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north county living

NOVEMBER 1976 ONE DOLLAR

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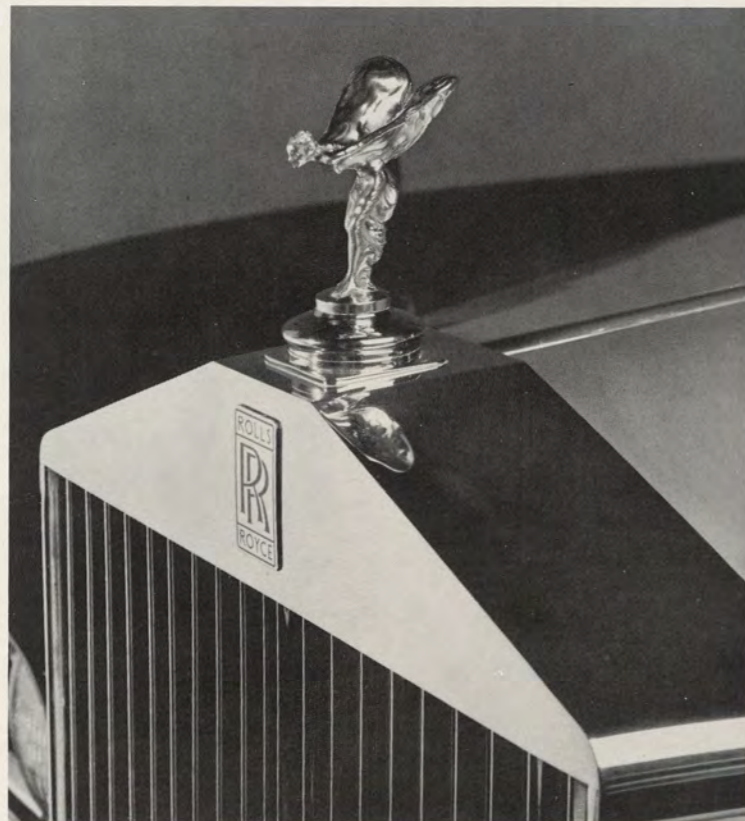
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ABOUT THE COVER:

The Baecht house in Olivenhain, once the Baecht Hotel, was one of the first buildings built in the community, dating back to the late 1800's. The Baecht family was among the original group of German colonists who settled the Olivenhain valley and a Baecht descendant still lives in the old house. Joan Patrick has dug into Olivenhain's early history in our featured article this month. Cover photo by Richard Benton.

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MUSIC AROUND TOWN.

by Troy Reynolds

KFSD'S LATE-NIGHT PROBLEM

KFSD-FM, San Diego's self-styled concert music station, gave their listening audience a little something to think about when they announced in late September that they were considering cancelling their two late-night jazz shows. The announcement was made to open a campaign to solicit listener's reactions to the possible change. Spots were put on the air asking members of the audience to send their opinions to the station, with a promise that a drawing would be held to give away a dinner for two at a local restaurant. So, not only was the future of San Diego jazz programming at stake here; a free meal was in the offing, too and hungry jazz fans who wanted to keep their favorite music on the air had a chance to kill two birds with one stone. They jumped at the opportunities.

The bulk of the responses received, about 90 percent, were violently opposed to change. The letters ranged from distraught pleas to outraged threats of listening boycotts to petitions from concerned jazz organizations. There was an overwhelming outpouring of pro-jazz sentiment that has changed a lot of people's minds about just how many people are out there listening to the only professionally produced jazz program in town.

"Jazz with Jeff" and "Jazz for Sunday" hosted by Jeff Rue and Barence Q. Zacker, are aired in the wee hours between midnight and 5 a.m. every morning. They have always been anomalies in KFSD's otherwise all-classical programming, with a difference in sound that has made for a difference in their sales. Reputable sponsors have been too busy drooling over the impressive audience stat sheets and demographic analysis that the classical format was generating to think about buying into programs of night club music that were being broadcast to an audience that they knew little about. They could see on paper that the number of classical music listeners in the KFSD fold had nearly doubled in two years; that more than 30 percent of them were of the affluent, upwardly-mobile 25-34 age group that makes up a large part of the market they want to reach; and that these people were keeping their dials set at 94.1 to listen to the full hours of

uninterrupted symphonies and concertos that had been worked into the programming formula. While Station Manager Hal Rosenberg was finding ways to make the classical format a commercial success, the jazz programs became poor, neglected stepchildren that got kicked around the broadcast schedule and never made any money.

Now, all of this is about to change, according to Rosenberg. The listener-response campaign was a necessary first step in putting the jazz shows on commercially solid ground. "I never wanted to can Jeff or anybody else. We have the same behind-the-mike personnel here now as we did when I came to the station. They're all super jocks. What we wanted to do was to create a need, and we did it. Now we have something (nodding towards a stack of mail on his desk) we can use to point out to sponsors the need for support of jazz here. Once you know you have an audience, it's much easier to get backing to bring their music to them. All we ask them to do is to patronize their sponsors." With his apologies behind him, he's glad to talk about how personally rewarding it's been to see such a fantastic response. "We do everything we can to try and keep in touch with our audience, but this is more than I ever expected. I'm very excited about it all."

