rabbits, keeps pigeons, keeps polliwogs
in a Mason jar?

Do kids still say, "Well, my father says—"
Does a kid still come to school and tell, with
considerable pride,
About the licking he got?
Do you go to the principal's office any more?
Are there any inkwells to stuff full of blotting paper?
Is there a kid somewhere, somewhere, standing
in a schoolyard,
Clapping erasers?
Are you still tardy, not late? Is there still a cloakroom?
Window poles? Has anyone ever figured out
whether you stand in
Assigned, assized, or sized place?

What has happened to the fathers sitting together on
somebody's sun porch on a summer evening?
Where are the kids who used to play Red Rover
under the lights on the summer streets?
Is there a man anywhere, any more, who says, "Well,
politics I don't know; I never talk politics. Come
on, let's play a little pinochle?"
Where are the red-faced men with the creaking collars?
Who wears silk shirts and striped flannels in the summer
And smokes cigars, says, "Have a real cigar, a
twenty-five center,"
Adjusts his pearl stickpin, wears French lisle
socks with clocks,
Sends down to the corner for a quart of peach ice cream?

Are there little girls who wear wash-silk dresses,
Roman-striped hair ribbons, barrettes?
Is there any little boy holding his breath until he is ten, be-
cause his father has said he can have a scout knife then,
And not before?
Does anybody get a hundred dollars if he does
not smoke until he is twenty-one?
Do kids walk along a street and kick a can,
just to kick a can?

Not where I am.

In the barbershop they talk about the bomb.
The butchers don't wear straw hats any more.
The women talk about sibling rivalry.
The men smoke cigarettes with filter tips.
The kids watch television.
And nobody knows who anybody is any more.

Mr. Baylor is the barber.
Mr. Bankey is the butcher.
Please, please, Mr. Baylor is the barber! ♦



MEET THE NEW PARTNERS, Ed Ransom and Dale Kramer who now share duties at the Rancho Santa Fe Hardware Store. Dale is concentrating on repair work in the home, and if you have a problem which requires "fixing", call Ed Ransom and he will schedule a quick visit from Dale. New store hours are: Monday 11 a.m. to 5 p.m.; Tuesday thru Friday, 9 to 5. Saturdays, 9 to 3:30.



RANCHO SANTA FE

7th ANNUAL SALE

Now in progress!

Traditional Countrywear

Men *for* Women

SPORT SHIRTS
TROUSERS
SWEATERS
SPORT JACKETS

DRESSES
SHORTS & PANTS
SKIRTS & SWEATERS
SHIRTS & BLOUSES

ACCESSORIES

SPRING SHIPMENTS ARRIVING DAILY

THE TWO GOATS

SINCE 1959

RANCHO SANTA FE, CALIFORNIA — 756-1996

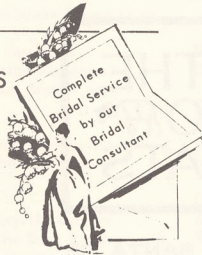
Rancho Santa Fe Republican Women Federated Plan Feb. and March Meets

February meeting will be held on February 20th, a no charge Valentine Luncheon, at the home of Mrs. W. Russell Fawcett at 12 noon sharp. Salad, Rolls, Dessert and Coffee will be furnished Pot Luck Style by Board Members and Committee Chairmen. Come and enjoy two hours of good fellowship - all members and friends invited. Speaker - Mrs. Donald J. Kintner. Adjournment promptly 2 p.m.

MARCH Meeting will be a COFFEE at the home of Mrs. Earl W. Boteler, Paseo Delicias, SPEAKER, Mrs. Ann Bowler, National Committeewoman. Subject "Working on a Panel". Monday March 20th at 9:45 a.m.

EXQUISITE CREATIONS

Our bridal consultant is always ready to assist with the many details in planning your wedding. We invite you to see our beautiful bridal collections!



Claire Stuard

WOMEN'S SPECIALTY SHOP

7880 Girard Ave • La Jolla • 459-2901

the Ranch Scene

George Washington Tea Planned By De Anza Chapter DAR

The De Anza Chapter Board Members were the guests of Mrs. Robert L. Sperry, at a luncheon meeting recently at the Country Squire Tea Room. Those present were Mrs. Frederick S. Carlson, Mrs. Glenn Walker, Mrs. Joseph B. Holmes, Mrs. Ronald L. Rinderneck, Miss Alice Sabin, Mrs. Morris Fitzpatrick, Mrs. Grace Hendrickson Ayres.

Plans were laid for the George Washington Tea to be given at the Rancho Santa Fe Garden Club, Saturday, February 25th at 2 p.m. Mrs. Frederick Carlson was chosen refreshments chairman, Mrs. Ayres, decorations chairmans. Mrs. Wilmer A. Swerdfeger, Guest Book.

Mrs. Ayres, Program Chairman announced Mr. Paul Biggins, Director of Elementary School Choral Group, would present a Singing Program. Miss Alice Sabin would give a commemorative reading on Lincoln and Washington. Mrs. Morris Fitzpatrick will present the Girl Homemakers and the winners of History Certificates, Medals and Good Citizenship awards.

All members and prospective members and friends are welcome.

Mrs. Sperry had on display a series of most interesting posters of lovely colored pictures of Lincoln and Washington and books which were to be displayed in the Rancho Santa Fe Library commemorating Lincoln's and Washington's Birthdays.



Miss Erna P. Clark Wed to Mr. James Edward Mullins

The marriage of Miss Erna P. Clark of Rancho Santa Fe to James Edward Mullins in White Plains, N. Y., Jan. 21 is announced by her mother, Mrs. Pearl H. Clark, Rancho Santa Fe.

The bride, given in marriage by a cousin, Lawrence Ross Flushing, L. I., chose a beige gown with matching hat and carried violets and rosebuds for the double-ring ceremony.

Her attendant was the bridegroom's daughter, Miss Patricia Mullins (who herself will become a bride within the next few months), attired in lavender gown and carrying pink rosebuds and carnations.

Charles Pendlebury, New York, was best man for the Lutheran Church rites. A reception followed at the Hilton Inn, Tarrytown, N. Y., where the justweds cut a three-tiered wedding cake.

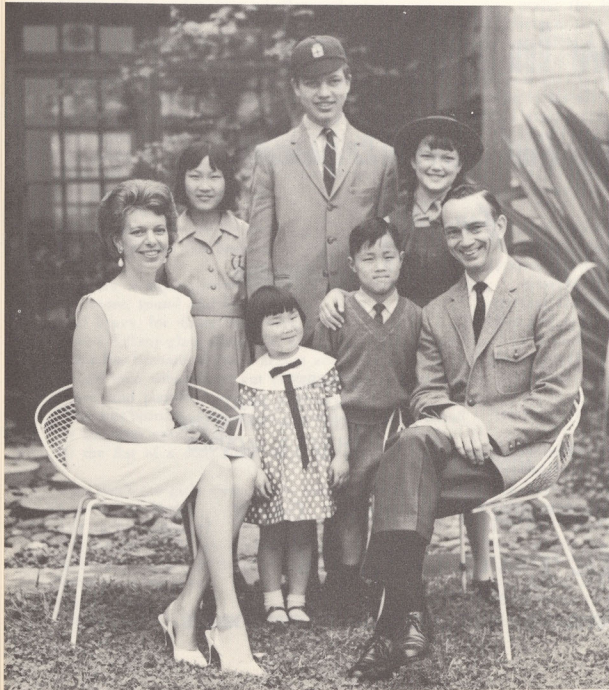
The bridegroom is a retired newspaper advertising representative. After closing his home in White Plains, he and his bride hope to return to the West Coast by June to make their permanent home locally.

The new Mrs. Mullins served as president of the Country Friends from 1964 to 1966.

the Ranch Scene



MRS. H. D. O'HARA, the former Mrs. Dolores Parker of Rancho Santa Fe, whose marriage to Mr. O'Hara took place last week in Mexico City.



