

JULY 1976 ONE DOLLAR

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the lifestyle magazine of north county



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NORTH COUNTY LIVING is published monthly by the Village Press, Inc. Known office of publication at 11623 Duenda Road, San Diego, California 92127. Controlled Circulation. Subscription rate: \$1.00 per copy, \$10 for one year, \$17 for two years, \$23 for three years. \$2 per year additional for foreign postage. Change of address: Six weeks advance notice. Old address as well as new are necessary. General offices are in Rancho Santa Fe, California. Write to North County Living Magazine, Post Office Drawer Q, Rancho Santa Fe, California 92067. The editors assume no responsibility for unsolicited photographs and manuscripts which must be accompanied by a self-addressed, stamped envelope if the material is to be returned. All rights reserved. Reproduction in whole or in part without written permission is prohibited.

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**ABOUT THE COVER:**

Looking northeast along La Jolla's Coast Boulevard from the Casa Cove, the palms that line Ellen Browning Scripps Park can be seen in the distance and, in the foreground, one of La Jolla's few highrises. La Jolla is the focus of several articles in this month's issue. Cover photo by George Stahlman.

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## LETTERS

### Cycling

Congratulations on the fine cycling article in the June issue of your magazine.

You have done the sport a favor by calling attention to it.

Happy cycling.

Clifford Graves  
 La Jolla

### And More Cycling

I was really glad to see your article on biking in the June issue; North County truly is a great place to pedal. Just a few points of comment for the novice bike rider: your article reassures bikers that they may easily out-distance man's supposed best friend, the dog. If you're going up hill or the dog is especially aggressive you may have to resort to other tactics. Books on biking recommend everything from horns, spray cans with vinegar, dog repellent, tire pumps and reversal of direction away from the dog's territory. I often succeed with a simple loud, firm "no."

Secondly, watch many of those beautiful roads in Rancho Santa Fe that do not have shoulders. I get scared stiff either on a bike or driving a car on some of those hilly, curvy roads where there is no shoulder. When two cars come by in both directions there is no place, literally no place, for a bike to squeeze. Stay away from those roads. Choose only the ones with paved shoulders.

Also, how could you, a magazine dedicated to educating our mental processes, ignore bicycle safety by so dramatically displaying a photograph of a cyclist pedaling down the wrong (left) side of the road. Shame. Shame.

Herb Greenberg  
 Leucadia

Editor's note: The picture in question was inadvertently printed backwards making it appear that the cyclist was riding on the wrong side of the road.

### Smoke Screen

Your movie critic Alan Pesin speaks in such esoteric terms that I simply cannot understand him. I don't care who filmed what previously, I just want to know what the movie is about. What on earth does, "reverse zooms receding from close-ups to impressive tableaux, and overabundances of art works in general, are quaint diversions" mean? Please, no smoke screens, just tell me what the film is about. Thank you.

George Sims  
 Cardiff

### Sun Supporters

We truly enjoyed your recent (May) article in *North County Living*, "Beware the Sunshine Salesman," by Clay Kemper. Every new industry has similar problems and the public should realize that the solar industry is no exception.

Again, thank you for the informative article.

John T. Brand  
 Southern California Solar  
 Energy Association Chairperson

### Save the Pier

Capistrano has its swallows, Del Mar had an Inn, Laguna has all those pottery shops and La Jolla has Scripps. Oceanside has its pier. That pier is synonymous with this town and is part of its uniqueness and charm. It is the high point of my grandchildren's summer visit. Please! Somebody do something quickly before it is gone.

George Pedersen  
 Oceanside

### Can the Classics

Your Troy Reynolds writes an adequate column on classics, but the record fans out here would appreciate some rating of the pop and wow songs of today. Check with the Warehouse and Licorice Pizza, they'll tell you where the sales are at and where the majority listens. Can the classics please and get with today's sound.

Jeff Franz  
 Solana Beach

### Statistics Alarm

I was shocked to read Mr. Lobanov's article in your last issue stating that the population of Tijuana is growing at an annual rate of 9.2 percent. To me that figure translates into fewer jobs for red-blooded Americans. There is an ever-increasing stream of people from across the border coming into this country to work. They do not spend their money here, they are not citizens, and only deprive our own people of their rights. Mr. Berrueto and others like him will have to produce a lot more jobs a lot faster for their own kind. 56,000 jobs will not help 5,000,000, survive.

Ernest Kimmelman  
 Del Mar

### Critic Acclaimed

Accolades to your dining critic Duke Marston. As a gourmet, I am always researching the best in "eating out." I find myself referring to Dining with Duke each month as a guideline. Keep on dining and rating Duke; we appreciate your surveys so that we can seek out the worthwhile places.

Mrs. Frank McKeegan  
 Carlsbad



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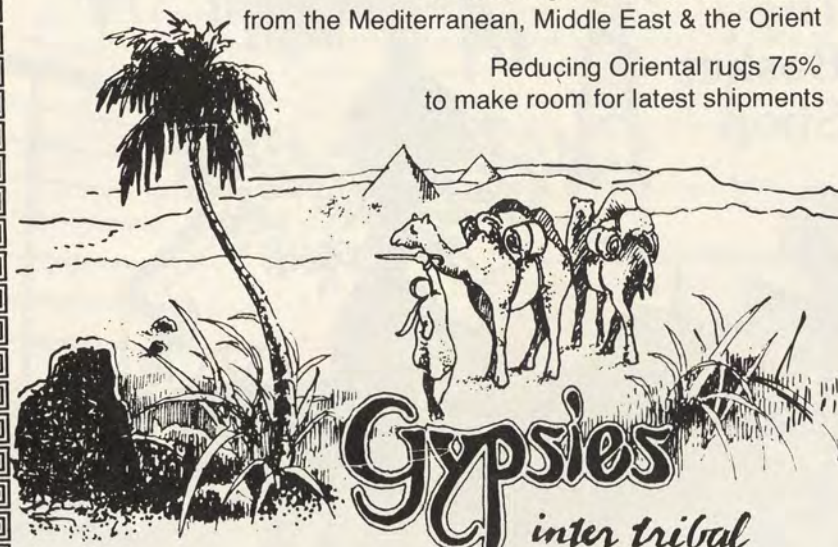


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## THE ISSUE



## AT HAND

We focus this month on La Jolla in the fourth issue of our new format. (You hadn't noticed? Take a look at the March issue, the last of the "old" Living. We think you'll see what a metamorphosis we've gone through. Personally we hope you've already disposed of the old and are enjoying the new Living.)

Although La Jolla is within the city limits of San Diego, we feel its lifestyles and beauty are closer to that found in North County. In future issues we will spotlight other North County communities.

David Robinson ran into more than one sticky situation while researching his article on the failure of the proposed La Jolla historical district. Several in the pro-preservation group asked that their names not be used, fearing harassment from owners. Not unlikely, either, since some owners had been less than friendly during earlier negotiations for historical preservation of other La Jolla landmarks.

After the decision against the historical district was made in Sacramento, which some feel was mysteriously influenced at the last moment, Robinson contacted one of the developers. Rather than expressing elation or relief at the decision, he was unduly curt with our writer. Seems he felt the matter was closed and no more discussion was necessary.

"The issue boiled down to one thing—property rights versus preservation," Robinson commented. Both sides, naturally, felt their view was the right one. Those favoring preservation felt a broader view was called for rather than the money-making schemes of a few local land barons. The owners, on the other hand, felt the historical designation would rob them of their property rights and thus their right to develop.

An interesting and touchy question. Perhaps leaving the decision to Sacramento's parks committee is not the answer.

Another mystery cropped up in relation to the La Jolla historical district article. This one revolves around the old La Jolla Hotel pictured in the article. It seems that no one seems to know the exact location of this old hotel. The old Hotel burned in 1896 just a few short years after its construction. The background in the picture would seem to place it on the site of what is now the recreation center building in Scripps Park near the Cove, but no records are available to verify this. The La Jolla Historical Society would be interested in hearing from anyone who has more data on this.

We hope Anne D'Arcy's look at real estate bargain-hunting in La Jolla will help you find that real estate bargain wherever you may be looking. She offers some valuable tips and holds out some hope that there is still money to be made for the small investor in the real estate world in San Diego County.

Ms. D'Arcy's La Jolla singles scene article also in this issue comes to a rather frightening conclusion. Comments, anyone?

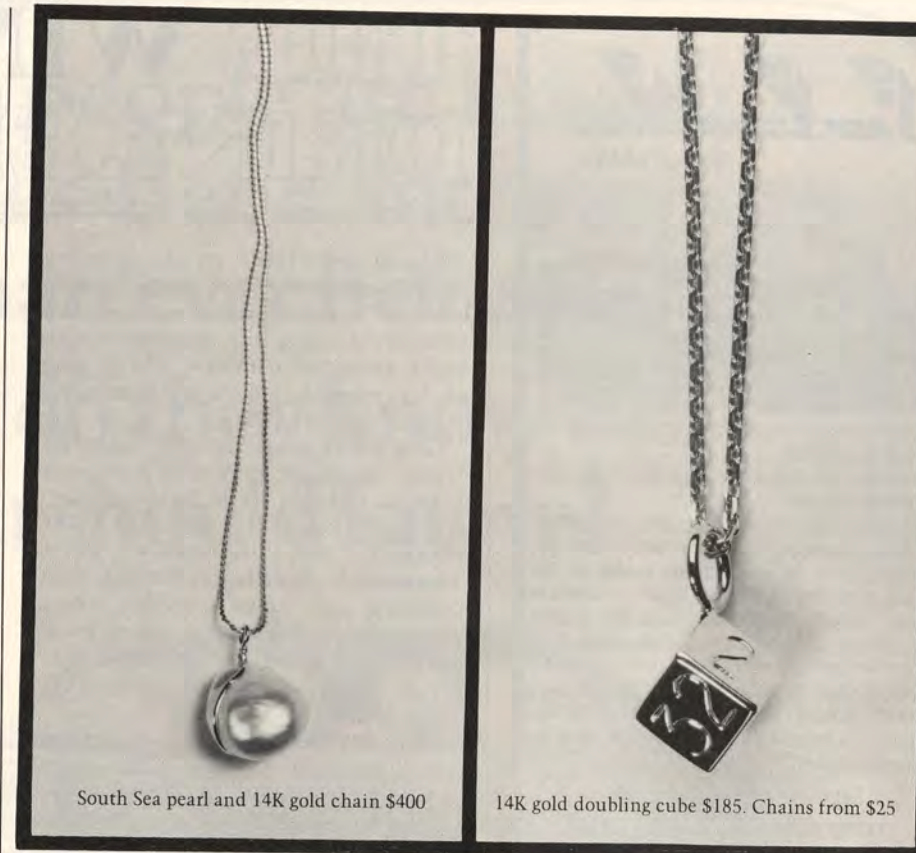
Anne D'Arcy is a widely published San Diego free lance writer.

Last month we bid farewell to one of our favorite writers, Richard Donnelly. He's one of the many out-of-work journalists now searching the northland (Oregon and Washington) for that most elusive commodity—a job. You'll be hearing from him again, however, as we feature his on-the-road commentaries. He'll be bringing you glimpses of some off-beat, out-of-the-way spots in our neighboring states that you may want to explore yourself someday.

Thumbing through a copy of Writer's Yearbook we ran across an unknown "sister" publication—South Jersey Living. This one, a weekly out of Atlantic City, New Jersey, looks to be a Sunday newspaper supplement. Says editor Paul Learn, "Emphasis is on hotel and resort industries, and seashore." Wonder if there's as much living in South Jersey as in San Diego's North County?

For those of you who may be wondering who we really are—North County Living, San Diego North County Living—we are now San Diego Living, "The Lifestyle Magazine of North County."

We welcome reader letters on any subject. Tell us what you like, what you don't like and what you'd like to see in The Lifestyle Magazine of North County. Send some criticisms, or even some praise our way. We can take it. ■

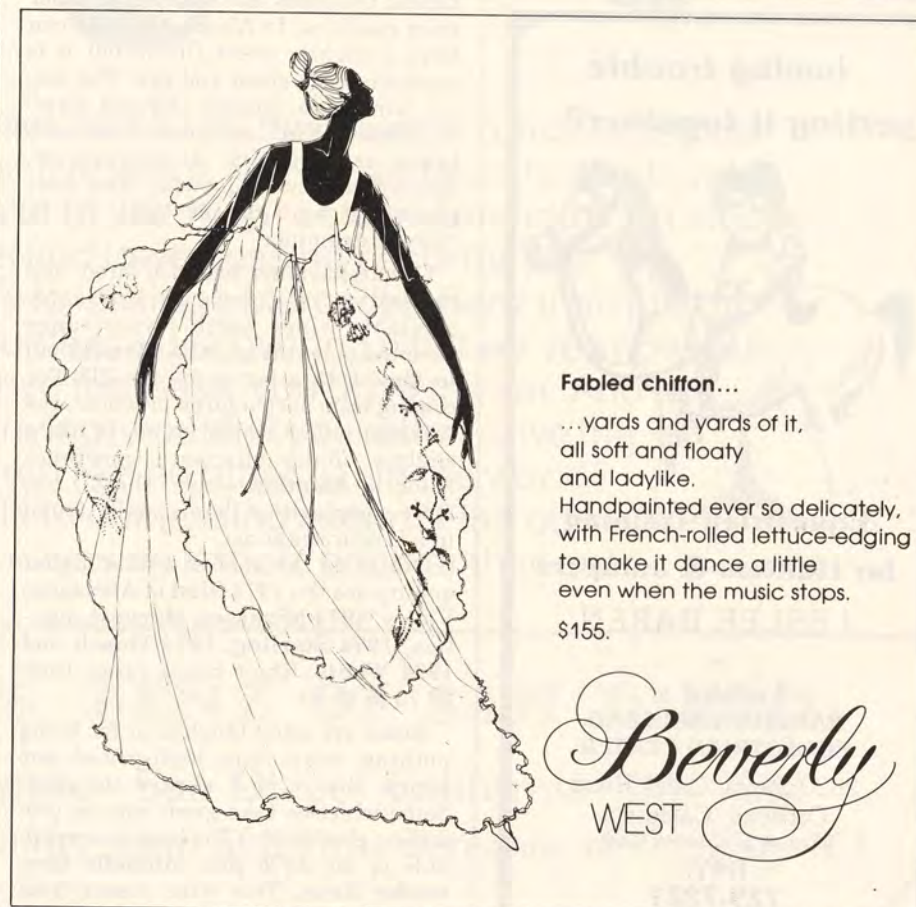


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## THE WINE DRINKER

By Tom Gable

There are times on those warm summer afternoons and evenings when a bright, sprightly wine is called for to go with cold cuts, fruit, cheeses or other light seasonal dinners. Three good choices would be a Gewurztraminer, a Rose or a Beaujolais.

Gewurztraminer means, literally, "spicy" traminer. It is what some marketers refer to as a "mid-varietal," placing it below the status of Chardonnay but definitely above Thompson Seedless, French Colombard and lesser blending wines. Mid-varietal also means better prices and there are excellent Gewurztraminers available at area retailers in the \$2.75 to \$4.50 range.

Gewurztraminer grapes produce fruity, drinkable wines and the variety is best known in the Alsace region of France. Depending upon the quality of the vintage, a good Gewurztraminer can hit you with its spicy aroma the minute you open the bottle. It can be likened to a combination of straight-forward grapiness, with hints of muskiness, crispness and nutmeg, or other spicy qualities. In Alsace, the wine can have a slightly sweet finish, but it is normally very clean and dry. The better wines are labeled "Grand Cru" or "Grand Vin" and come from such towns as Bergheim, Ammerschwihr, Kayserberg and Riquewihr. The most prominent word on the label will be "Gewurztraminer."

Gewurztraminer has also fared well in California vineyards. Currently available wines worth trying range from the non-vintage Almaden (\$2.90) to almost \$5 a bottle for the ZD. For coming from such a large producer, the Almaden offers sound value. It has a slightly off-dry aftertaste sometimes found in Alsatian wines. The ZD has more complexities than usually found in a Gewurztraminer.

Others on the market and of higher quality are the 1974 Simi of Alexander Valley, 1974 Mirassou Harvest selection, 1974 Sterling, 1974 Husch and 1974 Wente. Their prices range from \$3.75 to \$5.00.

Roses are often laughed at for being nothing more than high-priced pop wines. But it isn't always the case. Some wineries take great care in producing good Roses. The best now available is the 1975 Ste. Michelle Grenache Rose. This wine comes from Washington State and has fared well in several tasting competitions. It has

good color and an excellent, lingering aftertaste. And you'll like the price: under \$3.00. The wine is similar to some of the better wines of the Tavel area of France, where the Grenache grape flourishes and produces sound, drinkable wines.

Robert Mondavi produces a very consistent Gamay Rose and the 1975 falls in with its predecessors from the past four vintages. His Roses sometimes have a little "spritzig," or light, natural carbonation quality to them. They are almost always fruitier and livelier than Roses dumped on the market by the larger Napa Valley establishments. Beaulieu Vineyard, up the road from Mondavi, has a very drinkable 1974 Rose on the market. The 1975 should be around soon. The BV has good balance, some character and a slightly off-dry aftertaste.

Good young wines from Beaujolais also go well on a summer afternoon or evening because of their fruity, refreshing characteristics and because it is quite all right to serve them slightly chilled. The wines of Beaujolais, with a few exceptions, are made to be quaffed when young and a slight chilling seems to help bring out their zesty qualities and also take some of the edge off their brashness.

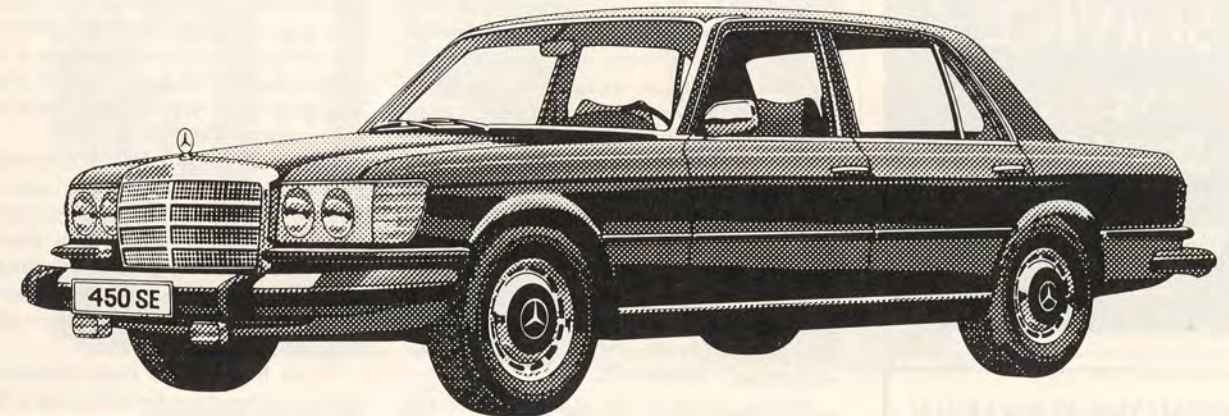
Several of the major shippers such as Louis Jadot have good Beaujolais wines on the retail shelves. Prices range from \$3.25 to more than \$6.00. A good Beaujolais-Village, from a specific area of the region, can be found for \$4.50 or so. But don't get one that is more than four years old or you will be taking a chance on getting something that has either been on your retailer's shelf for three years or is part of a shipper's distress sale. There are exceptions, as there are to almost everything there is to say about wine.

Gewurztraminers go well with the spicier cold dishes that would destroy a Chardonnay or Johannisberg Riesling. A personal favorite is Gewurztraminer with several types of imported sausage and cheeses, with a pear or apple chaser.

Roses go with almost anything. Their lightness can help offset the heaviness of a sandwich tray or cracker-and-cheese stuffing session.

Beaujolais wines hold their own with the spicier dishes. They are at their best in a picnic setting, with hunks of bread, cheese and sausage.

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# DINING WITH DUKE

by Duke Marston

So many restaurants are opening in San Diego each month that it is almost impossible to visit them all much less dine often enough to give them an adequate review. Since my last column at least five major restaurants have opened their doors to the public and several more are scheduled to be functioning by the time you read this.

The largest of these is **Jacob Taylor's 1880 Bar & Grill**, located on Via de la Valle just east of Interstate 5 in Del Mar. It is an attempt at recreating an 1880's Seaside Resort and features four separate dining areas on two floors plus a cocktail lounge. The decor is well done. Photos and paintings of the era adorn the walls, live greenery and fresh flowers abound and each area of the restaurant has its own charm.

Although it has been open only since the end of April, its popularity seems assured. The dinner menu is an excellent mix of beef and seafood with lamb, chicken and veal also offered. Each entree has its own style and comes with management's idea of the correct accompaniments—not the same for each dish.

Prices seem a bit steep, but if the quality of the food equals the imaginativeness of the menu a dinner here will be worth the tariff.

The lunch menu provides a more limited offering with sandwiches, salads, and omelettes the bill of fare. One feature is a daily special, with soup, for \$2.25. An attractive price these days.

All luncheon entrees were artfully prepared and served with an excellently edible fresh fruit garnish. Portions appear a bit smaller since opening, especially the omelettes, but are still plentiful.

I will report more fully when I have a chance to sample the frankly exciting dinner menu and to determine if minor flaws discovered on my previous visits are one-time happenings. The Del Mar—Rancho Santa Fe area appears to have a winner here, because management seems concerned about making things right.

Two restaurants have just opened featuring table d'hote (fixed menu) and prix fixe (set price) dinners.

I have not yet visited **Christian's** in La Mesa (featuring Danish cuisine) although I have heard good reports from friends who respect fine dining.

I was able to attend the pre-opening critique dinner which the conscientious owners of **Mon Ami** held recently. June Berridge and Wanda Hames are

two ladies fulfilling a lifetime ambition—their own restaurant. Located in the Mercado del Sol Shopping Center just north of Del Mar on Highway 101, the restaurant is tucked in a rear corner on the ground floor of the center. Final decorating touches were still being applied the night of my visit but I am told the comparative starkness will have disappeared by the time my words reach print.

The menu features a selection of sausages, a terrine and a pate as an opening course. A fresh, hot loaf of bread and fresh butter are served at this time. The guests at our table found the terrine excellent, the pate a bit too coarse and the sausages above average. Guests are invited to partake of one or a sampling of the above.

Cart service is used throughout and we were next presented our salad course. Three greens plus mushrooms, broccoli and leeks with a choice of roquefort or vinaigrette dressings are the offerings. The roquefort seems too strong to be served before the entree as it masks almost any wine.

Then follows the main course, a selection of beef tenderloin cooked fondue style to your order and lobster sauteed in a garlic butter and herb sauce. Six sauces are provided to accompany the meat—a bearnaise, curry-pineapple, chutney, horseradish, *normande* (apple brandy, apples and cream) and *bordeleise*. All were good, none outstanding. Unsalted butter is used in all cooking which I felt resulted in very bland food not fully saved by the sauces. The ingredients are of the highest quality, however, and I am sure that adjustments will be made as the restaurant progresses. Guests may select the portion which suits their appetite, a true bonus.

The meal is concluded with a selection of cheeses, fruits and warmed plum wine, the latter a delightful alternative to the common sherry or port often proffered.

The wine selections have been carefully thought out and are priced such as to encourage all diners to enjoy fine wines with their dinners. The house wines are three excellent West Coast selections (by fifth, tenth or glass, not poured from a screw-top gallon jug) at a price that affords two different selections for each party. The extensive California and imported selections cover all ranges of type and price.

I applaud the concept, quality of ingredients and the wine list.



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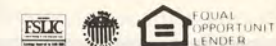
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# SHOCK

"Critics claim that electroshock, a technique that involves jolting the brain with an electric current, causes distortion, unwanted behavioral changes, memory loss, intellectual impairment, brain damage and even death."

by Steve Kowitz

*"The Shock Shop, Mr. McMurphy, is jargon for the EST machine, the Electro Shock Therapy. A device that might be said to do the work of the sleeping pill, the electric chair, and the torture rack. It's a clever little procedure, simple, quick, nearly painless it happens so fast, but no one ever wants another one. Ever."*

*—One Flew Over the Cuckoo's Nest.*

She refused to grant them permission to give her son electroshock. The hospital sought out her husband—he hadn't seen the boy in five years—got him to sign the papers, and went ahead with the treatments.

A community health counselor at University Hospital in La Jolla recently saw a young woman who had been in and out of psychiatric wards for eleven years without ever receiving anything vaguely resembling therapy or counseling. She had been treated exclusively with drugs and electroshock.

"That's common practice," the health counselor remarked. "First they drug you into insensibility, then they shock the affect out of you. It's used very sparingly here, but it's common knowledge that at some hospitals they give shock to any patient they consider a pest. There's a private hospital in the area where they line them up like peanuts for ECT. It's a racket."

If California Assembly Bill 1032 is not completely emasculated by proposed amendments, electroshock devices may eventually take their place alongside the trepan, the dunking stool and the stake in the Museum of Curious Cures of the Past.