There's a glint in his eye now as he goes on. He's turned losing stations and losing programs into winners before, at RKO's KRTH-FM in Los Angeles prior to coming to KFSD in 1974. He devised the oldies format that proved so successful at K-Earth (formerly KHJ-FM), and proved his versatility by making the classics program work at KFSD. "I've neglected the jazz show so far, but it's going to be hard to ignore now."

Zacker, the Sunday jazz d.j., says he feels an ill wind blowing around KFSD's programming department that indicates to him that the jazz show may indeed die. He is optimistic, however, that if the KFSD show is dropped, some other San Diego station will add a regular jazz program to their format.

Hopefully, KFSD will receive enough positive feedback to make the show attractive to sponsors. The message for those of us who enjoy listening to jazz is clear: patronize. And for Rosenberg, Rue and Zacker's sakes, keep those cards and letters coming.

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THIS IS LIVING

by Don Dedera

IS THERE ANYTHING LEFT TO SAY?

An 89-year-old great-grandmother is having the time of her life with an automobile license plate, Q T PIE.

A 1 AN A 2 adorns the bumper of who else? Lawrence Welk.

Closer to home, frequently seen around Rancho Santa Fe is the blissful motorized score: LOVE 40.

This is California, enjoying the return of individuality to at least one aspect of our much-regimented civilization.

These days, of course, most states of the nation make available, at extra charge, personalized license plates, or PLPs. But it was California, so often a fashion leader, which made PLPs widely popular, with an environmental tie-in. Funds derived from the personal plates go to ecological research. After six years of California leadership, PLPs have become a national fad.

There's a GRAMPA and GRAMMA in Sun City, Arizona. A Texas Longhorns fan urges HOOK EM. A swinger back East boasts of NO WIFE. And even in staid Britain tailgaters are told OGO TOL.

No class. Or not the kind of class which Bill Evans (of the Bahia Hotel) affixes to his own Rolls Royce. The plate reads KLASS. For ingenuity and wit, California is where it's at. Who can top the Bosts of Solana Beach? John, the attorney, aspires 2 B JUST. Jenny, the teacher of the blind, is content JUST 2 B. The word around Del Mar is that WEE POT stands for a family named Littlejohn. The owner of a San Rafael tennis club asks 10S NE1. Former governor Pat Brown applied for and received EX GUV. It's said that in the LA area a PLP became the instrument in the ultimate in upmanship. When a driver bolted on UP URZ, his neighbor countered with UP URZ2. Another Rancho dude, an attorney, is branded GUILTY.

As far as I know, no thief has dared to tamper with an Altadena sedan labeled STOLEN. In fact, auto thieves tend to shy away from all personalized plates. Recently the car belonging to the Miller Honey Company, bearing the license HONEY, was recovered three minutes after a joy-riding teenager tried to take it out of Colton.

When the program began in 1970 much in demand were common first names, like MARGIE, nicknames for cars, such as T BIRD, and political ex-

hortations, i.e., PEACE. In ensuing years the action has become more complicated. The Department of Motor Vehicles tries mightily to refrain from issuing what may be offensive, but California motorists are ingenious to a fault. And who is to say what is offensive? It turns out that THE WOP is a proud Italian-American, POLACK is indeed of Polish extraction, AH SO belongs to an Oriental, and NUTS2U is the advertisement of a Chico nut grower.

CORPSE adorns a 1960 Cadillac hearse in LA. COGITO, latin for, "I think," goes with a San Jose car which is thought to have a brain. Lord knows what kind of conversations overtake Sally D. Hooker of Santa Barbara; her last name is her plate. Ever the promoter, Jack LaLanne displays REDUCE.

For whatever it's worth, here's one man's selection from the California PLP computer print-out:

ABSURD, AFLCIO, ANONO, BABYME, BADMAN, BANANA, BATMAN, BEKOOL, BLEEP, BOOGIE, BYJOVE, CHUZPA, CUBISM, DAMMIT, DEBTOR, DEJAY, DIVOT, DOODAH, DOOZIE, DRAT, EGAD, ENOUGH, ESPNUT, EUREKA, EXPERT, FATSOS, FLAKE, FLASH, FOXCAR, FUNBUG, FUTBOL, GASHOG, GENIUS, GO BACK, GORAMS, GOTCHA, HAIRY, HANG10, HICCUP, IAMNO1, IM4LUV, INJUNS.

