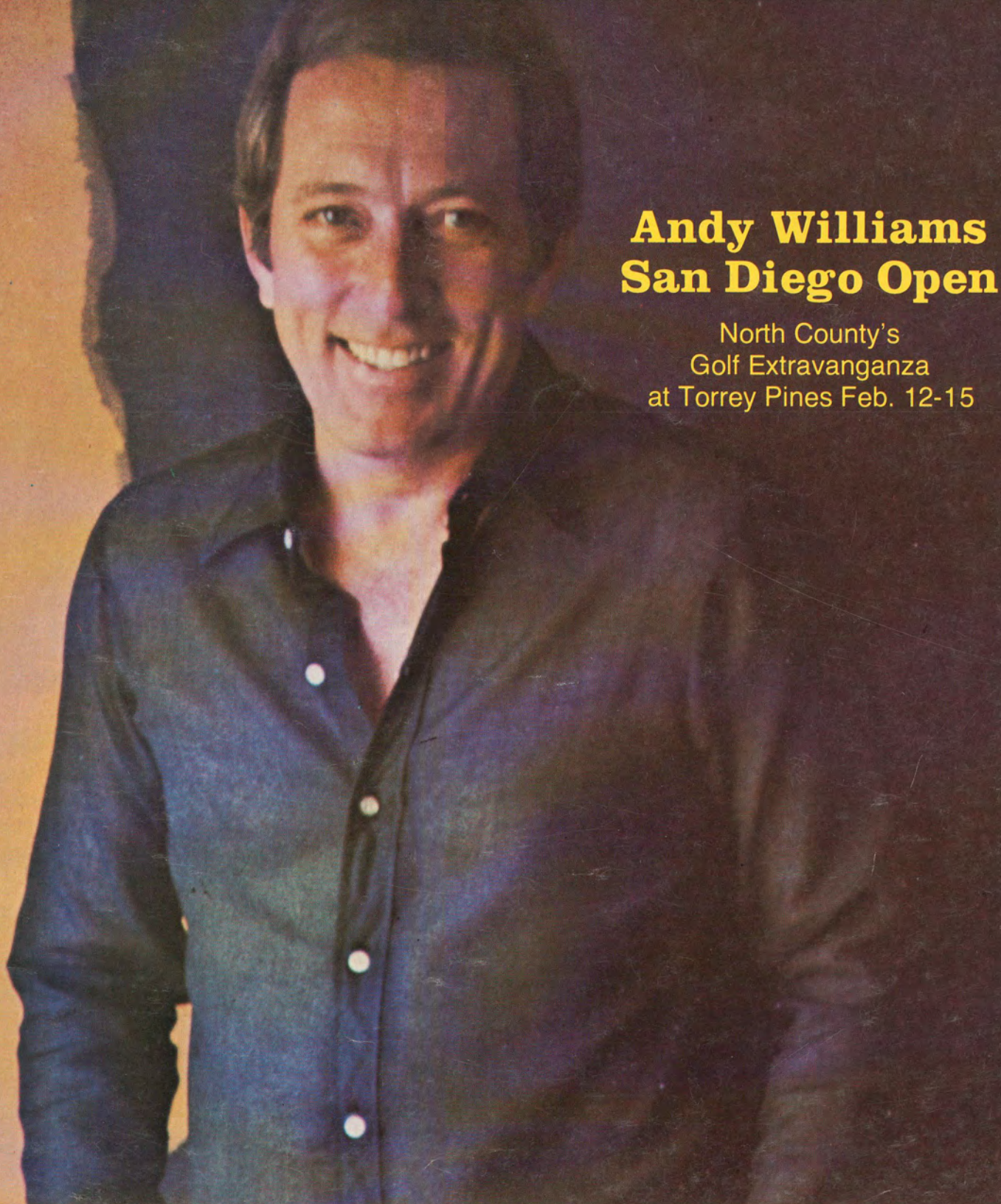


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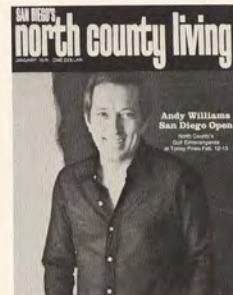
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**north county living**

January 1976 Volume 15 Number 1



*About the cover:*  
North County plays host to the nation's leading professional golfers, some 40 world-famed celebrities, hundreds of amateur players from all over the U.S. and an estimated 85,000 spectators when Andy Williams hosts his 9th Annual AWSDO at Torrey Pines Golf Course in February. See page 22 in this issue.

Ashley's: the small-town store that grew by Rebecca Brown	6	
Andy Williams Tournament B. J. Dillon Co. Provides Mortgage Market Place	22	features
News from La Costa by Zetta Castle	8	
News from Whispering Palms by Jane La Croix	14	north county social scene
Lensing in on La Jolla by Alice Dutton	16	
What's Happening in Rancho Santa Fe by Louella Liverwurst	36	
Oceanside Social Scene by Kitty Peeling	56	
The Business Circuit Net Gains by Dave Martin	49	53
Association News	58	departments
Shops & Services Directory	61	

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# ASHLEY'S MARKET

## the small-town general store that grew

by Rebecca Brown

Small towns and the corner grocery store. Somehow they seem to go together like sunshine and Southern California. For Rancho Santa Fe, Ashley's Market is that corner grocery store.

Since 1933 the market on the corner of Paseo Delicias and La Flecha has been an institution in the still small village of Rancho Santa Fe. The original store on the ranch was located on the corner of Paseo Delicias and La Granada in what is now the Ranch Book Shop.

In 1945 Fred Ashley and Robert Francisco, Sr. purchased the Rancho Santa Fe market and Ashley's Rancho Santa Fe Market was born. In the early years, before such modern conveniences as a hardware store or a toy store, Ashley's market served as a true small-town general store, carrying such items as paint, socks and toys.

Today, after several remodelings, the most recent of which greatly expanded

the delicatessen capabilities of the market, Ashley's stands as a focal point of village life. Friends meet old friends, the business people of Rancho Santa Fe buy their sandwiches or hot lunches to take out, and newcomer and oldtimer mingle in the hustle-bustle of a busy, busy little market.

The most recent expansion of Ashley's was completed in May of last year, increasing the floor space from 3500 to 4400 square feet. This was accomplished by greatly reducing the size of the stock room, necessitating more frequent deliveries, but allowing for expansion of shelf stock and services offered.

The last previous remodeling before this most recent one was done six to seven years ago when new refrigeration units were installed (ice cream freezers had been used up to this time), a delicatessen and self-service delicatessen case were installed, a new meat case was added increasing the size from 12 to 20 feet and new produce

cases doubled the size of the produce department.

Ashley's delicatessen, by far the busiest place in Rancho Santa Fe at noon, began three or four years ago with a few sandwiches and has now expanded to include everything from marinated artichoke hearts to enchilada dinners. Daily features are prepared sandwiches, salads, soup, chili and the special hot lunch of the day.

An off-shoot of the delicatessen lunch service is the catering service. Ashley's now has the capacity to serve fruit trays, cracker and bread trays, hot meals or hors d'oeuvres for any size crowd as well as baking bread, rolls, cookies, pies and cakes.

Other services of Ashley's are local delivery and standing charge accounts.

The charm of Ashley's lies in its home-grown origins; its second generation proprietor, Bob Francisco, Jr.; the wooden floors, and the marketplace feeling one gets walking through the double, screened wooden front doors.



Mickey Hazen at the original check-out stand. The windows onto Paseo Delicias are still in use and the produce case is a mere fraction of its present size.



Phil Ashley stands behind the original meat case with old ice cream freezers in foreground which served as freezer cases. Note prices on meat in case.



J. D. Medina flanks sparsely stocked shelves. Except for picture of original store these pictures were all taken in 1945 when food was still in scarce supply.



This picture, taken in 1934, portrays the changes that Ashley's Market as well as Rancho Santa Fe have gone through in the intervening 42 years. (Note the absence of any buildings on the corner in the foreground.) As described on the back of the picture, probably by the current owner to a friend, "It (the store) extends to that hall doorway on the side street (La Flecha) and to the 2nd window on the main street (Paseo Delicias)."



This picture of Robert Francisco, Sr., dated August, 1933, was taken by a salesman after setting up the display of Lux soap products. Three bars of Lifebuoy soap were selling for 22¢ and you could pick up a large box of Rinso for 25¢. A large box of Lux laundry soap also went for 25¢.

# News from La Costa

by Zetta Castle

The month of December was ushered in with three really super parties.

The Robert Sillins, Sol Abramsons and Mort Winkis held a brunch that was really all fun and games. Bridge, gin, backgammon, scrabble, checkers, darts, ring toss and ping pong were the order of the day. Personally, I chose to be defeated at backgammon. There is no way to win when you are playing with such die hard enthusiasts as Meg and Herb Coplan, Dorothea Kramer or Lester and Lona Salkow. We are all familiar with 'salad bars,' but this brunch featured 'omelet bars.' Spotted Horace and Dotty Sampson, Rebecca Wolf, Irv Sandlers and the Harrison Levins pondering over the delectable choice of ingredients.

And in another part of the room, those who could afford it, weight wise, which immediately eliminated me, were

blissfully involved with an ice cream bar. It took all my will power to resist the banana splits and hot fudge sundaes. But Lori Adelson, Murray Brick, Marge Sommer, Bill Randalls and Esther Gillman were slim enough to enjoy the caloric blitz.

David Bartell and his lovely wife Santa hosted an elegant soiree for their daughter Susan and her husband Elliott John Palay. The attractive young couple live in Freiburg, Germany, where Mr. Palay is the leading tenor with the Freiburg Opera. At this time, Elliott Palay is appearing with the New York City Opera which is presently appearing in Los Angeles with the production Meistersinger. Following cocktails and dinner, the Bartells had planned to present Elliott, but alas we were all deprived of hearing his magnificent

voice. Mal Bartell, himself a former opera star with La Scala, explained that Mr. Palay was suffering from a 'singer's throat.' But the evening was not lost to music, for we were privileged to hear Charles Foreman, a brilliant pianist from Calgary, Canada. Among those applauding were Drs. Carol and Donald Franklin, Mr. and Mrs. Lester Franklin, Mr. and Mrs. Ken Anstock, Mr. and Mrs. David Garfield, Mr. and Mrs. Richard Levi, Mr. and Mrs. Jim Ziens and Mr. and Mrs. Frank Quintanas.

Lori Adelson and Murray Brick co-hosted an open house at Lori's new home at La Costa. Her interior designer Roger Eagle-Taylor of Laguna Beach was taking bows for the glamorous interior enhanced by the hostess's exciting and boldly colorful paintings for which she has become quite renowned. The tennis crowd was represented by Mike O'Hara and Emily Pegler, Joanna and Ed Curley, Paul and Peggy Strange, Janet and Bill Strange, Irv and Lynn Schaeffer, Judy and Jack Stires, Brooks and Connie Noah, Ross and Lil O'Leno, Bob and Lil Curland, Carol and Sol Matsik, plus many of Lori's nearest and dearest La Costa friends. Among them, Ronni and Milt Krasne, Mary and Bill Gargan, Phil and Jerry Smith, Mimi Janson and Dorothea Kramer.

Arriving this week, the ABC Wide World of Sports group headed by Roone Arledge. The subject of the lens will be Howard Cosell, who has checked in to La Costa for the Mets game in San Diego.

Happy 1976.



Mr. and Mrs. Herb Coplan



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Murray Brick, Lori Adelson



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## In My Opinion



by André Levie

### THE FUTURE OF INFLATION

The celebrants at the recent Rambouillet, France weekend were probably happily euphoric having partaken of famed French "haute cuisine" drowned in vintage Bordeaux. Their use of magic — incantation — was a feature of their 17 point declaration which was long on generalities and short of solutions.

"We will not allow the recovery to falter" was one bold statement especially when you stop to consider that it had barely started in most countries. The architects of the depression cloaked themselves in the mantle of respectability switching their roles from arsonist to firefighter. As in the case of "we will not accept another outburst of inflation," they failed to indicate how to go about ending a disease which they have so carefully nurtured injecting the poisons of deficit spending and other neo-Keynesian potions.

Today's wishful thinking is the oft-repeated refrain that inflation will recede to a 3 to 5 percent annual rate which is still incompatible with a sound currency. In many commodities like copper, sugar or soybeans, the decline has already been severe. That has not interfered with *Fortune*, November 1975 issue, headlining an article: "The Hyper-inflation in Plant Construction." The numbers are another 100% increase in coal burning utility plants between 1975 and 1980 equalling the previous doubling between 1967 and 1975. Or the cost of building certain chemical plants where the increased costs are down from 40% in 1974 to 25% in 1975. That inflation rate is similar to Great Britain's which we follow so fondly on its path of deficit spending, confiscatory taxation, labor intransigence and transfer payments.

What will the future hold? A former chairman of the Council of Economic Advisers, Dr. Paul W. McCracken, has a point of view which I consider meritorious. Said he on the *Wall Street Journal's* editorial page of Nov. 25, 1975: "The single most important factor determining the course of economic

conditions, and even our economic system itself, for years ahead will be the trend of wage increases in 1976."

Who, among others, is going to the bargaining table in 1976?

About 1/2 million truckers who are indicating their desire for a 30% plus pact for three years (Source — *Business Week*, Dec. 1, 1975). That certainly will be a plus in your food costs regardless of what happens on the farm.

About 3/4 million autoworkers. These have already made G.M.'s Mr. Murphy foam at the mouth with their insistence on less work for more pay — the shorter work week and increased S.U.B. payments. The U.A.W.'s bargaining position gives the horse-laugh to the crop of economists who maintain that unused capacity is a deterrent to inflation. If it could only stand by itself: Watch out for the \$4,500 Chevette!

About 100,000 building trade workers who, with the possible approval of Congress, will be able to tie up whole projects when one group decides to strike. They alone will guarantee that, in spite of large scale unemployment in the construction trade, new homes will continue their annual price climb of about 15%. Come 1977, the imposition of price and wage controls (and rent controls) — the Democrats' favorite non-cure — will cause the usual economic dislocations. In the case of building: less construction.

Furthermore, you can depend on the rubber workers, the electrical workers, the farm equipment workers, the garment workers to chip in, thereby converting monetary inflation into price inflation.

Where does that leave gold? I feel, as a superior hedge to paper money which will continue to be ripped apart by the cozy alliance of "liberal" politicians — or conservatives who render lip service — together with their undaunted, unrepenting "new" economic advisers.

I owe a debt of gratitude to gold foe Mr. Hang Shen Cheng of the San Francisco Federal Reserve Bank's research for the following pro-gold conclusion.

"The advocates of gold may be mistaken in their indiscriminate trust in the 'intrinsic' value of gold. (Question: How much intrinsic value is there in paper money backed by the moral responsibility of politicians? —AJL) but they are correct in their belief in the social function of gold amid conditions of uncertainty. (Of which we have a few defaults, Syria, Portugal, Angola, Lebanon, unemployment, assassinations, ad nauseam — AJL.) Individuals and governments alike need a safe store of savings in this imperfect world. (For the long pull — AJL.) Gold has fulfilled this function in the past."

And it will in the future both for individuals and countries whose strength will, as in the past, act as a magnet to attract gold in order for it to function as money of first and last resort. □

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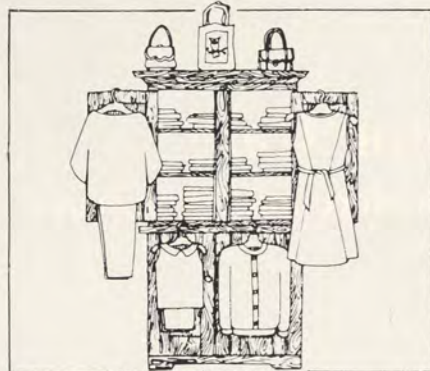
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## Celebrities in focus

by Pearl Land and Lucy Crager



Burt Bacharach

Burt Bacharach has become known as one of the foremost composers of today. This handsome, dynamic and relatively shy man has shown an uncanny ability to succeed in any type of musical endeavor he attempts.

The teaming up of Burt and Hal David in a number of new songs written especially for a *Motown Album* sung by Stephanie Mills, is good news to the world of music. The album, which should be a huge success, includes such great songs as, "I Took My Strength From You" and "If You Can Learn How to Cry."

Burt and Stephanie were guests on a recent *Dinah Shore* program where they played and sang some of Burt and Hal's sensational tunes.

Anthony Newley has now paired with Burt and the two have been an outstanding hit. They opened in Cleveland Dec. 2, where they are playing to a full house.

Many of her fans will be surprised to learn that Angie Dickinson, Burt's beautiful actress wife has musical talent and is a very fine singer. She has been taking vocal lessons and may soon make her musical debut.

At the present time, she is busy working on the highly rated T.V. series, "Policewoman" and has been named National Chairman for "Toys for Tots." Youngsters are very close to the hearts of Burt and Angie who have a young daughter Nikki, 11, who is the apple of her daddy's eye.

Bacharach studied serious music under such great composers as Darius Milhaud and Henry Colwell and has

turned out many hits for motion pictures and the record charts. Burt, aided by lyricist David, wrote the Broadway success, "Promises, Promises" and also collaborated on such hits as "What's New Pussycat?", "Wives and Lovers", "Walk on By", and "Alfie." Burt is recognized as one of the most perceptive and talented composers to emerge on the American musical scene in years. His music is appreciated by the generation who likes to whistle the tune as well as the younger crowd who has been brought up on a musical diet of Rock and Country Western.

One of the few composers with five Academy Award nominations to his credit, Burt always follows the advice of one of his teachers to, "Never be afraid to write a composition people can remember and whistle." An excellent example is "Raindrops."

Since making his nightclub debut in *Harrah's Club* at Lake Tahoe during 1970, Burt has continued to perform in top clubs, concert halls, and theaters throughout the nation.

The Bacharachs have an apartment in New York, a home in Beverly Hills, and a summer residence in Del Mar where the thoroughbred horses run from July to September. A "passion" Burt and Angie share in common is race horses and own several — always thinking hopefully they may have a *Kentucky Derby Champion* in their stable.

Burt believes, "When you are successful you have a responsibility to people. Success means more than money. It is being able to give people something they appreciate." □

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# News from Whispering Palms

by Jane LaCroix

Retirement may be defined as withdrawing from office or vacating one's seat, but in Southern California it can never be termed going into seclusion or "dropping out" or circulation.

Good proof of this is *Lee Kercher* who celebrated his sixty-fifth birthday and retired from General Dynamics-Convair simultaneously. His wife thought an occasion such as this rated a double celebration and decided on a surprise party at High Country Villas Clubhouse in Encinitas where the Kerchers reside.

Many of the over one hundred guests ignored the suggestion of "no presents please" and among the gag gifts were a large wooden clock with golf club hands "so Lee won't forget his starting times!" The table centerpiece contained toy airplanes, trains and boats (hopes of travel) plus some "unmentionables" such as apron, broom and dustpan.

During *Lee's* first week of retirement, their washing machine "conked out" and he had an opportunity to learn what a laundromat is all about. However, on the happier side, he has been a frequent winner of the men's Hi-Lo Wednesday Golf Tournaments, proving that a life of leisure can be lucrative as well as fun.

Although *Harry Pedtridge* retired some years ago, he has less "free time" today than when he was in business. Probably it's because he's one of those exceptionally capable and conscientious individuals whom people turn to when there's a job to be done.

During the years he lived at Whispering Palms he served on the Condominium Community Association and on the Executive Committee of the Men's Golf Association. Now, as a resident of the Lakeshore Gardens Mobile Community in Carlsbad, he is chairman of its 25 social clubs and was recently responsible for taking forty-two of his neighbors to Whispering Palms C.C. for a day of golf, cards and luncheon. In addition, as a past president of the San Diego County Inter-Club Seniors golf group, he ran their annual December "Sweeps" Tournament which involved 140 players from twelve country clubs. Not only was it a complete

success from the standpoint of good fellowship and fun, but it should have brought a smile to the face of *Ted Vallas*, president of Golf Inns of America, when *Harry* turned over \$2,000 to Whispering Palms C.C. as a result of the day's activity. As a "volunteer" Public Relations man, *Harry Petridge* is hard to beat!