The bill, sponsored by Assemblyman John Vasconcellos, a Santa Clara Democrat, replaces the controversial Vasconcellos Act recently struck down by the 4th Appellate Court in San Diego. That law would have made it mandatory for a psychiatrist to attempt all other therapies before resorting to elec-

troshock and would have required, in most cases, both the informed consent of the patient and the agreement of a panel of three psychiatrists or neurosurgeons that electroconvulsive therapy (ECT) is "critically needed for the welfare of the patient." Doctors would have had to explain all the risks of shock treatments and would have been forbidden under any circumstances to perform lobotomy and similar brain-destructive operations without the patient's informed consent.

The law asserted that any physician who violates the ECT and psychosurgery requirement "shall be subject to a civil penalty of no more than \$10,000 for each violation and revocation of license, or both."

Supported by the Network Against Psychiatric Assault (NAPA), a group of former mental patients, mental health workers and maverick doctors, the law was hardly on the books when doctors Gary Aden and M. Brent Campbell of Mesa Vista Hospital persuaded Superior Court Judge Charles Froelich to issue a temporary restraining order. The doctors challenged the law's constitutionality and claimed that it infringes on their right to treat their patients without government interference.

A group of psychiatrists led by Dr. Aden and Dr. Leonard Cammer of New York organized the American Society for Electrotherapy in an attempt to muster professional support to fight the California law and similar legislation proposed in other states. The group is headquartered in San Diego.

In April, the court ruled that the language of the law was vague and that the review by a panel of physicians of a decision made voluntarily by a competent patient constituted invasion of privacy.

The present bill, tailored to meet these objections, recently passed out of the assembly without any trouble and was scheduled to be heard by the senate sometime in June.

The bill would require only one consulting psychiatrist's agreement that shock is necessary, and then only for involuntarily committed patients. The penalty for violation would be reduced to \$5000.

The law "tied it all up in red tape," according to Ralph Witcraft of San Diego Mental Health Services. "To my knowledge, shock treatments have come to a halt in San Diego."

The controversy over electroconvulsive therapy, more commonly known as electroshock, is not a new one. It has been brewing ever since the technique was introduced in 1938 by Ugo Cerletti, professor of psychiatry at the University of Rome. Having observed hogs being shocked in a slaughterhouse, Dr. Cerletti decided to try it on humans. His first subject, a vagrant sent to him by the police, is recorded by Dr. Cerletti to have cried out before his second jolt, "Not another one! It's deadly!" After that, even Cerletti is reported to have had grave doubts about its continued use.

Critics claim that electroshock, a technique that involves jolting the brain with an electric current and producing a *grand mal* seizure similar to the ones experienced by epileptics, causes disorientation, unwanted behavioral changes, memory loss, intellectual impairment, brain damage, and even death. They claim that it is often administered as punishment rather than as therapy, that it is a dangerous and terrifying procedure, and that, although it is of great economical benefit to psychiatrists, it is of only questionable therapeutic value.

In a letter to Assemblyman Vasconcellos, San Diego doctors Thomas Rusk and Randolph Read note that, "It is no secret that psychiatrists who heavily use ECT . . . frequently have incomes in excess of \$100,000 to \$200,000 per year."

The orthodox psychiatric community, on the other hand, regards ECT as a highly useful but commonly misun-

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"They wrap this sheet around you and strap you down. Then they shock you. It's like a dark curtain comes over your eyes. There's no pain, just fear. It's like going to the electric chair or gas chamber."

derstood "treatment modality." For psychotic and acute suicidal depression, as well as for certain forms of schizophrenia, it is considered "treatment of choice." They claim there is no evidence that electroshock damages the brain, and they insist that the memory of ECT patients is only temporarily impaired.

Dr. Larry Squires of UCSD has recently published the results of an experiment purporting to demonstrate what psychiatrists have long maintained—that electroconvulsive therapy patients substantially recover their memories shortly after treatment has ended. Dr. Squires is quoted as saying that he can find "no complaint against the use of ECT."

Apparently, however, Dr. Squires' experimental subjects don't agree with him. He reports that 65% of the ones who underwent bilateral ECT—the most common form of electroshock—continue to complain of memory impairment.

One ex-patient who received shock treatments twenty years ago in Agnew and Camarillo State Hospitals also disagrees with Dr. Squires, and insists that many of his early memories are gone for good.

Eli is 39 now, a guitar-strumming poet with a blond beard, one earring, and a mellow, subterranean laugh. He talks about his experiences in a restrained, contemplative voice. He has been in and out of correctional institutions since his youth. The word "out-cast" is tattooed over his heart.

When he was 18, Eli was busted for auto theft and sent to Agnew State Hospital. Like McMurphy, Ken Kesey's protagonist in *One Flew Over the Cuckoo's Nest*, he figured he was beating the rap. But at Agnew he got into one too many fights. They gave him electroshock. He says his folks were tricked into giving their consent; they signed a paper that gave the hospital permission to perform whatever treatment they thought necessary. He was given 28 treatments.

"My childhood is all gone. I can't remember back in my childhood and feel things. You know how you remember back in your childhood and feel things—well I can't do any of that. I'm just stuck out here like a Buddha with no past experiences. It dusted my past."

He is silent for a moment. Coughs into his fist. Filtered through the blood-red curtains of his Ocean Beach apartment, the afternoon light throws an orange glow across the room. There are incidents of his youth that he knows happened only because he was told they happened. Other incidents he remembers only in part.

"Sure, I can remember the pictures, but I can't remember the experience, how it felt to be a child. That's what the poem is. I can't write any poems about my childhood because I don't have that."

Eli's concern for the loss of his past is not unusual among ECT recipients. In 1971, Ernest Hemingway complained bitterly that his memory had been destroyed by electroshock treatments and that he was ruined as a writer. A month after undergoing a second series of treatments Hemingway killed himself.

Dr. Thaddeus Kostrubala, a psychiatrist with Mercy Hospital, says that "ECT can be a lifesaver," but adds that it has not always been administered judiciously in the past. "Where you're dealing with the memory you're involved with an extra-ordinarily complex subject. You're dealing with an area that borders on the metaphysical."

A writer himself—his first book, about the joys of running, will be published by Lippincott in the fall—, Dr. Kostrubala admits that Hemingway's suicide affected him deeply. He questions the use of ECT for conditions that are less than critical. "Who's to say that depression and even some degree of disorientation aren't normal human responses. Maybe they're even useful. Maybe they can lead to periods of creativity."

If Hemingway's suicide was to some degree a result of his treatments, others have been suspected of killing themselves from the sheer terror of impending shock treatment.

Dr. Leonard Cammer, cochairman of the American Society for Electrotherapy, and an outspoken advocate of ECT, is the author of a popular book, *Up From Depression*, which gives the following advice for dealing with a relative's pretreatment fear:

"Skirt away from the subject of treatment. If your relative brings it up, change it as gradually as possible. Or

you might say, 'Why discuss it now? Let's see how you feel when you have to go.' Thereafter mention it only once, on the day of the treatment and as close to the appointment time as possible."

Just the thing to set the depressed mind at rest.

When Eli recalls his shock experiences twenty years ago it sends a shiver up his back. "On shock day it goes on till one, two o'clock in the afternoon. I can remember standing in that room bullshitting to keep your mind off the fear. Then they call your name and you put your shoes outside the door. There are four or five nurses and the doctor. He's dressed in black. And Big Nurse—you know like in the *Cuckoo's Nest*—the big redheaded nurse. Always got one of them, man."

"They wrap this sheet around you. They spreadleagle you on the floor, strap you down. Then they shock you. It's like a dark curtain comes over your eyes. There's no pain, just fear. The fear is real. It's like going to the electric chair or gas chamber."

"When you wake up your body stiffens and goes into an arch and then it starts bucking. You start spitting out the sides of your mouth. Like spasms. You wet your pants. Lot of people shit in their pants. Lot of people vomit. All kinds of involuntary things happen to you. Every muscle in your body goes through this terrible thing—this convulsion."

Dr. John Friedberg, the leading medical advocate of the new California legislation, claims in a recent article in "Psychology Today" that, "The death rate from ECT runs about 1 per 1000 patients, with one-fifth of these deaths directly due to brain damage."

Dr. Freidberg, NAPA and the Church of Scientology, one of the few national organizations that has actively opposed electroshock, claim that the medical malpractice insurance rates are appreciably higher for psychiatrists who use the treatment.

Dr. Kostrubala believes that when properly administered, ECT therapy is relatively safe, but notes that metrazol and insulin shock therapy were discontinued because "they killed too many people."

According to Allen Snyder, a San Diego attorney with Legal Aid, under both the new bill and the law as it now stands, patients who are "incapable" of giving informed consent are at the

"If Hemingway's suicide was to some degree a result of his treatments, others have been suspected of killing themselves from the sheer terror of impending shock treatment."

mercy of the courts, the hospitals and the "conservators" who are appointed to act in their behalf. Mr. Snyder claims that the conservators often represent the hospitals more than they do the patients.

Furthermore, he points out, hospital administrators can deny patients their rights—including the right to refuse electroshock—under certain conditions. A patient's right can be denied, for example, if granting it would "be dangerous for the patient." A recent proposal by the Council of Local Health Directors would substitute for "dangerous" the word "detrimental," a term eloquently characterized by the San Diego Mental Health Director as "a weasel word." The counsel for the State Department of Mental Health rejected the proposal, but the fact that it was suggested in the first place gives some indication that doctors and hospital administrators will not take the curtailment of their powers without a struggle.

The Vasconcellos Law is not an isolated assault on psychiatric authority, but the latest of a number of recent statutes attacking a variety of psychiatric practices. Behavior modification, operant conditioning, aversive therapy and other forms of "behavioral engineering" have also been coming under the judicial and legislative gun.

As for electroshock, it might be the beginning of the end.

"The empirical results of electric shock therapy are impressive," writes James Hamilton, M.D. "Today hundreds of thousands of people are leading normal, productive lives, thanks to electric shock therapy."

"Miss Huey began to talk in a low, soothing voice, smoothing the salve on my temples and fitting the small electric buttons on either side of my head. 'You'll be perfectly all right, you won't feel a thing, just bite down...' And she set something on my tongue and in panic I bit down, and darkness wiped me out like chalk on a blackboard," wrote Sylvia Plath in *The Bell Jar*.

"I can't say how much I lost because I don't know what was there," a Mr. Jerome Ford wrote in a statement for NAPA.

"What you have to keep in mind," says Dr. Thaddeus Kostrubala, "is that electroshock is treatment, not therapy. Therapy comes from a Greek word meaning service. You treat wood." ■

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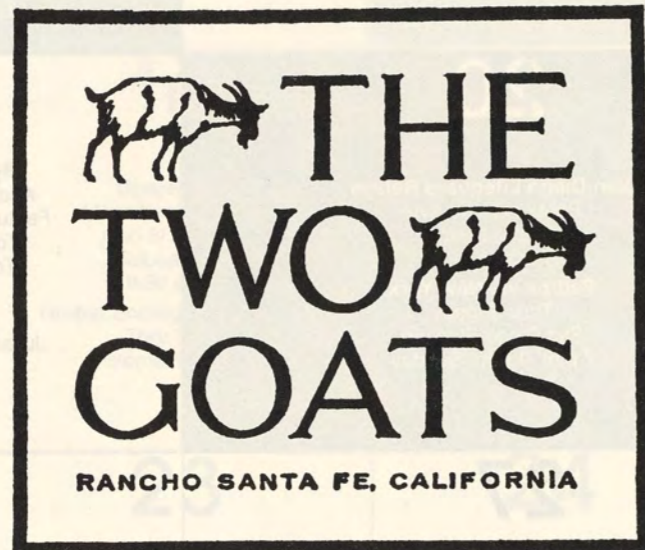
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p><b>1</b></p> <p><b>Art Show</b> Featuring Olaf Wieghorst Thru 8/29 &amp; <b>Bauhaus Color</b> Thru 9/19 Fine Arts Gallery Balboa Park</p>	<p><b>2</b></p> <p><b>'Basically Baroque'</b> Chamber music Old Globe Theatre Balboa Park 8:30 p.m.</p>	<p><b>3</b></p> <p><b>Personal Adornment</b> From N. &amp; S. America, India, New Guinea, Africa &amp; Malaysia Bozzarius Trading Co. Del Mar 8/1-31</p>	<p><b>4</b></p> <p><b>Breakers vs. Phoenix</b> Pro volleyball Sports Arena 7:30 p.m.</p> <p><b>'Our Sun the Star'</b> Reuben H. Fleet Space Theatre Balboa Park Open run</p>	<p><b>5</b></p> <p><b>Padres vs. Houston</b> Thru Sunday San Diego Stadium 7 p.m./1 p.m. Sunday</p> <p><b>Friars vs. Golden Gate</b> Sports Arena 7:30 p.m.</p>	<p><b>6</b></p> <p><b>'No Sex Please, We're British'</b> North County Community Theatre 8/6-7, 13-14 8 p.m.</p>	<p><b>7</b></p> <p><b>Symphony on the Green</b> 'Porgy and Bess' John Green conducts Rancho Bernardo Golf Club 8 p.m.</p> <p><b>Jewel Ball</b> Sponsored by Las Patronas La Jolla Beach and Tennis Club</p> <p><b>Paul Williams in Concert</b> Civic Theatre 8 p.m.</p> <p><b>Padres vs. Houston</b> Old Timers Game San Diego Stadium 7 p.m.</p>
<p><b>8</b></p> <p><b>Padres vs. Houston</b> San Diego Stadium 1 p.m.</p> <p><b>'Festival U.S.A.'</b> Flag pageant and music Organ Pavillion Balboa Park</p>	<p><b>9</b></p> <p><b>'Within the Wooden O'</b> From Shakespeare to Shaw in speech and song Old Globe Theatre Balboa Park 8:30 p.m.</p>	<p><b>10</b></p> <p><b>Festival of Arts &amp; Pageant of the Masters</b> Bicentennial Special Irvine Bowl, Laguna Beach noon-11:30 p.m. 7/16-8/29</p>	<p><b>11</b></p> <p><b>Breakers vs. Tucson</b> Pro volleyball Sports Arena 7:30 p.m.</p>	<p><b>12</b></p> <p><b>Arts and Crafts Fair</b> Sports Arena parking lot Thru Sat.</p> <p><b>Friars vs. Los Angeles</b> Sports Arena 7:30 p.m.</p>	<p><b>13</b></p> <p><b>San Diego No. American Indian</b> Arts &amp; Crafts Show &amp; Sale Convention Center/Plaza Hall 8/13, 14 &amp; 15</p> <p><b>'Sounds of Summer'</b> San Diego Symphony SDSU Open Air Theater 8 p.m.</p>	<p><b>14</b></p> <p><b>Melodramas</b> Patio Playhouse, Escondido Fridays &amp; Saturdays 8/13-28 8 p.m.</p> <p><b>Philippine Fiesta</b> Today and tomorrow Balboa Park</p> <p><b>America's Finest City Week</b> 8/14-22 Bathtub race Tomorrow at Crown Point</p>
<p><b>15</b></p> <p><b>'The Classics'</b> Classic cars, jewels by Bulgari, and classic La Jolla homes Benefits La Jolla Chamber Music Society</p> <p><b>'Tournament of Fun'</b> Benefit golf tournament Wm. Gargan Cancer Fund La Costa 11 a.m.</p>	<p><b>16</b></p> <p><b>'Opera Duo'</b> Mozart and Purcell Also 8/23 &amp; 30 Balboa Park 8:30 p.m.</p> <p><b>Global Ecology Workshop</b> Thru 8/27 Palomar College</p>	<p><b>17</b></p> <p><b>'North, East, West, South and Middle'</b> Invitational drawing exhibition La Jolla Museum of Contemporary Art 7/31-9/12</p>	<p><b>18</b></p> <p><b>Shakespeare Festival</b> Tuesday thru Sunday Closes 9/18 Old Globe Theatre Balboa Park Call theatre for schedule of performances</p>	<p><b>19</b></p> <p><b>'The Sound of Music'</b> Starlight Opera Balboa Park Bowl Thru 8/29 8:30 p.m.</p> <p><b>Breakers vs. Tucson</b> Sports Arena 7:30 p.m.</p>	<p><b>20</b></p> <p><b>San Diego Lifeguard Relays</b> Foot of Grand Ave. Pacific Beach 5:30 p.m.</p> <p><b>Padres vs. New York</b> Thru Sunday San Diego Stadium 7 p.m./1 p.m. Sunday</p>	<p><b>21</b></p> <p><b>Symphony on the Green</b> Andre Kostelanetz conducting Featuring a fireworks spectacular Tonight: Rancho Bernardo Tomorrow night: La Costa 8 p.m.</p> <p><b>Weeds is art . . . ?</b> Julian Weed Show and Art Mart Julian Town Hall Thru 9/6</p>
<p><b>22</b></p> <p><b>Vikki Carr</b> In Concert Civic Theatre 7:30 p.m.</p> <p><b>Padres vs. New York</b> Camera Day San Diego Stadium 1 p.m.</p>	<p><b>23</b></p> <p><b>'Design through Photography'</b> Photo workshop Thru 9/3 Palomar College</p> <p><b>Padres vs. Pittsburgh</b> Thru Wednesday Tonight: Family bargain night San Diego Stadium 7 p.m.</p>	<p><b>24</b></p> <p><b>Thoroughbred Racing</b> Del Mar Fairgrounds Wed. thru Mon. Thru Sept. 15</p>	<p><b>25</b></p> <p><b>'Rivers of North America'</b> Reuben H. Fleet Space Theatre Balboa Park Open Run</p>	<p><b>26</b></p> <p><b>Art Auction</b> Featuring local artists &amp; Wine and cheese tasting G.I.R.L.S. benefit omas Santa Fe Country Club</p>	<p><b>27</b></p> <p><b>Padres vs. Montreal</b> Through Sunday San Diego Stadium 7 p.m./1 p.m. Sunday</p>	<p><b>28</b></p> <p><b>Slow and steady . . .</b> San Diego Turtle and Tortoise Show Majorca Room, Casa del Prado Balboa Park noon-5 p.m. today 10:30 a.m.-5 p.m. Sunday</p>
<p><b>29</b></p> <p><b>Israel Philharmonic</b> Civic Theatre 7 p.m.</p> <p><b>Padres vs. Montreal</b> San Diego Stadium 1 p.m.</p>	<p><b>30</b></p> <p><b>Jr. Golf Tournament</b> Evening Tribune County Medal Play Championship Balboa Park Golf Course Thru 9/3 9 a.m.</p>	<p><b>31</b></p> <p><b>'Women in Photography'</b> Photos from outstanding women photographers Fine Arts Gallery Balboa Park 8/28-9/10</p>			<p><b>AUGUST CALENDAR</b></p>	

Vikki Carr . . . 8/22 "The Classics" . . . 8/15

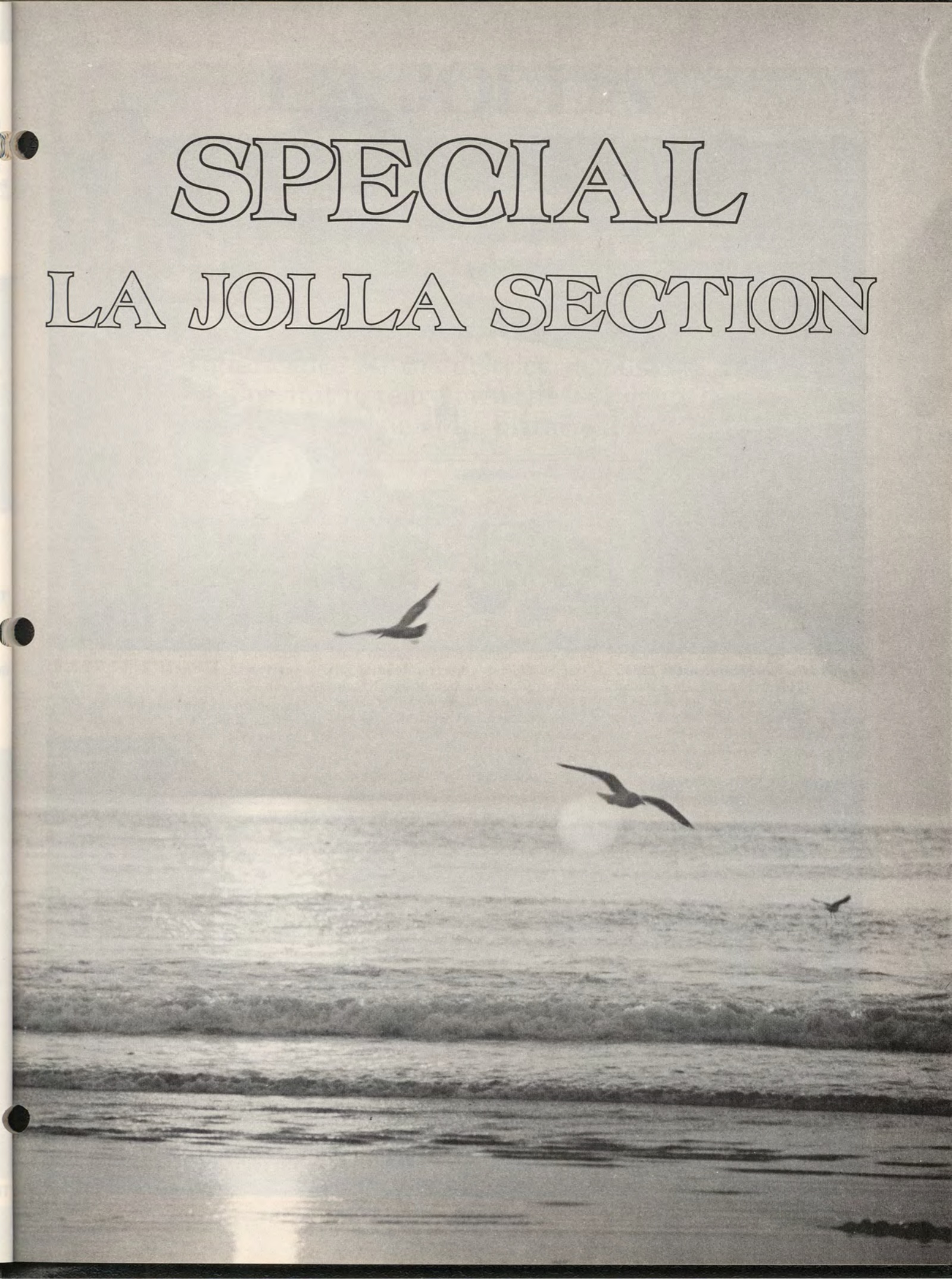
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SPECIAL  
LA JOLLA SECTION



# LA JOLLA DEVELOPERS WIN HISTORY LOSES

"Before the state commission arrived at its decision on [the historical significance of] the district, developer Don Allison was granted a permit to tear down the Tyrolean Terrace. The district was now minus one of its historical sites."

by David L. Robinson

Last February La Jolla's 65-year-old Tyrolean Terrace (residential and commercial cottages) was bulldozed after a temporary restraining order was lifted. At the time, the razing may not have seemed overly significant to most of San Diego, but for the majority of La Jollans it was part of a controversial, emotional struggle, which only now may be at an end, along with the chances for a planned historical district.

It is the kind of issue that other San Diego areas have been facing or will soon be facing: whether to preserve and, if so, how to preserve various historical buildings or districts.

## SAVING THE RED REST & ROOST

Though interest in historical preservation had begun much earlier in La Jolla, the actual push for recognition began in the fall of 1974 with two neighboring houses, the Red Rest and the Red Roost. The cottages, built near the turn of the century, are located along Coast Boulevard near the La Jolla Cove.

Architect Tony Ciani had sought the help of the city, via the San Diego Historic Sites Board, in applying to the State Historic Resources Commission in Sacramento for eventual national acceptance of the two red houses.

The nomination was approved at the state level in September, 1975 after the commission evaluated the cottages' chances for being accepted in the National Register. The commission had concluded that the houses demonstrate "architectural uniqueness, association with significant persons or events of the past and potential archaeological value."

In November, the application was forwarded to the national level for inspection and final action.

However, opposition had been growing steadily. Ciani wasn't the owner of the Rest and Roost. Jack Heimburger was, and Heimburger had his own plans for the cottages and property—an apartment complex—which was later blocked last summer when the city refused to grant a demolition permit. Others looked to the future and realized they too might be affected. The idea of historical salvation, a relatively new topic, now became of greater interest.

## DISTRICT RECOGNITION SOUGHT

Soon after the state application was approved and sent on to Washington, Ciani and his supporters finalized plans for an overall historical district.

The district was to include an area with as many historical buildings and landmarks (i.e., foot bridges and street lights) as possible while limiting the non-historical structures. They wanted to see it done correctly, so Ciani worked with the staff members at the state commission.

"It's a democratic form of architecture," Ciani said of the structures. "It represents La Jolla's earliest development. They were individualistic houses then, appreciated by some of the best architects of the time. From these various buildings, some of the most contemporary designs of today derived their significance."

Adds Eugene Ray, La Jolla resident and SDSU professor of environmental design: "The district is important in terms of being the focus of La Jolla's evolution. I think it is the foundation of La Jolla's spirit."