BILLIE AND DAVE COMEY send greetings to all their Ranch friends from South Australia. This picture was taken while aboard the "Tahuna" (cruising in Gulf St. Vincent, South Australia on an 8-day cruise. The Comeys have promised to write us a monthly "Adventure Series". Look for it in the upcoming issues of LIVING Magazine!



Miss Martha Alice Twining Betrothed To Mr. Robert Dunstan Pitt

Mrs. Colley Ferneding announces the engagement of her daughter Martha Alice Twining to Mr. Robert Dunstan Pitt, son of Mr. and Mrs. William G. Pitt of White Plains, New York. Miss Twining, who is also the daughter of Attorney Eugene Kennedy Twining of Emmaus, Penn., the granddaughter of Mr. and Mrs. Robert H. Colley of Wayne, Penn. and Mr. Henry B. Twining of Allentown, Penn.

She is a graduate of the Bishop School and a senior at Pembroke College.

Mr. Pitt, who is the grandson of Mrs. Laura Matthews of St. Johns, Mich., is a graduate of White Plains High School and is a Senior at Brown University.

A June wedding is planned.



HOWDY NEIGHBOR

.....introducing
JIM NEWELL
Body & Paint Service Manager

When you leave your car with Jim Newell, you know you leave it with a good man! Not only has he had continuing General Motors Training for the past 26 years, he was the winner of the No. 1 Zone Service Award for customer satisfaction for 1966! With a Wyoming Dealer for 25 years, Jim's career was interrupted only by his service with the U.S. Army as an operating engineer for three years in Europe. Continually keeping abreast of all new developments and techniques, it was a business trip to north County that made him decide to make his home here with Harloff Chevrolet.



SERVICE SPECIAL!

SPRING PAINT SPECIAL!

\$60.00 Complete
Regular \$95.00

Most Colors — All Cars



- OPEN SUNDAYS FOR FAMILY SHOPPING
- WE SERVICE ALL MAKES
- FREE PICK UP AND DELIVERY



CHEVROLET HARLOFF CHEVROLET, INC., EL CAMINO REAL & SAN MARCOS RD., ENCINITAS Local-753-6301 From S. D.-454-0522



This Month in Rancho School

First Grade
Room 1
Mrs. Wadia
MELODY RUSSELL
Reporter



David Mohr went on a boat and got very sea sick. Marni Bacon had the chicken pox. We are working very hard on math. A lady came from the Humane Society and brought a goat. Doug Edwards brought a ukelele for music. We have a new boy in our class and his name is Brett White.



Second Grade
Room 2
Mrs. Sumida
ELIZABETH THOMAS
Reporter

Hi Readers!

Here I am again. You know Elizabeth Thomas! How have you all been? Hope you have been fine. Well I beter start telling you about what my class has been doing this month. We have been pretty busy this month. We have had two science tests. One was about charcoal and carbon. I forgot what the other one was about. In arithmetic we are in clock time and before that we had to do the months of the year in order. And we had to do all the months in all the seasons in order too. Then we had a test about the months and seasons in the year. Well, hope you liked my report. Good-bye and thank-you.

Second Grade
Room 3
Mrs. Odden
BRIAN HOLLAND
Reporter



John MacDonald is moving from Rancho Santa Fe to Del Mar. We made a Valentine mouse. We made a Valentine butterfly. We made them out of hearts. We are learning very good Spanish at Spanish time. We are learning a song named "You're a Grand Old Flag."

Third Grade
Room 4
Mrs. Matthews
MELISSA RUSSELL
Reporter



Mrs. Matthews just came back from the hospital. She was in it for two weeks. We are all happy to have her well. We are learning our continents and oceans. Sean Manion went to Disneyland.

In math we are in our seven times and eight, also division. Eric Strohmeier is going to get a horse. Harvey Hopkins went way up in the snow skiing. Soon the third grade class will be going on a field trip to see some whales.

Suzanne Culver got to go aboard the hospital ship. Hope, when it was in San Diego. Mrs. Matthews saw it in Hong Kong. Susan Wiseman is going to Lake Tahoe this week end.



Fourth Grade
Room 5
Mrs. Newby
RICKEY VALLES-KEY
Reporter

This month our class went on a whale hunt. We saw lots of whales.

In history we made diagrams of California. This month we also went to the roller rink in Solana Beach.

The year is half over and we are having lots of fun.

RIDE THE PALM SPRINGS TRAM



Truly the Most
Fantastic Ride
in the World
**DON'T MISS
IT!!**

Tram Operates 8:00 a.m. - 10:00 p.m.

Sixth Grade
Room 10
Mrs. Flood
JENNIFER FAGAN
Reporter



Hi Readers!

This month we have been very busy with many things. We now have a new schedule with our Vocabulary groups, new Study Skills book, salt and flour clay maps, etc.

In English we now have Vocabulary groups. The class is divided into 5 groups. Each person then learns two unfamiliar words. Then when one team knows the words they will challenge the other teams until finally there is one team posed as the winner. Our room will also challenge Mrs. Ross' room every week.

In Math we are dividing fractions. The class is divided into 3 groups, some students familiar with the Math Workshop book.

In Social Studies we also have split up into 5 groups, working with salt-and-flour clay for our separate continent maps. We now are about half way finished applying the clay and painting. We still have quite a way to go.

In Science we each have our own projects which we started research on in November. Some students are already finished but, the maximum deadline is Friday for all reports and projects.

Well I guess that about rounds up my report for this month. See you next month!

Half acre

Here is the deed
To that half acre next to mine.
It's just as pretty a piece
As any land around these parts,
Looking across the pasture
To the distant view of town
With the square schoolhouse
And the white church spire.

I'd always hoped my son
Would build here on the ridge.
I kept the whole place clear
While he was growing up.
He might have shared my
workbench;
My wife was near
To tend his children
As the need arose.

Perhaps it's just as well he chose
To live down in the valley.
If he'd been here I might have tried
To tell him what to do and how
To do it. It's hard to see them make
The same mistakes you've made.
So here's the deed, new neighbor.
May you live long to enjoy it!

DIONIS COFFIN RIGGS

THIS DELIGHTFUL POEM was submitted by Ranch-
oite Howard S. Whiffin who felt (as we do) that it
has a very poignant appeal. Reprinted from the
"Christian Science Monitor".

Fifth Grade
Room 9
Mrs. Taylor
CINDY TRIPLETT
Reporter

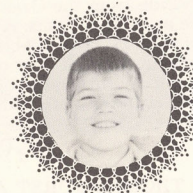


The reporting period has just been finished. We are all wondering what we got on our report cards.

We are doing two or three page reports in Science. We report on trees, water, plant factories, animal world, the solar system, rocks, and many others.

George Washington's and Abe Lincoln's birth-day are coming up this month. Our bulletin boards will be full of pictures and facts about them this month. Be seeing you next month!

Fifth Grade
Room 6
Mr. Cook
EDDIE GLOVER
Reporter



Hello Readers,

January has been an exciting month for our class. Last week we finished our Social Studies book, so Mr. Cook gave us a new geography book about the United States and Canada.

On a Friday the class went on a whale hunt. The class saw four whales during the trip.

This week the class made mosaics. Some of the pictures were of boats, bottle and fishes.

Sixth Grade
Room 11
Mrs. Ross
CAROL JOHNSON
Reporter



Hi, This month was a hassle. We had our Achievement, True and False Science, Spelling and Spanish Tests.

We have changed our seating arrangements. Group 1 has Meredith Grove as the leader, the others are Lisa Brown, Maaike Waardenburg and David Cocks.

Group 2 has Katy Groth as the leader, the others are Julie Roe, Mari Burgess and Mike Holland.

Group 3 has Lisa Graff as the leader, the others are Hiram Walker, Debbie Trowbridge and me.

Group 4 has Holly Morton as the leader, the others are Jamie MacEwing, Bill Wilson and Laura Nance.

Friday 3rd is doomsday, Report Cards. Some of us have already gotten them but others are still waiting.