One of the shortest retirements in history is that of *Mac McColley*. Two years ago he retired from the building trade. A couple of weeks later he purchased the property where the Haciendas de Rancho Santa Fe now stand — and that was the end of his retirement! However, he has found time to completely remodel his condominium at Whispering Palms — pushing out walls and adding bay windows, creating a far more spacious and attractive home than previously. There has also been ample leisure for considerable travel; the most recent, an exciting thirty day trip to Greece and Egypt. *Mac's* lucky number is undoubtedly two — he was "idle" for only two weeks before returning to construction, "dated" his lovely wife for only two weeks before they were married. Now it is two years since his so-called retirement; we're certain his horoscope has great things in store for the happy *McColleys*!

Although retirement seems to cause some individuals to age, this is far from the case with *Jane Hart* who for many years worked in the Administrative Dept. of UCSD. She recently returned from an exciting Mediterranean cruise aboard the Italian Liner "Achilles Lauro," accompanied by *Beth Shaw* (Mrs. *Hugh*) of Rancho Santa Fe and *Melva Perry* of Pacific Beach. Boarding the ship in Genoa, they were three of 960 passengers, only fifty of whom spoke English. This didn't deter *Jane* from entering a chess tournament while cruising to Alexandria; her opponent was a Dutch gentleman. Fortunately, the game requires very little talking!

*Jane* soon found there's no change in ruins! Those in Pompeii looked much the same as they did when she viewed them in 1946 while serving in the Army. As for

the beautifully serene Nile River, it was quite a contrast to the Nile River the girls had seen on a trip to Uganda, Africa.

And also in the way of comparison, there is none between the gambling casinos in Egypt and Las Vegas; they were told ladies' participation is frowned upon and had to be content with a delicious dinner at the Sheridan Hotel and watching typical Egyptian dancing.

They had the fun of taking a camel ride, the animals being spurred on by their driver's yell of "Hi Ho Silver." Dismounting was a bit "tricky." One must lean back to avoid somersaulting over the camel's head.

In Haifa, frogmen swimming under and around their ship gave the girls a sense of relief, knowing safety precautions were being taken. In Jerusalem it was suggested that they not photograph the High Orthodox Hassidim Jews, who wear long tight-fitting caftan robes and big porkpie black hats, but there were plenty of chances to snap pictures of the beautiful countryside with its terraced olive groves.

In Izmir, Turkey they had an opportunity to see the Temple of Diana, regarded as one of the seven wonders of the world and in Istanbul they visited the Blue Mosque, with its hundreds of carpets from every nation. They changed currently ten times during the trip, but bartering with foreign money is no problem for *Jane Hart*; she was able to purchase a persian rug for half the original "asking price!"

*Petie McIntosh*, wife of Whispering Palms C.C.'s well known "Tracy," also had the thrill of seeing one of the seven wonders of the world but on her trip it was the amazing Buddhist Temple at Borobudur that she visited during a twelve day cruise aboard the M.S. *Rasa Sayang*. There was another "Petie" among the 350 passengers; a charming lady from New Jersey who celebrated her ninetieth birthday aboard ship.

Interesting ports were Bali, where a Monkey Dance was enacted by hundreds of trained performers in a large



Petie McIntosh — another wonderful trip!

outdoor arena, Jakarta (the bustling capital of Indonesia) where the contrast between poverty and immense wealth has been further magnified by the construction of a new International Hotel with superb service, and Penang with its famous Snake Temple.

After leaving the ship, *Petie* and her friend, *Carol Cromwell*, flew to Bangkok, often referred to as the Venice of the East. A trip up the kongs (canals) aboard a rice barge that had been converted for transporting tourists, ended at a country villa where dinner was served and Thai entertainers placed scarfs around the visitors' necks as a gesture of asking them to dance.

In Hong Kong, the "Pearl of the Orient," they hired a junk and went out on the bay and up river to the floating markets. In an old fishing village they witnessed a funeral procession carrying a barrel shaped orange casket, the mourners dressed all in white in keeping with their religion. There was no transportation and the sole occupation seemed to be drying fish. Nevertheless, each home had a TV aerial and reputedly excellent reception!

And speaking of reception, it was a beautiful one given for *Bea Case* on her recent 75th birthday. She had expected only her children (two of her own and two of her late husband, *Storrs*) to help celebrate, when the doorbell of her Whispering Palms condominium rang and in walked over thirty of her friends and neighbors! She attributes the success of the surprise to *Storrs'* daughter, *Barbara* (Mrs. *Frank Hovore*) who is executive secretary to the Manager of Station KTTV Channel 11 in Hollywood, and accustomed to arranging large parties. As for the rest of her guests, she says they're talented liars!

*Gertrude Maiden* of Solana Beach was equally as enthused about her recent birthday. Not only did she enjoy a delicious Mexican dinner at her favorite Eden Gardens restaurant, but won "Ace of the Month" in the ladies' play day at Whispering Palms C.C. by shooting a net

70, three less than the number of years she was celebrating!

## GOLF ACADEMY

The San Diego Golf Academy, which is a completely unique school (being the first of its kind) has received much national publicity. Unfortunately, the people least familiar with this institution live in its own "back yard" . . . it is situated at Whispering Palms in Rancho Santa Fe.

Opened in January 1975, it is the "brain child" of *Chuck Pierce* who believes golf professionals should be better educated and a tremendous asset to a country club. As of this January, the school's enrollment will be four times greater than the previous year and a second classroom is being added as well as a golf repair shop, new administrative offices and a library. The Academy provides an extensive two-year program with yearly semesters running from January to May and from June to mid-October. Second-year students will be giving free golf lessons in order to gain teaching experience, much like a "Barber College" or "School of Beauty Culture."

Academic studies include marketing, communications and human relations courses at a college level. Presently, applications are being received from all over the United States as well as Italy, Sweden and England for the 1977 term as each class is limited to forty top golfers who show an aptitude for management in addition to natural golf ability. Last year, four students were dismissed as it was felt they lacked the qualifications necessary in the type of graduates the Academy hopes to produce. Judging by the enthusiasm and sincerity of *Chuck Pierce*, who received his B.S. degree in Business Administration at Northwestern University in Evanston, Ill. and has been a golf professional for over twenty years, the San Diego Golf Academy is a sure winner! □



San Diego Golf Academy Directors, Chuck Pierce, instructs three students in the art of putting.

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# Lensing In On La Jolla

by Alice Dutton



## HAPPY NEW YEAR!

It took more than one camera with wide, telephoto or regular lenses to picture the many social and sports activities closing 1975. Now that we're into 1976 with our bicentennial anniversary, even more numerous are the events under way.

Harking back with our lenses to November - December delights, one of the old year's most spectacular galas was co-hosted by two of La Jolla's very talented and artistic women, Mrs. Berenice Schneider and Mrs. Kathryn Braudis who designed a "Winter Wonderland" captivating over 100 La Jollans and area guests. □

Mrs. Berenice Schneider, left, received congratulations from one of the guests, Mrs. Helen Anne Bunn, another accomplished hostess, who expressed amazement at the glittering effect achieved at the black tie dinner party given by Mrs. Schneider and Mrs. Kathryn Braudis. Tables were centered with glowing lights turning off and on, and illuminating the overall softly lit room at the Valencia Hotel. ▲

Mr. and Mrs. Lou Overgard of La Jolla look pleased as friends joined them at the Schneider-Braudis fete. Overgard and his son head Lion Department Stores. ◀

Next on the list of fabulous fetes given by La Jollans was the festive black tie dinner party co-hosted by Mr. and Mrs. Eddie Wiegler and Col. Joseph P. Bailey, USAF ret., and Mrs. Bailey who reside at La Jolla Seville Apartments.



Co-hostess Mrs. Wiegler topped her cloud gray chiffon dinner gown with a sparkling silver toned sequin jacket. ▲

And pictured as they arrived at the Bailey-Wiegler party were Mrs. Christiane de M. Halle of La Jolla and Don Alphonso de Bourbon of Spain, Good Will Ambassador for his country as he travels the U.S., but now living in La Jolla. ▶



Mrs. Joseph P. Bailey topped her holiday apparel with a white mink capelet as she welcomed guests in the lounge of La Jolla Country Club. ▲



Another stunning sequined ensemble was worn by Mrs. Gran Gregory pictured with Mr. Gregory





Winners of the Father-Son tourney in 1975 were Eldon and Brad Rowe of San Diego, center. H. William Bond, left, tournament director, smiles as he presents the handsome trophy while son, Bill E. Bond, club tennis professional looks on. They had reason to smile. The Bonds won the same title five times previously.

One of the 1975's most outstanding winter sports events, the 27th annual National Senior Hard Court Tennis Championships and the 17th annual Father-Son National Hard Court Tennis Championships was held, as it is yearly, at La Jolla Beach and Tennis Club.

The tourney, Dec. 2 through 8 was climaxed by the thrilling finals in all divisions of the 300 entry tourney, largest in its history.

Beach Club president William C. Kellogg and Mrs. Kellogg welcomed over 200 participants in the tournament and their families at a reception held in the club lounge Friday, Dec. 5. Kellogg was on hand daily and at the finals to announce some of the events and award several trophies in highly contested matches. □

Left to right, William C. Kellogg, Beach Club president poses for a photo with runnersup in the 1975 Father-Son Hard Court Championships Ken and Butch Walts of Fresno who won in 1974. Mr. Kellogg also played in the event with his son Bill, and in the Men's Singles and Doubles events.



Other La Jollans in the Father-Son event were Steve Mott, left, and his dad, Gene Mott. ▲



Addison Appleby, right and his son Scott of La Jolla, played in the Father-Son division. ▲

In the highly competitive Women's Senior Doubles Championships, Barbara Weigandt of Vista paired with former Wimbledon winner, Louise Brough Clapp to run the event. Mrs. Weigandt also won the Senior Women's Singles crown for the fifth year. William Scripps Kellogg, former Beach Club president, presented the trophies to the winners and runnersup, former 13-time Women's Singles winner Dorothy Cheney of Santa Monica, and her partner Mrs. Evelyn Houseman of Sepulveda, right.

Over in Sorrento Valley during the jam packed holidays, an Open House marked the debut of new offices of Value Communications and the new series of ValueTales for children by Dr. Spencer Johnson and Mrs. Johnson published by the La Jolla based publishing firm. □



Here youthful looking Dr. Johnson prepares to autograph one of new books for one of many guests attending. Johnson "changed into Santa Claus", later in December for the annual Christmas party for children of club members and apartment guests at the Beach and Tennis Club. Let's see if you recognize him next month.



Attractive Mrs. Johnson, left, and Mrs. Robert C. Conolly, right, welcomed guests with "Dr. Values", the book series mascot, part of the colorful wall mural in the new offices.

Back at the La Jolla Seville Apartments things were very busy socially, with a highlight of December, the festive cocktail-mini buffet party given by Mr. and Mrs. Fritz Werner at their spacious apartment, where Werner continues his long and distinguished career as a portrait and still life painter. □



Fritz Werner in his La Jolla Seville apartment with two of his recent floral paintings and a portrait of his wife, Emmy. The Austrian born artist has painted several ambassadors, prime ministers, heads of America's largest corporations and a U.S. president.



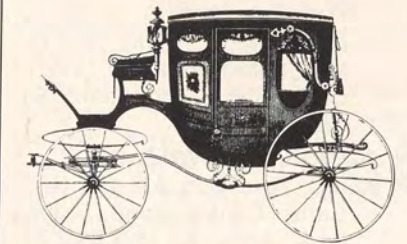
As you can see, Mrs. Werner is the subject again as Joseph Netter of La Jolla, another neighbor of the Werners at the Seville, poses for his own photographic portrait at the party.

Sea Lodge Hotel was the setting in December for an International Conference on the Nature of the Oceanic Crust. The three day meeting was sponsored by the American Geophysical Union and the National Science Foundation.

The Conference was attended by about 125 experts in the fields of oceanography, geology and science. Some attendees came from Russia, Sweden, England, France, Germany, Japan and Canada.

It was the second time a conference of the AGU was held at the La Jolla Shores hostelry. □

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- JAN. 18** **"ELECTRA":** Modern experimental drama, 8 p.m., Mandeville Recital Hall, Univ. of Calif., San Diego. Adm.: \$4. 452-4559.
- JAN. 20** **"JOHN BROWN'S BODY":** 8 p.m. Tues.-Sun. & 2 p.m. Sun., Carter Centre Stage, Balboa Park. Adm.: \$3.75/3.25/2.75. 239-2255.
- JAN. 21** **CONCERT PRELUDE:** By San Diego Symphony. Featuring pianist Gina Bachauer performing Rachmaninov's "Second Piano Concerto." Peter Erös conducting. Backstage tours at 11:30 a.m. Talk begins at 12:05 p.m. and lasts 45 minutes. 5¢ coffee. Bring your own brown bag lunch. Admission by stage door ONLY, Civic Theatre, 202 C St. Adm.: \$1.50. 232-3078.
- JAN. 22, SAN DIEGO SYMPHONY: 23 & 25** Peter Erös conducts works by Liszt, Rachmaninov and Bartok. Guest pianist Gina Bachauer. 8 p.m. Jan. 22 & 23; 2:30 p.m. Jan. 25. Civic Theatre, 202 C St. Adm.: \$9/8/5.75/4.50. 236-6510.
- JAN. 23** **"LIL ABNER":** Musical comedy by San Diego Junior Theatre, 7:30 p.m. Fri.; 2 p.m. Sat. & Sun. Casa del Prado Theatre, Balboa Park. Gen. adm.: \$1.60; under age 18, \$1. Reserved: \$2.50; under age 18, \$2. 239-8355.
- JAN. 25-26** **NEW HUNGARIAN QUARTER:** Violins, viola and cello. 7:30 p.m., First Presbyterian Church, 2001 El Camino Real, Oceanside; donation; (714) 757-3560. 8 p.m., Rm. P-32, Palomar College, San Marcos; adm.: \$1; (714) 744-1150, ext. 254.
- JAN. 30-31** **LA JOLLA CHAMBER ORCHESTRA:** Guest conductor Piero Gamba of the Winnipeg Symphony and cellist Nathaniel Rosen perform "Rococo Variations for Cello and Orchestra" by Tchaikovsky and other works. 8 p.m., Sherwood Hall, La Jolla Museum of Contemporary Art, 700 Prospect St., La Jolla. Adm.: \$8; student, \$5. 459-4421, or (performance night only) 459-0267 after 7 p.m.
- JAN. 30** **"ANY WEDNESDAY":** Contemporary situation comedy, 8 p.m. Fri. & Sat.; senior matinee, 2 p.m. Sun. Feb. 8. North County Community Theatre, 121 W. Orange Ave., Vista. Adm.: \$2.50; student, \$1.50; senior (matinee only), \$1.50. (714) 726-9802, 7:30-9 p.m.
- FEB. 1** **PHILOBOLUS DANCE THEATRE:** 8 p.m., Dramatic Arts Theatre, San Diego State Univ. Adm.: \$3.50; student, \$3. 286-6947.
- FEB. 1** **POLISH MIME BALLET THEATRE:** 8 p.m., Mandeville Auditorium, Univ. of Calif., San Diego. Adm.: \$4.50. 452-4559.
- FEB. 1** **UNIV. OF REDLANDS CHOIR:** 7:30 p.m., First Presbyterian Church, 2001 El Camino Real, Oceanside. Donation. (714) 757-3560.
- FEB. 1** **LA JOLLA CHAMBER ORCHESTRA:** Guest conductor Piero Gamba of the Winnipeg Symphony. 3 p.m., Student Union, Palomar College, San Marcos. Adm.: \$1. (714) 744-1150, ext. 254.
- FEB. 2** **JOHN KUSMA, ORGAN:** Concert, 7:30 p.m., St. Paul's Church, Fifth & Nutmeg Sts. Adm.: \$2.50. 298-7261.
- FEB. 6-8** **SAN DIEGO INDOOR RODEO:** Times to be announced. Sports Arena. Adm.: charge. 224-4176.
- FEB. 7** **LOS ANGELES PHILHARMONIC:** Guest conductor Gennady Roshdestvensky and guest pianist Viktoria Postniknova, 8 p.m., Civic Theatre, 202 C St. Adm.: \$8.50/7.50/6.50/5. Waiting list, 224-2063.
- FEB. 8** **FRED WARING:** Concert, 7:30 p.m., Golden Hall, Community Concourse, 202 C St. Adm.: charge. 236-6510.
- FEB. 10** **"THE WORLD OF MY AMERICA":** One-person dramatization of black history by Paulene Myers, 8 p.m., San Diego City College Theatre, 14th & C Sts. Adm.: free. 238-1181, ext. 238.
- FEB. 10** **ATOMIC CAFE:** Experimental music, 8 p.m., Rm. 124, Mandeville Center, Univ. of Calif., San Diego. Adm.: free. 452-3229.

- FEB. 12** **SAM HINTON, FOLK MUSIC:** 8 p.m., Montgomery Junior High School, 2470 Ulric St. Adm.: free. Sponsor: Mesa College.
- FEB. 12-13** **LA JOLLA CHAMBER ORCHESTRA:** Two different programs featuring Julliard Quartet, 8 p.m., Sherwood Hall, La Jolla Museum of Contemporary Art, 700 Prospect St., La Jolla. Adm.: \$8; student, \$5. 459-4421 or (performance night only) 459-0267 after 7 p.m.
- FEB. 14** **HAYDN REPERTORY SYMPHONY ORCHESTRA:** 8 p.m., Mandeville Auditorium, Univ. of Calif., San Diego. Adm.: \$2. 452-4559.
- FEB. 14-22** **"SIEGFRIED":** Wagner's opera (in English) by San Diego Opera. Conducted by Walter Herbert. Starring Alberto Remedios, Noel Tyl, Paul Crook, Derek Hammond-Stroud and Marvellee Cariaga. 8 p.m. Feb. 14; 7 p.m. Feb. 17; 8 p.m. Feb. 20; 2:30 p.m. Feb. 22. Civic Theatre, 202 C St. Adm.: \$4.75/6.50/8.50/10/11.50/13/14.50. 236-6510.
- FEB. 15** **PRAGUE MADRIGAL ANTIGUA:** Singers and instrumentalists of classical music. Full production of "The Alchemist in Prague," 8 p.m., Mandeville Auditorium, Univ. of Calif., San Diego. Adm.: \$4.50. 452-4559.
- FEB. 25** **SONG CYCLE FESTIVAL:** Works by Ives, Barber, Chanler Rere, Frachenpohl, Pasatieri. 8 p.m., Mandeville Recital Hall, Univ. of Calif., San Diego. 452-4559.
- FEB. 25** **CONCERT PRELUDE:** By San Diego Symphony. Featuring pianist Paul Badura-Skoda, who opened the Winter Olympic Games. Conducted by Peter Erös. Backstage tours at 11:30 a.m. Talk begins at 12:05 p.m. and lasts 45 minutes. 5¢ coffee. Bring your own brown bag lunch. Admission by stage door ONLY, Civic Theatre, 202 C St.
- FEB. 26, 27 & 29** **SAN DIEGO SYMPHONY:** Featuring Paul Badura-Skoda, the Viennese Master of Mozart. Peter Erös conducts works by Mozart, Ligeti and Schumann. 8 p.m. Feb. 26 & 27; 2:30 p.m. Feb. 29. Civic Theatre, 202 C St. Adm.: \$8/7/4.75/3.50. 236-6510.
- FEB. 28** **YOUNG PEOPLE'S CONCERT:** "Special Sounds in Music" by San Diego Symphony. 10 a.m. (for city students) and 11:30 a.m. (for county students), Civic Theatre, 202 C St. Adm.: \$1.50; student, \$1. 232-3078.

# Places and Faces

## FASTEST GROWING AGE GROUP

The number of older persons living in San Diego County is growing at a rate almost twice as fast as the rest of the population, according to Jan de Bruijn, Office of Senior Citizen Affairs' Research Analyst.