The boundary of the proposed district zig-zagged along Coast Boulevard, Prospect Street, Prospect Place and Torrey Pines Road.

Included in the district were the Tyrolean Terrace, the Green Dragon Colony (which includes Anna Held's house, designed by noted architect, Irving Gill), the Brocton Villa, Sunny Jim's Cave, La Jolla Cave Curio Shop, Coast Walk, additional old private homes and certain landmarks.

The same procedure was begun: filing to the state historical commission, approval by a state historical preservation officer, then possible acceptance by the National Park Service in Washington, and inclusion on the National Register.

Before the state commission arrived at its decision on the district, however, developer Don Allison was finally granted a permit to tear down the Tyrolean Terrace. The district was now minus one of its historical sites.

At a March meeting the commission maintained that they had received numerous letters on the growing debate. Most had asked for additional community reaction before the commission made recommendations to the national office.

Ciani realized that the plan itself was complex, with many people unaware of certain points.

"In such a plan," he said, "you can have buildings with no historical significance and they aren't considered intrusions. As long as they are compatible in scale, they are considered background in nature. If they are out of scale, however, they are intrusions, and if they become the major part of the district, then the district doesn't have any integrity."



The Red Rest and Red Roost in 1894 . . .

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*Bath House, La Jolla, Cal. Sunday Aug. 26, 1906. 11:40 AM*  
 The La Jolla Bath House at the Cove. In addition to dressing rooms, the bath house contained a bowling alley, a pool hall, a small plunge, a confectionery and a cafe.



The La Jolla Cove, 1976.  
 22 | JULY 1976

“Everybody who came down here to look at the district was completely behind it, then a week before the meeting some kind of pressure was applied.”

The background buildings, he maintained, were there to allow the historic buildings to stand out.

“When you form a district, it is a good idea not to have everything a key or primary position within the district. It’s like creating a painting; you need some background. It’s a very subtle thing.”

#### DEVELOPER FIGHTS PLAN

Obviously others viewed this concept in a different light. In a letter to the Historical Resources Commission, Allison rejected the validity of background buildings.

He felt it was an impure district, noting that “the application contains a listing of 20 ‘background buildings’ of which no claim of historical or architectural significance is made.”

Allison further pointed out that with construction soon to begin on the site of the “former Tyrolean Terrace, the placing of a structure that is under construction on any list of historical properties would make a mockery of the word historical.”

He claimed that many of the buildings had been “virtually destroyed or replaced.”

Neither were the local organizations sure this was a proper historic district.

Timothy Allar of the La Jolla Historical Society felt that the plan had left out a great many historical sites in other parts of town, and stressed that preservation should be approached on an individual basis rather than “by blanketing in whole areas.”

The Town Council, an advisory rather than a legislative group, offered a neutral opinion of the proposal.

According to one member, the minutes read, “The Town Council takes no position on the planned historical district until we find out the exact implications of what designation as an historical district entails.”

“We did vote that the Coast Walk itself go into the National Register,” says Helene Henkel of the council. “But when it came to the various buildings, there was a split vote. And we felt we didn’t have enough information on tax breaks and other aspects.”

Then in April the National Parks Service in Washington finally voted to approve the nomination of the Red Rest and Red Roost to the National Register. It was the last step. This success seemed a good indicator for the entire Old La Jolla District.

However, one of the apparent problems the commission noted was La Jolla’s confusion over what inclusion on the National Register meant. A definition was provided.

Of primary importance, they stated, the register was not intended to affect the basic property rights of any owner. Any mediation would occur only where federal funds would be used to alter the property.

Supposed bonuses of the register were that owners could obtain matching funds from the government to preserve, restore and acquire property of historical significance. It also qualified property owners for federally guaranteed loans for properties listed in the register, under the Emergency Home Purchase Assistance Act.

And it “protected” property owners in the district from federally licensed projects involving historic land alterations without prior environmental review.

Nevertheless, because of the community’s uncertainty, the state commission agreed to send a subcommittee of members to take a tour in early March. Joining them on the historic walk were Bob Mosher (whose family owns the Green Dragon Colony), John Shelton, a geographical consultant and opponent of the district, and Ciani.

After the tour it seemed the subcommittee was in favor of the district, that it did measure up to National Register standards and the feeling was that the entire six-member board would endorse their recommendation at a May 6 meeting in Sacramento.

Afterwards, at a community gathering, opinions were again strongly expressed. Those favoring the district believed it to be in keeping with the historical districts of the La Jolla Community Plan, and repeated their concern for historical preservation.

Allison and others felt that listing in the register would hamper use of their own property by requiring environmental review of any proposed projects.

It was also felt that tax breaks would not be a strong enough incentive, and that the district had already lost some of its historical properties through alterations.

Mosher later said, “In this district there were maybe two or three buildings for which a good case could have been made for the historical register. But as far as other historical buildings

in this district . . . it’s a laugh. They got completely carried away.”

So everyone waited. And despite the opposition, Ciani felt confident enough to say just prior to the commission meeting, “We feel, and I think the state does, that these are some of the most historic buildings around today.”

#### DISTRICT APPLICATION FAILS

But on May 6 the application was turned down. The same subcommittee which had appeared favorably disposed to the plan, recommended 2-1 against accepting the plan to the full commission. It was curious that this came despite a commendation by the commission’s consulting architect that the plan was “ingenious and profound” in concept and “impeccable” in its research.

“I don’t even know if there is a process of appeal or not,” Ciani said on his return from Sacramento. “Just what to do is beyond me.”

Allison didn’t seem surprised at the outcome.

“The proposal was clearly flawed,” he argued. “It lacked integrity, that’s why it wasn’t approved in Sacramento. It was definitely a product of flawed scholarship.”

The commission explained that there was no precedent for such a district because this one included such a diverse area.

To Allison the matter was finished; there was no historical district and he could proceed uninterrupted with development of the Tyrolean Terrace. When pressed for comment after the commission’s decision, he said simply, “It’s a dead issue now. There is no news value in this.”

That is clearly a matter of perspective. For despite the defeat of the Old La Jolla District, the issues basic to such a campaign have not changed.

The issue of the historical district has been complex from the beginning. Though some critics have complained that certain of the buildings have no historical relevance or that each should be decided on its own merits, the underlying concern to most is that property owners would be required to pass some kind of environmental review before a building project on historical property is begun. There is that loss of property right.

Even though the register does not rob owners of any basic right, there are



La Jolla Hotel circa 1894. The hotel burned to the ground in 1896, leaving behind a mystery—no one seems to know where the old hotel was located.

“Entire neighborhoods should be saved so the flavor of the community will be revitalized and maintained if we are to have any heritage left for future generations.”

still the environmental groups which would consider listing in the register reason to carefully watch any building projects.

“In my opinion most people weren’t opposed to the district itself,” Allison says, “but rather to the encumbrances that registration puts on the property owner, due to the environmental quality law and coastal regulations. It places restrictions on the use of property. Once it’s considered an historical site, it causes the property owner to come under certain hardships.”

Allison pointed out that according to pending legislation (SB 1514) no similar application to register will be accepted by the state without the consent of the individual property owners

and he added, “I support that bill completely.”

Ciani concedes that the Coastal Commission and environmental groups would tser look at potential development of historical sites, but justifies this on the basis of conservation and historical concern.

“Why are these certain people more interested in developing the land, more than making money? They don’t want to sell the land, they don’t want to lease it, in doing so making the maximum profit. There is something more, the need to actually develop the land.

“Something should be done to plan for the future of La Jolla on a long-range basis as opposed to the short-run view of developers. All we were looking for is a simple recognition of the area.”

Mosher maintains that he and others weren’t anti-historical, but possibly more pro-individual rights.

“It comes down to what your basic beliefs are,” he says, “in terms of the constitution. There are certain rights to do what you want with your own property. Then, making certain houses historic without your permission infringes upon your rights.”

Ray acknowledges this difference in beliefs. “The biggest issue here is money; it boils down to dollars and cents. I’m from New Orleans. The people there relished having their houses designated as historical sites.”

#### PROPOSERS CITE POLITICAL PRESSURE

According to some, it has not been a pleasant disagreement. One proponent of the district, who asked not to be named (citing the extreme resistance he and others have already come up against) says there is definitely a “bad feeling” loose in La Jolla’s air because of the recent struggle.

“The district got shot down,” he said, “and it’s all been politics from the beginning. It’s been demoralizing to save

some of these landmarks, then see that people are into such political pressure.”

Political pressure, he explained, referred to the pressure exerted by some of the property owners and opponents on other owners and tenants, a pressure which eventually extended to the commission meeting.

“Everybody who came down here to look at the district was completely behind it,” he says. “Then a week before the meeting some kind of pressure was applied.”

Ciani also feels that pressure was utilized, with local people prodding the legislators, which in turn affected the commission’s decision.

“There have been many young people working on this,” Ray says, “and it’s sad that some of the older citizens have been suspicious. It’s also sad that La Jolla’s Historical Society was against the district.”

The commission rejected the claim of politics and pressure, subtle or otherwise. And so did Mosher, insisting that everyone worked on an individual basis, according to their own interest.

“I can’t imagine there could have been any involvement like that,” he maintained. “I was in on the whole thing, everybody was acting in sincerity and honest concern. If there was anything else going on, it was hidden.”

What is evident, however, is that the concept of historical preservation is sure to come up again in La Jolla and elsewhere. There will be others seeking such an all-embracing type of district, regardless of the potential anger of opponents.

What is the solution to such preservation? Allison and other district opponents hint vaguely at saving the more significant historical properties. Mosher feels the answer doesn’t lie in “freezing certain sections of the community,” but rather in undertaking projects “which keep in the spirit of La Jolla,” which doesn’t necessarily refer to preserving old landmarks.

Of course, if bill 1514 becomes law, the matter will be up to each individual property owner. The chances for such a district, or even salvation of single houses, would be extremely remote.

So for now, those La Jollans involved in the “Old La Jolla District” contest, are either sitting back, looking for new moves or expressing contentment as the winners.

But what about Tony Ciani, the brash young man who caused much of this ruckus?

“The answer,” he says now, “is that it’s got to be a team effort, to include both property owners and support from the community, and various public agencies. Entire neighborhoods should be saved, so the flavor of the community will be revitalized and maintained if we are to have any heritage left for future generations.” ■



Historical Collection, Title Insurance and Trust

The Tyrolean Apartments and Green Dragon Colony in 1915. The Tyrolean Terrace was torn down earlier this year.



The Green Dragon colony today, looking from Coast Boulevard.

# IN SEARCH OF A BARGAIN LA JOLLA HOME

"You may not like death watch at hospitals, morgues and reading the obits daily to find real estate bargains before someone else does, but bargain-hunters of La Jolla do these things."

by Anne D'Arcy

I wandered into a real estate office on Ivanhoe Street near Wall St. in La Jolla. A salesman there told me that in La Jolla 30 per cent of the single family homes sell for under \$100,000. Forty per cent go for \$100-\$150 thousand, 15 per cent \$150-\$200 thousand, and 10 per cent sell for \$200-\$250 thousand. The remaining five per cent are priced above \$250,000.

I picked up a copy of the La Jolla Light and went through the classified ads. There were many homes priced in the \$65,000 range in La Jolla. Most were in the Birdrock or Hermosa area, the south part of La Jolla. Some of the homes just under \$100,000 offered polished stone floors (from Death Valley) and rooms that were "wrapped around" a pool. The most-often advertised reason for sale was "family transferred."

A four-bedroom, three-bath home was for sale by Coldwell Banker priced at \$83,500 in the University City area near La Jolla. Another home, three-bedroom, near the La Jolla YMCA, the university and bus lines, was priced at \$85,900. La Jolla Shores runs from \$97,500 up with many homes priced around \$170,000.

It's getting harder and harder to find a bargain in La Jolla. An employee of a magazine told me she purchased her beautiful La Jolla home in 1965 for a mere \$25,000. Today, it has been appraised at over \$65,000 and climbing. She could not afford to buy that house again today if she tried. She's still on her same secretarial salary, and her husband's salary can still only afford a \$25,000 house. If they were 25 instead of 35, and starting all over, as many have to now that one of three marriages end in divorce, there would be no

way that couple could purchase their own home again.

Why would anyone want to live in La Jolla and spend \$100,000 on a house? Families are smaller, and the professional or business couple can easily afford such a house by the beautiful beach, called "the jewel," with 80 per cent financing. Rhoda and Allen Berelson both work for the telephone company, earning \$15,000 a year salary. They work from 8 a.m. to 4:15 p.m. At night Rhoda writes children's books as a hobby and her husband writes for electronic and computer trade magazines. From this their income is raised to \$20,000 per year each, sometimes more. Together, on \$40,000 per year, they can easily afford the \$100,000 home. Both are college drop-outs. Rhoda is 29, Allen, 35. (Their names have been changed to protect their privacy.)

## NEWLYWED & NEARLY DEAD?

La Jolla homeowners have been spoken of as being the "newlywed or nearly dead." True? No. Young couples with school-age children far outnumber the widows. But 80 per cent of the widows and divorcees occupy La Jolla apartments or condos. Senior citizens pair off and often share the cost of a home purchase under the name of one family.

For example, three senior widows bought a home with three gentlemen senior friends. They pooled their savings and share a large, four-bedroom La Jolla home.

But where can you find a La Jolla home that's relatively inexpensive? Look for the two-bedroom homes that are on sizable lots suitable for a room addition or enclosed patio. A quaint doll house in La Jolla will go for well

under \$100,000. So will a fixer-upper. You're paying for the land more than the old home. Repainting a home and putting it back on the market at a much higher price is common.

## NEIGHBORHOOD IMPROVEMENTS

There are many kinds of neighborhoods in La Jolla. Take Birdrock, a community of rented homes. Do the owners themselves live there? Or do they rent out and live elsewhere? If people live in their own houses, La Jolla property values hold up high. If the houses are rented out, values go down. Homeowners care more about their homes because they have a financial stake in taking better care of the home.

Call up and find out if the neighborhood will have the streets repaired, add more bus service, plant more trees, build a center for teens, children, seniors, or build more apartments. Is the street in transition from single family homes to condos and apartment units? If so, the homes will drop in price. Look at La Jolla's capital spending program. Find out what houses are to be torn down to build apartments or condos, and on what streets, how far from the business strip?

Start knocking on La Jolla doors and ask real estate experts about who bought houses recently. Write to them. Price history from the county recorder is your business. Inquire, before you buy. In the city's public real estate records you'll find out who paid what. A buyer must register his deed by purchasing stamps representing the selling price of his home.

Look for good signs of a neighborhood. Are the property owners working toward common goals? Are

"In La Jolla, 30 per cent of the single family homes sell for under \$100,000. Forty per cent go for \$100-\$150 thousand, 15 per cent for \$150-\$200 thousand and 10 per cent sell for \$200-\$250 thousand. The remaining five per cent are priced above \$250,000."

your neighbors pressing to get more trees, views, (unblocked by high-rises), lights, better garbage collection? If they are, the mortgage lending institutions will have a better chance of getting you the financing on your terms.

Watch for La Jolla rising prices. Selling prices for unrenovated, old La Jolla houses should be going up. If the prices aren't at least holding steady, keeping pace with inflation, forget the investment.

If you buy a home in La Jolla and want to add rooms or refurbish the ravaged home in a beautiful setting, make sure you know all about building codes and restrictions. La Jolla has rules limiting new construction and changeover the outside of buildings. Always put condition over style. The house you buy should first be affordable and practical. Make sure the foundation is solid, the walls are straight, the roof beams sound. A brick or stone house is redeemable if the walls are still standing. But a wooden frame house is bad news, even if it's in beautiful La Jolla Shores. Forget it, it's not even mortgageable, let alone repairable. The land it's under is worth a fortune, though.

Renovation of an old La Jolla cottage is costly. Don't underestimate. Be prepared to spend \$49,000 on renovation for a house you buy for \$50,000.

Where else can you look to find a good bargain in a home in La Jolla? First take a look at a good business and real estate newspaper of the area, such as The Daily Transcript. Look also in the daily newspapers under "For Sale or Exchange" and "Real Estate Exchanges." This section appears with the classified ads, usually near the auction listings.

## ESTATE BARGAINS

Be sure to check the ads that read, "Estate bargains of all kinds." Check the weeklies and the Daily Transcript's section on "estate sales, court sales, bids" on real estate.

You must bring cash with you at a court auction of a house in an estate sale. Call your County Tax Assessor and County Recorder to find out where the bids are being taken and when. Check the court house, the attorneys' handling probate. One realtor checks

the obituaries for deaths, then finds out what executor or attorney is handling the estate and puts in his bid for a client. You may not like death watch at hospitals, morgues and reading the obits daily to find real estate bargains before someone else does, but bargain-hunters of La Jolla really do these things.

A woman just divorced and coming from Hawaii with her three teenage children wanted a home a block or two from the Wind-and-Sea Beach in La Jolla. She found a three-bedroom home in La Jolla that was purchased for \$36,000 in 1965. When the owner died, an elderly woman with no heirs, the house passed into probate, and then was put up in an estate sale open to public bids. The woman contacted the broker by accident. He had come to take measurements one day and she was coming out of a nearby restaurant when she casually asked if the house was up for sale. It had been vacant nearly a year.

The broker told the woman that the attorney was handling matters and taking bids on the house. He was also shopping around for financing. She sat down with the broker in the coffee shop. He told her the house had been appraised by various lending institutions at under \$100,000, and that there would be 80% financing given by about ten savings and loan associations.

She asked if there would be a prepayment penalty if she sold the house in a few years with any of the lending agencies. She asked which lending institutions had variable mortgage rates, and which had the lowest interest rates. The rates ran from 9 1/4% to 10% interest. They chose a lending institution with the lowest rates and the best offer. She didn't want any prepayment penalty because she knew she could sell the home at a profit in five years when the children would be out of the house for good. She then planned to trade the house for apartment units at a profit for herself in a tax-free exchange. She also wanted to get the lowest interest rates possible at this time, yet have a variable mortgage rate to avoid a fixed interest rate, should the rates go down. It turned out the variable rate went along with the offer of no prepayment penalty if she sold

before the mortgage was paid in full.

The woman put down 20 per cent and made a bid for the house at the appraised value. Her day in court came a few weeks later and, surprisingly, no one showed up to outbid her. She bought her dream house at dirt-cheap appraised value, without having to pay for the realtor's commission because she bought from bids at an estate sale.

She advises home seekers to ferret out houses owned by older people and see if their heirs will allow you to bid on the house if it goes into probate, or to contact La Jolla residents in their 70's and 80's to let them know you want to buy their homes, should they go into a rest or retirement home. She says the quickest way to find out about bargain homes for sale in La Jolla is through the grapevine at the senior citizens' clubs, retirement apartments and recreational facilities catering to retirees.

She bought the home, but then rented it out. "The profit the new landlord makes on the home is slight, but it's better than a savings account. In the bank, I'd pay taxes on my interest," she added. "Inflation would eat up the value of my savings account as the cost of living goes up. Because the house is my tax shelter, I pay less or no income tax for owning a rental unit. In several years I make a tax-deferred exchange to other property, and more profit will be realized," she concluded.

There are publications listing auctions, bids on repossessions and employee newsletters at large La Jolla firms which take classified ads for transferees on "house for sale." The person who is being transferred puts his house for sale there as does the individual who wants to buy up his home before it hits the market and prices go up.

Check the Sheriff's department for Sheriff's sales on mortgage foreclosures. Check the escrow companies and escrow departments of banks who handle the foreclosures. Check your friendly escrow officer at the bank or company. She/he knows first what's going to foreclose or perhaps go on sale because the former escrow fell through.

Check the classifieds of La Jolla journals and the walls and publications around the La Jolla Public Library. Notices are posted. Find out from the

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**"Renovation of an old La Jolla cottage is costly. Don't underestimate. Be prepared to spend \$49,000 on renovation for a house you buy for \$50,000."**

tax assessor and the courts when tax delinquency sales are going to be offered. Find out how you can claim a little old house in La Jolla if you pay the tax on it for five years. Check the Navy Bases. The Officers Clubs. Are there any military transfers or retirements to other states? Will they sell you their home or rent it to you with an option to buy? Can the rent be credited toward your down payment? Is there someone who will sell to you at appraised value?

**BANKRUPTCIES**

As a last resort, or refreshingly as a first plunge, find out from the Small Business Administration or from a business daily newspaper, listings of how many firms have gone bankrupt each year. You will be surprised. You can also contact the La Jolla home owner who is filing a bankruptcy. Try builders of condos, lawyers who got themselves into overextended businesses, accountants who sidetracked and purchased employment agencies, and others. Ask your attorney to ask his bankrupt clients in La Jolla to sell you their home.

Before you buy anything, learn first. Attend a few bankruptcy sales and bankruptcy proceedings in court and auctions.

Title passes to the trustee in bankruptcy. A person may have owned a house for 20 years, but he cannot sell it to you AFTER he has filed a petition in bankruptcy, unless it is EXEMPTED or ABANDONED by the court.

Don't let anyone take your money until you know these facts. If you are in doubt, find out if a house was foreclosed with the permission of the bankruptcy court. Matters such as these can easily escape the knowledge of a buyer. They illustrate the value of getting title insurance before the escrow closes on your home. Talk to the title companies.

The title company's records will disclose a bankruptcy within the Federal District where the land lies. Its policy will show the effect of the bankruptcy upon the ownership of it.

La Jolla homebuyer, have you attended a State's sale? You can buy a house when the State forecloses for nonpayment of taxes. The former owner must not be in possession of the property. The deed from the state must have been of record for a year. A title insurance company will furnish you with more information on this kind of foreclosure sale. Consult the state tax

assessor's office for direction and information.

A rule of thumb: John McKnight, manager of the FHA and VA loan department for Home Federal Savings and Loan Associations asks us to remember that, "Monthly payments should run slightly under 1 per cent of the (home) loan."

As you search for a La Jolla home for \$100,000 or less, keep your mind on the fact that the cost of housing has spiraled 600 per cent since 1950, while personal income of present La Jolla homeowners has advanced at one half that rate.

**CHECK CLASSIFIEDS**

The fact that nationally 77% of people who bought homes and 74% of renters consulted classified advertising before buying or renting, should be reason enough to convince any broker or builder sitting on viable properties to lay them before the parade of La Jollan homeseekers on the local newspapers' classified pages.

The San Diego myth that Sunday is the only day to trot out listings on the real estate pages while maintaining a rate holder weekdays is properly shattered by a study done by The Newspaper Advertising Bureau which showed that 66% of families checking the classified pages look on both weekdays and Sundays. The NAB sponsored a study called "Home Buyer and Renting." Using 2500 families, the study is available from National Family Opinion Research at \$2.50. The study findings suggest that the home buyers most likely to buy directly through the classified know very specifically what they want, but are under no time pressure to relocate. Contacting the seller directly through classified is most common among the buyers who look at fewer than five homes.

Putting a real estate classified in a paper is most effective when the seller offers the buyer a variety of listings, described in high detail which provides the information a buyer wants.

The more descriptive the ad, the more satisfying the results. For homes priced over \$40,000, like one finds in La Jolla, the survey reveals emphasis by buyers on "investment value" and "luxury features." People want adequate garage space, air conditioning, big rooms, good investment, modern kitchen and good laundry facilities in homes of the price range found in La Jolla. ■

# LA JOLLA'S LONELY HEARTS WHO ARE THEY?

**"C & M deli is the place the wife-searchers go. A favorite spot for marriage-minded singles of any age, especially the over-35 set, is the California First Bank's outside cafe tables on Silverado and Girard."**

by Anne D'Arcy

Who are the lonely hearts of La Jolla? Divorce, like war, rips people away from a sense of community, from their roots. La Jolla, the city, becomes the scene of their important relationships and a part of themselves—not the people so much as the places, the groups, the clubs.

Groups like the Dolphins help people stop adapting to change and instead, change what is happening. Cutting down on the unattached's moving about, the Dolphins reestablish a sense of community among the single, the widowed and the divorced of La Jolla.

Sub-groups for the newly and not-so-newly widowed, a separate group for the divorced and for the single exist.

The Dolphins is a fellowship group sponsored by the La Jolla Presbyterian Church to provide a social and Christian atmosphere for mature, single adults. Nationwide, one third of the population is classed as mature, single adults making for a large potential membership.

The Dolphins has no membership fee, although there is a \$2 mailing list fee for the newsletter which includes an exchange list of names, addresses and phone numbers of singles who wish to be listed. Many pay the \$2 fee just to get that list.

Nine years ago the former Pastor, Louis Evans, started the Dolphins. He saw a need in La Jolla to fill the void of the divorced person in church who no longer fit in with "families" in church.

Ten years ago the single church member suffered alone. As the divorce rate increased, and the influx of divorced persons into La Jolla increased, the need for a social group became clear.

Adrian Lee, the president of the Dolphins, a widower, saw the need for a separate group for the widowed. The present pastor, Gordon Hesse, has a Ph.D in marriage and family relations and is a licensed marriage counselor. He was asked to help the Dolphins get started. Hesse found a professional leader, Helen Antoniak, who has a masters degree in social work and is devoting her entire time to working with widowed people. She has a program called the Widowed to Widowed program. Her salary is paid by the Episcopal Community Services.