And, JUNK, KARMA, KILROY, KLUTZ, LEMON, LIZARD, LOOKUP, LOST, LOVEYA, MANANA, MAO, MENACE, MISFIT, MMMMMM, MOZART, MYAUTO, MYDEBT, NARK, NOBODY, NONONO, NORMAL, NUDIST, OWSMOG, PANICS, PHOOEY, PSSST, PSYCHO, QUEENB, RACEME, REDEYE, RETAKE, RIPOFF, ROCKON.

And, SATYR, SCOOPS, SENILE, SHRINK, SHYSTR, SINNER, SISSY, SLYFOX, SMOKIT, SMOOTH, SUPERB, TAMALE, TENDER, THEBUS, TLC4ME, TOPDOG, TOUCHE, TRUCKIN, TYCOON, UFINK, UNSAFE, VAROOM, VIBES, WARLOC, WAYOUT, WETRY, WHYNOT, WRECK, XMAYOR, ZOOOOM.

Not to mention the guy in Tarzana whose car is named TARZAN and who believes if he pounds down enough freeways, he is certain eventually to spot his dream machine, ME JANE. ■

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AT ISSUE



Joan Patrick dug up some dirt in Olivenhain's past—and it took some digging. Dick Bumann, a fourth-generation Olivenhain resident, is writing a book on the history of the area and he was understandably reluctant to give out too much information. Fortunately, that old faithful, The San Diego Union, had reported in depth on the problems of the new German colonists and Joan was able to pull all the pieces together. Bumann's book, however, will provide larger insights for those whose interest is piqued by Joan's article.

The outstanding cover shot of the old Baecht hotel in Olivenhain was taken by Dick Benton, a San Diego free-lance photographer whose other work includes the photography and text in Balboa Park's brochure. We plan to feature more of his work on future covers.

Photographer S. Michael Woodward spent an unusual weekend on assignment for our garage sale and funeral articles this month. Have you ever taken pictures of headstones—from below? Not below the ground, of course, but Mr. Woodward found he could get some interesting shots while lying on his back. He was our cover photographer last month and will also be featured there again.

David Robinson is back from a summer in Michigan and has turned out an interesting and informative piece on the various alternatives available in the funeral industry. An uncomfortable subject, perhaps, but well worth contemplating since death is the one constant in life. It's tastefully done and will hopefully spare survivors some expense and agonizing decisions. David is currently researching some group living arrangements and will report on his findings in a future issue.

Helen Cooper was a natural to author our garage sale article since she admits she is addicted and may have to give one herself soon. Her credits read

like a Who's Who in television. She and husband Irv wrote several of the U.S. Steel-sponsored documentaries aired several years ago and they are both still active in the TV industry, working on a free-lance basis as script editors. Irv is currently at work on the new series, The Family. Both Helen and Irv collaborate with the creator of the popular comic strips Judge Parker, Apartment 3-G and Rex Morgan, M.D. in developing story lines. Helen is working on an article for a future issue on the California spa scene: reasons for the sudden popularity, why people choose the spas they choose and how to choose the spa that's right for you.

By the time you read Troy Reynolds column concerning the possible cancellation of KFSD's late-night jazz shows, they may already be off the air, but you will have read the inside story here.

We hope to provide you with more in-depth looks at North County events, people, places and things in the coming months. In future issues we'll look at some important women in North County, what they do and how they got where they are. We'll also be looking at the controversial genetics research planned for UCSD, the paramedics situation, stress reduction, Airport '77 filmed in San Diego and more. And we will continue to provide you with dining, movie and music reviews as well as our other regular columns.

North County may not turn into a bustling metropolis (let's hope not), but it is beginning to show some city-like qualities. Shopping centers are springing up with increasing regularity (Flower Hill in Del Mar opens this month; Encinitas Village Square opened last month) and developments seem to mushroom along every available open piece of land. We commend the County Board of Supervisors for denying a re-zoning permit for the Rancho Zorro area west of Rancho Santa Fe and urge citizens to lobby against other such attempts to increase densities. We can welcome the new shopping centers, for they mean more money staying in North County rather than going in to San Diego. However, they can also be seen as predictors of a population surge if we assume that marketing directors are planning ahead rather than building in a stagnant area. We are growing and will continue to grow. Our hope is that it is done wisely and that, attendant with that growth, there will be growth in the arts and culture of the area. A North County Cultural Center is being discussed in some circles and we will watch and report with interest any further developments. ■



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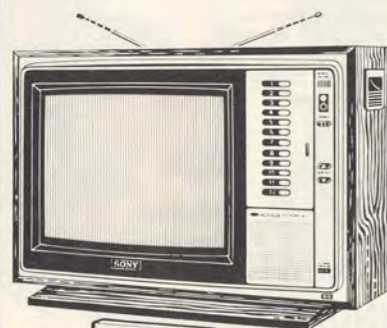
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DINING WITH DUKE

by Duke Marston

Last month I briefly mentioned the opening of **The Old Ox**. Not surprisingly it is a renovation of the former **Jolly Ox** in Mission Valley. The new look is superb. From the outside, it seems to be a working mill, while the interior suggests an elegant yet rustic hotel.

