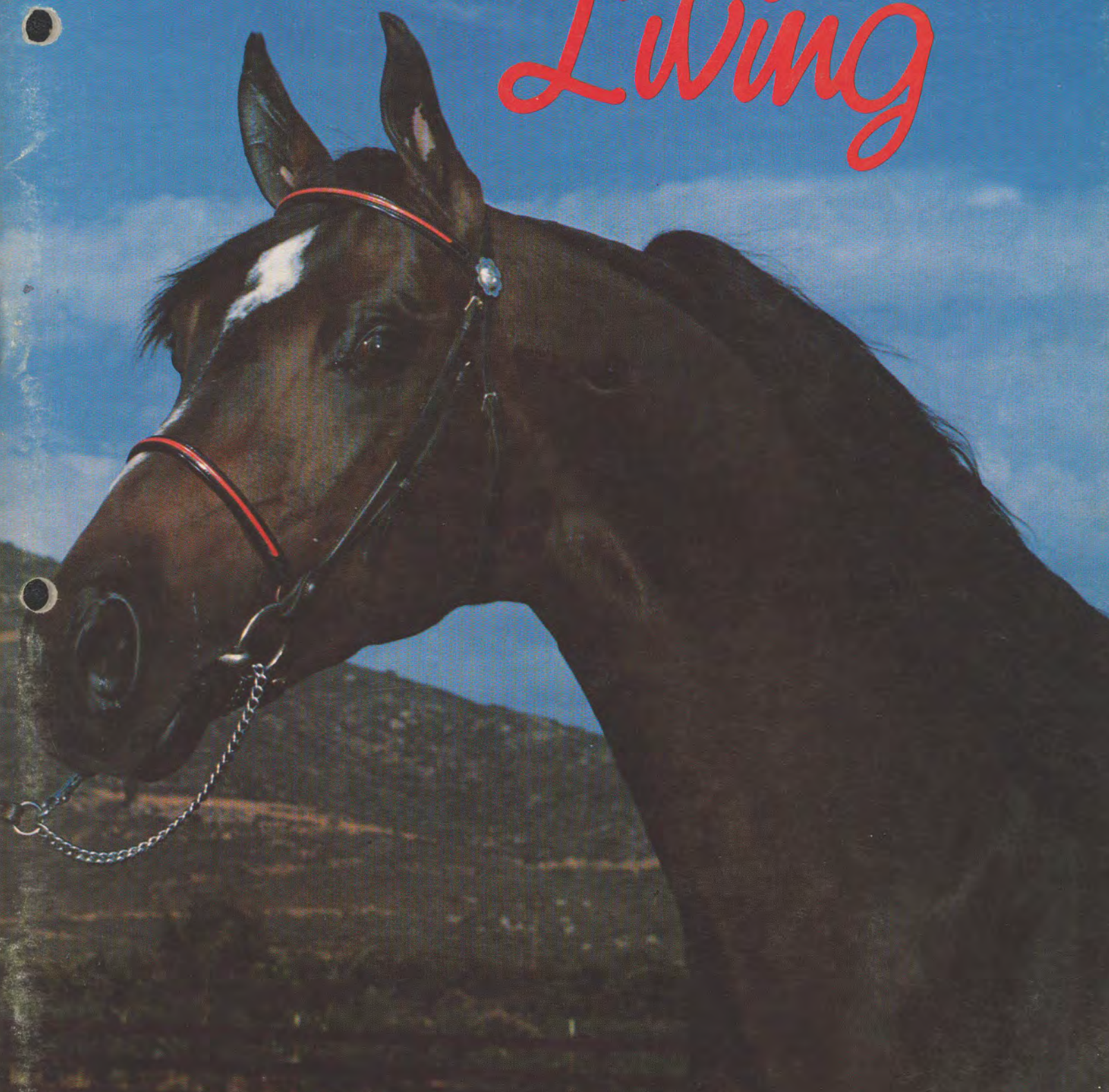


NOVEMBER 1972 / 75c

*San Diego's North County*  
*Living*



EL DI SAR ARABIANS

*A Holiday Wrap-up  
of Royal Secret  
by  
Germaine Monteil*

For your Christmas convenience, we've glamour-wrapped a luxurious gift-worthy selection from the Royal Secret Collection. Look for our famed flowers-and-spice fragrance in glimmering gold foil tastefully emblazoned with our elegantly modern monogram. From 4.00 to 32.00.



available at  
**RANCHO SANTA FE PHARMACY**  
La Granada and El Tordo  
in Rancho Santa Fe  
756-2433



JOHN HOGAN

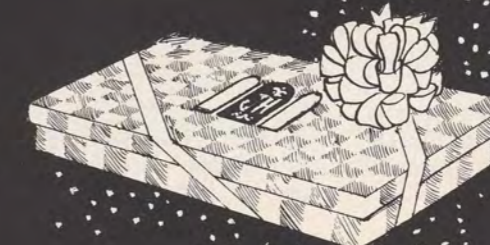
**Bottled-up Emotions  
to be released for loving occasions**



**A partial presentation of our particularly present-able perfumes**

All prices from for 1/2 oz. sizes. They're also available in toilet water, cologne and dusting powders. Left to right: Bal à Versailles by Jean Desprez, \$48; Chanel No. 5 by Chanel, \$16; Climat by Lancôme, 17.50; Chamade by Guerlain, \$16; "L' Air du Temps" by Nina Ricci, \$25. ; L' Interdit by Givenchy, \$20; Ma Griffe by Carven, \$17; Fluers de Rocaille by Caron, \$18; Cabochard by Grès, \$19.

John Hogan Gift Certificates  
make ideal gifts for  
fashion-minded ladies...  
golden gift boxed  
all ready to give.



John Hogan La Jolla:  
7636 Girard, 454-7121  
San Diego: 7th & C, 234-9165  
Fashion Valley: 291-7100

THIS IS LIVING  
by Don Dedera

---

## COUNTING OUR BLESSINGS AT THE CHECKOUT STAND

---

Over to Big Bear the other day to buy an 18-pound turkey, and, as the saying goes, all the trimmings.

There isn't much a man can do in a supermarket except paddle along, try to protect his shins from reckless female cart pushers, and reflect philosophically upon the condition of the world.

I looked around. The coffee in five grinds and 20 brands neatly stacked. The multiplicity of canned goods. All the fruits you ever heard of, and some you haven't. Yams from the south. Sardines from Norway. Tins of chilis from Sonora.

The fresh produce: celery and citrus and coconuts and square yards of chilled fresh staples that we take so much for granted. Little miracles, the pineapples, the papayas, the grapes, the bananas, the cashew nuts.

And the meats. Once I retreated to the meat-cutting room to massage my battered ankles, and I watched the incredibly skillful butchers trim and package the portions of richly marbled beef. Zing! zing! the steaks flew from the buzz saw, and whack! whack! the sumptuous pot roasts fell from the boning blade.

The butcher said already he had sold a whole semitrailer of turkeys—bulbous, golden immaculate birds, in grades from 29 to 39 cents a pound.

Returning to the aisles, I joined in the collection of necessities. Artichoke hearts. Deviled ham. Crackers for dips. Dips for crackers. Imported cheese. Stuffed olives. Smoked oysters. Who says men are spendthrift, impulsive supermarket shoppers? I planned every selection for at least 15 seconds.

At that, we spent \$38.23 for a basket-bulging mound of vittles that will be around for a couple of weeks, right down to the last drop of turkey soup.

Well, so what? We've all been to grocery stores. There's an Alpha Beta or Safeway, a Lucky's or Mayfair around every corner. And inside them all, similar displays of hours-old baked goods and vintage wines, inspected dairy products and frozen delicacies.

As I stowed the prizes into the wagon, memory fragments flashed of a journey to Russia, of a market in Leningrad, proudly shown as a highlight of the guide tour. The best in the city . . .

On the butcher's block, a side of stringly, elderly dairy cow being cut up, mostly into stewing cubes. Buyers were few, at \$1.25 per pound, when families were earning, on the average, \$3 per day.

Everywhere the queues of weary women, here waiting for a handful of fresh strawberries; there standing for two hours to bid on a bunch of turnips; here feeling the breast of a thin pullet brought alive into the city by a peasant; there hefting a warm wilted head of cabbage off a huckster's wagon.

Of bread and milk and cereals there seemed to be a sufficiency, but side dishes were limited to crops immediately in season of local origin. I recalled my unsuccessful search for a cup of coffee that didn't taste like roasted wheat and stale chicory; a salad made of something other than tomato and cucumber; and any kind of meat of a quality that could be broiled.

I remembered a side street in Kiev, a cafe frequented by the people of the city. A pretty Ukrainian girl sat alone, making a feast of borscht and dark bread. She splurged 25 cents for a patty of butter. For desert she ordered the prime item on the bill of fare: a medium-size orange, weighed at the table by the waiter, cost, 50 cents. The girl peeled her orange with great care, and prolonged her enjoyment by eating it one section at a time.

The irony of that episode was almost painful to recall, inasmuch as I now cultivate a small grove of valencia trees whose windfall goes unused in a land so bountiful the supermarkets can sell a whole sack of oranges for a buck.

I wouldn't suggest here that the greatness of a nation is in the splendorous tables it sets, or that a person's gratitude should be for mere food.

But if my Big Bear were open on Red Square these days, the line would be ten times as long as the crowd waiting in front of Lenin's Tomb. The people there would be profoundly thankful, and so, I hope, are we.



## What's going to electrify our tomorrow?

- **The supply and demand dilemma.**

As our country and its economy grow, so will the demand for electricity. Yet, throughout the nation, utilities are finding it harder and harder to build much-needed power plants and transmission lines. Nuclear plant construction has been particularly hampered. The problem is clear...where will our future electricity come from?

- **The sun's a long way off.**

Some think tomorrow's electricity could come from the sun. Or the tides. Or even giant windmills. Exciting ideas. But not very likely. According to the President's Office of Science and Technology, there is no reliable alternative to fossil-fueled and nuclear plants to meet our needs through the year 2000. So where does that leave us?

- **We planned tomorrow yesterday.**

From scratch, it takes about five years to plan and build a conventional steam power plant. It takes about twice that for a nuclear station. So we've had to plan the next decade with the technology and resources we have **right now**.

- **More clean nuclear power is a must.**

We're hoping to complete two more nuclear units at San Onofre in the late 70's. Unfortunately, construction has already been delayed two years. So we must fall back on the only other alternative...

- **We'll have to build more fossil fuel plants.**

We've scheduled an addition to our Encina plant as soon as numerous environmental studies and government approvals are complete. Also, we've begun initial planning for additional gas turbine installations throughout our service territory.

- **New energy from the earth.**

Toward the end of the decade, we hope to have two additional sources of power. Right now, our engineers and others are working on Utah's Kaiparowits plateau, exploring ways to tap its rich coal deposits and still protect the environment. We're also doing geo-thermal drilling in the Imperial Valley looking for underground steam to run power-producing turbines.

### Part of the answer is up to you.

Right now, we're ahead of the energy crisis. We're doing everything we can to stay there. At SDG&E, we have more than 3600 people making sure you'll have the electricity you need...and a better environment in which to enjoy it. But we still need your cooperation and support. You can help us by using the energy you need wisely. And by realizing that facilities for future power must be part of today's planning. With your help, we can electrify the next century just as effectively as we have the last.



SAN DIEGO GAS & ELECTRIC COMPANY

We do more than just care.

# REAL VIEWS

After two years of living in La Jolla and going to the movies, I have found myself attending a small personalized number of movie theaters. Following is a list of those theaters and the reasons why I always return.

**The Academy Theater** grabs me every Friday. While all the other theaters change their programs on Wednesdays, the Academy changes every Friday, many times ending my week on an exclamation point. The bottom half of its double bills is usually a film I've always wanted to see but missed its first time around. The most intelligent movie audience in this area can be found there. Its sister theater, **The Fine Arts**, is in the midst of an orgy of x-rated films, but I await the moment it regains its senses.

**The Capri Theater** is a modern comfortable theater. Its \$1.25 twilight hour lets you see a good movie twice. There is plenty of parking around back, and it is the only first run theater that will mix a **Death In Venice**, **Arruza**, or **Garden of the Finzi-Continis** in with the normal first run Hollywood features.

**The Center 3 Cinemas** are run in the new tradition of multicinemas, separate theaters housed in one building with staggered starting hours and one candy stand. What makes the Center 3 Cinemas so marvelous is that not only do they have a weekday bargain hour of \$1, but they continually run good double features. **Cabaret** and **The Prime of Miss Jean Brodie** is a typical double bill you can find there now, and the three theaters' programs range from westerns to musicals, catering to everyone's movie tastes.

**The Cinema Theater** is another of the four or five first-rate cinemas in the area. The seats are plush, the screen is as large as any film could ever demand, and the prints are usually clear and unscratched. **Deliverance** is coming, and I'll be there when it does.

**THE LAST PICTURE SHOW IS A MASTERPIECE!** It is not merely the best American movie of a rather ordinary year; it is the most impressive work by a young American director since 'Citizen Kane'



by Alan Pesin

**The College Theater** also has a \$1.25 twilight hour. The benefits of such a policy is that now you can take a chance and give **Marjoe** a look-see. If it offends you, walk out. It only costs you the price of a two month subscription to TV Guide. If you like it, tell a friend, if you have more than one.

**The Fashion Valley 4 Theaters** have the best money deal available. Not only is it possible to buy a box of candy, popcorn, and a soda for only 45c, but every Monday night until the end of **ABC's Monday Night Football**, you can attend any show at the theater for 90c. This is in addition to a daily twilight hour ranging from 90c to \$1.25. For 90c on a Monday night you can make the choice between **The Bad Company**, a sophisticated reprise of the **Culpepper Cattle Company**, or **A Separate Peace**, directed by Larry Peerce whose last project was **Goodbye Columbus**. And **November 15** brings a choice between **Lady Sings the Blues**, the Billie Holiday story starring Diana Ross, and John Huston's **Fat City**, a film you should have already heard about.

**The Grossmont Theater** is my all-time favorite. There is nothing more satisfying than driving to Grossmont, having a juicy hamburger at Cocos, then entering the Grossmont theater, buying a Vanilla Malt Cup for dessert, and finally settling back in a quality setting that matches the best of films. The Thanksgiving to Christmas show is

**Ulzana's Raid**, starring Burt Lancaster, and directed by Robert Aldrich of **Dirty Dozen** fame, in what I hope will be a return to form for both of them. Memories of **Vera Cruz** make **Ulzana's Raid** number one on my "can't wait" list.

**The Spreckel's Theater** has 1,923 seats and was built in 1923. The crowd inside is rough on artistic pretension, but the management clearly avoids such films whenever possible. My fondest memory of the Spreckels is seeing a double feature of Peckinpah's **Straw Dogs** and Aldrich's unseen **Grissom Gang** there, the day after **Straw Dogs** was released from its National General exclusive engagement, a chain of theaters I vigorously boycott for various reasons.

I haven't mentioned the **Clairemont**, **Roxy**, or **Strand** theaters, but they are 60c theaters I attend when they have a film I want to see for the second time. I haven't mentioned **La Paloma**, **The Unicorn**, or **The University of California** at **San Diego Monday and Friday Night Flicks** because anyone that is that interested in movies would have found out about them by now. I haven't mentioned the **La Jolla Cove** because I've always seen the movies before they get there. And I haven't mentioned the **Casino** and the **Aztec** theaters. They are on the wrong side of Broadway in downtown San Diego and you will have to discover them on your own. There is a lot to say about movie theater ripoffs in the form of raised prices for popular movies, but never lowered prices for unpopular ones; first run theaters showing worn out prints at first run prices; and a hundred other things; all of which happen least frequently at the theaters I have listed.

Remember one thing. Every theater has a phone number. Don't be afraid to call whether you want to find out about prices, parking, or do they have mustard for their hot dogs.

# ANTHONY POOLS

...is the world's most experienced pool builder.

## This can save you money and headaches!

**Our experience** in building 55,000 pools—more than any other builder in the world—will save you money! It also assures quality and dependability. How else could we become the world's largest pool builder?

**Our unequalled construction volume** gives us less costs per pool. These savings are passed along to you.

**We manufacture a full line of pool equipment** and accessories—thus eliminating the middleman's profit. Again, these big savings are passed on to you.

But the advantage of an all-Anthony equipped pool doesn't stop here. You are also sure your pool will be built quickly—without delay for parts or accessories.

Should anything go wrong someday on any part of your pool you need only call Anthony and we'll be there to correct your problem quickly and courteously.

**Don't settle for second best** when you can have an Anthony pool for less money. And skip the headaches.

**DON'T MISS THIS CHANCE!** Get your pool now! Our big fall discounts will save you money!

## FALL DISCOUNTS AVAILABLE NOW!



Sketch shows installation of famous Antho-Sweep pool cleaner.

## ANTHONY POOLS

**WORLD'S LARGEST POOL BUILDER • 26TH ANNIVERSARY**  
Showrooms open every day including Sunday, 9 a.m. to 9 p.m.

**SAN DIEGO • 283-6411**  
5801 Fairmount Extension

**ESCONDIDO • 746-3511**  
667 Escondido Boulevard

VISTA, 724-1424 • FALLBROOK, 728-1720 • RANCHO SANTA FE, 753-5551 • OCEANSIDE and CARLSBAD, 722-6075

**AVOID PLANNING ERRORS.** Learn everything about pools. Send for Anthony's big, 36-page full-color Guide. FREE. No obligation.

Call or mail coupon today to:  
**Anthony Pools**, 5801 Fairmount Extension, San Diego, California 92120. L-3

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

# THE MERCADO

## Marketplace of Adventure

# THE MERCADO



*Swiss Health Chalet*  
"The friendly little store in the Mercado"

BACK TO SCHOOL SPECIALS

Famous Brand of Rose Hip Vitamin C (500 mg.) Buy 250. Get 50 FREE.  
Multiple Vitamins—Buy 300. Get 60 FREE.

Many Other RED DOT Specials for October & November. We carry fresh organically grown produce, meats and juices.

In the Mercado at Rancho Bernardo

487-2878



**Fieldcrest**

Luxurious Fieldcrest towels . . . Regal rugs . . . Royal Hawaiian perfumes and lotions, Neutrogena, Vita-Bath, Jean Nate . . . unusual and exquisite gifts for the bath and boudoir.

the  
**Towel & Tub**



487-5508



Are they all happy legs?

see them at



FASHIONS & THINGS  
487-1707  
The Mercado in Rancho Bernardo



NOW OPEN  
San Diego County's Newest Horse Center

Hunter — Western  
Complete Stock of Show Equipment for Horse and Rider  
Owned and Operated by People Who Show and Know

The Beautiful Store for the Beautiful Horses  
487-5147

**THE LIVERY**  
At The Mercado



The most celebrated craftsmen and artisans are represented in our treasury of imports and collector's items. From rustic beauty to exquisite craftsmanship, from delicate precision to sensitive shaping.  
487-2421

**Jansen's**



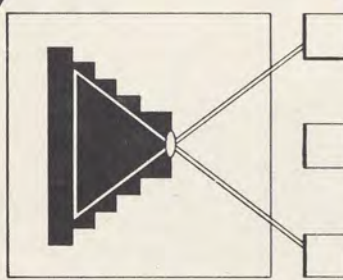
MISSES AND JUNIOR APPAREL

A Shop For The Style Conscious Ladies Who Appreciate Fine Quality and Service

11844 Rancho Bernardo Rd.  
At The Mercado  
Rancho Bernardo  
San Diego, CA 92128  
(714) 487-7498

See these, and 28 other exciting shops! Just 5 minutes south of Escondido on 395

AT RANCHO BERNARDO . . . 20 MINUTES NORTH OF SAN DIEGO ON 395 (163)



**images unlimited**

Something Different in Photography

at the Mercado  
487-5515



**ARTE a MANO**  
"ART BY HAND"


ANNOUNCING FALL CLASSES  
Please register in advance for each class. Classes limited to 10.  
In the Mercado

Candles  
Paper Tole  
Decoupage  
Bead Crocheting  
Draping Nativity Figures  
Christmas Egg  
Oil Painting  
Leaded Glass  
Batik

ARTE a MANO  
487-1665

**UNIQUE GIFTS FOR CHRISTMAS**

. . . The Mercado a place of charming shops and boutiques . . . unusual gifts . . . exotic imports . . . terrific furniture . . . smart accessories . . . fun toys and games hand-crafted items . . . novel kits for do-it-your-selves . . . bring your Christmas list and shop the Mercado at Rancho Bernardo.



*Formfit Rogers*

Enjoy yourself in a bunch of bright young things that really sweeten up the scene. Pick yourself a bunch of Cherries Jubilee by FORMFIT ROGERS. And the prices: Nothing over \$15.

*The Other Half*  
(Upstairs)  
487-8743



The ultimate in the finest, authentic Mexican food . . . candlelit atmosphere . . . home of the quesadilla . . . open daily at 11 a.m. . . Sundays from Noon. Si, we have cocktails! East Plaza, 487-3232.

Your credit at Consuelos is established on presentation of your RB credit card.

**Consuelo's**



Specializing in  
Elura Capless Wigs

Servicing  
Styling

Upstairs. 487-2833.

*U.P.'s Wig Boutique*

**RIGHT HEIGHT  
RIGHT LIGHT  
RIGHT SIGHT**



This school year consider a study lamp recommended by your utility. Scientifically developed by the Better Light Better Sight Bureau and the Illuminating Engineering Society. Comes in vivid yellow, vivid orange, white, espresso, beige and black. And the price is right at (Regular \$22.50) **ON SALE AT \$14.95**

**746-1497**



922 EAST VALLEY PARKWAY  
ESCONDIDO, CALIFORNIA  
(Next to Kinney Shoes)



*news from the world of*  
**Carte Blanche**

**TRAVEL CONVENIENCE  
WITH THE NEW CARD GAME**

The "New Card Game" has been specifically designed with YOU in mind. With all the pressures and havoc encircling one's day, we are aware that convenience is of the utmost importance to you as a Carte Blanche cardholder.

Being able to lean back and enjoy the relaxing atmosphere of air travel makes your life even more enjoyable. However, the space age with its constant improvements sometimes prevents you from traveling as often as you desire because of higher air fares.

"Tune in on the New Card Game." There is a big beautiful world awaiting you, and Carte Blanche is your own personal key.

Any airline ticket which you purchase with your Carte Blanche card whether it be directly through the airport or at your customary travel agency, may be placed on our convenient "deferred billing" schedule. When you purchase your airline ticket, just advise the agent that you would prefer deferred payment—we will do the rest.

Let us explain how our deferred payment plan works. Payment for an airline ticket may be extended over a maximum of 24 months, as long as the payments break down to at least \$10 per month. There is a finance charge involved of 1.5% per month on the unpaid balance. An installment contract will be enclosed with your monthly statement showing you the balance due on the ticket and also the amount of the current month's installment. We indicate the remaining balance so that you may pay the entire amount or just the installment, depending on your preference.

Carte Blanche with "The New Card Game" is striving to make your life just a little easier.

**People, Places  
and Things**

**SALK INSTITUTE RECEIVES  
GRANT FOR RESEARCH**

The sum of \$19,600 has been distributed to The Salk Institute, by The America Foundation, a non-profit statewide philanthropic trust administered by Bank of America for research, educational, and other charitable purposes, it was disclosed today by J. M. Gillean, Vice President and District Trust Officer of Bank of America, in San Diego.

The funds were accepted by Dr. Frederic de Hoffmann, President, on behalf of the Institute, who said:

"The Salk Institute is most grateful to The America Foundation for this expression of good will and confidence in the work of the Institute. This work encompasses broad areas of research in accordance with the Institute motto: 'Basic research — key to health' in such areas as cancer research, reproductive biology, neurobiology, immunology, and research on the origins of life."

Dr. de Hoffmann emphasized that this gift came at a particularly important time for The Salk Institute because these monies would count towards the matching gift of the Gilded Foundation of San Diego in the sum of \$200,000, as previously announced. He also observed that this gift from a trust fund of The Bank of America is indeed further expression of the public spirited policy of The Bank of America with respect to institutions engaged in research which is vital to man and society.

In presenting the check to Dr. de Hoffmann, Mr. Gillean expressed the hope that this gift would be a forerunner of many similar gifts, including securities and other property, to further the important work being conducted by The Salk Institute in California from interested foundations and public spirited individuals.

The distribution represents income originating in San Diego under a trust established by Lucielle A. Rutshaw, the "Flower Lady," who devoted the last 20 years of her life to helping others, particularly men of the United States Navy, home-ported here, Gillean said.

The trust, known as The Lucielle A. Rutshaw and Henry C. Rutshaw Memorial Foundation is to continue in perpetuity exclusively for charitable or educational purposes, Gillean said.

**LIVING MAGAZINE  
STAFF**

Publisher and Editors  
Ralph W. Giffin  
Ruth M. Giffin  
756-2415 or 756-1705

Contributing Editor  
Terry Esposito  
756-2415 or 756-2959

Advertising  
D. Robinson Casey  
756-2415 or 459-8579

Contributing Travel Writer  
Charles Royal  
756-2415 or 745-6140

Del Mar Correspondent  
Sharon Mackey  
756-2415 or 755-4231

Oceanside-Carlsbad Correspondent  
Kitty Peeling  
756-2415 or 722-2324

La Jolla and  
Baja California Correspondent  
Chris Borgen  
756-2415 or 453-0282

Photography  
House of Portraits, Del Mar  
John Daly, Escondido  
Robert Sperry, Rancho Santa Fe  
Al Tosca, San Diego  
E. P. Jaffarian, Escondido  
Alice Dutton, La Jolla

Design and Art Direction  
Phyllis L. Stover

Assistant Artist  
Lynn A. Ostrow

Printing  
Arts & Crafts Press, San Diego

**Publishing Information**  
LIVING MAGAZINE is published monthly by the Village Press. For information regarding advertising rates call 714/756-2415 or toll free 453-0340 or write The Village Press, Post Office Drawer Q, Rancho Santa Fe, California 92067. Third-class postage rates are paid in Rancho Santa Fe, California.

**SUBSCRIPTION RATES**

1 Year 6.00  
2 Years 11.00  
3 Years 15.00

**ABOUT THE COVER**

Cover boy, BASK-TEZ, joins the stallion string at El Di Sar Arabians, Rancho Santa Fe. More about him in the feature story on El Di Sar Arabians in this issue.

San Diego's North County  
*Living*



VOLUME II NUMBER 11  
NOVEMBER 1972

**FEATURES**

12 LIVING AROUND TOWN  
by Terry Esposito

28 THE CHALLENGE  
by Dr. Don W. Thiel

34 EL DI SAR ARABIANS

**DEPARTMENTS**

47 THE VILLAGER  
Happenings at Village Park

63 MOONLIGHTS  
by Lynn Moon

70 APPEALING SEEN O'SIDE  
by Kitty Peeling

74 FINGERTIP SHOPPING

76 BUSINESS & ESTATE TOPICS  
by Larry Showley

79 ASSOCIATION NEWS



**R. M. CLOTFELTER**  
LICENSED REAL ESTATE BROKER  
in Rancho Santa Fe

Since 1931

IN RANCHO SANTA FE  
Country Homes  
and  
Homesites

REAL ESTATE INSURANCE

756-2422

IF YOU'RE LOOKING FOR A COPY OF  
San Diego's North County

*Living*

IT MAY BE PURCHASED AT  
**RANCHO SANTA FE**  
Rancho Santa Fe Pharmacy  
El Tordo & La Granada

**IN DEL MAR**  
Del Mar Drugs  
1436 Camino Del Mar

Speedy 7-11  
Mango Drive/Del Mar Heights

**IN SOLANA BEACH**  
Here's Cheers Liquor  
49 Lomas Santa Fe Drive

**IN LA JOLLA**  
Nautilus Pharmacy  
6902 La Jolla Boulevard  
La Jolla Rexall Pharmacy  
955 Prospect (Cor. Girard)

La Jolla Shores Market  
2259 Avenida de la Playa

**IN LA COSTA**  
La Costa Gift Shop  
In The Lobby

# Living around town

by Terry Esposito



Mr. and Mrs. John Steiger and Mayor Howard Richardson.



Carter Billingsley



Hostess Pattie Morris



Mrs. Roy Palmateer



Randall Mitchell

## Morris Ranch Site of Le Pique-Nique Manifique

Mr. and Mrs. Oliver Morris graciously opened their beautiful country home, a picture of elegance, featuring appointments gathered from far corners of the globe and glorious park like surroundings for an old fashioned French picnic, in the grand manner. Guests enjoyed strolling through the perfectly appointed pool pavilion, a triumph in color and design, touring the main house and finely decorated guest cottages, followed by dining and entertainment. This highly successful event, benefiting the North County Concert Association was headed up by Chairmen, Mrs. Jarvis Barlow and Mrs. Charles Monroe and a magnificent and efficient group of hard working committee members.



Michael Straub



Mrs. Bert Lawrence



Mr. and Mrs. Joe B. Cockrill



Supervisor and Mrs. William Craven with Dr. and Mrs. S.



Mr. and Mrs. Pratt with Mrs. Peter Mitchell.



Mrs. Jarvis Barlow with Mrs. Michael Straub.

## around town

### NEWS FROM LA COSTA

Another interesting facet has been added to the Jewel that is La Costa: In the past week, the magnificent new Conference Center has reached completion. It will be in this lush setting that La Costa will entertain Executive Groups from all over the world. The exotic pyramid-shaped ceiling of the Vallarta Room with its multi-faceted Tiffanies 9 feet in diameter will dramatically enhance private dinner parties and dances. The Palmas Room conveys an atmosphere of Board Room formality blended with resort overtones while simplicity dictates the layout of the Lindora Room which is ideal for executive meetings.

An additional 'new' is the La Costa Theatre. The 202-seat theatre features the latest engineering advances combined with visual and esthetic beauty. Murals of concave wooden blades enhance the appearance of this multi-purpose auditorium. A top motion picture has always been a nightly ritual at La Costa but now with our new theatre we can offer our pictures in a setting that is perfection.

Internationally-known producer, Joseph E. Levine, is presently a Spa guest. During his stay, he has promised to

send for a print of his new film "The Ruling Class" starring Peter O'Toole and will have it run off for us in the Theatre. Working out in the Spa is usually enough for any one man but the always active Mr. Levine carries on with his picture business during lunch and dinner hours. Greg Bautzer and Merle Oberon have motored down from Los Angeles of late to discuss Levine's releasing Miss Oberon's new film "Interval." That great director, Danny Mann, was at the helm on this one. Danny states that it is a truly beautiful love story . . . the kind that women thoroughly enjoy weeping over. It is interesting to note that we women just love to go to a movie and weep our hearts out. I wonder why?

Again, speaking of Danny Mann . . . he and his adorable wife, Sherry, enjoyed La Costa so much that they are considering buying a condominium here. Both are active tennis players and were in their element with all the tennis action around here.

Equally enthusiastic about tennis is William Holden. He and his son, Scott, spent their time at La Costa dashing back and forth between the Spa and the courts.

And Ruth Roman left 20 inches behind at La Costa when she went into town to star in a "Mod Squad" segment. The new chassis means a com-



Roberta Levitz, President of the La Costa Women's Auxiliary, presents a trophy to Vee Staff of Lake San Marcos Country Club who was Low Gross Winner in her flight, and to Cleo Moland of Whispering Palms Country Club, Low Net Winner of the flight. One hundred and twenty ladies from Country Clubs throughout Southern California and Nevada participated in the two-day invitational. The theme of the tournament was 'political.' Placards said "Vote For Women's Golf." The four flights were named after the wives of Presidential and Vice Presidential candidates.

## ENCINITAS GLASS CO.

ALL TYPES GLASS REPLACEMENT  
 AUTO - HOME - STORE FRONTS -  
 MIRRORS - TABLE TOPS

CUSTOM PICTURE FRAMING  
 and ART SUPPLIES

Phone 753-6361  
 687 Second St., Encinitas  
 CA 92024



THE RESORT FOR ALL SEASONS

FOR THE FIRST TIME  
 in 5 years Warner's is  
 NOW OPEN  
 IN DECEMBER & JANUARY  
 and will feature a  
 CHRISTMAS PARTY  
 and a  
 NEW YEAR'S EVE PARTY  
 make your reservations now!

WARNER SPRINGS  
 SAN DIEGO COUNTY,  
 CALIFORNIA 92086  
 PHONE 714 782-3555



"Outstanding Service"!  
 RADIO DISPATCHED!

- Charcoal Filters and Water Purifiers For Drinking Water
- Soft Water Rental Service
- Automatic Water Conditioners

755-9741

14/NOVEMBER 1972

## around town

pletely new wardrobe for the very talented and lovely **Ruth**. Every woman should be faced with such a problem.

Politics is the theme for the La Costa Women's Invitational Golf Tournament. Red, white and blue posters state "Vote for Women's Golf" and among those doing so are gals from Country Clubs from all parts of Southern California and Nevada. One hundred and twenty lovely ladies are checking in for this gala three-day event. Welcoming cocktail parties, gin rummey tournaments and an Awards Luncheon are all part of the fun-filled festivities planned by the La Costa Women's Auxiliary. Auxiliary President, **Roberta Levitz**, and Tournament Chairman, **Evelyn Roen**, aided and abetted by their Tournament Committee, spent weeks in planning this super golf special. Annually, you can expect to see **Mildred Bollman**, **Pat Burningham**, **Evelyn Earnshaw**, **Catherine Simmons**, **Barbara Cameron**, **Harriet Cole**, **Verdis Sindler**, **Ceil Sullivan**, and **Vivian Trost** among the group.

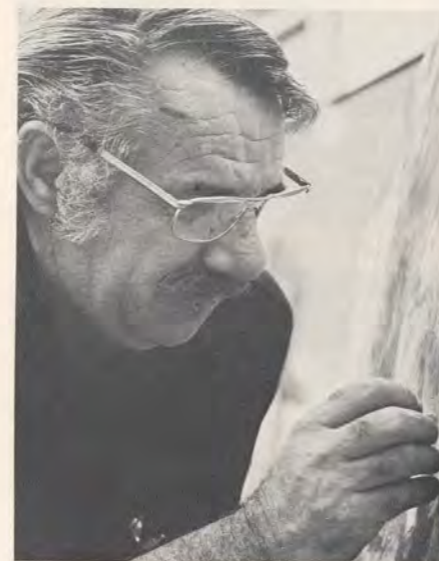


Mousie Powell represented Thunderbird Country Club in the La Costa Women's Invitational Golf Tournament. Mrs. Powell is shown at the Awards Luncheon following the two days of play.



Marge Sommer and Harriett Cole were among the 120 ladies that participated in the Awards Luncheon following the La Costa Women's two-day Invitational.

## THE MAN . . . THE ARTIST . . .



Ralph Costantino is a man of two worlds.

One is in a place in North County by name of Spook Canyon — rough, undeveloped, with electricity just put in.

The other is the sophisticated world of La Jolla where he determinedly follows pursuit of his chosen profession — painting of his bold abstract art.

Costantino is one of the lucky painters of the century. Although few people have heard of his paintings, his name or seen them, he is backed by a new firm called Medicin Enterprises, a La Jolla based limited partnership which believes that he has an unlimited future.

There will be no da Vinci — latter day glory — for this artist who already has earned over \$50,000 from his paintings in the last three years.

And with strength such as **Rexford Ryan**, whose home had become a virtual gallery of his painting, and **Nancy Scott**, a 30-year-old brain who has made a fortune in the stock market, Costantino need have no fear for the future.

But when he is through with the sophisticated world of art, his hideaway is Spook Canyon, some five miles southwest of Escondido near Rancho Santa Fe where he is building his own studio and home.

And just so things aren't too drab on the "farm" where he raises his own corn, squash, and other vegetables as well as a few head of cattle to be butchered, nearby he has a swimming pool.

## around town



Right now, the pool is one of those above ground and visible from the deck which is completed around the unroofed studio.

The Costantinos have a staff of two Mexican boys and one Mexican girl who assist them in whatever house-keeping there is, food preparation and the care of their children, **Tony, Angeleo, Augustine** and **Anita**.