1975 census figures show that the population has increased 14.9% since 1970, bringing the total number of county residents up to 1,550,505 persons.

Meanwhile, the number of older persons has grown to 203,813, marking a 23% increase over the number of persons age 60 and over living in the County since 1970.

"Despite the large number of young persons moving into this area, San Diego's older population is growing at the fastest rate of any age group in the County," Jan said.

"Statistics indicate that this trend is likely to stay on the increase over the next ten years." □

## RECORD RESALES REPORTED IN SEPTEMBER

Over \$1.5 million in home sales for September 1975 was reported by Rancho Bernardo Realty, exclusive resale agents for Avco Community Developers, Inc. (ACD).

September was the biggest month in Rancho Bernardo Realty's 10-year history, according to Edward Kain, Rancho Bernardo's resales manager. There were 25 sales in September 1975, compared to 14 sales in September 1974. Kain attributes the increase in sales over last year to a considerable up-turn in home buyers' confidence and availability of a wide variety of home styles and prices at Rancho Bernardo.

Kain also said sales have been boosted because of a recently introduced system of locating Rancho Bernardo Realty sales personnel at the Rancho Bernardo Visitor and Information Center.

Other resale offices are located at Westwood, Oaks North and The Pomerado Shopping Centers.

In addition to the four resale offices, Rancho Bernardo Realty offers an Inter-Rancho Referral System at six new home model centers for new home prospects who prefer a more established residence in the Rancho Bernardo community. The 17 resale

## SENIORS HONOR BURGNER

Congressman Clair W. Burgener (R-Rancho Santa Fe) was honored in Washington recently for his record of support for senior citizens.

The National Alliance of Senior Citizens "inducted" the Congressman into its Golden Age Hall of Fame. The organization is active in following legislation in the Congress with impact on senior citizens.

According to C. C. Clinkscales, national director of the National Alliance of Senior Citizens, membership in the Hall of Fame is "reserved for those who have demonstrated concern, compassion and understanding of the unique problems of America's senior community."

The ceremony was held on Capitol Hill and was attended by the national officers of the National Alliance, as well as the members of Congress who were being honored.

Burgener said he was pleased by the honor because, "I have always felt that a compassionate approach to legislation is the best approach." He said he would continue to vote for those measures which "will truly help senior citizens, especially those who must live on a fixed income." □

representatives, most of whom live in Rancho Bernardo, direct prospective buyers to the resale home which best suit their needs.

Rancho Bernardo Realty is a member of the Rancho Bernardo Brokers Association and the Multiple Listing Service. □

## ANIMAL SHELTERS HOURS EXTENDED

The county's three animal shelters will have longer hours as part of a six month experimental program authorized by the County Board of Supervisors.

Beginning Dec. 19 until June the animal shelters will be open to the public from 9 a.m. to 6 p.m. on weekdays and from 9 a.m. to noon on Saturdays.

The trial program was prompted by citizen complaints that the current 8 a.m. to 5 p.m. weekday hours made it difficult for working people to redeem or adopt pets.

Supervisors have also ordered a staff report on the possibility of extending the experimental program to Sundays. □

# SAN DIEGO: What's come over you?

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**ANDY WILLIAMS TOURNAMENT**



Expected to defend his title at the Ninth Andy Williams San Diego Open golf tournament Feb. 11-15 at Torrey Pines course is J.C. Snead.



1975 Andy Williams San Diego Open golf tournament champion J.C. Snead, flanked by Mayor's Trophy and winner's check, at trophy presentation ceremonies with Andy. Snead, who won in four-hole sudden death playoff, is expected to defend his title at the Feb. 11-15 event at Torrey Pines.

North County plays host to the nation's leading professional golfers, some 40 world-famed celebrities, hundreds of amateur players from all over the U.S. and an estimated 85,000 spectators when the Ninth Annual Andy Williams San Diego Open is held at Torrey Pines golf course Feb. 11-15.

Qualifying for the \$180,000 Feb. 12-15 Open will be held on Monday, Feb. 9 at Whispering Palms Country Club in Rancho Santa Fe and Lomas Santa Fe Country Club in Solana Beach.

The \$10,000 Celebrity Pro-Am on Feb. 11 over North and South Torrey Pines has the most illustrious entry list in its history headed by Bob Hope, Jerry Lewis, Don Knotts, Efrem Zimbalist, Jr., Telly Savalas, Robert Stack, Buck Owens and Andy himself.

Defending champion J.C. Snead tops a field of pros counted on for the Pro-Am as well as the 72-hole Open. Others expected include Johnny Miller, Tom Weiskopf, Hale Irwin, Gene Littler, Al Geiberger, Tom Watson, John Mahaffey, Bruce Crampton, Bill Casper, Hubert Green, Miller Barber, Dave Stockton, Ray Floyd, Ben Crenshaw, Dave Hill and U.S. Open champion Lou Graham.

Tourney officials hope to add Jack Nicklaus and Lee Trevino to this list, but definite commitments will not be known until a few days before the week of the event.

The first two days of the Open will be played over both North and South courses with the final 36 holes to be contested over the more difficult South course.

All of the greens on both Torrey Pines courses have now been rebuilt following a City of San Diego project spread over several years.

Other early entries in the Celebrity Pro-Am include Dick Martin, Martin Milner, McLean Stevenson, Jack LaLanne, Wayne Rogers, Dennis James, Jack Carter, Forrest Tucker, Gene Barry, Foster Brooks, Peter Marshall, Fred MacMurray, Jimmy Rodgers, Robert Sterling, Ray Conniff, Jan Murray and Mickey Manners.

Notables from the sports world who will compete with show biz celebrities include Paul (Bear) Bryant, Pancho Gonzales, Sid Gillman, Bill Vukovich, Randy Jones, Tom Harmon and Don Drysdale.

Other player events held in the North County in connection with the golf tournament include a day of play for amateurs Feb. 9 at Torrey Pines, the traditional Am-Plus fun day of golf Feb. 10 at La Costa and an Andy Williams show and dancing in the Century Club tent at Torrey Pines on Feb. 11 at which prizes for the Celebrity Pro-Am will be given out.

The ASWDO is co-sponsored by Andy Williams and the Century Club of San Diego. Hal Tebbetts is general chairman and Norrie West executive director. Beneficiary of tournament proceeds after expenses is the San Diego Junior Golf Association.

Tickets are available at numerous banks, retail stores and golf pro shops in the North County at advance sale reduced rates through Feb. 10.

Tickets at regular rates may be obtained at the gate at Torrey Pines. □



Johnny Miller, who drew most of the crowds at the last Andy Williams San Diego Open, is expected back again.



Glen Campbell and one of the 1975 Andy Williams San Diego Open girls, Michele Sisk, former Fairest of the Fair at the Southern California Exposition in Del Mar.



Bob Hope is again expected here for the Andy Williams San Diego Open.

# Astrological forecast

by Jean Farman



## CAPRICORN (December 21 - January 20)

Capricorns can blow out their birthday candles with a great big smile cause they never get older, they just keep getting better! Shrewd common sense this month could save you from future financial fiasco. Reject tempting sales pitches wrapped in pretty packages — they're losing propositions. Stick to your practical guns: don't buy, borrow, loan, co-sign or underwrite, at least not until the 30th. Then it's full steam ahead, you can fatten your piggy bank 'til it giggles in gluttony. Make the most of an opportunity at month end to make amends with someone in close association. Capricorn celebs: Russ Tamblyn, Sheree North, Floyd Patterson.



## AQUARIUS (January 21 - February 18)

Let's face it, this isn't exactly the greatest month for Aquarius! Yet problems and worries won't disappear by hiding your head in the sand. If you're in a sticky wicket, seek a professional's expert advice. Exaggeration fills the air so be sure you get the straight skinny. Don't listen to gossip or jump to conclusions. Aquarian VIP: Jack Nicklaus.



## PISCES (February 19 - March 20)

Sweep up the confetti and toss it out with 1975. A whole new ball game begins with

1976 for the Pisces pedigree. January won't make you jump with joy but be patient, your time comes near the 30th. If people prey on your sympathy and pocketbook, be a little selfish and place yourself first this month. Pisces producer: Bud Yorkin.



## ARIES (March 21 - April 20)

Shine up those trusty track shoes Aries, friends are apt to run you ragged this hectic month. Or they may keep your brain buzzing with misinformation and exaggerated truth. Rely on your mate or another in close association to help you with rough decisions. Trouble with family or children may cause you to buy earplugs! Aries celeb: Jack Warner.



## TAURUS (April 21 - May 21)

Tis a ticklish time for tactful Taurus. Others are apt to be cranky, cantankerous and contradictory which pulls your patience to the breaking point. Someone you thought was a friend turns out to be an opportunist or a tacky leach! Travel or legalities could cause a headache and put a dent in your money belt. Taurus VIP: Sugar Ray Robinson.



## GEMINI (May 22 - June 21)

If you can keep your cool during January then all will be well for gyrating Gemini. Nerves are your enemy and can cause severe tension, physical upsets and emotional madness. Keep firm control

and you've won the war. Stay clear of impulsive spending and protect your possessions. End of the month brings an optimistic rainbow. Gemini beauty: Elaine Stewart.



## CANCER (June 22 - July 22)

Wake up Moon Children! It's going to rain on your personal parade if you don't take time to pour lots of love and consideration into intimate relationships. Only the foolish take loved ones for granted. Pay attention to needs and desires of those you care for or you may be left alone in the storm. Moon Child: Farley Granger.



## LEO (July 23 - August 22)

Leo the lion, that kingly pussycat, should watch the tendency to be overconfident in matters of work and health. Carelessness could cause illness or accident. Moodiness invades your jungle and upsets your personal den with rumbles resulting in misunderstandings. Avoid getting angry over little things like spilt milk. End of the month promises new hope. Leo lovely: Rose Marie.



## VIRGO (August 23 - September 23)

Mind your plants, rearrange your furniture, paint something pretty! Alone at home, Virgo can find peace and

contentment. If you decide to break the rules, expect to be caught. The price you'd pay isn't worth the risk. Give your nerves and health a rest by erasing as much emotional stress and strain as you can. Virgo talent: Dick York.



## LIBRA (September 24 - October 23)

Slow down Libra! If you don't wait for others to catch up, you'll break out in a nervous rash or trigger an emotional explosion. Patience is your keyword, especially where family members are concerned. Now is the time to coast. Do not force issues or push for results until the 30th, otherwise you face frustration. Libra producer: Bill Anderson.



## SCORPIO (October 24 - November 22)

Sip your wine and bide your time, this is not the month to push for anything of importance. Try to button your lip and buckle your seat belt as well. Stinging Scorpio sarcasm can lead to impulsive actions and dangerous deeds. There are those who would just love to see you fall in a hole. Scorpio star: Michael Landon.



## SAGITTARIUS (November 23 - December 20)

January jumps in and puts the squeeze on Sagittarian's money tree. If you stored away ample nuts in by-gone days of plenty, you'll get by without too much trouble. If not, it will take expert judgment and perfect planning in financial affairs to see you through. Romantic problems may cause an emotional shock. Sagittarian celeb: Dennis Morgan.

## Pi Seelen Rancho Bernardo Dear Bill

Welcome to 1976 and let's hope the 'six' will rhyme with 'fix' and our national troubles will reach a reasonable state of repair. I usually start a new year thinking of what I have learned from the year past but I find '75 was a year of unlearning. I had to unlearn the word *chairman* when I found that I was now a *chairperson* and of course I had to unlearn my obnoxious habit of calling a married woman Mrs. and a single girl Miss. Today they're both Ms. This is the age of neutering and life was simpler when neutering was just something you had done to your cat. Now all the male and female nouns such as man, woman, boy, girl, are no-nos... we are *persons*. Well, I hate to be called a sexist and I'll try to conform but I do foresee problems. Example... there was a movie called 'Lady And The Cowboy.' Here we knew right away who the cowboy was kissing. But if we change this to 'Person And The Cow-person' nobody could tell who's kissing who. For all we know it might be an x-rated move about a homosexual cow.

A good stout marching song like 'On The Road To Mandalay' loses some of its cadence when we sing 'Persondaly' and Hercules is also a loser when you call him *Personcules*. I predict kids are in for some spelling difficulties. A teacher schooled in Women's Lib is going to insist they spell Mississippi, Msissippi.

Restrooms are another problem. Things were fairly clear when the doorsigns said 'Men' and 'Women.' Now, if each sign reads 'Persons' I suppose men and women will often find themselves doing their resting, sitting side by side.

Politics aren't going to be spared either. Can you imagine what chance Herbert Hoover would have had if his name was *Personbert Hoover*? I doubt if he'd have become President, and we might not have had that first depression... could have changed *history*, oops, *persontory*! Ralph Nader should watch his step, too. If he boycotts something he'd better give equal time to a *girlcott*.

I'll try not to worry about all this but I do hope President Ford won't antagonize Red China on his visits there. I know he wants the woman's vote but I doubt if the Chinese will appreciate any suggestion to change the name of Manchuria to *Womanchuria*.  
See you soon, dear  
Love,  
Mom

P.S. I found the baby tooth little Chris lost. I'll keep it for him to put under his pillow for the tooth fairy. Jerry just reminded me that I'll offend a segment of society if I say tooth fairy. The word is now gay. So I must say the reward came from the gay tooth person.

As our magazine was on the press, the news reached us that Mrs. Jerry Seelen, affectionately known to all of us as "Pi," had passed away very unexpectedly. She was not only a writer of talent and humor but a great humanitarian as well. Her helpful heart, spontaneous wit and blithe spirit will be sorely missed.

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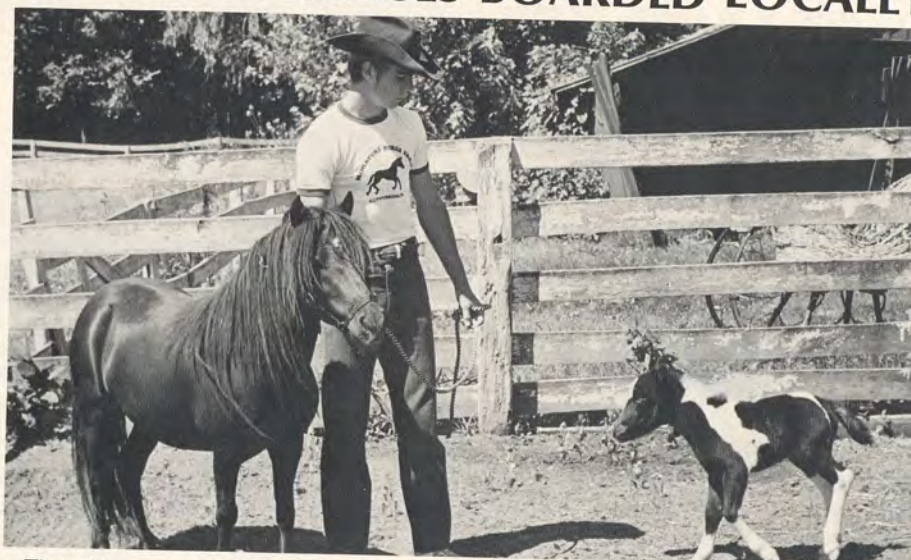
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## MINIATURE HORSES BOARDED LOCALLY



The Rancho East Riding Stables, on Aliso Canyon Road near the water filtration plant in Rancho Santa Fe, provides training and instruction for westerns, hunters and jumpers. In addition they also board horses, including the famous Falabella Miniature Horses, the rarest breed in the world.

Over a century ago, as a matter of fact about 1863 at the time of the Civil War, the Falabella family of Buenos Aires, Argentina first had the idea of developing a miniature horse. Experiment after experiment among the varied breeds on their ranches failed to provide the desired results but each slight step towards their ultimate goal was recorded and handed down through the years to the succeeding head of the family.

Some 45 years ago, the present Senor Falabella, patiently put together all the accumulated information and, with the addition of the knowledge he researched relative to heredity factors was finally able to produce the present breed of perfectly formed miniature horses that are about the size of a dog.

The favorite of the Falabella family was a stallion that they named "Napoleon" — because he was born short and stocky. Napoleon was only 20 inches tall, weighing a mere 70 pounds but is the sire or related to most of the miniature horses living today. He lived to the ripe old age of 42 and, at his death, a monument was erected in his honor on the Falabella ranch. At that time, he was claimed to be the oldest living horse in the world.

An article on Argentina in the March, 1975 issue of National Geographic Magazine features the Falabella horses.

At present, there are only an estimated 250 of these miniature horses in the world. The secret of how their breeding is accomplished remains solely with Senor Falabella. Breeding is a most difficult task and, although others have tried, no man has been successful in duplicating his feat.

A Falabella Miniature Horse and its colt. Two of the small horses are currently being boarded at the Rancho East Riding Stables in Rancho Santa Fe.

One of these miniature horses was known to weigh 1 pound at birth and measure about 8 inches at the withers. This foal was so small that the ranch hands held it up to the mother for milk at feeding. However, the average horse weighs between 8 and 14 pounds at birth. The colt attains 95% of its full growth at 10 months and reaches maturity in 2 years.

The miniature horses are real horses in every respect (not dwarfs) and have the gait, looks, hardiness, spirit and nobility of a full size horse. Only normal care and diet is required and they have a life expectancy of 40 years. Twelve of these horses can be fed on what one standard horse will eat.

Friendly, and intelligent, they are easily trained. They can be taught to carry a rider (up to 80 pounds), pull carts, and do a variety of tricks in about three weeks time.

A few of the world's personalities who have bought these rare and famous miniature horses include the Duke of Edinburgh, the Royal Dutch Family, Aristotle Onassis, Princess Grace of Monaco, Lord Mountbatten, Frank Sinatra, Jacqueline Kennedy (before becoming Mrs. Onassis), the Shah of Persia, Nelson Rockefeller, the late General de Gaulle, the Queen of England and the Aga Kahn.

They make a delightful children's pet as well as mascot, companion horse, conversation piece, collector's item and certainly are a unique and sure attention-getter.

The miniature horses that may be seen at the Rancho East Riding Stables were imported from Argentina by the Gettysburg Miniature Horse Farm, Gettysburg, Pennsylvania, and are owned by Mr. and Mrs. Arnold Romeyn. □

## Places and Faces

### WINDEMERE MODELS DECORATOR NAMED

Quinn Robertson & Associates of Tustin has been chosen to decorate interiors of eight model homes at Windemere, a 140-acre community under construction atop Mt. Soledad in La Jolla. Windemere is a development of Avco Community Developers, Inc. (ACD) in conjunction with Harrison Waite, III.

Robertson was selected from a field of nationally prominent designers and decorators because of his combined experience in both custom and model homes in this price range, according to Robert Buie, ACD vice president and general manager of Windemere.

Windemere will be a private community with homes ranging in price from \$70,900 to \$140,000. Four townhome floorplans and four single family residence floorplans will be offered.

Completion of models and grand opening of the community is scheduled mid-January.

Robertson, who has decorated a large number of private residences throughout California and the West, has also been responsible for model homes in Rancho Bernardo, Palm Springs, Houston, Texas, and the Los Angeles area.

"Both the architecture of the homes and the interior decorating were carefully conceived to complement the beauty of the location and to keep the natural views intact," said Richardson. "The architect, Dale Naegle, designed the homes so the living areas have huge expanses of windows and look out over some of the best views in California."

"Our objective in decorating Windemere was to be honest and direct — to enhance this setting rather than detract from it."

In addition, Robertson said, the La Jolla area has special appeal to those from other similarly prestigious communities which evolved into a theme.

"We named the models after these locations and decorated each to fit the mood," he said. "We have the Scottsdale, which features an excellent collection of Indian artifacts; the San Francisco, designed to capture the sophistication and active social life of that city; and the New Orleans, which has a circular staircase winding upward past 18-foot windows."

"We have had enormous advantages in decorating because of the opportunity

to work with the developer and architect since the inception of Windemere. It has been a continuing commitment to quality by everyone involved . . . from designers to construction workers."

Windemere has plans for 146 single family residences and 151 townhomes atop Mt. Soledad in La Jolla.

