

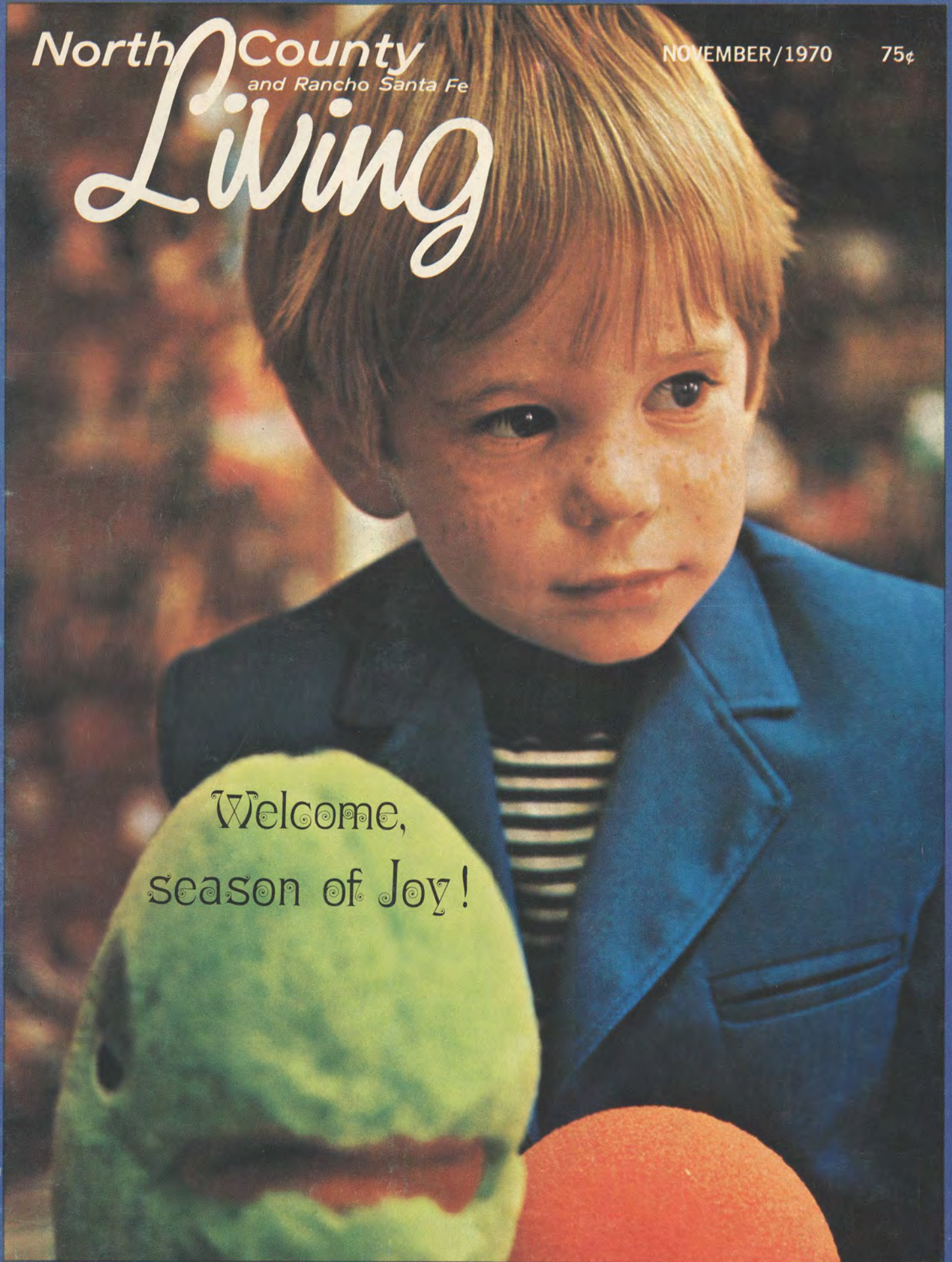
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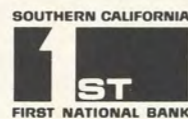
A swirl and a flounce of skirt in polyester chiffon, the waist girdled to a minimum, by HELEN ROSE.

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Christmas is for Kids



Maya Garcia, 3½, of Rancho Santa Fe sings a Christmas Lullaby to her Talking Drowsy Doll from Sears. Drowsy is 15½-inches of charm . . . she has blonde hair, she even talks. 6.83

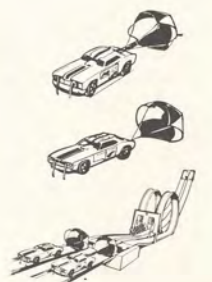
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## People, Places and Things



AT FAMED ORGAN — Travelodge International President and Rancho Santa Fe resident, Kenneth E. Cocks realized a lifetime dream recently when he played the Tabernacle Organ on Temple Square in Salt Lake City. An accomplished musician, Cocks has been the organist in his own church, the Christian Science Church in Rancho Santa Fe, for nine years. Standing next to Cocks is Alexander Schreiner, Tabernacle organist and accompanist to the world-famous Mormon Tabernacle Choir.

### On Stage Magazine Appoints Editor

Tom Gorton, former business and advertising writer who has worked extensively in the arts, has been named editor of ON STAGE magazine, a new publication making its debut on Oct. 1.

The first issue of the slick theater arts magazine will have a circulation of 2,400 and will be given free to theater and concert goers. The centerfold will contain individual programs of the Old Globe Theatre, San Diego Opera, the International Artists Series, as well as individual concerts of note.

In addition to considerable creative writing experience, Mr. Gorton will bring to the editorship of the new magazine a love and knowledge of the theater and musical arts which developed in childhood. At age six, he played Holland in "Life with Father" in Eastern summer stock. Will Geer, now a famous actor of national repute, played the father in that production.

The Daisy, San Diego, is responsible for the bright contemporary format of ON STAGE.

## Walter Broderick & ASSOCIATES INTERIORS

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INTERIOR  
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A handpainted Italian chest created by Florentine artist Silvano Chellini for Walter B. Broderick, A.I.D., will be sold to the highest bidder, December 5 at COMBOCOPIA, the elegant auction and Black Tie dinner which will benefit eight San Diego cultural groups.

Pictured with the credenza which Mr. Broderick has donated to COMBO are Mrs. Neil Morgan of the COMBO staff and Christopher D. Sickels, chairman of the auction which will be in the Conference Building in Balboa Park. The goal of the auction is \$150,000 which will be shared by the San Diego Symphony Orchestra Association, the San Diego Opera Guild, the Old Globe Theatre, the San Diego Ballet Association, the La Jolla Museum of Art, the San Diego Civic Youth Orchestra, the San Diego Junior Theatre, and Young Audiences Inc.

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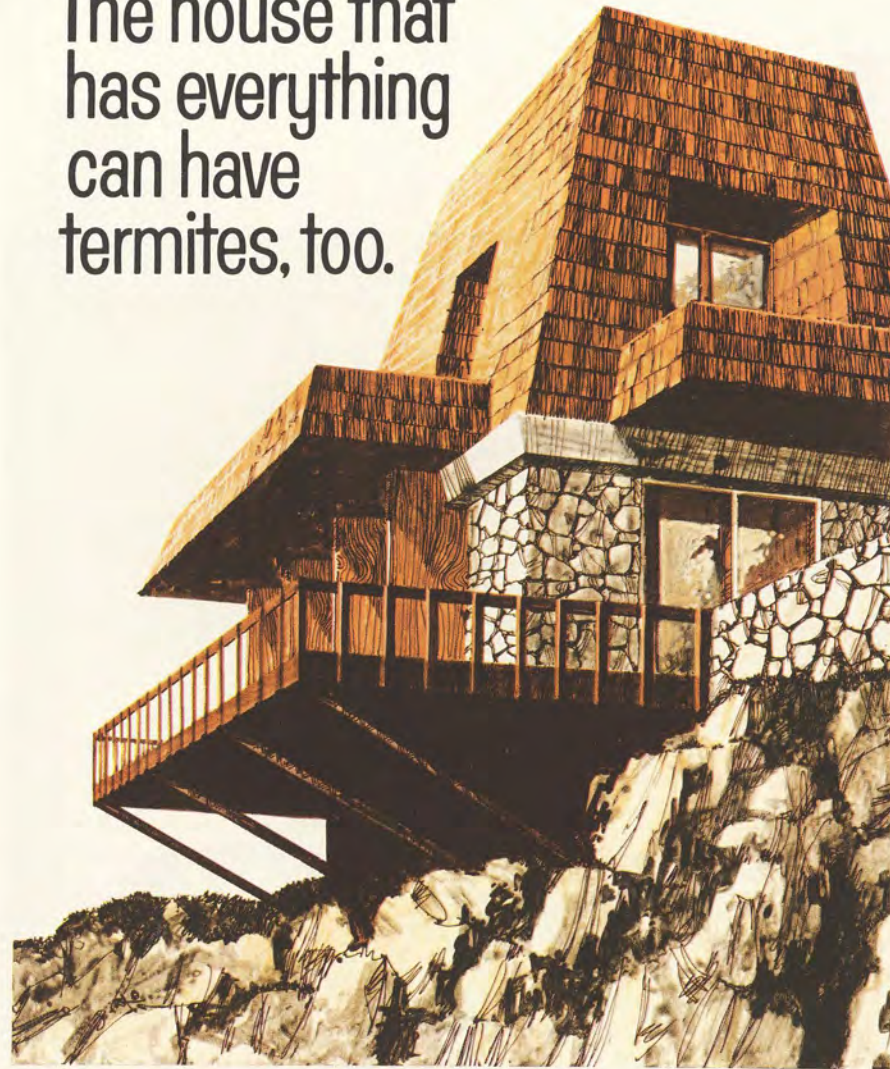
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# Terminix Topics

## RODENTS

With the approach of the cooler, wetter, winter weather, we can expect to find a considerable increase in the number of people discovering that they have uninvited house guests, in the form of rats and mice. These rodents not only eat our foods, they also contaminate a great deal more than they eat and in addition, their ectoparasites, fleas and mites, not only create a secondary problem, but are also known to be the carrier of several serious diseases.

In the country areas, this migration into houses is particularly noticeable and can include a wider variety of rodents than in town. When the infestation is discovered, the first thing to do, is to determine where the rodents are entering, where they are nesting and where they are feeding, etc. If we can find their runways and points of entrance, steps can be taken to exclude them by various rat and mouse-proofing methods.

Once a structure is rodent proofed, we can then take steps to exterminate the rodents within the structure, without the risk of reinfestation from outside. The extermination phase of rodent control can be performed by the use of poison baits, traps and glue boards, used individually or in combination. The main essential for success, is to first determine which type of rodent is involved and what their habits are. Then the method of elimination can be tailored to suit. It is also important to take steps to control the fleas and mites that are always present where there are rodents. Remember that when the host rodent is killed or dies, the parasites will look for a new host and they may choose you.

So if you have a problem, a good pest control man who knows his job, is a first class investment. If you want the best, call me, TOM WALSALL, c/o your local BRUCE-TERMINIX office, and I'll send an expert.



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LIKE FATHER, LIKE SON? By age 12, half of all children have experimented with cigarettes. Parental influence is high — 4 out of 5 children who go on to smoke regularly have a parent who smokes.

## WANT TO QUIT SMOKING?

Still smoking? As you know, you are in the minority today with only 2/5 of American adults to keep you company (as opposed to 1/2 ten years ago.) To ease the "hooked generation" out of what was once a pleasant social custom, a project was set up in San Diego County four years ago. Smoking Research/San Diego numbers among its local leadership the county branches of medical and dental societies, the new UCSD School of Medicine and of course Cancer Society, TB & Health Assn. and Heart Assn. All join forces to bring the facts before school children — as well as home to mother and father.

As a public service the Editors present the first of four installments from Smoking Research on how to quit smoking cigarettes. These are excerpted from a technical article to physicians, originally written to help them guide their patients off cigarettes. We reprint portions courtesy of Sandoz Pharmaceuticals' *Panorama* (February, 1970).

The four tests available at Smoking Research reveal our motives for oral gratification. The psychologist who wrote them, and his staff, is Dr. Daniel Horn, director of the National Clearinghouse for Smoking and Health, U.S. Public Health Service, Rockville, Maryland.

## Part I: Do You Want to Change Your Smoking Habits?

*for smokers only*

We know that the main reason people today choose not to smoke is new knowledge of the effect on health. Studies show that there are four ways in which smokers perceive that cigarettes are threatening him. All four of these conditions must be present for best results in quitting!

### Importance of the Threat

The first of the four is **importance of the threat**. We are faced with threats in many of the things that we do. No one is likely to undertake action that may be difficult or unpleasant unless he feels that it is important enough to warrant that kind of investment of energy.

Secondly, there is the **personal relevance of the threat**. Here often it is the physician's role to emphasize that the threat applies to the particular patient. In other cases, a family member or dear friend will do the "counseling." Myths that somehow a person is protected because nobody in his family ever had cancer, or because he doesn't smoke enough, or he hasn't been smoking long enough, or he smokes a safer kind of cigarette or smokes in a way that doesn't hurt him, have been denied by health researchers. Scientific evidence shows that even a ver age or below-average amounts of cigarette smoking result in considerable hazards.

### Too late to quit? No!

The third critical factor is the **value of cessation**. Twenty years ago we thought that giving up smoking probably had relatively little benefit for people who had been smoking for 20 or 25 years. Now we know differently. There are substantial benefits from giving up smoking, even if the smoker has smoked for many years.

Finally, the smoker does have to **believe he can stop smoking**, because if he is convinced that he cannot stop, obviously he will not even try. A positive thinker is likely to succeed.

There are non-health reasons that people have for wanting to give up smoking. These can be very supportive! They include such reasons as wanting to set a good example for other people, especially children; being disturbed by the messiness and unesthetic aspects of cigarette smoking; and the feeling that it is important to be able to assert mastery over one's own destiny by showing control over cigarette smoking. Economics alone forced many Californians to quit, with increased taxes on cigarettes (18c per pack).

The second insight test might take a page from the best seller, "Everything You Ever Wanted to Know About Sex but Were Afraid to Ask." It attempts to bring you into a more clear estimate of what the effects of smoking are upon the body.

As reported by the Surgeon General in 1969, heart disease risks are strongly to be considered along with respiratory impairment. Technically, nicotine increases the demand of the heart for oxygen and other nutrients while carbon monoxide decreases the ability of the blood to furnish oxygen. Experimental studies in animals have provided new information on the pathological effects of cigarette smoking on the arteries, with a "significant increase in atherosclerosis."

Chronic obstructive bronchitis, signaled by the "Morning productive cough," is the most commonly reported respiratory condition preceding emphysema. Possible mechanisms leading to pulmonary emphysema include collapse of small airways, changes in bronchial mucus, frequent need to "clear one's throat," and disruption of the normal shape of membrane in the bronchial tubes.

Lung cancer is most frequently located in the Y fork of the bronchial tubes. There is also strong association between cigarette consumption and cancer of the larynx, esophagus and mouth.

For statistics test I through 4 and detailed literature about health problems, phone Smoking Research at 297-1643. (There is no charge for materials.)

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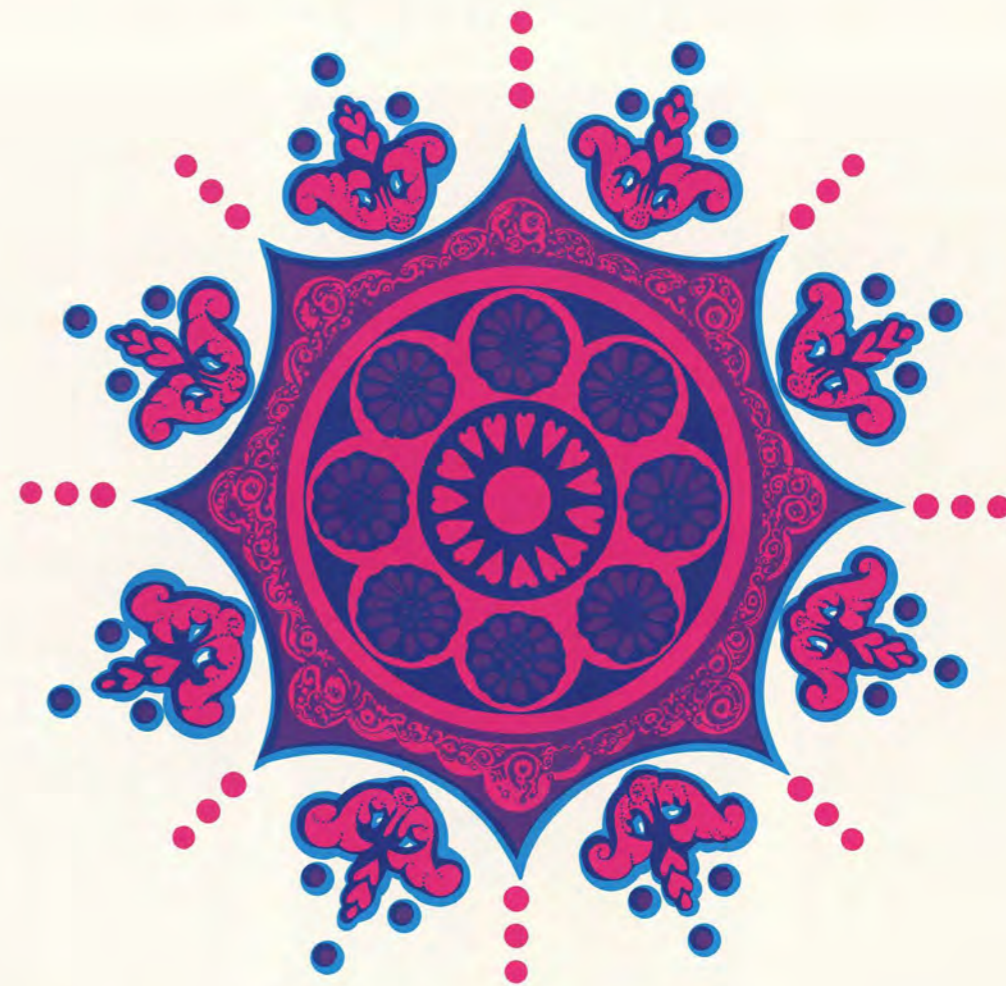
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**MEMORABLE COMEDY  
'HARVEY' AT THE  
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Elwood P. Dowd admits to have "wrestled with reality for forty years, and I am happy to state that I finally won out over it."

One of the most unforgettable, entertaining, refreshing characters in American theatre is Elwood P. Dowd. This loveable bachelor is the central character in "Harvey." He lives in a mansion, inherited from his father, with his flighty sister Veta Louise and niece Myrtle Mae.

Elwood has many friends. As a matter of fact, he considers any stranger he talks to as a friend. But his constant companion is Harvey. He met Harvey several years ago, as Harvey was leaning against a downtown lamp post. Veta Louise could never understand her brother's friendship with Harvey. Elwood made sure that Harvey was introduced to all his friends. But no one could actually see Harvey, though he was a six foot tall rabbit — six foot one and a half inches, as a matter of fact.

Veta Louise loses patience with brother's behavior and attempts to have him committed to an institution. But the doctors disbelieve her tale and lock her up instead.

This enduring, warm, delightful comedy is always fresh for audiences of all ages. Each of us would welcome the freedom to enjoy life as an individual — not as others expect us to behave.

At the Old Globe Theatre, "Harvey" will be presented on stage in the Balboa Park theatre opening November 17. Performances are scheduled nightly except Monday through December 20. Producing director Craig Noel will stage "Harvey" with settings and costumes by art director Peggy Kellner.

Reservations for all Old Globe Theatre productions are available by telephone 239-2255 in San Diego.

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thru November 15 only

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**SAN DIEGO OPERA**

The San Diego Opera will open its 1970-71 season November 11, 13,, and 15, with a new production of Verdi's "La Traviata."

Walter Herbert, the company's General Director, has announced that the coming season will, for the first time, include a Sunday matinee performance in addition to the two regular evening performances.

"The San Diego Opera," said Herbert, "is offering student and group discounts for the matinee performances. Students will be able to purchase tickets at half the regular adult price and the group discount will range from 10% on a block of 25 to 49 seats to 20% on blocks of 100 or more.

"La Traviata," one of the most popular operas in the repertoire, is based on Alexandre Dumas' "La Dame aux Camellias." First produced in Venice in 1853, this Verdi masterpiece is the story of the bittersweet romance between a famous Nineteenth Century Parisian courtesan and the only son of an old and respected family.

An exciting highlight of this first production of the season will be the flamenco dancing of Vicente Romero. A native of Santa Fe, New Mexico, Romero studied in Spain and toured Europe as a member of the Pilar Lopez troupe.

The set designs for "La Traviata" are by Davis West of San Francisco and were built in San Diego under the supervision of Lawrence Kane, the company's Technical Director. Lighting will be by Bruce Kelley.

All performances of "La Traviata" will be conducted by Walter Herbert and will be staged by William Adams, the company's Associate Director and resident Stage Director.

The opera will be sung in English and will be presented in the San Diego Civic Theatre at 8:00 p.m. on November 11 and 13, and 2:30 p.m. on Sunday, November 15.

Tickets for all three performances are now on sale at the Civic Theatre box office, telephone 236-6510. Season tickets are also available from the San Diego Opera office which is also handling the discount tickets.

**THE YOUNG MUSICAL  
TALENT FOUNDATION  
WANTS APPLICANTS**

The Young Musical Talent Foundation announces competitive auditions and awards on November 15, 1970. The four categories represented will be: Voice; Piano; Orchestral Instruments; and Composition. The Foundation is sponsored by the La Jolla Civic Orchestra Association, and its purpose is to stimulate the talented young musicians in the San Diego County area, and to advance and expand the musical activities and interest in our community.

The auditions present a challenge to the young musician, a chance to develop repertoire, competitive spirit, and valuable musical experience. The winning contestants receive not only a cash award but a performance award in which he is presented in concert with the La Jolla Civic Orchestra. Anyone interested in these auditions should write immediately to the Young Musical Talent Foundation, 846 Prospect, La Jolla California 92037.

**INTERNATIONAL  
PIANIST TO PERFORM  
WITH LA JOLLA CIVIC  
ORCHESTRA**

At Sherwood Hall, November 8, at 3 and 8 p.m., Margaret Barthel world famous pianist, will be performing the Ravel Concerto in G. Minor. Miss Barthel who began playing the piano at age 5, gave her first solo recital at 8 years of age. She appeared as the soloist with the Detroit Symphony when only thirteen. A Naumburg prize winner, she made her New York debut in Town Hall, and two years later appeared in recital at Carnegie Hall.

Miss Barthel appeared with the Chicago Symphony as the winner of the Michaels Memorial Award. Concerts in both Europe and the United States have given Miss Barthel recognition as a major virtuosa of international stature.

**Schedule of Events  
(LA JOLLA ORCHESTRA AND  
CHORUS) 1970-71 Season  
SHERWOOD HALL CONCERTS:**

- Sunday, November 8  
(3 and 8 p.m.)  
Symphony #29..... Mozart  
Concerto for Piano in G.  
Minor..... Ravel  
Margaret Barthel, soloist  
Enigma Variations ..... Elgar
- Sunday, December 6  
(8 p.m.)  
Concerto in C for  
Cello .....J. Christian Bach  
Marjorie Hart, soloist  
Nativity of Christ ..... Schuetz
- Sunday, March 7  
(3 and 8 p.m.)  
Battaglia for strings ..... Biber  
winner youth talent contest  
Appalachia ..... Delius  
orchestra and chorus
- Sunday, June 6  
(8 p.m.)  
Music in Memorium  
Robert Kennedy ..... Nordenstrom  
Concerto for String Bass  
Bertram Turetzky, soloist  
Symphony #2 ..... Brahms

**DRAWING ROOM CONCERTS  
(RECITALS)**

- Sunday November 22 at 8 p.m.,  
Casa De Manana  
JOHN GRIMES,  
RONALD GEORGE  
(percussionists)
- Sunday January 17, 8 p.m.,  
Casa De Manana  
PHOEBE ANDREWS, soprano  
THOMAS SIMMONS, baritone
- Sunday March 21, 8 p.m.,  
Casa De Manana  
AUDIENCE PLUS  
YOUTH TALENT CONTEST:  
November 15.

Members invited to listen to contest at the home of Mrs. S. A. Visconti.

Any youth interested in auditioning for the event . . . see article (THE YOUNG MUSICAL TALENT FOUNDATION).

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## North County and Rancho Santa Fe Living

VOLUME 7 NUMBER 11  
NOVEMBER 1970



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### LIVING MAGAZINE THE STAFF

Publishers and Editors  
Ruth M. Giffin  
Ralph W. Giffin

Contributing Editor  
Terry Esposito

Advertising  
Frances Jones

Contributing Travel Editor  
Joan Millicent Bruyere

Feature Writer  
Emmett "Jack" Manlon

Photography  
House of Portraits, Del Mar  
John Daly, Escondido  
Steve McCarroll, San Diego  
Robert Sperry, Rancho Santa Fe

Design and Art Direction  
Phyllis L. Stover

Printing  
Arts & Crafts Press, San Diego

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### ABOUT THE COVER:

Pardon us, but our pride is showing! This is Master Ralph William Giffin, III, and yes, we're related! Having a photogenic grandson is one of the delights of becoming grandparents, and putting his picture on the cover is a fringe benefit reserved for editors and publishers. After all, all you have to do is own a magazine! Just for the record, Ralph, III, is the son of Mr. and Mrs. Ralph William Giffin, II, of Encinitas. His dad is ordinary good-looking, but his mother is very beautiful. Also, just for the record, there is another handsome grandson in San Francisco who is scheduled for our cover sometime in 1971. And there is (hopefully) a granddaughter who shall be featured with bells ringing and flags flying just as soon as she makes her arrival, tentatively scheduled for early summer. That gives us cover material for upcoming issues a-plenty, which is the type of reserve supply every editor/publisher should have on tap. In the meantime, we lead off our parade of relatives with the oldest Giffin in the "New Generation" . . . Master Ralph William Giffin, III—age 4 come January.