Thursday 2nd we had a concert in the Kindergarten room. We learned the 4 elements of music. They are:

1. Rhythm - beat - meters
2. Melody
3. Harmony
4. Color Tone

Bye for now.

Fashionable Sportswear For Women —



Marian's Village Shops.

in the plaza
del mar, california
escondido village
escondido, california

JUDSON SCHOOL

Now in its 39th Year

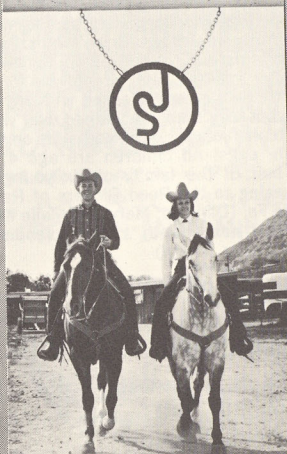
Oldest College Preparatory

In Arizona

CO-EDUCATIONAL

Ranch Style Living on the Paradise Valley Desert. Small Classes, Excellent Staff, All Sports, Riding Included in Tuition.

FOR BROCHURE WRITE: MR. DAVID WICK
HEADMASTER
JUDSON SCHOOL
SCOTTSDALE, ARIZONA
OR PHONE—AREA CODE 602, 945-6365



**DICK
BLACKLEDGE**
REAL ESTATE BROKER
Rancho Santa Fe



Corner La Granada and Paseo Delicias

MARY BLACKLEDGE
BROKER
GEORGE A. BALDRY
Associate

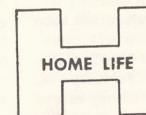
Office and
Residence
Plaza 6-1720

CARPETS

ESCONDIDO LINOLEUM & CARPET, INC.

903 Valley Boulevard, Escondido — 745-5827

"Our 21st Year in Escondido"



KENNETH E. KNUDSON

PLANNED ESTATES SERVICE

"The Home of
Planned Estates"

756-1749

**Rancho
Salon of Beauty**

756-1966

PASEO DELICIAS
RANCHO SANTA FE



Joyce Collins, Manager
Linda Persinger, Hair Stylist



EARL WARREN
JUNIOR HIGH SCHOOL

HAL HOADLEY
Reporter

We're into the third round of action, our second quarter report cards were received by students not too long ago.

Our school almost didn't have an annual as sales starting out slow. As the sale period was ending, we barely sold the minimum sales needed. Posters were made to urge students to buy, and the teachers also got their two cents in. The efforts on both parts proved successful.

Our ninth-grade basketball team now has two wins and six losses, with four games left to play.

Eighth and seventh grade basketball has been held after school daily except for Fridays. A tournament will be held in Escondido soon, and will be on a double elimination basis.

A combined team of seventh and eighth graders has thus far played two games, both against Country Day at Bing Crosby Hall. The first, on January 21, Earl Warren coasted to an easy 45-20 win, but the following week every point was needed as they just squeezed by an improved Country Day team, 33-31.

Not everything at school has been sugar and spice. Just recently, in fact at the beginning of the third quarter, milk break (a break between 1st and 2nd periods, at this time you may buy milk, rolls, cookies, etc.) was taken away. Why? Because of the actions of a few. Our campus before then had been pretty messy. Group punishment has been proved successful, and hopefully this wonderful privilege will be returned soon.

For the third year running, Earl Warren will have a variety show.

Many talented students will be at the San Diego High School Auditorium on February 18, 1967, and beg your attendance. The money earned will go towards our annual.

Hal Hoadley

KRASNES
PURVEYORS OF GUNS AND ALL SPORTING ACCESSORIES

A HUGE SELECTION OF NEW, USED AND ANTIQUE GUNS AND SPORTING GOODS

ESCONDIDO: 118 W. GRAND
Open Daily 9 a.m. to 9 p.m.
Saturday — 9 a.m. to 6 p.m.

EL CAJON BOULEVARD
5334 El Cajon Boulevard

DOWNTOWN
6th and Market Street



THE COUNTRY FRIENDS

By Ann Anderson

For those who cherish fine Chinese and Japanese porcelains, go to the Country Friends Shop. This month (while they last) a large collection of Oriental treasures are on consignment. We were most taken with the full collection of the "8 Immortals" in porcelain (they are in excellent condition for being over 300 years old.) There are beautiful lacquer trays, one huge beauty in black and gold.

Aside from the Oriental collection there are many new items. A small rocking chair — it is so comfortable for rocking and rocking. Lots of fine old china and some Victorian furniture. Be sure and drop in and visit the shop this month.



THOMAS FURST ART GALLERY

TO OPEN MARCH 1st

in

RANCHO SANTA FE

A new Art Gallery for North San Diego County will open next month in Rancho Santa Fe. The Thomas Furst Gallery, located at La Flecha and Avenida de Acacias will open on March 1st under the management of William and Pat Gates. This first showing will feature Mary Plaister comprehensives. Miss Plaister, a well known North County artist, has recently returned from an extensive painting trip through the South Pacific and the Orient. She is now putting the finishing touches on paintings begun in such exotic locations as Tahiti, New Guinea and Kyoto, the ancient religious city of Japan. One of the rooms of the new gallery will be devoted to oils and gouaches realized on this last trip. A second room will show regional paintings and a third canvasses produced on previous journeys to Paris, Zurich, Vienna, Amsterdam and Florence.

Miss Plaister is a graduate of the Escuela Nacional, Mexico and has held one-man shows at Raymond Galleries; Lucien Labout, San Francisco; Chabot, Los Angeles; Ben Franklin, Mexico City; and Drouant-David in Paris. Her last North County show was in 1965 at the Little Galleries in Escondido.

Miss Plaister is a "primitivist" who also utilizes the resources of capital expressionism, symbolism and highly luminous palette. Her paintings are admired and purchased by prominent collectors in America and Europe. She is married to British photo-journalist Rick Austin. They have made Palomar Mountain their home since 1947.



resting and neck photo

CLARENCE ZIEGELFUST, prominent Rancho Santa Fe resident, inspects the window cleaning job performed (with a smile) by Richard Ziegler.

New Richfield Station at Whispering Palms Managed by John Richard Ziegler

John Richard Ziegler is a familiar face to Ranchoites. His friendly "hello" and superior automotive service attracted many friends to the gasoline station he managed on Via de la Valle . . . and it was with pleasure that his customers learned he would be the new manager of the Richfield Station at the Whispering Palms location. "Rich" was born in Glens Ferry, Idaho., but his growing-up years were spent in Southern California. He attended grammar school in Solana Beach, San Diego High School, and spent two years in the Army (Korean War veteran) In 1950 he married Barbara Lauterbach in Solana Beach, and the couple now live on Sun Valley Road with their three children; J. Seven (12); Cheryl (9) and Billy (6). The youngsters are very active in 4-H, and you will be seeing and hearing about them at the upcoming San Diego County Fair.

"Rich" was employed by the Conley Dairy Farm as a mechanic and welder until he entered the service station business 9 years ago. Two years in Poway and 7 years in Del Mar precede his Richfield opening at Whispering Palms (His dad also owned and operated a service station in Solana Beach for 10 years), "Rich" has taken numerous courses in the automotive field to keep him fully aware of the many changes and innovations in the "treatment" of the modern day car. He is an official brake and smog inspector for the CHP.

"Rich" says his Richfield Station at Whispering Palms is equipped with the most modern machines to meet every automotive need. A loan car is available if your car requires shop work. Come on in and have a cup of coffee and visit with Richard "Rich" Ziegler . . . he's a fine many to know . . . both personally, and for all the needs of your car!

del Rancho Pools Inc.

SELECTED MASTER POOL BUILDER FOR SAN DIEGO COUNTY

REPAIRING—TOYS—SUPPLIES

Free Estimates and Plans
without obligation

755-1153



ASK ABOUT 1/3 OFF ON FILTER AND HEATER REPLACEMENTS

All Contract Monies Bonded and
Lien Protected by
Solana Fund Control, Inc.

2120 GRAND AVE., DEL MAR

SALES CONSULTANT — AL HILL, JR.