Windemere is a development of Avco Community Developers, Inc., developer of Rancho Bernardo and Laguna Niguel in Southern California. □

### JOB SAFETY

San Diego Gas & Electric Company today honored 179 employees of the Escondido Operations Department for completing one year of service — 359,496 manhours — without a lost-time accident.

R. E. Morris, company president, commended the employees for an outstanding accomplishment and urged them to make safety and service a continuing part of their work.

David W. Gilman, senior vice president, also complimented the employees for their effort and presented a plaque marking the accomplishment to Frederick H. Dietz. □

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# This is Living

We asked at Douglas, Arizona, how long it would take to drive 80 miles south to the little town of Nacozari, Sonora, Mexico.

"Three hours," said the innkeeper.

"Four hours," an old-timer thought.

"Five hours," advised the guy at the gas pump. "There's been some storms. But the road gets better the farther you go."

So, that night, we went across the line to Agua Prieta and obtained the tourist papers for ourselves and the car. Thus prepared, we were able to set off at 5 a.m. Following the expert instructions of our bilingual passenger, Bob Robles, we missed a turn at an unlighted *semaforo*, but soon picked up the trail. Our only map was a 1963 aeronautical chart.

Washboard, Corderoy, Ruts, Chuckholes, Puddles, Eroded cuts. High centers. The road offered a hazard every 50 feet along the sandy arroyos and slopes of the Rio de Agua Prieta. At one point a truck, lights out, appeared in the gloom and was cause for a jam on the brakes.

## YOU CAN GET THERE FROM HERE

by Don Dederer

"Bob, you understand our Mexican neighbors," said I, inching the Oldsmobile around the obstacle. "Why do they abandon their vehicles in the middle of the road?"

"I don't know," said Bob. "Maybe it is born in them."

Burros. Immigration checkpoints. Ranch houses. Fields of corn. Children in Sunday best. Coyotes. Dogs resembling coyotes. The montage flashed onto the windshield as the car bent around Cabullona and over the hills to San Antonio.

"It gets better the farther you go," became our wry motto, worth a grim laugh at every major challenge. Such as railroad tracks. The road more or less follows the train line built to bring the copper up to the Douglas smelter at the turn of the century. From thousands of tire thumps, the earth is beaten away from the rails, so that if you take a low-slung car straight across, you might drastically

restructure the underneath. So the trick is to crab across them obliquely, *muy cuidadosamente*. Even then, alarming noises emerged from the bilges.

Frontera. Halfway. Seven-thirty. Forty miles, at 16 mph.

A type of caliche imparted into the road surface a maddening oscillation: go slow, and the bumps were amplified. Go fast and every fourth one put the Olds into orbit. This condition was relieved near Escueda by the presence of a water hole 300 yards long. How deep? We waited and peered, as river runners squint at Lava Falls in the Grand Canyon. Soon there approached a two-ton, stake-body truck which, without hesitation, plunged into the lake. It swayed drunkenly, indicating deep, hidden holes.

"It gets better . . ." purred Bob.

The mud showered upward as we hugged the right, hoping not to sag into a soft shoulder. We made it! And luckily, most of the mud was washed off in fording the Fronteras River.

The beauty of towering Sierra Buenos Aires, and rolling hills lushly green with grass, mesquite and bowering oaks was not lost on us. Especially when we reached the detours around a dozen bridges under construction. The *desviacion* signs were most democratic. Some, upside down, pointed to the right. Others, on their sides, pointed straight up. At one point, we followed a raw bulldozer track down a canyon where there was no back-up possible. Bob got out and got under and removed the worst of the rocks.

"Bob," my lady inquired, "why do so many Mexican detour signs mislead motorists?"

"To make *gringos* help build their share of the Mexican highway system," said he.

Mountain grades and curves increased. Promptly at 10 a.m. we drew into Nacozari in a bowl of mountains, a mining town stair-stepped along both sides of a valley. We were hot and dusty and uptight from the road. When our research work was done we found a four-table stone boardinghouse with cold Tecate beer and hot *chorizo en gorditas*, chili-steeped pork sausage in the little fat tortillas, and *juevos rancheros* which had the tortillas as a side dish and not soaking up juice under the eggs. We groaned with every bite, while Bob conversed with the cook. Nacozari is famous throughout Mexico as the town saved from destruction in 1907 by a brave engineer who raced his burning dynamite train away from the center of the town. An old woman in the kitchen knew the family of the trainman, who had lost his life in the deed.

We took some pictures, said farewell to new friends, bought 20 liters of Pemex, and headed north. Now, knowing the bumps, lakes, perverse signs, burro crossings and rockfalls, we made better time. We got back to customs by dark: nine and a half solid hours of driving to cover 160 miles. We must have seemed suspicious, because the agents inspected everything.

Later, after showers and changes of clothes, we were sitting in the paneled, stainless steel, leatherette interior of a motel restaurant, laughing about the stupid North Americans who would take on such an expedition in a single day in a low-slung sedan.

"Was it worth it?" I asked Bob.

He studied a morsel of overdone, unseasoned, batter-covered Southern-fried pork chop on the end of his fork, and pronounced his judgment.

"It was worth it," he said. "The *chorizo burrito* alone was worth it."

# Places and Faces

## COYOTES POTENTIAL THREAT TO PETS

"Nature is our principal means of coyote control," said Dr. Dean Thackrey, chief of San Diego County's animal health division in the Department of Animal Control. "They can multiply only as fast as their supply."

Dr. Thackrey explained that coyotes' prime source of food is rodents.

"However, if a cat is roaming around outside, the coyote is likely to spot the cat before a small rodent in his search for food," Dr. Thackrey said.

"A simple way of avoiding a problem in urban areas is to never leave pet food and water outside and to keep small pets inside at night," he said. "The common wood, concrete block, or chain link fence around a backyard will also discourage coyotes from entering."

Dr. Thackrey said that the normal coyote is not aggressive to humans and, at this time, there is no incidence of rabies in coyotes.

During the 1960's, the County launched a coyote control program to curb a rabies epidemic at that time. That program was ended in June of 1970 when the rabies epidemic was brought under control and humane and ecology groups asked that the program be stopped.

The County's approach now is to advise citizens to keep attractions down, and if needed, refer them to private sources of humane coyote trapping and relocation.

Dr. Thackrey said that there has been little economic loss reported recently from coyotes in San Diego County.

"One rancher in Mesa Grande reported the loss of a baby calf and a poultry rancher in Ramona lost some chickens," he said. "Most complaints involve the loss of pet cats and small dogs."

"Nature is full of predators and each one plays a part," Dr. Thackrey continued. "Keeping pets inside at night keeps them safe from the coyote at the most dangerous time." □

## HOUSING OPENS UP

New housing opportunities for seniors may be just around the corner, according to the Office of Senior Citizen Affairs' Housing Specialist Wayne Shipley.

An application which asks for funds to subsidize 900 housing units in San Diego County is currently in the hands of

the Department of Housing and Urban Development (HUD). If approved, 342 of these units will go to low-income persons over age 62.

"As soon as HUD takes action, OSCA will work with the County Housing Authority to set up a central clearinghouse for applications," Wayne said. "We'll keep seniors informed about these procedures and answer questions about the program."

Maximum gross income for seniors interested in applying is \$6,600 for individuals and \$8,540 for couples. Applicants will be accepted on a first-come, first-served basis. They will be given 60 days to find housing which is located in unincorporated areas of the county or in cities of Oceanside, Del Mar, Escondido, San Marcos, Imperial Beach and Chula Vista.

Similar opportunities are also available for seniors living in the City of San Diego, Wayne says. People with questions about either program can call the City and County Housing Information Office at 236-6227. □

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# Places and Faces

## 1200 ATTEND MERCEDES-BENZ SHOW

Nearly 1,200 luxury car owners attended Hoehn Motor's private showing of the 1976 Mercedes-Benz models at the Lomas Santa Fe Country Club on Friday, Nov. 21.

The Carlsbad Mercedes-Benz dealer presented a dozen new automobiles which were displayed in the patios and walkways surrounding the pool and clubhouse areas. Every new Mercedes-Benz model was represented — a total of ten different models from the 450 SLC priced at \$25,000 to the 230 retailing for \$11,000.

In addition, a classic Mercedes-Benz 300-C "Gull Wing" attracted special interest.

Arriving guests found a red-carpeted walk leading to the clubhouse area where, in addition to the cars, there were five bars and several large hors d'oeuvres tables set up. A five-piece band entertained.

Hoehn Motors, the north county's only Mercedes-Benz dealer, also sells Oldsmobile and Honda automobiles. Hoehn is located just off Interstate 5 at Palomar Airport Road. □



Vince Laraia, Southern California zone manager for Mercedes-Benz, John Bowman, Southern California zone representative, and Mr. and Mrs. Hoehn. ▲

Examining one of the 1975 Mercedes-Benz models are Dr. and Mrs. Cy Kellett of Carlsbad and Mr. and Mrs. William Hoehn, Sr. ▼



Special display at the party was a vintage Mercedes 300SL, valued at more than \$30,000. ▲



Harvey Shertz, Hoehn salesman, describes the new model to Dr. and Mrs. Merrill Herrington of Carlsbad.



Jack Hughes, Sales manager (left) with Mr. and Mrs. Hugh Bassett of Laguna Beach (center) and Mr. and Mrs. Robert Miller of La Costa.



Special display at the party was a vintage Mercedes 300SL, valued at more than \$30,000. ▲



Guests at Hoehn Motor's private showing of the 1976 Mercedes-Benz models stroll poolside at the Lomas Santa Fe Country Club.

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# Places and Faces

## SEA WORLD OFFERS GUIDED TOURS

What's the best way to soak up all the wonder inside Sea World's 80-acre marine park?

With a guided tour, of course!

In response to numerous requests from visitors from around the world, Sea World has instituted a guided tour program.

In 90 minutes the Sea World guides, attired in smart Navy-blue and yellow uniforms, present a look at Sea World that the average guest doesn't see even after a whole month of Sunday visiting.

If you always wanted a peek backstage at Shamu Stadium, here's your chance. Tour members have the opportunity to get up close to resting killer whales and their dolphin playmates. They learn that the big killer whales consume 100-150 pounds of mackerel and herring each day along with a daily dose of about 20 marine mammal multiple vitamins.

After that there's a look at Sea World's filtration system. Did you know the park oceanarium tanks are filled with bay water filtered by high pressure through sand filters? The system is capable of handling 500 gallons of water per minute.

Then there's a look at the new Sea World Avian Propagation Center. It's used as a breeding area for the largest

collection of exotic waterfowl in the Western Hemisphere.

Did you know that Sea World's koi (carp) collection is valued at more than \$50,000?

Did you know that in the spring Sea World will be opening a new \$1 million complex designed specifically for youngsters?

Inside tips and "behind-the-scenes" information is only one exciting aspect of a Sea World guided tour. Additionally, guests acquire an instant feel for the park. After the tour, there's no wondering how to find the quickest route to Shamu Stadium — there's no wondering where the nearest restroom is.

The tour includes a look backward at Sea World's history, as well as a look into its future. Since Sea World first opened on March 21, 1964, the park has grown tremendously. It's now home for 15 species of marine mammals, nearly 200 species of birds and more than 450 species of fish and invertebrates. With the help of Sea World guides who point out information, guests find out that there's much more to Sea World than simply a day of entertainment. There are things to learn . . . surprises to discover . . . and friends to make . . .

Sea World tours are personalized with each group limited to 25 or fewer persons. There is a Spanish, a German and will soon be a Japanese-speaking guide to conduct tours for non English-speaking visitors in the park. Tours are geared toward adults, but children are welcome along on the 90-minute expeditions into the real wonders of Sea World.

Tours, which are \$1.50 for adults and \$1 for children, will leave about every half hour from 9:30 a.m. until 1 p.m. from the area near Sea World's main gate. After the 90-minute tour guests will have plenty of time to enjoy Sea World's six exciting shows and the dozens of exhibits, shops and restaurants in the park. □

## SDG&E TO REFUND FEE

San Diego Gas & Electric Company announced that a recently started \$10 service charge for relighting gas furnaces has been rescinded for this year.

In addition, fees already collected for the seasonal light-up service will be refunded.

SDG&E said it withdrew the charge because it had been put into effect without adequate notice and had caught many customers by surprise. The fee will be effective for the seasonal light-up next year, however, and customers will be informed well in advance of the time they need the service.

The \$10 fee was put into effect to help recover part of the added expense of providing the non-emergency service. □

roast loin of beef sliced English style; Veal Cordon Bleu using Canadian Bacon and tangy Swiss cheese sauce, and their Breast of Chicken with a subtle cheese sauce is to write about! A variety of premium quality, aged steaks is offered, Sear-Charbroiled to your direction. Cocktails, of course, and the wine list is excellent and surprisingly varied. Modest prices, dinner reservations recommended. Open 11:30 a.m.—2 p.m., Mon. thru Fri. only, and 5:30—9 p.m. weekdays, 5:30—10 p.m. Fri & Sat. Closed Sundays. 7811 Herschel Ave., La Jolla, 454-1315.

**SAN LUIS REY COUNTRY CLUB & RESORT** — an enchanting mood is created for you when dining in the restaurant or enjoying a cocktail in the lounge. Both command a magnificent view of the smooth green golf course, contrasted by the rugged beauty of the rolling hills. San Luis Rey Downs is just 11 miles east of Oceanside. Take Highway 395 to Camino Del Rey and turn west for 4 short miles. Dinner is served from 6:00 p.m. til 9:00 p.m. Monday through Thursday; on Friday and Saturday 6:00 p.m. through 10:30 p.m. Dancing Thursday through Sunday. Buffet every Sunday from 5:00 p.m. through 9:00 p.m. For reservations call: 758-0330.

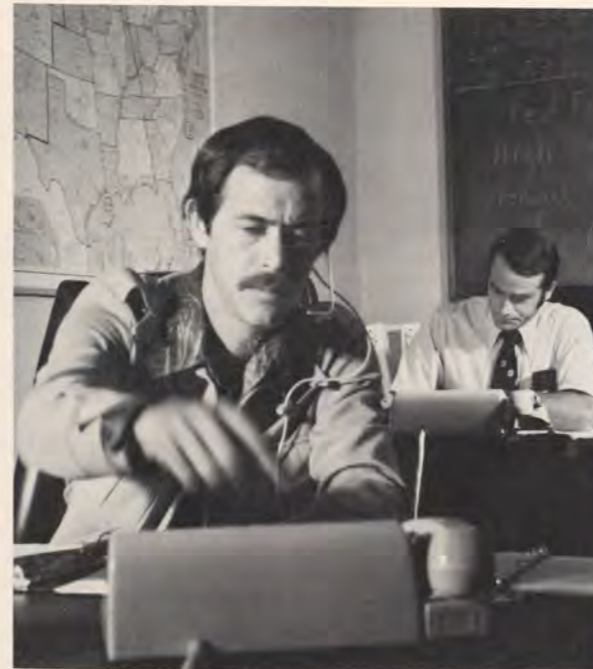
**RANCHO BERNARDO INN** — in lovely Rancho Bernardo, overlooking the West Golf Course. Spanish decor, complete continental dining in the main dining room. **El Bizcocho** Tuesday through Sunday, dinner, lunch and breakfast. Special buffet on Sunday, brunch 11:00 a.m.-2:30 p.m., dinner buffet 5 p.m.-9 p.m. Dancing nightly except Monday, from 9 p.m. in **La Taberna Lounge**. And featuring a great new little restaurant, **The Cattle 'n Cask**. A warm, intimate atmosphere to enjoy delicious lobster, crab, steaks and other specialties. Open for lunch, dinner and cocktails daily from 10:30 a.m.-2:00 a.m. Dinner served up to 11 p.m. It's the perfect 19th hole oasis, located opposite the golf pro shop. Try it soon. For reservations in El Bizcocho, call 487-1611. No reservations needed in the Cattle 'n Cask. Located 5 minutes south of Escondido on Highway 395 (I-15 south).

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

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Bob Bly, foreground, and Larry Sand must constantly research business and economic trends and all rules and pending legislation concerning the secondary mortgage market.



The Loan Committee meets daily to screen and approve listings.

## B.J. Dillon Co. Provides Mortgage Marketplace

by Becky Brown



B Bernie Dillon, president of B.J. Dillon Co., consults one of his many sources around the country for the latest word on the secondary mortgage market.

The B.J. Dillon Co. keeps a low profile, but only on the local scene. Nationally they are a powerful tour de force in the relatively new secondary mortgage market.

Located in offices in the Warren Building in Rancho Santa Fe, B.J. Dillon and staff monitor mortgage rates throughout the country and act as intermediary between banks and savings and loans institutions around the country.

Despite its name, the secondary mortgage market does not deal with second mortgages, but rather with the resale of first mortgages between loaning institutions. A bank or savings and loan will sell a mortgage to increase cash reserves in its own accounts in order to be able to write more loans.

The B.J. Dillon Co. provides the marketplace for these transactions. Unlike the national stock exchanges, there is no centralized market where the buying and selling of mortgages can take place. By monitoring mortgage rates throughout the country, which monthly runs the company's phone bill into the thousands of dollars, B.J. Dillon and company can bring buyer and seller together at a mutually beneficial rate.

Although mortgage rates vary little in any one area there is a slight variance from region to region across the country depending upon the economic situation in that area. For example, in an area where interest rates are high and thus the supply of money is low, it would be in that area's loaning institutions' interests to sell a block of mortgages to increase their supply of money thus enabling

them to write more loans. Conversely, where interest rates are lower, that area's loaning institutions would be benefited by the purchase of the higher yield mortgages in other parts of the country. According to Mr. Dillon, during tight money periods interest rates across the country can vary as much as 2 per cent while the norm is closer to .5 to .75 per cent.

To put these figures into perspective, the difference now is about .75 percentage points with prime home-loan rates varying from 8.5 per cent in Florida to 9.25 per cent in California.

This buying and selling of mortgages has no effect on the individual mortgage holder. In nearly all cases the home-owner does not know that his mortgage has been sold, for he still makes his monthly payments to the bank or savings and loan where his mortgage originated.

The B.J. Dillon Co., though not the only secondary mortgage brokerage house in the country, is the only full-service company in that they provide free information on the mortgage market, giving regular forecasts, as well as acting as broker. For their brokerage service they receive up to .5 per cent commission on sales with a lower percentage on larger sales. Most sales are made in blocks of several mortgages, the only exception being the sale of single mortgages of \$1 million or more.

The company's yearly transactions for the year just ended totaled somewhere near \$150 million and Mr. Dillon expects that figure to reach \$250 to \$400 million this year.

# Saturday!

## To things that improve with age.

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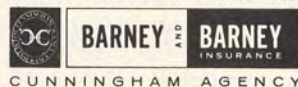
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## A.O. REED GOES SOLAR

The A.O. Reed company, established in San Diego since 1914 in plumbing, heating and air conditioning, has expanded its services to include solar heating installations.

They are presently centering on Rancho Santa Fe as a test community and have installed several units on homes around the ranch. Solar panels are installed on the roof with a 40 to 42 degree angle south-southwest for maximum exposure to the sun.

There are three types of solar heating. Probably the most common is the use of solar panels to heat the home's hot water system. Related to this is the solar heating of water for pools, jacuzzis and therapy pools. The third type is the use of solar heating for space heating.

A.O. Reed stresses conservation of resources as the prime mover behind the push for solar heating. As Dale Thompson, A.O. Reed's solar heating specialist, puts it, "People getting involved in solar energy systems virtually own their own utility company."

## ENERGY TIPS

Use less gasoline says the San Diego County Office of Emergency Services, by following these helpful tips:

In highway driving, try to maintain a steady speed. Unnecessary acceleration and deceleration waste gasoline.

Check your tire pressures at least monthly. Under-inflated tires put an extra drag on the engine, requiring it to use more gasoline.

Combine shopping and commuting trips and share rides. Patronize shops in your immediate area and call ahead to see if an unusual item is in stock. This will save you time and gasoline.