The Dolphins and the Widowed to Widowed program are non-religious and open free to any person of any religion. Helen Antoniak has discussion groups as well for widowed women.

The Dolphins' widowed program is the only co-ed group in La Jolla. In the widowed group there are all ages; a 22-year old mother with an expectant child up to the older, long-widowed persons.

The discussions include coping with the stages of grief that rips through all age groups and sexes. "You have to replace the mate in your life which you've lost," says Rose Mary Taylor, hospitality officer of the Dolphins. "On the other hand, divorce is a kind of living grief. I think divorce is much harder on a person." Rose Mary was widowed after 28 years of marriage.

**PRESBYTERIAN CHURCH MEETS NEED**

The La Jolla Presbyterian Church tries to come up with groups in a broadminded way wherever there is a need in the community. The group members come from all walks of life, all religions. The Dolphins' membership list sports addresses out of La Jolla, the

Spanish-surnamed, Italian, Jewish; there's no special requirement other than being single and mature. Most members are in their forties, however there are no age stipulations. Members from the early twenties to late fifties come to meetings and social parties, outings and discussions.

Many members do live in La Jolla and entertain in their beautiful, spacious La Jolla homes. Other times the group goes out for drinks and dancing to Elario's or Rudee's Piano Bar. There are camp outings and breakfast on Sundays, the loneliest day of the week and day of depression for most singles without families. Saturday and Sunday Breakfast and Brunch for singles happens in Harry's Coffee Shop on Girard Avenue. In fact, every weekday from 7 to 9 a.m. Harry's is the scene of single's breakfast where friends gather and talk before work.

Lonely hearts of La Jolla join the stakeout for companionship three meals a day and after hours for dancing.

The Dolphins started with a core group of ten divorced people and one or two never-married. The initiator was Rev. Walt James, an associate pastor who had been one of the first persons on the staff trained in human relations. He was an ex-policeman and very sensitive to human needs in the area.

Sunday was chosen for meetings because it is the loneliest day for singles. "We needed to get together," says Rose Mary Taylor. The second Sunday is a lecture and discussion during the month at the church. Last month a featured speaker, Dr. Peter Simeon, discussed Gestalt Therapy and singles. Dr. Simeon is with the Gestalt Psychology Institute.

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**"For the senior citizens, singles meet and marry at the Florence Riford Club on La Jolla Blvd."**

Dancing is the mainstay of the group so after the meeting is over, the group goes dancing in La Jolla. Rose Mary says, "Believe it or not, there are several places in La Jolla where a Christian person can go. Mixed drinks can be bought. At parties, the men bring the wine, some bring whole racks of lamb to impress the women. But now the group is becoming too large to keep meeting at people's homes. So it's the church and then off dancing at various places.

The group favors Rudee's, The Hearth Side, a piano bar, various places on La Jolla Boulevard, Elario's and the Court Room.

Then it's the custom to have a potluck houseparty in someone's home. They have a luau every year as well as campouts in the desert. Once a year is a huge "progressive" party.

Rose Mary says the parties "are as fancy as the hostess is ambitious." The reputation is of a fine group. Most members are professional. This group is where you can meet other people on a non-fear basis, and where everybody walks through that door alone," Rose Mary explained.

There's no hurry or hustle in the atmosphere. There are 203 on the mailing list alone. "It's like being in school again. Everybody did the shoe dance, everybody had a partner. The shoes were thrown in the ring," Mrs. Taylor notes. "You won't find tilted scales of more women here."

The people are mostly in their forties and fifties and evenly balanced between men and women. Many marriages dissolve after 20 years in La Jolla, says Rose Mary, just at the age when you need a companion in that age group. The conversation is Christian, but at the same time, wine is a staple at the parties. The men bring the wine and a dollar to pay for the paper cups at potlucks. The ministers come, but the wine isn't put away.

Where else do the lonely hearts of La Jolla meet?

**ADJUSTMENT GROUPS**

"If you want therapy you join our divorced group or widowed group," says Rose Mary. "We call them adjustment groups." For newly divorced or widowed she recommends the We-Care group, a group not affiliated with the Dolphins.

There's also the Single Young Adults which is ageless, but most members are younger than the Dolphins. Single

Young Adults is also run by the La Jolla Presbyterian Church.

The Dolphins feature outdoor sports, indoor folksinging concerts by top names, plus whale watching trips.

"Our purpose is to provide a social and recreational atmosphere," says Rose Mary.

There's a steady stream of restaurants used as meeting places for singles in La Jolla. Outside of the Dolphins, singles can be seen strolling into the Court Room and gathering around the bright fireplace for lunch, dinner or the 3 p.m. coffee break. Then it's dinner at Bon Vivant or Cote d'Azur on Prospect St. Happy hours finds them back at the Court Room or on weekend afternoons at the outdoor cafes along Girard or Prospect. Singles also gather at Cafe Lautrec on Girard at the outdoor tables, and many under-40s meet at the Bratskeller for dinner or lunch or drinks.

Bully's caters to the upper-middle-class younger singles in their 20's and 30's. It's for the young and the affluent and one can usually find many twice-divorced salesmen, a few young housewives and La Jolla homeowners in the fast, heavy-drinking crowd. Probably not the best husband-hunting grounds.

C & M deli is the place the wife-searchers go. A favorite spot for marriage-minded singles of any age, especially the over-35 set, is the California First Bank's outside cafe tables on Silvarado and Girard. Singles brown bag their lunch daily. You can sit and watch everyone who works in La Jolla pass nearby. Lots of singles conversation and meetings there.

For the senior citizens, singles meet and marry at the Florence Riford Club on La Jolla Blvd. They have one of the best seniors social and recreational clubs.

On Sundays the swing dance club at Harvey Wallbangers gets many La Jolla singles in their 40's. It's western swing dancing all afternoon on Sundays.

Singles also meet in La Jolla at the La Jolla Democratic Club. All of the officers presently are single. The club attracts lawyers and political types with big aspirations.

It's said to be hunting grounds for fortune hunters. Also the Republican Associates have their singles group with a cocktail party once a month. The members are 20-30-40 and affluent.

With a club for every reason and a party for every season, the lonely hearts in La Jolla have streets paved with restaurants, cafes, dance bars, social halls built around cozy fireplaces for them. The women, for the most part, have been taken care of very well financially by their husbands, if they are widows. Divorces may not have fared well, but some ex-doctors' wives have.

The men complain most about being trampled by fortune-hunters. Women in their late 20's to about 35 are accused of doing the fortune hunting most and also older women whose first husbands were rich, but who abandoned their wives without a dime. These women are accused of trying to make up for the loss by tracking down a wealthy La Jolla businessman, doctor, lawyer or real estate man.

True? The women say, with the job situation so bad, it's only fair. A gal's got to live, right? Men are running in fear.

"Never ask a man what he does," Rose Mary Taylor says. "He'll feel ashamed and run or he'll feel you are hunting for a well-to-do man."

**THE TRUE 'LONELY HEARTS'**

I found at the end of my study of singles in La Jolla that there is one group more lonely than the rest and that is the housewife. The trend toward no-child families among educated couples is complicated by the lack of jobs for women. Complicated by aging, the housewife in La Jolla is in a blight more alienating than the depression felt by the newly divorced and widowed, provided they have some financial means.

The new lonely hearts are these women—mainly around 35 to 40, childless, stranded with meaningless degrees and no job or underemployed and bored. They won't befriend each other. Each one is too fearful the next friend will take her husband away—the only remaining bastion of security left.

The next five years will see this lonely hearts group grow. They can't relate to the singles scene or go to their parties. Inside they would love to get out evenings. But hubby has his hobby in the unheated garage where they must stand and hold the light over his work like Florence Nightingale, unrewarded.

One group caters to this need: The Women's Center on Torrey Pines Road. According to one member, "I come here, the true lonely hearts club of La Jolla, because there's more loneliness inside marriage evenings than in any singles party." ■

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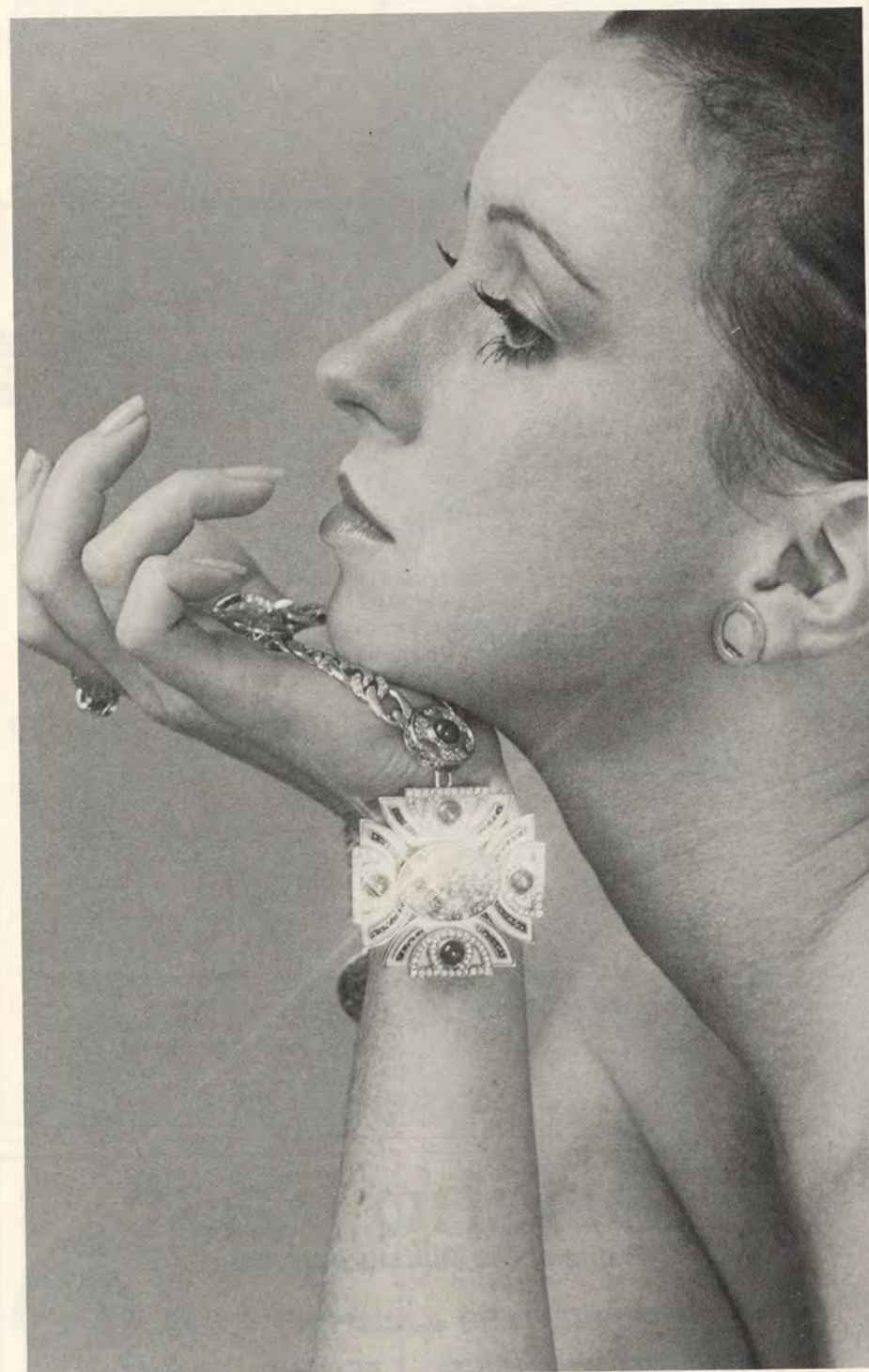
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\*Beginner Advanced

# LA JOLLA SOCIAL SCENE

by Alice Dutton



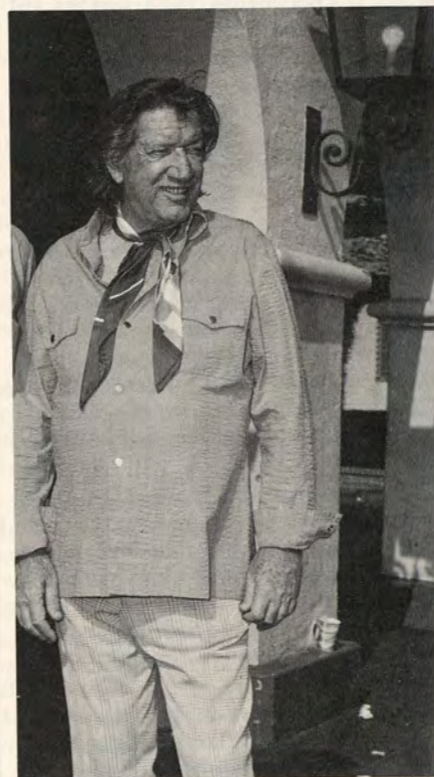
The Friends of the La Jolla Chamber Music Society will present the summer's grand finale, "The Classics," on August 15. The evening's events will include wine, dining and dancing to the music of **Mike Carney** and the viewing of classic cars and a collection of jewels as "Bulgari Invades the Gold Coast." Those already planning to attend hail from Newport, Beverly Hills, Palm Springs, New York, San Francisco and Dallas as well as San Diego county.

**Mrs. Kate Mahony Hinds**, pictured here, models a jade, ruby and diamond necklace from the Bulgari collection. **Mrs. Hinds** is chairman of the event.

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One of La Jolla's super hosts, **Thomas J. Fleming**, left, recently returned from a spring trip to Europe and gave a party following his return for 80 La Jollans including **Mr. and Mrs. De Pord C. Mills**, pictured here. **Tom Fleming** will be joining a host of people from all over the country as Honorary Chairman for "The Classics," the August benefit for the La Jolla Chamber Orchestra.



**Richard Boone** made a rare appearance at Del Mar last year and enjoyed an equally rare day off from TV and movie duties.



Now for a preview of some of the many celebrities your binoculars may spot during the coming 37th Del Mar racing season opening July 28 and ending Sept. 15. Opening Day will probably bring dapper **George Jessel**.



Let's not forget **Rod Steiger**, currently starring as **W. C. Fields**, and owner of "Stained Glass," a thoroughbred that has already displayed winning ways.



**Mr. and Mrs. Robert Mitchum** and **Mrs. Kirk Kerkorian** were among several guests of **Mr. and Mrs. Jimmy Durante** during the 1975 season.



Sure to be on hand opening day of the upcoming Del Mar Racing Season are these lovely ladies, left, **Mrs. Jack Stires**, Rancho Santa Fe, and **Mrs. S. J. Bud Lonergan, Jr.**, La Jolla. Here they admire one of the many beautiful floral displays that each year adorn the Turf Club and adjoining areas of the Del Mar Thoroughbred Club.

Preparations for the 1976 Jewel Ball to be held at the La Jolla Beach and Tennis Club are being completed by the capable women who make up the Las Patronas organization. Over 250 charities have benefited over the many years the ball has been held. This year's chairman is **Mrs. Brooks C. Noah**, talented interior designer and a founder of the newly opened Women's Bank of San Diego.

Members of the Ball committee include **Mrs. E. T. Grvette, Jr.** and **Mrs. H. Henry Ferris, Jr.**, ball co-chairmen. This year's ball will be held August 7.

LIVING / 33

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# MOVIES ON SCREEN

by Alan Pesin

Lacking a firm center and the control of a single vision, **Missouri Breaks**, a parody of the Western genre film, contains some interesting humorous elements. Its burlesque more insidious than that of **Blazing Saddles**, its satire blacker than **Cat Ballou's**, it attacks less cliched targets than did **Kid Blue**.

For the script, Tom McGuane (92 in **the Shade**) merely re-wrote his own **Rancho Deluxe**, a story about a wealthy rancher who hires an off-beat detective to solve his rustling problems. In both films the detective shuns any ordinary investigative techniques and in his inimitable, enigmatic way arouses the anxieties of both employer and rustlers.

In the opening scene a young boy, a member of Jack Nicholson's gang, is strung up for rustling. Immediately our sympathies, and those of the rancher's daughter, are with the rustlers. It is not so much that they have hung the boy, but that it is done so badly. The young man takes too long to die, his legs and feet twitching every which way.

Marlon Brando, the detective, and Nicholson, the leader of the cow-thieves, on the other hand kill their victims quickly, expertly. The target is finished before he can manage more than a startled reaction: one murder gets a sharpened tire-iron type instrument through the eye while listening to an astronomy lesson; another awakens to find his throat already slit open.

Tom McGuane seems more interested in his bizarre characters and the plight of the newcomer in a community where power is firmly entrenched than he does in the narrative structure. At the expense of pace and rhythm, but to the characterizations' profit, McGuane's script takes time out to let Nicholson play with his garden and irrigation flumes and Brando to gussy himself up in sweet-smelling perfumes.

In a parody of the "mythic entrance," Brando rides down a long hill, hiding from view by hanging from the side of his four-legged transportation. When he reaches the ranch, he appears suddenly, his head popping out, upside-down, from under the horse's neck. While tracking down the fugitives, Brando appears first in a poor man's outfit, then with a flour sack over his head, then in a priest's robe, and finally wearing a granny dress. This chameleon apparition is anything but the



Lee Clayton (Marlon Brando) is a "regulator," hired to eliminate the rustlers in **Missouri Breaks**.



Tom Logan (Jack Nicholson)

well-remembered Brando of **Streetcar Named Desire**, **On the Waterfront** or even **One-Eyed Jacks**. Instead he is an overweight, insouciant actor whose breathing becomes labored whenever he has more than four consecutive lines. At one and the same time, Brando parodies the myth of the Western villain and the myth of Brando himself.

In contrast to Brando's slow-moving hulk is Jack Nicholson's St. Vitus's dance performance. The beloved leader of the outcast rustlers, Nicholson is more a father figure in an all-male family, a family which is destroyed one by one because Nicholson's cowboy sense of honor prevents him from killing the hopelessly obese, defenseless Brando overflowing in the rancher's bathtub.

Director Arthur Penn (**The Left-Handed Gun**, **The Chase**, **Bonnie and Clyde**, **Little Big Man**), unmentioned thus far because of his pitiful contribution to this actors' and writers' holiday, continues in **Missouri Breaks** his obsession with violence and the violent character of the traditional American male. In this long cartoon of a movie that favors the unemployed thieves against the propertied establishment and their vile, many-faced supporters, Penn eschews style in favor of getting this gosh-darned movie over with as soon as possible. In this he succeeded quite admirably.

## CURRENTLY SHOWING

**All the President's Men** — (Flower Hill Cinemas) — Director Alan Pakula (phones and tapes in **Klute**), cinematographer Gordon Willis (dark and undercover in the **Godfathers**), screenwriter William Goldman (strained rapport in **Butch Cassidy and the Sundance Kid**), Robert Redford, Dustin Hoffman, Jason Robards, et al., reprise Watergate, *The Washington Post*, Bob Woodward, Carl Bernstein, Ben Bradlee, and the troubled, well-meaning Washington, D.C. of late 1972.

**The Big Bus** — (Fashion Valley) — Paramount Pictures enters the arena of way-out comedy with this slapstick absurdity about an acromegalic bus making its way across the country.

**Embryo** — Rock Hudson as a grieving scientist-doctor-veterinarian stars in this Ralph Nelson cross between **Frankenstein** and **Rosemary's Baby**. Incredibly boring but interesting for Ellen McCormack's technical inspiration.

**Face to Face** — Swedish expatriate director Ingmar Bergman's multi-layered confrontations between psychoanalysis, suicide, death, repression and anomie. Liv Ullman and Erland Josephson reprise their performances from **Scenes from a Marriage**.

**Harry and Walter Go to New York** — (Fashion Valley) — Mark Rydell (**Cinderella Liberty**, **The Cowboys**) recreates the Gay Nineties as populated by the likes of Elliott Gould, James Caan, Michael Caine, and Diane Keaton.

**The Killing of a Chinese Bookie** — John Cassavetes' (**Woman Under the Influence**, **Husbands**) newest film about a small-time mobster over his head falls short of Cassavetes' previous brilliance. Stars Ben Gazzara.

**Lifeguard** — (Flower Hill Cinemas) — Newcomer Sam Elliott and his bronzed body are "every girl's summer dream." A turn-on for sun-worshipping daydreamers.

**Logan's Run** — (Grossmont) — Nineteen-sixties technique takes a back seat to MGM's debut of 1980's laser beam holography, a form of 3-D without the glasses. Michael Anderson directs Michael York, Peter Ustinov, and others as if their talents were expendable. This film was supported by the No on 15 Committee.

**Midway** — (Cinerama Theater) — Another Sensurround spectacular from Universal studios explodes in your lap. World War II veterans and their skeptic children will enjoy this one.

**Omen** — Lee Remick and Gregory Peck in a couth version of **The Exorcist**.

**The Sailor Who Fell From Grace with the Sea** — Quality camerawork by Douglas Slocombe slicks up the sex and violence of this Yukio Mishima transmutation to such a high sheen that its light-force is refracted into spiny rays. Kris Kristofferson falls for the widowed-Narcissist Sarah Miles (and Vice-versa), while her pubescent son peeks through the peephole.

**Silent Movie** — (Fashion Valley) — Marty Feldman, Bernadette Peters, Sid Caesar and cameos by Paul Newman, Dom DeLuise and others enhance the frolicsome nature of Mel Brooks' latest homage to his movie memory.

**Stay Hungry** — Up-and-coming Jeff Bridges overwhelms Mr. Universe in this unconventional, uncommercial allegory about pumping iron. Directed improvisationally by Bob Rafelson (**Head**, **Five Easy Pieces**, **King of Marvin Gardens**).

**That's Entertainment, Part II** — Gene Kelly and Fred Astaire host these travels through the dancing, singing wonderland of MGM's musicals.

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# THE WIDE WORLD OF TRAVEL



RUTH M. GIFFIN  
TRAVEL EDITOR

## A MOST PROPER HOTEL *The Beverly Wilshire*

by John Haase, Esq.  
Contributing Travel Editor

Dear Boy,

Took your advice and stayed at the Beverly Wilshire Hotel this sojourn to Los Angeles.

Since they had bagpipes for the Canadian Ambassador on arrival, a 30 piece Mariachi Band for the Emperor of Japan, a snowstorm for their Christmas Carol luncheon, I expected and received a hearty welcome from the Royal Fusiliers (Second Battalion) and though their beefy cannon scared the hell out of Oliver (my carrier pigeon), I must say the ceremony went without hitch.

Hernando Courtright and George White standing under the Union Jack flying between that handsome Port Cochere were terribly correct although I am always frightened of hand kissing. A lady of 72 traveling about the world unaccompanied can't be too prudent, but my royal upbringing allowed me to brush off the incident.

I was ensconced in the new wing and there was a bit of business at the front desk. You see, dear boy, each floor is in a different style; the second Spanish; the third Mexican; the fourth Californian; the fifth modern; the sixth French; and the seventh and eighth are Italian and French.

Of course, I demanded the *English* floor, but alas, there is no English floor. I know that the sun *does* set on the Empire these days, but for the world of me, I think they've made a grave mistake. Certainly the French made good sauces, the Italians are the best gondoliers, the Mexicans make some sort of straw hat, but no English floor?

Hernando Courtright is the penultimate hotelier. He invited me to his office for a spot of tea and I walked about his quarters smoking a small good Havana and admired his honors. A Grand Knight of Order of St. Brigitte, Knight of the Sovereign Military Order of Malta, Knight of Equestrian Order of the Holy Sepulchre of Jerusalem, International Order of St. Hubert, Military and Hospitaller Order of St. Lazarus of Jerusalem.

"Well," I thought, "definitely a superior sort." Honored by every conceivable Gourmet and Wine Society, recipient of the Silver Medal of Paris, the Olympic Medal of Austria and countless other awards; his honors were reminiscent of my late husband, Count Trilby, who might be alive and well today had he not gone wading in a tranquil river in the Amazon full of less tranquil Piranha. (He had a lovely 12 gun funeral and a proper letter from the Queen.)

It was, of course, Mr. Courtright's love of horses which drew us together. He is Founder Director of the West Hills Hunt Club, a Founder Director of Rancheros Visitadores and a member of the Saddle and Sirloin Club.

As happens so often in travel, we soon discovered we had many horses in common.

A page arrived and showed me to my room. My word! In scarcely thirty minutes they had turned one of their foreign suites into a veritable home away from home.

There was good Chippendale furniture, a picture of Queen Victoria ensconced in silver on a lovely desk, a sturdy fourposter, and a copy of the London Mail.

An ice bucket held a good British Gin and a tray was filled with delicacies from Fortnum and Mason. There was even a bit of seed for Oliver, whom I dispatched that evening to England to inform Prince Phillip that he will be quite comfortable on his planned trip to these digs henceforth.

Mary Kaye Murray and Helen Chaplin, two lovely proper ladies, took me on a tour of the Hotel. There are four fine restaurants, a series of elegant stores, a small intimate pool graced by scantily clad film stars. I told the ladies that there was still need of a stern missionary in these parts and they nodded diplomatically.