The strange thing is that Costantino's wife, **Lucille**, did not know that the canyon on which they reside was at one time owned by her family, **Morales** and called Morales Canyon. In fact, she discovered her grandmother broke her back riding the road in front of their under-construction home and remains of the original Morales adobe home still stand.

Costantino calls his home under construction "a conflagration of chaos."

No room is connected to the other . . . their bedroom will open onto ponds . . . the studio will have complete skylighting.

Why all of this for one artist?



"He's a good risk" say the two principals of **Medici**, both experts at investments even with the unique approach to the business of making patrons of the arts a business venture. Costantino is allowed to paint what he wants, the partnership carefully files away the painting, selling a few now and then.

The partnership intends to introduce Costantino's work nationally and internationally so that his status as one of America's finest contemporary artists can be introduced.

Ryan hastens to admit, however, that **Medici**, or its partners, have not "made" Costantino who was earning before they decided to assist him.

Nancy, a pretty, petit brunette who parlayed the money her parents wanted to give her for graduation into an impressive investment portfolio instead, claims that:

"We are arranging this world of fine art in a modern business like way which we feel is extremely unique," she says. "It could become a major force in the fine art field." □

Virginia Blesso Real Estate  
 756-1659

Post Office Box 571  
 Paseo Delicias  
 Rancho Santa Fe, California  
 92067

Allan Leonard

## Stambeck's



1105 CAMINO DEL MAR  
 DEL MAR, CALIF. 92014  
 755-8232

EXPERT TACK REPAIR  
 (fast service)

WE OIL AND CLEAN  
 SADDLES

WE MEASURE FOR  
 DEHNER BOOTS  
 AND

VOGEL BOOTS

Custom-made

Pythchley Hunt Attire  
 Made in England

Open Tues. thru Sat.  
 10-6 p.m.

Closed Sunday and Monday

## VILLAGE

Community Presbyterian  
 CHURCH

Rev. DONALD R. CAUGHEY,  
 Minister  
 Rev. JAMES C. MURRAY,  
 Assistant Minister

Sunday Worship: 10:00 a.m.  
 Church School: 10:00 a.m.  
 Choir Rehearsal: Thursdays, 7:30 p.m.

PASEO DELICIAS,  
 RANCHO SANTA FE

the  
"inn-place" to  
relax and enjoy  
luncheon and dinner.  
private parties, too.



**THE Inn**  
AT Rancho Santa Fe  
CALIFORNIA 92067

Telephone  
756-1131



**CAROUSEL**

**INFANTS  
& JUNIORS**

A shop for infants  
to young juniors

Toddlers 2-4  
Girls 7-14

Sizes 0-24 months  
Girls 3-6x Juniors 3-11

Carter, Aileen knits, Cinderella,  
Gemway, Her Majesty — all names  
you will recognize for top quality

**CAROUSEL**

241 E. Grand Avenue  
Escondido 745-4769

**"Browne & Vogt"**  
Engineering Surveyors, Inc.

**726-0920**

SUBDIVISION  
LAND SURVEYORS  
TOPOGRAPHICAL SURVEYS

621 SO. SANTA FE AVE.  
VISTA, CALIF. 92083

## around town

### DIA DEL SOL TENNIS/BRIDGE EVENT



Jerry Kirkeby, Modeling



Joy Fuentes, Modeling



Lynn Adkison, Dorothy Hatfield



Judy Arendsee, Tennis Chairman



Bliss Bancroft, Brunch Chairman

Beach and Country Guild's Annual Fund Raising Event, "Dia Del Sol," was a huge success. Well over 200 tennis and bridge players and fashion buffs participated in the days activities. Joanne Warren, gracious mistress of Villa Fortuna, once again opened her home to charity. Cerebral Palsy was the lucky recipient. Villa Fortuna is a new home with old world charm, featuring many fine antiques and ob-

jects of art. The guests were welcomed to wander through the lovely home and tour the seven and one half acres of beautifully landscaped grounds.

Mrs. Warren was so generous to supply the flowers for the day and J. P. Mathiew, interior designer from Los Angeles, arranged the beautiful bouquets and very unusual centerpiece of vegetables that charmed us all.

One of our guild members, Mardi Brown gave us her fabulous recipe for

PHOTOGRAPHY BY JAFFARIAN

## around town

"Mardi's Brunch Casserole." For those of you that loved it, here it is:

### Mardi's Brunch Casserole

Saute the following and drain well:

- 1 pound hot bulk sausage
- 2 cups finely chopped celery
- 1 onion, finely chopped
- 1/2 diced green pepper

Place in a large casserole the following and stir well:

- 2 envelopes dehydrated chicken noodle soup
- 1/2 cup uncooked white rice
- 3 cups boiling water

Add the sausage mixture to the casserole and dice and add the following:

- 1 small can pimento
  - 1 can waterchestnuts
- Bake at 350° for 1 1/2 hours. Stir after the first 30 minutes.

Serves 8.

Caroline and Alice's showing of the "Phyllis Sues" collection was very well received. Their lovely shop at Lomas Santa Fe was mobbed for days after the show. The C.P. members and guests had a marvelous time modeling. These fine pictures were taken by Jeff Jaffarian of Escondido.



J. P. Mathiew's Vegetable Arrangement



Joanne Warren



Sue Colbourne, Publicity Chairman



Ethel Iverson, Guild Chairman



Loraine Sterkel, Modeling

**Old Damascus RESTAURANT**  
HOME OF THE FAMOUS SHISH KABAB  
Shish Kabab at its best  
Authentic Lebanese Food  
Exotic mixed drinks  
Atmosphere of old Arabia  
Truly Cosmopolitan  
Lunch Mon.-Fri. 11-2:30  
Dinners Mon.-Sat. 5-9:30  
3683 FIFTH AVENUE SAN DIEGO  
297-3228



**Jane Brett**

Realtor



La Granada in Rancho Santa Fe

**756-1442**

If you want to know  
what's going on  
on Wall Street,  
ask Shearson Hammill

MEMBERS NEW YORK STOCK EXCHANGE  
Village Center, Rancho Santa Fe, 756-1161  
from Encinitas 753-6338  
from Escondido 746-4200 - from San Diego 297-4666

# around town

## REPUBLICANS MEET AT LOMAS SANTA FE

This is at a regular meeting of the R.S.F. Rep. Women Fed at Whispering Palms, Mon., Oct. 18.



Mrs. Robert Orlick (Pres. R.S.F. Rep. Women Fed.) and Mr. Bill Stephens (Ch. Nixon for Pres. San Diego)



Mrs. Jean Ashcroft (County Pres. of Rep. Women), Assemblyman John Stull, and Mrs. Paul Lloyd (Rancho Coastal Humane Society)



State Senator Clair Burgener, Mrs. Jean Ashcroft, and Mrs. Robert Orlick.



Assemblyman and Mrs. John Stull, State Senator and Mrs. Clair Burgener.

## COUNTRY FRIENDS FASHION SAFARI

Again the Country Friends presented one of the world's finest fashion shows arranged by John Hogan, featuring his All-Designer Fall fashions, including an exciting collection of Michael Novarese and breath taking jewels from Jessop's. Guests attended from wide spread areas of San Diego, enjoying the splendor of the Rancho Santa INN grounds where this annual event took place.



Mary Pratt



John Hogan and Jan White

# around town



Michael Novarese



John Hogan and three models sporting the obviously elegant "Hogan" look.



San Diego Zoo brought one of their adorable little models to participate in the show.



noted san diego sculptor allan kravitz

one of a kind exquisite sculpture

exclusively yours commission or selection

discover his new studio-gallery



owl sculpture studio ... san diego 4019 hawk (off washington ... mission hills)

299-4440



Baume & Mercier contemplate the universe, and create starry eyes and hearts full of love. \$200 to \$2,450.

Clifford Ferrar

Fine Jewelers at Sanderson's 7802 Girard, La Jolla - 459-2407 Also Maui: Hilton Hotel, Maui, Hawaii



Mrs. Alfred A. Gregory of Rancho Santa Fe is wearing an Andora Original of gold metallic brocade chiffon. The soft pattern of mink brown and beige is particularly flattering to the slim-fitted bodice and the mini-cowl neckline. The unique draping of this lovely gown cascades into easy fullness both front and back for a graceful party - pretty look. Fully lined in soft batiste. Sizes 12 to 20 \$132



LA JOLLA SHOP  
7925 GIRARD AVENUE  
PHONE 459-3838

## around town

### CALIFORNIA PROFESSIONAL HORSEMEN'S TRAINER OF THE MONTH



Mr. Frank N. Evans, President of California Professional Horsemen's Association, Chapter One. This association is a group of professional horse trainers in our San Diego County, situated all over our county areas . . . El Cajon, Bonita, Solana Beach, Rancho Santa Fe, Oceanside, La Jolla, Encinitas, Escondido, Temecula, Lakeside, etc. . . . This association was formed to improve the quality of horse shows in our county, to improve the riders and quality of horses. The horse show season begins in February and each weekend there are approved CPHA horse shows which continue into December. These approved shows are free to attend, and the public is always invited to attend. Riders and horses that compete in these approved horse shows become eligible for points during the year and if they are able to attend the show and compete by placing, at the end of the year they are eligible for silver trophies which are awarded at the big climax of the year for horse show people. This year, the 17th Annual Awards Dinner will be held January 20, 1973 at the Hotel del Coronado. This is the largest awards dinner held in the country. No other place (not even the American Horse Show Awards Dinner in New York) can boast as large a turnout as this, the reason being that in our

San Diego, County, we have the largest amount of horses per capita than any other county in the country, and we can boast of the best riders and the best caliber of horses.

A great deal of credit can be given to Mr. Evans, for personally training people in the art of riding, and their horses can almost always be seen in the winners' circle.

Frank N. Evans owns and operates the Buckeye Ranch in El Cajon. He entered the professional business of training and instructing people, both children and adults, back in 1935, and today is still doing what he loves best . . . working with children, and adults, teaching them how to ride, whether it's for pleasure or in the show ring.

He also is a very popular Horse Show Judge, he travels quite a bit between his showing horses. He judges at least 60 days a year, and his trips take him to Canada, Hawaii, and all over the United States.

Frank is also very much in demand as a speaker and lecturer on training, instruction and judging at several places. He has spoken on these subjects at Palomar College, University of California, at many Riding Clubs and many Horse Associations, so people may learn the many facets of horsemanship.

## around town

"Elsinore CIMARRON"



### ARABIAN SPLENDOR

Fast becoming one of Rancho Santa Fe's most popular Equine photographer (Having already achieved distinction in every phase of portrait and commercial photography arts) Jaffarian captured the magnificence of the newly procured 15.2 $\frac{1}{2}$  hand, dapple gray stallion, "Elsinore CIMARRON," owned and to be shown by Susan Esposito. Bred by Mr. Charles Doner of Elsinore Arabian Stud, one of the original Arabian breeding farms of great esteem in the U.S.A. carrying with it a history of success in the show ring, race track and producers of Arabian horses winning international acclaim, "Elsinore CIMARRON" was sired by Doner's famous imported stallion \*Mirzaz, undefeated on the Pol-

ish Race track and U.S. National Champion Park Horse and out of the bold, classic imported mare \*Quitafah, bred by the Crabbet Stud, tracing regality to Command Performance for King and Queen of England, fusing double Oran blood lines, proudly reflecting in perfection the renowned \*Indian Magic in her heredity. This young stallion has "only just begun" his career in the show ring capturing an enviable collection of ribbons but above all, respect from those who have crossed his path for his great refinement in manners, truly a gentleman and athlete, traits that far excel beauty when in quest of service, traits when combined make a priceless combination. Elsinore CIMARRON will join the many other classic and versatile Arabians in San Diego in many local Open and Arabian Show circuit.

**Facial FIRM** Facials For Women & Men  
To Keep Clean - Firm - Young  
also  
Individual Eyelash Application  
European Make-up Artist  
only at  
**Francesca's**  
Suite Q 7734 Herschel La Jolla 459-8400

**PHOTOGRAPHY**  
at its finest

**HOUSE OF PORTRAITS**

Tony Francis  
Photographer

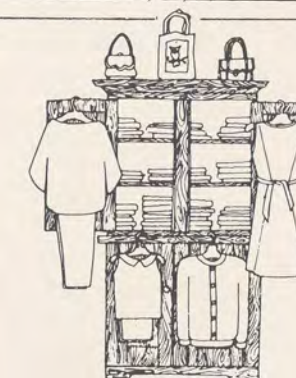


PORTRAITS  
WEDDING  
COMMERCIAL  
PASSPORT

on location  
or  
in our studio

1430 Camino Del Mar  
Del Mar, California

755-9347



**THE TWO GOATS**

Traditional Countrywear  
for Men and Women

RANCHO SANTA FE, CALIFORNIA - 756-1996

# Surf Side Realty

TWO OFFICES TO SERVE YOU

Edwina Moran  
in North County  
107 S. Acacia, Solana Beach  
telephone 755-1530

Jan McKusick  
in La Jolla  
7534 La Jolla Blvd.  
telephone 459-0616

## Retired? Will your nest egg last as long as you do?

Funny thing about nest eggs: they sometimes disappear before you expect it. And, if you're retired, that can put you in a serious financial bind.

No need to worry with an Equitable fixed-income annuity. You'll never outlive your principal. Starting right now, a life annuity can give you an income—derived from both principal and interest—for as long as you live. Even if you live to be 100 or more.

Here's how it works. First, you decide how large an annuity you can buy. Then, Equitable uses the money you pay for the annuity to send you a check for a fixed amount every month, for the rest of your life.

What's more, a portion of the annuity payments you receive is not includable in income for Federal income tax purposes, since a part of each annuity payment is considered a return of principal.

Now, with Equitable's improved rates, a man 70 years old can get a guaranteed yearly income for life of about 11%\* of the purchase price of the annuity. (Women receive not quite as much because they live longer.) And, the older you are, the higher the yearly income—about 13%\* for a man of 75.

Wonder how much lifetime income your nest egg can buy you right now? Send in the coupon for the facts.

\*Based on rates adopted on Dec. 20, 1971, which are subject to change.

### ARNOLD I. KAISER

SUITE 200, THE EQUITABLE BLDG.  
1333 CAMINO DEL RIO, SOUTH  
SAN DIEGO, CA 92108 — TEL. 714/291-7373

Please send me, without obligation, information about Equitable's fixed-income life annuity.

Name \_\_\_\_\_

Date of Birth \_\_\_\_\_ Sex \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Phone \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Spouse's Date of Birth \_\_\_\_\_

## THE EQUITABLE

The Equitable Life Assurance Society of the United States, New York, N.Y.

More fixed-income annuity business in force than any other company in the United States. • Assets of more than \$15 billion — Founded — 1859

## around town

### ARABIAN TRAINER MIKE DISRUD



A winning team in the Arabian Costume Class. Mike Disrud up.

Growing up in Montana, Mike has spent his life time with horses. Starting out with quarter horses and as a youngster enjoying the local roping club, going on to be active in High School Rodeo organization, gaining his western training from an extremely knowledgeable couple, Jim and Sandy Carpenter when he moved to Oregon. While attending the University of Montana, Mike studied Horse Management, a course given by Dr. Bob Miller who had managed the Cal. Poly Horsemanship program. From this man he learned the science of hackamores and spade bits as well as leg aids and the importance of time and patience, a commodity that to many equestrians cast aside.

The call to duty came and Mike entered and honorably served his country in the U.S. Navy for four years. Completing his service tour he continued his activities in the horse world. Becoming interested in the English phase of training, he started his education with jumpers at Michael Manesco's Stable in Pasadena, continuing on to receive additional professional training with Saddlebreds and Walking horses. Upon completion of this extensive background of study, Mike trained for the Riverside Arabians, qualifying their entire show string for the Arabian Nationals in English,



A girl's dream come true, a horse drawn magnificent carriage to take her to her wedding, friend Disrud hitched up his elegant and perfectly trained Arabian and made the dream come true!



Western, Park, Costume and Halter.

Having traveled a good part of the country Mike has decided to settle in Valley Center, finding this beautiful country reminiscent of home. He has been busy at Gene Howard's STAR-TIP RANCH, training and showing his fine horses, as well as his own fine stallion. Unlike many trainers, Mike enjoys giving equitation instruction in both saddle seat and stock seat as well as showing not only at Class A Shows but participating at the C.P.H.A. circuit. He is an active member of the Calif. Professional Horsemen's Association as well as Arabian Horse Associations local and International. To top off this active life, he raises show Borzoi's (Russian Wolfhounds) and has produced some top quality show dogs. STARTIP and Mike extend a cordial invitation to visit the stable in Valley Center.

### NEWS FROM ARABIAN TRAINER JERRY LUCAS

Popular Desert Arabian Horse  
Association President

With a great deal of pride, Mr. Lucas has just procured the fantastic bay stallion, JUR-MEADOW, who he will bring here to stand at stud and continue his illustrious show career. Among the many victories accumulated by this stallion, he recently added the title of Reserve Champion Junior stallion at the Canadian National's!

## LA JOLLA PRIVATE INVESTIGATIONS

CIVIL  
&  
CRIMINAL

459-0430

(DAY OR NIGHT)

P. O. Box 688 La Jolla, California



# MEIL'S

Fine Apparel for Women  
& Boutique for Men

Featuring:

Hooper Imports—Tailored Sportswear

Bleyle - Hanro - Wm. Sax

Kio - Smedley - Selma - Bischitz

Kimberly Knitwear

Amalfi Knitwear

Gino Paoli Couture Knitwear

Tannel Knits

Norman Wiatt Casual Dresses

Shirt Dress of California

Helen Rose Dresses

Robert Leonard - Baron Peters

Herbert Hurwitz Couture

Beene Bazaar

Greg Draddy

David Crystal

Pat Premo Golf Dresses

Da Rue of California Couture

Sportswear

Swoboda Jewelry

Bonnie Cashin Handbags

Fun Footwear

& New things & New things & new

things & New things.

Lake San Marcos  
Lakeshore Shopping at its nicest.

744-1355

Daily 10-5

Sunday 11-4

# around town

## IRWIN'S FETE WEDDING ANNIVERSARY AT LA JOLLA BEACH AND TENNIS CLUB



Mrs. W. Spain and her son, Monsignor William Spain (left) and popular News director of the San Diego Union and his charming wife, Mr. and Mrs. Milford Chipp.



Mr. and Mrs. Phillip R. Crippen (left) and Mr. and Mrs. George Lewis.

Photography by Alice Dutton



Mr. and Mrs. John J. Irwin of Rancho Santa Fe are seen in the lounge of the L.J. Beach and Tennis Club where they hosted a party for area and out of town guests. The black-tie event celebrated the Irwin's wedding anniversary, dinner in the Club patio and dancing were enjoyed by guests.

### Authentic Mexican Colonial on 20 acres

Here's an interesting and unusual home that captures the grace and elegance of the past. Yet it has all the modern conveniences, including central air conditioning and stereo throughout. Antique beams and wrought iron from Mexico add to the charm. There are 5 bedrooms plus den/guest room, 4½ baths, living room, dining room, family room and kitchen with built-ins and breakfast area. Four fireplaces. Maid's quarters. Situated on approximately 20 acres in Rancho Santa Fe area, with peaceful views of the countryside. Property can be subdivided. \$525,000. Shown by appointment only.



Lomas Santa Fe Realty  
P. O. Box AG  
Solana Beach, CA 92075  
(714) 755-6727 or 276-3026



Joseph R. Irwin, of the Ranch, left, and Mr. and Mrs. John A. Irwin were family members welcoming guests to the Anniversary party.



Mrs. W. P. Krafft, La Jolla Beach and Tennis Club member, (left) and Mr. and Mrs. H. W. Cook.



### KLEE WYK COSTUME BALL

Attending the recent "Klee Wyk Loves a Lover" costume ball at the Casa del Prado in Balboa Park are, l. to r. Mrs. Elizabeth Van Horn, chairman for the benefit, Mr. Tom Fleming, Mrs. James Ross Furby, co-chairman, and Mr. Furby. The annual event raises monies to help support and create new membership in the Museum of Man.

### FINE ARTS GALLERY

ART GUILD ALL-MEDIA EXHIBITION (local). Juried exhibition of works by local artist group. Nov. 11-Dec. 31.

MATHEWS: MASTERPIECES OF THE CALIFORNIA DECORATIVE STYLE (Circulating exhibition organized by the Oakland Museum). Paintings, furniture, objets d'art by important turn of the century San Francisco Bay Area artists: Arthur F. and Lucia Mathews. Oct. 14-Nov. 19.

ART SALES & RENTAL (local) Special showing of original works Nov. 11-Dec. 3 of art by local, national and international artists. Nov. 11-Dec. 3. SCULPTURES BY MIKE TODD. Exhibition of sculpture by contemporary American artist. One-man show. Dec. 2-Jan. 7 Show.

PAINTINGS BY GARY HUDSON. One-man exhibition of paintings by contemporary American artist. Dec. 2-Jan. 7.

ROYAL FESTIVALS & ROMANTIC BALLERINAS 1600-1850 (Dr. Edwin Binney, 3rd Collection). A presentation of the development of ballet from its genesis in the Royal Festivals. Covers many facets of dance from royal extravaganzas of mock tournaments to portraits of romantic ballerinas. Stage designs, drawings and pictures. Dec. 15-Jan. 14.

*L'Air du Temps the beautiful perfume  
So many beautiful ways to give it this Christmas*



Splashes of it, glorious sprays of it, silkening crèmes of it, all in gently romantic L'Air du Temps.

Perfume in Lalique Crystal Original Dove Flacons Half Ounce 25.00 - One Ounce 37.50  
Eau de Toilette in Flacons 4.50, 7.50 12.50. Spray Eau de Toilette 6.50, 9.00. Dusting Powder 6.50. Soap, 3 cakes 6.50. Creme Parfumee Body Lotion 5.50.

available at

**RANCHO SANTA FE PHARMACY 756-2433**

La Granada and El Tordo in Rancho Santa Fe



HAVE YOU STARTED  
to open the gate to  
your Estate Planning?



Sound advance planning can greatly reduce the loss to taxes that takes place upon the death of an estate owner. Some people are taking advantage of such planning . . . some are not. Are you?

LARRY SHOWLEY C.L.U., Business & Estate Planning 233-8931  
CHOCONAS AGENCY, 1360 Fifth Avenue, San Diego, California

● Representing  
**Connecticut Mutual Life** INSURANCE COMPANY  
THE BLUE CHIP COMPANY • SINCE 1846

*Bostrom's: The Merry Christmas Store*



Personalized Approved Phone \$49.95



Three paneled tool kit \$17.95



Bar Glass imported from Finland,  
\$2.50 to \$4.00



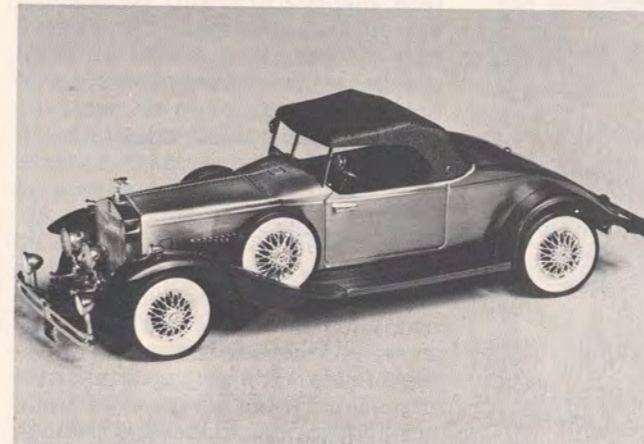
Kraftware Insulated Ice Bucket \$15



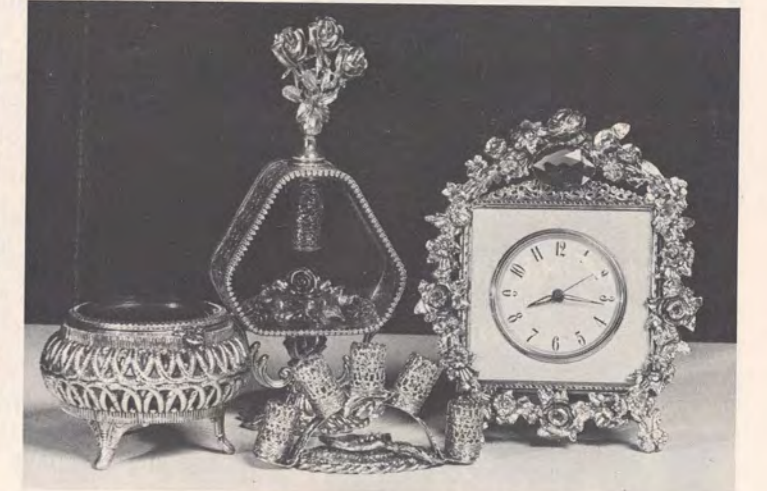
Wall, Table, and Mantle Christmas Decoration  
from \$10.95 to \$19.95



Limited Edition Christmas Plate \$17.50



Imported Radios Lincoln Continental, \$29.95  
Rolls Royce, \$27.95



Boudoir Accessories. 24 karat gold plated from \$7.95

Point Loma Village 225-0142



Lomas Santa Fe 755-4434

Mexican Cuisine - Cocktails  
**ROSENDO'S HIDEAWAY**  
 Carmel Valley Road,  
 Del Mar  
 755-3223 For Reservations  
*We are closed Monday*

**HELEN THOMSEN'S**  
 Catering Service

5763 LA JOLLA BLVD., LA JOLLA  
 PHONE 459-4894

**TRI-CITY ROLLER RINK**

Call 755-4158

212 SO. CEDROS AVE.  
 SOLANA BEACH

**NORTH COAST STATIONERS**

755-4923

127 NORTH HIGHWAY 101  
 SOLANA BEACH, CALIF.

**LA FEMME SALON**

Hair Fashions

756-1794

LA GRANADA  
 RANCHO SANTA FE

*A Key to Health*

**MASSAGE THERAPY**

753-2374

**R. E. BADGER**

Pipeline / Sprinkler Service

756-1402

RANCHO SANTA FE

# THE CHALLENGE

by Dr. Don W. Thiel\*

The English and other European countries have long recognized the value an infusion of pure Arabian horse blood has contributed to the over-all speed and endurance of the racing thoroughbred. Lady Wentworth in her works *Thoroughbred Racing and The Authentic Arabian Horse* attests to many crosses between Arabian stallions and racing mares. My intent here is not to prove the value of the Arabian horse blood — such fact has been proven by time and results — it is now a postulate. However, education is an on-going process of improving our culture and who can deny the ever increasing importance of leisure time in our society as a positive facet of American culture?

What has all this to do with Arabian horse racing? Simply that it is the obligation of those owning the Arabian horse to explore with and to impress upon the general public the Arabian horse's inherent ability to run with top competition.

The importance of this aspect of owning and breeding the Arabian horse can be figuratively assessed when it is known that during the 1965 International Arabian Horse \$15,000 was raised to promote, through legislative action, racing the Arabian horse on a pari-mutuel basis in the state of California. Add to this monetary sum the greatly enlarged Racing Committee (25 members from across the nation and Canada) appointed by International, and the highly successful pari-mutuel racing now in existence, and one gets a fair picture of the extent to which racing has assumed a major role in the overall program of activities concerning the Arabian horse.

Although Arabian horses are raced extensively in Poland and the Far East, they have only recently (1968) been admitted to the tracks in the United States. The Arabian breed has been a popular one in the States for many years (first imports occurred in the early 1900's) but for different reasons. These animals have been excellent

\* *Dr. Don W. Thiel, Educator and Author of numerous books and articles, is chairman of Family Studies & Consumer Sciences Dept. at California State University, San Diego.*

performers in fine harness, native costume, parades, cutting, ranch work, endurance trail rides, and general pleasure show classes. However, owners are beginning to recognize their complete value, for as Mohammed said, "The horse is created to run, otherwise he is as useless as a wooden frame."

The Polish people evidently are very prone to take Mohammed's words of wisdom literally, for in their very long tradition of breeding purebred Arabian horses, no horse — mare or stallion — is used as a progenitor unless it can perform well under racing conditions. Horses that fail in race training are sold to the farmers as cart horses, or to a circus as trick performers.

Unfortunately American breeders of the Arabian horse (the largest number of Arabian horses in the world exist in America, some 12,000 in California alone) have not fully recognized the true meaning of producing a horse that is structurally sound as well as aesthetically beautiful. Anyone who knows anything at all about Arabian horses knows they are pretty, tractable, alert and sometimes upstaged by costumed riders. What most people do not know is that they can be race horses, as evidenced by the show racing program in existence since the late 1950's, and the pari-mutuel program now functioning in the several states permitting these excellent horses to ply their abilities.

Turf Paradise in Phoenix, Arizona was one of the first tracks to race the Arabian with pari-mutuel wagering, although others have now joined this track in what proves to be crowd-pleasing and profitable races. The attraction is a new dimension to most race patrons; that is, the long distance race that demands correctness of body form and great ability. Actually the long distance race is an old tradition, for the thoroughbreds in the past ran long distances — four mile and over heats seemed to be a favorite of the English in the 1700's. The long race was also popular in this country until trainers and owners found that through careful and consistent breeding, the thoroughbred could be made to run faster over a short distance and at the same time many more races could be run in a limited amount of time, thereby increasing the profit factor.



Arabian National Championship Show race in 1969.



Proud Winner.

With increased leisure time and the popularity of the Arabian horse both becoming factors of consequence these days, racing takes on a new and exciting meaning. Local owners and breeders annually prepare their favorite and best horses for the show racing circuit — not necessarily for the profit involved, although no other show class will pay off as handsomely as the race class, but primarily because a horseman inherently loves to pit his best against his neighbor's best.

The Scottsdale All Arabian Horse Show in February traditionally starts the show year off with two to four races for the purebred Arabian, followed by the Desert Arabian Horse Association holding its annual show in April at Del Mar with three races. These shows are followed by races in Oregon, Ohio, Nevada, Indiana, New Mexico, Colorado, Washington, North and South Dakota, New York and Canada. Show racing is held under rules imposed by the International Arabian Horse Association and

races are normally supervised by an appointed race steward of high qualifications.

Pari-mutuel racing of purebreds as the final goal for the racing Arabian is controlled by the Arabian Horse Racing Association of America made up of four officers and twelve governing members. Notables of distinction who act in governing this important aspect of the Arabian horse world are: Gene Turner, John Rogers, Former Governor John Simms, Dan Gainey, Gene LaCroix, Leon Rubin, Hazel Lucas, Arlene Clay, Don Thiel, Charles Doner, Don Ford, Bobbie Kubela, and Capt. L. J. Raine. These people, along with many others, have established rules of conduct for pari-mutuel racing very similar to the Jockey Club rules. All horses must stand identification inspection and must have been properly conditioned with qualifying schooling races prior to racing under their owners' colors. The horse must also be placed under the care and handling of a licensed trainer, who then places the horse in races where he has the best opportunity to race with credit.

In addition to the two well organized programs of racing for the purebred Arabian horse, Racing Futurities are springing up all across the nation. Most notable of these futurity programs is the one conducted by the Western States Racing Association in Nevada in which the purses are rapidly building to sizable amounts and may someday rival the Quarter Horse Futurity of New Mexico. California is moving to conduct futurity races in three sections of the state — Northern, Central and Southern, with a final championship race from winners of the three sections.

**DICK  
 BLACKLEDGE  
 REALTY**



"The Office of Brokers"

PASEO DELICIAS —  
 RANCHO SANTA FE

Office and Home  
 756-1720 OR 755-3163

★ BROKERS ★

DICK & MARY BLACKLEDGE  
 DOROTHY RANDALL

Everyone  
 in the San Diego  
 Area Loves

**SCANDIA  
 BAKERY**

**HOLIDAY GOODIES**

**FANCY PASTRIES**

**BIRTHDAY CAKES**

**WEDDING CAKES**

**COMPLETE  
 CATERING SERVICE**

**FREE DELIVERY**

AMPLE PARKING  
 Located With Here's Cheers Liquor  
 149 Lomas Santa Fe Drive, Solana Beach

755-4026 753-1754



**Little Bavaria**

all the atmosphere of

an Alpine inn

Specializing in German and

American food

Lunch, Wed., Thurs., Fri.

Dinner and Dancing Fri., Sat., Sun.

Carmel Valley Rd. Del Mar  
 755-1383 755-1454

Seven generations of occupation have made changes. A kitchen wing was added at some time after the original construction. Most of the wood trim, including a carved mantel in the southeast parlor, dates from the early 19th century as do brass door knobs, leaded glass designs over the main doors, the north and south porches, and the windows. Bedrooms were made in the upper story by cutting long dormer windows in the roof and erecting partitions.

In 1955, the homestead passed into the hands of the Melzingah Chapter of the Daughters of the American Revolution who now maintain it. The Madam Brett Homestead, easily accessible in the main part of Beacon, N.Y., will amply reward the visitor interested in the life of early America.

**EDITOR'S NOTE:**

**HISTORY REPEATS ITSELF**, or, shall we say, it's still going strong. Rancho Santa Fe's own Jane Brett (McIlwraith) practices Real Estate on La Granada with her brother, Roger Brett. Catheryna of this story was Jane's 9th great grandmother, and her husband's name was — you guessed it, Roger Brett! □

**GARDEN CONDOMINIUMS NEAR COMPLETION**



Les Willson, left, sales manager for Country Club Villas at Lomas Santa Fe, chats with Mr. and Mrs. Orten Collins, new Villa residents.

The Collins moved to Lomas Santa Fe from Van Nuys. Collins retired this month after 37 years with General Motors.

Construction of the last of 156 Country Club Villas, a garden condominium project, is underway at Lomas Santa Fe, Chuck Ripley, vice president and director of sales, has reported. Only 40 units still are available and one of five basic models is sold out, said Ripley.

The two and three-bedroom villas border along the private Lomas Santa Fe Country Club's 18-hole championship golf course. The project was launched a year ago last July.

Almost all of the 81 villas in the first two sections now are occupied and most of the 39 villas in the third increment of construction and are awaiting occupancy.

Ripley estimated the villas in the final section will be ready for delivery to purchasers in late December.

Five floor plans are used with architectural variations (Mexican-Colonial, Spanish contemporary and California ranch) allowing for a choice of 15 different exteriors. Floor space ranges from 1,380 square feet to 1,700 square feet.

Residents are members of a management corporation which provides insurance, cable television, water, trash collection, exterior repairs, maintenance and gardening, Ripley pointed out.

Each villa has a living room with wet bar and fireplace, breakfast area, separate dining room, two full baths, laundry area, patio and two or three-car garage.

**A WESTINGHOUSE SECURITY SYSTEM GUARDS YOUR HOME AND LOVED ONES AGAINST BURGLARY, FIRE AND OTHER EMERGENCIES.**



It's a sad fact of life that crime is growing at an alarming rate. Some sobering statistics: since 1960, crime rate up 144 percent, residential robberies up 213 percent, daylight burglaries up 337 percent.\*

Today, most people, as never before, are apprehensive and concerned about security. They want more protection. That's why Westinghouse, one of the world's leaders in electronics, developed its home security system. Not just another burglar alarm, but an advanced system for most household emergencies.

This system has already been installed in thousands of homes throughout the United States. It not only helps protect your family against burglars and other intruders, it gives warning in case of smoke or fire in the house. (Research shows that a family has from four to ten minutes to get out of the house once a fire breaks out.)

\*Nationwide statistics: check FBI Uniform Crime Reports for statistics in your local area.


And, should you need help in any other home emergency, a pushbutton in your home puts you in direct contact with people who can get it for you.

But the remarkable thing about the Westinghouse Home Security System is its ability to define the nature of the breach in home security (burglary, fire, emergency), automatically notify a 24-hour communications center and, at the same time, alert the family to the danger.

The system watches over your household like a caretaker, too, when you're away from home for an evening or for months. You can install sensors to alert the center if the furnace fails or the water pipes freeze. Other sensors can signal an air conditioning failure.