The menu, while relying strongly on prime rib, steak and crab legs does offer some innovations. The **Chicken Cordon-Ox** (so named because it resembles, yet does not copy the classic recipe) is a succulent combination of boneless chicken breast, ham and swiss cheese with a sherry-laced sauce. It is a winner.

The **Lobster Savannah**, on the other hand, is an ambitious blend of lobster chunks, white fish, pimentos and mushrooms in a bland white sauce which lacks the bite needed to fully balance the flavors.

Shrimp tempura style (a pleasant variance from the would-be scampi), crab legs and a fish catch of the day complete the seafood offerings.

In addition to the top sirloin and teriyaki steak, filet mignon topped with Bearnaise sauce graces the steak line-up.

An extensive salad bar is included with all dinners and has a plentitude of fresh vegetables, four dressings and fresh bacon bits.

Lunches are served week days and have proven to be exceptionally popular with Mission Valley regulars. Of special note there is the prime rib sandwich—not thin slices of last night's dinner offering, but simply a lunch-sized portion of fresh beef served open-faced on sour dough toast.

The wine list is not extensive, yet it is well thought out and offers good representation in style and price, especially in the California selections.

In the few weeks since its opening **The Old Ox** has become the hottest cocktail lounge going. Lunch, post-game, happy hour and late evening all find cocktailers spilling from the lounge to converse in the ample lobby or to stroll and enjoy the visual delights created by the extensive antiques and artifacts gathered from throughout the West to enhance the setting.

Dinners at **The Old Ox** have resulted in some kitchen slip-ups, but at this writing this restaurant has been open only four weeks and an occasional error is to be expected. Management is conscientious and is aware that a few corrections are in order. The staff is together, having fun and providing a

good time for their guests.

A dinner visit here should prove well worth the trip from North County.

Ichabod's Restaurant & Saloon on Clairemont Mesa Blvd. just east of 805 had not yet opened as I struggled to meet my deadline, yet I have visited the premises and seen the menu.

The ambience confuses me because the dining areas are semi-rustic, early American, with the Dutch influence of Sleepy Hollow where Ichabod rode identifiable in the tablecloths, curtain and chair coverings. The cocktail lounge, on the other hand, is a standard "today" setting, though the sunken dance floor is a bit of a change.

The menu is primarily light meals: hamburgers, sandwiches, omelettes and Mexican plates which will be available any time of day or evening.

Ten dinner entrees are also offered throughout the day although management anticipates that most of these will be chosen at the dinner hour, as baked potatoes become available as an accompaniment only after 5 p.m.

The entrees range from \$3.75 to \$8.75 (for Beef Wellington) and the lighter side of the menu runs from \$1.75 to \$6.75 (for Carne Asada) with most items in the \$2.00 to \$3.50 range.

Soda fountain and several desserts complete the menu.

The lounge will offer entertainment and of course a full line of beer, wine and cocktails.

This is another of the theme restaurants being put together by the William Walker Company (Jacob Taylor's 1880 Bar and Grill). The concept is intriguing. I'll be checking to see how it works.

WINE

A great and growing number of San Diegans are expressing interest in learning more about wine, both to enhance their dining experiences and to accumulate information for assistance in developing home cellars.

Several wine courses are offered locally. In addition, scarcely an evening goes by without tasting being conducted, many of them open to the public.

I'll report next month on available public tastings and on several new wine releases which will be available for the holiday season.

A special note: look for the mid-November release of Sebastiani's Gamay Beaujolais Nouveau, developed without aging and bottled on Nov. 15 in the French tradition as the first wine of the harvest.

LETTERS

Quaking in Cardiff

I hope that the builders in the area, those who throw up homes in a hurry on hastily scraped fill, will take special note of your article on earthquakes. (Oct.) The outrageous prices on real estate and the poor workmanship represents a real hazard to human life in earthquake country. Some stringent safety standards should be put into effect immediately—and enforced! I shiver at the very thought of what would happen to my high priced home in the event of a temblor. Thank you for your interesting and informative article.

Harold Cannington
Cardiff-by-the-Sea

... and Olivenhain

After viewing 'Earthquake' on TV just a few short weeks ago and then reading your article on the subject I feel a little shaky, but the article in your magazine (Oct.) was appreciated. It was informative and was obviously not designed to scare, but rather to alert us to what can be done to avoid greater catastrophe than is necessary. The building code problem is an interesting one. Keep us informed of any progress made.

Joe Murphy
Olivenhain

Government incompetence

I was appalled to read of the problems at the Oceanside harbor. (Oct.) Thank you for showing us another fine example of our government's incompetence. To think that the Army Corps of Engineers built a breakwater at Camp Pendleton, apparently without any environmental impact studies, that now requires hundreds of thousands of dollars to be spent dredging the harbor—and now the construction of yet another breakwater at a cost of several million dollars—is beyond belief. Is this how they keep themselves in business?