**COVER PHOTOGRAPHY**  
STEVE MCCARROLL

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## People, Places and Things

### CO-CHAIRMANSHIP ACCEPTED BY RANCHOITES

Mrs. Alex De Bakcsy and Horace Blackman have again accepted co-chairmanship of the United Crusade for Rancho Santa Fe. Appeals to all in the community are being made, including new residents since the 1969 campaign.

The drive in Rancho Bernardo had reached a total of \$5,625 by October 26, more than half the aggregate donations in 1969, and over one-third the goal of \$14,000 set by co-chairmen Stanley Chambers and Charles Ford. Nearly two hundred volunteers have been enlisted in Rancho Bernardo.

In addition to pledges from individuals and local business, major firms in Rancho Bernardo have completed their campaigns. Hewlett-Packard has a total of \$14,063.80, including a matching corporate gift and employee pledges. National Cash Register's Need Committee has pledged \$12,000 for employees, not including the firm's contribution.

Throughout North County, contributions up to October 23 were 19 per cent of the aggregate goal of \$315,900, and the campaign is about two weeks ahead of the previous year.

In the county, returns for the same period stood at about 15 per cent of goal, with some \$900,000 pledged. Chairman Leonard J. Zanville said, "Though we are running behind schedule, there have been some very encouraging increases in the reports we have so far."

Leading all other campaign divisions are the Government Division with 37 per cent and the Public Service Division with 43 per cent. County Administrator Fred J. Morey Jr. heads the Government Division. Co-Chairmen of the Public Service Division are Sister Mary Placida, administrator of Mercy Hospital, and Jack F. Borchers, manager of the San Diego Chamber of Commerce. Heading all public divisions is Campaign Associate Chairman Alex DeBakcsy, general manager of the Union Tribune Publishing Company.

Zanville urged his campaign volunteers to step up the pace. "On the basis of those groups that have completed their campaigns, I see an excellent opportunity to make our goal. But it can only be done if we keep the campaign on schedule. These next three weeks are critical.

"It would be tragic if this vital effort, with so many early indications of success, should fail only because volunteers failed to complete their work on time."

Zanville paid tribute to the Combined Federal Campaign headed by RAdm J. W. Williams Jr., Commandant of the 11th Naval District. "Despite the loss of many military personnel, they have pledged to exceed last year's gift to the United Crusade. And it looks like they're going to succeed," he noted.

Crusade divisions and their per cent of goal are as follows: Major Firms 16%, Construction 10%, Commercial 10%, Services 17%, Professional 2%, Women's Section 7%, Leadership Gifts 7%, Government 37%, Education 1%, Public Service 43%, Combined Federal Campaign 19%, La Jolla 1%, South County 10%, East County 14%, North County 19%.

### AIR CALIFORNIA ANNOUNCES NEW SAN DIEGO FLIGHT

Air California's new service from San Diego to San Jose and Oakland was announced today by Dudley F. Miller, vice president marketing for the airline, who said Air California is proud to be bringing its new Boeing 737 Sunjet service to the San Diego community and connecting it with the Bay Area communities of San Jose and Oakland.

Air California will provide six daily round trip Boeing 737 flights Monday through Friday between San Diego and San Jose-Oakland with the following San Diego departure times: 7:00 a.m., 9:25 a.m., 12 noon, 2:20 p.m., 5:00 p.m., and 7:15 p.m. The return flights will depart Oakland at 7:00 a.m., 9:30 a.m., 11:45 a.m., 2:30 p.m., 4:45 p.m., and 7:30 p.m. The San Jose departure times will be at 7:30 a.m., 10:00 a.m., 12:15 p.m., 3:00 p.m., 5:15 p.m., and 8:00 p.m. A reduced flight schedule will be operated between the cities on the weekends. The one-way commuter fare, including transportation tax, will be \$22.63.

The Sunjet airline will be offering money saving, new family fares which afford the average family of four, traveling together, a saving of 25% to 30%. And, Air Cal has a special 66 2/3 fare for military personnel in uniform traveling on leave. Special charter flight group rates are available upon request.

## People, Places and Things

### SYMPHONY OF DESIGNERS' HOMES

Mrs. Frank H. Driggs of Rancho Santa Fe has been appointed corresponding secretary for the "Symphony of Designers' Homes." The tour will be co-sponsored by the Women's Committee of the San Diego Symphony Orchestra Association and the San Diego Chapter, American Institute of Interior Designers.

"Symphony of Designers' Homes" will be held Nov. 21, 10 a.m. to 4:30 p.m. On that day, the personal residences of six outstanding San Diego designers will be open for the first time.

Mrs. Evan V. Jones, president of the Women's Committee, has appointed Mrs. Lloyd Hermanson, of Chula Vista, as chairman of the event and Mrs. Howard Craig as co-chairman.

Robert Gordon Magruder, president of San Diego Chapter, A.I.D., has appointed Mrs. Walter Gault (Gene Butler Gault) as project chairman and Mrs. Elizabeth S. Hampton as tour coordinator.

### JOHN STULL

In January of this year, I began implementing an idea that has been in my mind ever since my election to office. This was the appointment of Citizens Advisory Committees and my pilot groups have eight different areas of concern within the Great 80th. All the committees have proved to be of great help to me so far and, recently, I had the pleasure and inspiration of meeting with the History and Landmarks Advisory Group at my office. These dedicated individuals traveled from areas all over the district.

The Great 80th is rich in California History, not only from the so called "Days of the Dons" but of the time when the Yankees first came surging over the mountains. There is no area in the state richer in historic sites and scarcely a place more neglected. Our old adobes have been allowed to melt away (literally) in the rain and historic buildings are crumbling into oblivion. Even the locations of important events have been lost as old settlers have died with their memories unrecorded.

It irritates me when people say we have no history here as, in truth, we have a singularly exciting local heritage, well worth our attention.



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*Living around town*

by Terry Esposito

The fall season offers a potpurri of exciting social events revolving around the North County . . . beautiful people and beautifully planned events.



Governor Ronald Reagan and Aide are greeted by Carl Kent, La Costa General Manager. The Governor was guest of the Glass Container Manufacturers Institute, which was holding meetings at La Costa.



Also addressing the Glass Container Manufacturers group, popular President of San Francisco State, noted author and semasiologist, Dr. S. I. Hayakawa . . . his address on an explosive subject, "Campus Unrest."



Community workers (l.r.) Mrs. Jack Galen Whitney, food co-chairman; Mrs. Rembrandt Lane, reservations chairman, and Mrs. Robert N. Holmer, general chairman discuss plans for "Combocopia" dinner Dec. 5 in the Conference Building of Balboa Park, the black tie event and huge fund raiser for COMBO.

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## around town

North County . . . a potpourri  
of exciting social events  
around the fall season



Radiant guest models, fashions by I. Magnin, appeared at the Symphony fashion show held at the Sheraton Inn. (l.r.) Mrs. William Evans, Mrs. Robert Holmer, Mrs. Robert Bond and Mrs. L. Thomas Halverstadt.



Attending the S.D. Symphony luncheon and fashion show were a charming group from Rancho Santa Fe including (l.r.) Mrs. Eugene B. Fletcher, Mrs. Fritz Wrenn, Mrs. Paul Anderson, Mrs. Kurt Burgher, Mrs. John Devlin, Mrs. Jack Lewis Powell, Mrs. John M. King, Mrs. Stephen Fletcher, Mrs. Allen Green, Mrs. L. B. McLaughlin and Mrs. E. J. Evans.



Rear Admiral and Mrs. Ernest E. Ellsworth (left) and Mr. & Mrs. Kenneth E. Newton enjoyed the Globe Guild dinner at L'Escale preceding the opera, "The Night Thoreau Spent in Jail" at the Globe Theatre.



Mr. and Mrs. Bob Schmedding of Solana Beach take a moment out to pose at Ducks Unlimited dinner at Town and Country Convention Center, armed with the fine gun he won and attractive duck centerpiece used on party tables.

## around town

beautiful people and beautifully planned events.



La Jollans (l.r.) Mrs. Elizabeth Kearney, Mrs. Jane Tuccio, Dr. James Frame, Mrs. Helen Neilson, Mrs. Margaret Murray and Mrs. Patsy Grout were participants at the four-day party given by the international private club, "Who's Who Bachelors," held in Honolulu . . . pictured at the Rainbow Towers pool where Conrad Hilton hosted one of the parties.



(l.r.) Mrs. Thomas A. Henry Jr., Mrs. Richard Young and Mrs. E. T. Gravette Jr. with standing Mrs. Robert W. Hammond, Mrs. William W. Williams, Mrs. Charlie Jones, Mrs. Sedgwick W. Fraser Jr., Mrs. H. Henry Ferris Jr., and Mrs. Brooks C. Noah are among the new members of Las Patronas.



San Diego Civic Light Opera Association hosted a benefit dinner party at the finely designed Sea Lodge at La Jolla Shores. Fred Liebhardt (l), architect, and Mrs. Liebhardt joined Judge Leland Neilsen and Mrs. Neilsen at the successful event.



Included in those arriving at L'Escale to enjoy the Globe Guilders dinner are (l.r.) Dr. and Mrs. Fred B. Phleger, Mrs. J. Alphonso Koenig and Dr. James Kinder.

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## around town

### NEWS FROM LA COSTA

Betty Grable, Toni Clark and Kathryn Simmons are but a few of the Nevadians planning to participate in La Costa's 5th Annual Womens Invitational. This two-day eclectic tournament has as its theme this year "The Age of L'Aquarius" and Evelyn Roen, Tournament Chairman, and Santa Bartell, Womens Auxiliary President, have come up with some really smashing ideas for decorations, entertainment and prizes revolving around the zodiac theme. This annual event attracts 120 players from leading Country Clubs of the West. A Gin Rummy tournament, cocktail parties and a presentation luncheon have been planned for the golfers.

Governor Ronald Reagan and party arrived at La Costa as guests of the Glass Container Manufacturers Institute. The handsome Governor gave a speech at a breakfast meeting during his 24 hours at La Costa. The following day, Dr. S. I. Hayakawa, President of San Francisco State, arrived to address the same group on "Campus Unrest."

### FREEDOMS FOUNDATION AT VALLEY FORGE

Women's Division - San Diego County Chapter  
P.O. Box 2001  
La Jolla, California 92037

from the editor's desk  
Editor—Polly D. Baker

Someone has said: We regard a man who takes no interest in the affairs of his country, not as harmless, but useless!

That someone was philosopher Thucydides of Athens. The year was 431 B.C. There has never been a time in our history more important than now . . . this moment . . . for all good Americans to engage in a study of and a concern for our constitutional freedoms in order to better understand the dangers which threaten them.

We should strive to develop the highest concept of patriotism and love of country. But what exactly is patriotism and how may we prove our love of country?

A man's country has been defined, not as a certain area of land, but a principle; and patriotism is loyalty to that principle. Throughout history, American patriots have fought to prove, and yes, die, for love of their country. Perhaps we today, stand accused of fighting with feathers.

There is an appalling lack of interest in governmental affairs, and too many of us think we are too busy to take an active part, to play our individual role in our country's problems. Some feel that getting mixed up in so-called politics is useless, undignified, or bad for business.

If this be the case, then we should take time at least for one thing. With the inheritance we would be leaving our children . . . we should teach them to count in rubles.

A picture comes to mind of what happens when a refugee comes to our shores from a subjugated part of the world. He often kisses the earth and vows he will forever be grateful for his freedom, for his opportunity of being an American. Then, as time passes, he, even as we, through indifference adds fuel to the flames that fired governmental domination in the land of his forbears.

In accepting our responsibilities and in discharging our duties as citizens of the United States of America, what is our specific role? We recall that in 1931 Dimitri Manuiski, a Soviet official and, at one time, presiding officer of the United Nations Security Council, stated: "War to the hilt between communism and capitalism is inevitable. Today, we are not strong enough. Our time will come when the capitalistic countries will rejoice to cooperate in their own destruction. They will leap at another chance to be friends."

That tomorrow waits in the wings! Government leaders have said that the number one obligation of the leaders of the free world and the communist nations is to learn to live together. Is compromise possible between the two ideologies of communism and democracy? My favorite definition of peaceful coexistence is this: It's what the farmer does with the turkey until after Thanksgiving!

Today many Americans are extremely concerned by the spread of the "Something for nothing" philosophy through which "creeping socialism" has been rearing its head. You've heard of the constituent who wrote his congressman, "Please don't improve my lot in life any further. I can't afford it."

The very first colony settled in America in the summer of 1616, was a colony called SAGADAHOC on the Kennebec River in what is now the

next page please

## around town

continued from previous page



### FREEDOMS FOUNDATION

state of Maine, NOT Plymouth, as we had always thought. Sagadahoc was a welfare state in every sense of the word, sponsored by the Plymouth Company. Utterly dependent upon their sponsors, the colonists were uninspired, indifferent, and gave up after a very brief try. Sagadahoc reverted to wilderness, recorded only in the briefest footnotes in colonial history . . . a complete failure.

For nearly 200 years we have been a nation of fighters . . . fighters for freedom. Phrases such as "I have just

begun to fight" ring out through the corridors of time. Today America is faced by those who force THEIR way of life upon us, a way of life that could take away our freedoms.

There is increasing evidence that Congress is being by-passed by those pressuring for changes in our social, government and economic systems. Instead, these changes are being brought about by court edict. Instead of INTERPRETING the law, IS the Supreme Court becoming an instrument of changes in the law?

In searching history, it is interesting to note that of all the countries in the world, ours, the United States of America, has been most singularly blessed. Ours, of all countries, has been the most God-Conscious. Our leaders have always looked to God for help and wisdom.

May the deeply entrenched and highly cherished spiritual traditions of freedom still prevail in our land of liberty . . . under God.

### MEETING YOUR NEW NEIGHBORS



Mr. and Mrs. Guy Hatfield with daughter Julia and son Scott.

Seeking to enjoy the county way of life Mr. and Mrs. Guy Hatfield recently sold their stately Del Cerro home and are busy drawing up plans for their Rancho Santa Fe residence, having obtained a beautiful view site on El Camino Real. Their son Scott is away at school but daughter Julie is happily settled and enjoying school days at the Ranch school and participating in local equestrian activities, being the proud owner of "Maverick," a fine, grey pony! Mr. Hatfield finds the Ranch an excellent home base for his active life . . . he heads up his own real estate development firm. University of San Diego is his Alma Mater, having obtained both his Business Administration Degree then adding to this his Doctorate in Law degree . . . He is a Lt. Commander in the Naval Reserve and a former Kiwanis Club President, and a member of the S.D. Bar Association. Both he and his petite and charming wife, Dorothy, are active sports enthusiasts, including golf, fishing and horseback riding. Their new home will include a stable and swimming pool, much to the delight of the young family members. It is gratifying to note that when they start building they will work with the Trail Association to preserve trails that are used now along the roadside on their acreage.

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## around town

### THE END OF THE TRAIL

(pictures by Mr. John K. Seeman, Rancho Santa Fe)

Next time you read the Sunday paper take a look at the ads presenting property for sale in Rancho Santa Fe . . . obviously our local brokers are aware that one of the big selling points of Ranch property is that Horses are permitted, and that potential buyers know that this is unique, for the Ranch is one of the last existing communities in Southern California that offers elegant country living with protective rights for horse owners! With the building boom in Rancho Santa Fe it is imperative NOW to review the status of

just what we are saving for the equestrian . . . "a horse in the stable with dead end trails is of little use" . . . Daily the riders are finding fences . . . cement driveways . . . landscaping, etc., taking the place of a beautiful trail . . . The Association looks to each member of the community for its support in not merely keeping, but establishing and preserving continuous trails around the Ranch. Local equestrian, Mr. John Karl Seeman has provided pictures of recent trails and for value of comparison, pictures of how Rolling Hills is preserving their trail ways. Drop a letter to the magazine if you wish to help the Association in their efforts to develop the Trails!!



MORE HORSES . . . Fewer places to ride . . . road widened to accommodate more traffic . . . better for cars, what about the youngster and horse?



Sign of the times . . . This used to be a good place to get to the trail around the Golf course.



"If we had only known you wanted trail rights we could have allowed space!!" . . . our home owners do care, but we must let them know the trail paths!

## around town

### THE END OF THE TRAIL

continued from previous page



Rolling Hills . . . space provided between most homesites, providing a combination service road, fire break and bridle trail . . . tho' more densely populated than the Ranch, the community has guaranteed a pleasant, SAFE place to ride.



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KERRY B. SANDERS

California tractor, Real Est

of the same name is described in detail elsewhere herein.

### BEHIND THE SCENES AT CORONADO CAYS

Noted as San Diego's only luxury residential marina, combining an extraordinary collection of private homes and townhouses, threaded with quiet waterways and private boat slips . . . benefit . . . day to day practical living with a bonus of romantic Caribbean atmosphere from sun-up to balmy star-filled evenings. How was this mecca developed? Who is the force behind it . . . focus in on Cedric E. Sanders, managing partner of Coronado Cays.

A third generation Southern Californian, Cedric Sanders was born in Los Angeles in 1917. He was educated at the University of California at Los Angeles, majoring in Business Administration. Mr. Sanders served in World War II as a pilot in the U.S. Army Air Force and later as the Civilian Personnel Officer at Ellington AFB, Texas—where he was responsible for over 10,000 civilian employees. Married for 27 years, he and his wife moved to La Jolla with the start of his Coronado Cays project in 1968 after living in Newport Beach for 15 years.

A third generation builder, Mr. Sanders first founded his own construction and development company in Los Angeles in 1936 and has been active in development, construction, real estate and related fields since that time. He is licensed by the State of

An internationally recognized housing authority, Mr. Sanders has served on the Industry Advisory Committee to the Federal Housing Administration and as a State Director of the California Home Builders Council. He was for many years a member of the International Housing Committee of the National Association of Home Builders, headquartered in Washington, D.C. He also served as an advisor and consultant to the State Department on International Housing Affairs.

A Director of the Home Builders Association of Los Angeles, Orange and Ventura Counties since 1956, he served on the Executive Committee and as Vice President for Orange County for many years.

An experienced yachtsman and blue-water sailor, Mr. Sanders is staff commodore of the Santa Monica Yacht Club. He has lived on and around the water most of his life. His waterfront projects are a natural reflection of his experience and knowledge in his major hobby.

Sanders, managing partner of Coronado Cays (a joint venture of Cedric Sanders Corp. and Signal Properties, Inc.) heads the team developing the walled, guard-gated luxury project. Future plans are in the making for a magnificent private Club complete including health spa, tennis clubs and an elegant bayside restaurant.

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**around town**

**LA JOLLA MUSEUM OF ART**

**EDUCATION DEPARTMENT**

An education department was established in July, 1969, to extend the museum's program for members, the public, and school children of the area. The Docents, trained for their specialized jobs by the education department, aided in public understanding of the exhibitions.

Thirty-eight Wednesday morning sessions were held from October through June for the twenty-one Docents who completed training and carried out assignments. The course reviewed the history of modern art and assessed current trends. Each Docent was responsible for preparing reports, leading discussions and conducting tours.

The heavy demand for tours during the "Dimensions of Black" exhibition was willingly met and carried out with great skill.

Saturday children's programs, coordinating exhibitions with activities, were inaugurated with "The Experience of Weaving" in January, "Dimensions of Black" in February, and "Space and Art" in April.

The Members' Lecture Series provided a chronological development of the main avenues of modern art, climaxing in the discoveries and departures found in the art of today.

**STUDIO PROGRAM**

Summer brought the first studio classes operated by the museum in recent years. Concentrating first on the needs of children, classes in painting, mixed media and construction, and ceramic modeling were held Monday, Wednesday, and Friday mornings for children. A total of 112 children participated. Tuesday and Thursday mornings were open classes for culturally deprived children brought to the museum through the cooperation of The Neighborhood House Association, San Diego; The Mexican-American Advisory Committee, San Diego; and Gillespie Child Care Association, La Jolla, comprising 75 children.

The unique Artist-in-Residence program opened in the Fall, presenting adult and young-adult classes with

**around town**

**LA JOLLA MUSEUM OF ART** *continued*

three distinguished and talented artists, Charles Emerson, painter; David Thompson, sculptor, and Clark Rost, ceramist. The studio wing became the production center for each of the artist's own work, creating a special climate for the students. Included in the two fifteen-week terms were Saturday classes for children, providing them the best in creative activity and guidance. A total of 191 adults, and 280 children enrolled, with scholarships available to minority groups through a gift from The Leshay Foundation of Los Angeles.

Special studio events took place as Parent-Child Workshops on two Sunday afternoons—Halloween Masks in October, and Kite-making in March.

**LIBRARY**

An invaluable aid to those who use it, The Helen Palmer Geisel Library has undergone complete reorganization through the efforts of staff and volunteers, working under the direction of a professional librarian. A complete assessment of all titles resulted in the de-accessioning of 320, unrelated to the museum's needs. Remaining titles were re-shelved in a more workable reference system. 136 new titles were added from memorial funds, one in memory of Andrew O. Arnold, 78 in memory of Helen Palmer Geisel, 12 in memory of Louise and Max Gross. 44 titles were received as a gift of Miss Katherine B. Conover, and one as a gift of Miss Beatrice Levy. Total titles in our specialized field of modern and contemporary art now number 993.

Other important gifts included contributions from friends of Helen Palmer Geisel for the memorial fund in her memory, and a generous new fund was established by Frank Kockritz in memory of his parents, Frank Joseph Kockritz and Ida Folz Kockritz.

Twenty periodicals are now under subscription. Issues accumulated over several years have been bound, with many missing numbers replaced by gift of Miss Elise Donaldson and Miss Beatrice Levy.

Catalogues and vertical file material are constantly being processed and put into available form.

Eight hundred twenty-five slides were acquired, bringing the total to 4,050. Accurate cataloguing and efficient storage are among the advances made in the slide collection through the efforts of volunteers.

*please turn to next page*



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## around town

LA JOLLA MUSEUM OF ART  
*continued from previous page*

### THE BALMER COLLECTION

Formerly known as The Balmer Youth Art Lending Gallery, this facility re-opened in October, after extensive re-decorating. 45 works, including an extensive group of posters, were added to the collection, bringing it to a total of 145. In February, art by children for children was made available through the studio classes.

The 185 pieces checked out during the season were considered inadequate for the quality available and the effort involved. As the season ended, the gallery concept changed to The Balmer Collection, for circulation to Neighborhood Houses and area schools. Six exhibitions have been assembled from the collection with pilot summer projects beginning the new season. Both inspiration and concentrated effort from volunteers made the new program possible.

### RENTAL GALLERY

The steady stream of paintings and sculptures moving in and out of the Rental Gallery attests to its popularity among members. Constant reassess-

ment of the collection, and the search for new works and artists has resulted in a quality collection in a variety of styles. The small One-Man exhibitions were developed as a means of introducing new works and artists, offering members the opportunity to know them in some depth.

Two hundred thirty-eight new works were added and 208 deleted for a current total of 166. There were 463 rentals, and 67 sales.

Operated solely by volunteers, the Rental Gallery is a credit to their devotion and interest.

### November

- 15 Collectors' Seminar group visits Los Angeles Galleries
- 21 Concert: James Oliver Buswell IV, pianist / Co-sponsored by the University of California, San Diego and the La Jolla Museum of Art

### December

- 5 Members' Preview: "Paintings by Charles Emerson"; "Sculpture by LeRoy Lamis"
- 7 Gallery Talk: Charles Emerson
- 11 Members' Study Series: "New Forms from the Shattered Image: Cubism, Constructivism, de Stijl" Thomas S. Tibbs
- 13 Collectors' Seminar visits local collections
- 21 Christmas Open House at the Museum

Charles Smith of the Ranch headed up the most successful and sumptuous smoke pit Bar-B-Q, held under the oaks for Rancho Riding Club members and guests . . . Chef Smith, several days ahead marinated the meat that was pit Bar-B-Q; it proved to be a sought-after recipe! . . . Around the Ranch congratulations are streaming in to the proud parents of one of the most beautiful and charming Ranch girls recently wed . . . lovely Diana Bray . . . now the radiant Mrs. Don Frederick Sheffe . . . plans are in the making for their visit here during the holiday season . . . For those around town who haven't visited the Paddock Restaurant recently, pleasant surprise awaits them when they do . . . A new menu and new management will make a must on your list, excellent seafood and steak . . . credits to the Frolanders who now manage this handsome dining place! . . . Around town people are bragging about the very chic Rancho Santa Fe school teachers who remain so without giving in to the "Midi" . . .!

## around town

OPERA GUILD HOLDS MUSICALE AND TEA AT HOME OF MR. AND MRS. GEORGE T. STRAZA



Mr. Jack McEllan, Tenor; Miss Constance Haldeman, Soprano; Mrs. Edgar A. Luce, Founder of the San Diego Opera Guild.



Mrs. Lenore Bates, corresponding secretary of RSF Associates; Mrs. Royal B. Lord, Dinner Chmn.



Mrs. Robert G. Muench, Director of San Diego Opera Guild; Mrs. Arleigh Anderson, Co-Chairman of RSF Associates.



Mrs. Esther Benter, President of San Diego Opera Guild; Mr. John Patrick Ford, President of San Diego Opera Inc. and Vice President of San Diego Opera Guild; Mr. Walter Herbert, General Director and Conductor of San Diego Opera; Mrs. Arleigh W. Anderson, Co-chairman of the Rancho Santa Fe Associates; Mr. Kenneth A. Stixrud, Chairman of RSF Associates, San Diego Opera Guild.



Mr. Norman Durkin, Chairman of North Coast Associates; Mrs. Frederick E. Bittner, Officer of North Coast Associates; Mr. Monroe Meyers, Co-chairman of North Coast Associates; Mrs. Harry Kleist, member of the Rancho Santa Fe Associates; Mrs. James T. Colwell, Director of the San Diego Opera Guild.



Mr. Walter Herbert, General Director and Conductor of the San Diego Opera.



Mrs. Alfred A. Gregory and Mr. J. Edmund Kowalski; members of RSF Associates.



Mrs. Richard C. Adams, Jr., Co-Chairman of Foothills Association; and Mrs. Richard T. Silberman, Vice Pres. of San Diego Opera Guild, and Chairman of the Associate Groups.