Ranchoite Kenneth E. Knudson Honored by Home Life Insurance Co.

Kenneth E. Knudson, of Rancho Santa Fe, was honored by the Home Life Insurance Company, New York, for his outstanding achievements during 1966.


In a ceremony held in the company's San Diego office, located at 2558 Fourth Avenue, Mr. Knudson was named a member of the "President's Council," the company's highest honor group. He was presented with an engraved silver President's plaque and will meet next week at the Fairmont Hotel in San Francisco with other qualifiers from Home Life's national field organization.

A graduate of Occidental College, Mr. Knudson began his life insurance career after four years as a special agent for the Federal Bureau of Investigation. His performance last year qualified him for the President's Council for the third consecutive year. In addition, he is a member of the Million Dollar Round Table and a 14-time winner of the industry's National Quality Award. Mr. Knudson has served on the board of the San Diego Life Underwriters Association for three years.

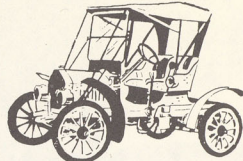
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THE OFFICIAL PUBLICATION OF

The Association Bulletin and NEWS

MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION HELD ON THURSDAY, JANUARY 5, 1967, 9:00 A. M. IN THE BOARD ROOM.

PRESENT: President Blackman, Vice President McLaughlin, Directors Lasswell, Lewis, Millard, Teagle and Thieme.

ALSO PRESENT: Association members Mrs. Martha S. Baker and Mr. A. C. Ridland, Art Jury President; non-Association member Bruce Dillon, representing Rancho Santa Fe Times; also Secretary Van Evera and Assistant Secretary Allen.

MINUTES OF PREVIOUS MEETING:

The minutes of the meeting of December 15, 1966 were approved as presented.

UNFINISHED BUSINESS:

Wencke Petition to Amend Covenant. Further consideration was given to the petition by Walter Wencke and Carolyn Wencke; Walter Wencke, Trustee; and Harry F. Bagby and Adelia W. Bagby, Lot 18, Block 36, Map 1742, to modify the restrictions on number of building sites in Lots 17, 18 and 19, combined, in Block 36 from a maximum of not to exceed ten (10) sites, no site to be less than 3.3 acres in area, to a maximum of not to exceed more than eleven (11) sites within Lot 18, for a total maximum of not more than eighteen (18) building sites within said Lots 17, 18 and 19 combined, and that no site in said Lot 18 shall contain less than 2.0 acres.

After inspection of the property and due consideration of the facts presented, it was the decision of the Board to disapprove the petition for Covenant Amendment, as submitted.

ART JURY RECOMMENDATIONS:

Subdivisions

La Barr, W. W. Lot 34, Map 2129, Mimosa, consisting of 1.34 gross acres, ±, into 2 sites of 0.56 and 0.56 net acres, ±. **DISAPPROVED.**

Baker, Martha S. Por Lot 14, Blk 33, Linea del Cielo, consisting of 3.3 gross acres, into 2 sites of 1.6 and 1.5 net acres. **DISAPPROVED.**

DIRECTORS' REPORTS:

Mr. Lewis, Golf Committee Chairman. It was moved, seconded, and carried that the following recommendations of the Golf Committee be approved: (1) Beginning July 1, 1967 the private and lease cart fees be billed annually with the privilege of paying semi-annually; (2) Effective immediately, the restaurant hours be changed to 11:30 A.M. to 3:00 P.M. Tuesdays through Saturdays, and 9:30 A.M. to 3:00 P.M. on Sundays; and (3) the snack bar hours be changed to 11:00 A.M. to 3:00 P.M. after the installation of a coffee vending machine.

It was moved, seconded, and carried to authorize an expenditure not to exceed \$50 to rent ditch digging equipment to dig the ditch required by the Telephone Company to lay the cable for an extension on the pro shop telephone to be installed on the 16th tee for emergency use.

It was moved, seconded, and carried to approve the rebuilding of the dam at the waterhole on the golf course.

It was moved, seconded, and carried to authorize an expenditure not to exceed \$900 to install drains throughout the golf course.

Mr. Teagle, Planning Commission Chairman. There was a discussion of the countywide rabies quarantine which has recently been established and the authorization for trapping of wild life to reduce the spread of rabies. Several years ago unauthorized trapping reduced the wild life population, particularly coyotes, resulting in an over-population of rodents. Representing a rural community the Board is interested in the wild life and the balance of nature to keep the rodents under control. It was the decision that a letter be written to the County Board of Supervisors requesting assurance that the balance of nature will be restored on the completion of the quarantine activities and asking for confirmation that they will take the necessary action at the appropriate time.

SPECIAL ORDER OF BUSINESS:

Nominating Committee. It was moved, seconded, and carried, that the following persons be appointed to the Nominating Committee: Mr. Raymond Grisct, Mr. Jack L. Powell, and Mr. Roger S. Woolley, with Mr. Grisct to act as Chairman.

RECESS AND ADJOURNMENT:

The Board recessed at 1:30 a.m. to inspect properties and adjourned at 12:20 p.m.

H. L. Blackman, President
D. A. Van Evera, Secretary

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MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD, THURSDAY, JANUARY 12, 1967, AT 9:00 A.M. IN THE BOARD ROOM.

PRESENT: President Ridland, Member Price, Architect Jung, and Alternates Coffin and Coberly. **ALSO PRESENT:** Building Commissioner Warren, Secretary Van Evera and Assistant Secretary Duffield.

The meeting was called to order by President Ridland.

The minutes of the previous Art Jury meeting were approved.

APPROVED SINCE LAST MEETING:

Johnston, P. H. Entry Gates, Por Lot 4, Block 1, El Camino del Norte.

Fletcher, P. Paint sample, Por Lot 6, Block 5, El Montevideo.

Harper, M. E. Paint sample, Lot 10 Zorro Vista.
Wilson, W. P. Conversion of garage into playroom, Lot 38, Map 2129.

Dorgan, L. T. Res. & Gar. Por Lot 3, Block 1, El Camino del Norte.

Clotfelter, R. M. Apartment, Lot 2, Block 30, Paseo Arbolado.

McCutchan, A. Stable & Corral Fence, Por Lot 6, Block 47, La Madreselva.

Isaacs, J. D. Entry Gates, Por Lot 5, Block 35, El Camino Real.

NEW CONSTRUCTION:

Williams, J. S. Res. & Gar. Por Lot 4, Block 6, La Crescenta. APPROVED. Utilities to be noted on plan.

Bolden, D. A. Res. & Gar. Por Lot 1, Block 46, El Camino Real. Deferred for modifications.

PRELIMINARY PLAN CHECK:

Rancho Santa Fe Library (Representatives in attendance) Library - Por Lot 21, Map 2129. Architectural design approved. Suggestions made by Art Jury.

Garsia, A. M. Res. Por Lot 5, Block 29, El Zorro Vista. Art Jury suggested modifications.

Clotfelter, R. C. Res. & Gar. Por Lot 4, Block 33, El Secreto. Suggestions made by Art Jury to be incorporated in final plans.

Conkey, H. L. Res. Lot 8, Zorro Vista. Architectural design generally acceptable. No modifications suggested by Art Jury.

ADDITIONS & ALTERATIONS:

Manion, E. J. Stable and Corral, Por Lot 6, Block 27, El Mirador. Deferred pending expiration of notice for Keeping of Animals.

Bleeker, J. D. Stable and Corral, Por Lot 4, Block 3, Paseo Delicias. APPROVED.

Cantwell, P. Addition to residence, Lot 6, Block 10, San Elijo. APPROVED.

Strieff, C. Alteration to windows, Por Lot 5, Block 32, La Gracia. APPROVED.

Loretz, T. A. L. Addition to Lanai, Lot 1, Block 21, Vit de Fortuna. APPROVED.

Meyerhoff, A. R. Glass in existing porch and addition to bath. APPROVED.