The Westinghouse Home Security System is more than a burglar alarm. It's fast, reliable help in a home emergency. We call it round-the-clock peace of mind. You will too.

Call 453-7280 regarding installation in your present home.

**Westinghouse Security Systems, Inc.**   
A subsidiary of Westinghouse Electric Corporation

**Westinghouse Security Systems of Southern California**  
A licensee of Westinghouse Security Systems, Inc.

11760 Sorrento Valley Rd.  
San Diego, Calif. 92121

I'd like more information on Westinghouse Home Security Systems:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_





**Relah Elgin**  
GOWNS SPORTS APPAREL RANCHO SANTA FE CORONADO, CALIF.

*The signature of good taste in fashion  
... for forty-seven years*

DRESSES — SUITS  
PANT SUITS  
COATS  
LONG GOWNS  
COCKTAIL DRESSES

**FASHION NOTE. . . .**  
The elegant palazzos. Softly flowing in rich satin-back crepe. . . cuffed dolman sleeve. . . lavishly wide-leg pants. Perfect for the Holidays.

**ARCADE/PASEO DELICIAS/RANCHO SANTA FE/756-2559**  
(behind Rosie's Antiques)  
also in Coronado at 1127 Orange Avenue

Real Estate  
since 1914

Confidential Handling  
of Your Residential  
and Investment Needs

WILLIS M. ALLEN COMPANY

TOM BOWEN LLOYD BRAUER  
JOHN DAVIS ARTHUR HILL  
MERRILL and PETE TAFT  
BETTY and RED LASSWELL  
756-2444 and 755-4855  
Paseo Delicias Rancho Santa Fe

and in La Jolla  
1127 Wall Street  
459-4033

**Mobil**<sup>®</sup>  
A good deal on a good tire.

**GRANT'S  
MOBIL SERVICE**

CORNER LA FLECHA AND  
LA GRANADA, RANCHO SANTA FE

**756-2929**

**SOLANA CARPET CLEANERS**  
For the Finest in Professional Cleaning

**NEW JET "STEAM"  
AND EXTRACTION METHOD**  
The First Of Its Kind On The West Coast

- Deep-Down Steam Cleaning
- Doesn't Soak Carpets
- Extracts Embedded Grit & Soil
- Restores Carpeting
- Lifts Pile
- Brightens Colors
- Sanitizes, Deodorizes
- Soil Retarding

**ALL IN ONE  
GENTLE  
ACTION . . .  
NO  
BRUSHES**

The Most Complete Steam Cleaner  
On The Market Today  
Call Your Local Cleaner  
Lower Prices . . . Quality Work **753-2511**

## People, Places and Things

MR. AND MRS. DAVID  
CYRUS HOOVER



With great pleasure we announce the recent marriage of two popular Rancho Santa Fe residents: Mrs. Jo Milton French to Mr. David Cyrus Hoover. The wedding took place on Saturday, the thirtieth of September; and they are now "at home" on Lago Lindo in Rancho Santa Fe. Mr. Hoover was formerly an investment counselor with Eaton and Howard, Inc.; headquartered in Boston, Massachusetts. He is a member of Scripps Hospital, The Garden Club, Village Church, Boy Scouts, Red Cross, and the Rancho Santa Fe Library. He is also a member of the National Committee on Cub Scouting. Mrs. Hoover is a member of the Country Friends and the Rancho Santa Fe Riding Club.

### WEST COAST NATIONAL BANK TO EXPAND TO DEL MAR

Approval to establish a branch office in the City of Del Mar has been received by West Coast National Bank, it was announced recently by Elmer Glaser, bank president.

In a letter from the Comptroller of the Currency in Washington, D.C., authority was given to establish the sixth West Coast bank office. It is to be located near Ninth St. and Camino del Mar in Del Mar.

"We expect to open facilities in Del Mar during the first half of next year," Glaser said, "and look forward to extending our local banking service there."

"Growth pattern of the coastal area indicates the need for additional banking services there and we are happy that the Comptroller of Currency has acted favorably upon our request."

West Coast Bank opened in December 1963 and currently has assets in excess of \$18 million.

SAN LUIS REY  
MANAGER APPOINTED



Harry Davis, general manager of the San Luis Rey Country Club and Resort.

Harry Davis, who has broad experience in resort management, has been appointed general manager of the San Luis Rey Country Club and Resort, it was announced today.

Davis had been general manager of the Lake San Marcos Resort in San Marcos, for the past four years.

He was general manager of the Village Inn, Fallbrook, for six years and during that period was director of the Fallbrook Chamber of Commerce for a year and served as president of that chamber for two years.

Davis retired from the Marine Corps following 20 years' service. Just prior to retirement and following discharge, he managed the Officer's Club at Camp Pendleton.

The San Luis Rey Downs Country Club and Resort features a 6,600 yard public golf course, rated a par 72 by the Southern California Golf Association, a clubhouse-recreational complex with a 26-room guest lodge, a heated swimming pool, a shuffleboard area, pitch 'n' putt greens, and four professional tennis courts.

Now well underway in development, San Luis Rey Downs is in a secluded, smog-free valley which combines rural setting with all modern facilities.

Besides the country club and resort, the development features the San Luis Rey Downs Thoroughbred Training Center, single-family homesites, hillside condominiums already built, avocado ranch sites, hillside garden apartments and condominium building sites, and small ranch sites laid out with an eye for the horseman.

Davis and his wife, Terry, have been married 27 years and reside in Vista, California. They have one daughter, Kathy, who lives in Fallbrook, California.

# We made the day sunny for two surgeons on their honeymoon.



Dave and Linda started talking marriage when they graduated from college. They decided to wait until they graduated from medical school. They wanted to be surgeons, you see.

That's a long time to wait, but it gave them a chance to do a very bright thing. They dropped in to see us.

We set up a savings plan that would grow until they were ready to use the money. Money that would give them a nice honeymoon before they buckled down to internship.

Dave and Linda honeymooned in the Bahamas.

Their savings had increased nicely because we pay the highest interest on insured savings allowed by law.

That meant those lean months of interning weren't quite so lean, thanks to the plan we'd set up years before.

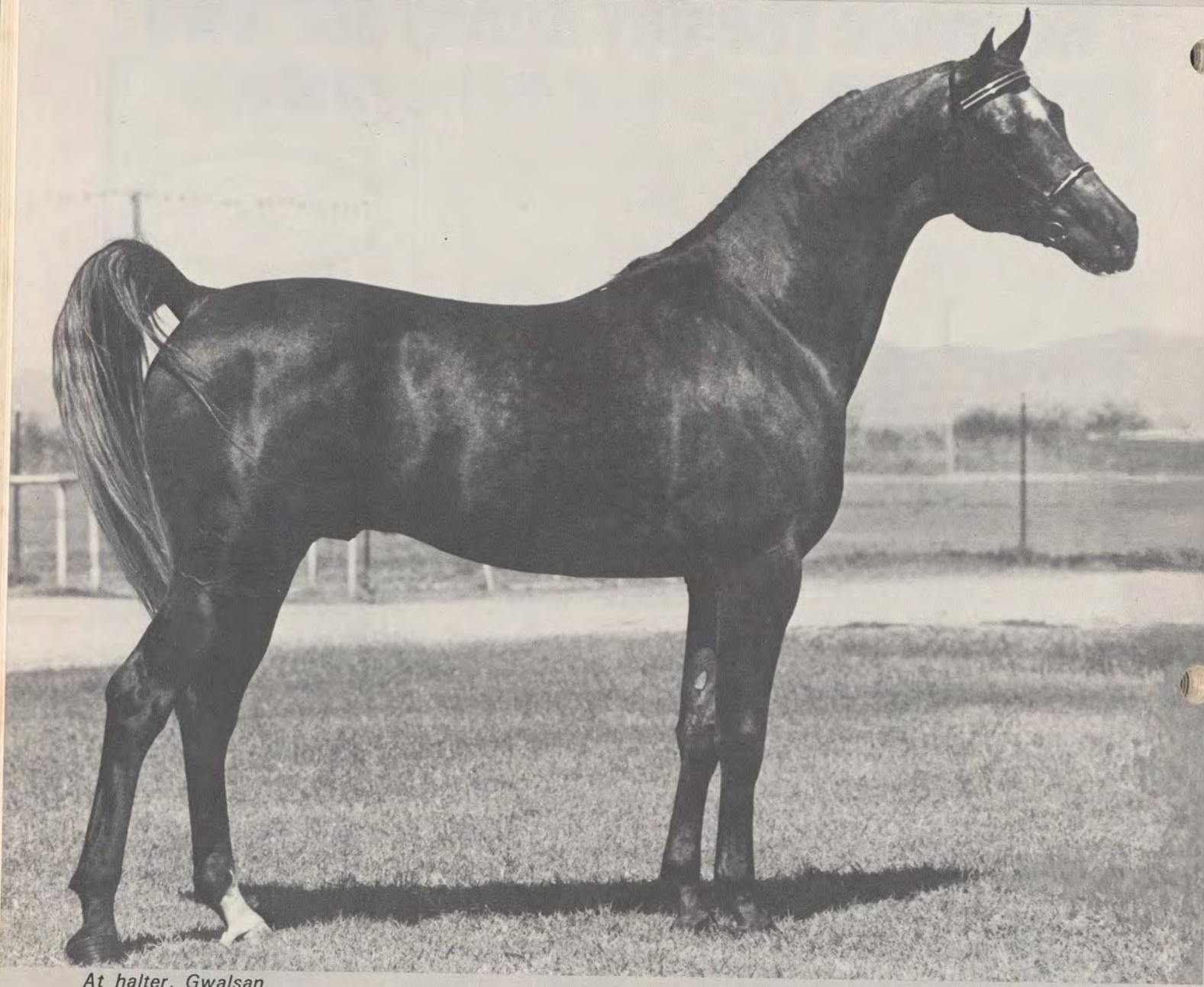
Drop in to see us at La Jolla Federal. We'll make the day sunny for you.

**la jolla federal**  
SAVINGS AND LOAN ASSOCIATION

Home office: 1110 Wall Street, La Jolla

Arena Plaza office: 3495 Sports Arena Blvd., San Diego

Casa de Oro office: 9631 Campo Road, Spring Valley



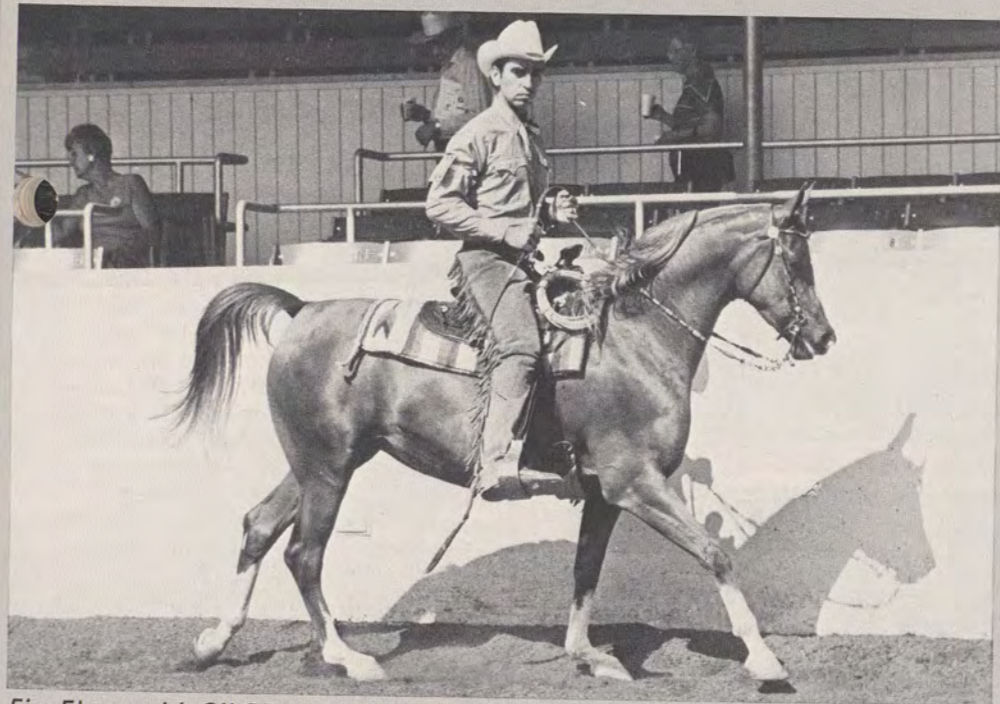
At halter, Gwalsan.

# EL DI SAR ARABIANS

El Di Sar Arabians has been breeding Arabians for the past six years. During this time their policy has been to breed Arabian horses with classical Arabian type, consisting of beauty, elegance, good disposition and superior intelligence. They believe an Arabian should be an athlete capable of activity over all types of terrain. A mount that has the versatility to suit the needs of every member



Young man on the go, Fire Flash.



Fire Flame with Gil Chavez up.

Reg. Polish show mare, Luzja with Mrs. Richard Sarver up.



Fire Flame's young son, Chango.

of a family on the trail or in the show ring.

El Di Sar Arabians is owned and operated by Dr. and Mrs. Richard B. Sarver. Their first purebred Arabian horse Fire Flame was purchased six years ago. She has become Reserve National Champion mare at Halter and Performance. Her sire is the U.S. National Champion, \*Bask, famous imported Polish stallion now at home in Scottsdale,

Arizona. Fire Flame has produced two top colts, Fire Flash, who has never been defeated in his show career, and will be at stud next breeding season. Her other fine son, Chango gives every indication of being a future champion!

El Di Sar's beautiful gray stallion, Gwalsan, is a great example of versatility. A champion at Pleasure Driving, Halter and English Pleasure, winning all three champion-

ships at one show! Gwalsan was sired by \*Gwalior, Reserve U. S. National Champion Polish import race horse and out of Khususan.

Their up and coming young bay stallion, Bask-tez, sired by \*Bask and out of Wonteza is featured on the cover. He recently returned from the Albuquerque show with Show Champion Stallion honors! Just a three year old, this handsome stallion is being trained un-



Dr. and Mrs. R. B. Sarver (El Di Sar Arab.) donated the El Di Sar Perpetual Trophy for the Champion mare at the Desert Arabian annual Horse Show, and entered their Reserve National Champion Fire Flame with get at side Fire Flash, to take home the Perpetual Trophy. Pictured are Dr. Sarver showing and Mrs. Sarver presenting the trophy.



Champion Gwalsan, with Gene La Croix at the whip.



Fire Flame, Gene La Croix up.

36/NOVEMBER 1972

Fire Flash.



der English saddle, in the capable hands of El Di Sar's top trainer, Mr. Gilbert Chavez. Mr. Chavez and his talented equestriane wife, Dee, manage the stable, both are avid Arabian enthusiasts. Bask-tez will be the proud sire when the spring foal crop arrives in 1973. El Di Sar anticipates a dozen new colts and fillies. Young stock, as well as mares, geldings and stallions are available in a price range that will please the most discriminating buyer. The three stallions at stud have created a great deal of local interest, including Mary Mahon and Lisa Carl who have brought their mares to El Di Sar for breeding. A large selection of Registered Arabians are on hand for visitors to enjoy. An official invitation is extended to come and visit El Di Sar Arabians, which may easily be reached by either Lomas Santa Fe Dr. (off highway 5) or Del Dios Hwy. (from Escondido), turning on El Camino del Norte, (north) to Aliso Canyon Road. Attractive signs make finding the Ranch easy, being only minutes off the main road. With Christmas coming, this makes a wonderful place to select the perfect Christmas gift, a resplendant Arabian horse!

□



Mr. and Mrs. Cyrus Thieme of Rancho Santa Fe are enthusiastic travelers. Their tastefully appointed home has many interesting objects from the faraway places they have visited.

Mr. Thieme is a retired lawyer, since his residence here he has served as a director of the Rancho Santa Fe Association and is presently a member of the local Red Cross Board; his wife, Ann is Rancho Santa Fe area director of the Country Friends.

*Redmond*  
TRAVEL

in the Pickfair Building on La Granada Rancho Santa Fe, California 714 756-2438.



## Great Christmas Gifts

Imported Christmas Tree Ornaments

Rain Gauges Thermometers

Imported Italian Cache Pots

Brown-Jordan Patio Furniture

(all stock on hand at a 20% Saving)

Pottery Garden Planters Sun Dials

Flowering Gift Plants

### Rancho Santa Fe Nursery

THE VILLAGE CENTER/RANCHO SANTA FE

CALL US/WE DELIVER 756-1455

## People, Places and Things

### ESCONDIDO LITHOGRAPHER TEACHES PRINTING IN RAMONA

Mention the word "printer" to the average individual, and he generally conjures up the mental image of a round-shouldered old man in a green eyeshade, holding a composing stick in his hand and peering intently into a dusty type case.

This "image" of the printing industry is changing, however, in a new graphic communications course being offered in Ramona this fall through the county's Regional Occupational Program (ROP). As a visitor to this course can plainly see, tomorrow's counterpart to the stereotyped image of the printer is likely to be a mini-skirted young lady operating what appears to be an electric typewriter.

Learning basic printing skills in the free ROP course at Ramona High School are high school students, out-of-school youths, and adults. To be eligible for admission, applicants must be residents of San Diego County and be eligible to attend a high school or adult school in the County.

The course is taught by Mr. Carl H. Swadell, former president and general manager of Swadell Lithographers, Inc., Escondido. It is directed toward developing specialized knowledge and skills through actual experience with modern equipment.

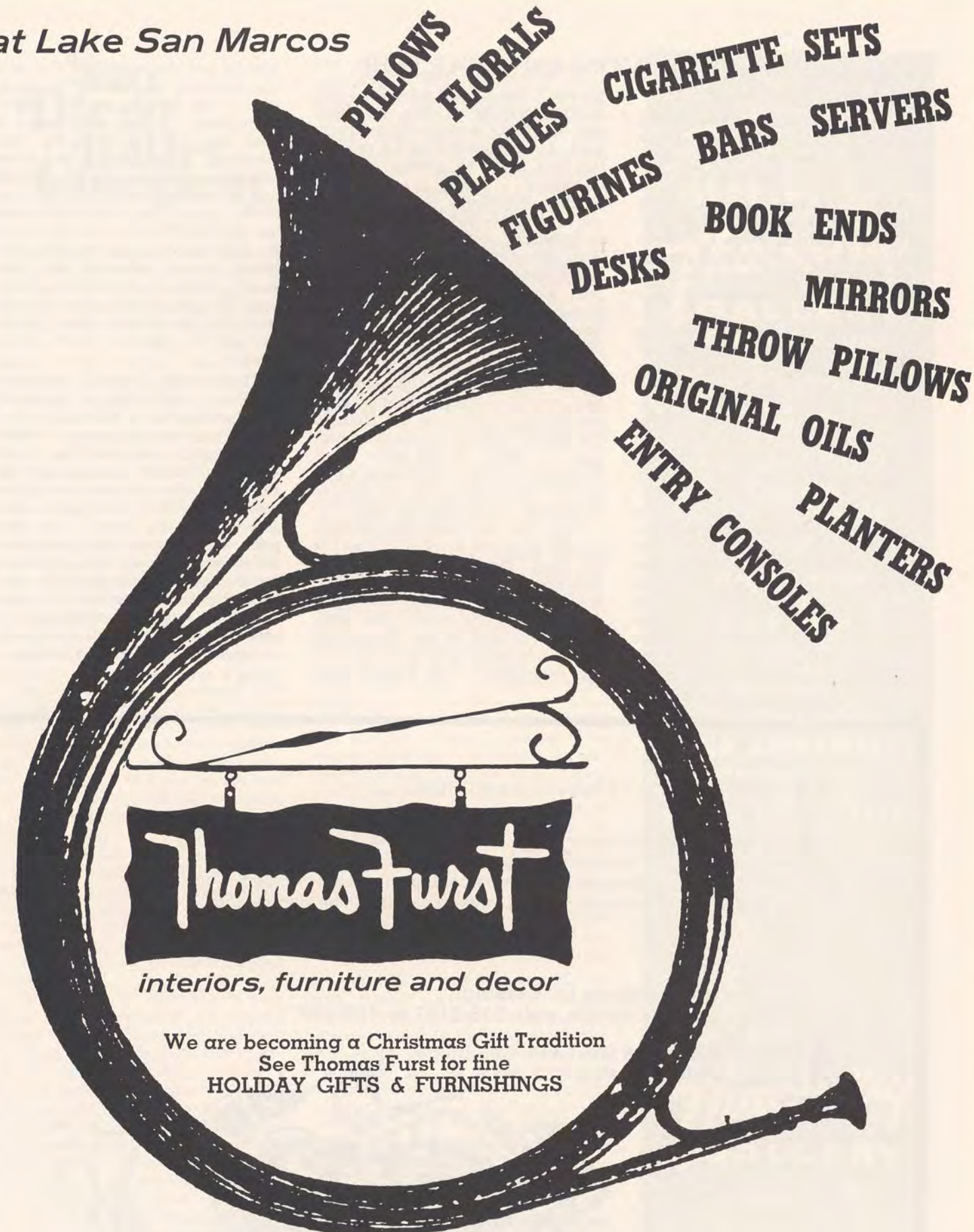
The course is conducted in a "Rotating Occupational Laboratory" which has been specially equipped with the latest typesetting, photographic, offset printing, and bindery equipment. All this is housed in a 60-foot trailer on the Ramona High School grounds.

Two beginning classes are offered: one from 3 to 5 p.m. Monday through Friday, and the other from 7 to 10 p.m. Monday, Wednesday and Friday.

A variety of factors may be used in the selection of students for each class, such as personal interviews, recommendations from teachers and counselors, and the student's occupational goals. In most cases an applicant must be a senior in high school or be of employable age (usually 18 years old) at completion of the course. Classes are strictly limited in size.

Students in ROP courses are trained for "entry-level" positions in various occupations which lack available trained manpower. Recent figures of the U.S. Labor Department indicate that the supply of trained graphics technicians will not catch up to the demand for at least another 30 years.

at Lake San Marcos



# Thomas Furst

interiors, furniture and decor

We are becoming a Christmas Gift Tradition  
See Thomas Furst for fine  
HOLIDAY GIFTS & FURNISHINGS

Dean Allman Jeff Askew Richard Dewson Thomas Furst  
William Hadley Lillian Kaufman Kay Koenig Gloria Rombotis

in the Lakeshore Shopping Village - Lake San Marcos  
744-1758 open Sundays, too: 10-4

## AMERICA'S FIRST WOMAN REALTOR

by David B. Sabine

Reprinted from the October, 1972 issue of *Early American Life Magazine*, through permission of the *Early American Society*, publishers.

Some 250 years ago, a young woman in New York "liberated" herself without fanfare. Mrs. Catheryna Brett, wed at 16, widowed at 27, was the first woman real estate developer and perhaps the first active feminist in America.

Catheryna was the only surviving child of Francois Rombout, a Huguenot who emigrated from what is now Belgium to New Amsterdam in 1654. He prospered as a trader and merchant and served for a time as Mayor of the city. He was married three times and had four children but only Catheryna, born in 1687, lived to maturity.

In 1682, Rombout, in partnership with Gulian Verplanck, purchased 85,000 acres of forest land from the Wappinger Indians in Dutchess County, New York, for items and trinkets worth about \$1250. The Indian deed depicted the size of the patent as going east from the Hudson River along the Fishkill and Wappingers Creeks "into the Woods four Housers

goeing." The English later fixed this distance as about 16 miles. Rombout and Verplanck wanted the property solely for its potential for fur production and made no attempt to farm or settle it.

After Rombout's death in 1691 and his widow's in 1707 the title went to Catheryna, at that time Mrs. Roger Brett, living in New York City. Roger and Catheryna decided to open the land for settlement and asked the Supreme Court to divide the Rombout Patent. Twelve men, under the Sheriff's direction, divided the tract into three long narrow parcels (Stephanus Van Cortlandt had, by this time, come into the partnership) each one having a front on the Hudson. The Bretts received the southern portion — about 28,000 acres along Wappingers Creek. They built a mill on the creek and nearby a home to which they moved early in 1713.

They had big plans for developing the land but it fell to Catheryna to carry them out. Roger was drowned in the Hudson in 1717, leaving Catheryna with two young sons and the real estate. Her management as well as her energy and business acumen won the respect of the community. The Indians were

friendly and she kept them that way. She organized a producers' co-operative — the first one in that part of the country — and participated in it on an equal basis with the other members. Her reputation for honesty and fair dealing won her the courtesy title of "Madam." Seven generations of the family lived in the home place but her son Francis was the last of the Brett name, as his daughter, Mrs. Henry Schenk, inherited the estate shortly before the Revolution. However, Madam Brett's aura was so great that the house is known to this day as the "Madam Brett Homestead."

The building, a typical example of the Dutch architecture of the period, has survived as a one and a half story frame structure, longer in width than depth, sided with red cedar shingles. Whether these shingles are English or Dutch is not certain but they are typical of those seen in New Jersey and Long Island. The cellar posts, set to support the main floor, are unfinished young trees still showing the marks of the axe. The main floor consists of a central hall with two large rooms on either side. A stairway leads to what was originally an open space where slaves slept.

Please turn to page 30

## San Diego Ballet Company

Opening to high critical acclaim and standing ovations, the San Diego Ballet Company's premiere season presentation of Prokofieff's full-length ballet "Romeo and Juliet" promises an outstanding 1972-73 season — the first season in which all performances are scheduled for the 3000-seat Civic Theatre.

Many performing companies' prior publicity promises perfection, but the actual performance and production falls far short of the buildup. Technically, artistically and musically, "Romeo and Juliet" fulfilled the promise.

Of equal importance is the fact that this is the first time any American company has presented the full-length version of Prokofieff's work, after Lavrovsky, and the first time that a production of this magnitude has been presented by any Southern California company.

The critics unanimously agreed that the glorious Prokofieff score, played live, emerged virtually intact, with elaborate sets and costumes to match; and that the high quality of the soloists, corps and extras was exceptional for this young 11-year-old company.

The EVENING TRIBUNE's Joseph Thesken wrote, "... a handsomely mounted production. Jilana and Sutowski were excellent in their interpretations... and displayed a fine sense for the dramatic... The technical end was all to the good... there were 17 scenes, which could be a director's night-mare, but each blended smoothly..."

SAN DIEGO UNION's Donald Dierks wrote, "Ambition has moved mountains, built nations and overcome seemingly impossible obstacles... desire is fully as necessary for success in the arts as talent and hard work. This prelude is by way of complimenting the San Diego Ballet for having the brave and enterprising spirit to undertake a ballet as difficult and elaborate as Prokofieff's "Romeo and Juliet. And compliments are in order not merely for the manifest ambition of the project, but for the surprising quality of the production as well. Central to the success of any production... are the dancers in the title roles. Thor Sutowski was Romeo and his performance was technically secure, elegant in demeanor and masculine in gesture. Jill-

ana as Juliet danced the part with consummate technique and a sweet youthful movement imparting the vulnerability necessary to this role. Together, they formed a completely convincing romantic partnership." He also singled out Thomas Stanton, Donald Bradburn, Robert Hughes, Charlotte Evans and James Lundy for their performances.

Commented the LOS ANGELES TIMES' Martin Bernheimer, "Let it not be said that the San Diego Ballet thinks little. This was not, by any means, the skimpy 'ersatz' 'Romeo' one would have every right to expect. San Diego Ballet offered its audience the whole thing. The choreography of the Company's directors, Dame Sonia Arova (a most distinguished dancer in her own right) and Sutowski asked nothing of the dancers that they could not do... Jilana was a tower of lovely strength as Juliet and danced with that special security, authority and musicality which distinguish an artist from a mere performer."

Five-time Academy Award winner, composer, conductor John Green and Mrs. Green planned in for opening night and stayed for all three performances. Tatania Ralouchinska-Lichine, Dance News' John Daugherty and representatives from Hurok and Columbia Artists' also made the opening night scene.

There was no substitution of quality for economy. The 63-member symphony orchestra, the largest pit orchestra in Civic Theatre since "Young Lord" performed in 1968, played superbly under the baton of renowned Robert Emile. Under the direction of technical director Bruce Kelley, 20 hand-picked carpenters, property men and electricians expertly moved the vast amount of elegant scenery, designed by Kae Tang, which hung from the 70-foot long 63-set-of-lines, on and off the opera-size 56 by 56 foot stage.

Two lighting experts, needing no cues, manned the follow spots — anticipating each dancer's position with uncanny accuracy. Lighting man Chuck McGregor for the past ten years has "followed" all of Jilana's performances. The opulent costuming by Kowalska and Peggy Kellner which was translated into brilliant jewel-toned silks, velvets and brocades visually portrayed medieval nobility's lavish richness. A fortuitously timed grant from the Parker Foundation helped defray the costs of the sets and costumes.

With the knowledge gained through this first major presentation in Civic Theatre, the San Diego Ballet Company looks forward with confidence and well justified pride to achieving even greater results with the future productions of the 1972-73 season.

**Q:** WHY SHOULD I LEASE FROM LINDBURG?

**A:** At Lindburg Leasing we renew over 90% of our leases. Remember, no one in San Diego leases more cars than Lindburg, and no one retains such a high percentage of their customers. Look into leasing from Lindburg. Try the Lindburg diet. You'll be glad you did.

Look into Lindburg for Leasing.  
For complete details, call: 235-6167 or 459-2627

**LINDBURG LEASING** 515 West Ash, San Diego  
941 Pearl, La Jolla



Answers from Lindburg Leasing will put this animal on a diet.



# Thackeray GALLERY

Home of Victor Doyle

Where Custom Framing has been an art since 1924

A complete service

Visit our Beautiful main gallery and Western Room and Print Rooms

Graphics - Oils Water colors Antiques, etc.

## RESTORATIONS AND APPRAISALS

Interior Design Service Available by Grace Lawrence N.S.I.D.



# Thackeray GALLERY

321 ROBINSON AVE. SAN DIEGO, CALIF. 92103 (in Hillcrest) AT 3RD AVE. (714) 298-0171

## People, Places and Things

### "AN EVENING WITH CLEVELAND AMORY"

Dynamic Cleveland Amory, one of America's outstanding humorous writers, played to a standing room only house at the Rancho Santa Fe Garden Club last Tuesday evening.

The author of "Who Killed Society," "The Proper Bostonian," and "The Last Resorts," currently writes for "World Magazine."

Amory is definitely "Sweet on pets" and is the founder, President, of the 35,000 member "Fund for Animals" with headquarters in New York and one of its regional offices in Los Angeles.

This non-profit organization is founded on the premise, "Animals have rights too!" Its creed—"to speak for those who can't."

When Amory was working on the Arizona North Star News, 15 years ago, he crossed the Mexican border into Nogales to watch his first bull fight. This was when he first became interested in the plight of animals.

His research revealed most library

shelves contain 18 to 20 books written on bull fighting, not one of them in criticism of this so-called sport. He said this was when his life really changed for he determined to do something about this injustice to animals.

Amory holds no brief for the hunter and says he decided to form his own "Hunt the Hunters Club" with specific rules, such as no hunting during the dating season or while the hunter is in a parked car. Hunt only when too many hunters are starving in the woods, then it is for their own good.

Amory commented, "if the last word the hunter hears is deductible, he goes happy." Members of the club are asked not to drape the hunters on hoods of cars or take them home for mounting, a cap will be sufficient proof.

Amory said "Fund for Animals" has been instrumental in stopping the government from distributing poison on public lands, to kill coyotes.

He stated, "coyotes are probably the greatest and most useful predators on the face of the earth. They also have the keenest hearing, sight, and smell of any other animal."

"The sheep men graze on public lands at a nominal price and then ask the government to kill everything on that land in order to eliminate the coyote."

Amory said the kids contribute immensely toward saving animals. It was their work which saved the mustangs and the dolphins. They mean business!

"The bill prohibiting the shooting of animals from the air," he said, "would never have passed if an eagle had not been used as an example. For here was a national emblem in danger."

Actually, a clause in the law states if an animal is determined to be a predator, the ban is lifted. South Dakota ruled the fox to be a predator. As a result, 20,000 fox were shot and one hunting party obtained \$3,500 in furs during one week.

"Still," he said, "progress is being made in the establishing of animals' rights." Soon, he feels, the Fish and Game will no longer control animals and fish for the hunter.

Amory asked that the deer hunter shoot only a deer which really and truly cannot make it through the winter. When the hunter wounds the deer, follow it until it is dead, don't stop because of darkness.

"Don't come back to me," Amory said, "and tell me you outwitted anything. For you only outwitted an animal with the intelligence of a 2 1/2 year-old child."

"Don't come back and tell me you enjoyed it, for if you did, you shouldn't be talking to me, but to a psychologist."

## LITTLE THEATRE PRODUCTIONS

San Dieguito Little Theatre is currently in rehearsal for its first production of the 1972-73 season. The comedy **You Know I Can't Hear You When The Water's Running**.

This will be the first of three productions by the theatre group. Future productions include **Summertime** by Ron Cowen opening in January and Neil Simon's **Plaza Suite** scheduled for April.

In the past plays were performed for two weekends but after a highly successful 1971-72 season in which all membership and attendance records were broken, the board has voted to extend the runs of each production to Fri. and Sat. for three weekends.

Last year the group presented **The Odd Couple**, **Ladies in Retirement** and **Lysistrata**. The community support was excellent and as a result the group has been able to start a building fund. With continued support and growth, eventually the San Dieguito area could have its own year round theatre.

So as the cast rehearses, Rollie Ayers, phone 753-6865 and John Suhler are launching the drive for new members. Last year some \$2000 was

raised by selling 130 memberships. This year they hope to triple the number, thus substantially increasing the cushion for production costs as well as the building fund.

An individual membership for \$7.50 enables a person to see all three plays and receive the monthly publication **Greasepaint**. The \$15 family membership entitles the whole family to attend. For \$100 a couple can be "angels"! This allows them to attend all the opening night dinners as well as the plays and contributes a sizeable amount directly to the building fund.

Memberships or further information may be obtained by writing the San Dieguito Little Theatre, Box 643, Del Mar 92104, or by calling Margaret Edwards, President of the group at 753-1836.

"Sandpipers" is the name of a very active group of San Dieguito women who serve as the auxiliary to the San Dieguito Little Theater.

Officers of the group for 1972-73 are Mrs. Dan Achartz, phone 755-1050, president; Mrs. Robert Graves, vice-president; Mrs. Jim Sullivan, treasurer; Mrs. Carmen Lotito, secretary; Mrs. William Doherty, publicity and Mrs. John Suhler, membership.

The primary function of the group which meets monthly is to raise money

for the Little Theatre. In the past the money raised has often been used to help meet production costs for the season's three plays. Currently, because of increased community support and interest, the plays are paying for themselves. Thus, the Sandpipers are now devoting their energies to raising money for the building fund.

One such fund raising event was the Feast of Bacchus, a dinner-dance held Sept. 30 at the Lomas Santa Fe Country Club. Much time and energy went into creating a delightful evening which was extremely successful. Highlighting the evening was an auction which included a wide variety of services including flights to Las Vegas and San Francisco, birthday cakes for an entire family for a year, and a maid and butler's services for a future party. Mrs. Achartz, president of the group announced that after expenses the group will be able to donate \$2000 to the building fund.

In addition to organizing several money raising events annually, the group plans all the pre-performance dinners for the opening night of each production. Mrs. James Sullivan, phone 755-7810, and Mrs. John Coffman are currently involved in planning the dinner to precede **You Know I Can't Hear When The Water's Running**,

## Introducing 1973 Lincoln Continentals and Continental Mark IV



Now we have the 1973 Continentals. The best cars we've ever built. Luxurious near the point of perfection. Designed to be even quieter than the 1972 models. The 1973 Continentals. Anticipating the most demanding test of all . . . an evaluation by you from behind the wheel.