# LA JOLLA MUSEUM OF ART

Samuel P. Weston became the new President of the La Jolla Museum of Art as the result of an election held at the museum's Annual Board Meeting.

One of the original founders of the Art Center in La Jolla, as the museum was previously called, Weston has served as an elected Trustee since 1950.

A third-generation Californian, Weston's first position in San Diego was as a staff announcer and continuity writer for Radio Station KGB. Following a few years as free-lance writer and photographer, he began a 26-year career as public relations expert and editor for two of the major aircraft companies in San Diego, serving with Solar from 1941 to 1957 and with Rohr until 1967. At that time, a life-long interest in young people and in books led Weston to take the position as Librarian and advisor on student publications at La Jolla Country Day School that he currently occupies.

Weston has a long record of service on the Boards of a number of community service organizations, including the United Cerebral Palsy Foundation, the Family Service Association of San Diego and the San Diego Open Forum. He also served for five years as a member of the General Budget Committee and Agency Relations Committee for United Community Services.

Other cultural and artistic interests, in addition to his long-time association with the La Jolla Museum of Art, include serving as a discussion course leader for the University of California Extension, as a leader and organizer of Great Books discussion programs and as President of the Lens and Shutter Club of San Diego, a photographers' organization.

Other officers elected at the meeting were Mrs. George E. Osborn, First Vice-President; Dr. Vance E. Kondon, Second Vice-President; Mrs. Lynn G. Fayman, Secretary and Norton S. Walbridge, Treasurer.

Trustees re-elected to a three-year term, expiring in 1973 were William S. Dwinell, Dr. Norman J. Holter, William Watson and James G. Wilson.

## CONCERT ASSOCIATION HOLDS MEMBERSHIP TEA

The gracious hilltop home of Dr. and Mrs. John Egdahl was the setting for "Tones of Autumn" membership tea sponsored by the North County Concert Association Auxiliary held on October 28. Mrs. Ray Murray served as chairman of the event.

The Concert Association is responsible for bringing fine music to the North County and boasts such well known artists as Isaac Stern and Mary Costa. The Auxiliary is proud to present four Youth Concerts each year attracting more than 800 students from the North County. Their program begins October 20 with the American Ballet and will include Lorán Hollander, pianist The Romeros, guitarists, Sam Hinton world famous singer of folk songs with his guitar and the San Diego State College Symphony. This year the Aux-

iliary presented a first puppet show and are considering other youth programs.

Every woman in the North County is invited to join the Auxiliary for \$3.00

### Committee members:

Co-Chairman Mrs. George Killen  
Invitations Mrs. Phillip Jauregui  
Wine Mrs. Elmer Glaser  
Publicity Mrs. John A. Steiger  
Hostesses for pouring,  
Mrs. Harry Murphy  
Membership Table Mrs. Michael Straub  
Name Tags Mrs. Randall Mitchell  
Music Mrs. John Steiger  
Art Show Mrs. G. J. McArdle  
Flowers Mrs. Alan Wooley  
Food Mrs. Robert Campbell  
Hosts Mrs. Robert Gleason



Don Dederer

Living's new columnist has been a newspaper feature writer, a war correspondent in Vietnam, and a reporter from Russia and other Iron Curtain countries. Author of two books, he is a winner of the Ernie Pyle Memorial Award. His freelance articles appear in a number of national magazines. He and his wife, Cherie, and their children, Dian and John, live in Del Mar.

THIS IS LIVING  
by Don Dederer

## A BRASS MAN IN A PLASTIC CULTURE

It's time again to retrieve the e-l-e-c-t-r-i-c t-r-a-i-n-s from their dusty corner of the garage.

On C-h-r-i-s-t-m-a-s morning these t-r-a-i-n-s will be running under the t-r-e-e. If we can keep spelling out the words, our boy will be wonderfully surprised.

Or will he?

These toys are very old, as toys go. To the credit of the Lionel people one locomotive is chuffing along perfectly after more than 40 years. Its headlight is original equipment. The only thing wrong with the locomotive, the reverse lever will not remain in position unless propped up by a match stick.

After so many years of storage, between the disenchantment of one generation and the emergence of another, the machinery was in need of some restoration. Track was sprung, insulation on wires had disintegrated and most of the working parts were invaded by dust.

So I spent an evening in the roundhouse and car barns, tinkering with O-gauge rails, transformers, crossing gates, warning blinkers, uncouplers and automatic unloaders. Remember that year when Lionel brought out a toy train that smoked?

In several hours, after very little repair, and much oiling and polishing, the equipment was as good as new. Maybe better. I had a feeling the rolling stock was just beginning to be broken in. The Gulf Oil car had an authentic ding—just as big oil cars everywhere. The door of the cattle car rattled as they rattle from Bakersfield to Chicago.

At the touch of a remote control, a load of logs could be spilled off the roadbed. Another button, and a steam locomotive would emit that musical howl beyond the vocal range of today's drab diesels.

"They are marvels of manufacturing," a collector of toy trains told me last autumn at the Del Mar Antique Show. He had a whole table of Lionels and American Flyers on display, and he said at home were rooms filled with many more.

"It kills me to sell one," he said. "For a boy, there's never been a toy to equal a toy train. And, well, even when you're in your sixties, you're still part boy. There's something fascinating about precision machinery that even when it goes wrong, it can be fixed."

That was the appeal—"Can be fixed." The definitive difference between the toys of yesterday and today. I wonder why toy makers don't offer long-lasting, easily-repaired playthings anymore?

Toys that a dad can fix without benefit of a welding torch and vulcanizing mold? Toys that a kid can't (or wouldn't) pound, rip and scrape apart in a day?

Alas, Lionel has gotten away from toy trains in order to produce automatic car washing equipment, military electronics and camping gear. And somebody else makes trains of plastic.

I do not know how well made are the new trains, but I have a low opinion of other modern toys. I am frustrated in my attempts to join together what that boy has rent asunder. Almost every week one of those crenulated, fragile dodads from a Saturday cartoon commercial lands on my workbench. Something is warped, rent or melted.

"Can you fix it?" the boy will ask, with the flattering implication that the Old Man can do anything. And I want to delay his learning the awful truth for as long as I can.

So I fetch up my pliers and screwdrivers and can of wire brads. I study the problem. A fold of laminated heat-formed plastic has come unglued from a composition rivet, and the crimped gizmo has lost its grip on the rubberized axle.

My boy doesn't need a dad. He needs a division of the Olin-Mathieson chemistry research department! He needs a consulting metallurgic engineer! He needs a high-temperature ceramic oven!

Usually I promise to fix the toy later. The thing goes on a high shelf until he forgets about it, and some cleanup day, it's nudged into the trash. In my musing, it has occurred to me that today's toys reflect so much of the modern grownup world: instant, imitation and disposable.

But I wish the boy could have seen me that night with the trains. Tightening bolts. Freeing steel springs. Tending the brasswork.

Claims of toymakers notwithstanding, there never was an indestructible toy. But some used to be repairable.

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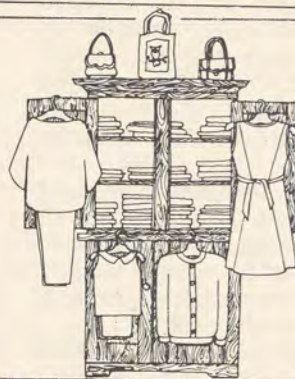
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# People, Places and Things

## SAN ELIJO LAGOON BATTLEGROUND

San Elijo Lagoon, 2 1/2 miles of marshland between Solana Beach and Cardiff-by-the-Sea, doesn't look like a battleground. Its 500 acres are rated "one of the finest wildlife areas in the country" by the California Department of Fish and Game.

The marshland and its bird population is maintained by treated effluent from the City of Escondido sewage disposal system flowing down Escondido Creek.

Land developers would like to get rid of the marsh, the birds, and the effluent. Conservationists want to keep the birds, and the marsh, but distrust the effluent. Escondido needs to be sure it meets water pollution standards both now and in the future. Solana Beach and Cardiff are less than enthusiastic about having the Escondido effluent in either the lagoon or piped out through or near their ocean outfall.

San Elijo Lagoon is a regional problem because "water goes by watershed boundaries, not by political boundaries," says Case Houson (of San Marcos), Director of San Diego County's new Department of Sanitation and Flood Control.

Houson's department, a part of the County's new Public Works Agency, also must operate by watersheds and



**KID'S EYE VIEW.** San Elijo Lagoon is a wild place to play for children and for many shore birds. Area has generated controversy among developers, conservationists, and local sanitation planners as to best future use. Problem of split political jurisdictions involved is typical of those facing new County of San Diego Department of Sanitation and Flood Control.



**ENGINEER'S EYE VIEW.** Seen from the air, San Elijo Lagoon is a flood plain, part of a natural watershed. That is the way planners for new County of San Diego Department of Sanitation and Flood Control view problems. Future of San Elijo involves common interests of Escondido, Solana Beach, Cardiff, and Rancho Santa Fe. "Water goes by watershed boundaries, not by political boundaries," says Department Director Case Houson, who foresees increased need for regional cooperation in meeting sanitation and flood control needs.

across political boundaries. It is involved with refuse disposal and with the varied aspects of water: drainage, flood control, irrigation, sanitation, water supply, and the prudent use of flood plains—the low-lying areas where winter rains collect.

The new department works with "special districts" — special taxing agencies formed in order to provide a single service, such as sewage disposal.

"Growth is beginning to strain the ability of the special district to comprehensively and efficiently serve the people," Houson says. "The problems are regional and we are going to have to rely more and more on regional planning in San Diego County."

The Department of Sanitation and Flood Control operates sewage disposal plants with a total capacity of close to eight million gallons a day in the County, Houson says. Largest, with more than 50% of this capacity is the Encina plant near Carlsbad, which serves the North County area of Carlsbad, San Marcos, Buena, and Vista.

please turn to page 71

# VISIT NINE COUNTRIES ON A STATENDAM CARIBBEAN CRUISE



by J. M. Bruyere

In developing their cruise itineraries, the Holland America Line traditionally makes every attempt to make them unique and to incorporate exciting bonus features. Their three 30-day winter Caribbean Festival cruises on the S.S. STATENDAM, departing from Los Angeles on December 15, 1970, January 15 and February 16, 1971 (from San Francisco a day earlier in each case) are no exception.

Don Helsel, District Sales Manager, for Holland-America Cruises points out that on its three Caribbean cruises this season, the STATENDAM will visit nine countries, a little bit of Mexico, Colombia, the Netherlands, France, Trinidad, Great Britain Venezuela, the United States and the Panama Canal Zone. Other highlights:

- \* The STATENDAM will be calling for the first time at a new port, Puerto Vallarta, Mexico. Not so long ago this was an obscure fishing village on Mexico's west coast; a study of white beach edged by blue water, lush growth of palms and tropical flowers, grass huts and vividly colored birds darting about. Then came Richard Burton and Ava Gardner to film "Night of the Iguana." Now it has become one of the most romantic and celebrated nests in the world. The villagers have made a few changes to accommodate the influx of visitors, but the charm, the manana atmosphere and unspoiled beaches remain the same.
- \* San Francisco will be another gateway for the first time in this series of cruises to the Caribbean.
- \* A stop at Curacao means an opportunity to stop in at the plush gambling casinos and try your luck with the wheel of fortune or the galloping dominoes.
- \* At the Canal Zone, you can sail through the locks or take an overland tour in either direction between Balboa and Cristobal.
- \* A full day's stop in Port of Spain, Trinidad, the most colorful and most cosmopolitan city in the Caribbean, to listen to the calypso beat and learn the limbo.
- \* Free port shopping at St. Thomas, discovered by Columbus, named by him for St. Ursula and a bevy of righteous girl friends who were massacred while trying to defend their virtues. Historical home of smugglers, blockade runners, slavers and such big names in the piracy business as Bluebeard and Blackbeard.
- \* An opportunity in Acapulco to see the amazing high divers of La Quebrada, daredevil youngsters who dive 135 feet off a cliff into a narrow tongue of foaming sea.
- \* The pleasure of shipboard life, soaking up the sun, deck tennis, shuffleboard, miniature golf, trap shooting, swimming in the pool, the fantastic food and pampering by the friendly Dutch crew.

Some people cruise to the Caribbean for the climate, others for the bargains, others for the sights, and still others just because they love cruising on a luxury liner. No matter what your reason, it's all here. With prices ranging up from \$1295, which includes ocean transportation, stateroom accommodations, meals, service and all ships' gratuities.

The complete itinerary is Puerto Vallarta (Mexico), Balboa and Cristobal (Canal Zone), Cartagena (Colombia), Willemstad, Curacao (Netherlands), Charlotte Amalie, St. Thomas (U.S.A.), Fort-De-France, Martinique (France), Port of Spain (Trinidad), St. George's, Grenada (Great Britain), La Guaira (Venezuela), Oranjestad, Aruba (Netherlands) and Acapulco (Mexico).



*Typical Bavarian girl that graces the Oktoberfest*



*Music, food, beer and merriment are continuous.*

*Beer Wagon at Oktoberfest*



## Oktoberfest 1970 in Munich

The Oktoberfest is often called the "world's biggest folk fair," a superlative that anyone who has ever tried to count the masses of people there will be forced to accept. Quite apart from its size, it is certainly the jolliest, the most care-free of all festivals, national or international. And the revelry always reaches a climax in the seven mammoth beer "tents."

Contrary to the generally accepted maxim, there is no calm at the centre of the

tumult. For here, perched on a platform girdled with greenery, a brass band of lusty Upper Bavarians blares forth marches and songs. Guests from all quarters of the globe join in choruses sung by thousands. When the fun is at its height . . . and enthusiasm is never far below boiling point . . . the entire audience of townsfolk and countryfolk, the honoured holder of high office and the ordinary man in the street, children and

grandparents, all join in a familiar rite: standing on benches and tables . . . they drink the traditional toast to "gemuetlichkeit" and mugs are set down again with a satisfied bang.

Women selling souvenirs . . . paper Bavarian hats, teddy bears and chocolate hearts wrapped in red paper . . . find customers galore. The magnificent brewery spans the delicious aroma of roasted almonds, grilled fish, sausages and barbecued

chickens. Sturdy waitresses perform the herculean task of hurrying from tapsters to thirsty customers, carrying ten mugs at once, each containing a litre of foaming beer.

The traditional Oktoberfest Procession of national costumes and marksmen on the first Sunday of the festival attracts hundreds of thousands of spectators along its route through the city to the Fair Grounds. It

is a unique show of native costumes from seven European countries. The Bavarian Agricultural Exhibition, held in the southern area of the Fair Grounds during the Oktoberfest, goes back to 1811 for its origin, and is only a year younger than the Oktoberfest itself.

There is no admission fee and every year during the 16 days of the festival, it is the goal of millions of visitors from far and near.

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*Louella  
Liverwurst  
Says...*

**HELLO, JOLLY GREEN GIANT!**

Who is this beautiful child? Why it's another relative! This is Master Scot William Brees of San Francisco and he's two years old. Still a little young to join the trick or treaters, he did march in the parade with his mamma, schoolmarm Pam Giffin Brees who teaches second grade in the Belmont school district.▷

**NEWS IN THE MAILBAG**  
Nice post-card received this a.m. from Edith Havens who is now in Portugal staying with old friend, Billie Stiff, a former Rancho Santa Fe neighbor. Billie has just opened a beach restaurant and is doing simply great. Her daughter, "Sparkle" Stiff is a senior at Smith College . . . and, according to Edith, is "a very beautiful girl who speaks French, Spanish and German."

**POINSETTIA FIELD TOUR  
UP-COMING**

On December 6th, visitors to our area will be given the opportunity to take a guided bus tour of the poinsettia fields in bloom and to tour the greenhouse operations of other locally grown flowers.

The four-hour bus tours will leave the Encinitas Chamber of Commerce office at 9:00 a.m. and 1:00 p.m. The fare is \$3.50 for adults and \$2.00 for children. You need a reservation; write the chamber of commerce at 705 First St., Encinitas or telephone 753-6041 weekdays from 10:00 a.m. to 1:00 p.m.

This annual tour is being sponsored by the San Diego County Flower Growers Assoc. and the Encinitas Chamber of Commerce. Also included on the tour will be tours of the growing operations of commercially grown roses, chrysanthemums, carnations, and tropical foliage, and pointsettias.



**WILMA WEISER WINS  
ANOTHER STAR IN HER  
GOLF CROWN**

Mrs. Richard Weiser is new Whispering Palms women's golf club champion with the low gross score of the three-week championship tournament.

Prizes were presented to the winners at an awards luncheon, at Whispering Palms clubhouse, Oct. 8.

Taking prizes for overall low gross in their respective classes were Mmes. L. E. Haumont, James Rice and Richard Mann.

Overall low net winners were Mmes. H. A. Buckbee, George Beals and Archie Hicks.

Prizes were cleverly decorated with clippings and cartoons for the individual recipients.

Mrs. Thomas Vitaich, chairman of the awards committee, donated a perpetual consolation award trophy to the club and the first winner.

Mrs. Wilson Wied hung her award in the locker room where it proudly joins the plaques of champions.

**Pause a While**

Pause a while to laugh,  
For it is the antidote for sadness.  
Pause a while to play,  
For it is the elixir of youth.  
Pause a while to love and care,  
For it is the joy of meaningful living.  
Pause a while for music,  
For it is a gift from heaven.  
Pause a while to read,  
For it is the wisdom of the ages.  
Pause a while to meditate,  
For it is the birth of ideas and inspiration.  
Pause a while to study nature,  
For it is the living proof of God.  
Pause a while to pray,  
For it is the unlimited source of power and revelation.

© 1970 BY JOHN F. GILL

\*This delightful poem is an original by John Gill, and he has had them printed in Christmas card form, should you want to purchase them for friends. Contact Mr. Gill personally at 7728 Girard Avenue, La Jolla (adjacent to the Cove Theatre). Or Call at 459-5285.

please turn to next page

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## Louella Says



**RANCHO SANTA FE HAS EVERYTHING!**  
Dukes and drakes in integrated fashion strut happily by the shores of Lake Hodges reservoir . . . and woe betide the hunter who draws his gun! This delightful picture was taken by staff photographer, Robert Sperry.



**WELCOME MASTER TATMAN!**  
Pictured above is one of our favorite people holding her brand new baby son, Christopher Wheron Tatman of Los Angeles. He was born on October 10th, and his beautiful mother is the former Miss Judy Howe, daughter of Mr. and Mrs. Thomas Howe of Rancho Santa Fe. This is the young couple's first child.

### WINE-TASTING

It was our good pleasure to join the group invited to the "Wine Tasting" in the patio of the Badger Building complex the other evening—and it was a fun time. Hosted by Harmon Brown (Sunset Farms); Ralph Constantino (Studio) and Norman Richard Kraus (Rancho Santa Fe Design) it featured fine



Norman Richard Kraus, co-host (Architectural and Interior Design) pours wine for his guests as co-host Harmon Brown and John Tuohy look on.

wines from selected vineyards, supplied by the Village Spirit Shop. As guests browsed through the three attractive studios of the three above-mentioned gentlemen, they were invited to taste seven different wines . . . followed by bites of French bread and delectable morsels of imported cheeses to clear the taste buds! Many Ranchoites in attendance, notable among them the transformed Leanne Brown, svelte, slim and beautiful in a maxi skirt, boots and suede jacket. Leanne is a credit to everyone who has ever tackled a diet and worked hard over many endless months. The result, however, was worth all the self-discipline. Leanne could model for Vogue and Harper's Bazaar and stand up and be counted with the best of them! She's sensational!



Having a happy time at the Wine Tasting were (left to right) Harmon Brown, co-host (Sunburst Farms); John Tuohy and Phil Franklin.

## Louella Says

### Murrieta HOT SPRINGS

The happy little logo printed above is one you'll see a lot of from now on . . . it belongs to what was formerly Guenther's Murrieta Hot Springs, recently purchased by Irving Kahn, and now ready for business at the same familiar stand, but with bright new trappings! Ye Eds, in the company of a goodly number of Ranchoites, recently spent a few days going through the Spa . . . and such luxurious pampered living couldn't happen to nicer people! In addition to the Spa (with its fabulous massages, facials, jacuzzi baths, mud baths, etc., etc. ETC.—there are the famous hot water massage baths in a glorious outdoor setting of green lawns, shrubs, and flowers.



Sue (Mrs. Robert) and Lynn (Mrs. Thomas) Laughlin are beaming after their first dinner at Murrieta.

The suites for overnight and week-long guests are fabulous—plus there are homes to buy; mobile home sites; condominiums—why, it's a complete "little town!" Sports (for those who like the energetic pace) include horseback riding, badminton, cycling, tennis, and much more. There are two dining rooms—one with a diet kitchen for those on the Spa program; the other with delectable full course meals, appetizingly prepared and beautifully served. Acting as manager in charge of everything is personable Billie Riley, formerly at the Half Moon Inn on Shelter Island, and completely in love with Murrieta! She will inspire you with her en-

thusiasm—and so much so that she will join you at 7 a.m. for the brisk walk which started the day for those of us on the Spa program. Oh we were a jolly sight, we were—jogging along the paths of greenery in our sack suits!



Sherry Culver, ready for water exercises at Murrieta Hot Springs!



Shirley Keeth, "Rip" and Kay Wasser.



Byron and Sherry Culver. Sherry is fast asleep—exhausted by all those relaxing massages, facials, mud baths, and mineral water.



And, last but not least, Louella Liverwurst prepares to join her peer group at the fat farm.

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## Louella Says



*Gordon duShaune, recently with Whispering Palms in Rancho Santa Fe, has the challenging job of being "man Friday" to the energetic Billie Riley at Murrieta Hot Springs. Gordon is, in truth, "available Jones" . . . greeting new guests, aiding and abetting the sales department, heading "tours" all over the ranch and through the Spa, solving problems right and left. At the moment we caught the picture above, he was chatting with Spa guest, Shirley Keeth, who was more than pleased with her just-served dinner in the diet dining room.*



### Ranch Wedding

Mrs. William Harrington Walker was claimed as bride by James O'Driscoll, II on Saturday, October 17, 1970. The ceremony was read by Dean Kirk O'Ferrall of St. Peter's Church, Del Mar, at the Rancho Santa Fe home of the bride. Fifty family members and close friends were present for the rites.

The bride was attended by her daughter, Elizabeth Howland Walker and was given in marriage by her sons, William Russell Walker and Hiram Scott Walker. Lee James

O'Driscoll of Escondido, served his father as best man.

A champagne luncheon followed the ceremony. The couple honeymooned at Club Circle Resort, Borrego Springs, where both maintain homes. They are at home on Via del Alba, Rancho Santa Fe.

Mr. and Mrs. Russell Hartney Millar of Rancho Santa Fe are the parents of the bride. Mr. O'Driscoll is the son of Mrs. James O'Driscoll and the late Mr. O'Driscoll of Weatherby, Missouri.

A resident of Rancho Santa Fe since 1927, the bride graduated from Rancho Santa Fe Elementary School, San Dieguito Union High School and attended the University of California at Los Angeles. She is an associate of Town and Country Real Estate, Rancho Santa Fe. Mr. O'Driscoll was graduated from high school in Lincoln Park, Michigan and attended Wayne University, Detroit, Mich. He is associated with aerospace industry in San Diego.

### GOURMET PATIO RESTAURANT OPEN FOR SUNDAY BRUNCH

The Gourmet Patio Restaurant in the Country Squire Patio is now open for a delightful Sunday Brunch—and very, very delectable it is! The serving hours are from 11:30 to 2:30, and the buffet features all sorts of crisp salads, homemade biscuits and rolls, hot dishes, casseroles, beverage and dessert. It's only \$3.00 per person, and it really is a gourmet treat. The Gourmet Patio Restaurant will also be open for Thanksgiving by reservation only—so, if you would like to reward Mother for a year of hard work in her kitchen, why not reserve Thanksgiving Dinner with the Gourmet Patio Restaurant! Just call 756-1788.

### BICYCLES! BICYCLES!

Attention Santa! If you are having trouble locating that certain bicycle this Christmas, pay a visit to Lois and Charlie McDougall at their new location on First Street in Encinitas. They have over 300 shiny two wheelers to choose from (three wheelers too).

## Louella Says



### HALLOWEEN PARADE

As usual, Halloween is a great day in the lives of the pupils of Rancho Santa Fe Elementary, and a big business day for their parents who all do a stint at the carnival.



*Mrs. Don Sammis with Brett and Laurie.*



*The Village Press, as always, is very much interested in Civic Affairs. The Chairman of the Board, Mary Elizabeth Giffin, took time out for the march—accompanied by our Industrial Relations Manager, Ralph William Giffin III.*

**ORGAN LESSONS & CONCERTS**  
 The owners of the new music store in the Lomas Santa Fe shopping center are extending a cordial invitation to one and all to join them on Tuesday evenings at 7:30 for free organ lessons. They are also sponsoring free concerts by noted artists, the next one to be given at 8:00 p.m. on December 1st. Drop in and get acquainted.



Pictured above is one of Rancho Santa Fe's most popular matrons. She is known for her delightful parties, scintillating conversation, sparkling personality, and infallible business acumen. She tackles every task with gusto and grim determination to succeed—whether it is aiding and abetting a client, or winding her way up some far-distant mountainside atop a beast of burden. Note the determined set of her jaw, the grip of her hands. Small wonder her friends from far and near fear for her safety when she set off on one of her frequent safaris! Yes! You've guessed her name. She's none other than the indomitable, unsinkable EDITH HAVENS—beloved associate of Rancho Santa Fe Travel Agency, and the best good sport we've ever had the privilege to know!

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*Louella Says*



**CHRISTMAS TREE FESTIVAL**

Holding some of the very attractive items which will be on sale at the annual Christmas Tree Festival of the Village Church are: left to right: Mrs. Royal B. Lord; Mrs. Howard Will; and Mrs. Victor Venberg.