MacEwing, B. A. Storge Facility - Por Lot 5, Block 43, Puerta del Sol. Deferred pending expiration of Notice for Keeping of Animals. Suggestions for corral construction forwarded to applicant.

SUBDIVISIONS:

Ewing, G. C. (R. M. Clotfelter in attendance) Lot 149, Map 2129, Linea del Cielo, consisting of 22.7 gross acres \pm , into four sites of 3.4 2.17, 2.8 and 13.4 net acres \pm . The Art Jury will recommend approval to the Board of Directors.

Hill, H. C. (in attendance) Por Lot 4, Block 35, El Camino Real, consisting of 4.9 into 2 sites of 2.4 net acres \pm . The Art Jury will recommend disapproval to the Board of Directors.

Sproul, F. C. Jr. (Mr. Hadden in attendance) Por Lots 1 & 2, Block 1, Camino del Norte, consisting of 21.707 gross acres, into 4 sites of 4.034, 4.201, 9.469 and 4.003 \pm net acres. The Art Jury will recommend disapproval to the Board of Directors.

REALIGNMENT

(Preliminary) Culver, L. B. (O. Ayres in attendance) Por Lots 66, 68 and Lot 70, Map 2129. Present acreages on three parcels are .50, .90 and .96 Proposed acreages .50, .68 and 1.18 respectively. No recommendation.

VARIANCE REQUEST

(Preliminary) Culver, L. B. Reduction of rear lot line setback from 12 feet to approximately 3 feet, Lot 68, Map 2129, Sobre Los Cerros. No recommendation.

VARIANCE REQUEST

Cantwell, P. Reduction of side lot line setback from 20 feet to 15 feet, Lot 6, Block 10, San Elijo. The Art Jury will recommend approval to the Board of Directors.

KEEPING OF ANIMALS:

Bleeker, J. D. Por Lot 4, Block 3, Paseo Delicias, 3.71 acres. Two horses. The Art Jury will recommend approval to the Board of Directors.

McCutcheon, A. Por Lot 6, Block 47, La Madreselva, 4.75 acres. One additional horse, making a total of 2 horses. The Art Jury will recommend approval to the Board of Directors.

Manion E. J. Por Lot 6, Block 27, El Mirador, 4.1 acres. Four horses. Deferred.

A. C. RIDLAND, President
DAVID A. VAN EVERA, Secy
David A. Van Evera, Secretary

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MINUTES OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS OF THE RANCHO SANTA FE ASSOCIATION HELD THURSDAY, JANUARY 19, 1967 AT 9:00 A. M. IN THE BOARD ROOM

PRESENT: President Blackman, Vice President McLaughlin, Directors Lasswell, Millard and Thieme.

EXCUSED: Directors Lewis and Teagle.

ALSO PRESENT: Association members R. M. Clotfelter and Alex Hadden, representing Mr. Fred C. Sproul, Jr.; non-Association member Bruce Dillon, representing Rancho Santa Fe Times; also Secretary Van Evera and Assistant Secretary Allen.

MINUTES OF PREVIOUS MEETING:

The minutes of the meeting of January 5, 1967 were approved as presented.

ART JURY RECOMMENDATIONS:

Subdivisions

Ewing, G. C. Lot 149, Map 2129, Linea del Cielo, consisting of 22.7 gross acres, \pm , into 4 sites of 3.4, 2.17, 2.8 and 13.4 net acres, \pm . APPROVED.

Hill, H. C. Por Lot 4 Blk 35, El Camino Real, consisting of 4.9 gross acres, \pm , into 2 sites of 2.4 and 2.4 net acres, \pm . DISAPPROVED.

Sproul, F. C., Jr. Por Lots 1 & 2, Blk 1, Camino del Norte, consisting of 21.707 gross acres, \pm , into 4 sites of 4.034, 4.201, 9.469 and 4.003, \pm net acres. REFERRED back to Art Jury.

Variance Request

Cantwell, P. Reduction of side lot line setback from 20' to 15', Lot 6, Blk 10, San Elijo. APPROVED.

KEEPING OF ANIMALS

Bleeker, J. D. Por Lot 4, Blk 3, Paseo Delicias, 3.71 acres. 2 horses. APPROVED.

McCutcheon, A. Por Lot 6, Blk 47, La Madreselva, 4.75 acres. One additional horse, making a total of 2 horses. APPROVED.

DIRECTORS' REPORTS:

Mr. McLaughlin, Finance Committee Chairman, reported on the Financial Statement for December, 1966.

SECRETARY'S REPORT:

Ownership of Property. The Secretary introduced the matter of the relationship of Association membership and property ownership. The matter was referred to Mr. Thieme.

Wencke Petition to Amend Covenant. The Secretary referred to a letter received from Mr. Walter Wencke in reference to his petition for covenant amendment. After discussion of the facts involved the Board directed the Secretary to reply to Mr. Wencke.

Resolution. It was moved, seconded, and carried that the following resolution be adopted: That the Board of Directors' resolution of July 7, 1961, amending the Rancho Santa Fe Association By-Laws to remove the restaurant and bar from the supervision of the Golf Course Committee, is hereby rescinded and, further, that the title "Golf Course Committee" shall be changed to "Golf Activities Committee".

RECESS AND ADJOURNMENT:

The Board recessed at 10:55 A. M. to inspect properties and adjourned at 11:55 A.M.

H. L. Blackman, President
D. A. Van Evera, Secretary

**Calling All
HOME MAKERS**



By **PAULA ELLIS**

**MEMOS FROM
A DECORATOR'S
NOTEBOOK — PART 1**

In coming weeks in this column we'll talk about fixing up different rooms in your home — and today, we'll start with a column on several ideas for the bedroom.

Sometimes a lemon yellow ball fringe added to the edge of a too-white bedspread or drapes will do the trick effectively and inexpensively.

If you have the room in your bedroom, use something else instead of the usual boudoir chair. Why not use a pair of chairs with a table or combination table-lamp in between for reading and snacking..

Many a lifeless-looking bedroom has been brought to life by putting a large picture or several smaller pictures on the wall over your headboard.

The problem of over-crowded bedrooms might be solved by placing the chest of drawers in a walk-in closet.

Here's an idea that can work well in some bedrooms and can add a nice touch. Paint all the drawer pulls in a color picked up from your bedspread or drapes.

And remember for the best in home furnishings for any room in your home, and for the finest of service, come and see us. We'll be happy to see you.

We'll be looking forward to seeing you at Nick Ellis Home Furnishings, 528 N. Broadway in Escondido. Open Mondays and Fridays until 9 p.m.

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Structural Steel Framework Erected For San Diego Gas & Electric Co.'s New Downtown Office Building

SAN DIEGO, February 15—San Diego Gas & Electric Company's new downtown office building cut its first silhouette in the city's skyline today when erection of the structural steel framework for the 21-story structure was begun.

First elements of the framework were 45-foot-long steel columns that project skyward to above the second floor level. The columns, some weighing up to 25 tons, were raised into place by a truck crane and were bolted to reinforced concrete footings. Steel base plates for the columns were put in place last week.

The building, which will occupy a block-square site bounded by A and Ash Streets and First and Second Avenues, will consist of a 21-story central tower surrounded on three sides by a two-story structure.

Construction has been underway since early October on footings, walls, floor slabs, and other below street-level portions of the building.



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The steel framework, which is for the 21-story tower, will rise about five stories a month, topping out in May. It will contain more than 4000 tons of steel.

Fabricated by Stanrary-Pacific Co. in Los Angeles and trucked to the building site, the steel columns and beams are being erected by Stanray as they arrive.

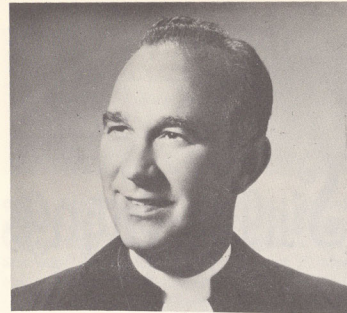
Pouring of concrete floors and other construction work will start on each succeeding level from the ground up soon after the steel work is completed.