Purchase slightly less than a full tank of gasoline to prevent overflow and waste of fuel.

## CLYDESDALES APPEAR AT BUSCH GARDENS

The world famous Anheuser-Busch Clydesdales will appear at Busch Gardens in Van Nuys during the weekends of Jan. 10-11, Jan. 17-18 and Jan. 24-25. The eight-horse team, which will make its annual appearance in the Rose Bowl Parade New Year's Day, will perform at Busch Gardens during regular operating hours from 10 a.m. to 6 p.m.

Busch Gardens is located at 16000 Roscoe Blvd., Van Nuys, off the San Diego Freeway. Admission price including all rides, shows and attractions is \$4.75 for adults and \$3.75 for children 4-11 years. Youngsters under 4 years are admitted free. □

## BOOKS BRING BUCKS TO PALOMAR

Patrons of Palomar College "Everybody's Book Sale" netted \$1,107.65 (with outstanding receipts still to come in) following a successful two day sale held recently in the Student Union building on campus.

"Because of the steady flow of book lovers attending the special sale we are making plans to repeat this event next year," said Co-Chairmen Edna Pulver and Grace Burns.

"We appreciated the generous donations of books which made it possible to offer a wide range of categories for both buyers and browsers of all ages.

Patrons assisting were Millie Sprung, Marjorie Lee, Rancho Bernardo; Ruy Limerick, Poway; Melva Belzer, Marjorie Cosh, Margery Erstgaard, Marion Jones and Cathy Howe of Vista.

Also, Jennifer Lebedeff, Kathleen and Kathy Rhine from San Marcos; Gertrude Coulter, Norma Hallows, Barbara Barber and Charlotte Hotchkiss of Escondido. □

## \$8 MILLION AUTHORIZED FOR JOB TRAINING

The policy Board of the San Diego Regional Employment and Training Consortium (RETC) Monday authorized the expenditure of approximately \$8 million of federal funds for employment and job training for more than 8,000 unemployed persons in San Diego County.

RETC will contract with various local agencies to provide intake of the unemployed, assessment, supportive services, classroom training in job skills, on-the-job training, work experience programs, and programs designed to break down artificial barriers to employment. These programs are funded under Title I of the Comprehensive Employment and Training Act of 1973, and most will run until June 30, 1976.

The State of California Employment Development Department will receive the most funds — \$1,459,124 — to provide intake and assessment of the unemployed and to develop on-the-job training positions with both large and small employers. The second largest grant will go to the San Diego City Regional Youth Program (\$989,160) for a work experience program. Third was the San Diego Community College District Skills Center which will receive \$785,000 for supportive services and classroom training. □



— A Winner Circle Films Photo

## LOCAL GIRL FEATURED IN FILM

Melinda Robb reclines among her winnings during a recent filming at her home by Winner Circle Films. Melinda is one of three girls featured in the new documentary motion picture, "Run for Blue." The trophies and ribbons seen in the photo are championships and first place only. Others are packed away.

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# What's Happening in Rancho Santa Fe

by Louella Liverwurst

## DAR CHAPTER HEARS GENEALOGIST

"God Created Man and Adam Begat" was the topic of De Anza Chapter, Daughters of the American Revolution, Lineage Research Program. The group met at "The Inn" Rancho Santa Fe.

The speaker, *Richard E. Coe*, professional genealogist, is a Fellow of the American Society of Heraldry; Deputy Governor, California State Society of Colonial Wars; Councillor General and State Registrar of Founders and Patriots of America; California State Captain and Governor of Los Angeles Colony, Mayflower Descendants; Herald of the National Genealogical Society; Vice President and California State Secretary and Genealogist, Sons of the Revolution.

He is also a member of the National Society Magna Charta Barons; New England Historical and Genealogical Society; Southern California Genealogical Society; Rhode Island Historical Society; Bradford Compact and Griswold Family Association.

The State Regent's Bicentennial Project for this year will be a Monument of the Citizen Soldier of Lexington and Concord in 1775-76 and the Soldier of God, the Padre, during the same period. It is being carved from native California wood by noted Sculptor *Gene Blome*. *Mr. and Mrs. Blome* attended the luncheon.

*Mrs. Henry G. Portwood*, Regent, states that the program will be shared by Chapters of District XIV, headed by *Mrs. Joseph Callahan*, Director. *Miss Bonnie Dee Miller*, Director of District XIII and Regent of Susan B. Anthony Chapter, Long Beach, will be among the guests in attendance. Others attending will be *Mrs. Owen Walter Strange*, Los Angeles Chapter Regent, *Ellen G. Berman*, La Jolla and *Mrs. Tom J. McClendon*, Registrar of Susan B. Anthony Chapter.

Hostesses: *Mrs. Robert L. Sperry*, *Mrs. Roy Anderson*, *Mrs. Maurice Curtz*, *Mrs. Georgie Grimm*, *Mrs. Carson Hunt*, *Mrs. Charles Chapin* and *Mrs. B. H. White*, Reservation Chairman. □

36 / JANUARY 1976

## VILLAGE CHURCH NEWS

On Wednesday, Jan. 28, the Women's Council will install the new officers for the coming year. The luncheon will be held in the Christian Education Building at 12 noon.

*Mrs. Alfred Gregory* has planned an appropriate program for the first meeting of the new year, the theme of which will be "Our Salute to the Bicentennial." *Mrs. H. Chandlee Turner, Jr.* will show slides of Williamsburg. Reservations should be made with the social chairman, *Mrs. John Felker* whose telephone is 729-0414 or by calling the Church Office 756-2441.

Readers Club will meet on Wednesday, Jan. 21 at 1:30 in the Church Library. *Mrs. Edward Diefenbach* will review the book "The Gentle Tasaday — A Stone Age People in the Philippines Rain Forest" by John Nance. □

## COTILLION STAGES SNOWFLAKE BALL

The San Dieguito Cotillion held its Snowflake Ball on Dec. 20 at the new Garden Club in Rancho Santa Fe. This Christmas Ball has always been a favorite among the members.

Those chaperoning for the pre-teen 5th and 6th grades were *Mr. and Mrs. Robert Fleming* and *Mr. and Mrs. R. P. Dodds*. The 7th grade Twilighters were chaperoned by *Mr. and Mrs. John MacIntosh* and *Mr. and Mrs. John Belleby*.

The 8th grade Jr. Stardusters chaperones were *Mr. and Mrs. I. E. Broome* and *Mr. and Mrs. R. W. Arendsee*. The 9th grade Sr. Stardusters chaperones were *Mrs. Ruth Aiau* and *Mr. and Mrs. Norman Greene*.

At this time new membership is open for 9th grade girls. Anyone interested, please contact *Mrs. Richard Klawa*, 755-9186 or *Mrs. Frank Allen*, 755-0425. □

## REAL ESTATE INVESTMENT FIRM OPENS

A new real estate investment firm made up of four veteran realtors has formed in Rancho Santa Fe to serve the investor. *Bray, Clotfelter, Jessup & Tilton, Inc.* is made up of *William A. Bray*, *Thomas R. Clotfelter*, *Richard O. Jessup* and *Lawrence M. Tilton*.

The firm stresses the personal expertise of the four principals. They have no intermediate salesmen or other personnel, but deal directly with each investor. The objectives of the service they offer to investors are three-fold. 1. To seek out selected properties calculated to meet the investors' requirements for either substantial income, appreciation and tax advantages or any combination of these factors. 2. To bring the investor in-depth knowledge of such properties and a full evaluation of the risk-reward ratio being offered. 3. To establish a long-term relationship with the investor based on a thorough understanding of his or her needs and goals.

*Bill Bray* served as a purchasing executive for Gulf General Atomic, resigning in 1973 to devote full time to the management and development of personal and family-owned properties, including ranch, mining, commercial and residential subdivision land. *Bray* is also a builder, developer and real estate broker. He and his wife live in Rancho Santa Fe.

*Tom Clotfelter* grew up in real estate and after a career in the investment business as vice-president of Blyth Eastman Dillon he joined his father's real estate firm in Rancho Santa Fe. *Clotfelter's* agency is the oldest real estate firm in Rancho Santa Fe. *Tom* and his wife and two sons live in Rancho Santa Fe.

*Dick Jessup* started his career in aerospace sales as owner of Jessup Engineering Company. After 12 years he moved to Hawaii where he was an officer in a savings and loan, co-developer of a large subdivision and president of two real estate management firms. One firm managed over 4,000 condominium apartments and had a large resale department. He recently sold his companies and returned to California to manage his own real estate investments. He and his wife *Jackie*, married 33 years, have two daughters and two grandchildren.

*Larry Tilton* has spent more than 20 years in mutual fund sales and counseling. For six years he was president of a nationally known investment advisory and mutual fund underwriting organization which distributed the Chase group of mutual funds. He is now a real estate broker and president of BCJ&T, Inc. He and his wife *Betty* and four children live in Rancho Santa Fe. □



Mrs. Robert Jenkins, hostess; Mrs. H. Chandlee Turner and Mrs. Donald Dunwody

## SYMPHONY AUXILIARY CELEBRATES FIESTA SUCCESS

The Rancho Santa Fe Auxiliary of the W. Women's Committee of the San Diego S. Symphony Orchestra Association celebrated their successful Mexican Moonlight Fiesta at a delightful champagne luncheon given by *Mrs. Robert Jenkins*, auxiliary ways and means chairman on Nov. 11. Her home at above Los Morros was a charming background for the festivities.

*Mrs. Donald Dunwody*, "poetess of the moment," composed the poem below to herald the presentation of a daisy-decorated putter to *Mrs. H. Chandlee Turner, Jr. (Ginny)*, auxiliary chairman. *Ginny* was the encouraging force who made the Fiesta happen so magnificently. The committee was most appreciative of her efforts and for the use of her hacienda for the party. All present were so very pleased with *Ginny's* complete surprise at the presentation.

Ode To Ginny  
by  
Betty Dunwody

Here's to the lass who had the drive  
To get us off the tee.  
Here's to the lass who brought alive  
The Rancho Symphony.  
She shoots straight down the fairway,  
She is deft in the rough,  
She sure holds us together  
When the going gets tough.  
Bet your peso or guinea  
(Bless her heart, bless her soul)  
Put your money on Ginny  
She's our ace in the hole.



Mrs. H. C. Turner delights in the poem written in her honor and read by Mrs. Donald Dunwody.

*Mrs. Maury Strom*, the culinary genius who prepared the delectable Fiesta Party menu, furnished printed copies of all her recipes to the committee members and copies were mailed to all those who attended the party as the auxiliary's thank you for their support. *Mrs. Strom* could not be present to accept the heart-felt thanks of all who attended.

Among those who served on the committee who enjoyed *Mrs. Jenkins'* hospitality were *Mmes. C. M. Alderson*, *B. W. Eades*, *D. Dunwody*, *Carleton Vail*, *M. Puyans*, *E. W. Zipse*, *W. P. Gage*, *Lenore Bates*, *Edith Havens*, *Carol Driggs*, *Dorothy Holmes*, *Ruth Bradley*, *C. A. Welles*, *A. H. Anderson*, and *Robert J. Dunn*.

Everyone applauded mightily the herculean efforts of *Mrs. Turner* in developing the Fiesta Party and *Mrs. Jenkins* for the delicious luncheon and good fellowship enjoyed in her beautifully appointed home. □



Mrs. Edward D. Havens



Mrs. Frank Driggs and Mrs. Lenore Bates



Mrs. Grace Welles



Mrs. James Eades

# Rancho Santa Fe



## GOLF TOURNAMENT BENEFITS YOUTH

The Inaugural Rancho Santa Fe Youth Benefit Golf Tournament opened with great success on Friday, Nov. 21, at the Rancho Santa Fe Golf Club. The tournament was held to raise money for Rancho Santa Fe Youth Inc., a non-profit organization, which built and now operates the new Youth Center and its many community recreation programs.

A field of one hundred and sixteen players turned out to participate and lend their support to a very worthwhile cause. There was a shotgun start at 11:00 a.m., with former P.G.A. golfer *Tommy Jacobs* and present La Costa Country Club Pro conducting an excellent clinic at 10:00 a.m. on the art of short chip shots to the greens.

Among the many highlights of the tournament was a hole-in-one contest on number 14, with the prize being a new 1976 Ford Pinto, donated by *Gary Bizantz*, president of El Rancho Ford.

◀ *Dick Colbourne*, president of Rancho Santa Fe Youth; *Don Sherman*, prize chairman, and *Terry Gillies*, chairman of Rancho Santa Fe Youth Golf Tournament



Dale Budlong, Don Frick and Ed Hoskins



Ray Griset, Erik Hjermsstad and Susie Baker



Peggy Bobertz, Sherry Engleman and Midge Brush



Byron Culver and Tom Slattery



Henry Isaacs, Jim Wenman and Tommy Jacobs



Brock Cowan and Steve Toth



Bill Allison, Harvard Hill and Major General Osmond Rittland



Mary Cowan and Gary Bizantz



Michael Ross, Roland Sahn and Robert Webb



Jill Brown and Brock Cowan



Jack Day and Fritz Wrenn

# Rancho Santa Fe

The new Garden Club building, located at the corner of La Granada and Acacia. ▼



## NEW GARDEN CLUB OPENS

By C. I. Bradford

On the evening of Dec. 5 the Rancho Santa Fe Garden Club held the formal opening of its new Club House. Joan Ruud, Garden Club president, made the opening remarks to the 200 or more members and guests attending. Following this, *The Rejects*, a musical group from Rancho Bernardo, provided an evening of excellent entertainment.

With this major event in the life of the Garden Club and with the approach of the Club's 50th anniversary it is appropriate to look at the history of this Club and how the new building became a reality.

The Rancho Santa Fe Garden Club was founded in 1926 by 60 residents primarily as a "Garden Club." In 1931 the Santa Fe Land Improvement Company donated the land on the corner of Acacia and El Tordo, and five years later the Club House was built. During the 40's a Christian Science group and a Presbyterian group started holding services in the Garden Club and later the two groups built their own facilities. Similarly in the late 40's the Garden Club held Fashion Shows at The Inn which led to the founding of The Country Friends.

40 / JANUARY 1976

In the 50's a Clean-Up Campaign and a Beautification Program were organized which have generated much visible evidence of their activity.

Over the years various activities have been added. The total membership has increased to over 800, and after almost 50 years the Garden Club functions like a Community Club.

The first step which eventually led to the construction of the Garden Club's new Club House was the far sighted action of the Board of Directors who in 1963 purchased the lot on Acacia behind the Club House. The purchase price was \$18,000 with a \$5000 down payment.

The next fortunate event was the purchase in 1970 by Mr. and Mrs. Hubert Larson of the adjoining lot on the corner of Acacia and La Granada which was subsequently donated to the Garden Club. During the period 1971 to '73 Bill Teetzel was president of the Garden Club and he sparked the idea of the new Club House. Two additional events assured the feasibility of the Club House project. First, Mr. and Mrs. Arthur Lindburg agreed in advance to purchase the old Club House and secondly, three early pledges of \$25,000 each were made.

At this point concurrent activity on

architectural design and on a fund drive was initiated, headed by Bill Teetzel and Dave Hoover. Last March six bids were received for construction of the building. On April 15 the Board of Directors authorized the expenditure of \$345,000 for the building, the architect and interior decoration and equipment. On April 27 the contract was awarded and six months later it was completed — more than a month earlier than expected thanks to the efforts of the Club's representatives, Bus Smith and Cece Johns. The beautiful interior of the new building was the responsibility of Bill Teetzel with the assistance of Caroline Helms. The landscaping was ably handled by a committee of Helen Rose, Gwen Whitehead, Nate Carl and Bob Reniers.

The building contains a total of almost 8000 sq. ft. including a basement of approximately 1500 sq. ft. for the Annual Rummage Sale. Also included are a fine kitchen, a Club office, and a sound and movie projection room. The main hall will seat 300 people and includes a 22 ft. x 34 ft. dance floor.

Roy Drew of Mosher, Drew, Watson Assoc. was the architect and John B. Reed Construction, Inc. was the contractor.

At the time the Board of Directors authorized the \$345,000 for the new facility the Club had approximately \$318,000 available in cash, pledges and money from the sale of the old Club House. Since that time the building has been completed as planned, additional pledges have been received, and certain items have been changed and added. At the time of the formal opening on Dec. 5 a remaining \$10,000 to \$15,000 was required to complete minor items and to avoid any indebtedness. It is hoped that this amount can be raised and the indebtedness eliminated early in 1976.

The addition to the village of Rancho Santa Fe of this beautiful and functional Club facility would not have been possible without the many contributions of money, time and effort of members and friends of the Club. For all this the Officers and Board of Directors are grateful and appreciative.

It is the goal of the Club to expand and broaden the scope of its future activities to make it the community, civic, cultural, social center of Rancho Santa Fe. For example, beginning in January and running through April two series of four full length movies will be shown; one series for adults and another for the youngsters. Also, plans are going forward for the Mariposa Ball for the benefit of the Children's Hospital to be held in the Garden Club. Similarly, the Rancho Santa Fe Tennis Club is planning to hold its annual party in the spring in the Garden Club.

It is, therefore, fitting and proper during the year of our Country's Bicentennial and the year of the Garden Club's 50th Anniversary that this Club should devote itself to broadening its service to the village of Rancho Santa Fe. □



The Garden Club executive board in the newly dedicated Garden Club building. Left to right are Mrs. Robert W. Reniers, treasurer; C. I. Bradford, assistant president; Mrs. Robert Ruud, president, and A. C. "Bus" Smith, vice president.



Carol Rosenberger will perform for a Garden Club Benefit Feb. 1.

## CAROL ROSENBERGER TO PERFORM

Carol Rosenberger, acclaimed pianist, will perform for a Garden Club Benefit Feb. 1. Ms. Rosenberger battled back from polio to become one of the most widely traveled pianists on the concert circuit, playing with the National, Indianapolis, St. Louis, Detroit and Houston Symphonies as well as touring the United States as a soloist with the Royal Philharmonic. She has recorded three albums in the last twelve months and additional recording sessions are scheduled for the spring. □



Two Garden Club members practice a piano duet for an upcoming program.

## COUNTRY FRIENDS OPEN "OVER YONDER"



Mrs. Vern L. Simmons, left, shop volunteer chairman, and Mrs. Walter C. Young, in charge of recruiting volunteers to man the new Country Friends Shop in Rancho Santa Fe.

The Board of Directors of The Country Friends, Inc. and the Country Friends Shop Volunteers recently toasted Mr. and Mrs. Arthur Lindburg and the opening of The Country Friends, Inc., new "Over Yonder" Shop, in Rancho Santa Fe.

The "Over Yonder" Shop is located in the building of the former Garden Club, which has now moved a block away. When the Garden Club decided to rebuild, the Lindburghs most generously gave the property to the Country Friends, Inc., for a showroom and storage room for their fine antiques. The Country Friends Main Shop, located on Paseo Delicias in Rancho Santa Fe, and the "Over Yonder" Shop, located a block away, are open daily except Sunday from 10-4 and are staffed entirely by volunteers.

Mrs. Vern L. Simmons of Rancho Santa Fe, shop volunteer chairman, will train the new volunteers for the "Over Yonder" Shop, and will be assisted by Mrs. Walter C. Young of Rancho Santa Fe who is in charge of recruiting volunteers to man the new shop.

The Country Friends, Inc. is a charitable organization with a membership of 2,000 women throughout San Diego County. During its 21-year history, Country Friends, Inc. has given over a half million dollars to approximately 70 San Diego County agencies. Their main source of income is from the Country Friends Shop. Other fund raising events are the Annual Day at the Races at Del Mar, and the Appearance of Autumn Fashion Show at The Inn at Rancho Santa Fe. □

# Rancho Santa Fe



## RSF ROTARY RECOGNIZES OUTSTANDING YOUTH

Each year the Rancho Santa Fe Rotary Club presents special recognition awards to students from area schools who are nominated by their principals. Selection is made on the basis of participation and achievement in curricular and extra curricular school and service activities and contributions to community life.