**HAPPY BIRTHDAY!**

What a great and wonderful idea . . . recently thought of by two clever Ranch mothers who really proved that two heads were much, much better than one! It all took place when Brett Bruyere and Mark Middleton wanted to celebrate their joint 11th birthdays together. But how to do it? After all, boys of this advanced age are really quite blase about ice cream, cake, and the assorted games which go along with the usual routine. *Because* they were boys, the mothers decided to take them into a man's world — and for lunch! **BOOM TRENCHARD'S FLARE PATH** is located on the site of the former Lindbergh Field entrance, conveniently reached in any direction. Once there, the downstairs dining room is a great place for adventure. The decor is great, the lunch delicious. And while both mothers (Cindy Middleton and Joan Bruyere) took a nap, the dads (Marshall Middleton and Tom Bruyere) joined the gang for an afternoon long to be remembered.



*Top Row Left to Right*

Marshall Middleton, Ricky Mason, John McAllister, Mark Long, Peter Kratz, Mike Curry, Mark Middleton, Brett Bruyere, Brian Holland, Steve Shireling, Josh Wehmeyer, Tom Bruyere. *Bottom Row Left to Right* Leslie Kendall, Craig Johnson, Fowler Brown, Todd Haskins, Jeff King, Scott Lee, Mark Jaffari, Jeff Roberts, Thomas Nasse.

*Louella Says*



**ORIGINAL PAINTINGS**

The pretty young lady on the left of the original painting pictured above is Mrs. Eileen Roberts of Oceanside, while Shirley Keeth and John Crosby are admiring her talented work. Eileen will be "setting up shop" on the corner of Paseo Delicias and La Granda every Saturday, and she will welcome visitors who drop by to see her work. Yes, her paintings are for sale . . . and very reasonable, too.

**WELCOME WAGON'S CLUB FOR NEWCOMERS**

By Ruby Clawson

Planting on a hillside? Don't plant your tree or shrub to stand up straight plant it square with the bottom of the hole. This will make your plant lean rakishly at FIRST, but it will straighten itself up, and the roots will be in much better shape than they would by ordinary methods, and be sure the hole you plant it in is SQUARE, not round, says Robert H. Calvin, expert landscape designer of Solana Beach. Round holes send roots traveling around the sides in eventual stranglehold.

These fascinating planting hints are just part of the interesting talk on Gardening in the "San Dieguito Area" that was told to Welcome Wagon's Newcomer Club at their November luncheon held at The Jolly Ox Restaurant, on Lomas Santa Fe Drive, in Solana Beach on Nov. 11.

The December 9th luncheon meeting will be held at the Holiday Inn, La Jolla. The program will be palette knife painting by Marti Roi des Losier who will paint and complete two pictures during a demonstration at the luncheon. Reservations may be made by calling: Mrs. O. V. Mahan, President, 755-1440; Mrs. Kenneth Williams, Membership Chairman, 755-9042.



**9th Anniversary!**

It was a fun weekend for the Morgan Jones' who celebrated their 9th Wedding Anniversary recently and chose Warner's Hot Springs as the place. While they tripled with the Ken Hollands and the Ralph Giffins for an evening of (in order of celebration, not necessarily importance) hot mineral baths, good food, and 5-card stud. Warner's will close for January, February and March—will open in April of 1971 completely redecorated and refurbished. More about this later!

**DAR WILL HOST GIRL SCOUT DELEGATE**


by Mrs. Andrew Schrade

Miss Carol Fish, honor student at Central Union High School at El Centro, will give a report on the conference of Girl Scouts held in Massachusetts, where she represented 30,000 Girl Scouts in the San Diego and Imperial Conference at the Governor Dummer Academy in Byfield, Mass., late this summer.

Theme of the event was "Fishes, Witches and Fun." It included two days of "home hospitality" with a Massachusetts family. The purposes of the conference were to allow older Girl Scouts to visit New England, especially the North Shore area of Massachusetts so they might better understand that part of the American heritage. About 150 high school girls attended and they reflect a cross-section of the ethnic, cultural, economic and social groups in the National Girl Scout Organization, according to Miss Fish.

Scheduled activities were workshops, discussions, visiting places of historical interest, meeting and talking with "old-timers" familiar with the folklore and literature of New England and learning from local craftsmen some of the hand-work familiar to the area.

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L-R MARGE D. OF OCEANSIDE & CHUCK H. OF VISTA.



LINDA MILLER OF CARLSBAD GETS READY TO TOSS A WET SPONGE AT BILL GARBAT, ONE OF THE VOLUNTEER RECREATION LEADERS IN THE CITY OF CARLSBAD SUMMER RECREATION PROGRAM, WHICH WAS ADMINISTERED BY THE LOCAL NORTH COAST FAMILY Y.M.C.A. THE FIELD TRIPS, SATURDAY MOVIES, Y.M.C.A. AQUATIC PARK OUTINGS AND FOUR PLAYGROUND OPERATIONS PROVIDED A GREATER VARIETY OF EXPERIENCES THAN EVER BEFORE.



AMY BARSTAD, 5 YEARS OLD OF CARDIFF, WAS ONE OF THE 358 GIRLS AND BOYS TO TAKE LESSONS AT THE NEW Y.M.C.A.-COMMUNITY SWIMMING POOL THIS SUMMER. THE LOCAL NORTH COAST FAMILY Y.M.C.A. WILL BE OPERATING THE POOL YEAR-ROUND WITH LESSONS FOR ALL AGES—YEP—FOR MOMS AND DADS TOO! THIS QUALITY AND PROGRESSIVE SWIM INSTRUCTION PROGRAM HAS A RATIO OF ONLY 5 STUDENTS TO EVERY INSTRUCTOR. GAIL CAVANAGH IS ONE OF THE TRAINED INSTRUCTORS ON THE Y'S AQUATIC STAFF.



PART OF THE 120 GIRLS & BOYS WHO ATTENDED THE NORTH COAST FAMILY Y.M.C.A. AQUATIC DAY CAMP ON THE Y'S LAGOON SITE IN CARLSBAD. CHILDREN WERE TAUGHT SAILING, CANOEING, MOTOR BOAT SAFETY AND SURFING.

L-R ANN GARLAND OF RANCHO SANTA FE, ASS'T. COUNSELOR LINDA COOPER OF RANCHO SANTA FE, JOHNNY JODKA OF DEL MAR.



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- Y-Indian Guide for dad and son 6-8

CALL 753-6536 for further information. Y.M.C.A. membership is not required to participate in any program.



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Sales Manager

Lenser's Magnavox Center

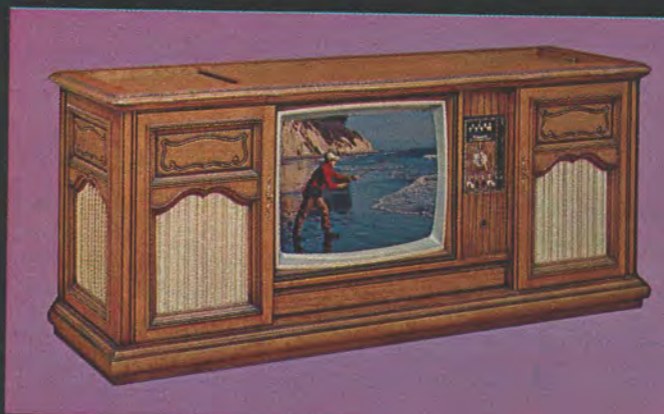
A native of the Pacific North-  
west, who has had a tremendous  
background in sales and manage-  
ment (35 years in all), Andy  
Brown has been living on the  
Ranch and managing the Mag-  
navox facility in Escondido for a  
year now.

He received national recogni-  
tion for a very successful promo-  
tional campaign conducted in co-  
operation with Washington Pow-  
er demonstrating appliances while  
travelling a wide sales circuit. As  
a result of his efforts, sales in-  
creased 100% over what they had  
been previously. Drop in and  
meet Andy, and you'll under-  
stand why.

A Rancho Bernardo Villa is  
now home to him and his lovely  
wife, Catherine, who shares his  
fervor for golf. Mrs. Brown, the  
former Catherine Duggan, is the  
daughter of veteran Washington  
Senator, Fred Duggan. A mar-  
ried daughter lives in Chicago and  
a son in Seal Beach. Another  
daughter is with the State De-  
partment in Washington, D. C.



**Magnavox**



Your Magnavox dealer  
has truly magnificent  
GIFTS of lasting  
pleasure...from only \$99<sup>5</sup>



*Magnavox truly has everything you need and want in Color TV:  
A fine-furniture styling for every setting... a screen size for every  
viewing requirement... a price for every budget!*

Each of the superb space-saving Magnavox values shown on this page offer such *extra-quality* features as: The new Magnavox Ultra-Bright Picture Tube for fabulous life-like realism previously unachieved by conventional tubes, Quick-On pictures and sound, Chromatone for added picture depth and richer colors, Channel Indicator Window, plus exclusive Bonded Circuitry chassis with 3 I.F. Stages and Keyed AGC for reliability that lasts—year after year. Each also includes Tone Control for individual listening preference. And—as with *all* Magnavox Color TV—an Automatic Color Purifier (Degausser) maintains picture quality and keeps colors pure, crisp and clear

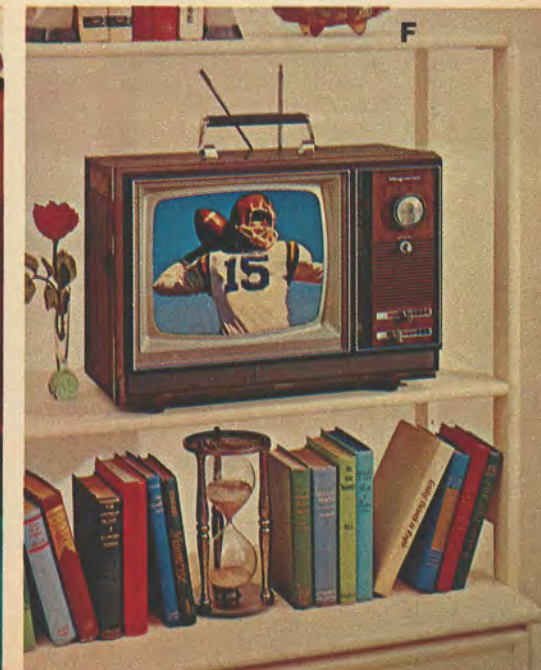
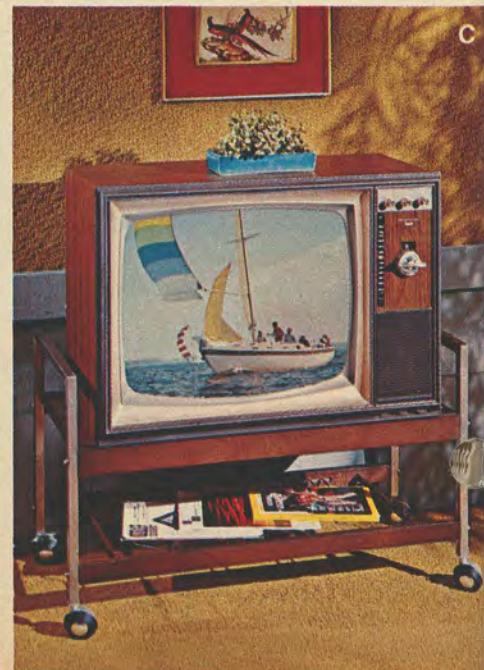
—automatically—even if the set is moved. Why not enjoy the wonderful viewing that only a Magnavox can offer?

#### Why Magnavox Costs You Less:

Magnavox is the *only* nationally-recognized major brand that is sold directly to only a few carefully selected fine retailers in your community. These dealers, like Magnavox, are dedicated to serving you *better!* There are no “middleman” costs. Savings are passed on to you in the form of *higher* quality, *more* features, *finer* performance and lasting reliability. Come in . . . prove to yourself that a Magnavox is your *best* buy —on *any* basis of comparison!

**A. Automatic Fine Tuning Contemporary**—model 7102 will always remember to give you a perfectly-tuned, precise 23" diagonal measure (295 sq. in.) picture—on every channel, every time! Its cabinet of solids and hardboard is 34½" L, 23" D, 33¾" H. Also available in Early American styling. **Your choice—\$498.50.** **B. Total Automatic Color Early American**—model 6334 will always give you Ultra-Rectangular 21" diagonal measure pictures (226 sq. in.) with the flesh tones most pleasing to you. You just set TAC once—and forget it. Of hardwood solids, hardboard with authentically moulded accents of non-wood material, it is 31" L, 21¼" D, 19½" H. It adds telescoping dipole antenna to features above. Also available in Contemporary style—**\$459.50.** Convenient Remote Control for UHF/VHF channel selection, loudness, and on/off is available for both models—**\$498.50.** **C. Automatic Fine Tuning Mobile TV**—model 6320 offers superb perfectly-tuned 20" diagonal measure viewing (227 sq. in.) plus all features above. Its vinyl-clad hardboard cabinet is a compact 26½" L, 21¼" D, 19½" H. Shown on attractive optional mobile cart model 8567 (\$20)—or enjoy this exceptional Magnavox value as a table model anywhere in your home—**\$398.50**

*All prices shown are suggested selling prices.*



*The most beautiful  
fine-furniture table model  
Color TV ever!*

**Dramatic in design, authentic in detail**—not just a square box! As innovative in styling as it is superior in engineering—Mediterranean model 6286 is not merely functional—it is beautiful! It has new 19" Ultra-Rectangular, Ultra-Bright screen (185 sq. in.), fabulous Total Automatic Color, Chromatone, Quick-On, telescoping dipole antenna, plus 3 I.F. Stage Bonded Circuitry chassis. Available with Convenient Remote Control—**\$479.50.** Shown on optional fine-furniture pedestal base 8571 (\$30) it is 29" L, 17¼" D, 20" H—richly finished in hardwood solids, hardboard, and decorative non-wood material. Also in Contemporary and Early American. Your choice—**\$429.50**

*Simulated TV reception on all models.*

**Ideal second sets for bedroom, kitchen, den or office**—these remarkable Magnavox values shown below will bring you outstanding viewing enjoyment—in vivid color—year-after-year. They each include the exclusive Magnavox Bonded Circuitry chassis with 3 I.F. Stages and Keyed AGC for superb pictures and sound—even under adverse reception conditions, telescoping dipole antenna (except 6260) plus many more quality features. Their high-impact plastic cases or vinyl-wrapped hardboard cabinet (6260) blend harmoniously with any decor. **D. Versatile compact**—model 6260 is only 24½" L, 12½" D, 17¼" H and adds Chromatone for picture depth and richer colors. It will bring you Ultra-Bright 18" diagonal measure pictures (180 sq. in.). Ideal on tables, shelves, or optional mobile cart—**\$329.90.** **E. Mobile model 6226**—offers 14" diagonal measure pictures (102 sq. in.). Shown on optional mobile cart 8514 (\$10), it is also perfect on tables, shelves or bookcases. 20½" L, 16½" D, 15½" H with fold-down handle—**\$279.90.** **F. Slim-and-trim portable**—model 6104 is only 19" L, 15¼" D, 14" H, yet will delight you with its 11" diagonal measure picture (69 sq. in.) and its big-set performance. Perfect anywhere. A truly exceptional Magnavox value that you must see to believe—**only \$249.90**



*Magnavox Astro-Sonic Stereo FM/AM radio-phonographs will enrich the lives of your entire family with beautiful music; and their superb cabinetry will be a lasting expression of your good taste.*

They surpass all previous achievements in sound reproduction to bring you truly breathtaking performance—with spectacular tonal fidelity and concert hall realism—whether from your favorite recordings, exciting Stereo FM, Monaural FM, powerful AM radio, or optional Magnavox tape equipment. All models shown include: No-drift FM/AFC to keep FM stations perfectly locked-in; Tuned RF Stage on FM for optimum noise-free reception; Precision Tuning Meter; Fly-wheel Tuning, FM Stereocast Indicator; Speaker Selectors and terminals for optional Magnavox Remote Speakers for space-separated stereo listening in other rooms; Bass, Treble, Stereo Balance and Loudness controls; plus many more extra quality features

to add to your convenience and listening enjoyment. And—their Micromatic Record Player exceeds all others in accuracy and reliability. It banishes discernible record and Diamond Stylus wear—lets your records last a lifetime. Astro-Sonic Stereo is truly a blending of superlative solid-state acoustical engineering and the creative artistry of master furniture craftsmen. Each authentically styled cabinet is magnificently finished on selected hardwood solids, veneers, hardboard, with decorative accents, such as speaker grille panels or gracefully moulded bracket feet, crafted of non-wood material. Not until you've seen and heard Magnavox Astro-Sonic Stereo can you appreciate their beauty and the remarkable sound they offer!

**A. Warm Mediterranean styling**—model 3833, adds an Air-Suspension Speaker System with two High-Compliance 12" Bass Woofers and two 1,000 cycle Exponential Horns for vastly improved sound reproduction, 75-Watts EIA music power, plus Deluxe Micromatic Player with Cue Control and Stylus Pressure Adjustment. Measuring 64 $\frac{3}{4}$ " L, 20 $\frac{1}{2}$ " D, 29" H on concealed swivel casters, it is also available in Italian Classic, Modern and Early American styles—\$549.50. **B. Charming French Provincial Credenza**—model 3754 has 30-Watts EIA music power plus two High-Efficiency 12" Bass Woofers and two 1,000 cycle Exponential Horns. Only 51" L, 19 $\frac{1}{4}$ " D, 29 $\frac{1}{4}$ " H, on concealed swivel casters. Also in Contemporary, Mediterranean and Aegean Classic styling—\$398.50. **C. Beautiful Modern styling**—model 3661—adds 30-Watts EIA music power, two High-Efficiency 10" Bass Woofers and two 1,000 cycle Exponential Horns. 53" L, 18 $\frac{3}{4}$ " D, 28" H. Also in authentic Mediterranean and Early American styles—\$379.50. **D. Appealing Early American**—model 3642 also has all features above, plus 20-Watts EIA music power, two High-Efficiency 10" Bass Woofers and two 2,000 cycle Exponential Horns. 49 $\frac{1}{2}$ " L, 19 $\frac{1}{4}$ " D, 28 $\frac{3}{4}$ " H on concealed swivel casters. Also in Modern and Mediterranean styles—\$329.50

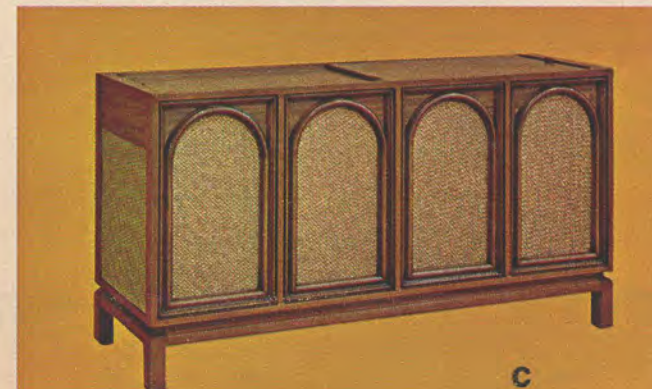
*Choose from over 20 authentically crafted fine-furniture styles!*



**For greater enjoyment**—you may add a Magnavox tape component to your Astro-Sonic Stereo console—either now or later. Conveniently located jacks and AC receptacles permit quick and easy connection. Just one of many available, 8-Track Cartridge Player model 886, offers up to 70 minutes of uninterrupted music. On/off is controlled by snap-up lid—\$79.90

**An eloquent expression of old-world design**—model 3763 in Spanish styling—combines the enduring principles of fine-furniture artistry with today's most advanced acoustical engineering. It incorporates all fine performance features at right, 50-Watts EIA music power, an Air-Suspension Speaker System with two High-Compliance 10" Bass Woofers and two 1,000 cycle Exponential Horns, plus individual Step Bass, Step Treble and Music Timbre controls. As with all Magnavox Astro-Sonic Stereo consoles, sound is projected from both front and sides of the cabinet to extend thrilling stereo separation to the very width of your room. Gliding top panels, on all models at right (except 3754, which has easy-access lift-lid) open to Micromatic Player, all controls, and to convenient record storage area. It measures 53 $\frac{3}{4}$ " L, 19 $\frac{1}{2}$ " D, 28" H, on concealed swivel casters to permit easy moving or cleaning. Also available in this series are beautiful Contemporary and Early American authentic fine furniture styles. **Your choice—\$449.50**

*All prices shown are suggested selling prices.*

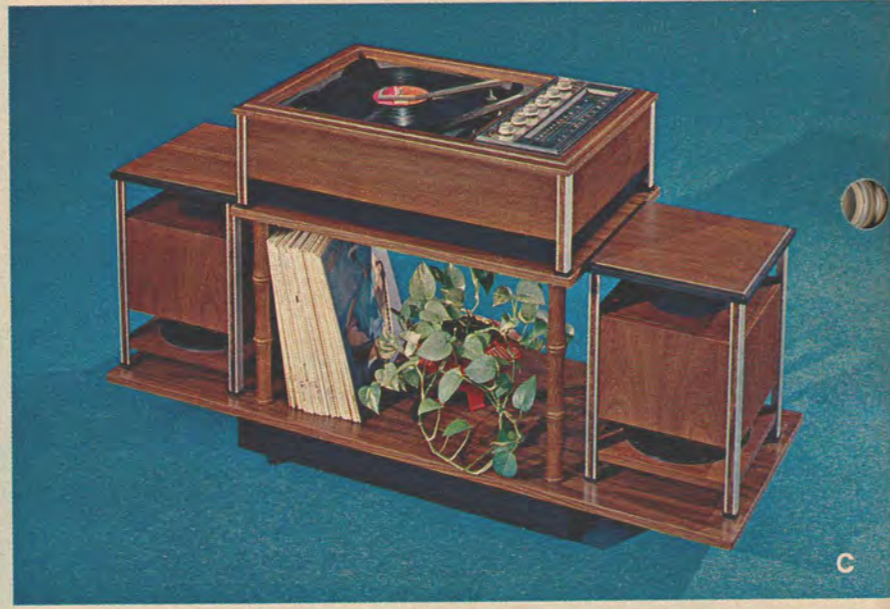




A



B



C



D



E

*Custom Stereo FM/AM Radio-Phono and Phonograph Systems...from Magnavox—the world leader in sound reproduction...set an entirely new standard of versatility, performance and lasting reliability!*

You'll find a *pre-matched* Magnavox Custom Stereo System that's just right for even the most discriminating audiophile . . . one priced to suit any budget . . . and one designed to fit any decor or space requirement! See today's widest selection of finest performing solid-state music systems—including 150-Watts EIA music power, Air-Suspension Speaker Systems and every provision for superb listening. And—Magnavox custom music systems go anywhere—house, apart-

ment, mobile home—on tables, shelves or bookcases—with complete flexibility of arrangement. All units of hardwood solids or vinyl-clad hardboard are beautifully finished—there's no unsightly "hardware" look. Simply connect them together in minutes . . . and enjoy fabulous listening. Just a few of the many exceptional values are shown. Come in and see our complete selection. You'll prove to yourself that Magnavox is, truly, the best sound around—at any price!

*All prices shown are suggested selling prices.*

**A. Compact Stereo FM/AM Radio-Phono System**—model 9292 has 30-Watts EIA music power, a 6" High-Compliance and a 3½" speaker in each acoustically-sealed Air-Suspension Speaker enclosure, continuously variable Bass/Treble controls, precision tuning meter, complete audio controls, as well as AC accessory receptacle, plus Deluxe Micromatic Player with Cue Control and Stylus Pressure Adjustment. As with all systems, a dust cover for phonograph is included. Tuner/Player is 17¼" L, 15" D, 7" H. Each speaker—15½" L, 7¼" D, 8" H. **Complete—\$329.90**

**B. Stereo Phonograph System**—model 9280 offers amazing performance for so little! It has continuously variable Bass/Treble plus Stereo Balance controls, two 6" speakers—one in each compact cabinet that is only 10" L, 5" D, 8" H. Its Micro-Changer, with an 8" turntable, measures 17¼" L, 10¼" D, 7¼" H. **Complete—\$99.90**

**C. Stereo FM/AM Radio-Phono System**—model 9274 offers outstanding listening with sound projected to a full 360° from four "duo-omni-directional" speakers—a 6" and a 3" in each acoustically-sealed Air-Suspension enclosure. It also has 20-Watts EIA music power, continuously variable Bass/Treble controls and Micromatic Player. Shown on optional 8542 mobile cart (\$29.95). Speakers are: 11" L, 11" D, 15" H. Tuner/Player is 25" L, 16" D, 8¼" H. **Complete—\$299.90**

**D. Stereo FM/AM Radio System**—model 1717 will bring you all the glorious dimensional realism of Stereo FM, noise-free and drift-free Monaural FM, plus selective AM listening. It has 10-Watts EIA music power, Tone control and Stereo Phono or Tape Play jacks, plus many more. Two full range Air-Suspension Speakers—one in each pedestal-type sealed enclosure—project sound to a full 360°. Speakers are 10½" L, 10¼" D, 10½" H. Radio is 20¼" L, 7¼" D, 5¼" H. **Complete—\$189.95.** Magnavox Micro-Changer model 8883 may be used with this system for Stereo FM/AM Radio-Phono System—only \$45

**E. Stereo FM/AM Radio-Phono System**—has 20-Watts EIA music power, continuously variable Bass/Treble plus right and left channel volume controls, two High-Compliance 6" and two 3½" speakers in Air-Suspension enclosures, precision Automatic Player. Speakers are 8" L, 7¼" D, 15½" H; tuner—16½" L, 11" D, 5" H; player—16½" L, 14½" D, 4" H. Model 9290 **Complete—\$279.90**



F

G

H

I

**Magnavox Component Tape Recorders, Players and Accessories**—bring you complete flexibility in listening or recording. They may be used with custom music systems, stereo consoles, and stereo theatres. **F. Stereo Headphone**—for the audiophile who wants the pleasure of full dimensional listening in total privacy! 10 ft. Extension cord, model 9170 is also available—\$1.95. Model 9176, shown, offers heavily-padded leather-like headband and earpieces—\$19.95. **G. 4-Track Reel-to-Reel Tape Recorder** model 8879, is just one of many priced from \$129.90. 20" L, 14" D, 9" H, it offers continuous Automatic Reversing, Automatic Shutoff, push-button controls for Tape Direction, two Dynamic Microphones with stands, plus 7" reel of blank tape and take-up reel, and many more quality features. Moulded plastic dust cover also included—\$249.90. **H. 4-Track Stereo Cassette Tape Recorder** model 8868—with easy-to-operate Function Keyboard, offers complete recording and playback functions. It includes two Dynamic Microphones, four connecting cables, plus blank cassette. 12½" L, 10¼" D, 3½" H—\$114.90. **I. 8-Track Stereo Cartridge Player** model 8869—is only 9½" L, 6¼" D, 3¼" H, yet brings you superb reproduction of any pre-recorded cartridge. It offers convenient front loading, continuous Play, Track Selector button, Illuminated Track Indicator plus two connecting cables. As with all models shown, it has solid-state reliability that lasts—year-after-year—\$59.90



Perfect for smaller rooms or apartments, these exciting new Magnavox Solid-State Stereo FM/AM Radio-Phonographs are amazingly priced at only \$219.50



You would expect to pay much more—for the amazing dimensional realism, tonal quality and fine cabinetry these exceptional values offer. Each includes: 10-Watts EIA music power, four high-fidelity speakers—two 8" plus two 5"—that project sound from both front and sides, precision Automatic Player that banishes discernible record and Diamond Stylus wear, continuously variable Bass and Treble, plus left and right channel volume controls. Solid-State FM/AM Radio has no-drift FM/AFC, tuned RF Stage on FM, Illuminated Slide Rule Dial, plus terminals for optional Magnavox Remote Speakers. Gliding top panels of hardboard open to player, all controls and record storage. Authentically designed, space-saving cabinets are beautifully finished on selected hardwood solids, with decorative front panels and speaker grille accents fashioned of non-wood material. **A. Colonial**—model 3322. **B. Contemporary**—model 3320. **C. Mediterranean**—model 3323. All measure a compact, space-saving 36" L, 19" D, 26" H.