The Beverly Wilshire is the complete resort. It employs 600-700 people, a ratio of 1.1 per guest which is only proper, and from the saucier to the general manager, the department is first rate.

Perhaps the only criticism I have is the marvelous marbled bathroom, whose endless full length mirrors made me realize that I must soon return to the moors for some brisk walking at dawn.

I fell asleep under that lovely canopy, the bed mercifully devoid of that ghastly machine I encountered at the last place you recommended which nearly jarred my teeth loose after I dropped a quarter in that little box.

I had a lovely stay at the Beverly Wilshire. If it were in my power to confer Knighthood, I would bestow it on Hernando Courtright, but then, he is lousy with them already.

You see, dear boy, it's time I return home. I'm beginning to sound like the natives.

Stout fellow,

Lady Trilby

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# ACAPULCO MEXICO

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## AN ACAPULCO GUIDE

**Acapulco** . . . the name alone glistens like the sunshine flashing across the ocean waves. Its warm white sands, sparkling waters and tropical sun are known all over the world. There is really only one to a world! Acapulco Bay is a circular jewel of calm blue waters, surrounded by green hills. Clean and modern hotels, facilities for the best in sports, nightlife, and the world's best climate. It's easy to see why Acapulco is the king of resorts!

**Begin With The Beaches** . . . The foundations of Acapulco's world fame are the golden beaches. On the bay, the calm waters are perfect for water skiers, sailboats, parachute riding, or swimming. **Caleta** and **Caletilla** are called "the morning beaches" by residents, because they are blessed with the rich morning sun. **Hornos** and **Hornitos** are the "afternoon beaches." **Condesa** and dozens more line the broad palm-shaded avenue, "La Costera." Patio restaurants along the beaches offer a cool drink or seafood meals.

**Puerto Marques** beach sits at the head of a smaller bay, where sailboat-ers glide over the clear waters. Beyond Marques is **Revolcadero**, the surfer's beach. It is the site of several of Acapulco's most deluxe resort hotels, complete with golf, tennis, horseback riding, nightclubs and, of course, clean white ocean beaches.

**Pie de la Cuesta** beach is famous for its huge waves and beautiful sunsets. **La Roqueta**, on a small island facing Caleta beach, is more secluded. It's a short ferry ride from the city.

**Or Fun In The Sun** . . . The waters, with temperatures ranging from 75° to 85°F, offer the best in water sports. Skin divers love the clear waters of the bay, especially around La Roqueta, where the colorful coral bottoms are full of prizes for spear fishermen.

Water skiing was invented in Acapulco and it's still alive and more than well. Scores of rental boats have complete equipment, and the crews are ready to give lessons to the beginner.

For a safe but thrilling view of the bay from a hundred feet of water, try Acapulco's newest sport—parachute riding.

There are ample facilities for **tennis** and **golf**. Championship golf courses grace the grounds of various resorts. Several hotels have good tennis courts, and the air-conditioned courts at the local tennis club have hosted professional tennis tournaments. Your hotel can make arrangements for you.

Some of the best bullfighting in Mexico is held at the Plaza de Toros and jai alai is a nightly event, with betting to add to the excitement. Boxing and wrestling events are held at the Arena Coliseo.

**The Sights To See** . . . Hernán Cortés first saw the Pacific Ocean in Acapulco, after traveling across Mexico from Veracruz. During the 16th and 17th centuries Acapulco was an important harbor for ocean traffic to and from the Orient. Colorful fairs celebrated the arrival of ships full of treasures, which were taken across Mexico and shipped to Spain. When others began to raid the Spanish galleons, the **San Diego Fort** was built to defend the port. It was rebuilt in 1776 and now houses a fascinating museum.

**At La Sabana**, archaeologists have discovered artifacts that reflect pre-Hellenic forms.

Glass-bottom boats offer delightful cruises on the bay and provide a view of colorful marine life, and the shrine of the Virgin of Guadalupe. A number of cruises include a buffet, music and drinks, or a moonlight cruise that offers a superb view of the city lights.

Don't miss the divers at **El Mirador**, who soar down over the steep rock cliffs into the surf below.

**Shop In The Open Air Markets** . . . Aside from the stores, which sell Acapulco beachwear, there are two public markets. The main market provides an interesting glimpse of old Mexico. The San Gabriel market has Mexican handicrafts.

**The Lights And The Music** . . . Don't miss the **nightlife** in Acapulco. Music ranges from tropical rhythms, to modern or soft dancing music. Try Acapulco's tropical drinks, which taste better on a moonlit patio overlooking the bay, with music in the background.

**Restaurants** have every type of Mexican, American and international cuisine. The seafood is especially good, ranging from broiled lobster to Mexican "ceviche," a delightful seafood cocktail. The nights can be anything you want, from fine dining and dancing, romantic hideaways, "in" clubs, or a stroll on the beach.

## Cruise the South Pacific from San Diego— Royal Viking Style.

This Fall, you can board a beautiful white ship right here in San Diego and sail the length and breadth of the greatest ocean in the world.

The South Pacific. You'll discover the golden beaches, crystal clear lagoons, lush rain forests and mist-draped peaks of tropical islands like Tahiti, Moorea, Bora Bora. And Tonga.

You'll visit New Zealand, where you'll see a Maori village. Explore a cave lit by glowworms. And cruise up a fjord.

Then you sail to Australia, where you'll call at Hobart, the picturesque capital of Tasmania. Spend a few days in big, friendly Sydney. And take a trip to the country, where you'll see kangaroos, koalas, and all sorts of incredible wildlife.

And then you'll sail home, across the warm, blue Pacific, stopping at Fiji, Samoa and Hawaii on the way.

Every day of the cruise, you'll enjoy the all First Class sailing style of the *Royal Viking Sky*. An elegant ship of Norwegian registry. And spirit. With outside staterooms for 94% of all passengers, superb international cuisine and excellent Continental service.

The entire cruise lasts 50 days, and it starts right here in San Diego, on October 28. Or you may cruise a portion of the trip. One exciting offering is a personally escorted tour of New Zealand.

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The La Costa Country Club and Racquet Club continue to have one great party after another. The most recent, a Western hoe-down at the La Costa stables. Don Rochambeau and Jim Shannon seem to be enjoying the square dancing.



Even in the days of the old West, a cowboy like Byron Hoffman could be seen whispering sweet nothings into the ear of a young lady.

40 / JULY 1976



Jack Stires a super MC.



Bella and Sam Feldmar in smiling anticipation of the Western chuckwagon buffet.

La Costa looks like an extension of the television industry with the innumerable actors, writers, agents and producer types about the premises. Mike Franks with his lovely wife Gloria were once again spearheading the Carl Reiner tennis tournament for the benefit of the Marianne Frostig Center for Education Therapy. The entire Reiner family was here for the event: Rob Reiner and wife, Penny Marshall and Lucas Reiner were here with their peers. Other celebs in the group: Wayne Rogers, readying to star in "Matilda;" David Janssen with his bride, Dani, two of my favorite people; Olavee and Ross Martin. Ross, after a successful run at the Drury Lane in Chicago, is now off again to Milwaukee to star in "1776." The James Franciscuses, Jerry Van Dykes, Quinn Martins, Paul Monashes, E. Jack Neumans, Mike Medavoy and Art Buchwalds were also recent visitors.

A highlight of my life was spending a day with Buchwald. I accompanied him to Coronado where he spoke to some 700 guests of the plastic industry. This country's greatest political satirist laid them in the aisles.

I have also become an adoring fan of "Starsky," alias Paul Michael Glaser. He and his love Elizabeth joined me, Tony Ford and others for dinner. The charisma of Paul is something else again.

The Peter Falks, Gene Hackman and Burt Lancaster among the super celeb group enjoying the many facets of La Costa. Liza Kirk, nee Mrs. Bob Wells, checking in for her visit to a Spa and she is loving it. □

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This spacious Hawaiian estate on the big island of Hawaii offers seclusion, yet is convenient to schools, library and stores.

The main house is two stories with five bedrooms and four baths, each bedroom opening to a deck or lanai through sliding doors. The house encompasses 2,824 square feet of living space and the deck and lanai add an additional 1,056 square feet.

The upstairs living room is 18' by 20' and opens onto a deck with magnificent views of the ocean, the Hamakua coastline, the mountain of Mauna Kea and the island of Maui. There is also a lovely dining room on the upper level for formal affairs. The lower level also has a dining room at one end of the living room. This area could also be used as a recreation room.

There are two fully-equipped kitchens complete with ranges, hoods with fans, refrigerators, disposals and triple porcelain sinks all in color. The house is double-wall cedar with drywall interior covered with lovely wallpapers and fabrics.

This exquisite estate could easily be a two-family residence or be used as a private club or lodge. The grounds are beautifully landscaped. Many exotic shrubs and trees dot the vast lawn and flowers and ferns are in abundance. Orchids and anthuriums flourish in the Hapuu grotto.

Two creeks border the property as does a county road leading to the main highway one mile away.

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# REAL ESTATE RAP-UP

## FULLER IS LIFETIME MILLION DOLLAR CLUB MEMBER

Roy Fuller, senior sales consultant in the La Jolla office of Coldwell Banker Residential Brokerage Co., has earned lifetime membership in the firm's Million Dollar Club.

According to Robert R. Jackson, resident manager of the 23-member office of full-time home sales specialists, Fuller is the first sales associate from the La Jolla office to be so honored.

Jackson explained that Fuller's lifetime honor was based on his qualifying for Million Dollar Club membership for five consecutive years.

"Roy has been a consistently high producer for the La Jolla office," Jackson commented. "He was the top office salesperson in 1966, 1971, 1973 and 1974 and he has marketed a total of more than \$9.8 million of residential real estate over the past five years alone. In addition," Jackson continued, "Fuller has participated in numerous commercial and apartment house transactions."

Fuller joined the Coldwell Banker firm in 1965 following more than 13 years' experience with the real estate division of the San Diego County Assessor's office, during which he was a senior appraiser specializing in property evaluations of all kinds throughout North County.

The honoree attended California State University at San Diego. He is active in a number of community affairs groups including La Jolla Real Estate Brokers Assn. which conferred its coveted S. Ralph Knox Award on him last year.

The Fuller family, in addition to wife Connie, includes Louise, a California State University at San Diego junior; Jeff, a student at Mesa Junior College; and Todd, an instructor at Fairhaven College in Bellingham, Wash.

Coldwell Banker Residential Brokerage Co. is one of the companies of Coldwell Banker (NYSE/PSE), a real estate and real estate-related service firm with a staff of more than 3600 operating 183 offices from 115 locations in the United States.



Roy Fuller, right, senior residential consultant in the La Jolla office of Coldwell Banker Residential Brokerage Co., and Robert R. Jackson, resident manager of the 23-member office.

## TWO NORTH COUNTY PARCELS SOLD

Southland Capital Corp., a San Diego-based real estate investment and brokerage firm, has arranged the sale of two North County complexes.

One of the parcels is a 168-space mobile home park located on a 29-acre site at 971 Borden Road in San Marcos. The complex, known as Rancho San Marcos, is a six-year-old, five-star all adult mobile home community.

The seller was La Jolla Income Properties, Ltd., a California limited partnership. Conrad A. Will and Talmage Lovelady, both of La Jolla, are the general partners. Mr. Will states that the total purchase price paid for this property was just under \$1,700,000.

Max L. Eberhardt, executive vice president of Southland Capital, represented the seller. The buyer was Sam O. Houston of San Diego. He was represented by Tim Meier of the Percy H. Goodwin Company.

The second parcel sold was a 6.8-acre apartment site located at the northeast corner of Rock Springs Road and Lincoln Avenue in Escondido.

Max L. Eberhardt, executive vice president of Southland Capital represented the buyer and Mr. Raymond Pasquinucci, an Escondido real estate

broker, represented the seller. Total consideration paid for this property was just under \$200,000.

The buyer was North County Apartment Properties, Ltd. Conrad A. Will of La Jolla is the managing general partner. Mr. Will states that his partnership intends to construct a 102-unit all adult garden apartment complex on the site. The proposed development will provide for extensive landscaped open spaces, a tennis court, swimming pool and a fully equipped recreation center. Construction was scheduled to begin in early May.

The seller of the land was Carl A. Becker, a resident of Escondido.

## UNIT III OPEN AT WOODBINE IN CARLSBAD

Thirty-five terraced hillside homes on lots of 7,500 square feet and up comprise the third and final construction unit at Woodbine, which opened May 23.

Woodbine is located less than two miles inland from the ocean in a rural section of Carlsbad, adjacent to El Camino Real and about one mile south of California 78. The \$7.5-million community, with a total of 147 single-family homes, is situated on 52.5

gently rolling acres, 14 of which have been planted with Torrey pine seedlings and set aside as scenic open space.

Woodbine is being built by Standard-Pacific of San Diego, active in San Diego County residential construction for the past five years.

Exteriors are in nature colors and utilize rough shakes and timbers, masonry and lomastone. There are four floor plans, all single-level, ranging from three bedrooms, two baths, and 1,406 square feet to four bedrooms, two baths, and 1,956 square feet. Each plan is available in a choice of three distinct exterior elevations. Prices begin at \$46,990.

Homes at Woodbine provide direct-home-access, two-car garages with workbench room; living-room fireplaces suitable for gas-log or wood burning; vaulted family-room ceilings; a wide choice of carpeting; antique-brass-finish lever door handles; extra-wide hallways; pre-wired telephone outlets; all copper wiring and plumbing; forced-air heating, and ceramic-tile tub and shower walls and corian-marble vanity tops.

Kitchens have pass-through serving bars to the garden patios outside, custom-quality stained-ash cabinets, pantries, and a full complement of built-in conveniences.

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## NEW REGIONAL BROKERAGE FIRM OPENS

Business Properties Brokerage Company, a new Southern California regional real estate firm specializing in commercial and industrial real estate, has opened offices in San Diego and Newport Beach.

The three principals of the firm are Rick Sanborn, president, who will manage the San Diego office; Larry Scher, vice-president in charge of the Orange County office, and L. C. Smull. The San Diego office is located at

5353 Mission Center Road.

"Our business concept involves building a staff of 55 experienced professional brokers who will operate from outstanding office facilities in Orange and San Diego counties," said Sanborn.

"We expect to immediately become a major brokerage firm in the Southern California market, because we will offer our clients a top-level staff of experienced brokers backed up by experienced and successful management," Sanborn added.

The San Diego office already has eight professional brokers and salesmen on the staff and plans call for a



Rick Sanborn

total of 22, according to Sanborn.

Real estate services will include industrial and commercial sales and leasing, office leasing, investment property sales, syndication, joint ventures, land sales, site selection and consulting.

Rick Sanborn has nearly 15 years experience in real estate and is a former regional vice-president for Grubb and Ellis in San Diego and Los Angeles.

Larry Scher was formerly the vice-president and regional manager of Grubb and Ellis in Orange County and a vice-president of Union Bank, specializing in real estate loans.

The third principal, L. C. Smull, is active in development in Southern California and was formerly with Coldwell Banker.

## NEW SUMMERFIELD UNIT IV OPENS

Fifty-five one-level single-family homes on terraced lots of 10,000 square feet and larger make up the fourth and final unit of New Summerfield in Encinitas, which opened June 20.

Being developed by Standard Pacific of San Diego, New Summerfield is situated on 65 acres adjacent to El Camino Real, less than two miles from the Encinitas beachfront.

Robert M. Allan, president of Standard Pacific of San Diego, said the 148 homes in the first three units of New Summerfield have been sold.

Homes in the \$10.2-million project feature exteriors of masonry, loma-stone, rough, exposed timbers, and cedar shakes, finished in nature colors and designed to fit harmoniously into the rural surroundings. The lots afford 20 to 40 feet of space between homes and pool-size rear yards, with terracing and separation further enhancing privacy as well as views of the countryside.

The four floor plans, all available in several exterior treatments, offer three

or four bedrooms with two baths. Prices begin at \$49,990.

All the homes at New Summerfield provide oversized two-car garages with room for workbench, double-door front entries, a wide choice of carpeting and ceramic tiles, pre-wired cable-television outlets and telephone outlets, fireplaces with gas lighters also suitable for wood burning, separate inside laundry rooms, and deluxe single-handle water controls, ceramic-tile shower and tub walls, and corian-marble-topped vanities in bathrooms.

Walls of glass separate kitchens from garden patios outside, served by pass-through bars. Kitchens also feature pantry areas, ash cabinetry, porcelain-finish cast-iron sinks, and a full complement of electric built-in appliances.

New Summerfield is located within a mile of Ocean Knoll Elementary School, Oak Crest Junior High School, and San Dieguito Union High School. Lomas Santa Fe Golf Course and shopping center are nearby. □

## NEW CONSTRUCTION COMPLETE AT PALOMAR BUSINESS PARK

Four new industrial inventory buildings totaling 160,000 square feet and valued at \$2.3 million have been completed and are available for lease at the

340 acre Cabot, Cabot & Forbes Palomar Airport Business Park in Carlsbad.

Buildings 4, 5, 6 and 7 each with 40,176 square feet are designed for light manufacturing or warehouse-distribution space. Two are ground level and two are dock high and space is available from 5,900 square feet.

The first tenant in the new buildings is Source, Inc., a new health and beauty care products company which has leased 5,900 square feet in building 7 and will manufacture shampoos, lotions and moisturizers.

Building 3, with 45,000 square feet, is now completely leased with Lockheed Service Corporation signing for an additional 11,400 square feet with a total of 18,720 square feet for three years. Other tenants in the building are U.S. Styrofoam with 16,000 square feet and Allied Swiss Screw Products with 10,000 square feet.

The park opened in July last year. Other tenants include Dyna-Med, Inc. with a 40,000 square foot building and Pacific Telephone which has built the first modular switching station in Southern California on a two acre site.

When completed in six years, Palomar Airport Business Park will have an estimated total value of \$50 million. One hundred fifty acres are being developed in this first phase and approximately 20 per cent will be re-

tained as open space.

Peter Lendrum and Associates of San Diego designed the building and the Don Koll Construction Co. was the general contractor.

The CC&F Palomar Airport Business Park is a partnership consisting of companies affiliated with Cabot, Cabot & Forbes, Co., Mitsui & Co. (USA), Inc. and Mitsui Fudosan (USA), Inc.

The joint venture partnership represents the first major participation by Japanese companies in industrial park development in the United States.

CC&F, based in Boston, has developed 48 industrial parks nationwide, through its subsidiaries, including eight in California. □

## STELMAN RECEIVES REALTY AWARD

Mike Stelman of Jack Carter Realty, Inc., Rancho Bernardo, received first place honors recently for the sale of listings at Century 21's April competition. More than 1,000 Century 21 salespeople throughout San Diego County vied for the honor.

Stelman was presented the award at the monthly sales rally of Century 21 held in the Scottish Rite Masonic Center, Mission Valley. The breakfast meeting was attended by representatives of the 92 independent, regional Century 21 real estate offices.

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**BALL OPENS  
 NEW REALTY OFFICE**

Bert Ball and Associates have opened a new real estate brokerage office in Rancho Bernardo at 16776 Bernardo Center Drive, Suite 104-B.



*Bert Ball*  
 Bert Ball, owner of the new firm, is a specialist in business brokerage, commercial and industrial leasing. Bert was formerly a leasing specialist with a San Diego commercial developer, and for 10 years a regional real estate director for a national corporation. Bert has extensive experience in business site selection, construction, advertising and promotion. Bert Ball and Associates are members of the San Diego Board of Realtors.

**RANCHO BERNARDO  
 SALES BEST IN YEARS**

First quarter 1976 sales results were the highest recorded in Rancho Bernardo since 1971. Richard W. Thorson, director of sales for Avco Community Developers' communities in San Diego, Village Park and La Jolla reported 97 sales for Dec., 1975 through Feb., 1976 which reflects a total sales volume of \$4,824,642 in Rancho Bernardo.

Thorson said the highest percentage of the first quarter sales was in the areas of single family homes and homesites in The Trails.

"The single family home is in great demand in San Diego and Rancho Bernardo is fortunate to be able to offer a variety of floor plans and styles in Westwood, Greens/Gatewood and Oaks North single family home areas," Thorson said.

According to Thorson, there has also been increased activity in sales of one to four-acre homesites in The Trails where custom homes are nestled among gentle rolling hills, with drama-

tic rock outcroppings and groves of avocado and citrus trees.

"People are attracted to the privacy and country style of living available in The Trails," Thorson said. Property owners in The Trails are entitled to membership at The Swim and Tennis Club which features swimming pools, tennis courts, a gymnasium, a tot lot and crafts rooms.

Rancho Bernardo, located within the city limits of San Diego on Interstate 5, is a new town, self-contained, with a variety of housing styles, four recreation clubs, three golf courses (one private) a country club and commercial/industrial facilities including The Mercado and the new Rancho Bernardo Town Center.

**'HOME TESTING'  
 OFFERED AT  
 VALLECITOS PARK**

An unusual idea in home buying is being offered by Vallecitos Park for families who want a townhome villa, but are not quite sure if they want to take such a large step without having experienced the townhome life style.

Now, according to Ronald J. Ramos, president of the Ramos/Jensen Company, people have anity to "test live" in a new, contemporary townhome on a six month trial basis before making the decision to purchase.

"It really is a sensible approach to townhome living," said Ramos, "especially for people who want a home of their own, but who have never had a chance to experience this carefree style of living, and who might be hesitant to make such an expenditure without a trial."

"Because the home is usually the largest investment made by a family, we feel that the opportunity to try townhome living before making the final decision to purchase makes sense.

"After all," continued Ramos, "a person would rarely buy a new car without a test drive, and a new home is much more important from every point of view."

The Vallecitos Park townhomes are being offered with a six month lease with an option to purchase. The plan is available for one or two story townhomes with two, three or four bedrooms. The homes feature cathedral ceilings, draperies, carpeting, built-in kitchens and more. Outdoors is an attractive avocado grove—half a century old—and a large heated pool with jacuzzi.

The townhomes are priced from \$38,590 with VA, FHA and Conventional loans available.

Vallecitos Park is located on Highway 78 between Escondido and Oceanside. □

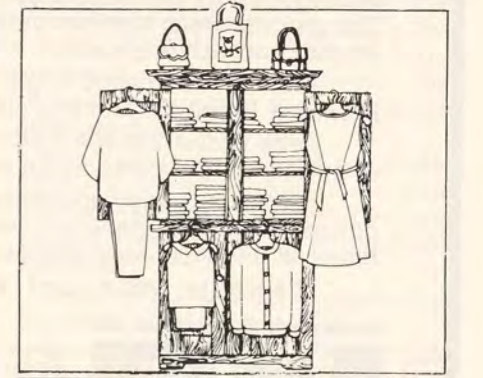
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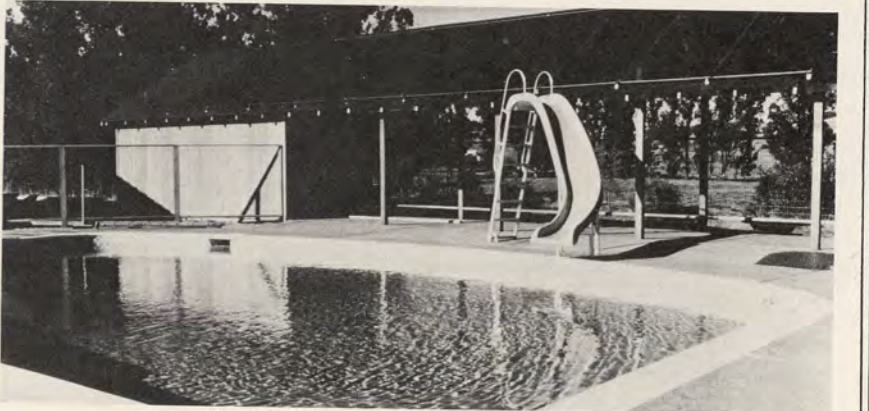
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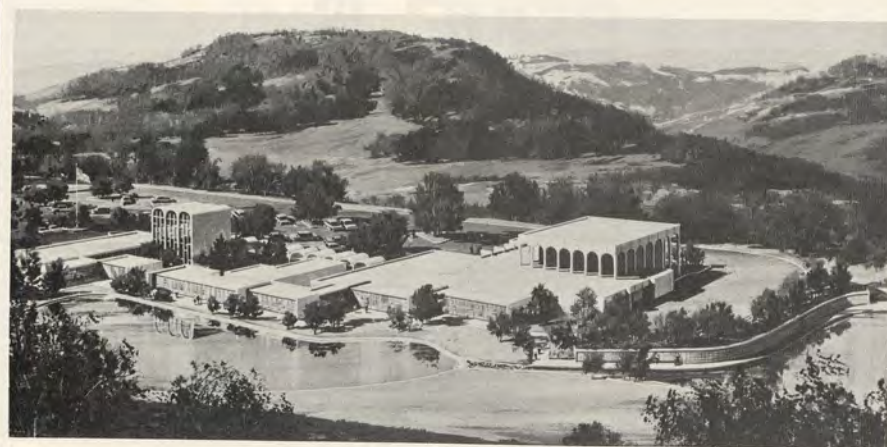
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## SANTA HELENA PARK PHASE II OPENS

Sales began June 12-13 in the second and final phase of 28 units at Santa Helena Park, a golf course villa condominium development in Lomas Santa Fe.