SAN DIEGO COUNTY'S  
OLDEST LINCOLN-MERCURY DEALER

ESCONDIDO 745-4951 VISTA 724-1505 328 SOUTH ESCONDIDO BOULEVARD ESCONDIDO



# PETO MOTORS

## PETO LEASE, Inc. LOW COST LEASING— the modern way to drive a car



Order your 1973 Continental MARK II  
With Full Maintenance  
Lincoln Continental Cougar  
Mercury Montego Comet

## PETO LEASE, Inc.

328 So. Escondido Blvd., Escondido 745-4951

## CHIT CHAT



By Shirlee Smith  
MANAGER  
HOME ECONOMICS DEPARTMENT

Homemaking Shows  
(All at 10 a.m.)

### "Foods to Accent the Holidays"

November 2 and 16  
Downtown San Diego  
(101 Ash Street)

November 14 and 18  
El Cajon  
(104 North Johnson)

November 8  
San Clemente  
(101 West El Portal)

November 15  
Oceanside  
(Elks Club)

November 22  
Escondido  
(Country Club)

Please use caution when using aluminum foil in your oven. We advise against its use in the bottom of an electric range oven because of the danger of the aluminum foil fusing to the oven element and shorting it. A short can burn a hole in the lining of the oven. Aluminum foil also often interferes with oven temperature and baking results. In a gas range be careful to avoid covering the ports in the bottom of the oven. The recommended way to use aluminum foil is to place a small piece on a rack directly below the pie or casserole that may drip. Turn up the edge of the foil so that it can catch and hold the drippings and also not interfere with heat circulation in your oven.

# GOURMET GUIDE

by DeDe Godwin

Now . . . Thanksgiving! This time you may not want to roast a turkey, be in the kitchen for hours, stare at leftovers. Try this little arrangement; it's very festive, really.

### STUFFED BROILER HALVES Serves 4

- 2 rather large broilers, split
- 2 T olive oil
- 1 T parsley
- 2 medium onions chopped
- 1/4 C chopped celery leaves
- 1/4 C giblets
- 6 thin slices bread soaked in water and squeezed out
- 1 small can deviled ham
- 1/2 t salt
- 1/4 t pepper
- Another 2 T olive oil.

For stuffing:  
Grind onions, parsley, celery leaves and giblets (or chop very fine). Simmer in 2 T olive oil for 10 minutes. Add bread, ham and seasoning. Set aside. Grease pan with other 2 T olive oil. Put in broilers skin side up, sprinkle with salt and pepper. Bake 325 for 25 minutes. Remove from oven, fill cavities with stuffing, return to same pan skin side down. Pour over 1/2 C white wine and bake 30 min. longer or until tender.

### OUR FAMILY PUMPKIN PIE Crust:

Spread bottom of 9 inch pan with 3 T soft butter. On this sprinkle 1/2 C ground nuts and 1/3 C brown sugar. Bake 450 for 10 minutes. Cool while you make the filling.

#### Filling:

- 1 1/2 C canned pumpkin
- 3/4 C brown sugar
- 4 eggs
- 2 C evaporated milk (warm this)
- 1/2 t cinnamon
- 1/2 t cloves
- 1/2 t ginger
- 1/4 t salt
- 4 T butter
- 2-4 T brandy

Mix pumpkin, sugar, salt, spices. Add beaten eggs, melted butter and warm cream and brandy. Bake 450 for 10 minutes; reduce heat to 350 and continue baking for 30-40 minutes, until test with silver knife comes out clean.

Serve with whipped cream or sour cream. Flavor is very delicate.

### CELERY AND WATER CHESTNUTS

- 1 bunch celery (4 cups cut up)
- 1/2 to 3/4 lb. mushrooms
- 1 can water chestnuts
- 1/4 C butter
- 2 T flour
- 2 C chicken stock

Slice mushrooms, braise in the butter till soft, add flour and blend. Add chicken stock and cutup celery. Simmer till tender. (add more stock if necessary). Add mushrooms and sliced water chestnuts, place in buttered casserole, sprinkle generously with Parmesan cheese. Heat thru . . . about 30-40 minutes at 350.

## People, Places and Things

### BRANIFF'S NEW TOUR PLANNER

Thinking about taking a trip to South America?

Then pick up a copy of Braniff International's new, just off the presses tour planner. It's a slick and most informative booklet that will show you how to plan your own vacation, taking you step by step through the intricacies of tour itineraries, pointing out the main attractions in each country, and letting you select the things you wish to see and do before you work it all out with your travel agent.

The 34-page booklet is both a practical guide for the potential traveler and a handy sales tool for the travel agent. In addition to regular city-by-city tours with hotel rates, there are combinations that can be worked out.

The traveler wishing to visit Brazil will find in the Braniff tour planner a choice of several one-to-four-day tours that take in the highlights of Rio, Sao Paulo, Belo Horizonte-Ouro Preto, Manaus, Brasilia and Iguassu Falls.

In Chile, for example, there is a basic four-day Santiago tour that includes an all-day excursion to Vina del Mar, the country's popular seaside resort. Other optional tours include skiing at Portillo, a trip to Juan Fernandez Island, believed to be the setting for Defoe's novel Robinson Crusoe, the Chile-Argentine lake district, and an expedition to Easter Island.

For Argentina, there are several tours to Bariloche in the southern lakes region, the seaside resort of Mar del Plata, and even one to far off Tierra del Fuego at the tip of the South American continent.

Whatever the traveler may wish in the way of a South American vacation, whether it be a three-day stopover to visit the lofty two-and-a-half mile high capital of Bolivia and the nearby pre-Inca ruins, a chance to relax along the miles of beaches that line the coast of Uruguay, or a never to be forgotten excursion to the lost city of Machu Picchu or a jungle lodge in the heart of the Peruvian Amazon, this booklet will show him how to go about it, and how much it will cost.

Also included is general information about tour rates, hotel accommodations transfers between airports and hotels, as well as round trip fares between key cities in the United States and South America. For further information and a free copy of Braniff's "Plan Your Own South American Vacation" booklet, contact your travel agent or any Braniff office.

### NEIL MORGAN'S NEW BOOK



The 1972 World Almanac lists San Diego as the site of the Republican National Convention, but a new book by Neil Morgan of La Jolla should help the world forget such loose talk. The book's title is "San Diego: The Unconventional City."

It is the tenth book by Morgan, who is best known for his daily column about San Diego. This is Morgan at his best: alternately extolling and spoofing the city that he loves, sweeping the reader along with his quick humor and the pace of his narrative.

Few cities have so much to be happy about these days as metropolitan San Diego and its neighbors, and in no other city could a happy book like this be written so honestly today. But then no other city has Neil Morgan, whose newspaper reporting, magazine articles, and books have helped to make him and his adopted city admired around the world.

"The Unconventional City" is graced with 99 of the most beautiful photographs ever collected in one book. One-third of them are in color, including an exquisite 16-page color folio of pictures by San Diego news photographers and by James Amos of National Geographic.

In big-book format with soft cover, Morgan's book is priced low enough (\$3.95) to make it an ideal Christmas gift for relatives and friends "back home." It will be published on October 1, and will be available in book stores and on news stands throughout San Diego County.

## VALLEY FORT STEAK HOUSE

FALLBROOK

PHONE 728-1998



CLOSED MONDAY and TUESDAY

## FALCONMOOR KENNELS

HENRY & HELLA HERWIG

## BOARDING

DOGS & CATS

## GROOMING

Show Conditioning

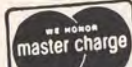
ALL BREEDS

TRAINING - PROF. HANDLING

ACCESSORIES

KERRY BLUE &  
WIRE FOX  
TERRIERS

Sales & Stud  
Service



HOURS

745-2759 9 A.M. - 5:30 P.M.  
Closed Sun. & Holidays

1049 E. Mission Road  
SAN MARCOS



# ABOUT BOOKS

by DeDe Godwin

*THE ADVERTISING MAN* by Jack Dillon (Harper's Magazine Press \$6.95) will have a strong appeal to anyone who has been part of the uncertainties and complexities of the advertising business. To everyone, actually; this is a very good book, readable, believable, and without the glamour that has overlaid many books on this theme. It's the story of Jim Bower, brilliant copy chief of a large agency whose talent with word magic is encouraged and recognized. The president of the agency dies and is replaced by the computer-type martinet who relies on market surveys, motivational questionnaires, time clock watching. The conflict between Jim and the new order is a running battle in which Jim is the loser; the result inevitable. Jim loses his job (and his wife somewhere along the line, which in the crisis seems relatively unimportant).

The writing is blunt, reading rather like the sides of a play: "Jim said," "Jean said" "Bob said," but what happens to Jim is vivid and concrete, the technical detail is authoritative, the situations and dialogue all too valid. Recommended. A good storyteller always, Richard Martin Stern, has become even a better one in his new smoothly written novel "*STANFIELD HARVEST*" (World \$7.95). This is a generation story, not only of a family and the founding of a dynasty, but of California.

Ezra Stanfield, a young lawyer, comes to San Francisco from the east, in 1849; meets Rudi Meyer, already on the way to California's great harvest. Rudi gives Ezra his first case, which he loses, but he is paid with acres of land in California's Central Valley. Ezra marries Rudi's daughter, and so begins a great and powerful family, gaining money and prestige as California grows.

In the early days land was obtained through cunning, chicanery, and violence, and the Stanfield empire grows. The story, written in the present day, with

flashbacks, concerns the present generation, a complex and intriguing group, including Senator Mike Stanfield who controls presidents and corporations; George Stanfield, head of the family's financial interests; Ellen his 17 year old daughter, in love with a cousin her father disapproves. The wives of the Stanfields, the traditions of a unique position, and the effect upon the children, each of whom reacts in various ways.

And there is Pete, George's son, Ellen's brother, reactionary, symbol of change, mutation of early genes, throwback to violence and beginnings, against the Establishment, against tradition, against his family, but still taking land and power . . . but for the under privileged. This is a book that's pleasant to read, smooth and polished, and if not too original in plot, narrated in such a way as to be difficult to abandon.

Probably the most authentic and certainly the most captivating biography of Madame Pompadour, and the era of Louis XV I have ever read is *MADAME DE POMPADOUR* by Nancy Mitford (Harper and Row \$15.00.) Louis XV married, at an early age, dull, dowdy, but extremely healthy Marie Leczinska, daughter of exiled King Stanislaus of Poland. Their 10th child was born before he became restless and bored and after a succession of ambitious mistresses, settled down for twenty happy years with an intelligent lively girl whom he created Marquise de Pompadour. With her he maintained the position of France as artistic and intellectual center. To them we owe the elegance of Louis Quince style of decoration. Their parties were famous, and were their guests. In this great biography history and the people who made it are combined in the inimitable style of Nancy Mitford, whose humor interwoven with a unique gift of narrative makes this impossible to put down. Elegant illustrations too. Please read.



The  
Villager  
Park

# Villager

VOLUME 1 NUMBER 8

ENCINITAS, CALIFORNIA

NOVEMBER 1972



## WILD WEST COMES TO VILLAGE PARK



Saturday, 7 October 1972, Los Hermanos Cinco (The Five Brothers) brought the wild and wooley, gun slinging west back to Village Park.

It was shades of Wyatt Earp and Billy the Kid as Los Hermanos performed their fast draw and wild west stunts at the Recreation Center.

Shows, free, of course, were given at 2 and 4 PM and in-between there was a Square Dance exhibition by the Vista Twirlers of the Palomar Square Dance Association, colorful and toe-tapping!

All the cowgirls and cowboys in Village Park turned out to the round up to see the Wild West Show. A great, bang-up time was had by all! Just one more reason why it's fun to live at Village Park!

## SCHOOL IS BACK IN SESSION

Hooray! For the first time in five years for many Mothers, this offers a few hours free time. My first resolution upon sending another of my brood off to the "Three R's" is to be a better and more efficient housekeeper. However, after the first week this new enthusiasm quickly wears off, and I decide that it's time to do something for ME. Now is the time to take stock of your long put off projects, sewing that got cut out but never put together, spring seeds that never got planted, closets that are bulging and all that good Motherhood, Apple-pie and the Flag stuff that sends little pangs of guilt creeping into your mind. And then look at all the fun, exciting classes that are offered by the local Parks and Recreation Departments in all sorts of new fields. If you are a physical fitness type, or the baker, decorator type, you will find something to interest you. Many of these classes are offered free. In addition, the YMCA has a whole host of classes that will appeal to you, at a nominal fee. So, try on a "new hat" and enjoy yourself!

Unfortunately, now that school is back, so is the season for all the communicable childhood diseases and that old arch enemy, the Common Cold. If your youngster has a cold that seems to hang on longer than normal or is especially cranky, consult your family doctor, he just may have a troublesome ear infection that so often accompanies a cold, and needs some medical attention.

John Cole's Book Shop

780 Prospect St. La Jolla  
454-0814 - 454-4766

### Exclusive does something special for man's suit

Yes, Exclusive-care for men does something for a suit that you can feel when you put the coat jacket on. Meticulous cleaning that's spotlessly quality in result — then — hand finished to put your suit back into its original shape. This is Exclusive's individual touch — boon to your suit's good looks and your comfort.



Exclusive Cleaners Call Collect  
295-3156



3740 Park Boulevard, San Diego, California

## LANDSCAPE OF THE MONTH

Mr. and Mrs. James Murray of 1749 Old Mill Road have a lovely yard. Their home was picked as our landscape of the month. They have an interesting mix of shade plants and succulents in fascinating use of hanging baskets and unusual pottery. Their dichondra lawn is circled by juniper tams and Aztec gazania daisies. A giant stag horn fern greets guests at the front entrance, and the garden walk is lined with aguga ground cover and margarites. Their trees are an attractive assortment of Liquid Amber, evergreen, Japanese Black Pine. An exciting garden blend of various textures, shapes and sizes!



## PATIO OF THE MONTH

The patio of the month is in the Condominium home of Mr. and Mrs. Joseph Gattone, 279 Aspenwood Lane. Mrs. Gattone is a "green thumber" and was busily selecting and planting her patio area while the patio was being constructed. Planting selections include: Evergreen pear, ticus repus, podacarpus, Bouganvillia, olive tree, gazanias, Murray's Exotica, and raphiolipus.



## RECREATION CLUB No. 2

Construction is under way for Recreation Center No. 2. The Pavillion is a huge structure, 32' x 48' with baths, dressing rooms and an area for kitchen facilities and storage, too. The new Pavillion will be used for community activities and social gatherings. There will be showers and dressing rooms adjacent to the Olympic size pool. There will be a three meter diving board, which will be a real treat, and lots of deck space for sunning. Of course, there will be a tot pool for small splashes. The new Recreation Center will have two regulation sized volley ball courts as well as a tot lot, picnic and barbecue areas and lots of landscaping and parks for enjoyment. Recreation Club No. 2 is the second of seven planned clubs.

Photography by Robert Quittner

## YOUR NEIGHBOR

Capt. John and Mrs. Kelly of 1733 Caliban Drive are new Villagers. John is stationed at MC-RD in San Diego, and Carol is stationed at their new home, where she is a busy homemaker and mother to Sean 5, Patricia 4, Kathleen 2, and wee baby Colleen, approximately 2 weeks old. John has served two tours of duty in Viet Nam and has been awarded two bronze stars and one silver star.

Robert and Laura Breitel are new Villagers, enjoying their new home at 1758 Cottage Grove Drive. Their children are Bobby 5, and Kevin 1. Bobby attends kindergarten at Ocean Knoll. The Breitels are interested in photography, swimming, gardening.

Paul and Barbara Simpson moved here from Stockton. They are enjoying the sights and attractions that abound in this area, along with their daughters Laurie 13, Lisa 11, and Linda 9. The Simpsons are very happy in their new home at 1791 Caliban Drive.

John and Margaret Pietrzak and their daughter Jennifer, age 2, are new Villagers. The Pietrzak's and their collie came to Village Park from Detroit. John builds models and enjoys playing tennis, Margaret does decoupage and enjoys being a full time housekeeper. The Pietrzak's live at 286 Gatepost Road.

Joe and Margie Gedrich came to Village Park from their home in Hilo on the big island in Hawaii because they really do prefer Southern California to the Islands. Joe has 23 years of Government service, he was an electrician stationed at Norton Air Force Base. Joe served in the Air Force during World War II. His hobby is music and he plays the ukulele and guitar. Margie is a full time homemaker and especially enjoys gardening.

The Gedrichs love their home at 236 Village Green Road.

Richard and Darleen Swan are new villagers from Huntington Beach. The Swan family, which includes 6 year old Roberta and 4 year old Richard, lives at 1713 Caliban Drive. Mr. Swan is a Controller for U. S. Mortgage in San Diego. Mrs. Swan is very active in Parent Participation Preschool. The Swan's are both bowlers and Richard is also an avid golfer.



## FEATURED FAMILY OF THE MONTH

John and Geri Whalen of 128 Village Run East are our featured family of the month. Together with their four children, Brian 9, Kevin 7, Mary 5 and Sara 2, they are enjoying the fun events and casual living at Village Park.

John is the Commanding Officer of "B" Company, Communications Electronics School at MCRD. During his career with the Marine Corps the Whalen family has been stationed for 2 and 1/2 years in Okinawa which gave the Whalen's an excellent chance to tour Japan, Korea and Thailand. They have brought back many treasures and mementos from their travels.

John Whalen is interested in photography and golf, and most enjoys family activities. Geri has

a myriad of interests, which include sewing, interior decorating, decoupage and golf. She is an active supporter of Pop Warner football, as Brian is their star player in this league. She is a fan of flag football, where Kevin plays for the Recreation Department on Saturdays, and does her best to generate the interest of others in all of her children's athletic activities as well as help with their school work. Brian, Kevin and Mary attend St. John's school, and little Sara is having fun at her pre-school class. The Whalen gang took swimming lessons this summer here at the Village Park pool, and have enjoyed several of the community activities, including the Wild West Show. A happy family of Villagers are the Whalens!

Photography by Robert Quittner

# Building a sense of community.

Guarded swimming pools... safe, quiet parks... Pony League baseball... basketball... 900 acres of running room... horseback riding... Moonlight State Beach less than three miles away... schools nearby...  
Get the picture? Beautiful.

townhouses from  
**\$20,995** / homes from  
**\$26,495**



## Village Park

the community near the sea

Phone 453-7171 or 753-0196.  
Rancho Bernardo and Laguna Niguel,  
other fine New Towns by Avco Community Developers



# The Art of Living

## THE SAN DIEGO OPERA AND "MEDEA": THE GROWTH OF A DREAM

When the San Diego Opera opens its World Premier of "Medea," a new opera by Alva Henderson, the dream of many artists, local patrons, foundations, and international lovers of the art form will have been realized. A brand new music drama, based on one of the classics in Greek literature and starring one of the greatest mezzo-sopranos of our time, will be mounted on the stage of our own Civic Theatre. That week, San Diego will be the center of attention for opera critics and opera goers all over the world.

Alva Henderson was not even thirty years old when he completed this, his first major opera. His talent and his persistence intrigued Walter Herbert, General Director of The San Diego Opera, and Henderson was invited down from San Francisco to offer his work to the ears of the Maestro and his Board of Directors.

"We didn't even ask him to leave the room while we decided," Mr. Herbert recalls. "We were all stunned and silent after his presentation, and agreed immediately and unanimously to give this grand new work for San Diego audiences first."

Then began the wooing of Miss Irene Dalis, a major opera star whose powerful mezzo voice was Henderson's inspiration for the role. She was not interested. Decidedly not. "I am planning to sing 'Norma' opposite Montserrat Caballe," Miss Dalis said. "How could I consider anything else?"

A copy of the score and a couple of bouquets of red roses from Henderson finally swayed her. Today she says, "It's such a marvelous piece of music and a great opportunity. I've rarely believed in anything as much as I do in Alva and this new contribution to the repertory."

In the opera, Miss Dalis portrays a woman who slays her own children for vengeance against her husband when he seeks a younger woman. This, you may recall, is the Robinson Jeffers

play that was such a hit on Broadway in the 50's with Dame Judith Anderson in the title role.

The San Diego opera production opens November 29 in the Civic Theatre. Members of the San Diego Symphony Orchestra will play Henderson's music under the baton of Maestro Walter Herbert. San Francisco Opera Stage Director Ghita Hager will undertake the stage direction. New sets for the production have been designed by San Franciscan Robert Darling, who has also designed the costumes. All technical aspects of the production, including the construction of the sets, are under the supervision of The San Diego Opera's Technical Director, Larry Kane. And with the event, our local company adds another premier to its repertory and again gains the cultural attention of the music world for the city of San Diego.

On stage  
old globe theatre  
balboa park  
NOVEMBER  
1972  
PRODUCTIONS

Opening — November 14 through December 17: San Diego premiere of Joe Orton's "What the Butler Saw." A wonderfully refreshing farce in the consulting room of an absurd psychiatric clinic. The funniest peep show this side of a keyhole.  
Tuesday, Wednesday, Thursday and Sunday evening at 8:00 p.m. Friday and Saturday evening at 8:30 p.m. Sunday matinees November 19 and December 3 at 2:00 p.m. Tickets: (714) 239-2255, noon to 8:30 p.m.

cassius  
carter centre stage  
adjacent to the Old Globe

Opening — November 28 through December 17: Samuel Beckett's brilliant tragic-farce "Waiting for Godot." The plight of two tramps waiting hopefully for a personage to give meaning to their existence will touch you with pity, rock you with laughter and lodge in the corner of your mind forever.

Tuesday, Wednesday, Thursday and Sunday evening at 8:00 p.m. Friday and Saturday evening at 8:30 p.m. Sunday matinee December 3 at 2:00 p.m. Tickets: (714) 239-2255, noon to 8:30 p.m.

## THE SAN DIEGO OPERA



## THE SAN DIEGO OPERA

presents

## THE WORLD PREMIERE

of

## "MEDEA"

by Alva Henderson

Based on the play by Robinson Jeffers. Adapted for the music-drama by Alva Henderson. Euripides' classic tale of the vengeance of a woman scorned.

STARRING

Metropolitan Opera Star

## IRENE DALIS

Nov. 29, 8 p.m.

Dec. 1, 8 p.m.

Dec. 3, 2:30 p.m.

Tickets: \$4.50, \$6, \$7, \$9, \$10, \$11, \$13. Civic Theatre Box Office, 3rd and B, 236-6510. Discounts available for students, military, senior citizens, and special groups.

## ESCONDIDO IMPORTS NEW-USED SALES - SERVICE - PARTS



PERSONALLY ARRANGED OVERSEAS DELIVERY

**745-9400**

SPECIAL CONSIDERATION TO MILITARY

311 EAST VALLEY PARKWAY SO.  
ESCONDIDO



### COBBLESTONE CLATTER

for gifts or cards? The new photography studio, IMAGES UNLIMITED, in the West Courtyard, says there's still plenty of time ... so stop in or call ... Dick Cast, 487-5515.

When you're browsing in TOWEL & TUB, the charming bath shop, be sure and see their darling little birds. In ornate cages, flower decked, they're transistorized and "sing" beautifully ... (and you don't have to feed them!) ... a unique gift for all ages and an excellent "cheer-up" gift for a "shut-in."

PRESS HOLLOWAY, owner of the inviting RUG CRAFTERS at the MERCADO, offers a vast selection of rug kits, or materials for hangings, purses or plaques. Their creative "tool" works in loops from needlepoint size to 2 inches in depth ... giving a rich, textured effect when combined in a rug. Make one for a gift or buy the kit and give someone hours of enjoyment creating their own.

These are just a few ideas to "get you thinking" ... and also plan on seeing the "CHRISTMAS INTERNATIONALE" at the MERCADO ... every weekend a different country will be represented with traditional Christmas activities and dance ... starting Thanksgiving weekend. Won't you join us?

If you're one of those well organized people, then you are quite aware of the fact that Christmas is almost upon us! ... and already have your Christmas lists all made out and ideas are swarming around your head. May we suggest the easy way to please everyone on your Christmas list is with unique gifts from the MERCADO shops. It's so easy, and fun for you too, to select items from these charming shops and boutiques. Exciting fashions ... unusual gifts ... exotic imports ... terrific furniture ... smart accessories ... fun toys and games ... hand-crafted items of original design (everyone enjoys owning a "one-of-a-kind") ... art ... novel kits and materials for "do-it-yourselfers" ... there's truly something for everyone at the MERCADO.

There's still time to order your Christmas cards at SERENDIPITY ... (and while you're there enjoy their charming selection of gifts) ... and how about portraits of you and your family

**THE MERCADO**  
at Rancho Bernardo

Just 20 minutes north of  
downtown San Diego: on 395 (163).

## People, Places and Things

### CHRISTMAS AT KNOTT'S

When is a ghost town not a ghost town? When it's decorated for Christmas — Knott's Berry Farm style.

All the bright and colorful Christmas decorations transform the old mining town into a warm and pretty vestige of the olden days. Old-fashioned wreaths and garlands and pretty red bows deck the buildings and Frosty the Snowman makes his annual appearance. Frosty stays icy no matter what the southern California weather with the aid of refrigeration coils and stands waiting to welcome visitors to Knott's Berry Farm.

Santa will be making his annual trek from the North Pole to his igloo on Grand Avenue at Knott's. He'll be waiting with Mrs. Claus to discuss Christmas dreams with the little folks. Mr. and Mrs. Claus will be arriving Saturday, November 25.

Just next to his igloo headquarters each year is Knott's traditional 40 foot Christmas tree. More Christmas trees, all hand-decorated will light up buildings and shops throughout the Farm.

And if you think you're seeing snow and icicles, don't be alarmed. They'll be there, albeit man-made, to add the finishing touches to Knott's old-fashioned Christmas.

Knott's Berry Farm is located on Beach Boulevard in Buena Park just two miles south of the Santa Ana Freeway.



When Santa Claus arrived at Knott's Berry Farm to take up his annual residence here, Ghost Town Marshal Chuck Foster served as the welcoming party and presented the old gentleman with an honorary sheriff's badge. Santa will be in his igloo every day until Christmas beginning Saturday, November 25.

## People, Places and Things



### BLOOD BANK'S GOAL IS 100 PER CENT VOLUNTEER DONORS

The San Diego Blood Bank has initiated an intensified public awareness campaign aimed at attaining 100 per cent volunteer blood donors by the end of this year. The campaign will gain added impetus with the opening of the new community Blood Bank in mid-November.

"Our objective is to rely totally on volunteer blood donors by December 31," said Suzanne Rucci, Community Relations Coordinator of the Blood Bank. "This is a challenge to which we are sure the community will respond."

In explaining the Blood Bank's goal of attaining 100 per cent volunteer donors, Miss Rucci noted research indicated that the blood of volunteer donors is approximately ten times safer than blood from paid donors. For this reason, there is a developing national consensus that all blood donors should be volunteers.

Meanwhile, the need for blood increases almost daily, requiring an ever-expanding group of donors, she added. In San Diego alone, the requirement will increase from 50,000 pints in 1972 to 90,000 pints in 1980.

The new facility at 440 Upas, is directly adjacent to the present location. It is nearly complete and the Blood Bank will begin moving into the new

Present San Diego Blood Bank, left, will be razed for parking lot when the adjacent new facility is operational this fall. Official dedication will come in mid-November though move will be made by the end of this month. Opening of new facility coincides with the Blood Bank's drive for 100 per cent volunteer blood donors.

building by the end of this month. Official dedication is scheduled for mid-November, after the present building is razed and parking facilities are completed.

"With the completion of the new San Diego Blood Bank facility, the time is right for us to undertake the 100 per cent volunteer objective," Miss Rucci said.

"We feel the opening of our new facility will create new public awareness of the Blood Bank and the community's growing need for blood. Also, the increased convenience provided by the new facility and its adjacent parking area should encourage more people to donate blood who have found it inconvenient in the past."

"Our all-volunteer campaign will take the form of public service announcements on radio and television, as well as publicity in the newspaper and wide distribution of posters," she noted.

"This campaign will, of course, coincide with the completion of the new facility. But, more importantly, it will be sustained throughout the year to insure 100 per cent volunteer blood on a continuous basis."



*Palazzo Pants - perfect!  
Mated Shawl - bellissimo!  
A fashion love affair by  
Greencastle of soft-flowing  
acrylic in black, white  
and red. 8-16, \$34*





Your Car Delivered . . . Anywhere  
 60 Offices—United States and  
 Canada  
 1122 Fourth Avenue  
 San Diego, California 92101  
**233-6249**  
 (Home 443-3521)

"It costs no more  
 for service based on  
 long experience."

### Encinitas Mortuary

340 Melrose Ave.  
 Encinitas, Calif.  
 Phone 753-1143

## People, Places and Things

### MUSEUM OFFERS CLASSES FOR JUNIORS

Now that the summer's over it's time again to drop the tennis racket and fishing rod and pick up the magnifying glass and the spotting scope. In short, the Natural History Museum's Department of Educational Activities is again offering its Junior Naturalist Classes for the Fall of '72!

There are four age groups eligible to take the courses. For third and fourth graders there is WILD CREATURES, in which mammals will be explored from Aardvark to Zebra and from the top of their heads (and inside their skulls) to the tips of their toes. The insides and outsides of mammals will be studied with the instructor Cathy Milton with the help of actual animal skulls, zoo trips, and movies in the museum. Students will observe special characteristics of mammals such as where and how they live, how they defend themselves, what color pattern help protect them, and their importance in nature. Special work on mammals in the student's own neighborhood will be encouraged with camera, artwork, or special projects.

Fifth and sixth graders will study MAN with "Uncle Bob" Strecker, beginning with the origins of man in the distant past, his general anatomy, and the functions of the body in man's relations with his fellow present-day Primates.

Seventh, Eighth, and Ninth graders will be concerned with what's under their feet — the GEOLOGY OF SAN DIEGO, with Richard Schwenkmeyer the instructor. Dick will present land forms, rock types, and geological formations in San Diego County. The classification and study of specimens collected on field trips to the coast, mountains, and desert will receive special attention.

The fourth course, BIRDS OF SAN DIEGO COUNTY, is for senior high and junior college students and will be led by Susan D'Vincent. She will take students on field trips to study birds of San Diego County and also look at them through illustrated lectures. There are more birds sighted every year from this County than from almost any other area in the nation.

Registrations may be mailed in or made in person. No telephone registrations may be made. Students must be Junior Members of the museum or included in Family Membership. For further information call 232-9146, Ext. 22. Classes begin October 24th and early registration is suggested.

North County's Fastest Growing  
 Ford Dealer

GARY BISZANTZ'

EL RANCHO FORD  
 — POWAY —



EL RANCHO FORD

12255 POWAY ROAD, POWAY  
 748-1400

Evening Service for Your Convenience

# YOU CAN GET IT ALL AT ESCONDIDO VILLAGE MALL

East Valley Parkway & Ash

SHOP 10-9 MONDAY through FRIDAY SHOP 10-6 SATURDAY SHOP NOON-5 SUNDAY

ANAHEIM SAVINGS & LOAN  
 AUNT EMMA'S PANCAKE HOUSE  
 BATH BARN  
 BERMAN'S HOBBY CENTER  
 BETH'S HALLMARK CARD  
 & GIFT SHOP  
 BON TON ICE CREAM  
 AND SANDWICH SHOP  
 BOOKS UNLIMITED  
 CAP'N DOOLEY'S SOUP KITCHEN  
 CHRISTMAS LYON  
 Christmas Crafts  
 & Decorations  
 CHUCK'S STEAKHOUSE  
 CONTINENTAL COIFFURES  
 CREST CONSTRUCTION COMPANY  
 DESIGNS UNLIMITED  
 GLASSWARE & GIFTS  
 DRYER'S FURNITURE  
 ESCONDIDO CABLE TV  
 ESCONDIDO TRAVEL AGENCY  
 FARRELL'S ICE CREAM PARLOUR  
 FASHION CONSPIRACY  
 WOMEN'S WEAR  
 FIRST LADY BEAUTY SALON  
 FLYNN'S CANDLE SHOP  
 GALLENKAMP SHOES  
 JEWEL FACTORY

GENERAL NUTRITION  
 HEALTH FOOD STORE  
 GOLDEN STATE FABRICS  
 HARRIS & FRANK  
 HICKORY FARMS OF OHIO  
 GOURMET FOODS  
 HOUSE OF FABRICS  
 HOUSE OF BRIDES  
 HREN'S UNION SERVICE STATION  
 J. JESSOP & SONS JEWELERS  
 KOWN RADIO 145  
 LAUNDERLAND  
 LAWSON'S JEWELERS  
 LIL'S SPORTSWEAR FOR WOMEN  
 MASTER'S CANDIES  
 MAYFAIR MARKET  
 MOTHERHOOD MATERNITY  
 NEEDLE ART  
 OFFICE MART  
 ONE-HOUR MARTINIZING  
 ORANGE JULIUS  
 PETS 'N THINGS  
 RECORDS & RAGS  
 RHINEHART, OPTOMETRIST  
 S&H GREENSTAMP  
 REDEMPTION CENTER

SALLY SHOP FOR WOMEN  
 SALM'S WOMEN'S FASHIONS  
 SAN DIEGO TRUST & SAVINGS  
 SEA OF CORTEZ  
 Fresh Sea Food  
 SEARS & ROEBUCK COMPANY  
 SHOWCASE OF THE ARTS  
 SINGER SEWING CENTER  
 SIR GEORGE'S SMORGASBORD  
 SOUND TOWN  
 STREICHER'S SHOE STORE  
 T.G.&Y. VARIETY STORE  
 THEARLE'S MUSIC COMPANY  
 THE HIGHLANDER MEN'S STORE  
 THE INDIAN SHOP SILVER  
 & TURQUOISE JEWELERS  
 TINDER BOX PIPE & TOBACCO  
 VILLAGE BARBERSHOP  
 VILLAGE DONUT CART  
 VILLAGE HEEL SHOP  
 VILLAGE REALTY  
 VILLAGE WATCH REPAIR  
 WALKER SCOTT COMPANY  
 DEPARTMENT STORE  
 WHITE CROSS DRUG STORE



**AT  
HELLER FORD  
ON DISPLAY NOW  
THE FABULOUS  
NEW  
1973 FORD CARS  
AND TRUCKS**

**150  
BRAND NEW  
1972  
FORD CARS  
AND  
TRUCKS**

**AT SPECIAL SAVINGS  
AT NORTH  
SAN DIEGO COUNTY'S  
LARGEST FORD  
DEALER**

**We Beat L.A. And  
San Diego Prices  
And Terms!**

**ESCONDIDO**  
400 West Grand 745-3361

**VISTA**  
460 Vista Way 726-1880

**HOMER  
HELLER  
FORD**

## People, Places and Things

### PUEDE USTED LEER ESPANOL?

Those citizens of San Diego County who do read Spanish, either bi-lingually or as their primary language, are being recognized by the County Library.

Traditionally, Mexican-Americans have never been major users of the many services offered by the library system, according to Arthur B. Murray, County Librarian. In an effort to make these services truly community-wide, the Mexican-American program was instituted in May with Laura D. Aldredge assigned as coordinator. She resides on Lehrer Dr. in the Clairemont district.

In making the resources of the library familiar and available to all the citizens of the County including the Spanish-speaking, the Board of Supervisors decided to use local funds to establish a permanent program, according to Murray.

"Taking the dubious advantage of federal funds for temporary or stop-gap measures would have sold the Mexican-American population short," Miss Aldredge said.

Miss Aldredge has set up the program to cover El Cajon, La Mesa, Vista, Imperial Beach, Fallbrook, Del Mar, and all of the unincorporated areas of the County.

Concentrating on the three areas of Lemon Grove, Encinitas, and Imperial Beach, each of these libraries has been assigned a bi-lingual, bi-cultural community aide to advise the professional library staff regarding conditions, cultural characteristics, attitudes, and needs of the Mexican-American community. They visit schools, organized groups, and local activities to explain in Spanish and English the multi-faceted services of the library.

Marsha Jones-Baca, community aide attached to the Imperial Beach Library, said, "Our programs include not only just Spanish language and Chicano literature, but such things as fiestas honoring culturally important days which we relate to the Chicano movement, plus films, records and cassettes, and Mexican heritage displays."

The Imperial Beach Branch Library, located at 810 Coronado, celebrated Mexican Independence Day with a fiesta on September 14 which was complete with orators, movies, displays, and a discussion period.