ONLY \$169<sup>50</sup>

All three styles shown—are also available as solid-state Stereo Phonograph models only—less Stereo FM/AM Radio and remote speaker terminals, but with all other specifications and features.

All prices and specifications herein subject to change without notice.



Finer performing... more dependable Magnavox Portable TV make perfect gifts... or ideal second sets... for use at home or wherever you take them!

Ruggedly-built and beautifully designed of high-impact plastic, these exceptional Magnavox values will withstand the rigors of take-anywhere moving or carrying. And—each offers photo-sharp, clear pictures—even from distant or difficult stations. Their "big-set" features include: exclusive Bonded Circuitry chassis with Automatic Picture and Sound Stabilizers (Keyed AGC) which sets an entirely new standard of performance and reliability, telescoping VHF antenna and detachable Bowtie UHF antenna for true portability, jack for optional private-listening earphone, plus highly efficient Magnavox speakers for better out-front sound. They are every ounce a magnificent Magnavox—in performance, dependability and quality. Also see a complete selection of beautiful, fine-performing Magnavox Monochrome consoles.

**D. Model 5040**—offers big 19" diagonal measure Ultra-Rectangular screen (184 sq. in.), pre-set VHF Fine Tuning, plus removable sun filter for glare-free viewing in sun-filled or brightly lighted rooms. 24 1/4" L, 14" D, 19 3/4" H, with tilt-down carrying handle, it is also ideal on tables or shelves—\$154.90  
**E. Model 5007**—will bring superb viewing with 18" diagonal measure pictures (172 sq. in.). 22 1/2" L, 13 3/4" D, 16 1/4" H with tilt-down carrying handle, it also adds pre-set VHF Tuning to keep each VHF channel perfectly tuned. Shown on optional mobile cart—\$129.90. **F. Model 109**—will delight you with its photo-sharp 12" diagonal measure pictures (72 sq. in.), plus its outstanding performance with all features above. Its retractable carrying handle adds to your convenience. Only 16 1/2" L, 10" D, 11 3/4" H. Perfect anywhere!

ONLY \$89<sup>90</sup>

Solid-State Personal TV that plays anywhere  
 • Beach • In Boats • Autos • Outings

Enjoy the most dependable TV—wherever you go! Advanced solid-state components replace tubes and eliminate damaging chassis heat—the main cause of TV failure. You save on both service and power consumption costs! Model 5261, with durable case of go-anywhere high-impact plastic, is 10 1/4" L, 9 1/4" D, 10 1/2" H with tilt-down carrying handle. It offers marvelous viewing with: 8" diagonal measure screen (38 sq. in.), solid-state transformer-powered chassis, Keyed AGC, easy-to-read Channel Indicator Window, Slide Rule UHF Indicator, telescoping monopole antenna and detachable bowtie UHF antenna, plus removable sun filter for glare-free viewing. Treat yourself to the "take-along" viewing that a Magnavox solid-state TV will bring you.



ONLY \$119<sup>90</sup>

Optional Accessories—permit "take-and-enjoy-anywhere" flexibility. Dry Cell Battery Pack and Charger—\$34.95; Plug-in Adaptor and 12-volt power line for autos, boats, etc.—\$4.95

All prices shown are suggested selling prices.

Magnavox GIFTS...

your best buy for any occasion!

Select from the widest variety of Color and Monochrome TV, stereo, radios, and tape recorders—all with famous Magnavox dependability and fine performance. Wonderful to own . . . magnificent to give!

**A. "Take-along" portable AM Radio-Phonograph**—model 2505 offers two-speed manual record player with Sapphire Stylus and 45 RPM Adaptor, solid-state AM radio, tone and volume controls, plus built-in ferrite rod antenna and AC line cord. Complete with batteries, the sparkling Tangerine case weighs only 5 lbs.—\$34.90. Also available without radio—\$27.90. **B. Wonderfully convenient AC/DC Cassette Tape Recorder**—solid-state model 9022 is perfect for office, school, or home! With easy-to-operate function lever plus AC adaptor, batteries and remote on/off microphone with carrying case. Its brown and white durable plastic case is only 9½" H—\$39.90. **C. The ideal personal TV**—easy-to-carry model 5004 weighs less than 13½ lbs., yet offers photo-sharp 8" diagonal measure pictures (38 sq. in.)—even from distant stations. Its dependable Magnavox Bonded Circuitry chassis will withstand years of rugged use. Its high-impact plastic case is in two-tone colors. Complete with telescoping antenna and channel indicator window—\$79.90. **D. Tiny but mighty AM pocket radio**—model 1000 will amaze you with its big, room-filling sound. Only 4¼" H, of high-impact plastic, it will bring you outstanding listening enjoyment wherever you go. Complete with batteries, easy-to-read slide rule dial, earphone, and carrying case—only \$9.95



Form #FDM-704

Simulated TV reception on front cover.

Printed in U.S.A.



SAN DIEGO SYMPHONY ORCHESTRA  
ASSOCIATION

comments accompanist Gerald Moore, who has heard and accompanied the best voices in the musical world for the past 40 years.

Although Miss Baker began studying in 1953, it was in 1965 that her career began to develop seriously when Conductor Anthony Lewis invited her to sing Dido for a new recording of Purcell's "Dido and Aeneas." One year later she made her American debut and has since returned frequently to demonstrate her singing ability which prompted the New York Times' Harold C. Shonberg to call her "the greatest British import since wool."

A musician similarly accustomed to receiving rave reviews is the 35-year-old Louisiana-born, Texas bred Cliburn who has been called the "real and brilliant successor to Rachmaninoff."

"Cliburn stands revealed as a pianist whose potentialities have fused into a combination of uncommon virtuosity and musicianship," was written following a recent concert tour sponsored by the United States State Department in the Soviet Union.

The Juilliard-trained Cliburn began winning musical awards at the age of 12 and while still in his teens won the Edgar M. Lenentritt Foundation Award which carried with it a guest appearance with the New York Philharmonic. Following that appearance one critic wrote: "This is one of the most genuine and refreshing keyboard talents to come out of the West — or anywhere else — in a long time. Van Cliburn is obviously going places, except that he plays like he had already been there." The truth in this comment was emphasized when Cliburn went to Moscow in 1957 and carried off top awards in the First Tchaikovsky Competition there.

By the time he returned home to the United States he had become a celebrity. After his first concert on his return, one critic wrote: "The pianist has lived up to expectations, something that hardly seemed possible after so great a build-up."

Since those days Cliburn has performed throughout the world to thousands in sold out concerts, maintaining his impressive reputation.

Season tickets for the San Diego Symphony's winter series are now available by telephoning the Symphony Office at 232-3078 or writing the San Diego Symphony Orchestra Association in Balboa Park, San Diego. Season tickets guarantee choice location to purchasers as well as the assurance of hearing artists who will be performing to SRO audiences.



When conductor Zoltan Rozsnyai raises his baton to begin the San Diego Symphony Orchestra's first concert of the winter season the Orchestra will share the stage at Civic Theatre with one of the brightest names in the music world — Janet Baker.

Following the sensational mezzo soprano Miss Baker in the Symphony series will be the tall, lanky pianist Van Cliburn. In succeeding concerts other guest artists to be heard will be soprano Carol Neblett, pianists Lili Kraus, Lorin Hollander and Gary Graffman, violinist Michael Rabin and conductors Robert Emile and Akeo Watanabe.

The 37-year-old British-born Miss Baker, returning for her second appearance with the San Diego Symphony, comes here fresh from The English Opera Group's production of Benjamin Britten's "The Rape of Lucretia" in Aldeburgh, England where critics praised her for both purity and for the passion she brought to Britten's tragic Lucretia.

Time Magazine in a highly complimentary report on the Britten performance recently referred to her as one of the most versatile singers of her generation. "My idea of a great singer is one who can do everything: baroque, modern, Italian, German, opera, oratorio. Janet can do all that with absolute ease and conviction. She and Baritone Dietrich Fischer-Dieskau are the two greatest singers in the world today,"



d

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Every child has music in him. The aim of the famous Yamaha School of Music is to teach basic music fundamentals (emphasizing ear training) to children 4 thru 8 years of age. By introducing the young child to music

the happy and natural way, it prepares him physically, mentally, socially and emotionally for the future. All the enchantment of the musical world is opened to the young child through use of the Yamaha game kit and miniature electric organ. Agnes Cawthorne, working through Finder's Music Co., will be happy to discuss it with you.

Finder Music Co., 626 N. Escondido Blvd., Escondido 746-2777



Having a problem with one of your major appliances? Let Mid Valley Electric be the problem solver with your gas or electric appliances. Doing a terrific referral business . . . they have been at the same location for 12 years. Aiming to please, they value your patronage . . . servicing all appliances from dishwashers to disposals. They have repairmen who specialize. And should you like to fix it yourself, they'll sell you the parts. And, says congenial owner, Betty Franklin, "If we don't have them, we'll order them."

Mid Valley Electric, 1980 E. Valley Parkway Escondido 753-5551 (toll free) or 745-4525



## Shopping with Irene 487-2212



Fresh flowers for all occasions are as close as your telephone or delivery service from Gwen's Florist in Poway. Teleflora Wire Service is another bonus you'll find convenient. Whether it be cut flowers, floral arrangements, corsages, dish gardens or plants . . . Gwen Stockes has that personal touch which makes saying it with flowers always appropriate. Soon she'll introduce a special line of candles as well as handy supplies for garden club members. And you may use Master Charge or Bankamericard at

Gwen's Florist, 13344 Poway Road, Poway 748-5012



### A Message from the Shopkeepers

"With Christmas just around the corner . . . it's just a stone's throw to Discount House of Imports where you'll find the utmost in lay-away gifts for Christmas. Don't wait until the last minute for left-overs . . .

be first for the best selection of exciting and tempting gifts from Old Mexico."

Sincerely, Charles Handelman and Fred Reina, proprietors and owners. Open daily from 10 until 6. Fridays until 9 p.m. Sundays 11 until 6.

Discount House of Imports, 2246 S. Escondido Blvd., Escondido 746-7550



If Shaklee isn't a household word in your home, it should be. Not "johnnie come late-lies" with the pollution problem . . . Shaklee brings you tomorrow's products today . . . biodegradable cleaning products, organic beauty aids and food supplements. Introduce yourself to good health, good looks and a cleaner environment by starting with the most basic of many fine products, Basic-H . . . an all-purpose, concentrated and economical cleaner which will not pollute the world's water resources . . . one good reason why you should call Marian Merrill.

Shaklee Products, 17729 Sintonte Drive Rancho Bernardo 487-1867



Have you discovered the wonderful World of Area Rugs in Fashion Valley? After you've seen those on display in the new Model Homes, you'll want to accessorize your own home with one or more of these . . . Great as

accent pieces or as the catalyst in the total coordinating factor in your overall design. Area rugs . . . big on the fashion scene in a blaze of color, design and texture, do an exciting switcheroo doubling as wall hangings. We spotted a zodiac one we simply can't get out of our head. This studio is devoted almost exclusively to area rugs as well as absolutely dazzling bath accessories. Right next to the Four Theaters . . .

World of Area Rugs, 118 Fashion Valley West San Diego 291-4559



We've just found a Frenchman who pampers cars. Tony Melkonian, owner of the Mobil Service Center at Felicita Ave. and Highway 395, will prove that he offers the most courteous, trustworthy service in town. A

native of France who has been a mechanic since age 17, he operated his own automobile service center in Michigan for 10 years before coming here. Practical experience, use of the latest diagnostic equipment and the golden rule is Tony's success formula. "I don't use guess-work on your car," he says. That's why his customers are repeat customers. Incidentally, there is no overcharge here for trading stamps.

Tony's Mobil Service Center, Felicita Ave. & Highway 395, Escondido 747-5647



Something special! As an added service to residents, Rancho Bernardo Insurance Agency has made arrangements with a trust company and a trust department of a local bank to provide expert counseling regarding wills, trusts, taxes and other estate matters. Just ask Clyde Harless, Ken Storey, Tom Calgaro or Scott Emerson for all details. And don't forget another very valuable service offered by the staff . . . your free insurance review. Let one of their experts go over your coverage carefully with you. They'll recommend a change only if you benefit. Don't delay. You owe it to yourself to drop in at

Rancho Bernardo Insurance Agency 16931 West Bernardo Drive 487-1222



Sleepy the bear . . . who beckons weary travelers to a comfortable night's lodging at over 450 Travelodge Motels throughout the country has come to Rancho Bernardo. The RB facility is a 50-room motel featuring a

heated swimming pool, wheelchair units and color TV in every room. In addition, there are king and queen size beds, direct dial phones in every room AND a suite with wet bar where small meetings may be held. To make your traveling even more pleasurable, the toll free number to dial from any location is 800-255-3050. Your hosts are Lester and Marion Schwartz.

Rancho Bernardo Travelodge, 16929 W. Bernardo Dr., Rancho Bernardo 487-0445



If we could just mention the name of this famous maker of polynesian hand prints, you'd recognize this really exclusive label immediately. This being a high quality sample shop . . . you'll want to drop in to be personally

delighted. The variety of style, fabric, color and print is almost limitless. Most styles are classic, year-in-year-out as well as year-around favorites. With no two exactly alike, some are exotic, some are delicate. The size range is 6-16. The dresses are \$15 or 2 for \$24. The hostess and lounge wear, \$19 or 2 for \$29. You'll do well to come and bring a friend to

The Klothes Kloset, 152 W. Grand Ave., (across from Penny's) Escondido 747-4060



It is always an exciting experience to drop in at Vi Harmon's Creative Handicrafts shop to browse among the newest arrivals. Macrame classes began the middle of October and other popular ones will be added upon request. To mention a few of the new arrivals, we spotted exquisite sculptures and oil paintings, fashionable sarapes, the cutest pine cone owls and santas . . . precious hand-designed note papers and Christmas cards and colorful, feather flower arrangements. Truly a decorator's haven for the unusual. Bankamericard and Master Charge are welcome at

Creative Handicrafts, 2200 S. Escondido Blvd. 747-5570



COMMON SHARES OF SAN DIEGO COUNTY'S Avco Community Developers, Inc. are now trading on the Pacific Coast Stock Exchange. Celebrating the event on the floor of the Exchange's Los Angeles operation are (left) Kimball Bassett, senior vice president of the Exchange, and Harry L. Summers, president of Avco Community Developers.

## AVCO COMMUNITY DEVELOPERS, INC., NOW TRADING ON STOCK EXCHANGE

LOS ANGELES, Calif. — Common shares of Avco Community Developers, Inc. (ticker symbol: ATY) began trading on the Pacific Coast Stock Exchange Sept. 8 on a "when issued" basis, Thomas P. Phelan, exchange president, announced.

Headquartered in San Diego, Avco Community Developers, Inc. (ACDI) is a combination of two large Southern California real estate companies, Laguna Niguel Corp., a publicly-owned corporation founded in 1959, and Rancho Bernardo, Inc., formed in 1961.

The company is a subsidiary of Avco

Corp., a highly diversified manufacturing and services company.

Avco Community Developers, Inc. develops new towns and master planned communities which provide homes in varying price ranges, industrial parks, commercial and recreational facilities.

ACDI's subsidiary, Avland Development Co., is involved with the vacation and recreational land industry with three lake developments currently under way in the Midwest and the East. In addition, ACDI is building economy homes in diverse locations for lower income families and will enter the field of mobile home parks and apartments.



\$1819\*

### 1200 SEDAN

**DIMENSIONS:**  
Overall length 150.8 inches.  
Width 58.9 inches. Height 54.7 inches. Wheelbase 90.6 inches. Weight 1587 lbs.

**ENGINE:** High Cam. Horsepower 69 @ 6,000 RPM. Displacement 71.5 cubic inches. 4 cylinders. Compression ratio 9.0 to 1. Bore & Stroke 2.87 x 2.76 inches.

**TRANSMISSION:** All-synchromesh 4-speed. Gear ratios: 1st 3.76, 2nd 2.17, 3rd 1.40, 4th 1.00, Reverse 3.64.



\$1949\*

### 1200 COUPE

**DIMENSIONS:**  
Overall length 150.4 inches. Width 59.6 inches. Height 53.1 inches. Wheelbase 90.6 inches. Weight 1609 lbs.

**ENGINE:** High Cam. Horsepower 69 @ 6,000 RPM. Displacement 71.5 cubic inches. 4 cylinders. Compression ratio 9.0 to 1. Bore & Stroke 2.87 x 2.76 inches.

**TRANSMISSION:** All-synchromesh 4-speed. Gear ratios: 1st 3.76, 2nd 2.17, 3rd 1.40, 4th 1.00, Reverse 3.64.



\$2073\*

### 510 2-DOOR

**DIMENSIONS:**  
Overall length 160.2 inches. Width 61.4 inches. Height 55.1 inches. Wheelbase 95.3 inches. Weight—4-speed transmission 2039 lbs. Automatic transmission 2094 lbs.

**ENGINE:** Overhead Cam. Horsepower 96 @ 5600 RPM. Displacement 97.3 cubic inches. 4 cylinders. Compression ratio 8.5 to 1. Bore & Stroke 3.27 x 2.90 inches. Aluminum cylinder head.

**TRANSMISSION:** All-synchromesh 4-speed. Gear ratio: 1st 3.38, 2nd 2.01, 3rd 1.31, 4th 1.00, Reverse 3.36.

**FULL-RANGE AUTOMATIC TRANSMISSION:** 3-speed (optional).



\$2203\*

### 510 4-Door

**DIMENSIONS:**  
Overall length 162.2 inches. Width 61.4 inches. Height 55.1 inches. Wheelbase 95.3 inches. Weight—4-speed transmission 2041 lbs. Automatic transmission 2114 lbs.

**ENGINE:** Overhead Cam. Horsepower 96 @ 5600 RPM. Displacement 97.3 cubic inches. 4 cylinders. Compression ratio 8.5 to 1. Bore & Stroke 3.27 x 2.90 inches. Aluminum cylinder head.

**TRANSMISSION:** All-synchromesh 4-speed. Gear ratios: 1st 3.38, 2nd 2.01, 3rd 1.31, 4th 1.00, Reverse 3.36.

**FULL-RANGE AUTOMATIC TRANSMISSION:** 3-speed (optional).

# Seven ways to go!

# DATSUN



tion ratio 8.5 to 1. Bore & Stroke 3.27 x 2.90 inches. Aluminum cylinder head.

**TRANSMISSION:** All-synchromesh 4-speed. Gear ratios: 1st 3.38, 2nd 2.01, 3rd 1.31, 4th 1.00, Reverse 3.36.

**FULL-RANGE AUTOMATIC TRANSMISSION:** 3-speed (optional).



\$2433\*

### 510 WAGON

**DIMENSIONS:**  
Overall Length 163.2 inches. Width 61.4 inches. Height 57.2 inches. Wheelbase 95.3 inches. Weight—4-speed transmission 2127 lbs. Automatic transmission 2182 lbs.

**ENGINE:** Overhead Cam. Horsepower 96 @ 5600 RPM. Displacement 97.3 cubic inches. 4 cylinders. Compression ratio 8.5 to 1. Bore & Stroke 3.27 x 2.90 inches. Aluminum cylinder head.

**TRANSMISSION:** All-synchromesh 4-speed. Gear ratios: 1st 3.38, 2nd 2.01, 3rd 1.31, 4th 1.00, Reverse 3.36.

**FULL-RANGE AUTOMATIC TRANSMISSION:** 3-speed (optional).



\$1999\*

### PICKUP

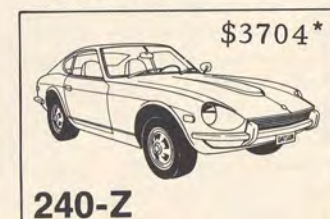
**DIMENSIONS:**  
Length 170.3 inches. Height 60.8 inches. Width 62.0 inches. Wheelbase 99.6 inches. Weight 2116 lbs.

**ENGINE:** Overhead Cam. Horsepower 96 @ 5600 RPM. Displacement 97.3 cubic inches. 4 cylinders. Compression ratio 8.5 to 1. Bore & Stroke 3.27 x 2.90 inches. Aluminum cylinder head.

**TRANSMISSION:** All-synchromesh 4-speed. Gear ratios: 1st 3.66, 2nd 2.18, 3rd 1.42, 4th 1.00, Reverse 3.64.

**REAR AXLE:** Hypoid bevel. Semi-floating. Ratio 4.3.

**BRAKES:** Uniservo front. Duo servo rear.



\$3704\*

### 240-Z

**DIMENSIONS:**  
Overall length 162.8 inches. Width 64.1 inches. Height 50.5 inches. Wheelbase 90.7 inches. Weight 2300 lbs.

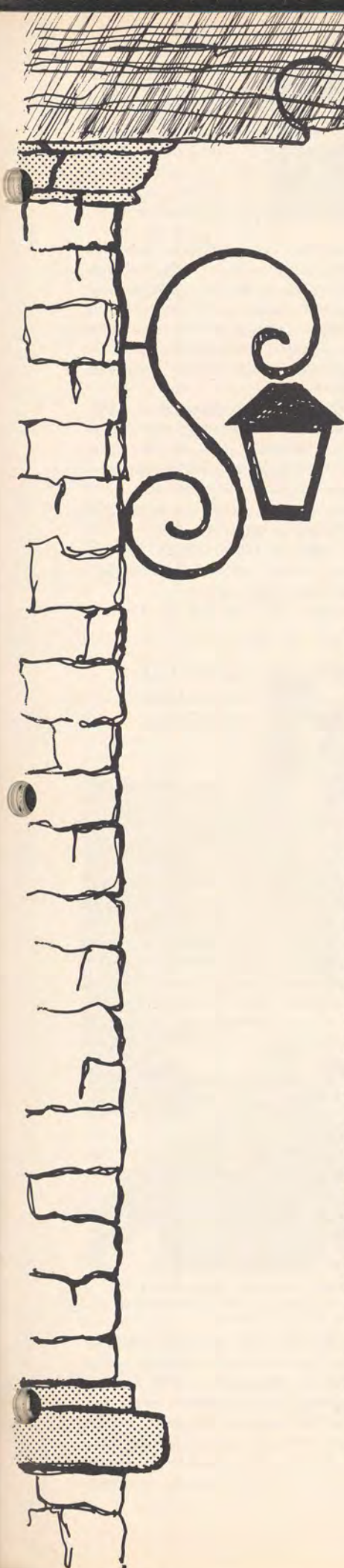
**ENGINE:** Overhead Cam. Horsepower 150 @ 5600 RPM. Displacement 146.0 cubic inches. 6 cylinders. Compression ratio 9.0 to 1. Bore & Stroke 3.27 x 2.90 inches. Aluminum cylinder head.

**TRANSMISSION:** All-synchromesh 4-speed. Gear ratios: 1st 3.55, 2nd 2.20, 3rd 1.42, 4th 1.00, Reverse 3.14. Rear axle: Hypoid. Ratio 3.36.

**FULL-RANGE AUTOMATIC TRANSMISSION:** 3-speed (optional).

\*Plus tax, license

Specifications and prices subject to change without notice.



## The Beat Goes On ... at Lomas Santa Fe

### PARTY POTPOURRI

Marian Wood, editor

Summer festivities ended with the second annual Luau, held September 19. Though the evening was damp (our Santa Ana came one week too late) and a little cool, spirits were not. The party was beautiful, gay, and fun — and the crowd was beautiful, too. Two hundred members and guests found our pool patio and pool area lined with tiki torches and turned into a tropical paradise.

The decorations committee started at four in the afternoon to create the magic. Mary Kern, Linda Bullock, Louise Ryan, Pat Kohn, Mary Lou Renteria, Margaret Bittner and her friend, Margaret Love, arranged centerpieces of fruit, fern, antherium, birds of paradise, hibiscus, chrysanthemums, and bougainvillea on tapa cloth covered tables. Our friend Jim Bullock, with the help of Greg Small and Scott Morris, turned an old surf board blank into small floating islands for the swimming pool. Can you believe Jim helped Mary Kern arrange the flowers on top of the islands! He had fun, too. Also, many thanks to Ken Leone's strong back for all those beautiful tied palm fronds and the anchoring of the flowers in the pool.

Mr. Lozano outdid himself with a well-planned dinner. It was a delicious feast!

Bob Kohn, Jim Bullock, Tony Lotito Jr., Gray Harrower and his guest, John Lloyd Wright (with cigar and Stetson hat), were the highlight of the evening as they twisted their hips with Benny Hannaike's dancers and received traditional orchid leis from the girls for their efforts.