The awards are made at club meetings during the month of November, Rotary International Youth Recognition month.

Shown in pictures are students receiving awards this year. Due to the large number there were separate presentations. ◻

◀ From left to right are John Dulich, Torrey Pines High School; President Chuck Badger; Blake Manning of University High School; and Elaine Bergman of Torrey Pines.



Left to right are Harvey Hopkins, Melissa Russell, and Sherri Gale of Torrey Pines; and Mark Olsen of La Jolla Country Day School. ▲



◀ Shown left to right are James Irwin, Shari Gale and David Sharp of Torrey Pines High School.



◀ Left to right are Greg Schulte and Ellen Bolden of Torrey Pines High School, and Paula Nelson of the Rancho Santa Fe Middle School.



Middle School President John Alexander shown with Club President Chuck Badger and Dr. John Alexander, the young man's father. ▲



Wilfred S. Teetzel and Mr. and Mrs. Horace Blackman



Mr. and Mrs. Ray Grisot



Harriet Larkin



Ted Loretz



Kenyon Larkin



Mr. and Mrs. Marshall Campbell. Mr. Campbell is incoming president for Rotary 1976.



Peggy Booth



John D. Barclay



Dr. Quentin Wood

## ROTARY PARTY

The annual Christmas Party for Rancho Santa Fe Rotarians and their Rotary-Anns was held at the Rancho Santa Fe Inn where a no-host cocktail hour was followed by a gourmet sit-down dinner. One of the highlights of the evening were the Orange Glen High School carolers, who were presented by master of ceremonies, Fred Gardner. These talented young people were chosen to be part of the official opening of the Bicentennial Year at ceremonies which involve moving the Liberty Bell from Independence Hall to a specially designed building. This was a very great honor, and Rotarians were thrilled to be able to see and hear this chorus just prior to their departure.

# Rancho Santa Fe



## AFTERNOON AT THE SAHMS

The San Diego Opera Association, and the San Diego Symphony Orchestra Association held a beautiful Christmas Musicale at the home of Mr. and Mrs. Roland R. Sahn of Rancho Santa Fe. A musical program, refreshments, and home tour were part of the delightful afternoon which benefited both the Symphony and the Orchestra through the generosity of the *Sahms*. The party was planned under the leadership of Vice Admiral Ray Peet, chairman; and his co-chairmen, Mrs. Jack Lewis Powell of Rancho Santa Fe and Mrs. Anderson Borthwick of Point Loma.

◀ Mr. Josiah Neep, first V.P. of the opera, presents a San Diego Opera Ring to Mr. and Mrs. Roland Sahn. The Opera Ring is a category of membership which represents a sizable contribution to this wonderful cause.



▲ Popular Mr. Frank Huff, refreshment committee



Mr. and Mrs. Stephen Fletcher, co-chairman host couples



▲ Mr. Fielder Lutes, transportation and parking

◀ The Brass Arts Quintet welcomed guests as they arrived at the party.

## FULLERS ENTERTAIN

One of the most festive of Christmas parties was held at the lovely home of the *Joseph Fullers* on Mimulus. The Orange Glen High School Carolers entertained throughout the evening to the enjoyment of the many guests.



The Fred V. Gardners



Julia Krafft and hostess Pat Fuller



The Orange Glen carolers



Monty Montrose



Host genial Joe Fuller



The Clem Rafts

## PRE-OPERA DINNER

The San Diego Opera Association held their pre-opera dinner in the Palm Room of the Grant Hotel, prior to the opening performance of *Rusalka*. This American professional premier created a great deal of interest throughout the country; and the opening night was a brilliant success.



Mrs. J. Edmund Kowalski



Mr. Alfred Gregory



Mrs. Reg Clotfelter



Mr. Reg Clotfelter



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La Granada & Paseo Delicias

# Rancho Santa Fe



## WEDDING ANNIVERSARY

It was a 25th for the popular *Phil Franklins* of El Camino Real on Sunday, December 14th. The invitation (very clever!) was all in Spanish, with way-back-when pictures of the wedding in Mexico City. The evening itself was festive and fun; every guest savoring the Spanish flavor of the *Franklin* home which is one of the most ingenious and

creative homes on the ranch. The food, Spanish of course, was literally unending, as guests helped themselves at will; or wended their way to the bar. *Phil* is vice-president of Dailey and Associates in San Diego; "*Mike*" is very socially active in many Ranch activities; particularly the Country Friends. Hosts of business and personal friends were delighted to wish them well.

## FRICK ELECTED BOYS' CLUBS PRESIDENT

*Don Frick*, resident of Rancho Santa Fe and Boys' Club Board member, was elected president of the San Dieguito Boys' Club on Dec. 2 at the regular monthly meeting of the directors.

*Frick* will take over the presidency from *Ray Griset*, also of Rancho Santa Fe, who has been president for the past five years. *Terry Lingentfelder* and *Steve Fletcher*, both of Del Mar, will be the new first and second vice presidents, respectively. *Paul Vogel* of Olivenhain is third vice president and *Howard Novak* of Encinitas is secretary. *Jon Schmauss* of Cardiff will take over the position of treasurer. □



Don Frick



## MOVE OVER BRICK WALL!

*Betty Slattery* from Maggi's in the Village of Rancho Santa Fe stands beside the adobe wall which had to be removed in order to make a doorway into Maggi's #2—the new addition which will accommodate the handsome new fashions that *Maggi* will have for 1976! □



## VISITORS "DOWN UNDER"

*Margaret Muench* (left) and *Albert Redmond*, both of Redmond Travel in Rancho Santa Fe, recently visited the town of Carlton in Melbourne, Australia for the express purpose of bringing hometown greetings to former Ranchoite, *Janice Giffin*.

*Janice* (right), the daughter of Mr. and Mrs. *Ralph Giffin* of Rancho Santa Fe, is a teacher at the Academy of Mary Immaculate in Melbourne. *Sister Mary* (above) and *Janice* were delighted to greet their American visitors who had recently attended the ASTA conference in Rio de Janeiro. □



Mr. and Mrs. Donald Shefte.

## VILLAGERS PARTY

The "Villagers" group of the Rancho Santa Fe Community Presbyterian Church has traditionally held a gourmet progressive dinner party during the holiday season. This year was no exception! Mr. and Mrs. *Donald Shefte* headed the many committees who worked together for many weeks prior to the event which proved to be a scintillating evening.

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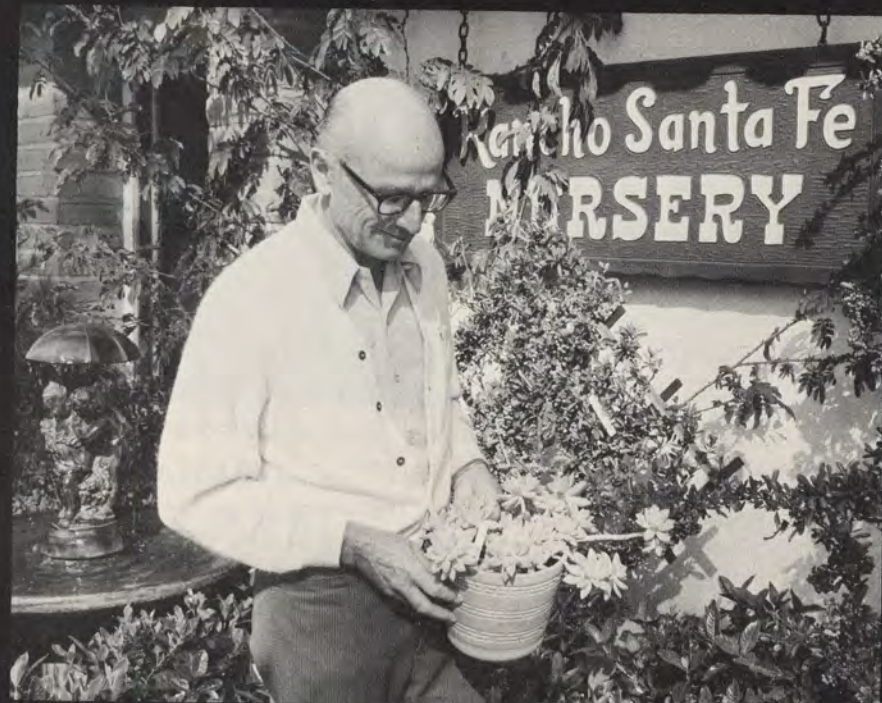


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## Rancho Santa Fe

### COUNTRY FRIENDS TASTE AND TEST

The Cookbook Committee of The Country Friends, Inc. held their first of two "Tasting and Testing" parties at the home of the Frank Warrens in Rancho Santa Fe, on Nov. 20.

The Cookbook Committee, serving hors d'oeuvres, main dishes and desserts to their guests, include Mrs. James D. Brown, president of the Country Friends, Inc.; Mrs. Frank Warren; Mrs. Maury E. Strom; Mrs. William K. Blair; and Mrs. R. A. Klune, Co-chairman of the Cookbook Committee. Mrs. William T. Bartlett, of San Luis Rey Downs, is chairman of The Cookbook Committee.

Those invited to taste and test the gourmet dishes included (from Rancho Santa Fe) Mrs. Richard P. Pharr, Mrs. Walter C. Young, Mrs. Harold C. Teasdel, Mrs. R. K. Colbourne, Mrs. E. Ludlow Keeney, Mrs. Timothy C. Kelley, and her mother, Mrs. Arthur Gieringer.

The second "Tasting and Testing" party was held at the home of Mrs. Maury E. Strom, of Rancho Santa Fe, on Dec. 4.

The Country Friends, Inc. is a non-profit organization with 2,000 members, whose volunteers raise funds to donate to approximately 70 San Diego County agencies, through three sources. Their main source of income comes from the Country Friends Antique Shop in Rancho Santa Fe. The other two sources are The Country Friends Fall Fashion Show at the Inn, Rancho Santa Fe and The Country Friends Day at the Races at Del Mar. Since the organization's inception 21 years ago it has donated over 1/2 million dollars to the various San Diego charities. □



Left to right, Mrs. Maury E. Strom, Mrs. James D. Brown and Mrs. Frank Warren serve up tasteful hors d'oeuvres to guests at The Country Friends recent Tasting and Testing party held at Mrs. Warren's home.

# the business circuit

### AREA WOMAN NEW BANK VEEP

Frances Corridon, manager of the Del Mar-San Dieguito area office of San Diego Federal Savings and Loan Association, has been promoted to vice president.

Her election as a senior officer of San Diego Federal by the firm's board of directors makes her one of seven women vice presidents now serving in key management posts with the statewide financial institution.



Frances Corridon.

Mrs. Corridon has been manager of the Del Mar office, one of San Diego Federal's major branches in San Diego county since it was established more than a year ago. The Del Mar branch serves the Del Mar, Solana Beach, Lomas Santa Fe and Rancho Santa Fe areas at the corner of Via de la Valle and San Andres, in the new Big Bear Shopping Center, east of Interstate 5.

Mrs. Corridon joined San Diego Federal in 1961 and advanced through the ranks of the firm over the years.

Prior to her Del Mar branch appointment she was training director for San Diego Federal.

Active in North County community affairs, she is a member of the Del Mar and Solana Beach Chambers of Commerce. She also is an instructor in the Institute of Financial Education, an industry training arm of the U.S. League of Savings Associations.

Before moving to the San Diego area, she attended the University of Pittsburgh and Hammel University, a business school in Akron, Ohio. □

### RSF SAVINGS OPENS IN LA JOLLA

Rancho Santa Fe Savings and Loan Association, not yet three years old, has just opened its third office, this one at 7770 Girard Avenue in La Jolla.

The new office will be managed by Kenneth G. Jensen, senior vice-president. Ken has 25 years of banking experience, with 20 of those earned in La Jolla itself.

Rancho Santa Fe Savings has enjoyed exceptional growth, allowing for continued expansion. In addition to the new office in La Jolla, the company has offices in Solana Beach on Lomas Santa Fe Drive, and the home office in Rancho Santa Fe at La Flecha and Via de Santa Fe.

"We will continue to offer the same excellent services that have contributed so strongly to Rancho Santa Fe Savings' rapid growth, including paying the highest interest rates in the nation on all types of savings accounts," Jensen said. "We are offering our customers a very attractive list of free services... including free American Express Travelers' Checks, free money orders, free notary service, and free monthly collection accounts, for depositors of \$1000 or more. We intend to make this the finest savings and loan our customers could ask for," he said.

The La Jolla office of Rancho Santa Fe Savings officially opened for business on Dec. 1. □



Enjoying the fruits of a strawberry tree at Rancho Santa Fe Savings' opening party in La Jolla are: (L to R) Ken Jensen, senior vice president and manager of the La Jolla office; Dick Colbourne, president and director, and Roger Woolley, secretary and director.

### LOCAL INSURANCE SERVICES CORPORATION OPENS

A new dimension in complete insurance service is now available in North County with the opening of Rancho Santa Fe Insurance Services, Inc. The new office is located on the second floor of the Rancho Santa Fe Savings and Loan Association Building at Via de Santa Fe and La Flecha. Mr. Hilton D. Jones has been appointed as vice president and managing officer.

Jones has won repeated recognition and awards for leadership during his 25 years of insurance experience representing an international company. He holds all major State Licenses including Life, Health and Disability, NASD, and Fire and Casualty. Before moving to San Diego in 1969, Jones served as regional sales manager, covering a 5-state area, for the Sentry Insurance Group. He graduated with a degree in Business Administration from Bradley University, Peoria, IL, after having served in the Navy during World War II. Married for 29 years, Jones and his wife, Lynn, have 4 children, the youngest being twin daughters.

Representing the leading insurance companies, Rancho Santa Fe Insurance Services, Inc. offers the expertise to provide complete coverage in all phases of insurance. □

### DEL MAR CONDOS SALES AGENT NAMED

D. G. Bowen & Associates, 2727 Camino del Rio South, has been appointed exclusive sales and marketing agent for Turfwood condominiums, Del Mar, it was announced by Home Federal Savings and Loan Association, owner of the property.

Bowen said construction is nearly complete at Turfwood, a \$2.5-million development comprising 64 units. A grand opening is scheduled at Turfwood in mid-January.

Bowen said his firm continues to represent Strawberry Hills condominiums in La Mesa for Home Federal. Completed in November, Strawberry Hills is a \$6-million project. □

### CENTRAL FEDERAL PLANS MERGER

Fred C. Stalder, president of \$335 million Central Federal Savings and Loan Association, and Peter L. Fritz, president and board chairman of \$195 million North Hollywood Federal Savings and Loan Association, have jointly announced plans for the two savings institutions to merge.



Fred C. Stalder

Present plans call for Stalder, a La Jolla resident, to be president and managing officer of the new Central Federal while Fritz assumes chairmanship of the board.

The new savings firm will have 23 office facilities and assets in excess of one-half billion dollars, making it one of the larger associations in the nation. The name Central Federal will be retained because it better represents the expanded market to be served.

All present officers and staff members of the two associations will be retained and corporate headquarters for the merged institutions will be housed in the new 22-story Central Federal Tower in downtown San Diego.

San Diego-based Central Federal was founded in 1935 and now operates a branch system of 15 offices located throughout San Diego county, with North county offices in Carlsbad, La Costa and La Jolla. Fifty-two year old North Hollywood Federal has a total of eight offices in the San Fernando valley area of Los Angeles.

The boards of the two savings firms have agreed in principle to the consolidation and an application to merge has been submitted for approval to the Federal Home Loan Bank Board, the regulatory agency for savings and loan associations. □

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**CORPORATION  
FILES BUSINESS  
PARK PLAN**

A specific plan for a 350-acre light commercial-industrial business park to be located adjacent to the Palomar Airport on El Camino Real has been completed for filing with the City of Carlsbad.

The property is owned by Japatul Corporation, and the planned development will be known as Japatul Business Center.

Robert E. Morris, Japatul president, said the park will provide building space, roads, extensive landscaping, open space and parking for light, clean industry and business offices.

The specific plan specifies exactly how the property is to be used. It includes a description of the type of covenants and deed restrictions needed to limit the kind of industry that will be allowed and to control the density, type and size of structures that can be built. The provisions also assure that the development will be properly landscaped, will be compatible with the area, and will be acceptable to the people of Carlsbad.

The plan was prepared by Owen Menard and Associates of Claremont, Calif., a well-known Southern California consulting firm. Menard and representatives of Japatul Corporation have worked closely with officials of the City of Carlsbad and the County of San Diego to develop the plan.

"Our aim," Morris said, "has been to establish a specific plan for the property to ensure that the long-term development theme will be carried out and will not offend the city, its residents or immediate neighbors."

Morris said the development would provide a much needed work base for Carlsbad and the surrounding area.

"This type of center is most attractive to professional people," he added, "and in addition will provide jobs for both skilled and unskilled workers of the Carlsbad area."

Most of the land on which the business center is to be located has been within the City limits of Carlsbad for many years and is already zoned for commercial and light industrial uses. The Carlsbad general plan also reflects such uses.

Morris said Japatul itself does not intend to develop or manage the property, but will sell or lease parcels of it for uses specified in the plan.

"We are filing the specific plan and adopting strict building controls to assure that the unique

features of the plan are carried out," Morris said.

Japatul will cooperate fully with the County of San Diego to assure that the business center will blend with other industrial and commercial developments surrounding Palomar Airport and will fit into plans for the proposed expansion of the airport.

Morris added that the center would be developed in phases over a period of several years and would be similar to the Irvine Ranch Business Center near the Orange County Airport.

Japatul Corporation owns additional acreage immediately west of the industrial park site within the County of San Diego. Morris said that although the company had earmarked more than 300 acres of the remaining land as a site for the proposed Macario Independent Refinery, Japatul has always considered that the unique differences in terrain dictated separate approaches to the land uses.

"Filing of this specific plan," he said, "could no longer await the outcome of the refinery project, which has been delayed by uncertainties in a federal energy policy and the many regulatory constraints." □

**PLANNING  
COUNCIL ELECTS  
OFFICERS**

Melvin J. Smith, veteran Oceanside Councilman, has been elected president of the Greater San Luis Rey Area Planning and Development Council replacing Dr. Frederick R. Huber of San Marcos.

Serving with Smith for the coming year as vice presidents will be Phillip C. Ferguson of Vista and James Gaiser of Carlsbad. Randall L. Mitchell and Anton M. Johner, both of Oceanside, will continue as secretary and treasurer respectively.

Installation ceremonies were held at a dinner meeting Saturday, Jan. 3, at Marty's Valley Inn in Oceanside.

Smith is the sixteenth North County to head the Greater SLR Council which was formed in 1959 with John A. Steiger as its first president. The group represents the North San Diego County area that includes Del Mar to Oceanside and Fallbrook to Escondido.

The Council meets monthly to discuss matters concerning the growth and development of the area. It has taken active stands in the past regarding highways and freeways, airports, utility transmission lines, parks, schools and colleges and other subjects affecting the economy and lifestyle of North County.

Membership, which is limited to

100, is drawn mainly from the area served by the Council.

In addition to the new officers, directors serving for the coming year are Orbee V. Mihalek of Vista, William J. Morrissey of Oceanside, Mitchell and Johner.

Directors serving through 1977 are Harold Carpenter, Robert Coon and Frank Nielsen, all of Oceanside, and Dr. Huber.

Serving as directors through 1978 are Virginia Wilson of Fallbrook and Dr. Reid Binder, MD, Leo Kreinbuhl and James Mack, all of Oceanside. □

**SDG&E PARS  
DIVIDENDS**

The board of directors of San Diego Gas & Electric Company today declared a quarterly dividend of 30 cents per share on the company's common stock payable Jan. 15 to shareholders of record Dec. 31, 1975. The dividend is the same as for the last quarter. □

**ALTERNATE OAC  
CHIEF NAMED**



Paul Bussey

Paul Bussey, Carlsbad City Manager, has been appointed second alternate to the Operational Area Coordinator for the Unified San Diego County Emergency Services Organization. The appointment was made by the Board of Supervisors Dec. 2 on the recommendation of the San Diego City-County Manager Association.