Miss Jones-Baca, a senior at San Diego State University, lives on Keeney Street in La Mesa. Her salary is federally funded through the PEP program, as are those of the two other community aides. This is the only por-

tion of the entire program not locally funded, according to Miss Aldredge, and reflects the temporary mission of telling the Spanish-speaking minority populace of the County about their libraries.

The background of Carlos Riojas of the Encinitas Branch Library is typical of the community aides. He was born in Mexicali and reared in Southern California, graduating from Carlsbad High School. He and his wife, Lilia, are expecting their first child.

While looking for work after graduation, he heard of the library project, made application, and began work with a diligence born of the frustration he felt while attending school. The community aides will get word to the people that libraries are places to get information as well as books. Help in obtaining health services, consumer education information, location of food distribution centers, social security help, and legal advice directories are all available.

Vivacious and affable Beatriz Higgins, community aide at the Lemon Grove Branch Library, a student at Grossmont College, is a product of the bi-cultural world of the Mexican-American. Her assignment has her reaching as many East County Spanish-speaking people as she can, because the Lemon Grove Library has the largest collection of books, periodicals, and pamphlets dealing with Chicanos in the entire County system.

Miss Aldredge said that the heart of the Mexican-American program at the beginning is the community aide.

"Without this link of communication with the people," she said, "all the books and other services in the world wouldn't attract the people. Our libraries have always been thought of as part of the 'establishment,' a place for scholars only and not as community centers.

"Now, the three project libraries will act as clearinghouses of information about community services and activities. They will disseminate pamphlets from government agencies and service organizations and make available bi-lingual information about many aspects of community life. Bilingual programs to inform and entertain are being offered to the Mexican-American community including film programs, speakers, and panel discussions on topics of current interest, arts and crafts instruction, and story-telling and puppet shows for children.

"We are making the San Diego County Library a library of the people," she said.

## People, Places and Things

### SAN LUIS REY DOWNS SALES UP

Property sales in San Luis Rey Downs rural Saratoga estate section now exceeds \$1,700,000, according to Irving X. Burg, president of Preferred Properties, Inc., exclusive agent for the residential-recreational development.

Burg reported that his organization has sold 57 of the 62 ranch-type parcels, ranging from two and one-half to ten acres in size. The area features a bridle path which winds among the sites, through 12 acres of common open pasture, and which links the area to the San Luis Rey Downs Thoroughbred Training Center, one and one-half miles to the West.

The rural estate sites are zoned for single-family dwellings, corrals, pastures, stables and training rings. All utilities are underground; streets are paved and lighted.

Prices for the rural estate sites at San Luis Rey Downs are from \$21,000 to \$56,000. Financing terms are available with a ten percent down payment.

San Luis Rey Downs is a planned residential-recreational community with 2,500 acres of rolling hills and rich farming land, located 89 miles South of Los Angeles, 51 miles North of San Diego, and 12 miles East of Oceanside harbor. The development combines a rural setting with modern facilities in a secluded valley. Recreational facilities at San Luis Rey Downs include a golf resort and country club with an 18-hole, par 72 golf course, tennis courts, swimming pool, the Thoroughbred Training Center, bridal trails, picnic areas and other features. Residential properties and sites including condominiums, garden apartments, avocado farms and rural horseman estate sites, single-family and golf course home sites.

### \$7,500,000 IN SALES

Sales totaling \$7,500,000 for the year to date have been reported by Rancho Bernardo Realty, according to Dick Thorson, manager.

The total reflects resales of homes in all areas of the 5800-acre Ranch. Also tabulated were new home sales within the Seven Oaks retirement community and adjacent Haciendas.

Ranch Bernardo Realty is Avco Community Developers, Inc.'s, exclusive agent for resales at Rancho Bernardo.

Unwanted hair removed from face or body by permanent

### Electrolysis

Miss Synnove English, R. E. and Colleagues

personally recommended by San Diego Physicians since 1950  
Staff of 5 Calif. reg. specialists in the multiple needle method  
(utilizing up to 40 needles)

SAN DIEGO  
233-6818

BONITA  
479-7882

LA JOLLA  
454-7801

Day-Eve-Sat

Consultations invited

We honor Master Charge

### THE GANT ATTITUDE



A controlled button down with subtly colored Dobby stripes on traditional oxford polyester and cotton. \$13  
Other Gant oxford cloth, button down shirts in solid white, blue or maize. \$12

### The Toggery Shop

336 Fashion Valley  
San Diego, California 92108  
291-3220

# People, Places and Things

## Love

**DO YOU HAVE IT  
WHERE IT REALLY COUNTS?**  
by Chris Borgen

Do you really love your pets? If so, have you signed a petition requesting the creation of low-fee, public, spaying and neutering clinics in San Diego County? Or are you contributing to the volume of miserable, hungry, homeless animals? Do you know the total number of progeny of one unspayed female dog in a seven year span?

### IT ALL STARTS WITH ONE UNSPAYED FEMALE DOG

The first year she produces 4 puppies, 2 female—4 The second year, first and second generation females produce 12 puppies, 6 female—12 The third year, three generations of females produce 36 puppies, 18 female—36 The fourth year, four generations of females produce 108 puppies, 54 female—108 The fifth year, five generations of females produce 324 puppies, 162 female—324 The

### TOTAL PROGENY OF ONE UN- SPAYED FEMALE IN SEVEN YEARS—4,372

Cats have even more offspring. Isn't it better to alter your pets?—they stay home better, get into fewer fights and are cleaner. Or have you excuses for permitting surplus breeding? You'll find a good home for every one of your pet's offspring? You will? Aren't all puppies and kittens surplus while any are waiting to be adopted? And, how long does the 'good home' last? Do you ever check? Maybe you think it's cruel to deprive your pet of Motherhood. But isn't it more cruel to allow it to produce more young than you can care for? Or do you plan to give the offspring to the Humane Society? These Societies and Pounds do the best they can but it costs millions of dollars annually and they can't keep up—the surplus has to be destroyed.



*I ask for the privilege of not being born . . . not to be born until you can assure me of a home and a master to protect me, and a right to live as long as I am physically able to enjoy life . . . not to be born until my body is precious and men have ceased to exploit it because it is cheap and plentiful.*

Perhaps you're worried that altering will hurt your pet. Skilled veterinarians and general anesthetics make altering simple. You can't afford to have your pet altered? Can you sleep nights knowing an animal for which



you are responsible is adding to the surplus?

Sign a petition today requesting the creation of low-fee, public, spaying and neutering clinic. The following places have such petitions: Rancho Costal Humane Society, 389 Riqueza St., Encinitas; Walker Scott, Lomas Santa Fe, Cashier's Office; Escondido Humane Society, 163 E. Mission; Oceanside Humane Society, 111 Airport Road; Village Press, La Granada St., Rancho Santa Fe.




**The Four Flags**  
**Lomas**  
**Santa Fe**  
**Plaza**

Interstate 5 at  
Lomas Santa Fe Drive exit  
Solana Beach, California 92075

**UCB has:**  
Checking Accounts  
Savings Accounts  
Safe Deposit Boxes  
Trust Services  
Loans (Including Real Estate)  
Master Charge  
Drive In Banking  
" . . . and the best tellers  
in town, or your money back."

James K. Bullock, Manager  
**755-1595**



**The Friendly Store . . .**  
where fashions for you,  
your family, your home  
don't cost a fortune and  
S&H Green Stamps add  
to your savings, too.

**755-9381**



**Piano Lessons CAN be  
FUN!** Excitement and  
enthusiasm reigns in our  
group piano classes!  
Special piano rental  
program.  
**FREE Organ Classes.**  
Band Instrument Rental  
Program

**the music hall**  
Escondido 747-2604  
Oceanside 722-4201  
Solana Beach 755-9369



A shop for children . . . top  
fashion and fun things for  
children to size 12. Knits and  
sportswear for the 7 to 14 girl.  
With an emphasis on quality,  
durability, and exciting style,  
specializing in knits for all ages.

**Infant to size 12**  
**Boys to size 8 co-ordinates**  
Fun things for gifts  
**755-4410**

**His and Hers, Jr.**



**La cantina  
liquors**

At The Fountain  
Delivery 755-1187  
**WINE CELLAR**  
LARGEST CHILLED  
WINE SELECTION AVAILABLE  
31 Domestic Wineries  
Imported Wines Too  
Numerous To List  
10% DISCOUNT  
MIXED CASES

**WINE VAULT**

Weekends till 1:00 a.m.  
Weekdays till 11:00 p.m.

# People, Places and Things

## THE DAR STORY — SAN DIEGUITO AREA

The De Anza Chapter NSDAR whose members live in the San Dieguito Area of North San Diego County met at the home of Mrs. Charles A. Chapin of Rancho Santa Fe on Saturday, November 4, 1972. The Hostess was assisted by Mrs. Martha Colley Ferneding and Mrs. Walter Grimm.

The Regent, Mrs. F. J. Ford presided at the regular business meeting.

A report of the District Meeting held on October 24th was given by those who attended the meeting.

The Program Chairman, Mrs. O. F. Carey presented Mrs. Robert L. Sperry who gave the program for the day — The Story of the DAR Seal and Insignia and the National Society's Bicentennial Project "The Gift to the Nation."

The Seal is used only by the National Society on the Officers Commissions of members of the National Board, the Certificate of Membership, the DAR Good Citizens Certificates and other official papers. It bears the image of a "Dame" seated at "a spinning wheel of the period of the Ameri-

can Revolution, with thirteen stars above her, the whole surrounded by a rim containing the name, 'The National Society of the Daughters of the American Revolution,' the motto, 'Home and Country,' and the dates 1776-1890." The young woman who sat for the sketch of the "Dame" was a Miss Meikleham, a great granddaughter of Thomas Jefferson.

The Official Insignia worn by members of the Society and worn at all DAR functions is in the form of a spinning wheel with distaff. The wheel of gold has thirteen spokes and a field of dark blue enamel upon the rim bearing the name "Daughters of the American Revolution in letters of gold. On the outer edge of the wheel, opposite the ends of the spokes are thirteen small stars.

"The Stars on the Seal and Insignia represent the thirteen original States. They also signify our nations history, representing the idealism of true freedom, and the highest aspirations of 'the men and women who achieved American Independence, and all those who have endeavored to preserve the freedom and independence of this great country.'"

Thus the Seal and Insignia constantly represents the objects of the DAR — education, history and patriotism.

The National Society's Bicentennial Project chosen by the President General, Mrs. Donald Spicer, is the furnishing of the Governor's Council Chamber and the Assembly Committee Room on the upper floor of Independence Hall in Philadelphia as the Society's "Gift To the Nation."

The Project was submitted to the 81st Continental Congress last April and was enthusiastically endorsed by the Daughters. In Mrs. Spicer's own words, "What greater way can the National Society, Daughters of the American Revolution, pay tribute to the Ancestors whom we honor as Framers and Signers of the Declaration of Independence and the Constitution than by recreating those rooms where history began for the United States!"

All the structural restoration has been completed of the Independence Hall by the Independence Hall National Historical Park, a National Park Service under the United States Department of the Interior. Every other room has been furnished by Government and other funds except these two rooms.

The Park Service has carefully restored the Hall to its original state, and authentic period furniture and equipment will be used to furnish the Governor's Council Chamber and Assembly Committee Room. California Daughters have chosen as their contribution to the project an original antique tall case clock made in 1768 by a Philadelphia artisan, Frederick Dominick. The brass face of the clock is inscribed with his name and the number five.

At the time of the Revolution, Philadelphia was the second largest English speaking city in the world — and "one of the most beautiful."

It is with pride and appreciation that the Daughters undertake the privilege of underwriting the cost of furnishing these two rooms where more great voices of America have been heard than any other place in the land.

Mrs. Sperry showed slides of Independence Hall taken by Mr. Sperry when they visited Philadelphia following Continental Congress last spring, giving details and plans of the Restoration, which will be completed for the American Revolution Bicentennial in 1976. Americans and others who visit during the Celebration and in future years will be able to see the entire Independence Hall as it was in 1776. □

## TRUITT APPOINTED SECURITY DIRECTOR



Westinghouse Security Systems of Southern California announced today, the appointment of former San Diego Police Sergeant, Terry Truitt, as "Director of Security" for its operation.

Truitt, a native San Diegan, is married and the father of two boys.

He joins Westinghouse with an impressive background in law enforcement and holds degrees in Social Science and Criminal Justice and administration. He joined the San Diego Police Department in August of 1958, was assigned to the Patrol Division, and was promoted to Sergeant in 1967. In September of 1970, he was transferred to the Detective Division, where he worked in the Robbery and Burglary Section.

He developed the Department's first crime prevention unit and has devoted much of his time to educating the public in the prevention of residential and commercial burglary. Most recently he developed and administered the Department's highly successful "Home Security Service," where reserve officers make security inspections of homes.

Frank Collura, Vice President and General Manager of the local Westinghouse Security Systems office, also a police veteran, stated, "We are extremely pleased to have a man of Mr. Truitt's talents join our staff. In his new assignment, he will continue his activities of crime prevention and education."



Have you ever been in a shop that has carefully selected items for every room of your home and can solve any entertainment, decorative or gift problem? Most of all, Bostrom's is so unique that shopping here is really exciting!

755-4434

**Bostrom's**  
for the home



The better you play golf, the more fun it is.

Whether you're a beginner or scratch player, our outstanding professional staff makes golf more fun by getting more out of your game. Individual and group lessons available to non-members by appointment.

**Lomas Santa Fe Country Club**

At the peak of Lomas Santa Fe Drive, just east of Interstate 5. The public is invited to the Golf Shop on the first level of the main Clubhouse.

Kevin Fleming — P.G.A. Golf Director  
Terry Ellis — Teaching Professional  
Doug Veling — Teaching Professional

Phone 755-1547



**Caroline & Alice**

SPORTSWEAR  
DRESSES BOATING  
TENNIS GOLF

The finest in  
Sportswear

755-4061



**Sewciety News**  
Famous Burlington, Logan-tex, Deering Milliken, Scottex, Knitaway, etc. Make your selections from full bolts in the newest colors and patterns. New patterns, sewing notions and trimmings are in, too.  
755-9381

**Walker  
Scott**

**Happy  
Haizem  
Coiffures**

8  
CREATIVE  
STYLISTS  
TO SERVE  
YOU

Coloring

Facials, Manicuring, Pedicuring,  
Custom Permanent Waving  
Tinting & Frosting

**Merle Norman  
Cosmetics  
& Boutique**

**HOWARD WOLF DESIGNS**  
and Hattie Carnegie Accessories

Open Monday Thru Saturday  
Evenings Mon. & Fri.  
By Appointment  
957 - Lomas Santa Fe  
Shopping Center  
755-2211  
755-0159

**SHIRLEY KEETH  
REAL ESTATE**



Shirley Keeth

756-1901

Rancho Santa Fe, Calif.  
Pasco Delicias at La Granada

**del Rancho Pools**

**SAN DIEGO COUNTY LEADER  
IN CUSTOM DESIGNED POOLS**

- NEW CONSTRUCTION •
- POOL CLEANING •
- REPAIRS •
- REPAIR PARTS •
- POOL TOYS •

AL HILL JR. — CONSTRUCTION  
DENNIS TOBER — REPAIR & SERVICE

**753-6369**

1163 First Street, Encinitas  
(Old Highway 101)

**BENSON  
CLEANERS &  
LAUNDRY SERVICE**

TWICE WEEKLY PICK-UP  
& DELIVERY SERVICE

AGENTS FOR  
Little Ol' Cobbler

**SHOE REPAIR**

Refinishes and Dye Work

Paseo Delicias Rancho Santa Fe  
(at Parking Lot)  
756-1483

**SERENDIPITY**

del mar solana beach  
by Sharon Mackey

AAUW . . .

The Del Mar-Leucadia Branch of the American Association of University Women began its 1972-73 year with a Membership Luncheon on September 23, at the Del Mar home of Mrs. John Coffman. Present were members and prospective members, who were given an opportunity to learn of the activities planned for the coming year. Displays offered information about the study and interest groups, and group chairmen were available to answer questions about their particular activities within their group.

The beautiful array of tempting and delicious salads and side dishes were laden on the dining room table, and the guests were seated in the back patio of the Coffman home, to enjoy them. The



Mrs. F. F. Martin, guest speaker for AAUW (left), Mrs. James Cady and Mrs. John Coffman.

sun was warm and the surroundings breathtaking with numerous fruit-laden Avocado trees gracefully surrounding the patio area and vast property around.

Speaker for the afternoon was Mrs. F. F. Martin who holds the title of the Southern District Chairman of the California State Division of AAUW.

Chairman for the luncheon was Mrs. Gilbert Kammerer who is Vice President of Membership. Her assistants were: Mrs. Jon Barstad, Mrs. Richard Kenyon, Mrs. Robert Carlson, Mrs. Joseph Hauber, and Mrs. Douglas Holloway.



Mrs. Richard Kenyon enjoys chatting with AAUW member.

Mrs. Clifford Reiner, Publicity Chairman, announced that AAUW welcomes as a member any woman with a bachelor's or advanced degree from an approved American or foreign college or university. For information please contact Mrs. Kammerer, at 755-4937.

**People, Places**

**WAYNE G. PLAZAK  
NAMED TO  
INSURANCE POSTS**

The appointment of Wayne G. Plazak as vice president and manager of California General Mortgage Service has been announced. He was also named to that organization's board of directors and will serve as vice president and manager of its subsidiary, San Diego Federated Insurance Agency.

He has some 12 years of varied experience in marketing and managing insurance, most recently with a surplus lines insurance broker which was correspondent for Lloyds of London. Prior to that he was an assistant vice president, insurance risk manager and equipment leasing manager for Royal Inns of America. He has also worked as commercial insurance special agent and account manager for two large

local insurance companies.

A native of Wisconsin Rapids, Wis., Plazak is a graduate of the University of Wisconsin and a former Navy lieutenant. He is a past vice president of the San Diego Chapter of the American Society of Insurance Management.

California General Mortgage & Service, Inc., is trustee for all San Diego Federal Savings & Loan Association mortgage loans and relating functions with responsibility for consulting; marketing and servicing of life and disability insurance; mortgage and mortgage guarantee insurance and credit insurance.

San Diego Federated Insurance Agency handles counseling, marketing, servicing and commercial and personal insurance which includes fire and casualty, marine, insurance packages, robbery and burglary, workmen's compensation and bonds.

Plazak resides with his wife at 5902 Avenida Chamnez in La Jolla.

LYNN MOON  
**Moon Lights**

**SHE SHALL INHERIT  
THE WORLD: WOMEN  
AND THEIR MONEY**

Eve was made from Adam's rib, so the story goes. She has now claimed his leg to finances, as well.

Ribbing aside, one fact is clear: Eve has become a financial force to reckon with. Women increasingly are the ones — through inheritance, divorce, or control of the family budget — who have the most money to spend.

Yet, with this financial clout, women are unwitting losers. Case after case shows that most women are very unaware of investing basics and are all too frequently victimized by this lack of knowledge.

But why this alarming lack of knowledge of something so tremendously important?

**THE GRAND CONSUMER**

Eve is interesting. She may be well-educated, skilled in the arts, active in community service, and have the last word on home decoration and the raising of children.

In her own way, she is a dynamic economic force. She accounts for over 80% of the consumer spending. She is the dominant owner of stocks and bonds. Each year, women's percentage of ownership is increasing.

Yes, she has proven herself proficient in the possessing and spending of money. But when it comes to the mechanics of investing, her confidence goes "poo-ph."

**THE FEMALE FANCY**

Why the pphhtt and pooph?

It cannot be a lack of intelligence, as there are no sex-based differences in IQ.

It doesn't even have to do with aptitude. Women are not innately inferior in potential financial skills, nor are men inherently superior.

But it *does* have a lot to do with how a woman *perceives* what is "feminine and appropriate." Sadly, few women have tried to develop their intellectual talents. (Being a "brainless" woman has not been in vogue and, until recently, learning about finances was considered a brainy exercise.)

A notable local exception is attractive Loraine Sterkel. She attributes her phenomenal investment success to her mother's influence. "My mother taught me the ABC's of investing along with cooking and sewing. Then, she encouraged me to invest my babysitting money and allowance in stocks."

Too few women learn first-hand, via stimulating jobs, the business world jargon, the principle of survival of the fittest, and the realism of *Caveat Emptor*. Finance is perceived by too many to be dull and mathematical, rather than the exciting, living field it is.

So what do most women do? . . . Blindly depend on salesmen and "advisors," whom they will encounter in great numbers. Such dependency is dangerous, for there are few souls outside her family who can be trusted to think of *her welfare*, rather than their commissions.

A number of investment salesmen, for example, scan the vital statistics section of the newspaper to contact recent widows or divorcees. Here is the one time a woman has a lump sum of money to invest. The number of women led into unwise — even fraudulent — investment schemes through this device is legion.

Three Rancho Santa Fe women, Beverly Zeleny and her two daughters, are making a serious effort to become knowledgeable investors. Beverly feels that salesmen must run into a lot of naive, uninformed widows and divorcees. "They expect me to accept their recommendations on 'blind faith' and don't want to bother me with the facts."

**IT TAKES ONLY EFFORT M'AM**

Thinking constructively, just what should a woman do?

For a start, she can minimize the impression that the math involved in investing is high-powered stuff. It takes but a high school education to understand most investment data. And non-mathematical facts are far more apt to determine the success of an investment.

Secondly, she can acquire a knowledge of the vocabulary used in busi-

**Chiquita Abbott**  
Realtors

Call us  
for  
Coastal Properties!

Unique Opportunities

755-6791 Del Mar 453-5464  
"In the Plaza"

**SHIRTALES inc.**  
FINE MEN'S SPORTSWEAR  
FOR GALS, TOO

7461 Girard 454-7169  
La Jolla

1025 Rosecrans 222-1141  
Point Loma

13303 Poway Road 748-5485  
Poway Plaza

1159 Camino Del Mar 755-0440  
Del Mar

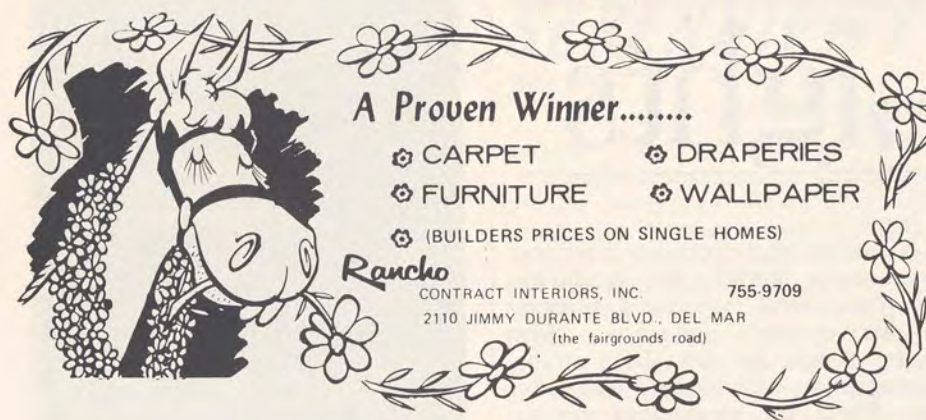
Levi's HANG-TEN

ANTIQUe JEWELRY & GLASS  
CHINA, FURNITURE, ETC.

**ROSIES  
Rancho Santa Fe**

PHONE 756-2659  
OPEN DAILY 9-4 P.M.

ROSE RANSON  
BUYING & SELLING  
ALL TYPES OF ANTIQUES



**A Proven Winner.....**

- ☞ CARPET
- ☞ DRAPERIES
- ☞ FURNITURE
- ☞ WALLPAPER

(BUILDERS PRICES ON SINGLE HOMES)

**Rancho**  
CONTRACT INTERIORS, INC. 755-9709  
2110 JIMMY DURANTE BLVD., DEL MAR  
(the fairgrounds road)

## MOON LIGHTS

ness and investing. It's not difficult: a few hours of cramming will do it. Investment courses, at a rather nominal charge, are available in most every community. Library and bookstore shelves are stuffed with "How to Invest" books for both the beginner and the more experienced. Many books are written just for women.

Third, she shouldn't accept financial claims on face value, but look at offers with a critical eye, getting another experienced opinion from a professional when offered a chance to invest in some "great thing." Since profit is the primary motive, blind dependency on a salesperson is unrealistic. The unwary female may feather another's nest, not her own.

### WHAT HATH FREE TIME BROUGHT

Women are increasingly able to spend time in new pursuits thought impossible a few years ago. Modern conveniences and growing affluence have both drastically reduced the time it takes to run a household and enabled a woman to have time to herself, apart from her children. Delving into investing can be a splendid pastime, before, during — and after — children, when a woman especially needs something meaningful to do.

A woman's investment knowledge can be very helpful to her husband. If his job is quite draining and time-consuming, her ability to sort through investment possibilities and knowledgeably discuss them with him could be a real boon to them both.


Ranch resident, Dr. Fay Stroud, a truly professional investor, has been a tremendous asset to her family. She in turn has encouraged her daughters to be of future help to their husbands by training them to do investment bookkeeping and tax planning. "When my kids get married, the first wedding gift I give them is a calculator."

A woman's investment knowledge can also add a new dimension of communication, as well as make her more interesting to the men and other women around her.

This is the time to act. Woman stands to inherit the world — but also to lose it, unless she wakes up to her financial responsibilities.

It is an outright necessity for woman to learn more about investing. How about *You*? □

SINCE 1925



**CHEVROLET**

**HARLOFF CHEVROLET, INC.**

**753-6301**

**A GOOD PLACE TO BUY**



OPEN SUNDAY

1340 ENCINITAS BLVD. AT EL CAMINO REAL  
ENCINITAS

## People, Places and Things



Bill Ryburn Ready to go out on a job.

### CLEANING CARPETS WITH STEAM

"the best there is," according to carpet-cleaning expert, Bill Ryburn

Bill Ryburn is an Oceanside-Carlsbad business man who has been serving the North County for more than fifteen years. He deals in carpets, linoleum, drapes, tile, custom-upholstery — and, as his slogan reads, "everything for the home and office decor." Since Bill and his wife (who also is a color coordinator) deal so closely with carpets, it was only natural that they also be vitally concerned with proper maintenance **carpet cleaning** . . . so that they could give follow-through service to their customers. So Bill Ryburn began to investigate the various and sundry methods of ceaning carpets in the home — particularly concerned with the wall-to-wall carpet which is so popular for Southern California homes. In wall-to-wall installations there are bound to be traffic flow patterns which result in heavily soiled areas. What most concerned Bill was how to get these so-called "traffic areas" really clean — so that the entire expanse of carpet would look bright, new, and **really** clean again! The unanimous decision of the Ryburns — after investigating every carpet-cleaning method on the market today — was **STEAMCO**. Vapor Clean Systems.

"Steamco removes dirt . . . not hide it" says Mr. Ryburn. "Steamco accomplishes amazing results by injecting wet steam with a cleaning additive **directly into the fiber of the carpet** . . . then instantly vacuums out the loosened dirt and harmful bacteria with over eight pounds of vacuum per square inch." "In this way," continues Mr. Ryburn, "your carpets are not only clean, but they are **sanitary clean** . . . they are actually deodorized!" "And the impacted, or 'downtrodden areas' are beautifully renewed, with the pile clean and lifted."

In a recent Consumer "Question and Answer" Column in the San Diego UNION, a reader queried "Is the steam-cleaning method for carpeting really better than the older methods? And does it eventually make the fibers deteriorate?" The answer was as follows: (and we quote) "The latest edition of the booklet on the selection and care of commercial carpet prepared by the American Hotel and Motel Management Association, and the School of Hotel Administration of Cornell University, says that in areas subject to heavy, greasy soil, **steam-cleaning outperforms other methods.**"

Bill Ryburn is convinced that it does, too. That is why, when he cleans your carpets, they are cleaned the **STEAMCO** Complete Carpet Care Vapor Clean Systems way.

**Ryburn's**  
"Everything for home and office decor"

### Floor Covering & Interiors

- Carpets, Linoleum and Tile
- Expert floor covering installation and repairs
- Custom draperies and shades
- Fine custom upholstery
- Wallpaper
- Bonded and licensed contractors
- "Steamco" Carpet Cleaning

Encinitas	753-2284
Carlsbad	729-2372
Oceanside	722-2214
Escondido	747-3039
Fallbrook	728-8338
Vista	729-2372

457 Elm Avenue, Carlsbad, Calif.  
837 E. Mission, Fallbrook, Calif.

HOME FASHION CENTER

## THE Gift



... that provides a lifetime of pleasure! Rest well! Awaken refreshed! Read comfortably! Watch TV with perfect support! You'll be glad you own an Adjust-A-Bed! For the rest of your life!!!

Standard from \$349.50 Deluxe from \$449.50



**Everett Stunz Co.**  
7644 Girard Ave.  
Phone 459-3305  
La Jolla

**ANCIENT MARINER**—Located on Shelter Island with a view from the crow's nest of San Diego Harbor, featuring the finest Eastern corn fed steaks and delicious seafoods. With a pleasant atmosphere no other galley can offer—excellent service by warm, attentive young people who will make your visit the most enjoyable ever. Landlubbers will be astonished at the succulent charcoal broiled Teriyaki Sirloin or the man sized New York steak (both fresh cut and broiled to perfection by our chef). The seagoing mate will enjoy the Ancient Mariner catch of Swordfish, Australian Lobster Tail, or the enormous and tender Abalone steak with the Ancient Mariner secret recipe. Entertainment after dusk. Open daily 11:30 a.m.; Sunday at 1500 hours. 2725 Shelter Island Drive. 224-8242.

**BAMBOO HOUSE RESTAURANT**—Your host, Calvin Jeng, will personally greet you and escort you to your table in this delightful rendezvous-restaurant where you will be served gourmet Cantonese cuisine amidst a background of ancient Chinese art. Luncheon and dinner specialties are artfully prepared by a lady chef. Open every day except Sunday (Mother's Day the only exception). Ample parking facilities. Parties a specialty. Call Calvin Jeng at 232-5391. 422 Market Street, San Diego.

**CHART HOUSE** — Three locations locally, all serving superb steaks, lobster and a great salad. Menu presented on a breadboard. Shelter Island: 222-2216; Coronado: 435-0155; La Jolla: 459-8201.

**THE COFFEE MILL**—It's so nice to find a dining spot that doesn't seem to know what a can opener is! Every vegetable served at the Coffee Mill is prepared fresh, and served piping hot with melted butter. The desserts are delicious — wonderful pies, and home-made old-fashioned puddings. A "bread basket" accompanies every dinner. Very, very reasonable prices. Open from 6 a.m. to 8:30 p.m. seven days a week. For reservations, call 753-3183. 531 Highway 101, Encinitas.

**EARL'S SEAFOOD GROTTTO**—New, and on the waterfront (across from the famous Star of India), Earl's presents an exciting new dining experience as San Diego's finest gourmet seafood grotto. The nautically designed restaurant has seating so arranged that everyone has a view of the picturesque waterfront area. Dancing, entertainment and an authentic Oyster Bar are also featured for your added enjoyment. Champagne Brunch Sunday from 9 a.m. to 3 p.m. Shore Breakfast Monday through Saturday 7-11:30 a.m. Luncheon Monday through Saturday 11:30 a.m.-4 p.m. Dinner Monday through Thursday 4-11 p.m., Friday and Saturday 4 p.m.-12 midnight and Sunday from 3-11 p.m. Located in the Royal Inn At the Wharf, Harbor Drive & Ash. Telephone 235-6276 or 232-3861.

**THE FLYING BRIDGE ROOM**—If you haven't been to the Flying Bridge Room in Oceanside recently, prepare yourself for a pleasant surprise. The superb service and expanded menu are the result of some spectacular changes introduced by owners Dr. and Mrs. Frank Satten. Mrs. Lois Myerson, whom many will remember from the Fireside in Escondido, has joined the Sattens along with one of the finest chefs in the West, Clyde Davenport, formerly of the Kona Kai Club. For lunch and dinner, the main dining room is open from 11 a.m. until 1 a.m., and in Oceanside's only nightclub, "Under the Bridge," open until 2 a.m. Exit Highway 5 at Hill Street where you'll see the sign of good living, the Bridge Motor Inn, 1103 North Hill Street, Oceanside. 722-1904.

**R O W**  
RESTAURANT

**HUNGRY HUNTER**—There's a brand new restaurant where Highway 5 meets Vista Way in Oceanside—and it's simply great! You'll be impressed by the feeling of camaraderie as you open the door—the decor is unusual and reminiscent of an Old New England Inn, in a Merrie Old England setting! It's unusually provocative, warm with welcome, and very distinctive. Pecky wood walls, lots of antiques, brisk fires glowing in great big mammoth fireplaces with iron pots over the flames. It's a dining spot that spells "welcome" with every sip of liquid refreshment (there's an exceptional bar) . . . and with every bite of the good beef, prime rib, steak, lobster or trout. Open every day, seven days a week. Luncheon Mondays thru Fridays. 1221 Vista Way Oceanside. 729-9271.

**THE REUBEN E. LEE RIVERBOAT RESTAURANT**—Permanently moored at Harbor Island, San Diego, the Reuben E. Lee nevertheless transports the hungry adventurer back to exciting riverboat days. From a charming authentic interior (circa 1850), one enjoys a breathtaking, dramatic view of San Diego Harbor and the City skyline. Two dining saloons stand ready to please any appetite. The Sternwheeler Room, on "A" deck, features entrees such as Tournedos of Beef, Lobster Newburg, Prime Rib or a great "Plank Steak for Two." On "B" deck, the Seafood Restaurant offers a tempting variety of sandwiches, salads and seafood delights for lunch. Here, the evening dinner menu is a bountiful expansion of the seafood theme. The Reuben E. Lee is open from 11:30 a.m. to 11 p.m.; weekends, noon to midnight. The Cocktail Lounge (where the action is) swings until 2 a.m. Banquet facilities are available for 30 to 100. Seafood, 291-1880 Sternwheeler, 291-1974

**TONY'S JACAL**—Eden Gardens, 2 blks north of the Del Mar track. Mexican Food at its superb best! Open every day at 5 p.m. during the Racing Season. (On Sundays, open at 3 p.m.). You may choose from a tantalizing menu which includes every Mexican dish you've ever heard about . . . plus American food if you insist upon it. Do try the special green chile . . . it's wonderful (but hot). Guacomole salad a specialty! Marvelous bar, with special service by Tony himself! 755-274.

**MEXICAN VILLAGE**—In Coronado. A merry, spirited place with loads of atmosphere. Gathering spot of celebrities and the swinging Navy set. Superb Mexican menu—good American cuisine too. Dancing every Friday, Saturday and Sunday nights. Piano bar. Pancake House Sundays 8 a.m. to 1 p.m. Banquet rooms, cinemascope screen and projector, private bar. Open daily 10 a.m. to 2 a.m. Over Coronado-San Diego Bay Bridge, down Third, turn right on Orange. 120 Orange Ave. Call (714)-435-1822

**OLD DAMASCUS RESTAURANT**—is like stepping from the cosmopolitan atmosphere of uptown Fifth Avenue, San Diego into the exotic atmosphere of old Arabia. The decor, the wall hangings, and the wonderful savory food—all make for an exciting evening. Start with a mixed drink prepared for your pleasure. Proceed with shish kebab at its best; as well as other authentic Lebanese foods, prepared to perfection! A truly cosmopolitan place to dine. Lunches, Monday and Friday from 11 to 2:30; Dinners Monday thru Saturday from 5 to 9:30. 3683 Fifth Avenue, San Diego. 297-3228.