Gratan Kearns
Solana Beach

Explanation, please

I was interested in your article on astrology, (Oct.) but like so many articles I have read on this subject, it left one important question unanswered: how do astrologers explain people who share the same birthdate, yet are not even remotely alike? I would have liked to have seen some explanation of this in Ms. Lerner's article.

H.R. Meyers
Vista

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Catherine Baecht took one look at the barren hills, covered with black sage and jack rabbits and rocks, and wept.

THE OLIVENHAIN SWINDLE

By Joan Patrick

Dick Bumann, 32 years old, tugs reflectively at his beard. "My main reason for writing is so that our history out here is perpetuated, so all the people who lived and died here aren't forgotten."

The "here" he's talking about is Olivenhain (pronounced oh-LEE-ven-hine, the last syllable rhyming with fine) a narrow valley winding inland from the San Elijo lagoon to Encinitas that was settled in 1884 by a group of German colonists. One of them was Dick's grandfather Herman. Another was Dick's great-grandfather Friedrich. This makes Dick a fourth-generation resident, and his interest in the colony's brief, but tumultuous past has made him Olivenhain's unofficial resident historian.

"I'm no writer," he admits. "I'm a mechanical designer. I work on the board five days a week doing blueprints for Burroughs." But in his spare time

over the last four years, Dick has talked to dozens of people (after four generations he's related to nearly every other founding family in the valley), researched old newspaper accounts, collected over 300 photographs and accumulated a stack of file folders four feet thick. His biggest discovery was the original town meeting records, all written in ornate German script and nearly indecipherable. "I had six translators going at once on it," says Dick proudly. "That's where the real story is."

The result of all this labor is a history of the Colony Olivenhain, which "might be" finished next year. Dick realizes that such a book isn't bound for instant best-sellerdom. He's resigned to the fact that he may even have to publish it himself, and that he probably won't make much money from it. None of this deters him in the least. He's his great-grandfather Bumann's descendant to his fingertips. A stubborn man.

COMMUNAL CALIFORNIA DREAM

In the beginning, the Colony Olivenhain was two things: the land, and a piece of paper. The paper was a Prospectus which appeared in German language newsprints throughout the West, advertising what the Colony was all about: a communal venture into the California dream. "Absolute necessary capital for settlement as members of our colony is \$200—not including the travel expenses—for: \$25 entry fee into the group, \$100 down payment on the real estate in Southern California and \$75 for about three months living expenses in case your business is not paying for itself right away or the first work opportunity is not promising enough."

According to the Prospectus, one acre was "sufficient to maintain one family. Five acres, especially fruit trees, make every family well to do." To enumerate what colonists could expect by way of

fruit trees, the Prospectus listed olives, apples, bananas, grapes and almonds, along with the more mundane citrus fruits, which it seemed anybody in Southern California could grow merely by spitting out the seeds. The dazzled colonists named their new home Olivenhain, sight unseen; in German, it meant "Olive Groves."

In addition to farmers, the Prospectus sought to attract carpenters, brick makers, mill builders, glaziers, architects, engineers and doctors—but "no quacks," no pawnbrokers and no insurance salesmen. It further stipulated that "not welcome would be: lawyers, since we settle our differences peacefully instead of [by] legal battles."

Whoever wrote the Prospectus had a vivid imagination.

LAND GRANT PURCHASED

The land was Las Encinitas Rancho, a former land grant of one league, or 4,431 acres, which belonged to Frank Kimball. In September of 1884, Theodore Pinther and Conrad Stroebel came out from Denver to have a look at it. They were, respectively, the president and secretary of the Colony Olivenhain, and they agreed to buy it from Kimball for \$66,500, the money to be paid in installments.

The first colonists steamed into the San Diego Harbor Nov. 8, two months later. San Diegans of that era were unabashed boosters who welcomed newcomers with open arms. Even though colonists and land booms were everyday occurrences, the natives evidently felt that a shipload of Germans who said they were engaged in a cooperative farming venture was worth keeping a special eye on. Consequently (or maybe it was a simple shortage of news), *The San Diego Union* told its

readers everything they could possibly want to know about the new Colony.

The coverage began that same day. "Twenty-five families of the colony destined for the Encinitas ranch arrived here this morning. They are mainly Germans, some of whom are naturalized citizens and others that have made their declarations of becoming citizens. The party is composed of 67 members, big and little."

Two of them were the Bumanns, Friedrich and his son Herman. Another was a former Chicago tailor named Herman Baecht, who had brought with him his wife Catherine and their ten children. They took the train from San Diego to Encinitas and made the rest of the trip by wagon. Upon arriving, Catherine Baecht took one look at the barren hills, covered with black sage and jack rabbits and wet rocks, and wept, "Poppa, we've lost everything!"