Over 60% of the first phase have been sold.

Santa Helena Park offers three floor plans, ranging from a single-story with two bedrooms, two baths and den, to a two-story with two bedrooms and 2½ baths plus optional den, game room or third bedroom.

The units have from 1,259 to 1,536 square feet of living area, and are priced from \$58,400 to \$72,900.

Standard features include fireplace, wetbar, ceramic tile kitchen counters and hardwood cabinets, pass-through counter from kitchen to dining room, gas forced-air heating, and attached two-car garage with utility area and direct access to the kitchen.

Exteriors are white stucco accented with stained wooden trim and red tile roofs creating a Mediterranean Village appearance.

There is a recreational area for residents and their guests that has a swimming pool, therapy pool and clubhouse with lounge, kitchenette and dressing rooms.

Santa Helena Park is within walking distance of the Lomas Santa Fe Plaza of the Four Flags shopping center. The private Lomas Santa Fe Country Club with its championship golf course, tennis and swimming facilities can be reached by a cart path system that links Santa Helena Park with the main clubhouse. A public 18-hole executive golf course is also easily accessible over the cart path system.



Nearing completion is the first phase of 36 golf course villa condominiums at Santa Helena Park in Lomas Santa Fe.

tiling should extend to the ceiling to adequately protect the underwall.

6. Take a moment to consider the traffic patterns in the home. That is, how do you get from one room to the next? Is the kitchen conveniently near the dining room and family room? (It should be). Must everyone go through the living room to get to any other room in the house from the front door? (They shouldn't). Are the bedrooms located in what could be called a sleeping area and not in the main stream of the house traffic? (They shouldn't be).

7. Ask about the roof. The latest in roofing material is self sealing. That is, heat causes the shingles to seal themselves one to another, making the roof more durable against rain and wind. In addition clay tile and shakes, have gained substantial appeal and proven durability.

8. Always make sure you are advised of your options in a new home. These can include such things as the type of brick used for the fireplace, type of kitchen cabinets desired, or flooring in the kitchen, bathroom, family room or hallway. But in some homes, you may be allowed to vary room sizes, change window placements and make other modifications. But remember these will add to the price of the home.

## HOME FEDERAL HAS RECORD LOAN MONTH

Home Federal Savings and Loan Association of San Diego reported a record real estate loan volume of \$78.4 million for the month of May, financing a total of 2,915 housing units throughout California.

Of the total lending volume, loans totaling \$54,646,490 were made in San Diego County alone, Robert Wills, senior vice president in charge of the real estate loan division reported.

The May 1976 lending total topped the previous association lending record set in May of last year. It surpassed the \$66.6 million by \$11.8 million.

Home Federal lending officers said they see the increase in loan demand as a sign of continued economic recovery for the construction industry.

Of the total loan volume for Home Federal in May, new construction accounted for nearly 23 per cent. Wills said he sees a continued upturn in new construction for San Diego County.

"It's a sign of the consumer returning to the homebuying market in great numbers," Wills said. "More and more people are realizing that home ownership is still the best investment the average family can make."

## 'MEADOWS' 75 PERCENT SOLD

Three-fourths of the new homes offered for sale in The Meadows neighborhood of Village Park have been sold in two months, according to James M. Saivar, marketing director for Avco Community Developers, Inc. San Diego communities.

Saivar said public reaction was particularly enthusiastic over three previous floor plans offered in the first phase of The Meadows which were enlarged in the second phase.

He said the most popular model for families, The Deerfield, was enlarged by 100 sq. ft. to a 1710 sq. ft. home. The unusual island kitchen, situated in the center of the home, was recently acclaimed in *Professional Builder*, the real estate industry's most prestigious publication.

There are three floor plans available in The Meadows, ranging in size from the three bedroom, two bath Deerfield to the five bedroom, three bath Parkside.

Prices of The Meadows homes range from \$52,900 to \$62,850.

Recreational facilities which include a swimming pool, tennis court, tot lot and picnic area will be available to residents of The Meadows for a monthly membership fee.

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## LA JOLLA REALTOR OPENS NEW FIRM

Ursula K. Younie, veteran La Jolla realtor, has announced the formation of a new partnership with Betty A. Hoehn. The Younie and Hoehn suite of offices are located at 7855 Herschel Ave. in La Jolla.

Mrs. Younie has been active in La Jolla real estate for over 15 years. In 1968 she received the "Knox Award" for "qualities of personal integrity, community activity, service to the profession and salesmanship." She is past vice president of the La Jolla Town Council and an officer in numerous other civic organizations.

Ursula Younie and Betty Hoehn and their seven staff members are available from 9 a.m. to 5 p.m. daily.



Ursula K. Younie



Betty A. Hoehn

## HOME INSPECTION HINTS OFFERED

Could you be classified as a "wall tapper" or a "floor stomper" when it comes to looking at a new home? If you are, it's time to revise those outdated home inspection techniques.

A large majority of new home buyers miss important considerations when looking at a home in this manner, according to Frank Drake, partner, Drake, Sillman & Wyman Architects and Engineers.

"Checking to see whether a wall is plaster or drywall (plasterboard)," says Drake, "is no longer necessary." "Not only is drywall every bit as good as plaster, but repairs are easier to make if they are ever needed." Also, explains Drake, "installation of plasterboard is faster and less expensive than plaster, and the savings is passed on to the buyer."

The following are some checkpoints Drake offers perspective home buyers which will enable them to greatly improve their home inspection techniques:

1. Look for individual shut-off valves on all water fixtures. This allows repairs to be made easily without turning off the water for the whole house.

2. Look at the floor covering, particularly in such areas as the kitchen that take a lot of punishment from both traffic and spills. The most preferable covering is sheet goods—six-foot-wide rolls—consisting of a material such as embossed inlaid linoleum. And be sure to ask if the material used in the new floor covering is the type that never needs waxing.

3. Count the electrical outlets in each room. Consider the living room. Are there enough for the number of lamps you desire, plus the stereo and television? Check the kitchen thoroughly for outlets. Are there outlets above the kitchen appliances—including some extra outlets for future gadgets?

4. On the subject of electricity, if the home is not equipped with air conditioning, does it contain 220 wiring (110 is the normal wiring), for future air conditioning installations?

5. Check the floor space in the bathroom. Is it a large enough area to contain a clothes hamper, wastebasket, stools for the children and whatever else you may want to keep in there? Also, examine the wall covering found in the bathroom. It should be ceramic tile or better yet, the new fiberglass unitized tub-types, for easy cleaning and durability. In the shower stall the

## CLASSICS ON RECORD

by Troy Reynolds

The Recording Debut of Antonia Brico (Columbia Masterworks M 33-888) conducting the Mostly Mozart Festival Orchestra in performances of Mozart's *Haffner Symphony* and the Overtures to *The Marriage of Figaro*, *The Magic Flute* and *Don Giovanni*: This premiere recording, which might be loosely compared with Jackie Robinson's debut with the Brooklyn Dodgers, demonstrates more than anything else that becoming a first-rate conductor and being acknowledged as such is, for a woman, more difficult and a much more complicated matter than breaking in as a big-league ballplayer was for a black. Robinson had Branch Rickey and the entire Dodger organization behind him; Brico had to form her own orchestra before she could gain a permanent seat as a conductor. The first black major leaguer wallowed in the bush leagues for over a half-dozen years; the first woman to conduct a commercially recorded performance waited 36 years before returning to New York to do it.

Her style here is full of dynamic flamboyance and tonal brilliance, with touches of rhythmic over-precision that are bothersome at times. She is very good at bringing out solo and sectional themes, subordinating the rest of the instrumentation at a veritable flick of the switch. In fact, that sort of mechanization is perhaps her only flaw of note. And speaking of notes, those on the liner, written by an adoring Judy Collins, are best ignored.

J. S. Bach—*Motets* (L'oiseau-Lyre SOL 340-1), performed by the Louis Halsey Singers conducted by Louis Halsey, with David Lumsden at the organ: An acute sense of tonality adds, but sloppy articulation (although admittedly German songs are probably the hardest to be kept from sounding like a toilet bowl flushing) and frequent mis-channeling of the flow of the dynamics detract from this recording of some of Bach's more appealing choral music. Lumsden's organ soli are true journeymanworks of unabashed mediocrity, technically adequate and stylistically barren. The two discs in the set are, however, excellent pressings.

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## Rancho Santa Fe Nursery

Four Sea Interludes and Pas-sagaglia from "Peter Grimes," and Sinfonia Da Requiem (Angel S-37142), works by Benjamin Britten performed by the London Symphony Orchestra, Andre Previn conducting: It's not easy to get the most out of anything, and that ability to economize is that much more appreciable when you have a lot to work with. Previn gets a lot of mileage out of some very good notes in this stereo-quad recording. With the exception of the Dawn inter-lude, the music itself is quite effortless—free-flowing and tonal in both harmonics and melodies. Some-how though, through it all, the effect is one of turbulence. A very intriguing performance.

**Chopin: Eighteen Waltzes** (Seraphin S-60252), performed by Aldo Ciccolini, pianist: The man who nearly singlehandedly retrieved Eric Satie from the ranks of the neglected brings his interpretational color to the little old waltzmaker. He has taken all sorts of liberties, especially temporally; sometimes it works, sometimes it doesn't. His langorous, lilting style is perfect for Chopin's romantic lyricism.

**Rachmaninoff—Prince Rosislav, The Rock and Vocalise** (Melodiya SR-40252), performed by the USSR Symphony Orchestra, Yergeny Svetlanov conducting: Rachmaninoff's early mastery of the use of tamber is nowhere more evident than in these two tone poems, written during and shortly after young Sergei's studies at the Moscow Conservatory. And Svetlanov flaunts that evidence in this massively fulfilling recording. Massive and fulfilling at times to the point of being unwieldy and sluggish, these renditions are otherwise performances so polished that they glow in the dark. "Prince Rosislav" has a delightfully exotic melodic flavor that makes me think I've heard it before on the sound track of *Lawrence of Arabia* or some such thing. "The Rock" is a wonderful exercise in the interplay of textural and dynamic variances. A later work originally written for soprano or tenor voice, "Vocalise" loses nothing of its lyrical loveliness in this transcription to orchestral arrangement.

**Mozart—Mass in C Minor** (Van-guard VSD 71210), Carol Bogard, Ann Murray, Richard Lewis, Michael Rippon, the Amor Artis Chorale and the English Chamber Orchestra, Johannes Somary, conducting: Bogard's trills tend to sound like overdone tremolos, but such shortcomings can be ignored in this otherwise spotless performance. The choral work is triumphant, the or-chestration crisp and unfettered, and the pressing clean and full.



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has an understated look, and it seats five passengers and has a 19.3-cubic-foot trunk — the largest of *any* Mercedes-Benz model.

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La Jolla

# GROSSMAN ON SPORTS

Randy Jones



## GARDENER JONES REAPS FRUITS OF VICTORY

Having lost 22 games, an accomplishment without equal in the National League in 1974, Randy Jones retired to his mini-estate in Poway and contemplated a winter somewhat less than delightful.

There he was, golf clubs in hand, a pass from the wife and the phone on the hook. "Haldeman had an easier time getting a golf game than I did," Jones recalls.

But while the penalty for such transgression as an 8-22 season is enormous, the rewards for a 20-12 campaign are beyond comprehension. After pitching to that mark last year Randy promptly participated, by invitation, in the Andy Williams bash, the American Airlines get-together and other assorted golfing goodies that dotted his eager calendar.

Now well on his way to a repeat performance, Randy hesitates to speculate on his golfing periphrastics this winter. The way he's been going, they

could name the entire PGA tour in his honor and that wouldn't be quite sufficient for San Diego fans.

"I look back and I know that losing 22 games was the best thing that could have happened to me," he reflects. "I mean, it made me work that much harder and now every time I win a game I can recall what it was like not to. You lose that many games in one season and it keeps a guy humble for quite a few years."

Here is a young man who is happily out of step with the times. For openers, he loves his home, his family, his neighbors and even his boss. He books his own appointments, limits his purchases to those items he actually needs and refuses to entertain the bids of agents who seek to handle his affairs.

When he hit the 15-victory level with more than a month to go in last year's season, agents were quick to pick up the scent.

"I let my wife answer the calls," Randy explained.

"What did she say?" a man inquired. "That I was busy working in the garden."

An athlete in the pitch and catch business toiling in the garden is not exactly the image that peddles such intimate items as shaving lather, underwear and deterrent to itch in various areas of the body.

But Randy's garden is hardly fiction. It isn't exactly ready for display at the County Fair but it is effective without fanfare, much like its master's delivery.

By Jones' count, there are 20 citrus-bearing trees on the property, the lawn is a mixture of blue grass and something called Poway blend and when the pontella ground cover falters Randy is quick with the strawberry plant.

"On days when I'm scheduled to pitch, I'm working in the garden from 8 to 1," Jones says. "It takes my mind away from baseball. I'm not mentally zapped. I get to the park refreshed."

Exploiting all opportunity, we immediately approached our Little Leaguer with the above testimony.

"You want to win 20 games like Randy Jones, then do the lawn before every game," we suggested.

"Give me his salary," the lad retorted, "and I'll pay for the gardener."

It is comfortably estimated that Randy taps the Padres for around \$70,000, a healthy return on a sinker ball, but somewhat less than today's inflated baseball market might produce if pressed. The fact is that Jones is a patient young man and one who acts according to the meditations of his heart.

"After I lost 22 games, the Padres gave me a raise," he explained. "I realized I had the credentials after last year for a six-figure salary. But they were fair with me when they didn't have to be and I was going to be fair with them."

It also is Jones' unclouded opinion that pitchers who are pressured into living up to a huge salary are inviting an unnecessary handicap. He cites Andy Messersmith as an excellent example.

"He must win 20 games because of his salary, it's demanded of him," Jones points out. "I'd hate to start out the season with that hanging over my head."

You suggest to Randy that with or without a fancy salary he could very well win as many as 30 games one season and then he's stuck for life.

"For the team, it would be terrific to win 30 games," Randy replied. "But for me, it would be terrible."

"Why?" a man asked.

"Because I'd have a heck of a time making sure everyone didn't expect me to do it every year." □



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FREE PARKING IN REAR

# San Diego County has taken energy conservation to court.



And to jail. To parks, Juvenile Hall, the Law library, the County Administration Center and to other County buildings covering 2.2 million square feet.

Just heating and lighting all that space adds up to a substantial energy bill each year. One that would be higher without a 23% drop in consumption since 1973, when the County Board of Supervisors ordered a massive, county-wide energy saving effort. In just one year, the County reduced hallway lighting by 60%, custodial lighting by 50%, outdoor night lighting by 90%, office lighting by 33% and lighting at Gillespie Field by 70%.

They set heating levels at 68, air conditioning at 78. They reduced hot water temperatures to 120°. Reduced operating time for mechanical equipment by 33%. Redesigned building plans to include more energy efficient window arrangements, site locations

and heating systems.

Today, the County is continuing their effective program . . . and adding even more innovative efforts as directed by the Board of Supervisors. Like testing solar water heating for certain County buildings. And, this summer, they hope to begin installing a centralized computer control system for five major facilities which will sense electrical loads, determine priorities, reduce peak use, automate almost all heating and lighting functions for maximum energy efficiency . . . and pay for itself in just three and a half years!

So if you'd like to see real energy saving in action, go directly to jail . . . the County Jail. Better yet, call us. We've been helping San Diego businesses and governmental agencies conserve for the past five years. And we're sure we can help you settle your energy waste problems . . . out of court.



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## RANCHO SANTA FE GAZETTE

EDITED BY LOUELLA LIVERWURST

### Dinner Honors Horse Show Patrons

Benefactors and patrons of the Children's Hospital Horse Show held at the Rancho Riding Club June 5 and 6 were honored at the Alfred A. Gregory home three weeks prior to the show.

Mrs. John E. Hamrick was chairman of the most successful dinner dance, designated a "Star-Spangled Spree." An All-American dinner of roast beef and home made apple pie was served.

Among those in attendance were Mrs. William S. Aylmer and Mrs. A. W. Himfar, co-chairmen of the horse show; Bruce Cavanaugh, Riding Club president and Mrs. Cavanaugh; Mrs. T. C. Young, chairman of the San Dieguito Auxiliary and Mr. Young.



Mrs. Larry Frankel, Mrs. Tim Murphy, Ann Turner, Mrs. Caroline Wolcott, Mrs. John E. Hamrick.



Mr. & Mrs. David R. Somerville.



Mrs. James Harker, Mrs. Richard K. Colbourne and Jim Harker.



Mrs. M. M. (Marilyn) Ransom and James Barnicoat.



Ticktockers around Mr. Philip De Grazio.



Mrs. T. C. Young, Mrs. Donald O. Looper, Ted Young, Mrs. David C. Freeman.



Mr. & Mrs. Alfred A. Gregory.



Mrs. Braughler Cowan, Mrs. James Barnicoat, Braughler Cowan, Mrs. James Nelson.



Dr. & Mrs. James Nelson, Mr. and Mrs. Dixon Chubbuck.

**Basant Festival**

Resistant breezes teased kitefliers, sending kites upward then dropping them to the mustard-covered hillside above Rancho Santa Fe golf course where sixty guests of Air Cdre. Maheshwar and Shirley Khanna climbed the hills and tested their skills against the uncooperative winds.

Guests, dressed mostly in yellow to complement Basant (Spring) remained on the hill an extra hour when the breeze picked up and all kites were airborne, including an original red, green and white 8-foot motor-driven kite. Eddie Hunter whipped off the front wheel of his Citroen, replacing it with a reel. With his wife Frances launching and Ed at the wheel of the car, the massive cloth kite was spectacularly and momentarily airborne on its maiden flight and was a fitting finale to the kite flying. The large kite was designed and made the preceding Saturday afternoon in the Hunters' living room.

Bud and Aileen Meeker sent to Rio for their kites. Cookie Ingram won judge's choice for best design with a German model. Guests from Chicago brought silver box-kites. Walt Hensey flew his superman kite for the duration of the meet. Mary Jane Brown flew a beautiful silk dragon-tailed model and Dragon Sherman brought and flew her personal dragon.

After several hours of challenging fun, guests gathered on the patio of the Khannas' village home for traditional Moghuli lunch, consisting of foods prepared and served by the host.



Norman and Daymon Kraus



Don Sherman



Maheshwar Khanna (himself)



Johanne Wenz, past president of the Country Friends; Bea Blair, and Suzanne Teasdel.



Dragon Sherman and Patty Driver.

**Country Friends Hold Cookbook Reception**

The Country Friends and friends enjoyed a gala pre-publication reception for the Country Friends Cookbook last month at the Over Yonder Shop in Rancho Santa Fe.

The well-attended reception on the patio of the Country Friends newest shop featured the cooks whose recipes appear in the new cookbook and 12 table settings designed by Country Friends from around the county.



Mary Jane Brown charming president of the Country Friends.

**Founders Day Luncheon**

The Village Community Presbyterian Church of Rancho Santa Fe recently commemorated their 20th Anniversary by a very special Founder's Day Service followed by luncheon at the Rancho Santa Fe Inn.



Part of the congregation enjoying luncheon at the Inn.

**Republican Women Honor Primary Winners**

The June 28 Rancho Santa Fe Republican Women's cocktail party honored the successful candidates in the recent primary election. Assemblyman Bill Craven and Senator John Stull were in attendance.

Co-chairmen Loraine Toth and Dolores Parker were fortunate to have working with them a group of young Ranchoites, David Putnam, Scott Shannon, Carol Gonzales and Robin Doran, who served and assisted throughout the party at the beautiful golf course home of Mrs. Frank Maxwell and her daughter Joan Danzinger.

A similar event, held recently for Senator Clair Burgener was equally successful.



**'How Sweet It Was'**

Home Savings & Loan recently held a press conference at the Westgate Plaza Hotel attended by television favorites who were at the local offices of Home Savings & Loan to give away an exciting book appropriately titled, "How Sweet It Was." Among those attending the press conference were, left to right, George Harris, president of Johnson Envelope Company; Louella Liverwurst of San Diego Living Magazine; George Fenniman of Hollywood; Richard Ribble, vice president of Home Savings & Loan, and Mrs. Fenniman.



Vic and Joyce Copeland.

**Easter Fun**

Great Easter afternoon at the Victor Copelands' on Rambla de las Flores as the kids hunted Easter eggs while the guests enjoyed a bountiful pot luck luncheon which would rival the La Costa buffet!!

Everyone is invited to the 8th Annual

**Rancho Roundup BARBECUE**

on the grounds of the Village Church in Rancho Santa Fe

Friday, August 6 at 6 p.m.

Adults \$3.00  
Children \$1.75

There'll be barbecued beef with all the trimmings, followed by pies that will be home made by the ladies of the Village Church! This is an annual non-profit event, designed to promote friendship and fellowship within our community. Square-dancing and music will follow the dinner.

Tickets may be purchased at Rancho Santa Fe Properties on Paseo Delicias



**Tennis Shirts Are Big News**

The focal point of this season's tennis wear is the tennis shirt. The shirt (about \$8) in a cool mesh fabrication comes in white, bright and pastel colors. The tennis shorts (about \$10) are a woven cotton/polyester blend featuring a lower "jean" rise, shorter inseams, and a slit side seam. Available in white, white with bright or pastel trim, and pastels with white trim at most larger Sears stores.



**Ice Cream Garden Opens**

It's good news in Rancho Santa Fe! The Ice Cream Garden is open in the Rand and Stewart Building on Via de Santa Fe with ice cream cones, shakes, sundaes and splits! Deidre Morgan is justifiably enthused about the exceptional quality of her ice cream (all pure natural ingredients)—and from the lines forming out her front door. This business enterprise is already an overwhelming success!

**Mrs. Warren Names  
Committee Chairmen**

Mrs. Frank R. Warren of Rancho Santa Fe, who is serving her second consecutive year as chairman for the Country Friends' 22nd annual "Appearance of Autumn" fashion show, has named her committee chairmen. The show will be Tuesday, Sept. 21, at The Inn at Rancho Santa Fe.

Mrs. Paul Ecke, Jr. of Encinitas is co-chairman.

The fashion show, which benefits San Diego County charities, annually attracts a sold-out audience of more than 1600. Each year a fashion designer of international fame presents a fall collection along with fashions from John Hogan and fine jewelry from J. Jessop & Sons jewelers.

The 1976 fashion show chairman has served Country Friends in many capacities. She is first vice president and serves on a number of committees.

Committee chairmen (Rancho Santa Fe residents unless otherwise noted) assisting Mrs. Warren include: Mrs. Harry Wenz and Mrs. John Twohy, advisers; Mr. and Mrs. Phil Franklin, program calendar; Mrs. Paul Ecke, Jr., Encinitas, and Mrs. Donald Sherman, sponsors; Mrs. William Howell, Encinitas, secretary; Mrs. Paris Adkison, treasurer; Mrs. Maury E. Strom, sponsors party; Mrs. Raymond Harmon and Mrs. Richard Lee Cormier, patronesses; Mrs. Paul Thomas, Jr. and Mrs. Roscoe Wilkey, tickets; Mrs. Harold Teasdel and Mrs. Vernon Bellman, models; Mrs. Theodore Graham, San Diego, jewelry models; Mrs. Byron Webb, Jr. and Mrs. Phillip Colbourne, models luncheon; Mrs. John Hamrick and Mrs. Preston Fleet, professional models luncheon; Mrs. Thomas Clotfelter, picnic on the green; Mrs. William Magoffin, properties; Mrs. David Baker and Mrs. Adrian Mikulicich, decorations; Mrs. Richard Arendsee, seating; Mrs. William White, ushers; Mrs. Robert Gibson, San Diego, and Mrs. Jon Engstrom, San Diego, admission hostesses; Mrs. Herb Copelan, Carlsbad, donations; Mrs. Robert W. Holcombe and Mrs. G. M. R. Schaefer, champagne; Mrs. Warren Field, Escondido, parking; Mrs. Gary Driver and Mrs. Richard Colbourne, mens luncheon, and Mrs. M. Millar Ransom and Mrs. Anthony Armino, press.



**Cintas Host Symphony Cruise  
Preview Party**

Carol and Mike Cintas recently opened their beautiful Rancho Santa Fe home to friends and neighbors to introduce them to the unique benefit cruise for the San Diego Symphony Orchestra aboard the Royal Viking Sky.

The cruise, scheduled for Oct. 19-21, will be the premiere cruise of the Royal Viking Sky out of the Port of San Diego. The Royal Viking Sky is a first-class Nordic-style luxury liner, one of three Royal Viking Line cruise ships.

Reservations for the Symphony benefit cruise are limited to 520 passengers and at press time over 300 reservations had been made. For information and reservations contact the Symphony office at 239-9721.