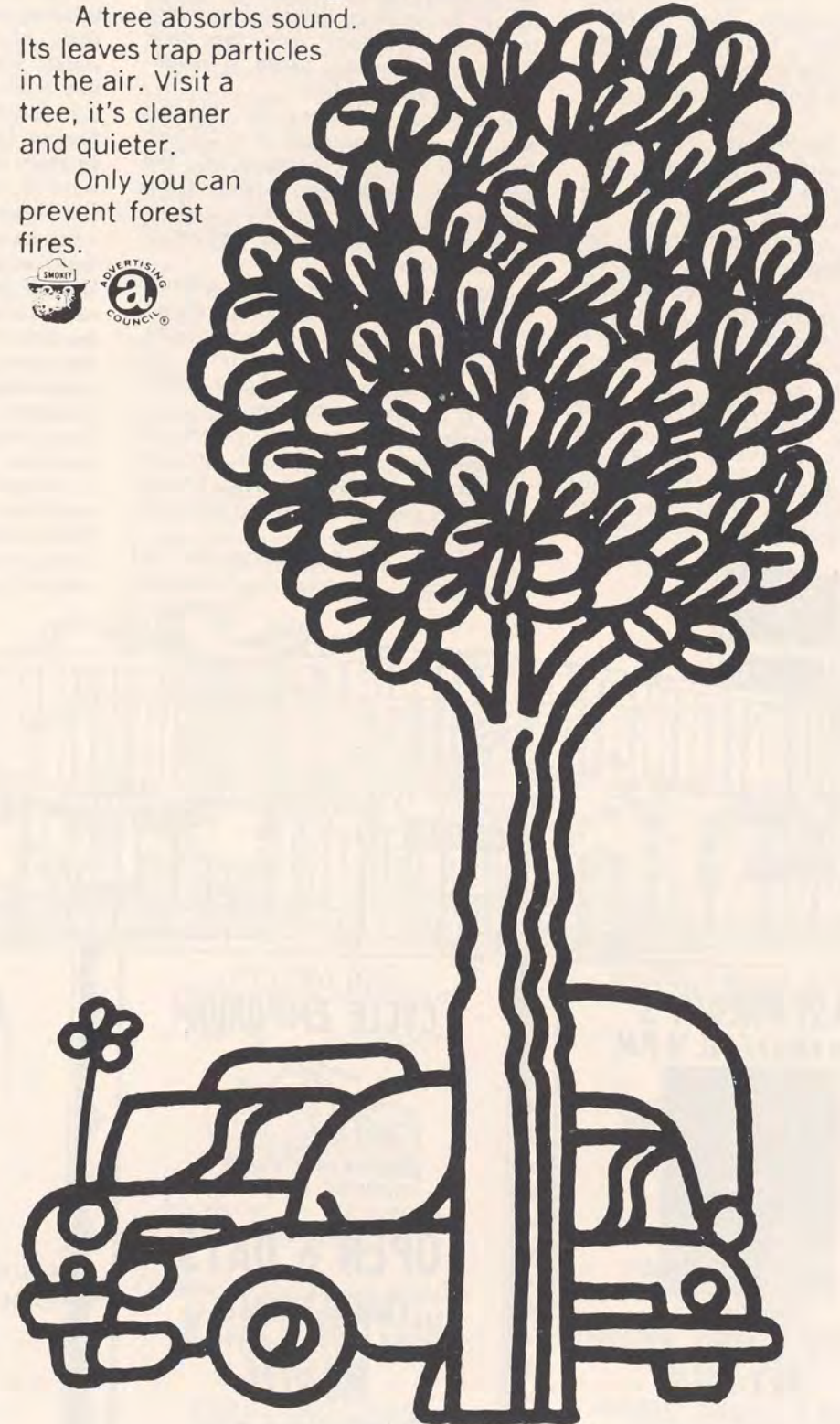
**OAK TREE HOUSE**—offers especially good foods in an atmosphere of great charm. Indoor and outdoor dining, impeccable service and delightful house specialties—fragrant, crisp, Bouncing Baby Popovers; Roast New York Strip, an aged, premium roast loin of beef sliced English style; Veal Cordon Bleu using Canadian Bacon and tangy Swiss cheese, and their Breast of Chicken Cordon Bleu with a subtle cheese sauce is to write home about! A variety of premium quality, aged steaks is offered, Sear-Charbroiled to your direction. Cocktails, of course, and the wine list is excellent and surprisingly varied. Modest prices, dinner reservations recommended. Open 11:30 a.m.-2 p.m., Mon. thru Fri. only, and 5:30-9 p.m. weekdays, 5:30-10 p.m. Fri & Sat Closed Sundays. 7811 Herschel Ave., La Jolla, 454-1315.

**VALLEY FORT STEAK HOUSE** — Nestled under giant trees near beautiful Fallbrook, the Fort is a startling re-creation of the Old West. Their famous cowboy steaks are cooked over a real wood fire and the beans, hot biscuits and honey cause even the sophisticated diner to develop boarding house manners. Lunch is served daily. A great new Champagne Brunch is served each Sunday from 9:30 to 4:00. Closed Monday and Tuesday. Phone 728-1998. 3757 S. Mission Rd., Fallbrook.

## It's more than a tree. It's anti-pollution.

A tree absorbs sound. Its leaves trap particles in the air. Visit a tree, it's cleaner and quieter.

Only you can prevent forest fires.



# People, Places and Things

## SCRIPPS CLINIC AWARDED HALF MILLION DOLLARS

The Kresge Foundation of Birmingham, Mich., has awarded one-half million dollars to Scripps Clinic and Research Foundation (SC&RF) here. Announced early today, the award propels the total raised in SC&RF's current capital fund campaign to over \$7 million.

According to William H. Baldwin, Kresge Foundation president, the \$500,000 pledge to the Scripps development program is one of the largest such awards that Kresge has made to a health science institution. Making the announcement, Baldwin expressed "great faith" in SC&RF and "the vital programs of medical education, research, and patient care in which it is involved."

Edmund L. Keeney, M.D., president and director of SC&RF, expressed "immense gratitude" to The Kresge Foundation saying, "Their gift has given us a tremendous boost toward our \$11 million goal. It also is significant

in that it reflects the interest in this institution that is growing on a nationwide scale."

Dr. Keeney explained that formal notification of the pledge took place at Kresge's Michigan headquarters with Mr. Donald K. Ballman, a trustee of SC&RF, representing the institution in Birmingham. Ballman is a director and consultant with the Dow Chemical Company, based in neighboring Midland, Mich.

According to Keeney, Mr. Ballman was asked to represent the SC&RF Board of Trustees because of "the prominent role he has played in our Promise of Health campaign, and his longstanding interest and support of the institution."

Commenting on his participation in the proceedings, Mr. Ballman stated, "I was very proud to represent Scripps. I am interested because I firmly believe it to be one of the finest organizations in modern medicine."

Stanley S. Kresge, chairman of Kresge's Board of Trustees, and son of its founder, Sebastian S. Kresge, also took part in the award presentation.

Originator of the Kresge chain of retail stores, Sebastian S. Kresge es-

tablished the philanthropic organization bearing his name in 1924.

According to Kresge's president, Baldwin, the foundation principally makes grants to well-established, accredited institutions toward construction and major renovation projects, and the purchase of major capital equipment or real estate.

In 1971 alone, the trustees of The Kresge Foundation made 154 grants totaling over \$8 million to various kinds of institutions located in 33 states, the District of Columbia, and five foreign countries.

In the 48 years of its existence, The Kresge Foundation has made appropriations in excess of \$117 million toward its stated purpose of "promoting the well-being of mankind."

Its beneficiaries have included colleges and universities throughout the United States; facilities for medical research, education and care; numerous agencies serving the handicapped, the young and the aged, and the underprivileged; theological seminaries; conservation groups; and the institutions concerned with the arts and humanities.

"I don't think people give enough credit to foundations generally," Dr. Keeney said. "They seem to think that giving money away is an easy task, which it most certainly is not."

"People like the trustees of the Kresge Foundation must expend copious amounts of time and energy reviewing and considering all aspects of an applicant's request, to insure that the funds at their disposal work to the best advantage of the largest number of people."

"I've talked at length with Mr. Baldwin and his board," Dr. Keeney said, "and they take their stewardship very seriously."

Mr. Ballman, SC&RF's representative at the Birmingham ceremony, added to Dr. Keeney's remarks saying, "Foundations such as Kresge are truly the cornerstone of private giving in this country, and private giving is the mainstay for institutions like Scripps Clinic and Research Foundation."

According to Dr. Keeney, the Kresge contribution will be used to finance construction of the medical library in the new SC&RF complex. He described the proposed library as being "a modern, supremely functional facility capable of keeping pace with the needs of a dynamic biomedical research, educational and patient service operation." He said that it will utilize some of the latest advances in information storage and retrieval. "At the rate science is now generating new knowledge, we can no longer wait for information to be compiled and printed in book form. Our scientists

and physicians must be supplied with the latest data relevant to their work in the minimum time practical."

Architectural plans and renderings of the library, to be named "The Kresge Library" in recognition of The Kresge Foundation's support, depict a structure of great physical beauty incorporating informal areas for relaxed reading and study, and fully landscaped outdoor reading patios. The patios, according to SC&RF's architects, will provide space for the library's future expansion needs.

Dr. Keeney termed the library a "vital component" of SC&RF, saying, "it will be a repository of contemporary knowledge in the specialized fields of the institution's operation... a storehouse of facts with which to meet the challenges of today, and on which we shall build the knowledge of tomorrow."

He noted that, continuing current policy, the new library will be open to all scientists and physicians from the area.

"The Kresge Library" will be part of the new \$28 million complex SC&RF plans to build on the Torrey Pines Mesa land donated by the Dow Chemical Company. The Kresge Foundation's pledge is the latest hallmark in a fund raising campaign intended to finance construction of the new quarters for the renowned medical institution. □

## LACY DILDAY MANAGER OF NEW SOUTHWEST BANK IN VISTA

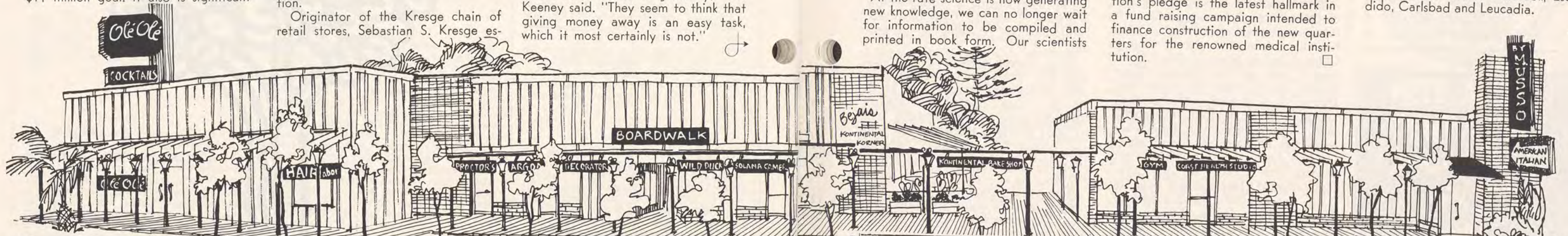
Lacy Dilday has been named manager of the new Southwest Bank branch office in Vista, it has been announced by Sidney Fox, bank president. A grand opening is planned Oct. 28 at the branch, which opened for business on Oct. 9.

Dilday, 37, has been associated with Southwest Bank since April, serving as assistant manager of the Leucadia and Escondido offices prior to the opening of the new facility.

An army veteran, Dilday is a graduate of the University of North Carolina. He joined Southwest Bank with 13 years of banking experience and has served as operations officer, assistant manager, vice president commercial loan department and vice president and manager for other banks.

Active in community affairs, Dilday holds memberships in Phi Gamma Delta fraternity, Junior Chamber of Commerce, Exchange Club, and Elks.

The new branch, at 737 W. Vista Way, is the fifth for Southwest Bank. Other offices are in Fallbrook, Escondido, Carlsbad and Leucadia.



First in Men's Fashions  
**FAST FREDDY'S**  
 OPEN FRIDAY TIL 10 P.M.



Fast Freddy  
 Casual Sportswear Golfwear  
**755-FRED**  
 Fred & Carolyn Whiston  
 BOARDWALK MALL  
 Solana Beach

SAN DIEGUITO  
**CYCLE EMPORIUM**



Imported Bicycles

**OPEN 6 DAYS**  
 CLOSED SUNDAY  
 1-day service and repair  
**755-2725**  
 BOARDWALK MALL  
 Solana Beach

Proctor's  
**SPORTING GOODS**



Equipment for:  
 FISHING SURFING ARCHERY  
 BASEBALL TENNIS FOOTBALL

Walter Proctor  
**755-8554**  
 BOARDWALK MALL  
 Solana Beach

**OLE' Ole'**



Fabulous Bar!

We are fast becoming  
 a tradition on the coast.  
 For the finest in Mexican  
 Food come in and  
 dine with us.

**755-8870**  
 OPEN 7 DAYS 11 a.m. to 11 p.m.  
 BOARDWALK MALL  
 Solana Beach

Our showrooms  
 have a unique selection of  
 Carpeting Accessories  
 Lamps



Furniture Draperies  
 Area Rugs

Complete Design Service Available  
**WALKER BRITAIN**  
**755-7188**  
 BOARDWALK MALL  
 Solana Beach

We've got 'em  
**CAMERAS**



Kodak Instamatic 20  
 little pictures—big fun!  
**POCKET CAMERAS IN  
 STOCK NOW**  
**SOLANA BEACH CAMERA**  
**755-3321**  
 BOARDWALK MALL  
 Solana Beach

# KRASNE'S

FACTORY TRAINED  
GUNSMITHS/NEW - USED -  
ANTIQUÉ FIRE ARMS/ALL  
WORK GUARANTEED.

118 N. GRAND—ESCONDIDO

9:30 am - 9 pm Daily  
9:30 am - 6 pm Saturday

6th & Market - San Diego



SOUTH COAST  
AVIATION

New & Used Aircraft  
Purchasing & Sales  
Leasing & Financing

ALL SUPPORT SERVICES

753-6525

Palomar Airport, Carlsbad

You Are  
Two Feet  
Away From  
Everything Exciting  
in San Francisco\*  
When You Stay  
at The Villa Roma  
Motor Hotel

\*The Cannery,  
Ghirardelli Square,  
and Fisherman's Wharf



The Villa Roma 1212 Columbus  
at Bay in San Francisco 415 771-2000

70/NOVEMBER 1972

# Seems, O'side

by KITTY A. PEELING

*There once was a gala Pique-Nique  
An affair very grand and classique  
The men suave and sleaque  
Wood the maids weaque and chique  
With champagne tres strong*

*and antique!*

Gad! Ain't that awful!

Limericks bring out the worst in me. You, who are also aficionados, know what I mean. My favorites are "The Young Gal from Bermuda," "The Monk from Siberia," and of course the super classic "Fellow named Clyde."

If you don't have these gems send me a self-addressed envelope (so I'm cheap) (also lazy) and your favorite limerick. Then I'll type out my three literary treasures for you—no fooling.

Don't know if it were the magic of the setting, the camaraderie of a fun loving crowd or the Cold Duck, but all contributed to North County Concert Association's L'affaire Pique Nique, held at the famous Oliver Morris Ranch, near San Luis Rey Downs on a golden, warm Sunday afternoon and inspired this poetic outburst magnifique. Gay French accents, like balloons, gendarmes parking cars, festivity costumed girl ticket sellers—with those, oh you know, high-crowned Hussar officer hats, all posts wrapped with the tri-colors of France and the sheath of wheat etc., etc., brought out the spirit of "Theek with tomorrow, tonight—WE LIVE!"

All this relaxed, carefree atmosphere was painstakingly produced by a hard-working committee chairmaned by Mesdames Jarvis Barlow and Charles Monroe Wood under the aegis of Auxiliary President Madame Michael Straub.

After a tour of the estate (the Morrises also own O'sides' famous MIRA MAR and are connected with the Bel Aire Hotel) and the bar under the sycamores, you sat at small tables around the grandstand where music soothed the savage beast within you until gaily wrapped pique-nique lunches appeared with bottles of Cold Duque (pronounced Duck).

I hate to admit it but the savage beast broke loose again in me. Around six o'clock I get hungry as a truck driver; and after a couple of snorts I'm in the longshoreman class.

I know, I know, it's all in the name of sweet Charity or Civic Betterment—still the way to a guy's heart and *pocketbook* is through a contented stomach. Couldn't there maybe be a little better—and bigger—assortment of food? When I grumbled about no butter on a stale bun (the French DO use butter as well as cheese) a patriotic hard-working committee gal (also a cute chick with the probably accompanying bird-size appetite) chided me in the famous words of Marie Antoinette, "Well, if you can't eat bread, eat cake!" I did. But Lady that delicious petit four was made with an eye dropper!

Another delightful gathering was made so by another golden September morn (remember "Mornings at seven; hillside dew-pearled?") Such a day greeted Camp Pendleton Marine Officer's Wives. At 9:30 there was a chapel and Museum tour, followed by a look-see through the Ranch House.

When I come back in another of my nine lives I want to be the General's wife who holds sway there. Could there be a more perfect tour of duty? Guess the next thing to living in the Hacienda is visiting it now and then. Each first Lady has made subtle changes, revealing her personality.

Mrs. Harrol Kiser was chairman with Mrs. Emil Radics co-chairman. Mrs. Herman Poggemeier, Mrs. Louis R. A. Daze and Mrs. Adolph Schwenk were in the receiving line to greet nearly a thousand new and old (oops! I mean "old" only in the sense of already at Pendleton) wives.

The motif was Fiesta Time. But nobody snoozed at this sparkling gabfest. The landscaped hill-top danced with huge multi-colored Mexican paper flowers and "pelotas" of cows, chickens, giraffes swayed from the trees. In fact all the while General Poggemeier gave the welcoming address, his favorite poodle Tutu was trying frantically to climb the small tree that held a saucy, white donkey.

The coffee was hot and pungent, the punch, cold and likewise. The committee had baked up a storm of breakfast goodies. Some artiste had carved the watermelon (holding fruit tidbits) into the Marine Eagle symbol—this was noticed by all and appreciated. And this old gourmet reporter who writes better—and nicer—on a full stomach, sampled (?) each of the 57 varieties that were rich and tasty—and covered with butter! (I still don't give a damn if the real chique Frenchman prefers cheese to butter!) □

# KitBits

by KITTY A. PEELING

Can you imagine going to a dinner party and crying?

Whether the two bloody Marys imbibed before the dinner had any influence might be considered, but when I'm among outstanding people who have EARNED THE RIGHT TO BECOME PART OF HISTORY, the tears are near the surface. Just to be even in the company of such people brings out the goose flesh!

Knowing this, my friends like to goose-flesh me and are always scouting. This time Vista's dynamic Frieda Harmon was the good scout who took me to the O'side Elk's Club for the FALL BAWL of Orange-San Diego Counties' wing of the OX5 Aviation Pioneers (for all early pilots who knew this engine. If you can join for Heaven's sakes do—I'd give my prized horse-hair false eye-lashes to belong.)

Frieda is one of the later Missouri pilots, now from the Phoenix Chapter and she knew most of the 65 present. Dr. Dave Hatfield, professor of Aviation History of the Northrup Institute of Technology spoke briefly on "Aviation in the Los Angeles Area during the 1920's" with scads of priceless slides; Pictures of: The first flying machines, including wild creations and the dashing young daredevils who flew them; serious-faced dreamers who were designing for the future and whose far-fetched ideas eventually made them the heads of our current air dynasties; jaunty millionaires who thought nothing of giving tremendous sums, LIKE \$30,000, to build a commercial plane (two passengers) to fly back and forth from Catalina; lonely views of Los Angeles' Fairfax and Wilshire (a cow pasture) where such foolish adventurers as Charlie Chaplin's brother, Syd Chaplin and a young idealistic-faced C. B. DeMille had invested money in such worthless property in order to put up hangars. (Bet this is where C. B. fell in love with the flyer's puttees and the "baton" and forever after affected them—along with a cap often worn backwards); devil-may-care stuntmen grinned into the camera while hanging by their teeth from the landing gear—and one hand holding "a pint"—even Woman's Lib was represented by Betty Lund for years, world's champion woman stunt pilot, (sat across from me); Amelia Earhart, looking so much like Lindbergh, was the center of a bevy of smart

looking aviatrixes; Daniel B. Burnett (pictured with a gamin cut-up, who later became Mrs. Burnett (they sat beside me). He with Ed Morrow helped Lindbergh build the Spirit of St. Louis—although Lindbergh was not a Missourian, his sponsor—WITH THE MONEY—was. Now Dan is Supervisor for San Diego's Aero-Space Museum. Photographed too, were Wiley Post and Will Rogers, but no pictures of Lindbergh or Wrong-Way-Corrigan (some fellows told me he really meant to fly that way) and there was none of the lanky, slow-eyed then, fun loving, Howard Hughes.



High Flyers author Walter Bohrer, Pres., Ed Morrow, Dan Burnett, Martin Jensen of the first Dole race (Oakland to Hawaii, only 2 out of 10 made it) Sec'y. Rex Robinson and Dr. Hatfield.

General Walter Rogers who helped Camp Pendleton come into being, also helped start and was first President of North County Retired Officers Club that has grown tremendously and is always going places in more ways than one. This month they went to the Busch Gardens in Van Nuys. Louise Rogers made me go. Never had any idea the Gardens were so lush and outstanding. Don't like beer soooo maybe that's why I never got interested. The brewery (forgive me, Mr. Busch) though most imposing—even with its overhead train ride—is still the smallest part of the entertainment! You must put this on your "must see" list, along with the Lion Safari, Japanese Gardens, Disneyland, etc.

There is a 20-minute boat ride through a magic river banked by towering rocks (all imported at tremendous cost), a 45-foot waterfall, miniature rice paddies all landscaped with unusual, exotic flora and fauna and hundreds of rare birds (I know; some wag in the boat said, "Yeah, and there's quite a few in here.")

There are Tasmanian swans, scarlet ibis, American and Chilean flamingoes cadaverous condors, golden eagles, magnificently colored macaws, etc.



Adobe

Adobe

Adobe

Adobe

Adobe

Adobe

Construction Co



Located in Escondido, Weir Brothers are famous for building fine adobe homes. Adobe; with the charm of old California, and today's advantages of durability, design flexibility and temperature control. Call Weir Brothers at 745-1612 and make an appointment soon, their marvelous staff is exceptionally qualified 1536 S. Escondido Blvd.

NEED A CAR?  
RENT-A-CAR  
Rent or Lease  
A NEW FORD  
from  
HOMER HELLER FORD  
400 W. Grand Ave., Escondido  
745-3361 or 724-7771



MARY'S TACK SHOP  
TACK & VETERINARY SUPPLIES

Via de la Valle at 76 Station

755-2015

**ZEIGLER'S**  
**ARCO**   
 Atlantic Richfield Company  
 AT WHISPERING PALMS  
 RANCHO SANTA FE  
 Featuring  
**MICHELIN**  
**TIRES**  
 756-2112

The symbol  
 of friendship



WELCOME WAGON

"The Most Famous Basket in the World"

known around  
 the world

TELEPHONE 753-3137



WELCOME WAGON

**Jolly**  
**Ox** 

**Steaks**  
 &  
**GREAT** **Spirits**

LOMAS SANTA FE EXIT AT  
 FREEWAY 5 SOLANA BEACH  
 714/755-9758

## KitBits

continued

There's a thrilling flume ride (more flume!), an overhead scenic ride, performances by clever parrots, and the "otterable" Slim Snorty with seals and porpoises as supporting constituents. See it. You'll like it. This might have started out as a commercial gimmick, but Mr. Busch evidently became enamored of his Galatea and now actually scours the world (full steam ahead, damn the expense!) for different one-of-a-kind birds and plants. You feel it's a work of love.

You beer drinkers can sip to your hearts content in many attractive lagoon-surrounded pavilions for free! Too, Busch Gardens is a most canny place. Everywhere are strategically located restrooms that just seem to come out even with your beer intake.

And the price is way below what it should be. If I were a lover of Michelob and Budweiser I'd be there every day from 10 to 5 and still save money!



*Achtung! Three past presidents Major C. H. Weese, Col. C. R. Nelson and Col. F. E. Gillette who helped "brew" up the N.R.O. Club Busch Gardens Tour.*

The Inter-Community Organization Council continues to play an important part in the civic life of O'side and Carlsbad.

Their September meeting was to feature San Diego's fearless district attorney, Don Keller, who for over twenty years relentlessly fought crime. At the last moment Mr. Keller was rushed to an emergency operation and James Hunter, President of "Stamp Out Crime" and two devoted workers, Louise Ruth and Camille Draper gave short talks on how all of us can help combat lawlessness and the utter disregard of some hedonists for OTHER people's lives and property.

We were honored by the presence of O'side's Mayor Howard Richardson and Councilmen Bill Bell and John Frenzel among the many dignitaries.

If you are concerned and want to do other than gripe about the appal-

ling situation, call Chairman Ellie (Mrs. George) Hillam.



*Stamp Out Crimners Camille Draper, James Hunter, Louise Ruth, Mayor Richardson, Chairman Ellie Hillam.*

Nothing makes the scenery more appealing than a beautiful sun-bronzed maid in a bikini. This fall the Bay 'N Beach Marinapartments has had more than its share decorating the swimming pool. One of the fairest was Deborah Probst who parents Art and Janet Probst live in Yucaipa (it use to be worse—Yucaipi. Even the natives couldn't take that and changed it. Means beautiful valley). They come down three or four times a year to vacation with us. Debbie is down in San Diego going to the University of California branch there. She just won a big modeling contest and now instead of an academic career, wants to be a model.

Talk about the man who came to dinner! On interviewing Dr. Derald George Langham at 1:00 p.m., he, his work and his family were so intriguing and doggone down-to-earth, the interview continued on both sides until 1:00 a.m. And I'll bet most of you never heard of him. Yet Venezuela held a national holiday July 27 this year, to honor him and award him the Order of Merit First Class!

Only the professor couldn't be there (he was busy holding his Fallbrook mountain seminars in GENESA, this summer) sooooo his daughter Tina accepted the award. When Derald received his doctorate in Genetics from Cornell University in 1939 he was immediately recommended to Venezuela to help them solve their Sesame problem.

Don't laugh. But like Luther Burbank he treated the sesame with TLC and in their daily confidential talks the plants gave up their secret and thus the good Doctor saved Venezuela millions of dollars! Besides, he started a department of Genetics and trained agricultural leaders.

## KitBits

continued

Dr. Langham has had a rich, full life—his wife "Maj" and four children have all contributed their share. He has worked for the Rockerfellers and besides being one of our nations top-ranking geneticists, he received a Ph.D. in Human Relations from San Diego's U. S. International College in 1970. This fall he is teaching his GENESA (patented) there.

It is a simple means of visualizing relationships according to Natural Laws of growth and personal development. It has been used in some S. D. schools with wonderful results to mentally retarded children.

It helps one to clear, organize and stretch the mind (you know we only use about 10% of it) so that we can solve our problems in a direct, concise manner. Week-end seminar (you'd be surprised at the famous personages who came to practice GENESA) were held all summer on the Langham estate, under the most unusual avocado trees imaginable. They have all been cut according to the natural laws of the Universe. Here too, are placed huge matrixes into which you step and sort of polarize yourself.

Descriptive words are useless, you've got to try it—it will amaze you!



*Beetle-browed Dr. Langham practicing his GENESA within his specially designed matrix.*

Practice GENESA this November. Especially at Thanksgiving time. The bigger person you can become, the more you can love and treasure your family with the corresponding results. Live the big Day to the fullest. Have a real heart-warming, grateful Thanksgiving.

And may the sadist who, to date, has poisoned 42 dogs in my vicinity find, sprinkled over his turkey, a little of the ground glass he has been distributing so successfully—and agonizingly!

## People, Places and Things

### CHRISTMAS TREE FESTIVAL

by Helen Chapin

Festival time is just around the corner! You can almost smell those holiday cookies, cakes and pies in the Gourmet section of the 12th Annual Christmas Tree Festival to be held at the Village Community Church in Rancho Santa Fe on Saturday, December 2. Sponsored by the church Women's Council, under Mrs. Fred V. Gardner, President, the bazaar will be open from 10 a.m. until 3 p.m. in the parish hall.

Tickets at one dollar, sold by Council members and church friends, as well as through the church office, include a chance on a door prize and refreshments.

Santa's Grab Bag will be waiting and piled with surprises for men and women, boys and girls. Small artificial Christmas trees, ornaments, wreaths, centerpieces and decorative novelties will add to the colorful displays. Needlework, handcrafts, toys, and one-of-a-kind works of art will also be offered for sale.

#### FESTIVAL CHAIRMEN

##### Workshop

Mrs. Carl A. Bergfors

##### Tickets

Mrs. W. W. Fogle, Mrs. Charles E. Hobbis, Mrs. James S. Lawless, Mrs. James C. Ainley

##### General

Mrs. Charles A. Chapin

##### Gourmet

Mrs. Donald S. Fredericks, Mrs. Howard L. Glasgow

##### Santa's Grab Bag

Mrs. J. Fred Reeves

##### Tea

Mrs. Walter A. Krafft

##### Door Prizes

Mrs. Henry S. Sanger

##### Money Tree

Mrs. Ben R. Gardner and the Couples Club

##### Raffles

Mrs. Willard Downs, Mrs. Howard A. Will, Mrs. Royal B. Lord

##### Publicity

Mrs. Colin I. Bradford

##### Hostesses, Salesgirls

Mrs. Curtis Barks

##### Decorating, Cleanup

Mrs. Alfred L. Cope, Mrs. Richard H. Wehmeyer

##### Treasurers of the Day

Mrs. Dorothy B. Patton, Mrs. Edward N. Dacus

## Shaun-Mar Boarding Kennel

GROOMING — ALL BREEDS

Open Mon. thru Sat.  
 9 a.m. to 5:30 p.m.

(Sundays by Appointment)

2120 Jimmy Durante Blvd.

DEL MAR 755-3222



casa de oro  
 travel

LeRoy R. Hall  
 Owner-Manager

9768 CAMPO ROAD  
 SPRING VALLEY, CALIF. 92040

461-8222  
 or toll free  
 Zenith 7-1306

## CLATON TIRE CO.

Franchised Michelin Dealer  
 Remington Miller Lee Sumitomo

guaranteed  
 RETREADING  
 BALANCING  
 of any wheel  
 UNDERCOATING  
 truck and car  
 BRAKE SERVICE  
 WHEEL ALIGNMENT

753-6316

NICK & DOTTIE PHILLIPS  
 215 G St., Encinitas



# FINGERTIP SHOPPING

## ★ AIR CONDITIONING

**AELOTT AIR CONDITIONING**  
Dealer for Carrier - General Electric - Day & Nite - Heat Pumps - Electric & Gas Furnaces - Sheet Metal - Electronic Air Cleaners  
Sales - Installation - Service  
825 West Washington Escondido, CA  
746-1333

**LENNOX COMFORT CRAFTSMEN**  
Incorporate airconditioning into your new home or into your existing heating system - guaranteed maintenance service. Free Estimates - Reasonable prices. Serving all North County.

**POWAY HEATING & AIRCONDITIONING INC.**  
13965 Poway Road, Poway, Calif.  
277-8622 748-5100

## ★ AIR CONDITIONING & HEATING

**UNIVERSITY AIR CONDITIONING & HEATING** Since 1926  
DESIGN INSTALL MAINTAIN  
Let UNIVERSITY add "Total Comfort" air conditioning to your present forced air heating system, or replace your old heating system with a new one. We have Planned Maintenance for all systems.  
546 S. Redwood, Escondido  
745-6913  
also 753-3491, San Diego 283-3181

## ★ APPLIANCES—Sales & Service

**SKYLINE APPLIANCE SERVICE**  
"We repair all makes"  
FACTORY AUTHORIZED SERVICE FOR WHIRLPOOL and KITCHENAID  
We carry a complete line of  
★ KITCHENAID DISHWASHERS  
WHIRLPOOL APPLIANCES  
—We Sell Parts—  
We repair all makes of dishwashers, refrigerators, washers, dryers, stoves, ovens, disposals and hot water heaters.  
263 S. Hwy 101 — Solana Beach  
(South of the traffic lights)  
755-2071

## ★ BICYCLES

**McDOUGALL'S COAST CYCLERY**  
SCHWINN AMERICAN EAGLE  
Service on all makes  
553 First Street Encinitas, California  
Phone 753-5867

## ★ BICYCLES - SCHWINN

**HIDDEN VALLEY BICYCLE STORE**  
Largest stock of new bicycles. Also expert repairs on all makes; tires, etc.  
265 North Hickory Escondido 746-1509  
"Next to '31 Flavors Ice Cream!"

## ★ BLACK TOP, EXCAVATION

**SMITH CONSTRUCTION COMPANY**  
See us for All Your Paving Needs  
Black Top, Excavation Top Soil and Fill Dirt  
756-1061 and 753-2796

## ★ BRAKES

**COAST BRAKE & WHEEL SERVICE**  
Mufflers — Goodyear Tires  
Brakes — Wheel Alignment  
444 First Street, Highway 101, Encinitas  
753-6272

## ★ CARPET & LINOLEUM

**ESCONDIDO CARPET & LINOLEUM, INC.**  
Featuring the famous  
OZITE "Outdoor-Indoor" Carpet  
which is great for any room in the house.  
Especially wonderful for patios, pool decking,  
and any outside uses!  
Resist stains — Dries quickly  
Come in and let us show it to you!  
903 Valley Blvd. Phone 745-5827

## ★ CARPET CLEANING

**SMITTY'S OF LA JOLLA**  
CARPET CLEANING  
"Steamway Method"  
Specializing in wall-to-wall carpet!  
24 years in La Jolla  
459-3269

**SOLANA CARPET CLEANERS**  
The Finest In Professional Cleaning  
NEW JET "STEAM"  
And Extraction Method  
The First Of Its Kind On The West Coast  
All In One Gentle Action — No Brushes  
REPAIRING - RESTRETCHING  
753-2511

## ★ CLOCKS, CABINETS

**Ed Sullivan Manufacturers Supply.** Manufacturers of grandfather clocks. We repair old furniture and old clocks. Reasonable. Clocks made to order. Styles include early Mediterranean, early American, and Danish. Any color desired. We also make cabinets.  
2680 State Street, Carlsbad, California  
729-1721

## ★ DOG GROOMING

**THE CANINE CLIPPER**  
Dog Grooming — Most Breeds  
Open 8 a.m. to 5 p.m. Tuesdays thru Saturdays, Closed Mondays  
Conveniently located on North Highway 101 in Encinitas—next door to Dr. Hill—with plenty of convenient parking.  
753-4663  
216 North Highway 101 Encinitas

## ★ DOGS

**STANDARD POODLES**  
Elegant, Royally Bred Standard Poodle Puppies. Available From Our Champion Sires And Dams. At Stud: Champion Meriteau Alec Dominic.  
3309 Donna Drive, Carlsbad, Calif. 92008  
714 - 729-3121 213 - 448-4291

## ★ ENGINEERING SURVEYORS

"Browne and Vogt"  
**ENGINEERING SURVEYORS, INC.**  
726-0920  
—Subdivision—Land Surveyors  
—Topographical Surveys  
621 So. Santa Fe Ave., Vista, Calif. 92803

## ★ FENCES & CORRALS

"Shadowfax"  
**CUSTOM FENCES & CORRALS**  
729-3046  
**LEE COOK**  
728-8589  
**JOHN McKEOWN**

## ★ FIREPLACE EQUIPMENT

Gas Logs, Fireplace Equipment,  
Brass Imports Custom Screens  
Steel Fireplaces  
**THE FIREPLACE INC.**  
142 West Grand Ave. 746-5550  
Escondido, Ca.