Whether or not the other colonists shared her sentiments, they didn't have any choice except to get on with it. Most of them had sunk their life's savings into the Colony. A month later the *Union* noted approvingly that, "The recently arrived members of the Olivenhain colony at Encinitas have cleared 800 acres of land and plowed around 150. They are preparing to erect buildings and to accommodate the remainder of the colony."

Various curiosity-seekers showed up. One was Frank Kimball, the wealthy speculator and co-founder (along with his brother Warren) of National City who had been the valley's former owner. His report was reprinted in the *Union*: "In the center of the tract which the colonists are clearing, they have built a blacksmith shop, and have their own smith at work; sharpening

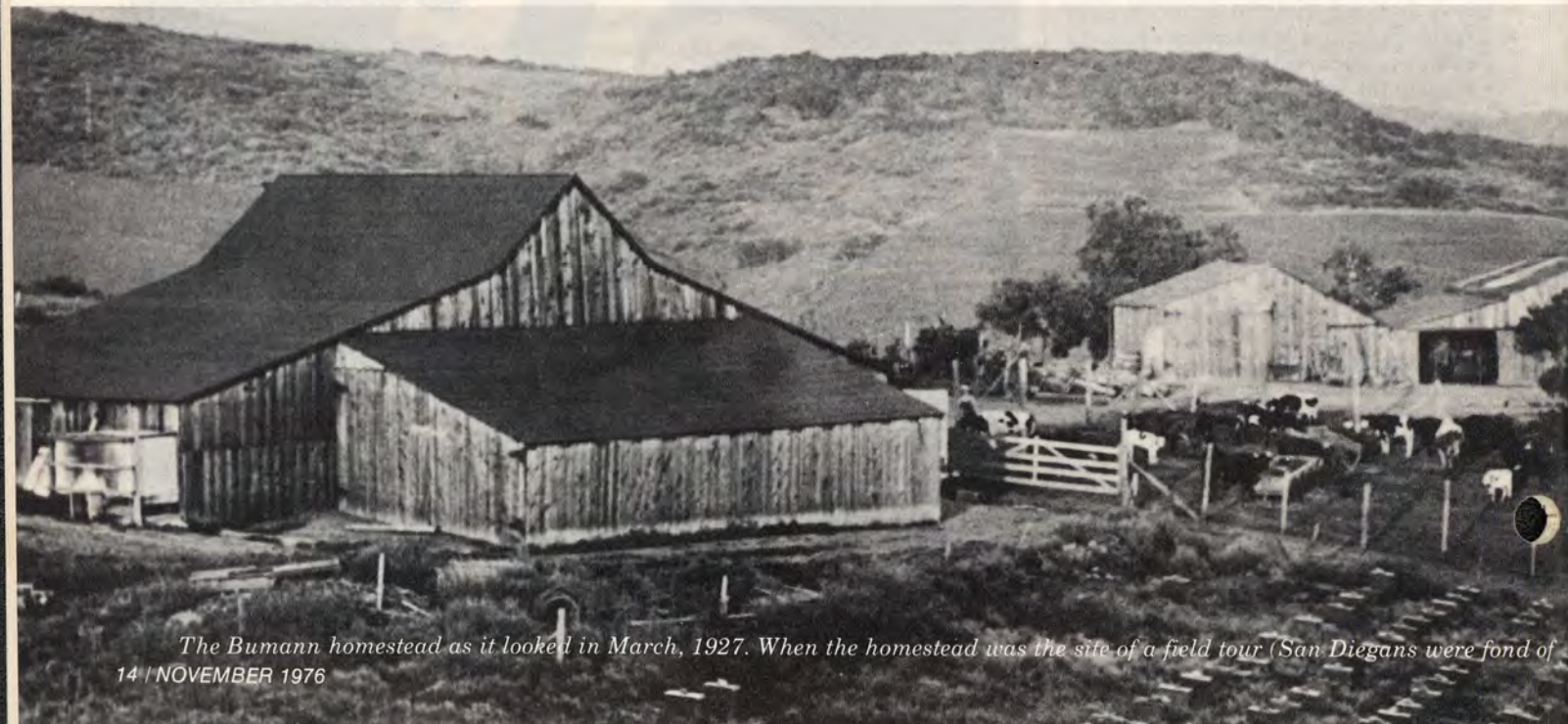
ploughshares, grab hoes, shoeing horses, etc. and at this point will soon establish their own store, and build their schoolhouse . . . On the southeast corner, Conrad Stroebel has laid out a road. Membership is now 700."

Five months later, in May of 1885, another news item in the *Union* remarked that "water began flowing in the San Elijo last Tuesday, giving the colony a good supply." It didn't comment on the quality, just the quantity.