Many thanks to Joe and Tamie Kimura for the beautiful leis and flowers. The vanda orchids were smashing, and completed the scene. However, next year we will not gamble with the weather. We will have our LUAU in August.

Saturday, October 10, after an excellent dinner, members and guests enjoyed a movie night at our club.

"Europe as we saw it" was the title of a travelogue set to music and narrated by Marlin



A great luau is enjoyed by Ella Skiles, left, Evelyn King, Lorraine Kratzer, Frank King and, yes, that's Jack Boyce at the far right.



A toast to the lady, Mrs. Sid Shaw, left, by Monte Wooley, Susan and husband Dr. Robert Bobbitt, Sid Shaw, Ray Renteria, and Dr. Richard Moore.



Marlin Skiles and wife, Ella, seated, with Johanna and Eric Reissner, after enjoying Marlin's movie night.

Skiles. It was informative, colorful, and exciting. A full house enjoyed the evening with Marlin and charmer Ella. We all thank you!

Sunday, October 11, we had a mixed Scotch Special. Pinehurst Tournament was the name of the game. The Warren Stanleys



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More movie night fun - it was a good joke! Left to right are Doug Carruthers, Joan Armstrong, Jerry and Jerrie Andrews.

took top honors with a 62 and were all smiles as they went home with 16 golf balls. The George Blazevis were second with 63½ and the Jerry Andrews placed third with 65½. Fourth place was won by Patricia Schacht playing with Jake Blokker shooting a 66. Dave Shuffler playing with Kee-Kee Chambers, and Leonard Morris with Jo Worthington shared the honors for fifth place with 66½. The Frank Kings and the Horton Bains tied for seventh place with 67. And then there were the Carruthers with the highest score of the day. Doug's reply when asked who was to blame, "I was, and ask Janet. She will tell you the same thing!"

The morning's play was followed by another great steak dinner.



## WOMEN'S GOLF ASSOCIATION

by Marian Wood

The Women's Golf Association welcomes Mary Edwards, Sheila Valle, Gloria McCourt, Ann Cordova, Pat Wood, Lorraine Weatherby, Johanna Reissner, and Laurene Crosby as new members of our group. After playing with Pat Wood last Tuesday, I think she should have joined us a long time ago. You're right, I paid her the money.

Flo Perkins, chairman of team play, is happy to announce that there are 26 girls with 27 or under handicaps who are eligible to play on teams. Evelyn King is captain of the red team. Flo Perkins is captain of the gold team.

On team day Tuesdays, the rest of the field will play for low net prizes in flights.

Rules chairman, Donna Streed, has announced that we may improve our lie on holes 14 and 15 until notified otherwise.

New ringer chairman will be Kee-Kee Chambers.



## FROM THE MANAGER'S OFFICE

by Frank Lozano

I am happy to announce that on Wednesday, September 23, a general meeting was held in the club house for all men golfers. The Men's Golf Association was reactivated. The following officers will serve until January, 1971: president, Steve Stevens; tournament chairman, John Finster; treasurer and rules chairman, William Blair; greens chairman, John Adams; handicap chairman George Horning; junior chairman, Glenn Dowdy; and social



New president of the Lomas Santa Fe Country Club Men's Golf Association is H. G. "Steve" Stevens.

chairman, Roy Edwards. Working with John Finster on the tournament committee will be Dick Miller, Phil Houserman and Jay Vinson.

The next meeting of the Men's Association will be held Wednesday, November 18, at 7:30 p.m. in the club house. All men golfers please circle the date on your calendar and be sure to attend. I personally urge you to support

this association in order to create more golf activity. There will be a general meeting in January, 1971, to elect new officers.

As you know, we have men's guest day the first Wednesday of the month. Television sets and other fine prizes have been awarded. Let's keep this up! Your entry fee for you and your guest will include cart, prizes, and dinner. So let's get together and enjoy all the action at your club.

Every other Sunday, beginning November 8, we will be having dinner after golf and tennis mixed doubles. Along with swimming, tennis, and golf we are adding a ping pong table on the upper deck for the young. Family dinner will be served from 4 o'clock.

We are going to have an old-fashioned Thanksgiving dinner, November 26. The menu will include turkey and dressing, ham, candied yams, and all the trimmings. Celebrate Thanksgiving by having dinner with your family, at your own club. When making reservations please specify the time you wish to be served. For those who would like to eat early, the dining room will be open from 3:00 p.m. I hope to see you then.

## NEW PERSONNEL

Our first woman tennis champion, Sally L. Miller, has been appointed the new Assistant Tennis Director. Sally is the wife of Richard J. Miller who is a captain with American Airlines. They have two children, Christopher, 7, and Craig, 6. Sally and Dick are at present residing in Solana Beach while building a new



Sally Miller, is new Lomas Santa Fe Country Club Assistant Tennis Director.

home in Del Mar. They moved to this area in June from Hermosa Beach where they had lived for eight and a half years.

Sally has been a stewardess for Hawaiian Airlines and also a water ski instructor for Hawaii Water Sports. She graduated from

That young man who says "Good morning" to you as you first step into the Golf Pro Shop is our new Assistant Golf Professional, Jim West, who came to us from La Jolla Country Club.

Jim is twenty-six years of age and lives in Spring Valley with his wife, Dorothy, and their two children Marcie, 4, and Joel, 2.

Raised in Borgen, Texas, where he was a letter man and also co-captain of his school's golf team, Jim served with the Navy for six years and was in Vietnam on five different occasions.



Jim West is new Lomas Santa Fe Country Club Assistant Golf Professional.

Punahou in Honolulu, and attended University of Colorado in Boulder, Colorado.

Aside from being a fine tennis player she is a beautiful addition to our staff.



## THE BIG SPLASH

by Ken Leone

October was a very quiet month as far as pool activities were concerned.

The only really interesting happenings were the finals of the North County Swimming Championship. I told our team that they could win the championship. To tell the truth, I honestly felt the best they could do was third. Rancho Bernardo was ranked fourth in the county, Vista fifth, Escondido seventh and Lomas Santa Fe eighth. Well, your swimmers placed second in the North County Championship. We placed second in the "A" division. This was a real shock, considering that only six of our swimmers are "A"s in all five strokes, and eleven swimmers are "A"s in one or more strokes.

The "A" division standings are: first, Rancho Bernardo; second, Lomas Santa Fe; third, Vista. In the "B" division we were nosed out of first place by a very strong Fallbrook team, by twenty points.

The "B" division standings are: first, Fallbrook; second, Lomas Santa Fe; third, Rancho Bernardo. The overall meet standings are: first, Rancho Bernardo; second, Lomas Santa Fe; and third, Vista.

There were 28 trophies, both team and individual. Our team won 10 of them, and over 600 ribbons and medals. The whole team was magnificent, and it is impossible to name all the contestants. However, here are the individual trophy winners: "A" Division - boys 13 and 14, Scott Harvey; boys 15 and 17, Glenn Leone. Best "A" Division over-all, Scott Harvey. "B" Division - girls 8 and under, Nancy Adams; girls 11 and 12, Dana Phillips; boys 15 and 17, Bill Freed. Best "B" Division over-all, Nancy Adams and Bill Freed.

Arrangements have been made to conduct a Scuba Divers' class during the month of November. All members interested please contact me immediately. This course will be conducted in the evenings.

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## TENNIS TALK

by Maurice F. Smith

Sally Miller, our newly appointed Assistant Tennis Director, is actively engaged in forming a boy's team for the Youth Tennis League. She is also organizing Ladies' Day activities and mixed doubles for every other Sunday afternoon.

You will certainly be glad to know that the Men's and Women's Tennis Ladder has been re-established.

Monte Woolley is the Captain of the men's team entered in the North County Winter Doubles League.

Please let me add my thanks to the Tennis Committee for their many efforts and especially for the successful Club Championship Tournament.

by Sally L. Miller

The San Diego County Youth Tennis League - U.S.A. begins on Saturday, October 17. Lomas Santa Fe has entered a boys' team consisting of eight players and four alternates. The boys participating in the League are Jack Buxton, Neil Habush, Benny Jefferson, Jeff Jones, Bob Small, Gary Small, Tom Trozera and Paul Worthington. David Cloyes, John Martin, Scott Morris and Jay Nutter are alternates.

The team will be playing a total of seven matches, four at Lomas and three away. Their first match will be at Escondido, followed by Coronado (away) and La Jolla (home). The November matches are on the calendar.

My thanks to the boys for their cooperation during the many practice sessions they have attended, and also to Gladys Small and Lois Martin who have helped me with practice sessions. *Good luck, boys!*

## RACKET ROUNDUP

by Beatrice Dougherty



Tennis tournament consolation flight winners are Rupert Brooke and Sue Nutter.



Tennis Director Maurice Smith, center, congratulates Lomas Santa Fe's first tennis champions, Sally Miller and Bob Bobbitt.

Amidst fire, heat, and wind two champions emerged out of Lomas Santa Fe's first annual singles tournament. Sally Miller won an action packed 3-set duel against Herlinde Appel - 6-2, 1-6, 8-6. Bob Bobbitt beat Leonard Morris in three thrilling sets - 5-7, 6-0, 6-2. Congratulations are also due Sue Nutter and Rupert Brooke, winners of the consolation flight.

The results of the tournament have been used to establish a new tennis ladder. Rules for challenge matches have been made by the tennis committee for challengers to follow.

1. To keep the ladder active one must challenge and be challenged monthly.
2. Players may only challenge two places above them.
3. When a player is challenged he has two weeks to accept; if he does not accept he moves down one spot.
4. A player may not rechallenge for three weeks.
5. Challengers bring a new can of balls.
6. Results will be posted on tennis bulletin board.

Let's really work hard to keep our tennis ladder up to date.

After two months of strenuous play, we are proud to announce that Lomas Santa Fe has entered its first women's team in the North County Doubles League. Playing as our first team are Sally Miller and Lena Lockwood. Next in order on the ladder are Barbara Anthony and Anne Wooley, Jessica First and Gladys Small, Sue Nutter and Lois Martin, Nancy Garland and Sharon Hansen, Beatrice Dougherty and Phyllis Trubitt.

The team proved itself October 6 in pre-season matches against San Dieguito. Lomas Santa Fe won 63 to 47.

Every other Sunday at 2:30 p.m., taking the place of ever-so-popular Twilight Tennis, we will have a mixed doubles round robin. Last Sunday the winners were Jan Lederer and Bill Dougherty. Others taking part in the fun were Peggy and John Whitley, Anne and Monte Wooley, Jo and Dean Worthington, Sally and Dick Miller, Donna and Tony Lotito, Jr., Beatrice Dougherty and Lloyd Lederer.

We want to encourage beginners to attend novice ladies' day every Wednesday from 9 a.m. to one o'clock. Mr. Smith would like to see you all out there getting practical experience, because he is going to announce the date for a novice tournament shortly.



Tennis tournament runners-up Herlinde Appel and Leonard Morris also receive trophies and congratulations from Tennis Director "Smitty".



## ACCENT ON GOLF

by Kevin Fleming

In the next few months most of you will be playing in a golf tournament of some kind. It may be a fun event within our own membership or it may be a tournament at another club. Whatever the event, a basic understanding of etiquette and the rules of golf will be necessary. Although you may be aware of many do's and don't's, let's review some of the others:

### Question . . .

How do I determine if a ball is in or out of bounds?

### . . . Answer

By lining the ball up with the inside of the OB stakes. If any part of the ball is in, it is in bounds. If you cannot see any of the ball, it is out.

### Question . . .

Why can't I legally carry a rake into a bunker with me and put it down, when it would obviously speed up play?

### . . . Answer

You can. However, you may not rake any part of the bunker before you hit.

### Question . . .

What is the best way to get guests to replace their divots?

### . . . Answer

By replacing your own. We have one of the best conditioned courses in Southern California. By taking pride in it and setting a good example, we can keep it that way. Probably the best rule to remember, whether you're playing our course or another one is: Leave it a little better than you found it.

### Question . . .

What is the rule if you hit a telephone pole or wire?

### . . . Answer

If your ball strikes a wire or utility pole it must be replayed.

Walker Scott  
Lomas Santa Fe

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A HIKE IS A HIKE IS A HIKE. Gertrude Stein pointed out that "In the United States there is more space where nobody is than where anybody is." Open space like that is still available in San Diego County's 2.4 square miles (1,542 acres) of developed parks, with another 2.9 square miles (1,895 acres) of primitive area held for future generations. Attendance at parks is a measure of their capacity, County officials report. They say parks are full, year-round, but several new parks are currently under development.

This year visitors to San Diego County's 2.4 square miles of developed parks and beaches will equal total visitors to both Yosemite National Park and the Grand Canyon.

Nearly four million visitors—primarily County residents—will use the 47 County locations. About two million each visit Yosemite and Grand Canyon. And Yosemite is 1,100 square miles.

At Yosemite you could climb a mountain or see a bear. In the San Diego County parks you might see Elks, Moose, Lions, or—more important to a nine-year-old cub—a real, live frog.

The County of San Diego Department of Parks and Recreation, directed by Cletus W. Gardner, operates and maintains the parks and beaches. Services include acting as booking agent for over a quarter of a million persons a year who plan large-scale picnics. Picnics and gatherings for 1,000 to 2,500 persons are regularly scheduled, including 2,500 Elks, 2,000 machinists, and similar fraternal and business groups.

These convocations this past season pushed Felicita Park, south of Escondido, into first place among County parks with some 390,000 visitors. Runner-up was the long-time leader, El Monte Park, six miles east of Lakeside, which regularly draws over 380,000 persons a year. Third place went to Lower Otay Park with 252,000 visitors.

"Attendance is just a measure of capacity," Gardner says. "All the parks are full, year-round." He notes that the park at Pine Valley which drew 138,000 visitors must often be closed off at 11 a.m. because it is absolutely full.

Least used park so far is the newest, the 130-acre William Healy Park six miles southwest of Julian. This park is set up for camping and hiking. It will be expanded to include picnic facilities next spring.

Development of parks is now the responsibility of a new Park Development Division, part of the reorganized Public Works Agency. Edwin J. Moses heads the division.

Now under development is a new 78-acre regional park at Dos Picos, five miles southwest of Ramona. When first-phase construction is completed next summer, this park will have space for about 40 trailers and 200 picnic tables.

A similar regional park with camping and picnic facilities is set for the Potrero area, near Tecate. First-phase construction is to begin this fall, with completion by the summer of 1972.

Nearly a million visitors use the County beaches at Encinitas and Solana Beach. The County operates six community centers and maintains 16 historical markers. These include the historic Old Stone Store at Campo and the Whaley and Pendleton House Historical Sites in San Diego's Old Town. The Whaley House was San Diego County's first courthouse.

Near Whaley House on a site just acquired in Old Town will be a new park—Heritage Park, an historical preserve for selected examples of Victorian architecture threatened by development in the city. The site has just been acquired. Development has yet to be carefully worked out with City and County participation and the advice of interested groups.

The County now holds another 2.9 square miles (1,895 acres) of park lands, besides the 2.4 square miles (1,542 acres) that have been developed. Largest is a 1,373-acre site five miles north of Lakeside called the Sycamore Recreation Area. This is a very primitive area and plans are to keep it that way, Gardner says.



HEY, THAT'S A NEAT FROG! Yosemite National Park has bears, but in San Diego County four million visitors a year use the 47 County parks and beaches. That's as many as the total visitors to both Yosemite and Grand Canyon. Frog, above, is typical attraction for families and groups who pack lemonade and lunches for a day in the open. Don't forget the mustard!

Gardner points out that "parks are for people." Of the 47 County facilities, 39 are in or within ten miles of communities. The saturation use of camping, picnicking, and beach facilities results from this convenience, he says.

What do people do in their County parks? Only about ten per cent of the visitors are scheduled Gardner says. For the rest, he says, on a nice day a family or a group decides to get out for a hike, a beer roast, or some sports and games. And in a year that happens close to four million times.

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**Casa di Baffi**—George Pernicano's proudest accomplishment. Kansas City beef; Ohio veal; Grain-fed pork. A small and comfortable restaurant in San Diego's Hillcrest 296-2048.

**Chart House**—two locations locally, both serving superb steaks, lobster and a great salad. Menu presented on a breadboard. Shelter Island: 222-2216; Coronado: 435-0155.

**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. Tuesday thru Sunday. Closed on Mondays. For reservations, call 753-3133. 531 Highway 101, Encinitas.

**Del Charro Hotel**—it's the V.I.P. place to dine . . . with menus deliciously spiced with continental wit . . . prices seasoned with Yankee wisdom . . . cocktails always generously poured. Memorable party menus and service. 2380 Torrey Pines Rd., La Jolla 454-6134.

**Gourmet Patio Restaurant**—a famous Rancho Santa Fe luncheon spot in the charming Country Squire Courtyard of Shops on Paseo Delicias (that's the main street!) of Rancho Santa Fe. Featuring such delights as "petti di pollo," homemade soups, sandwiches, fantastic salads, hot popovers, and "Country Squire Pie." Open for luncheon every day except Sunday, 11:30 to 3:30. Specializing in gourmet catering for parties large or small; and delightful wedding buffets. Elizabeth Cunningham and Robert Townsend, owners. Marilyn Townsend is your hostess. 756-1788.

**Istanbul**—a delightful place to dine if your taste calls for Middle-East Cuisine. Shish-kebab and other exotic dishes await your pleasure—preceded by a champagne cocktail and followed by your favorite wine. There is a special 99c luncheon during the week that is very surprising. In fact, you won't believe it! Open every day—with live entertainment and floor shows on Fridays and Saturdays. 1250 Prospect Plaza, La Jolla. 454-2334.

**The Jolly Ox** is located above the Enco gas station on Lomas Santa Fe Drive at Lomas Santa Fe. First, you serve yourself from a generous salad bar—and you may come back again and again. All the salad dressings are homemade, and they are scrumptious. Your main course is either lobster or steak—both specialties of the house, and the very best available. The "Jolly Room" is, of course, the bar. The Jolly Ox is open for 7 days a week for dinner from 5:30 until 10:30 ('til midnight on Fri. and Sat.). Luncheon is served Monday thru Friday from 11:30 to 2. Lomas Santa Fe Drive, Solana Beach. 755-9758.

**Kelly's Prime Steaks**—Chateaubriand-for-Two, served at your table from the cart and placed on sizzling hot platters a feature item. Ice cold salads, moderate prices, emphasis on good food and good service. Hotel Circle. 296-2131.

**The Mad Greek**—just about the most delightful Greek Restaurant you've ever had the good fortune to find. The European-Greek gourmet cuisine is personally supervised by your host, Jean Claude Morengo. Open for luncheon and dinner with a menu that's as exciting as the Greek entrees such as Souvlakia, Kolokithia Yemista, and many more. The restaurant is small and intimate, easily located, with fantastic furnishings from the middle East. 1250 Prospect Plaza in La Jolla. For reservations, please call 459-9393.

**Lubach's**—"Everything you'd like a restaurant to be." The restaurant has coordinated the American taste with the international flavor, providing San Diego with an authentic European-style restaurant. Thirty-four entrees. 2101 Harbor Dr 232-5129.

**L'Escale**—On your next leisurely drive to San Diego swing out to Shelter Island for lunch or dinner at L'Escale. Dining and dancing in the French Polynesian setting is a delight and the menu glitters with gourmet specialties like Long Island Duckling and Veal Cordon Bleu. Lunch at L'Escale is a treat in itself, too. 2241 Shelter Drive. 224-3577.

**Miyako's**—has an exotic, Oriental atmosphere and maintains several authentic small Japanese dining rooms, with floor cushions, shoji screens and all. Entertainment from lute-like instruments called the koto and samisen. Cantonese as well as Japanese food; popular cocktail lounge. Major credit cards honored. (Closed Tuesdays) At the Pagoda, 2137 Pacific Highway, 233-7168.

**Nati's Mexican Restaurant**—Whether it's dinner by candlelight or an informal lunch in the patio, Nati's makes you feel right at home. Hanging pinatas decorate the dining room; colorful Mexican paintings and serapes adorn the walls. Nati's is proud of the quality of its food—you may inspect the kitchen if you wish (dishes and sauces are made on the premises). Specialties include: Chili Rellenos made from fresh chili and stuffed with cheese; Guacamole served year 'round, made from fresh avocado. Food to go at no extra charge. American and Mexican beer. Also: **Nati's Tienda**—a gift shop specializing in Mexican artifacts, adjacent to the patio. Plenty of parking. Open 1 a.m.-9 p.m. daily, Sunday noon to 9 p.m. Closed Monday. 1852 Bacon Ocean Beach—224-3369.

**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, cinema-scope 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 for reservations.

**Oak Tree House** — warm, intimate, candlelight atmosphere with impeccable service and good wine, generous cocktails and an emphasis on leisurely dining. Prime Eastern aged sirloin and New York cut steaks, chicken Cordon Bleu, jumbo butterfly shrimp, filet of sole, Australian lobster tail, steak on a skewer, double-cut steak for two and—the specialite de la maison—roast New York strip, carved thin. English style. Unbelievable popovers with whipped butter and apricot preserves. Masterful salad dressings and rich desserts. All at moderate prices. 7811 Herschel Ave., La Jolla—454-1315.

**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. Luncheons, Monday and Friday from 11 to 2:30; Dinners Monday thru Saturday from 5 to 9:30. 3683 Fifth Avenue, San Diego. 297-3228.

**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). Guacamole salad a specialty! Marvelous bar, with special service by Tony himself! 755-2274.

**The Paddock Restaurant**—conveniently located on Encinitas Boulevard in Encinitas, is one of the North County's most exciting new restaurants. Open for luncheon and dinner every day, 7 days a week, with "specials" to tempt your appetite as well as please your purse! The decor is very attractive (you dine "in the round") with an atmosphere of being right in the center of all the excitement connected with thoroughbred racing! Even the menu is like a racing program—featuring everything from steaks, steak and lobster to ribs, chicken, shrimp, filet of sole, and much, much more. The drinks are great, too—generous and delicious. Open from 11 a.m. 'til 2 a.m. Encinitas Boulevard, Encinitas (right at the foot of the off-ramp, on-ramp to Highway No. 5. 753-7755).

## Here and Over Yonder

by T. Nooncaster

The Country Friend's Shops in the Village of Rancho Santa Fe are brim full of interesting things. Do you need an unusual wedding gift or want to shop early for Christmas? The shops are open each day from 10 to 4.

Of particular interest in the shop just now is a Long Case Clock, Colonial style, mahogany casing, calendar and moon face with brass pendulum and weights and has a delightful mellow chime. It has an Elliott England movement and is dated 1860. One of the largest Grandfather of clocks it stands 8 ft. 8 in. high.

It has been maintained that Oriental Rugs, studied collaterally, tell much of bygone peoples and religions. They have an inestimable value in suggestion.

It is hard not to put questions to an Oriental Rug when you are alone with it. What of this little web, which in its gay Eastern coloring seems so much more like a silent, smiling guest than a property? Was it born in a Shepherd's hut in the pillard mountains of Central Asia, with the snow whirling about the door and the sheep and camels huddled without? Or did the birds sing among the roses of a Persian Village to the weaver as he tied the stitches in? From what far defile in Afghanistan did it journey on camel-back to the sea, swept by the sand-storms of the desert, scorched by the Orient heat? Was it paid to a Mollah for prayers at the Shrine of Mecca or Meshed?

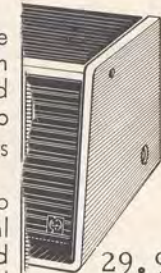
As soon as man built houses some sort of floor covering was used, even in mud huts, to keep down the dust and for warmth. With the domestication of wool-bearing animals, probably about 7000 B.C. came the development of spinning and weaving. Reed mats used as floor coverings had wool tufts woven into them and could be used for carpets, to sit on or even covers for sleeping. The fore-runners of the present day Oriental Rug. By 800 B.C. the Assyrian Palaces were furnished with handsome carpets, all telling a story.

There are a number of these beauties in the shops now all telling their own story.

For the discriminating collector, a very unusual find, three pieces of signed Steuben are in the shops. If you collect Pewter there is a fat, little, Pewter milk jug, Germany, dated 1808.

Remember, shop early for Christmas.

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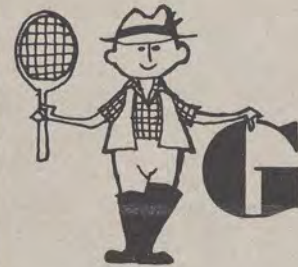
# Shopping Around



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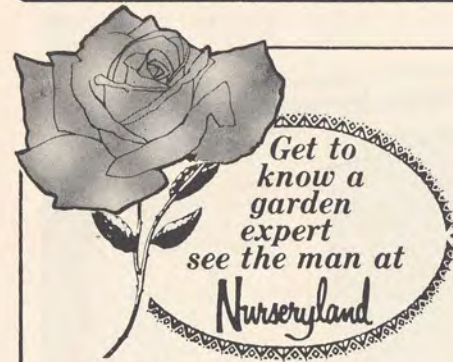
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## SAN ELIJO LAGOON

continued from page 36



Cornelius J. ("Case") Houson is Director of new Sanitation and Flood Control Department, a key part of San Diego County's reorganized Public Works Agency. Houson lives at 414 Silver Spur Way in San Marcos.

Other facilities are the Solana Beach-Cardiff plant at San Elijo and smaller districts at Alpine, Lakeside, Julian, Ramona, Rancho Santa Fe, and Whispering Palms.

Houson notes that Alpine has had a sewage problem. The solution has turned out to involve joint planning with Lakeside and Santee. Further East County growth may well involve joint planning for other regions, Houson thinks.

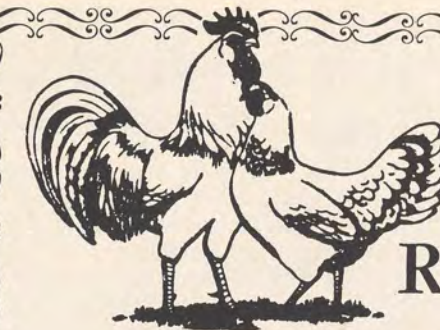
Both Julian and Ramona are still isolated, he notes. Although they have no regional problems yet, they both are using most of the capacity of their systems.