**BRASSTOWN**  
"Since 1952"  
SCREENS  
Custom and standard  
GAS LOGS  
See these beautiful gas logs burning in our store  
ACCESSORIES - APPROVED METAL FIREPLACES - WALL DECOR  
902 West Washington Street San Diego  
(Complete showroom) (Corner of Goldfinch)  
WE MEASURE AND INSTALL  
FREE ESTIMATES  
Largest selection in San Diego  
296-4307

## ★ FIREWOOD

Firewood Cut and Delivered  
**Bob 728-8178**

## ★ FLORIST

**SOLANA BEACH FLORIST**  
"In the Plaza"  
107 1/2 Acacia Avenue 755-6731  
\*Flowers for all Occasions  
\*We deliver to all areas  
FTD

## ★ FURNITURE REPAIRING

**ERIC MASTERMAN**  
Furniture repairing, restoration  
and refinishing  
"5 YEARS LONDON EXPERIENCE"  
755-9273

## ★ GOLF CARTS, SALES & SERVICE

**ELECTRICAR OF SAN DIEGO, INC.**  
Authorized Westinghouse Distributor  
in San Diego County  
Complete Servicing—All Makes Golf Carts  
and Electric Cars or Trucks.  
3727 Fairmount Avenue, San Diego  
283-6291 283-6378

## ★ HOSPITAL SUPPLIES

**GOODHEW HOSPITAL SUPPLIES**  
Everything for the sickroom! Traction  
equipment, patient lifts, crutches, walkers,  
wheel chairs, oxygen, IPPB units.  
746-1146 454-0333

## ★ HOUSECLEANING

**HAGEN HOME MAINTENANCE**  
"One call does it all!"  
747-4625  
All types of housecleaning (heavy or light).  
Window washing, rug shampooing, floor  
waxing . . . a complete janitorial service.

## ★ INSURANCE

**CUNNINGHAM INSURANCE AGENCY**  
carries all types of insurance!  
PERSONAL lines include fire, homeowners,  
automobile, health and accident, life insurance, boat insurance.  
FIRE AND CASUALTY includes apartment,  
office buildings, automobile, surety bonds,  
workmen's compensation, professional liability,  
mercantile coverage.  
INDUSTRIAL includes fire and casualty,  
manufacturing, contractors packages, truck  
and cargo, surety bonds, Group insurance  
(hospitalization and life combination) workmen's compensation.  
**CUNNINGHAM INSURANCE AGENCY**  
Paseo Delicias Rancho Santa Fe  
756-2117

## ★ INVESTIGATIONS

**INVESTIGATIONS**  
(Background)  
Are you going to employ him?  
Will he represent your Company?  
Are you considering a merger?  
What is his past record?  
**LA JOLLA**  
**PRIVATE INVESTIGATIONS**  
P. O. Box 688  
459-0430

## ★ LANDSCAPING MAINTENANCE

**ROBERT J. ADAMS**  
Landscape Maintenance Services  
A Complete Service for your Lawns, Trees,  
Sprinkler System, etc.  
Specializing in tree pruning for safety and  
beauty. Fully insured. Landscaping also  
available.  
For information and free estimate  
Call 748-4067

## ★ MASONRY & LANDSCAPING MATERIALS

**BUNYARD MASONRY SUPPLY COMPANY**  
BLOCK — BRICK — STONE  
Landscaping ground cover materials—  
577 North Vulcan Encinitas 753-1164

## ★ PAINTING—INTERIOR & EXTERIOR

**JOSEF C. STERNAL**  
QUALITY PAINTING OF RESIDENTIAL  
INTERIORS & EXTERIORS  
"Serving Rancho Santa Fe and vicinity"  
744-0787

## ★ PARTY RENTALS

**GOODHEW PARTY RENTALS**  
Banquet tables, card tables, bars, china,  
silver, glasses, garden furniture, folding  
chairs, canopies, tents, dance floors, heaters.  
**GOODHEW**  
746-1146 454-0333

## ★ PHOTO SUPPLY

**GAILEY'S PHOTO SUPPLY**  
Escondido's most complete Photo Supply  
Serving this area for 17 Years  
Featuring Kodak Color Processing  
118 E. Grand Ave. Escondido 745-7823

## ★ PIANO TUNING

**PIANO TUNING**  
Repairing and regulating  
PTG Member  
**GEORGE GROSS**  
753-5715



## ★ PLUMBING

**COAST PLUMBING CO.**  
New Construction—Repairs—Remodeling  
Expert Service  
P.O. Box 715, Del Mar, Calif. 92014  
Ph: 755-1888  
If no answer, please call 459-5282

## ★ PLUMBING & HEATING

**ARTHUR A. BROWN PLUMBING**  
Heating, disposals, dishwashers, sewers,  
water heaters, drain cleaning, etc.  
Call 729-4914  
DAY OR NIGHT  
"24 hour emergency repair service"  
2691 State Street Carlsbad

## ★ ROOFING

ROOFING OF EVERY TYPE  
Wood Shingle — Shake — Composition  
Tile — Bermuda Insulated Roofs  
REPAIRS —  
We Also Seal-Coat Driveways  
**WITHEROW ROOFING CO.**  
747-1101

Serving San Diego County since 1935. Roof  
repairs our specialty. Mission tile - concrete  
tile - asphalt shingles - built-up gravel roofs.  
Poured in place Bermuda insulated roofing.  
Driveway coating for added life to blacktop  
driveways.

**J. P. WITHEROW**  
1001 Morena Blvd., San Diego 297-4701  
Escondido 747-1101

## ★ SAND

**COAST SAND COMPANY**  
Right in the Heart of Rancho Santa Fe!  
Sand, Rock, Top Soil  
Prompt Delivery by Calling .....756-2446

## ★ SUMMER CAMPS

**THE BUCKOES SUMMER DAY CAMP**  
Sorrento Valley, La Jolla, California  
A Summer day camp for 5 to 13 year olds.  
Swimming and riding, games and sports,  
archery, handicrafts, camp-outs, and field  
trips.

Brochures free upon request.  
Mailing Address: 10325 Roselle St.  
San Diego, Calif. 92121  
453-1643 — 20th Year — 271-9188

## ★ TREE SERVICE

**LANGE TREE SERVICE**  
Specializing in Topping, Trimming &  
Removal  
FREE ESTIMATES  
Wood Sawing and Splitting  
Excellent Fireplace Wood For Sale  
670 Laguna, Carlsbad 729-2552

## ★ WATER CONDITIONING

**BAYNE WATER CONDITIONING**  
"Outstanding Service"  
—Charcoal Filters and Water Purifiers  
for Drinking Water  
—Soft Water Rental Service  
—Automatic Water Conditioners  
Commended by Parents Magazine, Water  
Conditioning Foundation, and Good House-  
keeping Magazine.  
Del Mar - Rancho Santa Fe 755-9741  
San Marcos - Escondido 746-2811  
Oceanside - Carlsbad 724-8603

**Cubach's**  
 "Everything you'd like  
 a restaurant to be"

Hawthorn at the Waterfront  
 Noon till Midnight  
 Closed Sundays & Holidays

232-5129

Winner of Holiday Magazine Award



Prescriptions    Cosmetics  
 Toiletries        Candy  
 Greeting Cards    Magazine  
 Gift Items        Pocket Books  
 Cameras & Film  
 Panasonic Radios, TV, Stereo  
 Wines & Spirits    Soft Drinks  
                           Party Snacks  
 Bar Equipment & Glasses



Rancho Santa Fe Pharmacy  
 & Village Spirit Shop  
 La Granada at El Tordo  
 756-2433

**Wilhelmy's  
 Picture Framing**  
 Custom & Stock Frames  
 Fine Prints    Originals  
 Mat & Glass Cutting  
 Artists Supplies  
 "Personal attention  
 to special requests"  
 Mon-Fri 9-5:30    Sat til 4:00  
 753-8829  
 1038 N. Hiway 101 Leucadia

## BUSINESS AND ESTATE TOPICS

### PROTECTING YOUR BUSINESS PROFITS

Business owners are becoming more and more aware of the importance of the contributions of management to the success of their businesses. They realize that the death of a keyman—sales manager, a man with production know-how, a financial expert, a top engineer or salesman—may jeopardize the profit-making ability of the company.

#### The Profit Picture

The profits of any business come from two sources: capital investment and management ability. The physical assets of a business—the plant, up-to-date machinery and sufficient working capital—vitaly affect profits. But it is the experience, knowledge and special abilities of the management which combine capital, labor and materials into a successful and profitable business enterprise. The loss of the directing and guiding hand of some keyman or keymen can cause profits to shrink or ultimately disappear.

#### Failures Due To Human Factor

A recent Dun and Bradstreet study of 12,868 business failures occurring in a single year showed that 97% of the failures were traceable to the human factor. If the human factor is the overwhelming reason behind business failures, it is also the outstanding reason for business successes. Thus, more and more companies are insuring their keymen—their human assets—to help offset the loss of a keyman's contribution to profit if he should die in actual service.

Keyman insurance is indicated for anyone whose death would cripple the business, or at least cause a setback until a replacement is secured. Simply stated, it is merely life insurance carried by a proprietorship, partnership or corporation on the life of a keyman in an amount at least sufficient to offset the estimated loss which would be caused by his death. The business firm is the applicant and owner of the insurance; it pays the premiums and is designated as the beneficiary.

#### Immediate Cash

Instead of draining the company's surplus or working capital, or straining its credit to provide the needed cash after the death of a keyman, life insurance provides the cash immediately, tax free, at a yearly cost of generally

not more than 2% to 8% of the face amount of the policy—2c to 8c on the dollar.

Furthermore:

- (1) The lifetime values of a keyman policy becomes an active asset of the business.
- (2) Policy loan values are always available without publicity, irrespective of business conditions, the money market or credit restrictions.
- (3) Accumulated cash values can be used as supporting collateral for bank loans, assuring the availability of cash for any need.
- (4) The annual increases in policy values are not taxable to the business as they accumulate.
- (5) Ownership of keyman insurance improves credit by assuring banks and other creditors that the firm's debts can be discharged in the event of a keyman's premature death.

#### Life Insurance Can Solve The Problem

Keyman insurance provides the business with cash in the event of the death of a keyman to keep the business running; to assure creditors that their loans are safe; to assure customers and suppliers that the business will continue to operate; to cover the special expenses of finding, attracting and training a successor to the keyman; to provide business stability during the period of the successor's development; to continue current dividend policies; and to carry out long-range development programs.

Today, over 1,000,000 business organizations in America own in excess of \$50 billion of business life insurance. These companies realize and appreciate the fact that keyman insurance provides them with an unparalleled emergency reserve fund which is also the finest collateral available. It is this flexibility, low cost and tax-free benefits that has made keyman insurance an outstanding investment for many firms today.

For more information and details on just what keyman life insurance is, and how it might be applied to your business situation, our booklet "Protect Your Profits" is available. For a copy just call or write

Larry G. Showley, C.L.U.  
 1360 Fifth Ave.,  
 San Diego, Calif. 92101  
 Phone 233-8931

## People, Places and Things

### RESTAURANTER CHANGES CAREERS



Jean Bellon, known to San Diego diners as the gracious owner-host of L'Escale Restaurant on Shelter Island, has begun a career as the business manager of Vic Braden's Tennis College at The Inn in Rancho Bernardo, California.

Can the former owner of two of the Southland's best known dining establishments find happiness in tennis?

Jean Bellon, known to San Diego diners as the gracious owner-host of L'Escale Restaurant on Shelter Island, has begun a career as the business manager of Vic Braden's Tennis College at The Inn in Rancho Bernardo, California.

Bellon and his lovely wife, Mallow, sold L'Escale last year and toured Europe. They returned to California with the thought of beginning a tennis club of their own. Jean has been playing for about 20 years and enjoys the sport greatly.

Bellon's background includes everything from championship soccer in his native France, to plantation ownership and big game hunting in Indo-China (Vietnam).

Bellon's business in Vietnam was lost with the start of WW II and the Japanese occupation. He and his wife spent the last four months of that war in a Japanese concentration camp.

The French government sent Bellon to the United States on an economic mission and he found California so much to his liking that he returned in 1949 to establish the Hollywood landmark — Villa Frascati Restaurant.

The Bellon's enjoyed great success with the Villa Frascati, expanding to six locations. Two remain today. The Hollywood location became the "in" place for hundreds of Hollywood en-

tertainment personalities. Those same stars came to San Diego in 1965 when he opened L'Escale.

Now in yet another career, Bellon is well entrenched in the programs of the Tennis College. Just for openers he put himself to the test and took Vic Braden's two-day course. He believes it did his game a measurable amount of good. His positive attitude conveys his conviction that he will be as equally successful in his tennis service as he was in the service of unsurpassed French cuisine.

Bellon's new environs are the brain child of tennis pro and psychologist, Vic Braden. Opened a year ago, the

Tennis College is the first of its kind.

The course is a two-day crash program which includes nine hours of individualized instruction employing video recorders, ball-throwing machines, Braden-designed teaching alleys and a complete tennis classroom. The program enables students to progress at their own pace.

Prior to founding the College, Braden taught in the Topanga and Hermosa Beach school systems and at the UCLA Psychology Clinic School. He is a co-founder of the Jack Kramer Tennis Club and founder and current president of the National Foundation for Tennis Research.

Delightful Christmas Gift!

Lanvin's New

2 oz. Atomiseur \$5. plus tax



Just the right size aerosol . . . ideal stocking gift, and perfect for your handbag as well as the dressing table. Lanvin's popular "My Sin" or "Arpege" fragrances.

available at  
**RANCHO SANTA FE PHARMACY**  
 La Granada and El Tordo in Rancho Santa Fe  
 756-2433



# Your Heart Fund Fights

Heart Attack  
Stroke  
High Blood Pressure  
Inborn Heart Defects



Only you can prevent forest fires.



Advertising contributed for the public good.

## People, Places and Things

### MEET THE NEWLYWEDS



Pictured above are Mr. and Mrs. Charles Stimpson who were married on October 1st at the Village Church in Rancho Santa Fe. Mrs. Stimpson is the former Dorothy Hadden, one of Rancho Santa Fe's most popular residents particularly in the golfing community. Mr. Stimpson is the assistant manager of the Rancho Santa Fe Inn; having formerly owned and operated a dude ranch in Arizona.



### RANCHO SANTA FE'S CHRIS KANE EMERGES CHAMPION

Rancho Santa Fe Chris Kane, a sophomore playing No. 1 singles on the Notre Dame varsity tennis team, scored a recent upset by defeating defending champion John Peckskamp of the University of Cincinnati during the Central Collegiate Championships hosted by Notre Dame.

Kane emerged the champion of the Central Collegiate with a record of 3-1 against Purdue, Iowa, Indiana State and Cincinnati.

### LOLITA WHITE OF SCFNB



### Personality of the Month

When you step into Southern California First National Bank these days you are greeted by a smile and a pleasant "hello" from Lolita White. Her official title is "Customer Service Representative" and this covers a great deal of territory. If a customer has a problem, it's Lolita's job to find a solution. Among other things she opens new accounts, sends out documents, makes phone calls, and anything else that will make her customers happy. Because Lolita has been with Southern California First National Bank for twenty years, serving in various capacities, she has a working knowledge of exactly how a bank can be of service . . . and how best to do it. Lolita is married to John White (retired Marine Corp) and he works for the Carlsbad School District. They have one married daughter and two grandchildren.

### RENE VAN LEYDEN EXECUTIVE CHEF

Rene Van Leyden, formerly of La Valencia Hotel, has been appointed executive chef at the Inn at Rancho Bernardo.

Well-known by San Diego restaurant goers, Van Leyden's specialties have graced the tables of Vacation Village, Mission Bay; Lubach's and the La Jolla Country Club.

Prior to coming to the United States, Van Leyden worked for the Holland-American Lines as Sous Chef on cruises between Rotterdam and New York.

Van Leyden's career began with training as an apprentice at the age of 16.

The Inn's new executive chef is a fellow of the Academy of Chefs of America and received a certificate of honor from that society in 1968.

## THE ASSOCIATION

## Bulletin and News

### MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD SEPTEMBER 12, 1972 AT 9:00 A.M. IN THE BOARD ROOM.

**Present:** Vice President Wingert, Architect Hope and Alternates Frobes, Larson and Teetzel.

**Also Present:** Building Commissioner Mowery and Recording Secretary Duffield.

**Absent:** President Blackman.

Alternate Teetzel was seated as regular member for this meeting.

The minutes of the previous meeting of August 22, 1972 were approved.

**APPROVED SINCE LAST MEETING**  
**Paint Samples,** McMillan Construction, Wm. Coridon.

**Thompson, J. C.** Pillars for residence at Lot 116, Map 2129.

**NEW CONSTRUCTION**  
**Barrett, J.** Residence (Revision of plans). Parcel 3/1, Block 47, Las Planideras. Approved. Request to widen driveway to 20 feet, if possible.

**Corlett, R. C.** Residence — Parcel 2/3, Block 30, Paseo Arbolado. Approved. Applicant requested to submit landscape plan for approval.

**Richmond, L. R.** Residence — Portion Lot 35, Map 2089, Mimulus. Approved with change in garage entrance.

**Terry, E.** Residence — Parcel 19/5, Block 36, Linea del Cielo. Approved. Windows to be anodized or painted out. Site visited.

**Reniers, R.** Residence — Lot 139-12, Map 2089, Los Eucalyptus. Approved.

**PRELIMINARY STYLE CHECK**  
**Yeaton, I. D.** Residence — Lot 139-8, Map 2089, Los Eucalyptus. Architectural design acceptable. Suggestions made by Art Jury to applicant, who was present.

**ADDITIONS & ALTERATIONS**  
**Kelts, B. D.** Gardner's Storage House — Parcel 3/4, Block 47, La Madreselva. Approved. Site visited. Art Jury suggested additional planting of service driveway area for screening.

**Jaffari, D. M.** Addition to existing residence — Parcel 4/5, Block 17, Paseo Delicias. Not approved as submitted.

**Mackie, C. S.** Addition to existing residence — Parcel 17/2, Block 36, Rambla de las Flores. Approved.

**Davis, G.** Addition to garage — Lot 86, Map 2089, Paseo Delicias. Approved.

**White, M. M.** Construction of Stable — Parcel 1/3, Block 6, El Camino del Norte. Approved with suggestions. Contractor present.

**Ayres, O.** Swimming Pool — Parcel 2/4, Block 20, Lago Lindo. Approved. Does not include approval for structures covering pool, including inflatable cover.

**Wrenn, F.** Swimming Pool — Parcel 2/3, Block 20, Lago Lindo. Approved. Does not include approval for structures covering pool, including inflatable cover.

**KEEPING OF HORSES**  
**Redd, H. E.** One additional horse (making a total of two) at Parcel 1/6, Block 33, El Acebo, 2.50 ± acres. Unanimously passed to advise approval to Board of Directors.

**Conway, E. R. (escrow Murphy).** Two horses on 2.66 ± acres at Parcel 2/8, Block 7, La Crescenta. Unanimously passed to advise approval to the Board of Directors. Site visited.

**Lindholm, J. W. (escrow Graham).** Three horses on 3 ± acres at Parcel 2/7, Block 43, Via de la Valle. Unanimously passed to advise approval to the Board of Directors. Site visited.

### MISCELLANEOUS

Letter from Laughlin & Culver. Read and request approved.

Letters from Dr. K. E. Shuler. Read, answered and filed.

Delaney grading — Parcel 6/7, Block 22, Los Morros. Site visited by Art Jury.

Letter from E. Patman — read, answered and filed.

**Crane, W. B.** Letter requesting approval for removal of trees and trimming shrubs. Approved as indicated to Art Jury at site.  
**Cappozzi, J. A.** Paint samples — disapproved as submitted. Art Jury requested that applicant submit an off-white color — shutters and residence to be same color.

Lowell F. Wingert, Vice President  
Rea Mowery, Building Commissioner

### MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, SEPTEMBER 21, 1972, 9:00 A.M., IN THE BOARD ROOM.

**PRESENT:** President Bellman, Vice President Nix, Directors Brown, Chubbuck, Coberly, Weindling and Whitehead.

**ALSO PRESENT:** Art Jury Members Wingert, Frobes, and Larson; Asst. Manager Mowery, Recording Secretary Butts; Association Members, Margo Watson, representing Rancho Santa Fe Times.

### PERSONAL APPEARANCES

California Highway Patrol Officers Sam Herbert and Mike Henderson, accompanied by Captain W. H. Terry, explained concentrated efforts by the Patrol to prevent accidents by means of new programs, ART (Accident Reduction Team) and BART (Bicycle Accident Reduction Team). It is desired to make this a

For Those Who Want the Very Best



La Jolla

Smitty's CARPET

CLEANING

Member






CHARLES SMITH  
Owner

25 Years  
In La Jolla  
And  
Rancho  
Santa Fe

**'STEAM WAY' METHOD 459-3269**

ALONG WITH 'CERTIFIED' SHAMPOO

STEAM  
WAY



THE  
BETTER  
WAY

# COAST Brake & Wheel

MUFFLERS BRAKES  
WHEEL ALIGNMENT  
GOODYEAR TIRES

444 First St., Highway 101  
Encinitas, California  
753-6272

HOW  
TO SUBSCRIBE  
TO  
LIVING  
BY PHONE

756-2415  
OR  
453-0340



"In The Village"  
756-1433

## ASSOCIATION Bulletin and News

community awareness program, using education, enforcement, and engineering, and the public is urged to notify the Team of possible problems before accidents occur.

Mr. Peter T. Fletcher explained hazardous conditions along Lago Lindo and El Montevideo and urged the Board to work with the County to facilitate construction of a freeway to the north of the community since the majority of the roads in Rancho Santa Fe are not designed for, nor intended for, heavy or speeding traffic. He emphasized the responsibility of the Association to see that it not only opposes freeway construction within the confines of Rancho Santa Fe, but that it also work to see that alternate roadways are constructed to relieve the traffic pressure within its boundaries.

Messrs. Bob Brown and Norm Magnuson, Department of Sanitation and Flood Control, San Diego County, presented proposed plans of possible sanitation systems for serving Rancho Santa Fe to alleviate future demand (previously presented August 1, 1972). The plan for construction of North Interceptor Sewer was deemed most feasible. Costs and plans of financing were presented and discussed, at length. It was brought out that the users of the system would be given the opportunity to vote on the means of financing it, since the plan to construct a North Interceptor Sewer may be financed by holding a bond election and annexation fees of the expanded service area.

### MINUTES OF PRECEDING MEETING

The minutes of September 7, 1972 meeting were unanimously approved.

### NEW BUSINESS

Keeping of 1 Horse, Parcel 1/6, Block 33 (Redd), 2.5 acres, El Acebo, making a total of two horses. Approval was unanimous.

Keeping of 2 Horses, Parcel 2/8, Block 7 (Conway), 2.66 acres, La Crescenta. On motion duly made and seconded, approval was unanimous.

Keeping of 3 Horses, Parcel 2/7, Block 43 (Lindholm) (in attendance), 3 acres, Via de la Valle. On motion duly made and seconded, approval was unanimous.

### REPORTS

Tennis Activities Committee Chairman Brown reported on September 11 meeting. The care and maintenance of the courts and surrounding grounds are now under the jurisdiction of the Committee. The proposed fees for 1972-73 will be ready by October 5 meeting.

Park & Recreation Board Chairman Whitehead reported on September 13 meeting. Rancho Santa Fe Youth, Inc. is about ready to present building plans, with completion of building proposed for spring, 1973. She stated a member of Equestrian Trails, Inc. told about this state-wide group and the relationship to our Trail System.

Golf Activities Committee Chairman Chubbuck reported on September 14 meeting. He stated new prices in the Bar had begun last week and a new

menu with new prices will be in the Grill next week; an increase of 15-20% is reflected.

Mr. Chubbuck reported the Committee recommended guests of holders of golf playing privileges be restricted to play 12 times within the year, instead of the present restriction which permits play only 6 times. After discussion, approval of this change was unanimous.

The Committee suggested the signs on the road be changed to indicate the Bar and Grill are open to the public.

The American Society of Golf Course Architects is having its annual national convention in February at The INN. Mr. Chubbuck requested the playing privilege, waiving the green fee, be extended to this group for one day, so as not to affect members' play. Approval was unanimous.

A FRIEND  
TO  
YOUR FAMILY  
FOR OVER  
55 YEARS  
Sales open daily 'til  
10 pm including Sunday  
JOE COBERLY  
**Coberly FORD**  
56 Years in Downtown Los Angeles  
Direct or Collect (213) 748-2367

Finance Committee Chairman Weindling reported resignation from his Committee of Mr. A. H. Dutton and that Mr. T. A. L. Loretz had consented to serve. Approval of the appointment was unanimous.

Mr. Weindling stated Arthur Young & Co. had submitted the Audit Report for 1972-73 at the Committee's September 20 meeting.

1972-73 Assessment Rate. Mr. Weindling reported the recommendation of the Committee that, with full knowledge of the stipulations of the Protective Covenant, it be agreed that the property assessment for fiscal year 1972-73 should be 70c per \$100 of assessed valuation, and further, that the Assistant Manager should be directed to proceed with the preparation of the annual assessment statement and the Board would formally, on or about the 20th day of October, confirm the foregoing tax rate. The rate was agreed upon by majority vote, with Director Coberly requesting the record to show that he voted "no."

Planning Commission Chairman Nix presented the following:

RESOLVED. That this Board approve in principle, Plan "B" for financing a major sanitation improvement which includes a part of Rancho Santa Fe, as presented to and understood by the members of this Board.

On Roll Call, the following votes are for the record: Directors Chubbuck, Weindling, Nix and Bellman, "Yes;" Directors Brown, Coberly, and Whitehead, "no." The resolution was passed by majority vote.

Building Commissioner's Report reflected 4 residences completed; 3 permits issued; 33 residences under construction during the month of August.

Violations Report indicated 4 complaints

## ASSOCIATION Bulletin and News

pending; 5 complaints abated; 3 complaints received in the month of August.

### RECESS, EXECUTIVE SESSION, ADJOURNMENT NON AGENDA ITEM

Art Jury Appointment. The request of Mr. H. L. Blackman to be relieved of his duties on the Art Jury, due to ill health, was discussed. The resignation was accepted with regret. Appointment of Mr. R. G. Duncan to fill out the unexpired term to December 31, 1972 was made. Mr. Coberly requested the record to show his dissenting vote for the reason that he did not feel this was in accordance with procedure.

### RECESS, EXECUTIVE SESSION, ADJOURNMENT

The Board recessed at 11:25 a.m.  
The Board went into Executive Session at 1:45 p.m.  
The Board adjourned at 3:15 p.m.

Vernon A. Bellman, President  
Gwendolyn P. Whitehead, Secretary

### MINUTES OF THE RANCHO SANTA FE ART JURY MEETING HELD SEPTEMBER 26, 1972 AT 9:00 A.M. IN THE BOARD ROOM.

Present: Vice President Wingert, Architect Hope and Alternate Frobes (Alternate Larson was in attendance during part of the session).

Also Present: Building Commissioner Mowery and Recording Secretary Duffield.

Absent: President Blackman and Alternate Teetzel.

Alternate Frobes was seated as regular member for this meeting.

Vice President Wingert stated that he would be away for the next two meetings and asked that Alternate Frobes preside over the meetings in his absence.

The minutes of the last meeting were approved.

### Approved since last meeting

Ayres, O. Paint sample — Residence on Lago Lindo.

Augustine, D. Paint sample — Residence on El Secreto.

### NEW CONSTRUCTION

Arnold, J. D. (in attendance). Residence — Parcel 7/13, Block 24, La Noria. Approved.

Yeaton, I. D. (in attendance). Residence — Lot 139-9, Map 2089, Los Eucalyptus. Approved.

Olin, S. C. (in attendance). Residence — Lot 66, Map 2089, Mimulus. Approved — landscaping plan requested.

Krohn, F. F. W. Residence — Parcel 2/7, Block 48, Puerta del Sol. Deferred for restudy of exterior elevations.

### ADDITIONS & ALTERATIONS

Hoover, D. C. Bath-Dressing room addition and minor exterior changes. Parcel 1/4, Block 19, Lago Lindo. Approved.

Hall, O. J. (escrow Lindus). Bath-Dressing room addition and covered porch on east terrace. Parcel 9/8, Block 48, Las Planideras. Approved.

Jaffari, D. M. (architect in attendance). Addition to existing residence — Parcel 4/5, Block 17, Paseo Delicias. Preliminary approval given, subject to receipt of working drawings. Site visited.

Bancroft, A. L. Dining room addition and extension of bedroom. Lot 95, Map 2129, Avenida Maravillas. Approved.

Laughlin, R. L. Parcel 5/3, Block 44, Via del Alba — Fence. Approved. Site visited.

### MISCELLANEOUS

Capozzi, J. A. (in attendance). Paint sample — Parcel 8/4, Block 48, Las Planideras. Approved. Columns and shutters to be painted the same color as residence, as discussed with Dr. Capozzi.

Novak, J. Letter read and referred to legal counsel for procedure to be followed.

Lowell F. Wingert, Vice President  
Rea Mowery, Building Commissioner

PARTS  
No parts shortage or  
order delays at down-  
town L.A.'s largest Ford  
parts dept. (for Lincoln  
& Mercury too). Week-  
days 'til 9 P.M. Sat. 'til  
5 P.M. Sun. 'til 3 P.M.  
Hablamos Espanol!  
JOE COBERLY  
**Coberly FORD**  
56 Years in Downtown Los Angeles  
Direct or Collect (213) 748-2367

### MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, OCTOBER 5, 1972 AT 9:00 A.M., BOARD ROOM

PRESENT: Vice President Nix, Directors Chubbuck, Coberly, Weindling, and Whitehead.

ABSENT: President Bellman and Director Brown.

ALSO PRESENT: Manager Grahl, Recording Secretary Butts, Legal Counsel Stanley, Asst. Manager Mowery, Association Members, Press.

Vice President Nix opened the meeting by welcoming the new Manager of the Association, Mr. Ralph B. Grahl.

### MINUTES OF PRECEDING MEETING

The minutes of September 7, 1972 meeting were unanimously approved. Vice President Nix stated he wished to call attention to the fact that all members of the Board, except Mr. Coberly, failed to follow rules and regulations with reference to the filling of a vacancy created by the relieving Mr. H. L. Blackman of his duties as a member of the Art Jury, and that since Mr. Bellman presented what was understood to be a verbal resignation, he felt the entire action by this Board should be set aside at this time and the matter continued for further discussion at the next meeting when President Bellman will be present.

Flowers for all occasions

# Solana Beach florist

"In The Plaza"

755-6731

We deliver to all areas

10 1/2 ACACIA AVENUE

# Lomas Santa Fe Cleaners

For those who want the very best

Golf Caps  
cleaned free

Take down,  
clean & hang

## DRAPERY SERVICE

755-2363

Personal & Business  
charge accounts welcome

Plaza of The Four Flags  
Shopping Center  
Solana Beach

# FIDELITY RADIO & TV

Authorized Dealer Sales & Service for  
RCA-ZENITH

Member CSEA PEET

- ★ Radio, TV & Hi-Fi Service  
Featuring Color TV
- ★ Custom Antenna Installation  
and service

755-1653

130 NORTH ACACIA  
SOLANA BEACH, CALIF.

**milo's**  
**la granada**

*A family restaurant  
we have food to go*

LA GRANADA,  
RANCHO SANTA FE  
756-1155  
7:30 a.m. to 4 p.m.  
Mon., Tues., Wed., Fri., Sat.  
*Thursday night is Family Night, open 'til 8 p.m.*  
(We rest on Sundays)



*M/mm good!*

If you've been to the Rancho Santa Fe INN lately, possibly you've had a delicious dessert. If so, you'll enjoy knowing that Miss Linn Hadden has prepared it. Under the guidance of Chef Ross, Linn has learned many culinary secrets. She bakes exceptionally well . . . and her chocolate pie would win ribbons at every State Fair in the world! So, when your sweet tooth is aching—drop by the Rancho Santa Fe Inn and taste the delightful desserts prepared by Miss Linn Hadden.

**A REMINDER  
COPY DEADLINE  
NOV. 15th**  
for all social or civic  
events to appear in  
**DECEMBER ISSUE**  
of  
*San Diego's North County  
Living*

## ASSOCIATION

### NEW BUSINESS

Trails. Suggestions from Association Legal Counsel relative to regulations for implementation of a Master Plan for Rancho Santa Fe Trails System were discussed. A motion was made, seconded and unanimously passed to adopt the letter of Legal Counsel of September 21, 1972 regarding Rancho Santa Fe Trails System as guideline to be followed by the Board of Directors, with recommendations to the Art Jury along those lines.

### REPORTS

Planning Commission Chairman Nix reported the County Board of Supervisors had passed a resolution deleting El Camino Real from the County General Circulation Plan. Chairman Nix stated DeLeuw, Cather & Company had assured the Planning Commission and Rancho Santa Fe Association that no obligation to DeLeuw, Cather & Company had been incurred to this date. Mrs. Whitehead requested in view of the above action by the Board of Supervisors that a letter be written to DeLeuw, Cather & Company confirming that no financial obligation had been incurred by the Association for the El Camino Real road study. Judge Nix stated he would inform Mr. J. C. Gibson, who has been the sole contact with DeLeuw, Cather & Company, of the request.

The following sub-committees were appointed: Community Development, J. B. Hill (Chairman), J. G. Torian, J. C. Gibson, G. McCorison, J. O. McReynolds; Sanitation, M. S. Rosenberger (Chairman), other members to be announced; Roads, J. C. Gibson (Chairman) other members to be announced.

Tennis Activities Committee Chairman Brown being absent, Director Whitehead presented recommended fees for the Annual Tennis Playing Privilege. After discussion, decision was deferred for further study.

Manager Grahl stated he wished to express his thanks to the Board for the outstanding welcome extended to his wife and himself by the Board as well as the community, as evidenced by the many people who participated in the "Coffee" held on Wednesday.

Mr. Grahl reported notice of Public Hearing, San Diego County Planning Commission, on October 13, 1972 on application of Coast Sand, Inc. for a special use permit for a borrow pit on property adjacent to the present operation. After discussion, a motion was made, seconded and unanimously passed to take necessary steps through Counsel to protest granting of permit. Further, that the Manager be instructed to attend this Public Hearing.

### RECESS

The Board recessed at 11:05 a.m. for a field visit to the Rancho Santa Fe Fire Station, the Golf Course Maintenance Office, and the Tennis Courts. The Board noted the Tennis facilities were in need and instructed the Manager to oversee that the physical capital assets of the Association being used by the tennis players be put into satisfactory condition.

A motion was made, seconded, and unanimously passed that the Manager and his wife have playing privileges at the Golf Course and the Tennis Courts without the paying of any fee.

### ADJOURNMENT

The Board adjourned at 2:30 p.m.  
Lloyd S. Nix, Vice President  
Gwendolyn P. Whitehead, Secretary

## People, Places and Things

### PLANNING AND ENGINEERING COORDINATOR NAMED



Appointment of Robert A. "Bob" Gibbs as Planning and Engineering Coordinator for the 1200-acre Lomas Santa Fe planned community here has been announced by Al Kern, Vice-President in charge of operations for Lomas Santa Fe, Inc.

Before joining Lomas Santa Fe, Gibbs was an Assistant Highway Engineer for the California Division of Highways in San Diego; a post he held in the Design Department since 1969.

From 1966 to 1969 Gibbs was an engineering estimator for the V. R. Dennis Construction Co., and previous to that was junior civil and assistant highway engineer for the Highway Department.

He had been primarily concerned with developing geometrics of a large freeway to freeway interchange on Interstate-8; setting right-of-way requirements and coordinating inquiries from affected property owners.

At Lomas Santa Fe, Gibbs will coordinate and follow through on the various development projects including expansion of the Plaza of the Four Flags Shopping Center, Plaza West Center, San Elijo Hills, an executive golf course, a 100-unit town house apartment complex, Horseman's Valley Estates, and Rancho del Cielo secluded ranch sites in Rancho Santa Fe.

Gibbs is a member of the American Society of Civil Engineers and the Masonic Lodge.

He and his wife, Jill, have two children, Heidi, 3½ years, and John, two months old. They are residents of San Diego.

## People, Places and Things

### FROM THE OFFICE OF STATE SENATOR CLAIR W. BURGNER

State Senator Clair W. Burgener (R-Rancho Santa Fe) announced today that three grants have been approved by the California Council on Criminal Justice to aid local law enforcement efforts. The grants, amounting to almost \$200,000, are of funds provided under the Federal Omnibus Crime Control Act and are contingent upon completion of legal arrangements between the Council and the applicants.