*Left: Perusing the Royal Viking Sky brochure at the Cintas party are, left to right, Carol Cintas; Mrs. Lee Hubbard, immediate past president of the Women's Committee for the San Diego Symphony Orchestra Association and co-captain for the cruise; Mr. William N. Jenkins, president of the San Diego Symphony Orchestra Association, and Mike Cintas.*



**Neils to Host 'California Barbecue'  
Kennalbee Stables**

Kennalbee Stables owned by Mr. and Mrs. Allen E. Neil will be the setting for "The Old California Barbecue." This very popular western party will be held Aug. 14 to kick off the third annual Rancho Santa Fe Youth Horse Show.

Horses Magazine's readers once again voted the Rancho Youth Horse Show the "best outdoor horse show in the United States." The monies raised at this dinner and horse show will help fund the Rancho Youth Center located on the school grounds next to the library.

Mrs. Neil is well-known for her saddle bred horses throughout the United States. The Neils' fabulous acres are impeccably groomed and are breathtakingly beautiful. Kennalbee Stables is located on Los Arboles in Rancho Santa Fe and will delight all horse lovers and friends of Rancho Youth.

*Pictured at Kennalbee Stables are, left to right, Mrs. R. K. Colbourne, Mr. and Mrs. Allen E. Neil and Mrs. Braughler Cowan.*



**Memorial Day Observance**

Heartwarming exercises were held recently on the Village Green, Rancho Santa Fe in observance of Memorial Day. They were well attended by all grammar, middle, and jr. hi students as well as the general Rancho Santa Fe residents and business community. During the ceremony, accolades were given to students whose scholastic and sporting excellence were outstanding during the year.



**North County Couple**

One of North County's most attractive couples call Del Mar "home." **Lin Martin** is an attorney with Crouch, Bannasch & McCarthy in San Diego; **Melody Martin** is head of women's studies at San Dieguito High School. (Just for the record, she's a Giffin Girl, so you'll pardon us for a bit of nepotism here and there.)



**Party Personalities**

*Seen at a recent Rancho Santa Fe party were Bob Barry and Mary Pinkel, an attractive two-some.*

**Tennis Tourney Benefits Animal Care Center**

A benefit women's doubles tennis tournament, Play for Pets, was held June 24 on the Rancho Santa Fe Tennis Club courts. A \$15.00 entry fee went to the Animal Care and Education Center in Rancho Santa Fe.

A luncheon at the tournament was provided by members of the Animal Center's auxiliary, the ACCenters. Each entrant also received a free tote bag.

There were a variety of "court" prizes including a hand-tooled tennis bag, tennis attire, cosmetics, wine, books and houseplants.

**Sandra Ottenstein** was chairperson for the event, assisted by **Patty Oberman, Johanna Curley, Patty Miller and Jean Susalla.**



**Popular Bartender**

The bartender with the nicest smile, manner and memory simply has to be **Donald Lippus** whose personality has caused him to be the favorite bartender called upon for every occasion. He has an uncanny way of remembering exactly what each guest prefers, is a fantastic mixologist (12 years with the Bel Air Country Club) and usually can call every guest by name when he's met them once. Need a bartender for your party? Call **Donald Lippus** at 753-0910.

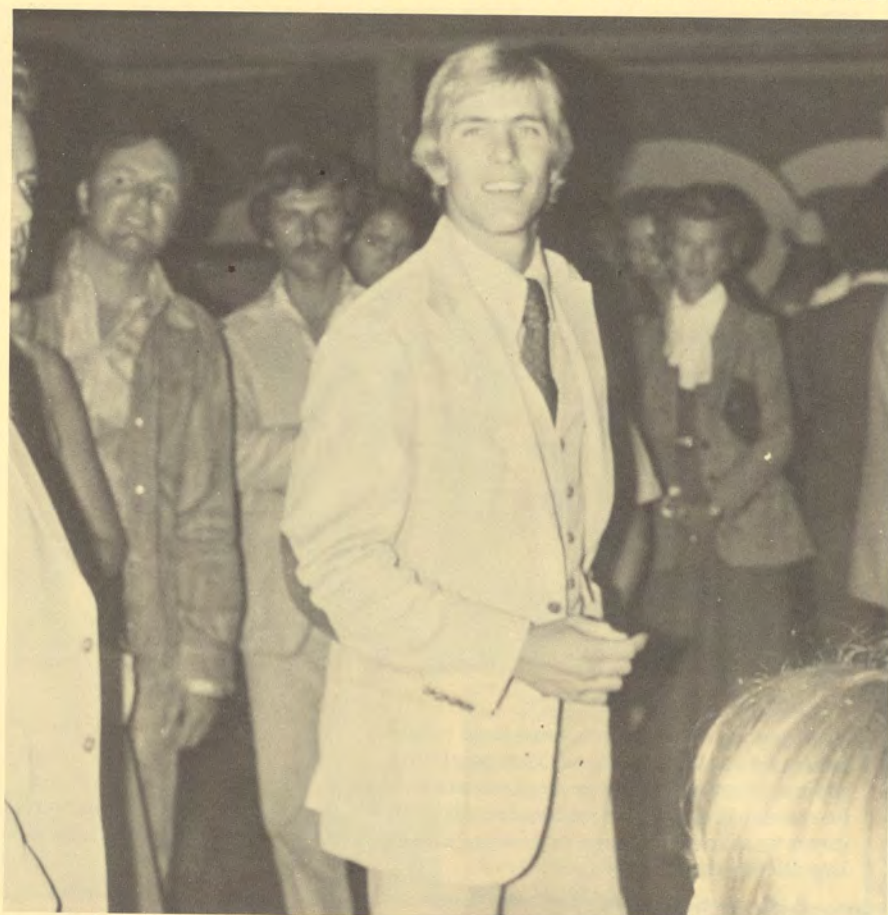
**World Premiere Showing Benefits WASI**

Flower Hill Cinemas on Via de la Valle opened in style June 15 with the world premiere showing of "Run for Blue," the story of three local girls and their lives on the horse show circuit.

The premiere showing benefited The Women's Association for the Salk Institute (WASI). The evening's events included no-host cocktails, dinner and a post-theatre champagne party with the celebrities.

In addition to the show's stars, **Melinda Robb, Barbara Bingham** and **Gina Park**, celebrities included **Steven Ford**, son of President Ford.

The movie is narrated by **Rex Allen** and directed and produced by **Arthur L. Annecharico**, Winner Circle Films.



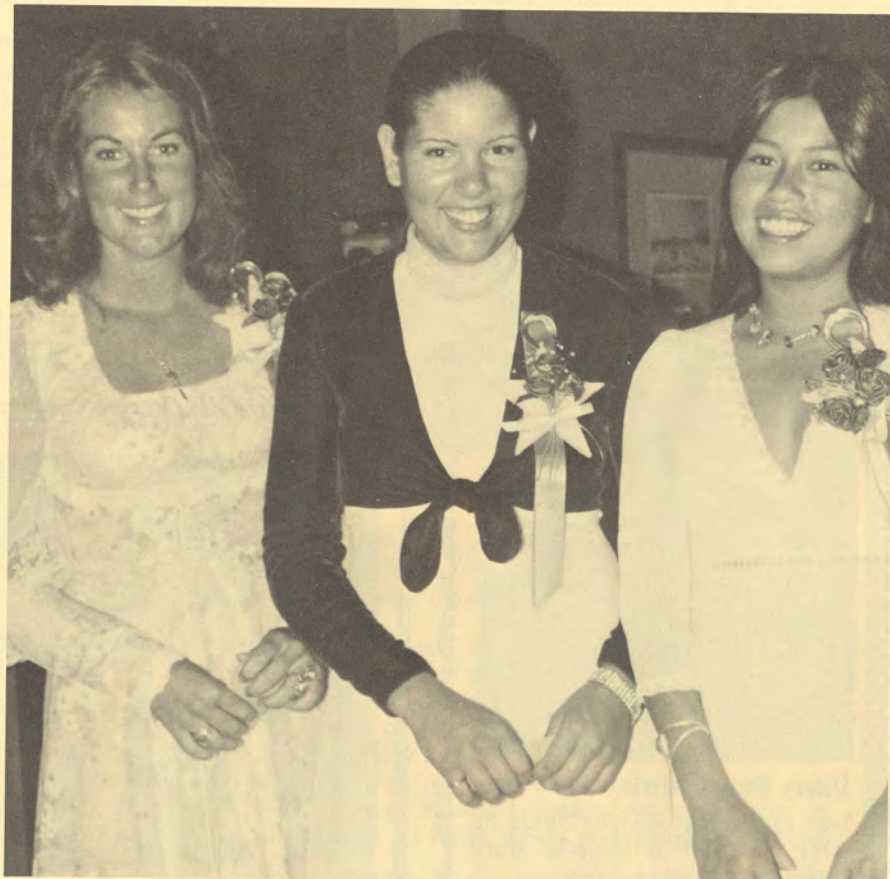
*Steven Ford*



*Mr. Peter Fletcher arrives at the theatre. Mr. Fletcher is president of the Charles K. Fletcher Co., developer of Flower Hill Shopping Center.*



*Mr. Del Glanz, vice president of the Salk Institute.*



*The stars of "Run for Blue." Barbara Bingham, Melinda Robb and Gina Park.*



*Mrs. Amos Sommers and Mr. Art Annecharico, director and producer of Winner's Circle Films.*



*Mr. Amos Sommers with daughters Laurie (left) and Amie.*



*Dr. and Mrs. Jonas Salk*



*Mr. and Mrs. Frank Warren and Mr. and Mrs. George Texeira.*



*Mrs. Barbara Robb, Mr. and Mrs. Tom Slattery and Mr. Roger Woolley. Mrs. Robb is the mother of Melinda Robb, one of the stars of "Run for Blue."*

**RSF Travel Hosts Carriers**

Members of the travel trade gathered last month in the patio of Rancho Santa Fe Travel to share champagne and hors d'oeuvres with the new owners, Mr. and Mrs. Berle Crisp of La Jolla.

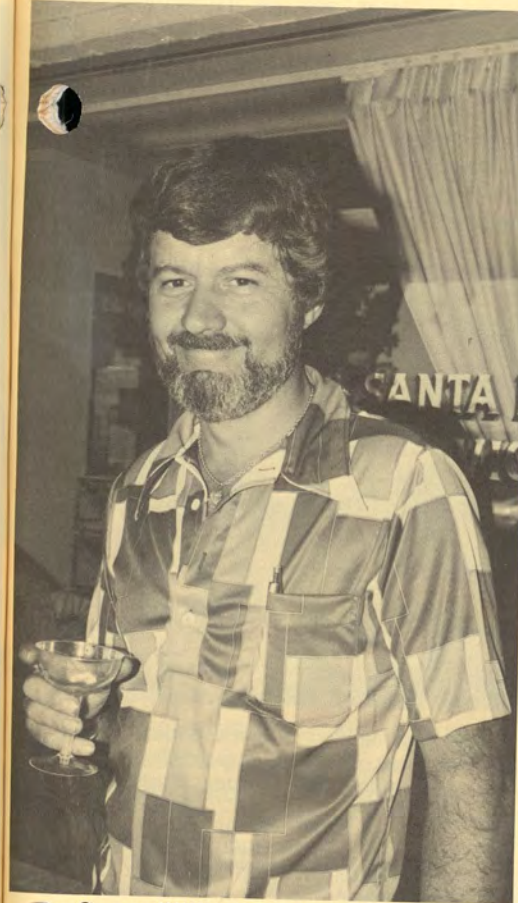
**RANCHO SANTA FE TRAVEL SERVICE**



Jana Jirasek (Swissair).



Mr. and Mrs. Berle Crisp, owners of RSF Travel.



George Willis (Jewelry by George).



Wink Crawshaw (Leisure West Tours) and Andy Tong (North West Orient Airlines).



Loretta and Dick Hoflands.



Barry Ford (Qantas Airlines) and Ron McRoberts (PSA Airlines).



Marianne Gongoware (Westours), Juan Portillo (Air California), and Mary West, controller RSF Travel.



Sandra Ray (Napili Kai Beach Club) and Joyce Behdjou.



Jerry Post (6 Continent Tours) Steve Cioffi (British Airways) and Ken Anderson (Aloha Airlines).

## FASHION

### "IN SEASON" APPAREL IN HIGH STYLE

"Putting it all together," is what they are really selling at Beverly/West, La Jolla's newest fashion store for women, at 864 Prospect Street.

Bring your favorite blazer, for example, and Beverly/West will "put together" with it the appropriate pants and skirts or sweaters and shirts that will give the old blazer a new lease on fashion life. "And then the right accessories," says Beverly Kelts, originator and owner of Beverly/West. "For example, a yards-long silk scarf that makes the blazer and pants really snap out, or an antique necklace from India that turns the blazer and skirt into dramatic, dining-out dressing."

"We will encourage our customers to buy only what they need to build out from the good things they already have," Ms. Kelts continues. "They don't have to spend a lot of money to achieve a proper fashion look if they know how to put it all together."

Beverly/West, which opened to the public May 27, also believes in selling women's fashions "in season"—having good assortments of merchandise available for immediate wear, not necessarily for wear a season ahead. Thus, in late May, assortments of summer apparel and accessories are plentiful at Beverly/West, mostly in designer-lines of sportswear, evening wear and accessories appropriate to the La Jolla lifestyle.

"We're willing to gamble against the old retail tradition of pushing Fall and Winter fashions during the summer months, and vice versa," says Natalie Feinman, president of Beverly/West and manager of the store. "But we don't think we will be overstocked with summer clothes this Fall because our research tells us that La Jolla women enjoy being able to buy something to wear "in season." They haven't been able to do that in depth until Beverly/West came along. So we think we are filling a real need.

A merchandising concept built around "putting it all together" and a buying concept that allows the customer to shop "in season" gives Beverly/West the up-to-the-minute kind of panache that appeals to women of fashion. Guests invited recently to several "sneak preview" showings at Beverly/West, prior to the opening, seemed to enjoy talking fashion as much as viewing the extensive lines of seasonal attire.

Sales personnel—Sheila Glendinning, Birgitte White and Jimi Darnell—are experienced in fashion retailing and trained to deal with their followings of regular customers more as fashion consultants than salespersons.

"We are putting the personal touch back into fashion selling," says Ms. Feinman. "We know our customers' preferences and needs and we won't hesitate to contact them when we get something at the store that we know is just right for them. Women of fashion appreciate that sort of consideration."

Still another: Beverly/West has arranged with some of its favorite designers to "custom-create" special looks individually designed for a customer. The store will take polaroid pictures of the customer, develop a "profile" of the customer's height, weight, coloring, preferences in style and material, jewelry and accessories and send them off to a selected designer with Beverly/West recommendations for a "custom creation."

The store's personal interest in its customers and their comfort has resulted in a concept for the interior design treatment that Ms. Kelts and Ms. Feinman call "easy ambiance." And Barbara Lockhart Design Studio has interpreted the concept to create a thoroughly relaxed shopping environment.

Several importantly located seating arrangements contribute to the "easy ambiance" concept. One group of comfortable chairs is arranged just inside the main entrance and is served by an elaborate brass and copper espresso machine designed for Beverly/West and imported from Italy.

And it is in this main salon that Beverly/West intends to sell—and to talk fashion about—the store's major lines of designer fashions, from Halston, Givenchy, Travilla, Albert Capraro and the like.



Beverly Kelts, owner of Beverly/West and chairman of the board, is shown in the Espresso Salon of the new store. She is wearing, from Beverly/West, a matte jersey gown with a silk chiffon poncho by Anthony Muto for Marita.

The salon is also an excellent setting for fashion shows, and the first will feature many of the clothes recently presented by the Design Center in Los Angeles and reported by Women's Wear Daily as the newest trends in "the California look." Many of the store's favorite designers have indicated they would be willing to stage "trunk shows" from time to time.



Natalie Feinman is president and manager of Beverly/West, La Jolla's newest shop for women of fashion at 864 Prospect Street, La Jolla, California.

Beverly/West will be open from Monday through Saturday, from 9:30 a.m. to 5:30 p.m. Major credit cards are accepted and parking will be validated from an adjacent parking lot.

"Simply put, our concept calls for making Beverly/West a 'must see' while in La Jolla, even if one is not in the mood for shopping.

## PERSONALITY

### 'RECYCLED' JACKIE PUNG IS BACK ON PRO GOLF CIRCUIT AFTER A 12-YEAR ABSENCE

Ms. Jackie Pung is a gal you'll be hearing a lot about. She's a pro golfer just back on the professional circuit after 12 years away.

The years between 1953 and 1964 Jackie was consistently in the top 10, winning 11 tournaments and placing 2nd, 3rd or 4th in all the rest!

In 1964 she decided to "retire" to teach golf in Hawaii. Hired by David Rockefeller in New York to be the head women's professional at the posh Mauna Kea Beach Hotel in Hawaii, for five years she handled all the golf at this famous recreational resort. In 1971 she went on tour and 1972 to 1975 it was back to being head professional at a new development called Waikoloa in Hawaii.

As fate would have it, La Costa's Irv Rosten came to Waikoloa for an Hawaiian holiday and without preamble invited Jackie Pung to come to California and get involved in the La Costa golf program. Jackie's decision to leave Hawaii, her home and husband was based on many factors. Her weight was high (250 lbs.). Even with a fine husband for whom Jackie has a lot of respect and love, there was nothing in common anymore.

"Yes, I'll come to La Costa," was her answer to Rosten. "But on one condition. You give me a year at your spa and let me get recycled, rebuilt and retreaded." (Jackie's own words!) So he did and she did. Last month (June, 1976) Jackie Pung, down to a trim and beautiful 147 lbs. from 250 lbs., went back to prepare for her first professional tournament in 12 years. Interviews are scheduled on her comeback by AP, UPI, the New York Times and many more. She will be back to La Costa in October to stay as one of La Costa's golf professionals with a goal of establishing a whole new concept in golf schools which will stress the "total woman," not just her relationship to golf.

Jackie's father is full Hawaiian, her mother a fascinating mixture of French, German and Irish. Barney Pung, from whom Jackie is amicably divorced, is Chinese-Hawaiian. They have two daughters and six grandchildren.

Jackie Pung: remember the name. You'll be hearing it again.



Jackie Pung, top, "before" La Costa weighing 250 lbs. and, below, "after" a year at the La Costa spa, trimmed down to 147 lbs. Jackie is rejoining the women's professional golf circuit after a twelve-year absence.



### Rancho Del Mar Riders Big Winners

The thirtieth annual Rancho Riding club Horse Show was held on June 5 and 6 at the Rancho Riding club in Rancho Santa Fe. The show was a benefit for the Children's Hospital and Health Center.

Many of the winners at the horse show came from the surrounding area. **Sam H. Brock**, Del Mar, a junior at San Diego Military Academy, rode his horse, Supreme O'Lee, to a blue ribbon in the 13-17 year old's three gaited class.

**Tina Armstrong**, 14, won the saddleseat equitation U.P.H.A. Challenge Cup Trophy. She is an eighth grader at the Rancho Santa Fe Middle School.

The **Rudy and Sharon Lewis** family of Rancho Santa Fe were all in the winners circle at the show. **Sharon Lewis** drove On the Wild Side to a big win in the Saddlebred Pleasure Driving Class, and also rode him to a second win in the Saddlebred 3-gaited Pleasure Class. The Lewis' 12 year old son, **Darryl**, seventh grader at Earl Warren Junior High, won the 17 & under age group Five-Gaited Class, riding Secret Call, with **Tina Armstrong** reserve on Miss Stonewall Dare. The Lewis' 9 year old daughter, **Ruth Anne**, won the 9 and under Saddleseat Equitation Class riding Hello Dollie. For this win she received a blue horse cooler and a sterling silver tea service. **Ruth Anne** is a third grader at San Diegueno Country School located near the Lewis' ranch, Plaza del Caballo, in Rancho Santa Fe.

All these horses are trained by **Anne T. Speck** at Rancho Del Mar in Del Mar, and these young riders are instructed in equitation by **Melissa Montague** of Encinitas.



*Darryl Lewis on Secret Call won the 17 & under Five-Gaited Class.*



*Ruth Anne Lewis riding Hello Dollie won the 9 & under Saddleseat Equitation Class.*

# THE BUSINESS CIRCUIT

### SAN DIEGANS NAMED TO MORTGAGE BANKING POSTS

Six San Diego executives have been named to important posts in the California Mortgage Bankers Association's new administration, according to Donald T. Baird, president.

Thomas G. Slattery, vice president and San Diego County manager for Safeco Title Insurance Company, has been elected to CMBA's board of directors who guide the statewide group of 100 member-firms that annually produce over \$5.5 billion in new mortgage loans. Slattery holds a variety of posts in numerous San Diego organizations, lives in Rancho Santa Fe and is an active horseman and prominent member of the Santa Fe Hunt Club.



*Thomas G. Slattery, Rancho Santa Fe, was elected to the California Mortgage Bankers Association board of directors.*

Richard Cromwell, vice president of Title Insurance and Trust Company, has been reappointed chairman of CMBA's public relations committee, a post he has held for the past ten years. Cromwell was awarded CMBA's Distinguished Service Award three years ago for his contributions to the organization's growth. He was the chairman of the San Diego State University-sponsored Congress on Common Interest Subdivisions, held at Kona Kai Club on Shelter Island recently.

Daniel Mulvihill, president of Pacific Southwest Mortgage in Mission Valley, has been named co-chairman of CMBA's interest limitation committee by President Baird. Mulvihill has also served terms on CMBA's board of directors and is a prominent member in the group.

Thomas S. Leitch, vice president of Leitch Mortgage Company, has been named co-chairman

of CMBA's industry liaison committee, which is actively engaged in joint efforts with real estate and savings and loan groups to further CMBA's causes.

Edward T. Simms, Jr., vice president of the San Diego Trust & Savings Bank, was reappointed co-chairman of CMBA's speakers bureau. He is a former president of the San Diego Mortgage Bankers Association. William Dick of United California Mortgage is the new co-chairman of the Young Mortgage Bankers committee. He is in UCM's San Diego office. □

### LITHO CONSULTANTS OPENS IN NORTH COUNTY



*Fred O'Remus*

Litho Consultants is a new member of the North County business community. This dynamic firm offers creative assistance in determining direction, unique promotion copy and design, as well as printing and typography services. Litho Consultants recently won the 1976 Beckett Award of Excellence for their creative use of paper in graphic communication.

Fred O'Remus, president of the company, has been active in many areas of the graphic arts for over eleven years. According to O'Remus, Litho Consultants' primary purpose is to help growing companies learn how best to present themselves in an increasingly competitive market. "Spending hard-earned dollars to place ineffective ads," says Fred, "is worse than throwing the money away."

Litho Consultants recognizes that buying printing and buying advertising is difficult. Every job is a custom job and requires personal attention and direction.

Mr. O'Remus moved his family to Carlsbad from Los Angeles in 1975. He is already a member of two committees of the Carlsbad Chamber of Commerce. "Our future is in North County," he says proudly. □

### RIDGEWAY IS NEW LOCAL SHEARSON EXEC



*Van Duyn Ridgeway*

Van Duyn Ridgeway is the new associate vice president and branch manager of the Shearson Hayden Stone office in Rancho Santa Fe.

Ridgeway is no stranger to Rancho Santa Fe or Shearson Hayden Stone, having lived on the Ranch while he was with Shearson (then Shearson Hammill) in La Jolla in the late 60's. In the interim he was vice president and manager of the Shearson Hammill offices in Phoenix (1969-73) and Denver (1973-74).

Born in San Diego, Ridgeway attended preparatory school and college in the East. He joined Hill Richards in San Diego in 1958 to begin his investment career.

While previously living in the San Diego area Ridgeway was a member of the La Jolla Country Club, the La Jolla Beach and Tennis Club and the Rancho Santa Fe Golf Club.

He and his wife Carre and their seven-year-old son T.R. are again living in Rancho Santa Fe. □

### SANTA FE FED TOPS \$300 MILLION DEPOSITS

Santa Fe Federal Savings and Loan Association recently reached \$300 million in savings deposits, according to Verne Potter, president.

The association now has a total of 76,522 savings accounts. In the first five months of 1976, 7,821 new savings accounts were opened representing \$22,400,356.

Santa Fe Federal, chartered in 1890 and headquartered in San Bernardino, has 17 offices located in San Bernardino, Riverside and North San Diego Counties. Total assets are \$325 million. □

### CONWAYS HIRE ASSOCIATE



*Susan Conway, left, and Susan Petrash*

Bud and Susan Conway, since moving to Rancho Santa Fe four years ago, have been involved in real estate brokering, counseling and consulting our of an office in their home on La Crescenta Rd.

An increased interest in Rancho Santa Fe properties has necessitated the hiring of Susan Petrash as an associate. Petrash and her husband Lloyd and their two children moved to Rancho Santa Fe last summer.

Susan will be working on homes and buildable home sites in Rancho Santa Fe. Bud will handle all negotiations and financing arrangements. □

### SDG&E ISSUING STOCK, BONDS

The board of directors of San Diego Gas & Electric Company authorized the sale and issuance of up to two million shares of common stock and up to \$45 million in bonds.

The stock and bonds are to be offered for sale this summer. Money raised from the offerings will be used to pay off a portion of the company's short-term loans and to continue its construction program. □

### LA JOLLA FEDERAL NAMES COMPTROLLER

Appointment of Tyler Exter as comptroller of La Jolla Federal Savings and Loan is announced by R.F. Bachman, president of the 28-year old financial association.