The County also operates nine sanitary fills and eight controlled burning sites for refuse. Refuse disposal, Houson says, is a problem that will require increasing attention in years to come.

The department's sanitation problems are big, but flood control is increasingly important, too, Houson says. Houses, and even shopping centers, have been built right in the middle of riverbeds, he notes. There is such a thing as a "10-year flood stage," Houson says. "It doesn't mean you get one only every 10 years. It means there is a 10% chance that such a flood, or floods, can come any year—this year or next year."

If level flood-plain lands are developed, there will arise a demand for large expenditures for flood control to protect the developments, Houson explains. Saving such lands for agriculture, recreation, or open space may be the cheapest solution in the long run, he says.

In the new Department of Sanitation and Flood Control is a team of skilled engineers. They are backed up by the resources of the newly-consolidated Public Works Agency. This team has the capability to plan, design, and operate regional systems. And that is just the job its director, Case Houson, foresees for it.



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**WEDNESDAYS**

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**THURSDAYS**

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**FRIDAYS**

Chile Relleno, Meat Enchilada and Taco. Mexican cole slaw, chips and hot sauce.

**SATURDAYS**

Chili Colorado with Beef, Refried Beans and Rice. Mexican cole slaw, refried beans and rice.

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**People, Places and Things**

**XMAS TREE FESTIVAL**

The 1970 tenth annual Christmas Tree Festival will be held in the Church Fellowship Hall on Saturday, December 5, from 10 until 3. Refreshments will be served throughout the day, and drawings for door prizes will take place at 2 o'clock. We look forward to seeing you there!

Meanwhile — the handcraft Workshop is in full session each Wednesday in the Hall from 10 until 2. Many projects are created under supervision, or bring your own, which are greatly needed, including samples for ideas or copying.

Do come and bring a friend, neighbor, or newcomer and a sack lunch. We will appreciate your attention to the following needs:

**WORKSHOP** — plastic Clorox, Whisk, or Purex bottles; yarn and remnants; odd jewelry for beads, stones, etc. Join our friendly group.

Chairman: Mrs. Willard Downs

**CHRISTMAS DECORATIONS** — donate those you no longer use, or design and make your own.

Chairmen: Mrs. David Rickabaugh, Mrs. Robert Carlson, and Mrs. Garrett Coleman

**SANTA'S GRAB BAG** — gifts for all ages, worth a dollar or more, boxed if possible. These may be brought to the office or Workshop.

Chairman: Mrs. Ben R. Gardner

**GOURMET** — read, pies, cakes, cookies, preserves, pickles, casseroles, dressings, nuts and candies, which may be packaged ready to sell.

Chairman: Mrs. Fred V. Gardner

**TEA** — and coffee, in the Church lounge, needs plenty of sandwiches and cookies.

Chairman: Mrs. Howard Christanson

**TICKETS** — at one dollar, mostly sold in advance. Each includes refreshments and a Door Prize chance. Help us sell them!

Chairman: Mrs. Robert E. Bible  
You will receive a call in October. Many thanks!

**Helen G. Chapin**  
General Chairman  
of Festival

**Wardie B. Cook**  
President of  
Women's Council



**MODERN MEXICAN  
PAINTINGS DISPLAYED**

A selection of paintings by famous Mexican artists from the permanent collection of the Fine Arts Gallery of San Diego are now on view.

Mexican art during the 20th Century entered the currents of International prominence due essentially to the efforts of Orozco, Rivera, Siquieros and Tamayo. Paintings by Rivera and Tamayo are included in the Gallery's collection. European training and influence can be detected in their early styles, yet each creates a vigorous personal statement, specifically native, which ultimately exerts itself. Revolution, the simple folk, Indian heritage, the harshness of the land; these are all indigenous qualities that become reflected in their art. Social statement, however, is not the total content of their works. Strength and brutality have been captured in the murals of the first three. As a foil to such jarring commentary, the poetic treatment that reflects an ethnic pride in Tamayo's paintings affords a refreshing contrast.

Diego Rivera is perhaps the best-known of the 20th Century Mexican Masters. The scope of his works extends to the monumental on the walls of large public buildings. Rivera passed through the many early art movements in the first decades of this century in his search for a meaningful art expression. He too had been challenged by the innovations of the Cubists. A purely intellectual esthetic approach, which Cubism depends upon, did not conform to the needs of an artist who wanted his works to address the people with frankness and immediacy. Despite the interjection of social meaning in his murals, Rivera could produce easel works such as portraiture with equal conviction. Even more unique are smaller works such as the hands of the eminent surgeon, Dr. Clarence Moore, which is on view for the first time since its acquisition. It represents an appreciation of science and medicine and is dated 1940.

Without the pioneering efforts of Alfredo Ramos Martinez, to whom the giants of Mexican painting acknowledge a debt, the art of Mexico might be in a period of stultification. He encouraged "open air" schools and championed the new ideas emanating from France and Europe. Martinez represents the first generation of moderns, the current generation of artists is represented in the display by Francisco Icaza.

**People, Places  
and Things**

**WALTER A. ZITLAU  
ELECTED PRESIDENT**

Joseph F. Sinnott announced today that he will retire as president of the San Diego Gas & Electric Company January 1, 1971, and that the company board of directors has elected Walter A. Zitlau to succeed him at that time.

Zitlau, a native of Arizona, has been executive vice president of the company for the past seven years. He joined the utility more than 29 years ago as an engineering assistant. He became manager of production and transmission in July 1960 and was named vice president of production a year and a half later. He became executive vice president in September 1963.

Active in local affairs, Zitlau has served as a member of the board of directors of the San Diego Chapters, American Red Cross, Boy Scouts of America, Kiwanis, and Junior Achievement.

He is a member of the California Advisory Commission on Marine and Coastal Resources, a past president of the Pacific Coast Gas Association and served as a director and officer of the association for six years. He also is a member of the American Gas Association, Pacific Coast Electrical Association and the State of California and San Diego Chambers of Commerce Water Committees.

Sinnott, who has served as president of the company for the past seven years, said he was retiring upon reaching the company's mandatory retirement age of 65.

Sinnott joined the San Diego Gas & Electric Company in 1929 as a meter tester and progressed through many engineering positions to become vice president-engineering in January 1962. A year later he was named executive vice president, and in September 1963, he became president. He also is the chief executive officer of the utility and serves as chairman of the executive committee.

Sinnott has been active in civic affairs for many years. He is a member of the California Highway Commission, a member of the board of directors and the executive committee of San Diegans, Inc.; a member of the board of the San Diego Society of Natural History, the San Diego Hospital Association and the Rotary Club of San Diego.

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## People, Places and Things



The Mercado, a \$2.5 million "mar-  
 ketplace of adventure" located in Ran-  
 cho Bernardo, is on the verge of being  
 completed and turned over to the twenty-  
 five tenants who will open their shops  
 in mid-November.

Fifty specialty shops will comprise the  
 completed Mercado and will feature "art  
 in motion" as shopkeepers demonstrate  
 their crafts. Artisans will give lessons  
 in many cases.

Entertainment will often include mari-  
 achis playing in cobblestone plazas.  
 Flowers in gay Mexican pots, bubbling  
 fountains, and exotic birds will decor-  
 ate the courtyard. These features, com-  
 bined with the stylized Spanish-Mexican  
 architecture, weathered-looking beams,  
 exposed pipes and insulation, sloping  
 red tile roofs, and lanterns hanging in  
 tall archways, will create a quaint, "old-  
 world" look.

The architecture was designed by Dale  
 Naegle and Associates, under the direc-  
 tion of Garey Coad, designer, and Bill  
 Green, architectural engineer.

"The small, intimate specialty shops  
 run the gamut from a 400 square foot  
 shop to a 5580 square foot area," ac-  
 cording to Mrs. M. J. Wilderson, man-  
 ager of the new "People Place." "The  
 smallest shop will feature items of  
 papier-maché and stained glass made on  
 the premises while the largest area is  
 envisioned as an authentic Mexican mar-  
 ketplace which would include hand-  
 wrought jewelry, furniture, pottery, and  
 other imported items as well as prod-  
 uce."

"Most of the small spaces are taken,"  
 said Mrs. Wilderson, "but there are still  
 a few available for leasing."

Persons interested in leasing informa-  
 tion should contact Mike Morris, Leas-  
 ing Agent for the Mercado, at 277-2132,  
 extension 292 or 296.

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*Service in your home*

**726-0512**

Tony Cresci with his dad, "Big John."



**BIG JOHN'S  
DELICATESSEN  
IN LA JOLLA**

A "Deli" is a very personal thing. It probably ranks second in loyalty relationship to a hairdresser—or to a family lawyer. Perhaps it even comes "first" in importance, for hunger is a very basic thing and proper satisfaction of it has been known to be the stimulant that changes the course of lives and events.

Scratch a gourmet — any gourmet from Massachusetts to California—and he or she will come up with their favorite "Deli."

The alchemy of it is part sight, part smell, and a large soupcon of atmosphere. It is the family kitchen of olden Times. The sights, smells and mess of it all brings back beautiful memories. Pleasant, tasteful memories of family dishes prepared by cooks who cared passionately about the whole thing and solemnly handed down their traditional recipes.

You have to look sharply to see John Cresci's C & M Delicatessen on Girard Street in La Jolla, except during their open hours when there is usually a line extending out onto the sidewalk.

Inside, it is an agony of indecision between the eggplant parmesiana, chicken cannelloni, lasagna—the artichoke or zuc-

chini fritatta—the cheeses and olives—the breads and wines.

Big John Cresci, of Sicilian descent, has been running his Deli for eleven years, starting with a produce store and making sandwiches with Italian cold cuts at the lunch hour.

"At first, I bought a half-dozen rolls a day. Now I buy forty dozen a day. It's always been a family operation. My son Tony is with me now and he's got quite a knack with sauces—just the right amount of seasonings."

There are the "regulars" who Big John greets with great gusto by name—and sometimes with a bit of good-natured ribbing. But even first timers feel the friendly intimacy of the Deli and feel at home enough to discuss the food and ingredients with John.

This is the home of the artichoke and zucchini fritattas, made from an old Sicilian recipe. "I remember my mother making it," John recalls. "She made it in a large pie shape. Sometimes we had it hot. Other times we'd come home from school and find it in the ice chest where we kept our milk cool. We'd slice off a piece and eat it cold. Now I serve it in sandwiches or patties and make it up in smaller pieces for cocktail hors d'oeuvres."

It's divine in any form. Delicious enough to have people from the mid-west and east take back quantities to freeze. Memorable enough for a couple of New Yorkers, formerly on the West Coast, to nostalgically ask, "How's that little Italian place in La Jolla?"

A Parisian appears regularly each year to take pounds of John's bleu cheese back to Paris, which couldn't be higher praise considering the prevalence of famous bistros in France.

Actually, a delicatessen is a home away from home for people who couldn't survive their exile without the pungent wonders it offers. It is a haven for displaced Europeans, or native Americans who want to recapture the delights of cooking they had on European trips.

There aren't a lot of tables in the back room of Cresci's C&M, but many faithful customers take their food out to eat in office or home. Some emerge laden with cartons to reheat for dinner.

Big John likes big parties. The bigger the better, 200, 300? It's just as easy to cook for that number he says as it is for 10. His catered portions are ample, for this type of food seems to have instant success with guests—a welcome change from the more banal buffet fare, and robust enough to win kudos from the masculine contingent.

There are also convenient party plates of various sizes to take home for quick cocktail party fare. But the most enjoyment is gained from joining the devoted group of "regulars" who make the small "Deli" their constant and favorite eating place, basking in the always-good food and the always-friendly personality of John Cresci and his loyal followers. It's really a Cresci club that is stimulating and fun to belong to.

WINES & CHAMPAGNES IMPORTED FOODS  
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PASEO DELICIAS,  
RANCHO SANTA FE

Text of a speech delivered to American Society of Women's Accountants Public Relations Dinner Club House Trophy Room Lake San Marcos, Calif., October 26, 1970

In his book "The Strategy of Persuasion" Arthur Meyerhoff boldly and intelligently tackles the most crucial challenge facing the free world today. In the ideological war between America and the Soviet Union—the war for men's minds—Communism has the propaganda advantage. To most of the peoples of the world, we are the "Ugly Americans." This grotesque portrait of an imperialistic, materialistic America is one of the distorted projections of Soviet propaganda.

The painful irony here is that this nation, with an advertising industry which has developed the art of persuasion to the highest degree in history, should be losing what is essentially a war of words. In this important book, Arthur E. Meyerhoff, a leading advertising man, demonstrates how the use of professional advertising and promotion techniques could turn the tide in the Cold War.

He was called to Washington for meetings with USIA officials on several occasions, and undertook an overseas mission for the USIA. He testified before the House Un-American Activities Committee on behalf of the creation of a Freedom Commission and Freedom Academy, and this testimony as well as the complete text of an address he gave at the Dedication Seminar of the Freedom Studies Center in Culpeper, Virginia, has been published in the Congressional Record.

For about the first thirty-five years of Mr. Meyerhoff's advertising agency career he made a speech perhaps once a decade or so. But things are different now. Ever since the publication of *The Strategy of Persuasion*, relating how the proper use of advertising skills could help to win the cold war with Communism, he has addressed conventions, student, government, and business groups all over the country, and has made innumerable television and radio appearances. He tackles each appointment with the enthusiasm he has practiced consistently through the years in applying the principles of advertising and public relations in behalf of agency clients and public service organizations. The big difference now is that he is focusing his zeal on having the U.S. adopt this same degree of advertising professionalism in its foreign relations program.

In 1967 Mr. Meyerhoff won the coveted George Washington Honor Medal Award in advertising. This medal, given by the Freedoms Foundation of Valley Forge, Pennsylvania, is in recognition of "an outstanding accomplishment in helping to achieve a better understanding of the American way of life."

## FIGHTING THE PROPAGANDA WAR AT HOME

By Arthur E. Meyerhoff  
Author of  
*The Strategy of Persuasion*



To qualify me for the subject that I will discuss with you today, you are entitled to know what my credentials are. I am one of those people that have been referred to during the past twenty years as "hucksters," "men in gray flannel suits," "Madison Avenue boys," and "hidden persuaders."

No, we haven't been exactly spoiled by flattery. The late Bernard DeVoto referred to advertising as "a cult, a system of magic practiced by magicians, witch doctors, sorcerers, and shamans." Arthur Schlesinger, Jr. offered us the cheerful news that our work "has been successful in retarding the arts, tarnishing the virtues, and confusing the manners of our country."

Of course, I don't condone all advertising and advertising men. Some of them produce material in bad taste and do not always adhere to the highest ethics. By that same virtue, some mothers are alcoholics and beat their kids—but I don't condemn motherhood as a consequence. The better advertising is imaginative and informative, and I think you will agree it can be pleasant and even fascinating—yes, and astonishingly successful at times.

Advertising is nothing more than the arts of persuasion practiced in mass media.

And persuasion is practiced in almost every human endeavor—the doctor with a good bedside manner, the professor whose classes are crowded, the baby with a sweet smile, and even the little co-ed who wiggles her way across the campus. But it is the skilled people in advertising who practice persuasion in depth scientifically.

People think advertising means a page in a newspaper or an irritating interruption in their favorite television program. They don't understand that advertising of some breed or shade is being done all the time by all people, in all media, and for all purposes, and the skills developed by advertising people are widely used in propaganda for good and bad purposes.

What is the nature of propaganda? It is merely an organized effort to spread particular doctrines. Propaganda can be misused, of course, but so can a hammer or a razor or anything else. Hitler used propaganda for bad purposes; the Communists make use of propaganda for bad purposes. But propaganda can have noble aims.

*A little freedom symbol painted on the side of a stone wall can be an advertisement, too.* We have often used propaganda to prevent forest fires, to stamp out disease, and to get out the vote. *We can be proud, I say, to use propaganda in the cause of democracy and personal freedom.*

Because propaganda and the techniques of advertising and persuasion are designed to sell ideas, the modern professional advertising man can stand aside and analyze what the propagandist is trying to accomplish. Just as a doctor can diagnose an illness better than a layman, the ad man is the best

qualified source of understanding professionally the hidden persuasion that is being used by the propaganda forces that are affecting our country today.

My concern, and the experience of a lifetime experimenting with advertising and public relations skills in support of public service organizations and various government activities, finally led to my book, *The Strategy of Persuasion*, which tackles the crucial propaganda problem that is facing our country today.

How long can we afford to stick our heads in the sand and not realize that through the use of propaganda the Russians, while avoiding a direct conflict, finance, sponsor and mastermind wars, hostility, and revolutions against most of the nations in the Free World.

We must recognize that our ideological competitor, who has the largest propaganda organization that the world has ever known, is fighting a war of words against us at home and abroad, using some of the very skills developed by the advertising business in the United States, and we can only win that war by calling on the professionals to recognize and know how to fight that war.

As long as the Russian and Chinese world-wide undercover propaganda organizations remain intact in countries all over the world, whether our relations are hot or cold, their propaganda war will go on unabated, and it will be this war that will decide whether Communism will rule the world or will wither and die.

Our military can match the Communists in a clash of fire-arms, but we are dropped pitifully in our tracks in any war of words. If we were not prepared to match or better the Communists with our military weapons, the Free World would have gone down the drain long ago. A government that does not plead its case in the face of destructive propaganda cannot survive.

There are many things our government can do. The tragedy of the situation is that we have become immobilized. The place to start is right here at home. The case I will try to make is that our government must finally come to realize that a propaganda war is being fought at our homes and on our television screens. So far, the war is being

won by those who would destroy our freedom by making the most noise in order to obtain for their destructive causes the best possible coverage.

On the basis of our skill in selling our products, we have built the most prosperous society in history. Yet we have not effectively applied our sales techniques to selling our people at home and in other countries, and any attempt to apply our professional skills meets with official antagonism and public apathy.

Why aren't we using the skills of mass persuasion in fighting the propaganda war? Actually, what paralyzes us are not sinister forces in our government that are secretly in love with Communism. My studies indicate that the real resistance stems largely from sociologists, political scientists, educators, and journalists in government and in our universities who often express an indiscriminate hostility to all advertising and selling.

I startle no one in this group when I admit that a strong resistance exists—particularly in higher educational circles—to the techniques of selling and advertising. An academic theory seems to prevail which maintains that when people, with or without education, are intellectually challenged, they will reach correct conclusions through pure logic. Unfortunately, despite these optimistic theories, the masses of people tend to believe most of what they hear, right or wrong, particularly if it is repeated to them often enough.

*Sales Management* magazine, in a survey of college men in more than 200 colleges, revealed a remarkable pile of prejudices against the skills of advertising and selling.

*Living*  
**CLOSE-UP**

Three-fourths of the college men thought that selling at best was a job; at worst, a racket. Many students charged that sales work is "forcing people to buy things they don't need." A Yale student said that selling was both too frustrating and prostituting. An Oregon youngster, who was trying to be open-minded, said he wouldn't mind selling a product of "profound significance to the consumer." But he'd never found such a product!

From this background come the men who staff our university administrations and Government agencies that project our image at home and abroad, and quiver in horror at the thought of mass persuasion as practiced by the advertising profession. No wonder they are fumbling the job of selling freedom to the world. Any effort to convey ideas through selling skills represents "indoctrination" or "brain-washing" to them.

These people, as you see, are suffering from hardening of the opinions. They heard some half-truths and have decided once and forever that advertising and public relations men are unscrupulous people.

Consider for a moment how propaganda problems are being "handled." At the opposite end of the pole from advertising and public relations stands the so-called objective scholar, who resolves problems of persuasion with involved rhetoric in a language that is far above the head of the average man, and without basic selling ideas.

For example, our organization had the assignment of rewriting an introduction in a booklet of exercises designed specifically for professional ball players. It was written by a Ph.D. in one of the leading universities. Here is an excerpt from his introduction:

This program has been created to satisfy an imperative need which has existed at all levels since its inception. The need for a year around conditioning regime specifically oriented for baseball players, based upon proven scientific experimentation, statistical preciseness, kinesiological and physiological surety, and divorced from the many traditional empiricisms and professional naivete.

*please turn to next page*

continued from previous page

Beautifully stated, but we couldn't find a ball player who understood it.

Our job was to put this thought into simple language that a ball player can understand, and in a way that will make him want to use the program. Here is the way we rewrote the introduction:

An experienced baseball trainer, working with university scientists, has at last developed a training program that exactly fits your needs as a ball player. The program of exercises illustrated in this book has been tested and it works.

We don't try to win literary awards. Our aim is to get results by presenting the message in the simplest possible way.

We are truly foolish if we ignore the techniques available to us to effectively bring the truth to the world, simply because those who wish to destroy this country use parallel techniques to present distortions and half-truths. We must match the Reds in the war of words with all the weapons at our command. We must fight fire with fire, slogans with slogans. But we must use truth ammunition instead of lie ammunition.

The word "freedom," with a generic meaning that should ring like a bell, has begun to take on a dubious connotation. Through the tactics of enemies in our country, it is losing some of its luster. It has been a key word for many "movements" and "causes" that imply it is the Free World that has the Iron Curtain, and that it is the West, rather than the Reds, who murder people to gain control, as they did in Hungary and Czechoslovakia.

The result is that in many of the movements in which people believe they are fighting for freedom, they are actually, without being aware of it, carrying the ball for the enemies of freedom.

We must face the fact that well-meaning people can be motivated by inflammatory words and ideas without actually being directly involved in any subversive organizations; so investigations may not reveal party members among students who demonstrate on college campuses or among some civil rights proponents who carry on unwar-

# Living CLOSE-UP

ranted violence. One can be motivated by the highest ideals and yet be trapped into a destructive course of action against his own society.

For instance, small but militant groups of young people throughout the world have been stirred up by the Communists, who have applied their knowledge of the psychological problems of young people growing up. Anyone familiar with adolescent psychology will understand young people's deep-seated desire to cut the apron strings. They are idealistic and rebellious, and yearn for new causes. It is a condition of the growing process.

It has been estimated that only 7% of any college group becomes involved in destructive or violent activities; and they are always ready to put on a show for TV, regardless of the cause. Violence has more of the basic qualities that build large audiences for TV than demonstrations for peaceful, constructive activities. It is not unusual for producers to maintain communications with the revolutionary leaders, even to the extent of helping them build the size of their demonstrations through advance publicity. And even though the demonstrators represent only a tiny percentage of the total of all students, the small area that the camera lens covers makes it seem as if all students are involved.

Propaganda of hate is the most effective way of getting some young people to participate in any violence, because it tends to take their personal frustrations and apply them to other people rather than themselves. By using generalizations such as "imperialist," "power structure," "generation gap," "police brutality," "pig," "racism," and many others, no matter how

untrue these terms may be, they spread like wildfire once they enter the emotional pattern of hate. Institutions that have taken centuries to build can be destroyed overnight by people worked into an hypnotic frenzy by rhythmically chanting slogans which have been designed to destroy our free institutions.

Many normal young people join the militants simply because they go through a rebellion-idealism cycle, and so come out of it without making a false ideology a part of their adult philosophy. But the Communists have been quick to exploit the volatility of our youth where they can, to get them to exaggerate their grievances against an adult society that seems to demand so much yet hems them in. Therefore, these young people equate growing up with a desperate need for freedom and a resistance to all authority. Lacking maturity, many youth groups can be subverted to march and riot, break laws and degrade moral values, burn democratic concepts, and invoke curses upon their own government — a government which, paradoxically, while stoutly defending their every basic right, often their target. And, using methods based on depth psychology, highly trained agitators infiltrate youth groups, planting emotionally charged ideas and words, getting young people to attack their own society, which to them has become a symbol of the authority from which they must free themselves.

If there is any question in anyone's mind as to who is motivating these activities, look at the terms used in Communist countries all over the world, and how well they choose their words to excite people. They call themselves "Democratic People's Republic" and participate in so-called "liberation movements," even though the people have no rights, nor are they liberated. For example, compare these terms with those used in the movements on college campuses—"Students for a Democratic Society," "The Third World Liberation Front," and many others.

Those who infiltrate these movements where feelings run high are highly trained in the professional methods of hidden persuasion—in the use of words and phrases to motivate people into propaganda activities. The many sincere people

who are involved in social progress in our democratic society find themselves easy marks for agitators who can take over and guide a movement without identifying their purpose.

This is not meant as a reflection on the sincerity or the concern for humanity of those who take activist roles. However, there is increasing evidence that in their unsuspecting zeal, a number of movements which started with unblemished motives have been manipulated into positions which give comfort and, sometimes, aid to the enemy.

In tracing the course these movements have taken, it is not difficult for one persuader, a trained advertising man, to detect the methods used by unscrupulous hidden persuaders to divert a movement from its higher purpose.

It is generally believed that knowledge and education are the best protection against being influenced by propaganda. My own experience in working with heads of schools, colleges, and public service organizations in helping them apply the skills of advertising and selling in order to achieve their goals revealed that they are hopelessly naive in this area. They indicated the fact that they never bought the products they use because of the advertising. Yet, when questioned as to what products they did use, they invariably named the advertised products. When further asked why they selected these particular brands, their reasons were the same as those being given in current advertising campaigns. Subliminal elements of advertising motivated them to buy without their being consciously aware of the advertising that made them ask for these products.

I recently came across some studies made by Jacques Ellul, one of the world's leading authorities on propaganda, who confirmed my experience and gave reasons why the intellectual community are easy prey for the propagandist. He stated that in their intellectual curiosity and their desire to read and learn, they absorb a large amount of unverifiable information, which they accept as facts.

That emotions can be manipulated—even among our intellectual elite—cannot be denied. For example, all people inherently possess instincts for security and survival.

Terror, for instance, can be used as a forceful weapon for making people conform. A man who is threatened or frightened will many times swing over to the side of his enemy for security and survival, abandoning his entire society for his own preservation. This is precisely the psychology behind many of the scare selling tactics such as guerrilla warfare, kidnapping and the recent bombings against established institutions around the Free World.

It is the same technique that the old-time medicine man used to peddle his wares. Remember when he talked about "sudden death from a cold," or "the terrible agony of overheated blood?" Never mind that such a fear was false, the medicine man had you worried enough to accept his remedy.

The Russian medicine men have sold a lot of snake oil.