The building is expected to be ready for occupancy in March 1968. It will provide 320,000 square feet of floor space and will house about 1000 company employees currently located at six sites.

The tower section of the building will be faced with heat-absorbent glass and will feature pre-stressed concrete sun fins. The two-story portion of the building will be faced with Travertine.

First floor accommodations will be customer relations and will include a 400-seat auditorium and an extensive customer service area.

The building will have a drive-in window where motoring customers may pay their bills.



Reverend Anderson Is Praised
Submitted by Arthur Hill

The very words that Dr. Herbert Willy Meyer spoke at the Annual Meeting of the Congregation of the Village Church, Rancho Santa Fe Sunday evening, 22 January escape me and were not made a matter of record. Dr. Meyer, voicing the opinion of others as well as himself, gave praise to Rev. Anderson's work in the community. Many friends of The Village Church and the public at large were not present but now have the opportunity to read what he said. The respect of the community for Dr. Meyer needs no elaboration.

As best I can recall, the substance of his remarks set forth below. Said Dr. Meyer.

Vic Venberg and I have been talking about the early days of our church. Vic has been connected with the organization of our church even longer than I have. It was in 1955 that some of us met at the home of Rev. Dr. Culbertson here on the Ranch. Present were Rosalie Lee, Lois Root, Dick Blackledge, Harry Wenz, Ray Griset, and several others whom I cannot recall at this moment. Our Worship Services were held in the Garden Club. Then we built this beautiful church here. When Rev. Culbertson resigned on account of his health, Rev. Chester Tolson became our pastor, and when he resigned, Rev. Kirk O'Ferrall was kind enough to keep the church active until we chose our present Pastor, Rev. Roland Anderson.

My term of office is now coming to a close as a member of The Session (the group of ruling church elders). I have had the privilege of being on the Session since these early days with the exception of one year, as is the rule of the Presbytery. Before terminating my term of office, I want to take this opportunity to thank our Pastor, Roland Anderson for what he had done for our church and for our community. I consider him as one of the sincerest and most dedicated Christians that I have ever known. I feel certain that many of our friends on the Ranch who may not attend our Sunday Worship Services, do not know about all of the many wonderful things that he has done here on the Ranch for individual people and families, be they members of our Congregation or just people who needed help.

We can all be proud of our church and its influence in this community. I therefore wish to take this opportunity to personally thank Roland Anderson for what he is and for what he has done here at Rancho Santa Fe before I terminate my official connection with our church.

CHURCH SESSION

Class of 1970

1. Mr. Robert Dugger
2. Mr. William Hipsher
3. Mr. Russell Millar
4. Mr. Thomas Osborn
5. Mr. David Van Evera

TRUSTEES FOR 1967

1. R. Victor Venberg
2. Jack L. Powell
3. William H. Hipsher

BOARD OF DEACONS

Class of 1968

1. Mr. Roger Brett

Class of 1970

1. Mr. William A. Bray
2. Mr. John A. Buchans
3. Mr. John W. Felker
4. Mrs. Arthur S. Hill
5. Mrs. Dwight W. Koppes
6. Mr. Alfred T. Loeffler
7. Mrs. John T. McFarland

Representative for the Nominating Committee from the congregation at large to serve for the next Annual Meeting will be:

1. Mr. Eugene B. Fletcher
2. Mrs. Robert C. Francisco
3. Mr. Alfred D. Hill
4. Mrs. Royal B. Lord
5. Mr. William A. Wood

Session Representatives

1. Mr. Bert Teagle
2. Mrs. L. B. McLaughlin

Deacons Representative

1. Dr. Charles McIlwraith

Congregational Representatives

1. Mr. Harold Harris
2. Mr. J. Fred Reeves
3. Mr. Herbert W. Hall
4. Mrs. Chester Whittaker
5. Mrs. Raymond H. Gordon



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MADAME SARAH—Cornelia Otis Skinner
Magnificent biography of the incomparable Sarah Bernhardt.

THE HAPSBURGS—Dorothy Gies McGuigan
Personal lives of a royal family that made history for six centuries.

EDGAR CAYCE: THE SLEEPING PROPHET—Jess Stearn

His remarkable medical cures and prophecies—especially covering period 1968 to 1998.

HAROLD NICOLSON: Diaries and Letters (1930-1939)—Ed. by Nigel Nicolson.

Personal diaries of the distinguished writer, scholar, diplomat and statesman covering events over a thirty-five year span. (To be covered in three volumes.)

HANDS ON THE PAST—Ed. by C. W. Ceram
Pioneer archaeologists tell their own stories.

YOU SHALL BE AS GODS—Erich Fromm
Radical interpretation of the Old Testament and its tradition.

CAPITALISM: The Unknown Ideal—Ayn Rand
A rousing defense of Capitalism.

MIRACLE AT PHILADELPHIA—Catherine Drinker Bowen

Story of the Constitutional Convention—May to September, 1787.

EDEN IN JEOPARDY—Richard G. Lillard
Many-sided interpretation of what man has done to Southern California.

BEST SELLERS

Fiction

Secret of Santa Vittoria—Robert Crichton
Capable of Honor—Allen Drury
The Birds Fall Down—Rebecca West
The Mask of Apollo—Mary Renault
Valley of the Dolls—Jacqueline Susann
Tai-Pan—James Clavell
All in the Family—Edwin O'Connor
The Captain—Jan de Hartog
The Fixer—Bernard Malamud
The Adventurers—Harold Robbins

Non-Fiction

Everything But Money—Sam Levenson
Random House Dictionary of the English Language—Random
Rush to Judgment—Mark Lane
Winston Churchill: Youth, 1874-1900—Randolph S. Churchill
Games People Play—Eric Berne, M.D.
How To Avoid Probate—Norman F. Dacey
Paper Lion—George Plimpton
The Jury Returns—Louis Nizer
Search for Amelia Earhart—Fred Goerner
The Boston Strangler—Gerold Frank

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SAN DIEGUITO FAMILY SERVICE ANNUAL MEETING

The San Dieguito Family Service Association will hold its Annual Meeting Wednesday, February 15th at 7:00 P.M., at the Torrey Pines Inn. Mrs. Sherwood R. Gordon and Mrs. Robert E. Mannion are co-chairmen for the event.

After dinner, the Family Service Repertory Players will present a half hour play "A Question of Values" concerning a teen age combo beset by the social problems of their age group as well as the differences in their backgrounds.

Following this, Reverend Roland Anderson of the Village Church will lead a discussion on questions arising from the presentation and how they may be related to the work that is being done in Family Service agencies.

The New Executive Board for 1967 is: Mrs. Colley Ferneding, president; Mr. John W. Kimball, vice-president; Mr. Ellis Crane, treasurer; Mrs. Burton Shamsky, corresponding secretary; John Miller, recording secretary.

Other members serving on the Board from Rancho Santa Fe include Mrs. Robert E. Mannion, Mr. A. Morgan Jones, and Dr. Robert Hobbs.



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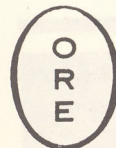
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Westgate-California Assumes Operational Control of San Luis Rey Estates

Westgate-California Corp. today announced that operational control of its San Luis Rey Estates in North San Diego County has been assumed by the Alessio Corp., headed by John S. Alessio.

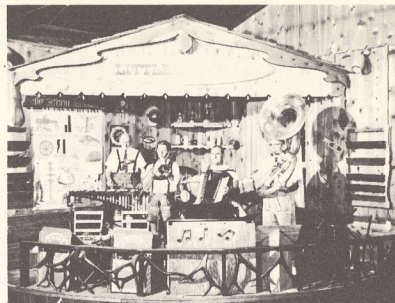
One of the county's newer resort centers, the San Luis Rey facility 12 miles east of Oceanside presently includes a lodge with guest accommodations, restaurant, cocktail lounge and an 18-hole championship golf course.