A CPA and San Diego State graduate, Exter was formerly associated with Price, Waterhouse Company and Home Federal Savings, following service with the United States Navy. □

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## NATURAL ENERGY SYSTEMS STRESSES SOLAR

"The time for solar energy is now," reports Donald Haydon, president of Natural Energy Systems (NES). "We recognize this and can provide solar power for home heating, air conditioning, hot water and swimming pool heating."

Actively engaged in the sale and installation of solar units since May 1971, NES is a full-service company staffed with engineers and technicians specializing in solar energy research and development. Officers of the company are Tony Anderson, marketing vice president; J. Paul Hurley, Ph.D., vice president engineering, and Gunter Anstaett, secretary-treasurer.

NES is now doing in excess of \$150,000 per month with a company value of over \$2 million. Public acceptance is demonstrated by an increase of 14.3% since NES was listed on the Utah exchange May 7, 1976. The El Cajon based corporation opened at \$1.75 per share and is currently trading at \$2 OTC.

Six years ago the company's founders, Haydon and Anstaett, recognized the power of the sun's rays and invested in the limitless energy potential of various solar applications. At that time their sole product was a low-heat flat plate collector panel designed for heating swimming pools. NES now inventories a complete line of solar items including spa and pool heating systems, space and hot water heating systems, fan coils, recreational vehicle units, heat pumps and solar air conditioning systems.

Haydon stated, "Our expansion has been so great within the past nine months we were forced to open a display area and new offices covering an additional 9,000 square feet of warehouse space." NES is headquartered at 1654 Pioneer Way, El Cajon.

Haydon continued, "Our main thrust is in the 'heat pump' energy recovery field with the aid of solar energy."

"In domestic hot water heating, the thermal syphon unit will be the answer to John Doe citizen's money-saving problem. It can be marketed from \$995 to \$1,595."

NES holds marketing franchises and exclusive marketing agreements with many of the established firms that pioneered the solar energy industry.

The company has outstepped its competitors by offering off-the-shelf buying, reports Haydon. "Anyone can walk into

an NES outlet and ask for solar parts as needed. Ten years ago this wasn't possible but today solar heating and cooling are practical and convenient."

To maintain their high standards, the firm recently formed an engineering group headed by Dr. Paul Hurley, a San Diego physicist, to continue research and development. This group typifies the effort made by NES to provide the public with quality solar products at the lowest possible cost.

Advocates of solar heating stress that with the existing high costs and scarcity of fossil fuel, the addition of solar systems should be considered a plus factor when a house is sold. □

## PAUL MURPHY INTERIORS OPENS IN ENCINITAS



Dave Murphy

Paul Murphy Interiors has opened in the Camino Real Shopping Center at El Camino Real and Encinitas Blvd. in Encinitas. Dave Murphy is the manager of the new Paul Murphy store, which has been serving San Diego since 1951.

Paul Murphy Interiors specializes in home furnishings and decor including furniture, accessories, carpeting, draperies and wallpaper. They feature nationally advertised brand-name furniture at discount prices and provide decorative counseling.

Dave Murphy attended San Diego State College majoring in marketing. As a student he participated in Combo II and was a member of the American Marketing Association, the American Association for the Advancement of Science and the International Oceanographic Foundation.

He worked in the marketing departments of various firms including Kepner-Tregoe and Associates, Inc. and Memorex where he was involved in planning development, implementation and measurement of product announcements; sales materials and aids; advertising; promotions; sales incentive programs; educational seminars, and numerous other marketing programs. □

## ESCROW OFFICER NAMED AT RSF S&L



Sandra Kirtley

Ms. Sandra Kirtley has been named escrow officer at Rancho Santa Fe Savings and Loan Association's main office in Rancho Santa Fe.

Ms. Kirtley, a resident of Solana Beach, is a licensed real estate sales person and a member of the California Escrow Association.

She has recently completed courses in real estate finance and was employed by AVCO Community Developers prior to joining Rancho Santa Fe Savings.

Rancho Santa Fe Savings and Loan Association is presently celebrating its third year of operation, with offices located in Rancho Santa Fe, La Jolla and Lomas Santa Fe.

A fourth office in Encinitas is planned to open later this year. □

## PSA ANNOUNCES NEW APPOINTMENTS

William R. Shimp, president and chief executive officer of PSA, Inc. has announced several new appointments.

Paul C. Barkley, formerly senior vice president/finance, has been named executive vice president and chief financial officer.

Promoted from assistant vice president finance and controller was George M. Shortley to vice president/finance and Richard Adams, formerly assistant vice president/flight was promoted to vice president/flight.

Lawrence Guske, former assistant controller, was named controller.

Gary Kissel was named to the newly created position of director of corporate communications.

Kissel, 43, director of the public relations for PSA the past 7½ years, will be responsible for press, community and employee relations for the corporation and will report directly to Shimp. Terry Henry will assume the duties of public relations manager for the airline. □

## CABOT, CABOT & FORBES NAMES NEW PRESIDENT

Ferdinand Colloredo-Mansfeld has been appointed president, chief executive officer and trustee of Cabot, Cabot & Forbes it was announced by Gerald W. Blakeley, Jr., trustee and principal owner of the privately held Boston-based real estate development, investment and management firm. Colloredo-Mansfeld succeeds Blakeley who will become chairman of the board.

In his new position, Colloredo-Mansfeld will oversee all divisions of the company, direct the day-to-day operations and be responsible for the long-term financial planning and implementation of new development ventures.



Ferdinand Colloredo-Mansfeld

Cabot, Cabot & Forbes is developing two industrial parks in San Diego County, the 340-acre Palomar Airport Business Park in Carlsbad and the 140-acre San Diego Industrial Center on Miramar Rd. □

## NEW ADVERTISING AGENCY OPENS

A new San Diego based, full service advertising agency has opened its doors. Creative Connection, Inc. was formed in mid-March this year. It is located at 2150 Fourth Avenue in the Hillcrest area.

Creative Connection, Inc. is staffed by Kelly Medlin, president; T. Michael Russell, sales and marketing; Liz Davis, art director; Cal Vaughn, production and entertainment director; Karn Myers, media director and office manager, and Michael Allen, sales and marketing.

Creative Connection, Inc. is geared to function exactly as its name implies, as a connection for all media and creative services for business and public needs in the following categories; advertising, graphic arts, complete photographic service, promotion, public relations and artists' management. □

## ANDERSON TO HEAD NEW SOUTHWEST BANK OFFICE

Southwest Bank has announced the appointment of Robert S. Anderson as manager of the Rancho Bernardo office, scheduled to open by mid-year.

A native of Fargo, North Dakota, Anderson was most recently senior vice president and manager of Escondido National Bank's real estate loan department. He was previously with Crocker Bank in Barstow, California.

Anderson holds an MBA in finance from the University of Pennsylvania. He has been a United Way Campaign Chairman in Barstow, a member of the Rancho Bernardo Rotary Board of Directors, and is currently a member of the Escondido Elks and Stoneridge Country Club. He and his wife live in Poway. □

## INSURANCE, BONDING BROKERAGE OFFICE OPENS



John Doddridge

Corroon and Black/Carter and Higgins, long-time Insurance and Bonding Brokers in the San Diego area, has opened a new North County office at 450 Escondido Boulevard in Escondido.

Heading up the branch office is John Doddridge, senior vice president of the firm. Mr. Doddridge has been with the company since 1960 and is a native of Lakewood, Ohio.

The office handles all classes of personal, commercial, and institutional business. Corroon and Black/Carter and Higgins has distinguished itself by handling the insurance needs of more school districts than any other firm in the State of California.

Mr. Doddridge is enthusiastic about the future of his company in the North County. He sees the growth of the area as important to the future of Corroon and Black/Carter and Higgins.

In choosing to locate in the new 5th Avenue Financial Center in Escondido, Mr. Doddridge said "the facility has ex-

cellent banking and savings and loan facilities, and we feel that this center will be the focal point for important financial services for the North County."

Doddridge emphasized that the company has the advantage of the size and strength of one of the largest firms in the country, yet is able to be sensitive to the insurance needs of the North County through local office independence. "We will be able to do our own thing here," Doddridge said. □

## SAN DIEGO TRUST INTRODUCES '7/24 BANKING'



Thomas W. Sefton, president, San Diego Trust & Savings Bank, demonstrates how to use the new 7/24 automated teller machine.

San Diego Trust & Savings Bank opened a county-wide network of automatic tellers early in June. These machines, which have met with great success in the East and Midwest, provide the most complete range of teller services now available in San Diego.

Called "7/24 'Round the Clock Banking," this new service allows customers to get cash from their checking, savings, or Master Charge account, transfer money between accounts, make deposits, and installment loan payments.

This service is being offered free to all San Diego Trust customers.

The first locations for these "7/24 tellers" are at existing branch offices: Point Loma, Escondido, Chula Vista, 63rd & El Cajon Blvd., East El Cajon Valley, Mission Hills and Clairemont Mesa. Additional automated teller machines will be installed periodically over the next twelve months.

San Diego Trust customers will receive a "7/24" plastic card and a four-digit personal code number as protection against unauthorized use of their cards.

San Diego Trust customers who also have Master Charge accounts with the bank may request a combination 7/24-Master Charge card. One side of the card is the regular Master Charge card. The reverse side is the 7/24 card and bears the magnetic stripe. □

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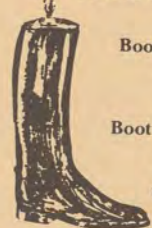
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**SOLAR ENERGY  
COMPANY NAMES  
PRESIDENT**

John D. Warner, representative and corporate advisor for Sunwater Company, Inc., for the past two years, has been named president of the El Cajon based company. The announcement was made by Opal McCracken, chairman of Sunwater's board of directors.

Founded in 1958 by solar pioneer Horace McCracken, Sunwater is Southern California's most complete manufacturer of solar energy products. The inventory includes domestic hot water heating systems, space heating-cooling systems, spa and swimming pool heating systems and solar water distillations units.

According to Warner, "Sunwater has moved to a new facility at 1466 Pioneer Way, El Cajon, which will have a production capacity of 360,000 square feet of solar collectors per year. This translates into a free energy producing capability of 83 billion BTUs annually—or the equivalent of \$1 million of electrical energy at today's rates."



John D. Warner

Prior to joining Sunwater, Warner was active in market research and analysis of the solar energy industry and solar applications. As head of his own construction company he designed and built custom houses and apartments in the San Diego area. His experiments with various energy conservation methods included orientation for buildings to maximize mid-winter solar radiation while minimizing the effects of the sun's high trajectory in the summer. In building to reach greatest efficiency from solar energy equipped structures, Warner emphasized the importance of adequate insulation, thermal windows and proper use of reflective surfaces.

Warner's strong management background includes Architecture of Graphics and Communications Systems, Inc., Los Angeles, where he was director of marketing, computer pro-

grams. At Douglas Aircraft Company he was contract administrator/purchasing agent charged with establishing foreign source procurement for the DC-10 program.

A San Diego native, Warner received his BS degree in business psychology and an MA in business management at the University of Southern California. He completed graduate work in law, contract administration and aerospace management.

The new president of Sunwater reports success in setting up a nationwide network of distributors while simultaneously increasing the volume production of solar collector panels. "In addition to distributorships already established," said Warner, "contractual agreements in Montana, Oklahoma, Arizona, Florida, Hawaii, Louisiana and Washington, D.C., are also being negotiated. Assembly plants have been initiated for Kansas City, Missouri; Denver, Colorado; Bend, Oregon and Dallas-Fort Worth, Texas. Other plants will be located east of the Mississippi."

"The national distributorship program should be completed within six months," continued Warner, "and the international marketing campaign will be launched in July when Sunwater's representatives will be in Germany to license manufacturing and distribution of solar energy products for the lucrative European market, also affected by rising utility costs.

Currently trading at \$1.50-OTC, Sunwater's projected annual sales are in excess of \$2 million. □

**ROBERTS  
ANNOUNCES TWO  
NEW IRRIGATION  
KITS**

James C. Roberts, president of Roberts Irrigation Products, announced that this company has developed two entirely new trickle watering system kits for the homeowner. Both of the new systems are for growing vegetables.

Roberts currently manufactures homeowner systems for watering trees, shrubs, plants and flowers in aboveground, underground and patio kits sold nationally through department, hardware and garden stores.

The new vegetable garden system kit has been engineered after extensive research to allow the homeowner to punch holes in the feeder hose to the spacing desired. The kit is designed for gardens of about 200 square feet and contains all the fittings to

install a complete system. It can be used from year to year.

The other new system is the garden-tainer kit which was designed for small areas like mobile homes, balconies, patios and stairwells or other confined spaces. The kit contains five attractive dark green 4-gallon-plus plastic containers with the patented Roberts Spot-Spitter® built into the wall of the garden-tainer; 15' round 1/2" green hose, 15' 1/8" I.D. tubing, flow washers, hole punch and all the fittings to install a complete system. Professional growers have long recognized and attest to the fact that soil in containers is warmed and results in faster growth and healthier crops, especially when watered under optimum conditions. The garden-tainer kit affords exactly that combination of optimum conditions and requirements due to the flow control washers and the Spot-Spitter®.

James C. Roberts stated: "The efficient and trouble-free design of the home kit systems maximizes water usage and helps maintain the proper and appropriate moisture level in the soil for optimum growing while providing for the direct application of fertilizer."

The new kits have brought to the homeowner several irrigation systems previously available only to commercial growers and farmers. □

**CARL'S JR. APPOINTS  
AREA MANAGER**



Richard M. Carter

Richard M. (Dick) Carter has been named real estate area manager for Carl Karcher Enterprises, Inc. (Carl's Jr. restaurants) and will be responsible for acquiring new locations for Carl's Jr. in the San Diego area. The rapidly expanding fast food chain currently operates more than 145 units throughout California. An additional 160 restaurants will be in operation by 1980.

A University of Southern California graduate, Carter resides in Los Angeles. □

**DEDERA  
ON LIVING**

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STATES — ALMOST**

Rejection occasionally is experienced by all, but in few lifestyles is rejection enshrined as a daily ritual as it is for the free lance writer.

There even has come into being an official document—the rejection slip. Away go the little whimsies, fresh and clean, only to return two months later, wrinkled and coffee-stained, and clipped to form (sometimes personal) letters saying that they don't meet current editorial needs.

Rejected again!  
My editorial Everest is *Reader's Digest*. Specifically, that "Life in These United States" page. They pay \$250 per anecdote, but not to me. Consider these several years of rejections:

\* \* \*

Thanks to steady Pacific breezes and relatively clean industries San Diego enjoys an atmosphere that is the envy of other California cities. So on a particularly brilliant day I was surprised when Dick Manning flew into town on a business trip and announced he was returning the same day.

He slowly scanned the azure sky from the Laguna Mountains to San Clemente Island, and said:

"When you're from Pasadena, you don't trust any air you can't see."

\* \* \*

Wanting to arrange a family visit, I placed a call to the public relations manager of Lion Country Safari, the African wildlife preserve in Orange County, California.

"Lion Country Safari," the switchboard operator responded.

My operator said, "Long distance calling for Mr. Bud Nagle."

"I'm sorry," said the switchboard operator. "Mr. Nagle's line is busy."

The LD operator broke us all up by inquiring, "Oh, really? And what is Mr. Nagle's lion busy doing?"

\* \* \*

With gasoline stations limiting sales and even running out (this was during the energy crunch), hikers bearing red gasoline cans are more numerous along the highways of the most car-loving state of them all: California. And who behind a wheel cannot sympathize with a motorist afoot, fetching fuel?

Recently north of coastal La Jolla I stopped to give a lift to a suntanned, longhaired youth seemingly on such a mission.

"Where's your car?" I asked.

"I don't have a car," the young man answered. "But I'll be much obliged if you'll drop me off at the campus."

As we traveled the few miles down old U.S. 101 toward the University of California at San Diego, my curiosity got the better of me.

"What's with the can?"

"Well," the lad explained, "I don't have enough money to own a car. My pad's in Del Mar, and hitchhiking's a drag because you older dudes with the cars don't want to pick up young guys with long hair. But I found that your generation can't pass by somebody carrying a little red can. It's more dependable than the bus."

He jumped out at UCSD—under one arm, his books; under the other, the simplest, cheapest, most reliable and least polluting motorized transport ever invented.

\* \* \*

Because she's wild about American Indian jewelry, recently for her birthday I gave my brother's wife a "mother-in-law bell" of silver and turquoise.

Such handmade charms derive from an old Navajo custom of monitoring mothers-in-law by belling—much as farmers bell cows and birdlovers bell cats. Nowadays these jingling trinkets are favored by women as earrings, pendants and pins.

"You can even wear it on a choker or a hairclip," said I to my sister-in-law. "Where do you think you'll want to attach it?"

She, part Cherokee herself, studied the bauble, gave it a merry shake, and replied:

"On my mother-in-law!"

\* \* \*

Actually, this last item was not rejected. It was mailed August 28, 1975 and was never returned. So there's still hope, except that one requirement is that the anecdotes be "unpublished." It is now published, and I suppose in tomorrow's mail there will be a cheery note from an editor to the effect that by good fortune it meets current editorial needs.

That's life in these United States. □

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
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# INVESTMENTS

## by Les Pollack A FUNDAMENTAL ANALYSIS

Recent evidence that the Board of Governors of the Federal Reserve System is taking some steps to increase short term rates must be viewed in perspective. For example, business loans at weekly reporting large commercial banks were recently reported down from a year ago. This suggests that the Fed's action of raising Federal Funds rates is more of a warning about inflation than a response to increasing bank loan activity in the system. At 5½ percent, Federal Funds are exactly where they were one year ago and the prime lending rate is a shade lower than it was twelve months ago, indicating that there is no strong long-term trend towards higher interest rates at this time.

The Commerce Department's Index of Leading Indicators posted another gain in April, continuing its slow but steady advance since the beginning of 1976. This indicator by itself suggests that there is little threat of an overheating economy at this time and there is little reason for the Fed to pursue a destructive tight money policy in the foreseeable future. In addition, a recent front page Wall Street Journal article points out that the ratio of corporate cash and equivalents to current liabilities has improved from 10 percent at the beginning of 1975 to 16 percent recently, indicating that big business has taken advantage of the economic recovery to repair its balance sheets and suggesting that future cash demands may be supplied by retained earnings rather than by constant trips to the capital markets.

Banks, corporations, and individuals are liquid and are behaving in a very conservative manner. If the Fed feels it must lean against the wind to dampen inflationary expectations that is a logical course of action, but there is little in the current scene to justify fears of another credit crunch.

Considering the low multiple at which the market is evaluating present and possible future earnings (under ten to one for the Industrial Average based upon estimated 1976 results) it requires a little searching to imagine just what it is that the market is worried about. After all, in the past when investors have been confident, the Industrial Average has sold at better than twenty times earnings. By definition then, investors are concerned about something or this market would be considerably higher.

Fears of inflation have been aroused by the recent strength in commodity markets and there is no denying that the potential for another unpleasant round of price increases exists. So far it has been restrained by excess capacity but it continues to lurk just beneath the surface as a source of fear. In relation to the market the question that matters is whether or not common stocks are a valid investment vehicle in an inflationary environment. Despite the wicked experience of 1973 and 1974 when price and wage controls clobbered profit margins, we think that equities are once again an almost incomparable hedge against inflation. In 1975 and 1976 the major corporations have proved that they can raise prices in line with or even faster than their own costs, maintaining or even improving their profit margins. This factor alone should add a premium to price/earnings multiples in general. As long as inflation remains in the 5-8 percent area we think that big business will be able to live with it and perhaps benefit.

The best answer that we can come up with regarding the low level of price/earnings multiples is that investors still have not recuperated completely from the dreadful bear market which reached its culmination in 1973 and 1974, but which in many cases extends all the way back to 1965. Both the public and institutions have become so accustomed to seeing every economic recovery abort and every market rally fade away that they are extremely nervous and prone to believe the worst about almost everything. Of course, it is at just such times that opportunities often exist at relatively cheap prices and that is exactly how we view the stock market today.

In making this analysis we have purposely steered away from a discussion of the possibility of another severe economic downturn which would erode corporate profits and render our price/earnings estimate of under ten to one meaningless. The reason we have done this is that the possibility of a downturn so early in the recovery period when consumers and businesses are still acting cautiously is so remote that we feel it hardly bears discussion. We can only compare the present period to the several years immediately following the end of World War II when the post-war economic boom was solidly underway but the majority of investors failed to recognize or believe in it. In our opinion, the post-Vietnam War boom is also solidly entrenched and could last through the remainder of this decade. Unfortunately for impatient market participants it, too, is not being recognized or acted upon by the majority of investors. □

\*Les Pollack is the chief investment officer for the Rancho Santa Fe office of Shearson Hayden Stone.

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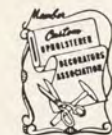
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# ASTROLOGY FORECAST

by Jean Farman

## CANCER

(June 22-July 22)

Moon Children are feeling their oats and so are very likely to surprise, startle and even shock those who are lucky enough to be around to watch the show! Their tongues react like phonograph needles and it may be difficult to get a word in edge-wise. Be careful of your chitter-chatter Moon Child, especially from the 9th through 11th as what you say may trigger some tempers and that would dampen your vivacious mood. Don't turn away from the hand of friendship as people met now can become most important to you later on. Cancer VIPs: Polly Bergen, Yul Brynner, Vicki Carr.

## LEO

(July 23-August 22)

Creative Leos have the chance to display their talents to the waiting public as July rushes in with a bag full of opportunities. Youngsters may give you cause to swell with pride. Relationships with partners, key associates or your mate may still be suffering under traumatic conditions. Your self discipline and control are being tested! Leo talent: Paul Anka.

## VIRGO

(August 23-September 23)

Energy and ambition begins to surge through your Virgo veins as July gets underway. You feel unusually competitive and may give in to an overwhelming desire to show off. If you flush away feelings of superiority and arrogance, others will respond to your schenanigans with amazement and wonder. Impatience is your personal enemy this month. Virgo celeb: Barbara Bain.

## LIBRA

(September 24-October 23)

The long hot summer could create frantic financial fears for Libra unless personal steps are taken to keep exact records of money flow. It would be unwise to let another handle your finances right now. Change of location, domestic or business, could be advantageous. If someone says they're sorry, accept graciously and forget past hurts. Libra star: Andy Devine.

## SCORPIO

(October 24-November 22)

Fireworks are apt to explode this holiday month to pieces for many Scorpio people. Hang onto all the self-control and self-discipline that you are so famous for. Avoid being fanatical, rebellious or dictatorial. Accept with dignity the consequences of past mistakes and misdeeds. Keep your cool, your faith and your sense of humor. Scorpio VIP: Dale Evans.

## SAGITTARIUS

(November 23-December 20)

Sagittarius is the sign of travel but you may get more than your foot-loose and fancy free spirit planned for. Since you're a bit absent-minded this month, don't run off and forget your travel tickets or pick up someone else's luggage by mistake. Money may be realized from far away lands or people. Sagittarius celeb: Kirk Douglas.

## CAPRICORN

(December 21-January 20)

The cosmic message for Capricorn is crystal clear: if you've indulged in past extravagance it now comes to the surface to take its toll. Money, valuables and possessions must be safe-guarded or they could disappear. Problems could arise involving taxes, insurance, inheritance, corporate finances, alimony. Take immediate steps to protect yourself and avoid losses. Capricorn star: Lloyd Bridges

## AQUARIUS

(January 21-February 19)

Bite your tongue and swallow your pride! It's just not smart for Aquarius to air beliefs or expound opinions during July. To stimulate resentment or hostility in people holding positions of authority could boomerang disastrously. Please yourself and make those you live with happier by directing all that creative talent into beautifying your busy abode. Aquarian celeb: Joey Bishop.

## PISCES

(February 19-March 20)

Kick off your shoes, wiggle your toes, surround yourself with loved ones while holiday spirit runs high. Realism comes soon enough in mid-July when energies are needed to solve problems with employees, co-workers. Diet and dress could use an overhaul. You may be reminded that nothing is more precious than the gift of good health. Pisces musician: Les Brown.

## ARIES

(March 21-April 20)

The long hot summer could be steaming up the windows of your better judgment! You might take a very close look at those who claim to be friends. There are people in your midst with ulterior motives who envy your position. Energy comes to improve daily routine. Meeting a family crisis head on promotes better understanding. Aries talent: Chuck Connors.

## TAURUS

(April 21-May 21)

If you and your mate happen to lock horns this month it could blow the lid off everything you've planned for and worked so hard to attain. This could apply to a business partner as well. Strive for the utmost in compromise, cooperation, diplomacy and understanding. Family members give aid and solace to sounded Taurus. Taurus talent: Anne Baxter.

## GEMINI

(May 22-June 21)

Money is out there to be made! Let your Mercurial mentality and intuitive hunches find the way to future security. Being alert to casual remarks made at social gatherings may be the key to success. Welcome friends who infiltrate your home this month but not at the expense of neglecting the needs of your spouse. Gemini gent: Pat Boone.

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