We know that our enemies are using *effective means* to promote quack remedies, which they claim will lead the world to peace and human welfare. We know that such means are successful, because we in the advertising business developed them in our own specialized way.

Here in America, a segment of our people already have a feeling of despair about our society but, thank the Lord, the majority still feels that our way of life is worth fighting for! The enemy's strategy, however, could still pay off unless we meet their tactics with a strategy of our own.

As a matter of fact, in spite of our many problems, there are more freedoms enjoyed and more friendly exchanges in the United States between the various races, creeds, and political beliefs than in any other country in the world, and no man in his right mind would exchange our way of life for that of the man behind the Iron Curtain.

Now, of course it is dangerous to see Communism behind every lamp-post and in every liberal utterance, but it is equally, if not more, dangerous to stick our heads in the sand and not realize that trained Communist representatives are exploiting movements in the United States wherever feelings run high.

In 1917, Lenin invented a slogan: "*Peace, Land, Bread!*" That's all—three simple words—and then repetition did the trick. That slogan was to be more effective than the

whole Russian Army. An old U.S. advertising technique was getting a potent new application. Lenin saw, as some of our brilliant leaders even today do not see, that if you control the minds of men, it doesn't matter who holds the guns. And so Russia has had an enormous jump on us in the strategy of political persuasion.

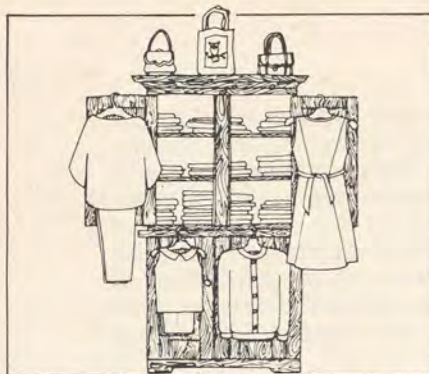
In his "Letter to a Comrade in our Organizational Tasks," Lenin, who basically set up the Soviet propaganda organization, laid out a blueprint as large and clear as a warning sign. He said:

Today we are faced with the comparatively simple task of supporting students demonstrating in the streets of a large town; tomorrow, perhaps, we may be supporting a movement of the unemployed . . . the hard-core revolutionary must have a clear picture in his mind of the economic nature and the social and political features of the landlord, of the priest, of the high official . . . their strong and weak sides; he must know all the catchwords and sophisms by which each class and each stratum camouflages its selfish strivings . . .

So you see, Lenin was aware of what we in advertising have discovered: that it is important to understand the market you are trying to sell, and that the message must be keyed to the people you are trying to reach. The Reds study the group they are working on; they learn their aims, short-comings and inspirations, as well as their failures and frustrations; then they spray the people with a dense cloud of emotionally charged words. If a tactic backfires, they try something else. The Communists are shrewd, and in the long run they figure they can outslicker the Free World with its naive, blundering approach.

Several years ago, I made an official mission to the United Arab Republic on behalf of the United States Government to study what was happening to our image there. I found that while we were shipping shipload after shipload of wheat to help feed the hungry, the Russians were planting hatred toward the United States by telling them that the rich imperialist was helping to feed them only in order to control their actions.

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# CLOSE-UP

continued from previous page

The importance the Soviets give to the psychological war of words, compared to our efforts, is illustrated by the fact that they spend approximately 2 billion dollars a year on propaganda and use some 500,000 persons throughout the world to carry out their propaganda missions.

One of the important inequities in the battle for men's minds is that, while representatives of the Soviet Union and the Chinese Communists are given free access to the people in the United States and can use the mails for disseminating propaganda, one word in a Communist-controlled country in criticism of their system often lands one in jail. I cannot find any law in the United States that prevents our government from propagandizing to our own people on behalf of our American ideals and our American way of life as compared to those of our enemies.

Our country is in the throes of an anti-propaganda, anti-persuasion period. The constructive forces in our country cannot criticize, and can only listen to a recitation of complaints which the detractors have leveled against their elders for centuries. We remain tongue-tied out of real and imagined guilt, never certain whether we are or are not our country's greatest enemies.

This nation has had no active internal machinery for combating lies and half-truths. Once before, during our own Revolutionary period, while our country was fighting to establish an identity, through the Federalist Papers we did have an active pro-American propaganda campaign. We have defended ourselves in times of crisis. We are in the thick of a crisis now!

Do we have the commitment to ourselves, to the good things we have accomplished, to speak up for what is constructive about our country? That a crisis exists has been well enough documented. But where is our counterforce? Where is the Administration's answer? Where is the Department that speaks for the balanced view of reality in this country day in and day out? Where is the staff in our universities preparing the arguments against the militant minorities? Who prepares the press releases explaining why young people, some of them, tem-

porarily tie their hopes to the revolutionaries who desire no social system, no social control, no values of right and wrong? Who writes for the favorable side of our free institutions?

Our failure to recognize the need to combat a sophisticated adversary schooled in the science of propaganda baffles me. Why do we not unlock the talents of people who want to speak up in defense of our country's value?

I propose a nation-wide retaliatory move against our internal maligners staffed by professionals in advertising and public relations. I propose departments in both the National and State Governments and in our universities, to propagate information, to deliver unvarnished facts about all aspects of our social problems—and to do so without bias. I propose that these departments be charged with the simple responsibility of communicating truth.

Whatever our faults may have been (and what civilization has been entirely clean and virtuous?), the memory of the past immobilizes us today. We have come to believe the sick images of reality—smeared on picket signs, scribbled on store windows, strewn across our college campuses, shouted out for the TV cameras, wafted like intellectual dung—created by the minds that are upset.

Do we surrender? Or do we wait? Our country has no plan. We are a free nation, yet we dare not tell the other side of the story. We are a nation grown used to assulting power. Break the windows, burn the files in the college president's office, barricade the campuses.

We are in the midst of an internal national communications war, and we are losing that war. What are our solutions and what are our alternatives?

We proudly sing an anthem about "Freedom's holy light," but we should remember that our American freedom did not ignite itself—it took talented pamphleteers to ignite Freedom's holy light in this country almost 200 years ago.

I do not propose controlling the news media. I propose no controls. I merely propose that we avail ourselves of the same channels our detractors find so accommodating. I propose adding—not subtracting.

Repetition of a theme is the best means for selling an idea. Instead of a "once-in-awhile" speech, I

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continued

recommend a day-in-and-day-out campaign, particularly on our college campuses.

It is high time to call in the experts—not the Hollywood version of the Madison Avenue huckster, but the trained, imaginative, dedicated men who have proved they have precisely the skills needed to make people yearn for what is good—and motivate them to obtain it.

With their help, we can bring people everywhere, all over the world, to know that the true wave of the future is in the hands of free men who will chart their own destiny. We must decide to accept propaganda for our free society for what it is—a potent weapon far more humane than bombs, guns or tear gas, and more effective.

## About the Author

Arthur E. Meyerhoff is Chairman of the Board of Arthur Meyerhoff Associates, Inc., a Chicago-based advertising agency with offices in Canada and the United States. Now, very actively semi-retired, he maintains residence in Rancho Santa Fe, California, where, among his many diversified interests, he breeds and raises Saddle Bred show horses; Santa Catalina Island, where he maintains a branch office; and commutes to Chicago twice a month overseeing the activities of the advertising agency.

In a sense, Mr. Meyerhoff's entire career might be viewed as a practical preparation for the writing of his book, *The Strategy of Persuasion*, which was published by Coward-McCann of New York in 1965. A revised edition in paperback form was subsequently published by Berkley Press of New York. He has been, not only an adman, but also a salesman and journalist deeply interested in serving both government and public institutions.

His selling career began when, as a grammar school pupil, he sold newspapers at the gate to the Chicago stockyards. On the side, he developed a magazine route. While in high school, he worked on Saturdays behind retail counters of State Street stores "selling everything from shoes to fish."

At the age of 16 Meyerhoff left high school to become a traveling salesman for Hood Rubber Company, selling rubber footwear. "My principal customer in Waukegan, Illinois," he recalls, "was Morris Kubelsky who ran a general men's wear store. He was always quite busy so his son Bennie would take inventory for the order. The Ben and I would do the town together. Later, on one trip, Morris told me with tears in his eyes that Bennie was a great disappointment to him—instead of following a classical musical career, he had taken his violin, started calling himself 'Jack,' and gone into vaudeville."



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**People, Places  
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**TRUK HOTEL TO OPEN  
IN NOVEMBER**

The Truk Continental Travelodge Hotel will be opened in November as the most modern first class hotel in the Western Pacific. Built at a cost of \$1,500,000 by Continental Airlines, it will be operated and managed by The Travelodge Corporation.

The new hotel, designed to blend with the architecture of the Western Pacific, is composed of fifty private rooms, each with bath. The hotel's public rooms include a gracious dining room, cocktail lounge and party room suitable for all banquet events or celebrations.

Situated on the Island of Moen on the shores of the magnificent Truk Lagoon, the hotel is instituting a wide variety of features catering to water sports enthusiasts. Glass-bottomed boats for cruising the lagoon plus the latest skin diving equipment will be available to all guests.

Under the terms of Continental's franchise agreement with the Government of the Trust Territory, the airline has agreed to build hotels in each of the six districts of Micronesia. G. Edward Cotter, senior vice president of Continental's legal and diversification division and president of Continental Hotels, Inc., said that a 20 percent interest in the Truk hotel and the other five hotels to be constructed would be offered to Micronesian citizens at the rate of one dollar per share as each hotel is completed. Shares in the Truk hotel will be offered to the public following the final completion of all aspects of the facility and receipt of approval of the High Commissioner to the conditions of sale.

Continental/Air Micronesia's air service has set new passenger records this summer in travel into and between the districts of the Trust Territory. The Guam Continental Travelodge, opened earlier this year at Tumon Bay, has expanded to 200 rooms and is enjoying high occupancy rates. Another hotel is currently under construction on Koror in the Palau District, and additional hotels are slated for Ponape, Saipan, Majuro and Yap.

the  
**NEWS**  
from  
**LAKE SAN MARCOS**



**MEN'S GOLF CLUB**

by Elly Fredricks

Our membership is growing, our recent increase boasts seven new resident members. Mr. Fitch Rowley, Mr. John Bilder, Mr. Shelby Cochran, Mr. Chas. Snides, Mr. John McCullum, Mr. Clarke Fortner, Mr. Albin Anderson. All are welcome to the "warm" all-encompassing embrace of the men's club.

At the October 13th board meeting, "Do not forget the general meeting December second 7 p.m. at our Trophy room for voting and selection of board members and president. For your social calendar remember the Christmas Dinner Dance. Tickets available at Pro-Shop. Remember gentlemen, many fine Wednesday tournaments to come before the years close out. Let's keep our participation up.

The finest philosophy to be expressed in any publication is to be found in a book authored by that great San Diegan Billy Casper in his book titled, My Million Dollar Golf Shots. Get it. You will have invested wisely. Some of Billy's philosophy!

Let Golf Be A Replica of Your Life, Don't Let Frustration Throw You, Keep Cool, Accept The Challenge of The Game, Swing Easy, Think Positively, Above All, Enjoy The Game.

Individual how gross and low net produced some good play. To wit:

**1st Flight—"Low Gross":** Ray McKee, 73; Russ Frakes, 75; Art Benton, 76; Gene Herrlich, 79. **"Low Net":** Lin Colby, 70; Elly Fredricks, 73; Ted Brindle, 73; Frank Brence, 73; Lee Blanchard, 73; Frank Whitmer, 73.

**2nd Flight—"Low Gross":** Leo Penegor, 87; Gene Powell, 88; Ernie Skaff, 91; Harry Burns, 93. **"Low Net":** Mike Michel, 75; Fred Brockett, 76; Don Gordon, 76; Neil Swearingen, 78; Walt Anderson, 78.

**3rd Flight—"Low Gross":** George Mellinger, 93; Glen Gustine, 93; Fred Mitchell, 94; Mike Fast, 95. **"Low Net":** Ken Pruiett, 70; John Cull, 74; George Wieman, 75; Wayne Albright, 76.

**Final Memo:**  
Selection of board members: The following members are designated as a nominating committee: Van Varenhorst, Bud Kendig, Lee Blanchard, Art Benton and Nick Carter.

Keep swinging gentlemen for your club and for your game . . .

Adios Afficionados!

**PAR-TEE LINE**

by Marcie Chace

"Gaps are man made — man must bridge them . . ."

Class "A" winner of an "Even Holes" event Sept. 15 was won by Geri Enochson, Vee Skaff was second and Vi Hughes third.

Eve Lortie won in class "B" and one stroke behind was Jennie Ashworth while Fran Brindle was third.

First place winner in class "C" was Fran Christian; Tensie Wyatt was second and Millie Grisamer placed third.

Winner in class "E" was Verona Rising, Gene Bekins was second and Dorothy Benton, third.

Our third guest day of the year was held Sept. 29th and the low gross winner was Estelle St. Clair, Navy (North) with an 87. 1st low net was Evelyn May, Camp Pendleton with 75. Pat Spence, Fallbrook, was second net with 77 and Dorothy Ogg, Escondido CC placed third.

Hostess flite winner was Irene Marcy with 81 in class "A". 1st low net was captured by Jennie Ashworth, 74. Vi Hughes and Vi Morse tied for second net with 75.

Low gross winner in class "B" was Millie Grisamer, 101. 1st low net, Jean Olson; Grace Saylor, second and Tensie Wyatt third.

Al Prosser had 106 to place her low gross winner in class "C". First low net ended in a tie between Corrine Beveridge, Kerna Gannon and Ruth Ey. Gwen Gustine was second and Dorothy Newcom, third.

Winners of a "shot-gun" start Oct. 6th include Irene Marcy, Caroline Ybarra both with 73 and Isabelle Powell with 76, class "A".

"B" class was won by Fran Brindle, 76; Vee Skaff, 77 and a tie of 81 between Alice Werner and me.

A net 75 gave Eve Lortie first place in class "C" while second was a tie between Jeanne Crandall and Jean Olson with 76; Faye Murdoch was third — 79.

Margaret Hoffman, with 74, won first place in class "D" — Grace McCann was second, 76 and Al Prosser tied Doris Pooler, 78 for third.

After the above play our general meeting was held at the Recreation Lodge under the direction of president Gene Bekins. After the "business at hand" was taken care of she appointed Lucille Anderson, handicap chairman, chairman of a committee to check the records for the "most improved golfer" of the year. Those assisting Lucille are Nadine Pferdner, Pat Vanderbeck, Kay Dutton and Margaret Hoffman.

Elaine Moffitt, chairman of the nominating committee, with the able assistance of Ruth Sharp, Katherine Labelle, Louise Dow and Vi Hughes presented a slate of officers to be voted on at the November meeting.

Those nominated were Tensie Wyatt, president; Bea Pruitt, first vice president; Fritzie Rydgren, second vice president and tournament chairman; Ora McKnight, secretary; Myra Nielson, treasurer, and Nadine Pferdner, handicap chairman.

"Keep your temper — no one else wants it . . ."

Among the "touring Pros" from our club several won at the El Camino Women's Golf Club invitational recently. Early Steven won low gross, Pat Vanderbeck was second net and Vi Morse, third in the Red division. Ev Robinson won in the White and Jeanne Crandall, me, Pauline Pifer, Ruth Sternberg and Kerna Gannon in the Blue division.

I received three golf balls for having the longest drive on tee No. 12 (I even surprised myself) and was asked "what-jause, a cannon?"

"God has given us tongues that we may say something pleasant to our fellow men."

Our tournament Oct. 13th was a "dazzie." We had to select nine holes before teeing off and who knows what holes to choose. I'm sure that everyone circled the 3 pars (in a way I'm sorry I did 'cause it didn't work that way. Instead of making a par I'd three putt — oui vey). Let's get on with the winners!

First division winners were tied with 29½ — Early Steven, Ev Robinson and Kay Dutton. Irene Marcy tied Geri Enochson with 31 for second.

Class "B" winner was Clara McKee with 31½ while Vee Skaff took second with 33. Tied for third were Verle Bangerso and Fran Brindle with 34.

Capturing the third division with 25½ was Liz Thompson. Agnes Brence was second and Faye Murdoch was third.

A tie of 29 in the fourth division was shared by Margaret Bowers and Al Prosser; Kerna Gannon was second with 29½ and Dorothy Townsend tied Ellen Culp, 31, for third.

Vee Rising tied Betty Fredricks for first in the fifth division and Helen Autrey was second with 36.

Be thankful for your many blessings — not one day but each day. Be glad you're you and healthy — love ya all. "Happy Thanksgiving" . . .

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**SAN MARCOS**  
*continued from previous page*  
**WOMEN'S CLUB**

by Elberta Beum  
 October and November are busy months for us here at Lake San Marcos. For one thing, it is the beginning of a program of several informed speakers, who are coming to us with a variety of most interesting subjects. The first on the agenda is Mr. Richard Griscom of The United States Peace Corps. Following Mr. Griscom in November, we will hear Dr. Westcott, who will tell of the progress of Hospital Ship Hope, and of the goal for this year.

New members at this time are: Mrs. Frank Webber, Mrs. Alvin F. Freund, Mrs. Hilbert Rost, Mrs. George J. Heaney, Miss Lucille G. Walker and Miss Ethel V. Cooper. Other applications will be taken at our next meeting, when several newcomers will attend the monthly meeting. It is a most pleasing thing to see how the roster is growing. From all indications, this year appears to be a record year for our Women's Club.

**SUN PARK NEWS**

by Helen E. Stead  
 Autumn leaves sent from Massachusetts by resident Miss Marion Martin set the fall theme for the Sun Park monthly potluck dinner. Over seventy residents and guests attended and a large group stayed for bridge and other group activities. Mrs. Alfred E. Rydgren was dinner chairman assisted by Mrs. F. Richard Putzier, Mrs. William Bush, Miss Louise Dalrymple, Mrs. T. Clark Wilson and Mrs. Thomas A. Stead.

The Sun Park "Friendly Shufflers" keep up their busy schedule; recent games were played with Rancho Bernardo and Sierra Vista.

Movie night programs, directed by Marjorie Wilson, continues to have a good following.

**GARDEN CLUB**

by Mrs. John M. McCollum  
 Members will gather in the recreation lodge at Lake San Marcos at 9:45 a.m., Friday, Nov. 13th to hear Bud Cole, owner of Shoreline Nursery in Carlsbad. The Carlsbad-Encinitas area is the Poinsettia center of the world. Plants are shipped from here to growers in Japan and several European countries. Mr. Cole speaks with authority on his subject, "Poinsettias" and he will tell of the changes made in these plants in the last several years. He will exhibit some of the new colors and forms.

An exchange table will be supplied with plants and cuttings.

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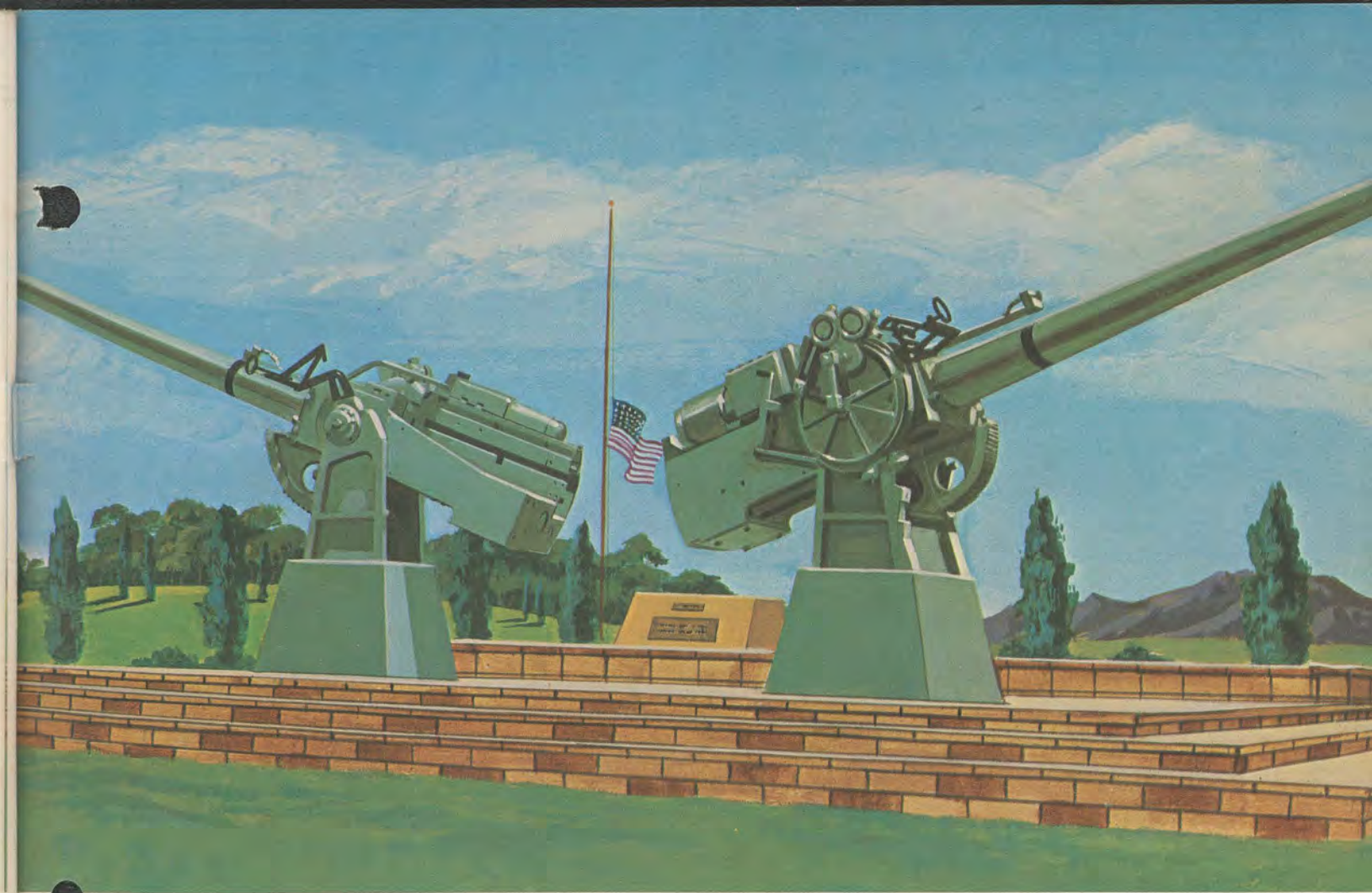
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Arlington West is one of eight Lawn Memorials under development or fully developed at El Camino Memorial Park reserved exclusively for Veterans and their families.

A non-sectarian cemetery, El Camino Memorial Park serves those of all faiths with individual areas for many religious, fraternal, patriotic and special groups.

**EL CAMINO memorial park**

IN HISTORIC SORRENTO VALLEY

9450 Carroll Canyon Road, San Diego, California 92121 • Phone 453-2121

A Division of San Diego Cemetery Association

**EL CAMINO memorial park**

IN HISTORIC SORRENTO VALLEY  
 9450 Carroll Canyon Road • Phone 453-2121  
 A Division of San Diego Cemetery Association

Gentlemen: Please send additional information on Arlington West and other Veterans properties at El Camino Memorial Park. I understand I must be a Veteran, Serviceman or member of such a family to qualify.

NAME \_\_\_\_\_  
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 CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

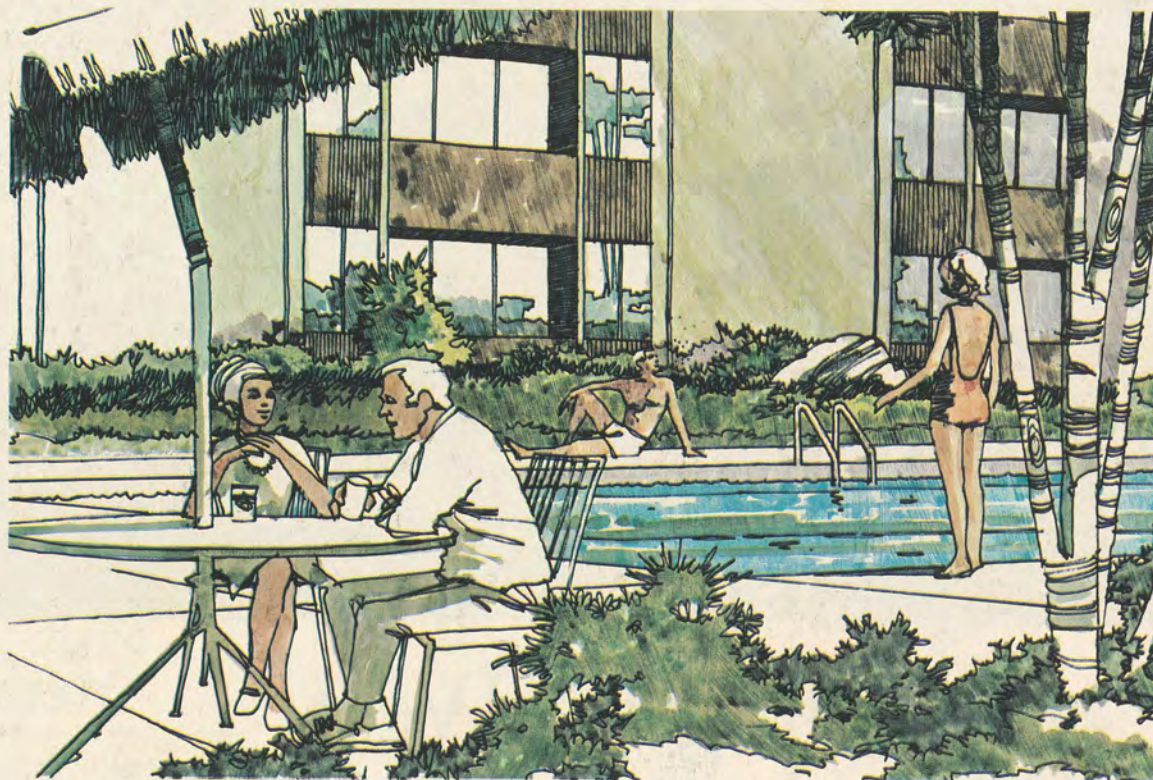
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