The Emergency Services Agreement between the cities and the county calls for the appointment of a coordinator and two alternates to provide regional emergency coordination during a multi-jurisdictional disaster. D. K. Speer, Chief Administrative Officer of San Diego County is the Coordinator and Robert S. Bourcier, City Manager of National City is the first alternate. Bussey, who succeeds Larry Bagley of Oceanside as the second alternate, has been city manager of Carlsbad since 1973. □

**GROWERS GET TAX  
BREAKS**

Property owners who have contracted with the county to restrict the use of their land under the agricultural preserve program will receive property tax benefits in the amount of \$1,250,000 for the 1975-76 tax year. County Assessor E. C. Williams points out that this is made possible by the California Land Conservation Act of 1965 (The Williamson Act), under which 113,500 acres of land used for agriculture, grazing, flower growing, and poultry raising have gone into the agricultural preserve contract program since its inception in San Diego County in 1969.

On Jan. 6, 1969, the San Diego County Board of Supervisors established the first three agricultural preserves by agreement with the property owners which included 10,300 acres. These actions cost local government that year \$220,000 in taxes not received.

Since 1969, approximately \$5,000,000 have been lost in property tax revenues to local taxing jurisdictions as a result of the implementation of this State program, a cost that is shifted to the other property taxpayers; and the program is growing.

Williams points out that his office is currently processing approximately 80 new applications that will become effective for the 1976-77 fiscal year involving an additional 9,500 acres. "This will bring the total land under the program to 123,000 acres with an accompanying revenue loss of \$1,350,000 per year."

Land accepted into the agricultural preserve program by the Board of Supervisors, through contractual agreements, is restricted to agricultural and related uses for specified periods of time. The agreements also require the Assessor to value the properties on the basis of their restricted agricultural income, rather than on open market value, which is the basis of assessment on all other land subject to property taxation. □

**REALTORS NAME AD,  
PR FIRM**

Grant and Millard Inc., has been named to handle advertising and public relations for the San Diego-Orange County region of Realty World, national real estate-brokerage franchising firm, it was announced by Robert J. Cochran, Realty World executive regional director.

Dave Grant, agency president, said he will direct advertising with Jim Frampton in charge of PR. Initial media placement.

**CENTRAL AMERICAN  
INVESTMENTS  
STUDIED**

Conrad A. Will, president of Southland Capital Corp., a San Diego based mortgage finance and real estate investment firm, returned from a two-week investment mission to five nations in Central America including Costa Rica, Nicaragua, Honduras, Guatemala and El Salvador.

The mission, comprised of 30 leading business and financial executives of U.S. corporations based in 14 states, met with the heads of state, key government ministers, U.S. Ambassadors and Embassy personnel, and top business leaders to investigate the potential for future investment in the Central America Common Market area. The project was organized under the sponsorship of the Overseas Private Investment Corporation, the Government agency which provides political risk insurance and finance services to encourage U.S. investment in the developing countries.

Mr. Will called the trip "a highly successful beginning for establishing joint venture investments in an area which will grow increasingly important in the future." Mr. Will, whose firm is presently managing an Abaca plantation in Ecuador, is interested primarily in agricultural opportunities and is making plans to follow up in detail on several potential investments. He is confident that the ultimate results will be of significant benefit and profit both to the countries of Central America and to his firm's clients who are interested in international investments.

Marshall T. Mays, president of OPIC, who served as chairman of the mission, stated that "Despite the fact that the Central American Common Market has met with some problems, it has continued to expand, and all of the countries continue to encourage foreign investment."



Conrad A. Will (center), president of Southland Capital Corp., talks with General Anastasio Somoza Debayle (left), president of Nicaragua, and OPIC president Marshall T. Mays during a recent two-week investment mission to Central America. Will is the son of Mr. and Mrs. Howard Will of Rancho Santa Fe.

**TAYLOR, WALSH  
NAMED TO HEALTH  
BOARD**

County Supervisors Lee Taylor and Jack Walsh have been named to the governing board of the proposed San Diego-Imperial counties Health Systems Agency (HSA). Taylor and Walsh were appointed by the Board of Supervisors to represent San Diego County.

The San Diego-Imperial counties HSA will be one of some 200 throughout the nation that have been created under the National Health Planning and Resources Development Act of 1974. The HSA's will attempt to secure improved health services and access while reducing costs and avoiding duplication of efforts.

San Diego and Imperial counties have entered into a joint powers agreement to establish this area's HSA.

The board in turn would have the authority to select a governing body consisting of 30 members representing consumers characterized by age (including youth and senior citizens) sex, economic, ethnic, and geographic criteria.

The governing body will be primarily responsible for the operation of the HSA. Members will develop a responsible health systems plan by which recommendations will be made concerning expenditures of Federal Funds.

**A & G TO PRODUCE  
ARABIAN  
COMMERCIALS**

A & G Concepts, San Diego-based television production company, has been signed to produce a series of television commercials for an Arabian bottled water company.

Phil Aronson, president of A & G, said the commercials will be made for Gulfa Natural Mineral Water of Dubai, one of the United Arab Emirates. The water is bottled with the aid of Evian, the famous French bottling firm. They will be the first television commercials ever done for a bottled water firm in that country, where water is far more precious than oil, Aronson said.

A & G, a complete videotape and film production company, will produce the commercials in San Diego. Some will be shot on location with A & G mobile units. Two versions of each commercial will be delivered to Gulfa: one with an English soundtrack and the other with music only, for overdubbing in French and Arabic.

William F. Arens and Associates, La Jolla, is the agency for Gulfa. □



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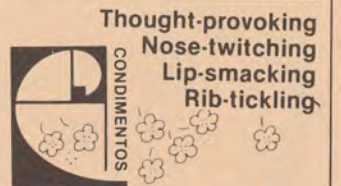
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## UCSD OFFERS TAXATION CERTIFICATE

A certificate in taxation will be offered by UC San Diego Extension beginning in 1976.

Tax practitioners, and others interested in the field of taxation, are eligible to apply for enrollment in the new program. A basic background in accounting is prerequisite, according to Jean Bowie of Extension's business administration division.

Ten courses, including five from a core group and five electives, will be required of participants. Topics range from specific areas of federal and state taxation, and taxes affecting corporations and partnerships, through electives in law, finance, economics and management.

Some courses already offered by Extension and previously completed by prospective applicants, may be counted for credit toward the certificate, Mrs Bowie points out.

The next tax course will begin in May.

Extension created the certificate program in cooperation with the San Diego Chapter of the National Association of Accountants. Serving on the development committee were: Ward Macauley of the Darwell Co., F. Max Poppleton and Jerry T. Segawa of the I.R.S., attorney Harold S. Small, Ray Stahl of H&R Block, William E. Whitely of Peat, Marwick, Mitchell and Co., and Willis Williams of the Franchise Tax Board.

Persons considering application are asked to telephone the University Extension office at (714) 452-3434, or write: Office of Certificate Programs, Q-014, UC San Diego Extension, La Jolla, CA 92093. A descriptive brochure will be mailed on request. □

## RETIREMENT ACCOUNT LIMIT LIFTED

Home Federal Savings and Loan Association of San Diego has lifted the \$1,000 minimum deposit on Certificate Accounts, following a restriction change announced by the Federal Home Loan Bank Board today.

"Effective immediately, we are offering all Certificate Accounts — 5¾%, 6½%, 6¾%, 7½%, 7¾% — to Individual Retirement Account (IRA) customers at no minimum balance," according to Bill Kinter, Home Federal's Business Development Director. Up to now, a \$1,000 minimum balance had been required for most Certificate Accounts.

"The Federal Home Loan Bank has also removed the penalty provisions on Certificate Accounts for those IRA Account Holders

over 59½ or those who become disabled. This means that IRA Account Holders over 59½, or who have become disabled and withdraw their funds earlier than maturity, are not subject to interest forfeitures," Kinter said.

Kinter said that income taxes can be lowered by many who do not currently participate in a pension plan or other retirement plan. With the Individual Retirement Account, which is offered at all Home Federal offices, funds contributed (15 percent of the annual income or a maximum of \$1500) are tax deferred until actual withdrawal of funds, which may begin at age 59½.

Although IRA's can be opened at any financial institution, a savings and loan provides one of the highest yields available, according to Kinter. "Because the effects of compound interest accumulate quickly," he commented, "a 45-year-old can accumulate \$74,670 by age 65. A 35-year-old could, by also contributing \$1500 yearly, have \$185,653 at age 65."

Kintner added, "Taxes are not paid until the funds begin to be withdrawn between ages 59½ and 70½, and the person may be retired at that time, with a lower income that would mean less tax."

Self-employed individuals may also benefit from deferred taxes through the Keogh plan, which provides for 15 per cent or a maximum of \$7500 yearly contribution.

With assets over \$1.8 billion, Home Federal Savings is California's third largest Federally-chartered savings and loan association and has 41 offices throughout the state. □

## COUNTY COMPLEX CONTRACT AWARDED

Supervisor Lee Taylor announced recently that, upon opening of bids by the Clerk of the Board of Supervisors, M. H. Golden Construction Company of San Diego was awarded the contract for the construction of the long-awaited Vista Center to be built immediately to the southwest of the present County complex on South Melrose Drive in Vista. Construction, according to Supervisor Taylor, is scheduled to be completed by July, 1978, and within its confines will provide facilities for the Superior Court and the Municipal Court of the North County Judicial District. Also, office space for County Departments which support these courts, a Sheriff's North County operations and a detention facility (jail) to accommodate 165 inmates will be included in the project. In addition, there will be a new

automotive service center for the maintenance and care of County vehicles in the North County area.

Taylor said that M. H. Golden's bid of \$14,880,000 for construction was unexpectedly low in contrast with the County's original estimate of \$17,500,000. Funding for the overall project will be acquired through a bond issue sold under the authority of a joint exercise of powers agreement between the County and the City of Vista. Supervisor Taylor added, "I hope there are no more delays in this much needed facility for North County. My biggest concern is the increasing inconvenience to North County litigants as population pressures amount." □

## MORTGAGE BROKERAGE FIRM EXPANDS

While many businessmen had financial problems in 1975, it was a banner year for Newport Equity Funds according to Lawrence A. Levinson, founder and president of the four-year-old mortgage brokerage firm.

By year's end, Levinson announced, the company had tripled its dollar volume over calendar 1974 and tripled its office space as a result.

Literally outgrowing a nine-room suite in the Avco Financial Tower, the firm has expanded its physical space from 1,000 to 2,500 square feet in the building, added three new employees and will open a three-person branch in San Diego early this year.

"The reason for the growth is the wide acceptance of our program to more and more segments of the investment market," Levinson explained.

"Very few mortgage brokerage firms have been approved by Keogh, I.R.A. (Individual Retirement Account) and other pension and profit sharing plan administrators.

Newport Equity Funds opened for business in the summer of 1971 with two small offices and one secretary. Setting a conservative pace in the first year, Levinson built carefully towards the present expansion surge by concentrating on investment trust deeds as opposed to purchase money trust deeds.

"There is stability in this type of investment," Levinson said, "with security and good yield for the conservative investor."

The past few years have vindicated that belief, this year resulting in a surge topping \$3 million, three times the firm's dollar volume.

"A philosophy of dealing with prime borrowers and prime properties has made us the successful firm we are today," Levinson concluded. □

## Net Gains

### MATCH-UPS AND MATCHES



by Dave Martin

Whispering Palms Tennis Club men's and women's doubles teams have just completed round robin matches to determine positions for the up-coming winter league schedule. W. P. will field teams in Divisions A, B, & C in both men's and women's leagues. Play is to begin in late January.

Jeff Bubnack and Mike Shore, last month's top two finishers in the Junior Round Robin at W. P., thus became eligible to challenge on the men's ladder. Both lads are well on their way up at this writing.

### TECHNIQUES AND TACTICS

When you have acquired the consistency of Level I and are able to hit soundly and regularly with such depth that your opponent is forced to return most shots from behind his own baseline (Level II) you are ready to move to Strategic Level III.

This level, based upon sound stroke equipment, seeks to force outright errors or weak returns from your opponent by attacking his weaknesses. Usually, at this stage it will be the backhand since most inexperienced players find it difficult to execute the backhand stroke with the same natural motion as the forehand.

### RULES AND RHUBARBS

Occasionally, in the heat of a close doubles match, partners become confused and change their serving order. Embarrassing as it is, whether you are the culprit or the victim, it's no big deal and the solution is simple.

Rather than continue in the changed order with all future serves out of sequence, Rule 35 requires that the partner who ought to have served shall serve as soon as the mistake is discovered. All points scored and any faults served before the discovery shall be counted. However, if a game shall have been completed before the discovery the order of service remains as altered.

### PROBLEM SOLVING

Having trouble with volley accuracy? Try meeting the ball earlier and more toward the net (as opposed to at your side). Also, on low shots, try to bend your knees so your eyes are more nearly at the level of ball contact.

With these two hints incorporated in your volley technique your peripheral vision should enable you to watch the ball and also be aware of the open court into which you are attempting to place the ball.



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# Places and Faces



San Diego County flower growers gather for opening of California Carnation Center's new headquarters building. Assembled on loading dock are (l. to r.) Batti Castellano of Mellano Brothers, Guadalupe Garcia and General Manager Fred Elmendorf of the Carnation Center, Elizabeth Johnson, Aden Lee and Mike Mellano.

## NEW CARNATION CENTER OPENS

In a continuing program of expansion, California Carnation Center, one of the oldest shippers of carnations in San Diego County, is now headquartered in a new, modern building adjacent to the 80-acre nursery of Mellano Brothers, in Encinitas, one of the Carnation Center's growers.

The new structure has some 5000 square feet of indoor working area and is open on two sides with a drive-in capability at one end of the building. A loading dock, 120 feet in length on the east side, has an area of 1200 square feet and can handle up to six trucks at a time.

"Many years of experience in serving the needs of growers and customers who depend on us is represented in the planning and construction of this new facility," said Fred Elmendorf, general manager of the Carnation Center. "Good lighting throughout the building and on the loading dock was deemed essential under normal working conditions because our workday starts before dawn for at least half of the year. Also, wide access to the cooler positioned across the far end of the building makes for an efficient operation during peak shipping hours."

The cooler has a capacity of 1500 square feet and has been designed for palletizing. Additional cooler facilities in nearby Vista provide the Carnation Center with a total of 2500 square feet of refrigerated space. All coolers are well lighted.

While the new location will be the center of operation for the Carnation Center, shipping will still be out of Encinitas where the original headquarters building will be maintained as a storage point. Growers shipping through the Carnation Center will enjoy even greater conveniences under the new arrangement. Seven trucks are available to make pickups at the growers throughout North San Diego County on a regular schedule.

Growers who are being served by the Carnation Center include Mellano Brothers, Aden Lee, Elizabeth Johnson, George Escobido, Sandra's Ranch, Katsuo Hayoshi, Cardiff Ltd. Greenhouses, Francisco Parra and Elmer Richardson.

The California Carnation Center wholesales and ships a full line of Carnations, Killian Daisies, Marguerite Daisies, Statice, Magestic, Gypsophila, Poms and cut foliage. □

## BISHOP'S SCHOOLS HORSE SHOW

The 3rd Annual Bishop's Schools Horse Show will be held on March 27 and 28 at the Rancho Bernardo Saddle Club in Rancho Bernardo. This year the horse show will be sponsored by the Trustees, the Alumni, and the Parents' Association of The Bishop's Schools and will be a major fund raising event for the benefit of the School, it was announced by Miss Dorothy A. Williams, Headmistress.

Mrs. Robert L. Graves of Poway and Mrs. Phil F. Franklin of Rancho Santa Fe have been appointed the co-chairmen of this annual event and their committee consists of the following: Mr. V. V. "Tommy" Thomason, Horse Show manager; Mrs. Charles Harris, secretary; Mr. Ronald Bird, treasurer, and Mrs. Michael B. Wilkes, publicity.

Sponsors and trophies will be handled by Mrs. Orrin L. Gabsch and Mrs. Robert J. Swanson, Jr.; food and beverages will be organized by Miss Nina Gustafson and Mrs. Fred C. Conrad; and grounds arrangements will be chaired by Mr. Robert B. Morris, Mr. Bruce Rockwell and Mr. Mark Weinberger; and Mrs. James H. Knox will be in charge of the publication of the Horse Show Premium List and Program assisted by Mrs. Dwight Babcock in charge of program sales.

Preceding the Horse Show, Mr. and Mrs. James H. Knox of La Jolla will host a "Stirrup Cup" party for sponsors and on the first day of the Horse Show, Mr. and Mrs. Charles Smith of Rancho Santa Fe will chairmen a "Round Up Bar-B-Que" dinner on the grounds of the show.

The two day event will be open to the public and there will be no admission charge for spectators. Food and beverages will be available on the grounds. □

## BOX LUNCHES WITH A TWIST

"Happiness is contagious, pass it around."

That's what the Women's Committee for Cerebral Palsy intends to do during their fifth annual February Box Lunch Sale. With the Theme "Happiness is Helping" the women will be pre-selling their Box Lunches all over San Diego during the Month of January to be delivered on Feb. 11, before lunch, of course. Mrs. John Evenson has been named chairman of the sale.

For the small sum of \$2.00 a delicious box lunch will be delivered, consisting of two pieces of fried chicken (prepared by Pic Nic N' Chicken) salad, apple, potato chips, and dessert. The lunches are packaged and delivered by the five San



Diego Guilds of Women's Committee for Cerebral Palsy. Proceeds go directly to the San Diego Cerebral Palsy Center, which provides day care for children, as well as extensive therapy and recreation for teens and adults.

At the center pre-Kindergarten activities are designed to help prepare the handicapped children for adjustments they will have to make when they join other youngsters in public school.

The teen program makes it possible for young people with cerebral palsy to get together for regular and extra curricular school activities.

Pictures above are Mrs. John Evenson, box lunch chairman and Mr. J. R. (Sleepy) Mize "chauffeur" and friend of W.C.C.P. at Brickwood, home of Mr. and Mrs. Benjamin Kelts... running through standard delivery procedures.

The adult program offers self help training for those who have finished school, with the goal of helping them to become as independent as possible.

Last year 10,000 lunches were sold. This year lunches may be ordered by your group or organization before Jan. 28 by calling 224-3720. Lunches will be delivered Feb. 11

The Beach and Country Guild will be selling in North County. For information call Mrs. Thor Anderson 756-2248 □



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# Oceanside Social Scene

by Kitty A. Peeling

I would not want my daughter to marry a policeman. They are the most mistreated, vilified group of workers who are paid to do an important, necessary job for the community. Even a policeman's family is not immune from the same persecution!

Some years ago I wrote all this in a national magazine. Furthermore I exhorted the police to declare a moratorium: Go on a one day strike.

Maybe then an apathetic public would realize how catastrophic this world would be without the protection of law and order.

Sure you have crooked, conniving lawmen, just as you have crooked grocers, bankers, doctors and lawyers. (No one knows it better than I. My father was an infamous gambler and as a girl I can remember him paying off policemen, lawyers, judges and even bankers. (Some bankers, on learning the estate they are managing is being used as a gambling palace, simply demand exorbitant rent for their silence!)

But all in all, most police officers give their all (and what's more "all" than your life?) to try to do a job against red tape, odds all in favor of the criminal! I was most happy when Carol Guitron, public relations director for Oceanside's Peace Officers Wives Club, invited me to attend their statewide convention to be held for three days in Oceanside's Bridge Motel-Restaurant.

The Auxiliary was formed in 1961 as a social club, but gradually the women, more aware than most of the grim injustices crying for help, became philanthropic. They started the Child Abuse Center that is supported by twice a year money making activities such as Fashion Shows, Card parties, Bazaars, etc.

This 22nd Convention is the first one to be held in Southern California. There are over 63 clubs in this state and over 3,000 members.

Sandi George is O'side President and Eileen Melander was in charge of the convention Committee which arranged a welcoming champagne party (champagne compliments of O'side

56 / JANUARY 1976

Peace Officers); and many worthwhile workshops presided over by outstanding women like Jean Krahlung, youth counselor for the police department, and Marguerite Justice who formerly served on the Los Angeles Police Commission.