It is the focal point in an extensive property holding embracing some 300 acres owned by Westgate Realty, a subsidiary of Westgate-California Corp., in association with other developers. The announcement added that the Alessio Corp. will work closely with the land owners in future development of the surrounding area.

Some country club estates overlooking the golf course already have been built, others will be added, and projections for the complex call for subdividing for residential construction.

Dominic "Bud" Alessio, manager of the Alessio Corp.'s Kona Kai Club and Kona Inn on Shelter Island and Mister A's restaurant, has been named president of San Luis Rey Estates and will have overall direction of its activities.

He said accelerated programming for the resort is undergoing study and that there will be no major staff changes. Jim Bowyer will continue as manager of the lodge and its companion functions, and Fred Sherman will remain as head professional of the semi-public golf course, scene of the Mickey Wright Invitational, one of the annual features of the Ladies P. G. A. tournament tour.



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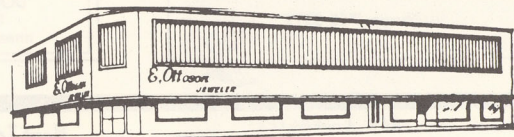
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February — Heart Month

Dear Rancho Santa Fe Neighbor:

Because heart research and the heart-saving programs of your Heart Association are so important to all of us, I welcome this opportunity to assist with the 1967 Heart Fund Drive in our community.

Heart disease kills more people, young and old, than all other causes of death combined. During the month of February, people all over the country will be asked to contribute the money needed to fight this NUMBER ONE KILLER.

Usually a Heart Fund volunteer visits homes for contributions; but for your convenience, I have enclosed a self-addressed envelope for mailing your contribution. Checks should be made payable to the Heart Fund.

My thanks, in advance, for your generous response to meet the urgency of the heart problem.

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Winners Announced in Annual Tourney Of Los Tiradoritos Junior Rifle Club

Winners of the annual tournament held by Los Tiradoritos Junior Rifle Club of Rancho Santa Fe were decided and announced Saturday, February 4 at the club range.

The club is sponsored by the Rancho Santa Fe Rotary Club and is coached by Col. Ivan Yeaton and Mr. William Herbert.

Winner of the Grand Aggregate Award for the Tournament and of the Rancho Santa Fe Perpetual Award for Club Champion was Lee Smith who fired a total of 550 out of 600 possible points. Runners up for the Grand Aggregate Award were Jack Buchans, 531 x 600, and Bill Cope. 524 x 600. Trophies will be awarded.

No trophies are awarded for Grand Aggregate among the younger shooters, but high total scores were posted by Rick Klaus, 649 x 800, John Herbert, 613 x 800, and Bruce Anderson, 572 x 800.

Several matches were held for the younger shooters for which trophies are awarded and winners are listed below.

In the Sub-Junior match, 1st place was won by Robert Dewey, 2nd place by David Hughes.

Winners in the Prone match were Rick Klaus, 1st, John Herbert, 2nd, and Bill Buchans, 3rd.

In sitting position John Herbert was 1st, Rick Klaus, 2nd, and Tim Read, 3rd.

Kneeling position was won by Rick Klaus, followed by John Herbert and Bruce Anderson.

In the standing position Rick Klaus was 1st, Bruce Anderson, 2nd, and John Herbert 3rd.

After firing the regular matches the boys each year shoot at sporting targets which show pictures of Deer, Rabbit, Woodchuck and Crow. These targets are fired at from the standing position and each shot must be made within a 5 second time limit. Trophies for these matches are donated by local business firms and were distributed as follows:

Hunter Safety Award - donated by the Del Mar Turf Club - won by Ron Gardner.

Deer Shoot trophy - donated by Bank of La Jolla - won by Jack Buchans.

Rabbit Shoot trophy - donated by Security First National Bank - won by David Herbert.

Woodchuck trophy - donated by Ashley's Market - won by Lee Smith.

Crow Shoot trophy - donated by Grant Mobil Station - won by Rick Klaus.

Trophies and medals for the prize winning shooters will be awarded on Saturday morning, February 18 at the Fire Station in Rancho Santa Fe beginning at 11:00 A.M.

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Manager
Res. 746-6110

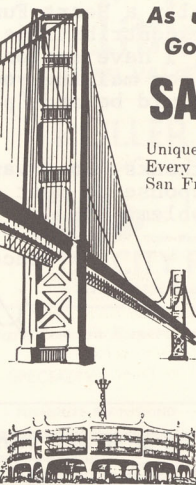
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The Innkeeper's Jottings

Wes Hadden

THE INNKEEPER'S JOTTINGS

When mention is made of "Behind the Scenes" you ordinarily think of the theatre and actors and actresses. However, in the operation of THE INN the "Behind the Scenes" employees are many and often are forgotten when someone else is out front taking the bows, so to speak.

Many prefer to be "Behind the Scenes" where the action is and where fellowship is at its best. Some of the most loyal workers are in the "Behind the Scenes" category. Our blue-uniformed maids, for instance come in this group, very important to THE INN, trained to get in the corners, with emphasis on cleanliness, supervised by our competent Housekeeper, Mrs. Boswell, whom our guests rarely meet, although she is on deck at all times to handle the many duties coming under her jurisdiction. Yes, our "Behind the Scenes" employees have to be trained, just like a chorus, and need and enjoy an occasional applause. Let us not forget the importance too of the dishwashers and the kitchen help responsible for the cleaning, paring and peeling of the fruits and vegetables.

Excitement is already in the air for THE INN'S SEVENTH INVITATIONAL GOLF TOURNAMENT ON MARCH 1st-3rd. The foundation is being laid, with happy thoughts and memories of previous years and effort is being made to make the Seventh the biggest and best ever, with the addition of lots of fun for the after golf hours. We are overjoyed by the early responses from our long list of golfers, many of them coming to Rancho well in advance to get in thoes practice shots.

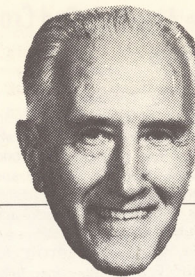
Perhaps our Tournament is not like the big money ones at Pebble Beach and Palm Springs and we don't expect Arnie Palmer, Jack Nicklaus or even Bing, Andy, Dino or Sandy to compete, but our prizes are different and interesting.

Of course, the score is important, for that makes for keen competition, but our players predominantly like the good comradship, laughter, fun and the reunion with old friends and the making of new friends. Much merriment is seen on the course, which really should warrant a gallery and a following. The "at home at THE INN" Competitors, such as the Lefforges, Ochiltrees and Al Lewis were the first to register for this repeat fun.

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Report of the American Red Cross, Rancho Santa Fe

Ty Thomas

It's not too early to think about summer. The Red Cross-PTO Backyard Swim Program is already underway. A few changes have taken place from previous years. **Dorothy Gardner** and **Shirley Hoadley** have earned a well-deserved rest and thanks from the community for their hard work.

The new Backyard Swim Chairman is **Joan Bacon**, with **Ty Thomas** as her PTO Co-ordinator. The Water Safety Committee member is **Jan Cantwell**, and the Water Safety Specialist is **Betty DeBakscy**.

Pool owners and instructors who have generously donated their efforts previously are in the process of being contacted. However, we do need more help! An instructor's course will be given beginning May 15th thru May 24th by **Betty DeBakscy** at the **Johnston** pool.

Elementary school children will be bringing information slips home shortly, so start thinking about what you might be able to do.

If enough adults are interested, the formation of a class is being considered. Let us know!



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THE CHRISTIAN SCIENCE READING ROOM

By

The Assistant Committee on Publication
For Rancho Santa Fe

Walk through the business district of almost any city or town and sooner or later you are bound to come upon a "Reading Room." They look like any other shop at first, until you get near enough to look inside. Beyond the window, with its display of books and literature, you'd probably see a clerk standing at a sales counter, and beyond her a larger area where people are quietly reading and studying. You look again at the name on the sign: CHRISTIAN SCIENCE READING ROOM. You've seen the name before. What does it mean?