Curiosity about Olivenhain was running so high that the *Union* also announced a "grand excursion to the Olivenhain Colony" by train (\$2.00 and wagon (25¢). By this time the colony had its own store, a hotel under construction, and a lot of its crops planted. Like other settlers with large families to support, tailor Herman Baecht, seduced by the notion of his own grapes and almonds and walnuts and bananas in his own backyard, had planted fruit trees. Like other settlers, he soon discovered that the San Elijo water was so alkaline it was killing most of them off. The settlers had sunk wells and put up windmills. Now they hurriedly dug cisterns, some of them 20 feet deep, to catch the rain water that ran off the eaves of their houses, or carried water in by the barrel from Encinitas—all to no avail. Seven acres of Herman Baecht's fruit trees gave up the ghost to the water and the heavy clay soil. Baecht threw up his hands in disgust and re-entered the business world as a general storekeeper, postal clerk and stagecoach ticket office manager. He also became the colony's first impresario, arranging for minstrel shows to cheer up the disconsolate colonists.

And they needed cheering up. By

Photo courtesy of Dick Bumann.



The Bumann homestead as it looked in March, 1927. When the homestead was the site of a field tour (San Diegans were fond of excursions) sponsored by the San Dieguito Historical Society in 1962, it had neither machinery nor electricity.

May of 1885, scarcely six months after their arrival, the colonists were beginning to suspect they'd been sold a bill of goods. The "copious wells" the Prospectus had so confidently promised them were a joke. The one acre was in no way "sufficient to maintain one family." Even five acres was pushing it; 40 could keep a large family just barely above subsistence level. And, the colonists had reason to believe that their president, Theodore Pinther, was swindling them.

COLONISTS DISCOVER SWINDLE

In an article headlined "Olivenhain Troubles," the May 15 issue of the *Union* summarized the scandalous doings for its readers. It seemed that when Pinther and Stroebel had come to California, they were only supposed to be looking for land, not buying it. But, without the approval of the rest of the Colony, Pinther had agreed to buy Las Encinitas Rancho from Frank Kimball—in return for a kickback in the form of a percentage of the installment payments.

A committee of incredulous colonists approached Frank Kimball. Was this true? they demanded.

It was true, admitted Kimball. In his possession was a written contract which stipulated that Pinther was to receive 5 percent of each installment payment made by the colonists. The colonists had already made two payments, and when they heard that, they got mad. They got even madder when someone suggested that they take a look at some of the colony's legal documents, because they might find that when everything was all paid up the land might not belong to them at all—but to Pinther and Stroebel.

After that, things began to happen thick and fast. First the *Union* reported that the colonists were suing the Kimball brothers. Then that Pinther—protesting his innocence to the last—had disappeared. "It is clear enough that the contract for the sale of the lands occupied by the colony involved the payment of a snug commission to Theodore Pinther, and that the colonists for whom Pinther was acting as agent were swindled out of the amount of the commissions and possibly a good deal more. They agreed to pay \$66,500 for the lands, which is said by competent authority to be more than five times their value."

The colonists swore they would abandon the land rather than meet the contract price. In spite of Kimball's involvement (and in his journal Frank Kimball came out looking considerably whiter than he did in the *Union's* account), the *Union* rose to the defense of the colonists: "It is hard to speak in terms of moderation of the swindle this

transaction, as at present level developed, involves. It is a contemptible and dastardly outrage."

PINTHER HELD PRISONER

Three days later, the *Union* announced to its breathless readers that Pinther had been located—in Olivenhain. He had been held prisoner there for nearly two weeks by some of the colonists, who "gave him no violence and treated him well." They also gave him strong hints to the effect that, should they let him go, the rest of the colonists would very likely string him up a tree. Pinther understood the drift of these hints perfectly. He told his captors that Frank Kimball had learned of the colony when it was still in the planning stages, and had written to him in Denver, offering him \$3,000 if he, Pinther, would sell the colonists land which he, Kimball, owned. Pinther wrote back intimating that this was a pitifully small amount of money. When he and Stroebel came to California, they met with Kimball, agreed to buy his Las Encinitas Rancho, and received in return a \$9,600 "consideration."

Satisfied with the leverage that Pinther's story gave them, the colonists

They gave him very strong hints that, should they let him go, the rest of the colonists would very likely string him up to a tree.

turned him loose. Then they went to work on the Kimball brothers.

Herman Baecht, who had sold his store and was now the proprietor of Olivenhain's Germania Hotel, visited San Diego on May 20 and told a *Union* reporter that the colonists were still determined to simply abandon the colony unless the Kimballs would agree to renegotiate the price. Commented the *Union*, "The lands they consider practically worthless without irrigation facilities and they estimate \$50,000 will be required to furnish these."

There followed two months of negotiations, offers and counteroffers. But finally, on July 10, the *Union* was able to report a favorable settlement: "As will be seen by referring to the real estate transactions in today's *Union*, the Olivenhain trouble is at last settled. The Kimball Brothers have deeded to the Colony 441½ acres of land, for which they have received \$6,628. The streets in the tract have been dedicated as public highways for the use and benefit of the Colony. All who have the interests of the County at heart will

rejoice with the colonists at the amicable settlement of these difficulties."