Burgener's announcement includes a \$96,912 grant to the County of San Diego to continue the Youth Services Bureau and expand services in a new target area in the City of San Diego. The Bureau provides psychiatric treatment, group and individual counseling, and is involved in the fight against drug abuse.

The City of La Mesa is the recipient of a \$49,573 grant for modernization of the Police Department's radio system to allow the police to increase manpower control and reduce overall response time. A grant of \$46,688 will go to the City of Oceanside for similar police radio improvements.

State Senator Clair W. Burgener today announced the awarding of State Clean Water Grants totaling almost \$5 million to seven water and sewage treatment projects in San Diego County. These grants are being awarded under the State Clean Water Bond Program authorized by Proposition I on the November 1970 ballot.

The largest single grant involved in this announcement is being awarded to the City of Oceanside for improvements and expansion of sewage treatment works. The grant amounts to \$2,879,475.

Other grants are going to the Leucadia County Water District (\$576,625); the Ramona Sanitation District (\$477,250); the Vista Sanitation District (\$406,500); the Rainbow Municipal Water District (\$227,175); the Valley Center Municipal Water District (\$189,375); and the Pomerado County Waste District (\$116,175).

These funds will pay the state share of the cost of projects totaling \$19,490,400. Federal funds are expected to provide over 50% of total cost on the seven projects.

Senator Burgener said, "The California Clean Water Bond Law of 1970 will generate close to one billion dollars in much needed wastewater treatment facilities during the next few years.



FOR GRACIOUS  
CONSIDERATE CARE

*La Jolla's Luxurious*

## Torrey Pines Convalescent

WITH CONTINENTAL ELEGANCE

- Private Suites with Fireplaces
- Barber and Beauty Shop
- Private Telephones
- Grecian Formal Gardens
- Electronic Patient Surveillance
- Electric Beds
- Dining Room
- Soda Fountain - Malt Shop

**453-5810**

**2552 TORREY PINES RD.**  
(JUST NORTH OF ARDATH ROAD)

OCCUPATIONAL - PHYSIO THERAPY - PIPED IN OXYGEN - CARDIO PULMONARY REHABILITATION

TELEVISION - PILLOW SPEAKERS - LIBRARY

24 HOUR R.N.'s - OPEN MEDICAL STAFF - SPECIAL DIET

## THE COUNTRY SQUIRE

the famous  
Courtyard  
of Shops  
in beautiful  
Rancho Santa Fe



The Alley Cat  
756-1981

Letters N' Leathers  
756-1012

Gift & Gourmet  
756-2234

The Ranch  
Boutique  
756-1041



*Social Committee  
for "Combo Cabaret"  
Evening Auction*

This year "Combo Goes Coronado" and will be held in the grand ballroom of the Hotel del Coronado on December 2 at 6:00 p.m. The party will have a Cabaret theme with music, dancing and entertainment, in addition to

the gourmet dinner, complimentary cocktails and fabulous auction. The event benefits the combined arts of San Diego. For further information call 234-0385 or 234-0528. All gowns pictured, courtesy of John Hogan.

*Left picture, l. to r. Mrs. Eric Bass and Mr. Eric Bass, social co-chairmen of "Combo Cabaret" Mrs. Marshall E. Dornin and Rear Admiral Marshall E. Dornin, Mrs. Philip L. Gildred, Mrs. Anderson Borthwick, Mrs. Wal-*

*ter M. Trevor, and at top Mrs. John Einhorn and Mrs. John Por-nardo. right picture, l. to r. Mrs. Frank Huff, Mrs. Ben D. Kelts (of Rancho Santa Fe) Mrs. Richard A. Cramer, Mrs. Marjorie H.*

*Hultgen, Mr. Michael Ibs Gonzalez, Mrs. Michael Ibs Gonzalez, Mr. Kenneth H. Golden and Mrs. Kenneth H. Golden and at top Mrs. Dorothy Dudley Muth and Mrs. Robert N. Holmer.*

**BAZAR SHOPPERS**



**AIRCONDITIONING — HEATING**  
**LENNOX COMFORT CRAFTSMEN**  
 Incorporate airconditioning into your new home or into your existing heating system—guaranteed maintenance service. Free Estimates — Reasonable prices.

Serving All North County

**POWAY HEATING & AIRCONDITIONING INC.**  
 13965 Poway Road Poway, Calif.  
 748-5100 277-8622



The finest selection of Domestic and Imported Wines; beer and spirits! Complimentary ice and glasses for your party. Early orders are appreciated! Diners Club cards honored. We deliver in Rancho Santa Fe without charge.

In the Plaza at 15th Street in Del Mar  
**ZEL'S PLAZA LIQUOR**  
 Del Mar, California 55-945



Custom Boot Tailoring and Cuffs  
 Shoe and Boot Repairing  
 Shoes for the Family

**Marshall's**  
 112 W. Plaza  
 Solana Beach  
 755-1776



Featuring steaks and seafood. Dancing and entertainment every night except Sunday. On the beach in Del Mar with a beautiful surf view. Superior food, wonderful atmosphere, cocktails, of course.

Open from 8 a.m. to 2 a.m.  
**THE FIRE PIT**  
 Del Mar California  
 755-9345



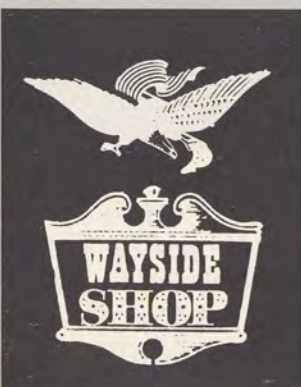
We're just a small "country" Ford Dealer and we're proud of it. We just give good service and sell new Fords for less. Compare Prices Buy the easy "Gossett Way" with individual payment plan. We lease cars and trucks, and have Rent-A-Cars.

"We make you happy."  
**WAYNE GOSSETT FORD**  
 1424 Encinitas Boulevard  
 Encinitas, California 753-6286



Tennis is the name of the game! We have everything for the tennis buffs! Expert restringing, too. Large selection of tennis wear. Fishing, Archery, Baseball, Basketball, Skin Diving, Guns and ammunition.

Monday thru Saturday 9:30 to 5:30  
**GINDERS LA JOLLA SPORTING GOODS**  
 1051 Wall Street La Jolla  
 59-3359



The most charming furniture store in North County! Specializing entirely in Early American, Colonial and Provincial furniture and rugs.

"Only the finest in home furnishings"  
 Complete decorating service available.

**THE WAYSIDE SHOP**  
 345 West Grand, Downtown Escondido  
 745-1001



**RIVERBOAT RESTAURANT**  
**REUBEN E. LEE**  
 moored at  
**HARBOR ISLAND, SAN DIEGO**

**SDG&E NEWS**

San Diego Gas & Electric Company today proposed that the county and cities within the county adopt requirements for the thermal insulation of all new buildings to help conserve energy resources of the area.

Walter A. Zitlau, company president, has invited Mayors, the Chairman of the County Board of Supervisors and the building industry to send representatives to a company-sponsored seminar to discuss the energy crisis and problems involved in adopting uniform insulation requirements.

The seminar will be October 4 from 9 a.m. to noon in the utility's auditorium, 101 Ash Street, San Diego.

Zitlau said the company is sponsoring the seminar as part of its continuing efforts to find ways to reduce energy waste and to help customers get maximum value from the energy they use.

"In the coming years," Zitlau said, "the nation's natural resources — particularly natural gas and other fossil fuels needed for electric generation — will become more scarce and more expensive. This makes it imperative that we curtail wasteful uses of energy without impairing necessary heating, lighting or cooling functions."

Zitlau said studies show that insulation can reduce the amount of energy needed for heating or cooling by as much as 30 percent.

"In the past," he said, "insulation was considered unnecessary in this area because of the mild climate and an abundant supply of low-cost energy."

"Today the situation is different. It calls for local government to take a leadership role in helping to see that the energy resources of our area are used wisely."

The University of San Diego Environmental Laboratory has started an ecological study of the Agua Hedionda Lagoon under a grant from the San Diego Gas & Electric Company.

Preliminary results of the study will be included in the environmental report for generating unit 5 at the Encina Power Plant. Results of the completed study will be included in a supplemental report on marine studies for the new unit.

Dr. John S. Bradshaw, Associate Professor of Biology at USD, is directing the research study which is concentrating on the subtidal ecology of the lagoon. Bradshaw, who received his Ph.D. in biological oceanography from Scripps Institution of Oceanography,

has published several papers on marine ecological studies.

In the current studies of the Agua Hedionda Lagoon, samples of plant and fish life, water and sediment are being taken from the three sections of the lagoon. Specimens will be identified and inventoried. Core samples will be analyzed for nitrogen and organic content, while water samples will be analyzed for salinity, dissolved oxygen, nutrients and plankton.

Researchers will seek to establish a statistical correlation between representative marine organism populations and sediment grain size, temperature, salinity, chemical measurements, hydro-

graphic factors and other populations or communities. The study is to be completed by next March.

The ecological study of the Agua Hedionda Lagoon is one of three research projects underway at the Encina Power Plant.

In one of the other projects, researchers are investigating the use of power plant cooling water effluent to speed up the growth of both the American eastern lobster and the western spiny lobster.

In the third project, research is being done to determine the feasibility of raising oysters commercially in the power plant lagoon environment.

**Shelly Says.....**

*I called my friend a name today  
 And I was only joking.  
 I know it must have hurt her  
 Cause her little heart was broken.  
 So then I said, "I'm sorry,"  
 And backed it with a smile.  
 I know she will forgive me  
 But it will take a little while.*

*Charlie*



# Brookside

## VINEYARD COMPANY

OLD GUASTI, CALIFORNIA 91743

The Wines of Brookside reflect your own good taste . . . because at Brookside you taste first . . . then buy the wines you like best . . . at winery prices . . . enjoy them today and everyday . . . exclusively at 16 Brookside Sales Cellars & Tasting Rooms in Southern California . . . from San Diego to Ventura . . .

For readers of LIVING and their friends, the convenient BROOKSIDE WINERY serving the North County area is at 2402 S. Escondido Blvd., in Escondido. Your hosts are Phil & Sandy LaMarca. Telephone: 746-1815.

OUR SECOND CENTURY IN CALIFORNIA

## TRAVEL SPECIALS FOR 1972-1973

By Jarvinen Travel Center

Madrid-Seville-Granada-Torremolinos-Lisbon

10 Departures starting Dec. 18—\$509 from L.A.  
First Class Hotels, 2 meals per day, 2 weeks.

Australia-New Zealand-Tahiti-Fiji with

Lagoon Cruise — March 1973  
Personally escorted, 24 days

Alaska with Inside Passage Cruise on  
Island Princess

June 12 — Personally escorted by Jarvinens

Unspoiled Scandinavia with Finland & North Cape

August '73 — Personally escorted by Jarvinens

AVAILABLE ONLY AT

ESCONDIDO TRAVEL AGENCY

Escondido Village Mall 745-4055

JARVINEN TRAVEL CENTER

403 West 9th in Escondido 747-6463

POWAY TRAVEL CENTER

13356 Poway Road 748-6110

## San Diego Ballet Company

The San Diego Ballet Company's co-directors Dame Sonia Arova and Thor Sutowski announced today that the Company's traditional presentation of Tchaikovsky's "Nutcracker Suite" will be resumed this year. Since 1962, the Company has presented the classic holiday ballet with the exception of 1969, when it was not performed, and 1971 when it was presented in San Diego by another ballet company.

"Nutcracker" will be half of a "holiday double-treat" with "La Sylphide." They will be presented with a full symphony orchestra Dec. 29 and 30 at 8 p.m., with a 2:30 p.m. matinee Dec. 30, in San Diego's Civic Theatre.

Kirsten Simone, premiere ballerina of the Royal Danish Ballet, will dance the lead in La Sylphide, replacing Carla Fracci whose contractual commitments did not permit adequate rehearsal time. Sutowski, the internationally acclaimed premiere danseur, will partner Miss Simone.

A native of Copenhagen, she received her training at the School of Royal Theatre and made her debut in "A Legend" with that company in 1952 and subsequently became the principal dancer. Her shining technique and grace have developed to give her a rare individuality. She is noted for her roles as Carmen, and Aurora in "Sleeping Beauty," for "Giselle" and "Odette-Odile," "Night Shadows" and "La Sylphide." Her contemporary roles include Balanchine's "Polyhymnia" and "Miss Julie."

Presentation of a ballet premiere had been anticipated for December, but the magnitude of the stars and of the production precludes its presentation until the 1973-74 season.

The San Diego Ballet Company presented a new full-length production of Prokofieff's "Romeo and Juliet" at Civic Theatre in September. The three performances drew critical praise for Thor Sutowski's and Jillana's consummate grace and technique, for the exceptionally high quality of the soloists and corps de ballet, for the elegant sets and costumes, for technical excellence and for the 63-member symphony orchestra conducted by Robert Emile. Even more important, the critics applauded the young Company's courage and enterprising spirit in undertaking such a monumental production — and succeeding.

## People, Places and Things

### SECURITY PACIFIC CORPORATION REPORTS INCREASED THIRD QUARTER EARNINGS

Security Pacific Corporation (SPC) and its subsidiary, Security Pacific National Bank (SPNB), today reported a four percent increase in third quarter earnings compared with the same period in 1971.

Consolidated third quarter income for the bank holding company before security transactions was \$13,889,309 or \$.68 per share on 20,431,530 shares outstanding compared to \$13,364,866 or \$.65 per share for the same period in 1971.

Frederick G. Larkin, Jr., chairman of the board and chief executive officer of Security Pacific Corporation and Security Pacific National Bank, said the net income for the third quarter, which ended September 30, 1972, equalled \$13,934,835 or \$.68 per share compared to \$13,409,880 or \$.66 per share for the comparable 1971 quarter.

Consolidated income for the first three quarters before securities gains or losses was \$42,359,184 or \$2.07 per share on 20,431,530 shares outstanding, compared with \$40,871,656 or \$2.00 per share for the same year ago period.

Net income registered \$42,530,485 or \$2.08 per share, up substantially from the first three quarters of 1971's \$39,040,970 or \$1.91 per share.

### PHILHARMONIC ARTISTS ASSOCIATION

Performers of international reputation were presented in a series of four concerts for the 27th season of the Philharmonic Artists Association, which began Oct. 14.

In addition, the board of directors of the association is arranging two bonus concerts which will be available to members at no additional cost.

Howard Brubeck, association president, announced the four attractions for the new season as including:

March 19: James Fields, outstanding young American pianist and 1972 Leventritt Foundation award winner.

April 9: Douglas Lawrence, exciting bass-baritone from Southern California, presented by arrangement with Sol Hurok.

May 19: The San Diego Symphony in its first Escondido performance, with Dorothy Kirsten as soprano soloist.

## CRUISE IN LUXURY TO MEXICO THIS FALL

Take a different kind of vacation this fall. Run away on the luxurious Princess Italia to some of Mexico's most exciting places: Acapulco, Puerto Vallarta, Manzanillo, Mazatlan and Zihuatanejo.



The all First Class, Italian registered Princess Italia visits them all on her 14 day cruises. But you can take your choice of 7, 10, 11

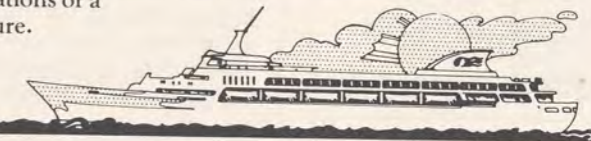
or 14 day cruises, or a 3 night Party Cruise. You'll be pampered every mile of the way. The Princess Italia's



Italian crew knows how to spoil you. And feed you. With four fabulous meals a day. And a wine cellar of ten thousand bottles.

Imagine the finest European restaurants and you get the idea. From September 12 to

December 29 there's a choice of 11 Princess Cruises. Get away on one of them. Call now for reservations or a brochure.



## From San Diego: 5 SPECIAL SAILINGS

### 3 ESCORTED TOURS TO ALASKA

with Inside Passage Cruise on the ISLAND PRINCESS

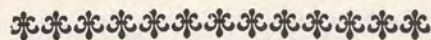
June 12 — July 10 — September 5  
From North San Diego County  
Space limited — See us for details



ESCONDIDO TRAVEL AGENCY  
Escondido Village Mall 745-4055

JARVINEN TRAVEL CENTER  
403 West 9th in Escondido 747-6463

POWAY TRAVEL CENTER  
13356 Poway Road 748-6110



**BECAUSE YOU SLEPT**  
in an  
**ADJUST-A-BED®**



You will awaken completely refreshed . . . More relaxed than you could ever realize . . . Investigate this better way to read in bed—More comfort to watch TV—and restfully sleep.

TRY IT FOR YOURSELF



**ADJUST-A-BED®**

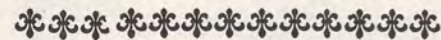
by Sleeper-Lounge

The first and finest electrically adjustable bed for the home

In San Diego County Only at

**Everett Stunz Co.**

7644 Girard Ave.  
Phone 459-3305  
La Jolla



You can get it all at

**ESCONDIDO  
VILLAGE  
MALL**

**EAST VALLEY PARKWAY  
AT ASH**

An Enclosed  
Air-Conditioned  
Shopping Center

**EVENTS**

**NOVEMBER 16-17-18  
PRE-HOLIDAY SALE**

**NOVEMBER 24  
SANTA ARRIVES**

# The Art of Living

## SAN DIEGO SYMPHONY ORCHESTRA

The "Eros Era" of the San Diego Symphony Orchestra begins Oct. 26 and 27 at Civic Theatre with Peter Eros, the brilliantly gifted young principal guest conductor, and his guest artist, the famed pianist Van Cliburn. Due to popular demand, the new curtain time will be 8:00 p.m.

Standing ovations greeted Eros' first performances with the Orchestra last November. He is one of the world's most popular guest conductors and since November has performed with the Denver Symphony; has conducted festival performances in Guteborg and Malmo, Sweden; a 29-concert tour of South Africa, and participated in New York's "Mostly Mozart" Festival resulting in columns of critical praise.

The duplicate concerts of Oct. 26 and 27 include Weber's Overture to Der Freischutz; Grieg's Piano Concerto in A minor; and Dvorak's Symphony No. 9 in E minor — the "New World" Symphony.

Eros conducts an all-orchestral program on Nov. 2 and 3 of Mozart's Overture to the Magic Flute; Richard Strauss' Death and Transfiguration; and Bruckner's Symphony No. 7 in E major.

On Nov. 16 and 17, conductor Henry Mazer makes his first appearance with the Orchestra, performing with the brilliant 22-year-old violinist Daniel Heifetz who made his spectacular debut with the San Diego Symphony last March. The program includes Lutoslawski's Mala Suite; Beethoven's Violin Concerto; and Rachmaninoff's Symphony No. 2 in E minor. Mazer is the Chicago Symphony's associate conductor.

Michael Zearott, a First Prize Mitropoulos Award winner, makes his first appearance with the Orchestra conducting an all-orchestral evening of Glinka's Overture to Russlan and Ludmila; Ginastera's Variaciones Concertantes; Sibelius' Symphony No. 1 in E minor, Dec. 7 and 8.

Jan. 8 and 9 — the only performances being held on Monday and Tuesday evenings, brings Peter Eros

together with the legendary violinist Yehudi Menuhin. Bach's Violin Concerto in E major will be conducted and performed by Menuhin, and he will be the soloist in Mozart's Violin Concerto in A major, conducted by Eros. Eros will then conduct Schumann's Symphony No. 3.

On Jan. 18 and 19, Eros will conduct Beethoven's Symphony No. 4 in B-flat major and Mahler's Symphony No. 1 in D major. This is a program which singularly demonstrates his compete authority and sensitive musicianship which lifts the music and the audience to the lofty heights envisioned by the composers.

Jan. 25 and 26 returns Eros to the podium and introduces the spectacular talents of the young pianist Roberto de Gaetano for his first appearance with the Orchestra. The program includes Hindemith's Nobilissima Visione; Chopin's Concerto No. 2 in F minor; and Elgar's "Enigma" Variations.

On Feb. 15 and 16, Eros will share stage honors with superbly gifted violinist Isidor Lateiner in his first appearance with the Orchestra. Literature includes Smetana's Moldau; Bartok's Dance Suite; and Tchaikovsky's Violin Concerto in D major.

On March 1 and 2, Eros will have the pleasure of presenting the entrancing young pianist Helene Wickett in her debut with the Orchestra. Included will be the works of Bernstein's Overture to Candide; Beethoven's Piano Concerto No. 1 in C major; Roy Harris' Symphony No. 3; and Debussy's La Mer.

April 5 and 6 brings the magnificent conducting talents of Robert Zeller and the internationally praised pianist Alexis Weissenberg. Both artists will be making their debuts with the Orchestra. Shostakovich's Festive Overture; Prokofieff's Piano Concerto No. 3 in C major, Faure's Pelleas et Melisande Suite; and Respighi's Pines of Rome fill the program.

On April 12 and 13, Eros will conduct the Orchestra in Dvorak's incredibly beautiful Stabat Mater choral. Featured singers will be announced.

The finale on May 17 and 18 will introduce the brilliant musical genius of Mexico's young conductor Eduardo Mata with the internationally-famed soprano Dorothy Kirsten. This enchanted evening brings Berlioz' Roman Carnival Overture; Revueltas' Sensemaya; Mussorgsky-Ravel's Pictures at an Exhibition. Miss Kirsten's flawless voice will soar through operatic arias from composers Puccini, Cilea and Charpentier.

Season series tickets are available through the San Diego Symphony Office, Balboa Park. Tickets for individual performances are available at the Civic Theatre Box Office.

# People, Places and Things

## BOYS REPUBLIC DELLA ROBBIA WREATHS



Few residents are aware of it but the pods from jacaranda trees growing at Rancho Santa Fe help brighten the Christmas holidays in thousands of homes throughout the country — not only in the United States but in nine foreign lands as well.

The "castanet" type pods found here are among the finest in the world for decorative purposes. They go to make up an important component of the famous Della Robbia Christmas wreath fashioned by the boys of Boys Republic, a non profit, rehabilitative school for teenage boys. The school has helped thousands of youngsters on the path to better citizenship for the past 65 years.

The holiday decoration is patterned after the 15th century ceramic wreath made famous by the Della Robbia family of Florence, Italy. It is made from native California redwood foliage, cones, fruit and unusual seed pods, of which the jacaranda is one.

Each Saturday, beginning the first week in January, a group of boys from the Republic, located near Pomona, leave the school grounds between 5 and 7 a.m. for a day-long excursion. These are not pleasure trips, although

the boys derive pleasure from them. Actually, they are work trips and their purpose is to gather the materials that go into the wreaths. Their trips to Rancho Santa Fe are made during the late winter and spring months, when the jacaranda pods have ripened.

The boys reach their picking areas by truck. Most of the picking is done on public parkways with permission always granted from the proper authorities. If the picking area is in a residential neighborhood, the boys always explain to individual householders why they are there and for what purpose. They also take care to see that no debris is left around, which makes them welcome visitors the following year.

The boys, and the Republic itself, have a big personal stake in the sale of the wreaths because they represent a major source of support for the school.

For the past 25 years, a Della Robbia wreath, containing jacaranda pods from Rancho Santa Fe, has graced the door to the White House in Washington during the holiday season.

Among those who receive the wreaths, or order them for their friends, are President and Mrs. Richard Nixon, Governor and Mrs. Ronald Reagan, Milton Eisenhower, the Honorable Donald R. Wright, Chief Justice of the California Supreme Court, and a host of motion picture and television stars including Dick Van Dyke, Debbie Reynolds, Joan Crawford, Janet Leigh, Red Skelton and many others.

This year the wreaths can be purchased for \$10.95 for one 20-inches in diameter or \$18.95 for a 30-inch wreath. All prices are postpaid. Orders should be directed to Boys Republic, Boys Republic, California 91710.



Pink ladies give \$15,000 to Tri-City Hospital as start on a heart center to be located at the medical center. Accepting the check from Mrs. Duane Walker, hospital auxiliary president, are, from left, Directors B. M. Christiansen of Carlsbad, Eugene L. Geil of Oceanside and John M. Cosh of Vista. Cosh is current hospital board president.

# Beverly Manor Alcoholism Hospital of Orange

## Alcoholic Treatment & Rehabilitation

Our goal is to return the problem drinker to society and a new way of life without the use of alcohol or chemicals. This goal is accomplished by a comprehensive program founded on trust, responsibility and a fundamental belief in the dignity of the individual.



Beverly Manor, licensed by the State of California, provides a comprehensive 21-day in-patient rehabilitation program designed to restore the dignity of the individual and assist him in his recovery from problem drinking. Each patient is given an intensive program designed to his or her personal needs. This includes a complete regime of both group and individual counseling offered by professional alcoholism therapists, with the consultation of psychologists and psychiatrists. A full range of continuing outpatient services is provided for patient and family.

For further information call or write:  
**Beverly Manor Alcoholism Hospital**  
401 South Tustin Avenue  
Orange, California 92666  
(714) 633-9582

Harold Voorheis Administrator      Bob Scott Program Director



We Care



**EL CAMINO memorial park**

9450 Carroll Canyon Road, San Diego, CA 92121/Phone 453-2121



**ESCONDIDO  
DRAPERY  
STUDIO, INC.**  
460 ELM  
ESCONDIDO  
745-1127

Draperies made in  
our own workroom

Draperies    Bedspreads  
Woven Woods    Shutters  
Beads    Upholstery

*Escondido*  
**Linoleum & Carpet, Inc.**  
462 North Elm, Escondido  
745-5821

**A COMPLETE FLOOR COVERING CENTER**

- CARPETING • VINYL FLOOR COVERING
- RESILIENT TILE • FORMICA

*"our 27th year in business"*

## People, Places and Things

HOME FEDERAL NAMES  
KINTER DIRECTOR



Bill N. Kinter has been appointed to the post of Investment Planning Director at Home Federal Savings and Loan Association, it was announced by Kim Fletcher, President.

In his new position, Kinter will be responsible for the development of new business in the San Diego area. He was formerly associated with First Hawaiian Bank as an assistant vice president, marketing division.

Kinter, a retired Air Force Chief Master Sergeant, was named a U.S. Air Force "Outstanding Airman of the Year" during his 20-year military career. He also has received the Legion of Merit and the Air Force Commendation Medal.

## THE UNITED CRUSADE

"I've found a few good men," commented William A. Craven, North County Campaign chairman for the 1972 United Crusade as he announced recruitment of community chairmen.

Serving as Coastal area chairman is attorney Roger Woolley, Rancho Santa Fe. Community chairmen reporting to Woolley are, Cardiff-Encinitas-Leucadia, Stanley T. Mills, San Dieguito Water District Manager; Carlsbad, Lee Apple, Mgr. U.S. National Bank; Del Mar-Solana Beach, Dentist, Dr. John C. Whitley; Fallbrook, Otis Heald, Vice-president of Fallbrook Lumber Co.; Oceanside, Edwin Frazee, President Frazee Flowers, Inc.; Rancho Santa Fe, Eugene B. Fletcher of E. B. Fletcher, Inc.; and Vista, Richard Stang, M.D.

The Northern San Diego County United Crusade kicked off September 27 with a barbeque dinner at the San Pasqual Wild Animal Park. Featured speaker of the evening was James F. Mulvaney, General Campaign chairman of the United Crusade and executive vice president of the United States National Bank.

## People, Places and Things

"GRAND OPENING"  
WINNERS OF LOMAS  
SANTA FE OFFICE

Hundreds and hundreds of North County residents welcomed Oceanside Federal Savings and Loan Association's new office in Lomas Santa Fe Center by attending the outstanding successful Open House event, August 28 through September 15. All guests were invited to register to win a round-trip for two to Mexico City; for three digital clock radios; and to guess the amount of money required to "build" the Money House, on display in the lobby.

David Tozier, manager of the Lomas Santa Fe office, recently announced the names of the winners:



Mr. and Mrs. George Schneider, 14090 Condesa Drive, Del Mar, were winners of the trip to Mexico City and are shown above with Mr. Tozier and Mary Jo Prather, Miss San Dieguito. They are accepting their Western Airline jet tickets and reservations at the Hotel Reforma for five days and four nights.

Winners of the digital clock radios are: Mr. M. L. Ringoot, 646 Solana Circle East; Mr. Peter Woodbury, 435 Canyon Drive; and Mrs. Dorothy Lee Jones, 101 Guanaduate Court; all of Solana Beach.

Mr. Louis C. Masten, 107 Manzanillo Court, Solana Beach, was the winner of the Money House.

Oceanside Federal Savings' new office, located in the Lomas Santa Fe Center in Solana Beach, has enjoyed a most gratifying response from the residents of the area in just the first two weeks of operation. From August 28 through September 14, over \$1,000,000 in new savings accounts was reached.

The Lomas Santa Fe office serves the coastal communities of Lomas Santa Fe, Rancho Bernardo, Encinitas, Del Mar, Solana Beach, Cardiff-by-the-Sea and San Dieguito. Oceanside Federal Savings has its head office in Oceanside with other branch offices in Fallbrook, Vista and Carlsbad.

SEA WORLD APPOINTS  
CURATOR OF BIRDS

Frank S. Todd, formerly with the Los Angeles Zoo, has been appointed corporate curator of birds for Sea World, Inc., in San Diego, according to Frank A. Powell, Jr., vice president and general manager.

Todd will be responsible for the health, care and acquisition of birds for Sea World of San Diego, Sea World of Ohio and Sea World of Florida; the latter scheduled to open late next year. He will also serve as a consultant in the design of flight cages for the three parks, Powell said.

Todd, who for seven years was curator of birds at the Los Angeles Zoo, was born and raised in Panama, where he co-founded and helped to build the Summit Zoo in the Canal Zone.

Todd, who helped establish the new Los Angeles Zoo's large exotic and native bird collection, holds five "first breeding" records, including the first hatching of toucans in captivity in the New World and the first successful breeding of the harpy eagle. Active in many conservation issues, such as the California condor survey program, he was a member of the team which traveled to Baja, California earlier this year to band and color mark some 3,000 young brown pelicans.

## BUILDERS EMPORIUM

Promotions for the management team at Builders Emporium, 4400 California Avenue, have been announced by Ted Scott, vice president operations for the chain of 35 do-it-yourself hardware stores.

Ken Trotter, formerly assistant manager of the store, has been named manager. Robert Thompson, who has completed on-the-job training in the Builders Emporium Management Training Program, has been promoted to assistant manager and Gary Nelson becomes a Management Trainee.

"Builders Emporium will open new stores in Santa Maria, Long Beach and Chula Vista during the next two months," Scott said, "and promotions from within the company's ranks of employees who have proved their abilities, resourcefulness and knowledge, now takes place as a normal operating procedure."

Builders Emporium is well known as a pioneer and leader in the field of retail merchandising of do-it-yourself hardware, tools, supplies and other materials and items related to home maintenance and improvement.



291-9110

On Harbor Island  
ORAL CUNNINGHAM

with  
The Nostalgic Sounds of the 40's

ELEGANT DINING  
Overlooking San Diego Bay

# Kirby

## SALES & SERVICE

- All Makes
- New & Rebuilt

# LOUIS VACUUM CENTER

JIM LOUIS OWNER

746-0275

146 WEST GRAND, ESCONDIDO



**MOUNT VERNON  
MOTEL**

TV Phones    Heated Pool  
FM Music    Silent Electric Heat

- Carte Blanche • American Express
  - BankAmericard • Diners Club
- Highway 395 at State 78 Escondido  
Vernon & Ellwood Titcomb, owners  
Phone: 745-6100

**NOW A  
TRUFORM**

artificial breast so  
real it looks and  
feels like part of her.



- not liquid  
not sponge or foam  
not air filled
- a revolutionary new substance that looks and feels just like the normal human breast
- worn right next to the skin in an ordinary bra
- expert, personal and private fittings at:

**GOODHEW**

618 N. BROADWAY  
at Washington, Escondido  
746-1144

**People, Places  
and Things**

**PROSTHETIC INDUSTRY  
ACCLAIMS NEW  
ARTIFICIAL BREAST**

Truform anatomical supports has recently perfected an amazing breast prosthesis which is a revolutionary new idea in artificial breasts. It is so real it looks and feels like part of you. It is not liquid, not sponge or foam, not air-filled. It is a revolutionary new substance that looks and feels just like the normal human breast. It is designed to be slipped directly into the cup of an ordinary brassiere and worn directly against the skin. There is no need for a special pocket or cover of any kind. This artificial breast is made of soft, mobile silicone gel encased in smooth silicone rubber skin. Silicone gel is a tissue-like or fat-like substance that will not leak or evaporate. Encased as it is in a silicone rubber skin, it is even self-sealing so that a pin prick or similar damage will "heal" itself. It is available in twelve sizes and is distributed by Goodhew, 618 North Broadway, Escondido.

**SEN. HUGHES OF  
IOWA WILL SPEAK  
AT NOVEMBER  
CONFERENCE IN  
SAN DIEGO**

Sen. Harold E. Hughes, the Iowa Democrat with an active interest in social welfare issues, heads the advance list of speakers scheduled to appear Nov. 10-15 in San Diego at the 1972 Annual Conference of the National Foundation of Health, Welfare and Pension Plans.

Sen. Hughes will speak at a conference session on occupational problems related to drug and alcohol addiction.

The senator, himself a recovered alcoholic and chairman of the Senate Subcommittee on Alcoholism and Narcotics, was sponsor of legislation creating the National Institute of Alcohol Abuse and Alcoholism. An \$80 million budget finances the institute's program of research into alcoholism as a disease.

On the panel with Sen. Hughes will be Peter Tighe, president of Raleigh Hills Hospitals, Newport Beach, Calif. Tighe also is a recovered alcoholic and a prominent West Coast activist in the interest of rehabilitating those with drinking problems.

Their appearance on Nov. 14 will be in one of 33 sessions during the three days of the conference. Up to 5,500 persons from the U.S. and Canada are expected to attend.

The conference is for representatives involved in the management of employee benefit plans which provide workers with pensions, insurance, vacations and other fringes.

The sponsoring National Foundation of Health, Welfare and Pension Plans is a membership organization devoted to the education of such representatives and is the largest in the field. Its membership includes 18,000 persons representing more than 2,500 employee benefit trust funds and professional firms which serve them.

**SDG&E NEWS**

The board of directors of San Diego Gas & Electric Company today declared a quarterly dividend of 30 cents per share on the company's common stock — an increase of three cents per share over the previous quarter. The dividend is payable October 15 to shareholders of record September 30.

The increase, which is within Phase Two guidelines, is the first increase authorized by the board of directors since December 15, 1969. It will raise the dividend total paid in 1972 to \$1.11 per share — up from \$1.08 the previous year.

**Wanted**

Everybody who's interested in sporty GT cars seems to be turned on by our Datsun 240-Z with its 2.4 liter, overhead cam engine, safety front disc brakes and fully independent suspension. Everybody is surprised, too, at the low suggested price. Especially when you consider what's included — tinted glass, radial tires, reclining bucket seats and AM/FM radio, for instance.

But then it really shouldn't be any big surprise that a car with that combination of assets and appeals should make it big out there in the marketplace.

After all, when you're talking about a car that's sexy, powerful, economical, agile and impressive as our Z-car, there's only one way to describe it: Wanted.

Drive a Datsun... then decide.



**DATSUN**

FROM NISSAN WITH PRIDE

**Surfside Datsun**

401 So. HILL STREET,  
OCEANSIDE, CALIF. 722-1272



2026.00B,009

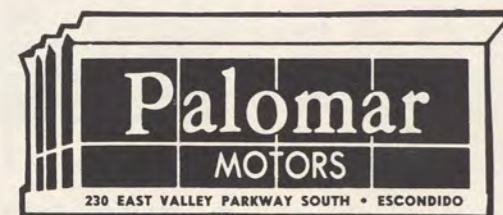


**TIMES  
HAVE  
CHANGED**

... IN LEASING TOO!

Now individuals may lease cars, trucks, machinery and equipment, just as most of the nations corporations do.

Call Palomar Motors and find out why you should lease the new modern way.



Phone 745-4820

From San Diego, 277-1142 From coast, 753-4820