At the culminating banquet I spoke with many of the women. Never once did my questions contain the obvious big one: "How do you manage to cope with your husband away on such dangerous work?"



Carol Guitron, vice president in charge of public relations, backs up Oceanside's P.O.W.A. President Sandi George, State President Sharon Hearn and Eileen Melander, convention chairman.

These wives were here to learn and enjoy themselves and not be reminded of the apprehension they live under, what with the crime rate high — and the police mortality rate — higher!

Surely, considering the remuneration (which isn't as high as salaries go) and the abuse they undergo, these women have to have nerves of steel and the same dedication as their husbands.



Linda Jeffery awarded 1975 outstanding service plaque with speaker Frank Davis, supervisory probation officer and Marlene Freil, incoming president.

The banquet speaker was Frank Davis, supervisory Probation Officer, who talked on the serious problem of child abuse. It's shocking to believe parents can commit such heinous crimes against their own children!

So now my hat is off not only in appreciation of peace officers, but in salute to their capable, efficient helpmates! □

## KITBITS

Tears greeted me when I arrived late at the Lyle Richardson's Carlsbad home where the Los Amparadoras Auxiliary of the Children's Home Society was holding their annual membership brunch. Seems Connie Jones was telling how she and her husband Doctor David decided to adopt a child from the San Diego Home. So fulfilling and rewarding was the adoption of little Jimmy (now age 4), the Jones again adopted another child — a girl, Julie (now 2 years old).

So sincere and heartwarming was your revelation Connie, that I think some of the girls without children will now seriously think of adoption!

As always Hal Stidolph brought exotic plants to decorate the house. The members decorated the "brunch" tables and the delicacies were not only appealing to the eye but appealing to the appetite!



Front row, Jan Vander Kuyff, vice president; Phyllis Demy, president; Carolee Warden, another vice president. Back row, Marie Panther, publicity; Barbara Watton, recording secretary; Carol Doose, treasurer and Donna Reed, parliamentarian.

For their November meeting, the North County Press Club had an uproarious time viewing the fractured films Jack White (born and raised in Oceanside), anchor newsman on Channel 10, brought to the El Camino Country Club. Jack is a dyed-in-the-wool movie buff and has a tremendous collection of early movies — even contains prints from Paul Killiam, the Czar collector of pioneer films.

Among the priceless gems were excerpts from early thrillers (from 1906) when there were doubles. In fact Richard Barthelmess and Lillian Gish (can you remember?) were actually on a breaking up ice flow in the great supercolossal film "Way Down East" and nearly ended up "way down under." There were clips of The Great Train Robbery, Perils of

Pauline (continued every week), Charlie Chaplin, Mary Pickford, etc. shots of the first great cowboy star William S. Hart who always rode off pure and un-kissed into the setting sun, and the following star Tom Mix. Lots of my girlish dreams revolved around Douglas Fairbanks, and you know, viewed forty sophisticated years later, his movie performances are athletic marvels. What a man!

To further enhance the evening, Glendale Savings, through their P.R. gal Jackie Wilson, sent kegs of beer and bushels of peanuts which we shelled as we chortled, cheered, and booed heroes, villains and heroines whose marcelled tresses never moved a hair though lions chased them through jungles and sinking boats swept them into swirling whirlpools!



Bob Goggins, chairman of the event, toasts Jack White and Jackie Wilson for a most entertaining and "nutty" evening.

One of the first places I lived in Oceanside was the Bay 'N Beach apartments in the Marina. It was owned and managed by Paul Schmid and his seven sons! And were the kids a harem scarem crew!

The wildest rebel of all (and the handsomest) was son Eric, about seventeen. Something about Eric's lovely brown eyes and impish smile endeared him to me.

It's been three years since I've seen him so I was most delighted when I got a formal invitation to the wedding of Miss Jeanne Therese and Mr. Eric Anthony Schmid.

The wedding was a lovely, simple affair in the chapel of the First Assembly of God Church in Oceanside, and the following reception held also in the church's large recreation room was rambunctious with millions of Schmid's and their wide assortment of friends.



Beaming Paul and tearful Mary Schmid with their son and new daughter-in-law.

Speaking of tears (I always cry at weddings), I'm a lugubrious schnook at the darndest times; like at the Greater San Luis Rey Developing and Planning Council's Annual Champagne Reception given to honor the Marine Corps 200th Birthday. When I was a kid my prize joke was, "What's older than its Mother?" And the rib-splitting answer (to my ten-year old humor) was, "Vinegar!"

Today, my socko joke could be "What American organization is older than its country?" The answer of course is "The United States Marine Corps!"

To honor our first fighting men, for over five months, forty people under Chairman Mel Smith (O'side Councilman) planned and worked like beavers to give a perfect party, dripping with champagne, delicious food (all home concocted) and hundreds of charming people all jammed into the old world gardens of Oceanside's famous Mission San Luis Rey.

Toastmaster John Steiger carried on the carefree informality, but solemnity crept in when Dr. Fred Huber, President of Palomar College and of the G.S.L.R.D.R. Council, presented Camp Pendleton's Commandant, General Carl Hoffman, with an engraved commemorative plaque.



Brig. General and Mrs. Jesse Owens, Major General and Mrs. Carl Hoffman and Major General and Mrs. Charlie Mize.



Hostesses and champagne barmaids were Junior Women's clubbers. Front row, Shirley Chase, Diane Schneider, president of Junior Women and Jean Carney. Back row, Jeanne Hogan, Doris Campbell and Carol Mitchell.

Accepting the plaque was handsome six feet-four (five, six?) inch General Carl Hoffman (every inch a commanding personality). Then a beautiful birthday cake was wheeled before him which he expertly cut with his sabre.

The evening was a memorable one. Not only for the appearance of beautifully gowned women, North County dignitaries and attractive looking Marines but for the camaraderie and wonderful feeling of good fellowship!

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## GOLD BOOK TIME APPROACHING

Compilation has begun for the new 1976 Gold Book Telephone Directories.

If you are not listed or are listed incorrectly in the present Gold Book, please notify the Village Press as soon as possible — in writing.

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# Association Bulletin and News

## MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, NOVEMBER 6, 1975, 9:00 A.M., BOARD ROOM

**Present:** President Wrenn, Vice President Hoover, Members Arnold, Barclay, Day, Fitzhugh, Olin

**Also Present:** LAFCO Executive Officer Skip Schmidt, his assistant Mike Gotch, Manager Grahl, Counsel ZoBell, Bldg. Comm. Mowery, Secretary Spain, Association Members, Press

Minutes of regular meeting held October 16 and special meeting held October 28, 1975, on motion made and seconded, were approved unanimously.

### OLD BUSINESS

**Rancho Santa Fe Police Protection** The letter outlining the five police protection options and ballot were mailed to all Association members on November 4th. The Board, on November 20th, will finalize a recommendation on the County Service Area to be made to the County Board of Supervisors at the public hearing on December 3, 1975.

### NEW BUSINESS

**Realignment, Lots 12, 14, 15** Map 2129, El Tordo. On motion made and seconded, approval was unanimous.

**Resolution Authorizing use of Master Charge Card** The following motion was made, seconded, and passed by majority vote.

Whereas, this corporation, Rancho Santa Fe Association, desires to obtain financial accommodation from Security Pacific National Bank (hereinafter called "Bank"), pursuant to the

use of a number of Bank's credit cards (hereinafter called Master Charge Cards) by the officers and agents of this corporation; and

Whereas, this corporation intends to authorize its officers and agents to use such Master Charge Cards for and in connection with corporate business; and

Whereas, this corporation desires that such Master Charge Cards be issued in the name(s) of officers and agents to be designated to Bank by this corporation and that all indebtedness incurred through the use of such Master Charge Cards or any of them be charged directly to this corporation; and

Whereas, Bank will not extend such accommodations by issuing such Master Charge Cards unless this corporation agrees to assume sole responsibility for the use of such Master Charge Cards or any of them, and to pay Bank for all indebtedness incurred by use of such Master Charge Cards to any of them, whether such use or indebtedness was authorized or unauthorized by this corporation.

Now, therefore, be it resolved that this corporation apply to Bank for the issuance of Master Charge Cards in the name(s) of officers and agents of this corporation.

Resolved further, that this corporation agrees to assume sole responsibility for the use of such Master Charge Cards or any of them, and to pay Bank for all indebtedness incurred by use of such Master Charge Cards or any of them, whether such use or indebtedness was authorized or unauthorized by this corporation.

Resolved further, that the Secretary/Manager of this corporation is authorized to designate to which officers and agents of this corporation Master Charge Cards are initially to be issued, and to make additions to or deletions from such list of officers and agents authorized to use such Master Charge Cards and to so notify Bank in writing. In the case of additions, such notice to Bank shall authorize Bank to issue such Master Charge Cards in the names of said additional officers and agents. In the case of deletions, this corporation shall be liable for the use of such Master Charge Cards or any of them until said Master Charge Cards or any of them are returned to Bank or Bank is notified of the loss or theft of said Master Charge Cards or any of them.

Resolved further, that Bank is authorized to act upon this resolution until written notice of its revocation is delivered to Bank, and that the authority hereby granted shall apply with equal force and effect to the successors in office of the officers herein named.

### PERSONAL APPEARANCE

**Mr. Skip Schmidt**, Executive Officer, Local Agency Formation Commission. Mr. Schmidt, in a very comprehensive briefing before the Board, outlined standards and procedures for municipal incorporation, as well as some of the advantages and disadvantages thereof.

### REPORTS

**Tennis Activities Committee** Chairman Hoover reported Hydroseeding, to improve landscaping around the two new tennis courts, had been completed. The next Committee meeting will be November 11th, at 7:30 P.M.

**Planning Commission** Chairman Fitzhugh stated the Commission would continue reviewing the various aspects of municipal incorporation and present a report to the Board at a later date.

### RECESS

The Board was recessed from 10:20 to 10:25 A.M.

**Community Relations Committee** Chairman Arnold requested chairmen of Golf and Tennis Activities Committees to contribute newsworthy items for the Community Information Letter.

**Park and Recreation Committee** Chairman Olin noted work is underway to widen the road to the Tennis and Golf Parking Lots off Via de La Cumbre. The next Committee meeting on December 2nd will review trail maintenance. Board consensus was that Christmas tree lights should be installed in the two trees on the Village Greens this year.

**Finance Committee** Chairman Barclay reported Arthur Young & Company has been requested to make a cost proposal for a review of Association accounting. The Committee reaffirmed that Accountant/Maintenance Coordinator Wally Johns' time should be divided 50% — for accounting, and 50% supervision of Association property maintenance. Any of his time requested and used by activities is to be charged to that activity.

Due to substantial incoming Assessment payments, cash balance will exceed the \$40,000 maximum in the savings accounts. Motion was made, seconded and passed unanimously to authorize the Manager to invest these additional funds in short term Treasury Bills.

**Manager** reported (1) letter prepared for County Planning Commission opposing the proposed McColley condominiums. Counsel was requested to be present with Manager Grahl at the hearing before the County Planning Commission November 7th; (2) office rehabilitation is progressing; (3) four

Pinkerton guards were hired for Halloween night at the cost of \$160. No vandalism was noted: (4) County has received bids on the Sewage Plant Expansion project; (5) Building Commissioner's report for September showed 1 completion, 3 new building permits, 27 single dwellings under construction, 16 multi-dwellings under construction; October's report showed 2 new building permits issued, 29 single dwellings and 9 multi-dwellings under construction; (6) November 11 is being observed as a holiday and Association office will be closed.

### EXECUTIVE SESSION & RECESS

The Board went into Executive session at 11:20 A.M. and recessed for luncheon at 12:30 P.M.

### ADJOURNMENT

The Board adjourned at 1:45 P.M.  
Fritz W. Wrenn  
President

R. B. Grahl  
Secretary

## MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD NOVEMBER 10, 1975 AT 9:00 A.M. IN THE BOARD ROOM.

**Present:** President Frobes, Vice President Duncan, Mr. Fred Livingstone (representing Hope & Associates) and Members Budlong, DeBakcsy and Smith.

**Also Present:** Building Commissioner Mowery and Recording Secretary Duffield. Manager Grahl in attendance during part of the meeting.

The minutes of the previous meeting were approved as presented.

### ADDITIONS & ALTERATIONS

**Zable, W. J.** Tennis Court — Portion Lot 5, Block 48, Las Planideras. Approved. Did not include approval for any outside lighting of court.

**Nystrom, J.** Fence — Lot 104, Map 2089, La Fremontia. Approved.

**Berry, J. H.** Greenhouse — Portion Lot 4, Block 33, El Acebo. Approved.

**Lambert, T. H.** Garage — Portion Lot 12, Block 32, Linea del Cielo. Approved.

**Barkes, C.** Patio Sun Shield — Lot 18 & 144, Map 2089, Lago Lindo. Approved.

### SUBDIVISION

**Gullickson, H. M.** Portion Lot 6, Block 9, El Mirlo, consisting of 8.0 ± acres into sites of 3.5 and 4.5 ± acres. Site visited. Art Jury advises approval to Board of Directors.

### KEEPING OF HORSES

**Strange, O. W.** One horse on 6.25 ± acres at a Portion of Lot 5, Block 11, Avenida de Acacias. Site visited. Art Jury advises approval to Board of Directors.

### PERSONAL APPEARANCES

**Mr. G. R. Stelzer (in attendance)** Conference regarding proposed residential structure. Action deferred pending receipt of additional drawings incorporating suggestions made by Art Jury. Site visited.

**Mr. Reginald Paul (in attendance)** Conference regarding solar panels on residence. Action deferred pending results of Art Jury suggestions. Site visited.

### MISCELLANEOUS

Rock sample for flat roof area on Hewette residence — Rambla de las Flores. Approved.


**Mr. Alex DeBakcsy** Small Solar Panels for residence. Approved.


Request by Country Friends to remove trees at Lots 129 and 130, Map 2089, Avenida de Acacias and El Tordo. Approved.

C. David Frobes  
President

Dale H. Budlong  
Secretary

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8366 LA MESA BOULEVARD IN LA MESA 469-2112

## IMPORTANTE IMPORTS

El Gaucho Imports at 1021 Prospect and The Dandy Lion, 1031 Prospect, are two highly interesting shops in downtown La Jolla near the beautiful cove.

El Gaucho Imports, open since 1970, offers exclusive apparel from South America, specializing in smart coats, jackets, and sweaters from Argentina, Ecuador, and Chile. Lovely alpaca rugs and handicrafts are also available to the discerning customer.

The Dandy Lion has only been open since mid-1975 but is already attracting people from all over North County. This well-stocked boutique offers imported coats, dresses, shawls, ponchos, jewelry, and accessories from five continents.

Both shops are owned by Ernesto and Dolly Casco and Nellie and Louis Vincent. If you drop in to El Gaucho or The Dandy Lion say hi to Ernesto and Nellie, two fine imports in their own right... from Argentina. ☐

## SPACE THEATER DESIGNER VISITS

The Reuben H. Fleet Space Theater and Science Center continues to be the scene of innovative technical development. Officials at Space Theater recently welcomed the visit of the designer of Space Theater's prototype Omnimax Projection Unit. William Shaw of Imax Entertainment Limited will be checking over the unique projector and will begin testing new camera equipment designed to film animation.

Using the domed Space Theater as a testing ground, Mr. Shaw and Mr. Dennis Moore of Francis Thompson, Inc., will put through its paces new camera equipment

## ANIMAL SHELTERS NOW OPEN SUNDAY

The County Board of Supervisors has authorized Sundays to be included in the six month experimental program of longer hours for the three County animal shelters.

Beginning Dec. 19 until June, the animal shelters will be open to the public from 9 a.m. to 6 p.m. weekdays and from 9 a.m. to noon Saturdays and Sundays.

The trial program was prompted by citizen complaints that the current 8 a.m. to 5 p.m. weekday hours made it difficult for working people to redeem or adopt pets.

The three animal shelters are located at: 1104 Azusa St., San Diego; 8661 Jamacha Blvd., Spring Valley; and 2481 Palomar Airport Road, Carlsbad. ☐

# Shops and Services Directory

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VA-FAA Approved  
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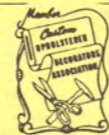
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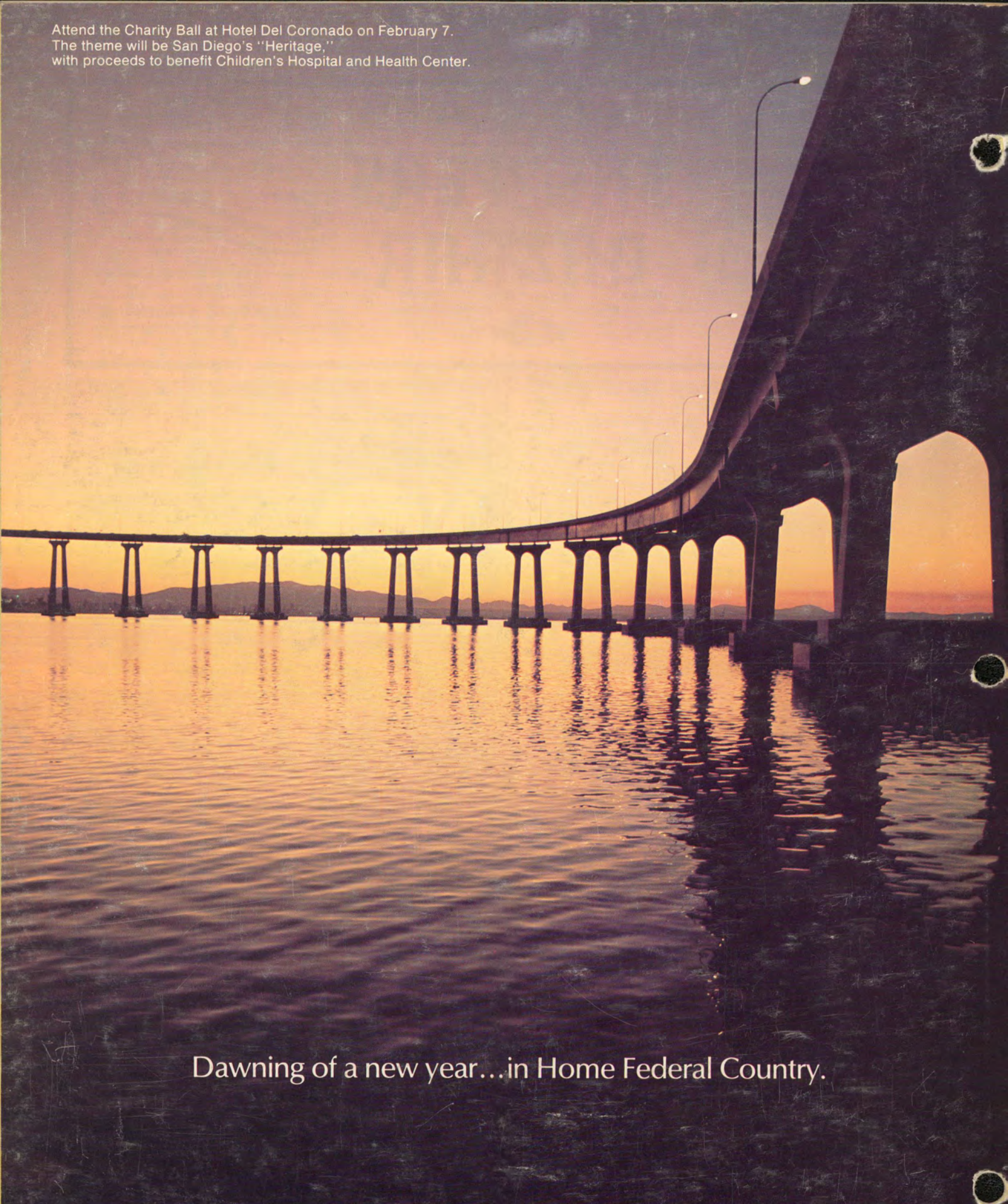
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