The Reading Room is one primary way in which the Christian Science Church keeps its door "open to the world"—reaching out into the midst of everyday activities, setting aside a place for people to renew their sense of communion with God. It's also a public information center to which anyone can go to ask questions about Christian Science, to read, buy, or borrow its literature, or just spend a few moments in study and prayer.

The attendant at the sales counter is always a member of the local Christian Science Church, and is chosen for special qualities. These attendants, or librarians as they are called, are well acquainted with their religion but visitors also find them frankly interested in people and life around them.

They're generally experienced Christian Scientists who have put its teachings to a broad test in their own lives. Their primary interest is to be helpful to those who enter the Reading Room either just to "look around" or to find a quiet place for spiritual searching and help. They know the varied publications of the Christian Science Church and often can make suggestions about reading material.

The area beyond often looks like a well-furnished livingroom, with good lighting, study tables, comfortable chairs, and bookshelves. On the bookshelves are copies of all the published writings of Mary Baker Eddy, the woman who discovered and founded Christian Science. At the study tables are two basic books, the Bible (traditional Protestant version) and the Christian Science denominational textbook ("Science and Health with Key to the Scriptures" by Mary Baker Eddy).

In some smaller communities, the Reading Room is maintained on a part of the church edifice, as in Rancho Santa Fe, where it is open daily 11 a.m. to 3 p.m. (Except Sundays and Holidays) and Wednesdays from 7 to 8 p.m. and where all are welcomed.

Even before the church was fully organized (75 years ago), some early Reading Rooms had sprung up in response to public interest in the new religious movement. The first was established in 1888, in Boston, birthplace of the movement, but in 1894 there were 30 of them scattered across the country. In 1900, provision for reading rooms was made in the Church Manual by Mrs. Eddy, thus making them an integral part of branch organization.

How deep is the spiritual side of a Reading Room? It is natural for Christian Scientists to support all church activities by prayer, and it is not unusual for visitors to remark about an indefinable

atmosphere of peace they feel in the Reading Room. A church member might refer to it as a "healing atmosphere." He would explain it as a natural result of reverent confidence in God's power to meet every human need. He expects that you will experience as he has the fulfillment of St. Paul's promise: "Draw nigh to God, and He will draw nigh to you."



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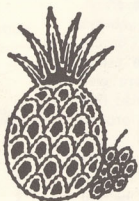
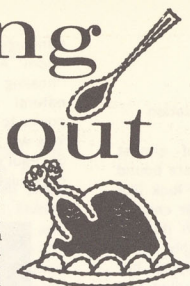
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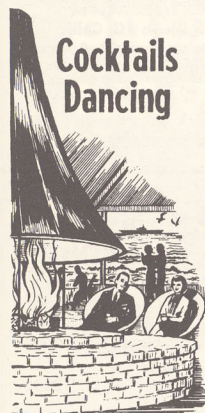


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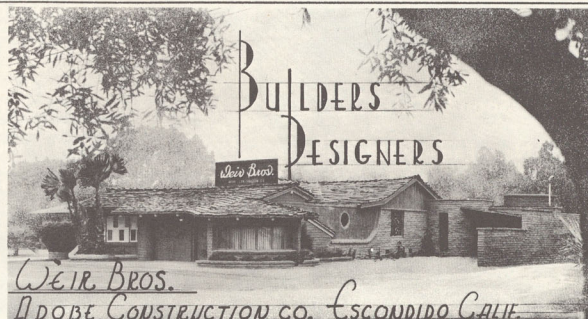
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Louella Liverwurst

Well, now that the Rummage Sale is over and all the strangers have left town, we can settle back and relax and find a parking space once again. An accolade to the Garden Club for a most successful event . . . with an especially hearty pat-on-the-back to co-chairmen **Beverley Randol** and **Olive Siegel**, who did a magnificent job. Proceeds from the Rummage Sale provide funds for maintenance, improvements, programs and other expenses of the Garden Club throughout the year . . . the Mardi Gras celebration held at Rancho Bernardo (and to which all Ranchoites were invited) was a night of feasting and merriment that attracted many from Rancho Santa Fe. The entertainment was the best this side of Bourbon Street, and the french creole cuisine was superb! . . . don't miss the featured exhibit of original jewelry by **Nancy** and **Bill Edgar** which is now on display in the Casual Corner Shop in the Country Squire Courtyard. It will be here until March 11th, and well worth your attention . . . the Women's Auxiliary of the North County Concert Association held a very delightful reception honoring Philippe Entremont on Thursday night, February 2nd at the home of **Mr. and Mrs. Herbert C. Schulze** of Carlsbad. Many Ranchoites were in attendance . . .

. . . we just heard of a nice philanthropic gesture which deserves a note of appreciation. "Casa de la Flores" in Del Mar have underwritten a dozen weekly and monthly magazines to be sent to Scripps Hospital for the next two years, for reader's use in the main lobby . . . does anyone in Rancho Santa Fe have living space for a female ex-school-teacher (age 33) and two shepard dogs? She is (1.) willing to pay. (2) willing to work part-time. (3) Willing to work full-time. She will do child care, house care, horse care, or type. She has her own car and her dogs are obedience-trained and gentle. Please call 454-4071 about any possibilities . . . another item for "orchids to you" department. **Mary Blackledge** generously donated her time to type almost a million stencils (would you believe 500?) for the Rancho Santa Fe Republican Women Federated, and they are very grateful . . . **Mr. and Mrs. Frank Ball** of Scottsdale, Arizona, and their two grandchildren, **Jeff** and **Marta Boutel** visited at the Rancho Santa Fe Inn recently, dividing their time with the Ball family on Loma Verde Drive . . . **Joanne Wenz**, nicely recovered from her very unfortunate accident at the San Diego Airport, has many words of praise for County Hospital where she was taken in great haste the night of the calamity. She said that her treatment was the finest, the nursing staff considerate and helpful, and the facilities exceptional . . . FOUND, rather old, but comfortable-looking men's glasses with grey horn-rim frame near the San Fe Irrigation District Office where the Art Class was recently at work. Claim them at the Village Press office . . . **Bob** and **Bya Sperry** took a trip to Los Angeles recently for the express purpose of visiting their son. Their timing was bad, and they hit the big city right at the peak of the traffic which delayed their progress considerably. Their son, in the meantime, had an errand to do and proceeded to get involved in the same peak traffic. Exactly the same traffic was evidenced when the two Sperry cars, father's and son's pulled up beside one another at a traffic light. All they had to do was roll down the car windows and "visit" right at the corner of Hollywood and Vine . . . nice office visitor recently in the person of **Ingrid Hoffman** who is looking for work in Rancho Santa Fe as a practical nurse or a companion. She is a licensed driver with her own car, is free to travel, will live-in if desired, and would be happy to supply excellent local references. If you are interested in talking to **Mrs. Hoffman**, please call 756-2415 (Village Press) during the day . . . or 756-2365 (Peggy Dalzell's home) during the evening . . .



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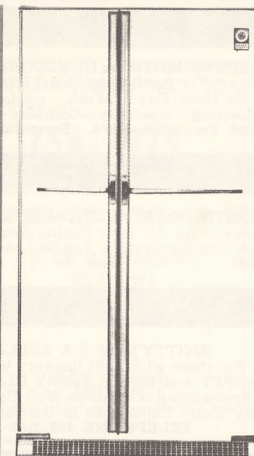
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Easter Sunrise Service To Be Held at El Camino Memorial Park

The third annual Easter Sunrise Services will be held at El Camino Memorial Park at 6 a.m., Sunday, March 26.

The services are sponsored by the Pastors' Conference of the San Diego Southern Baptist Association.

Growing in importance as a yearly inspirational event, the services this year are expected to attract record crowds. More than 500 persons worshipped at the 1966 services at El Camino Memorial Park.

Grover A. Godfrey, Jr., and Douglas P. Pearson, Vice Presidents, El Camino Memorial Park, are working with Richard G. Bryant, Director Metropolitan Missions, San Diego Southern Baptist Assn. and a committee of Southern Baptist Ministers, in making arrangements for the event.

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