STROEBEL RUN OUT OF TOWN

One person who was not rejoicing was Conrad Stroebel. Not only had his streets been confiscated, but—as the *Union* phrased it—the colonists had "concluded to rid the colony of Stroebel's presence, and on last Saturday they invited him to take his departure and saw to it that he took formal leave of all the colonists, a committee volunteering to escort him for that purpose."

Stroebel objected to this treatment, and had seven of the colonists arrested and charged with riot and assault with a deadly weapon. Straight-faced, the *Union* observed it had heard reports "that Stroebel's departure from Olivenhain was encouraged by some kind of bird shot which were emptied into him from a shotgun."

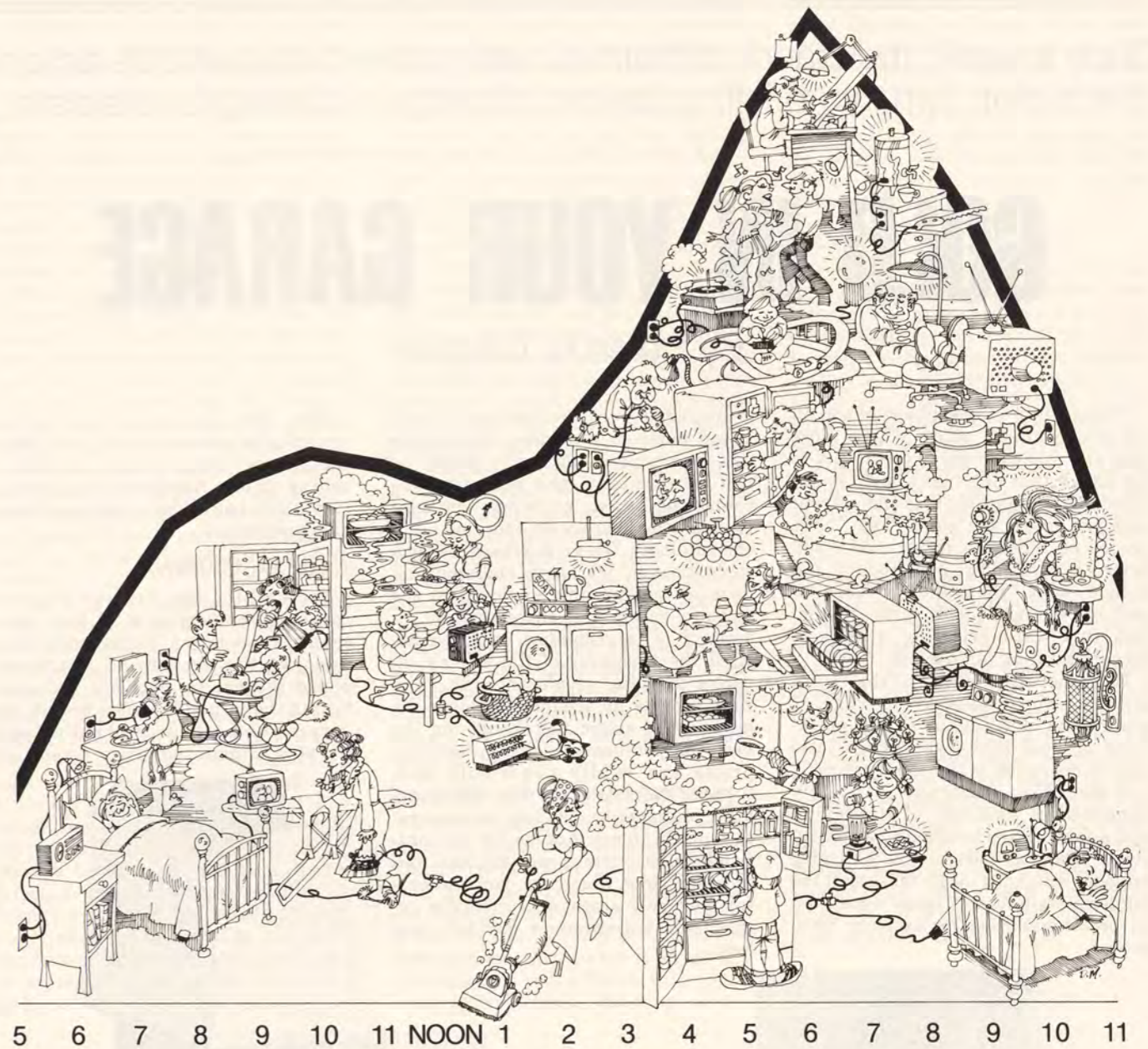
Stroebel dropped the charges the next day and moved to National City, where he went to work for Frank Kimball.

And, gradually, life in the Olivenhain valley settled down to normal, or what passed for normal in those days in the back country. But the months of

hardship and litigation had taken their toll, and the *Union* had been a little over-optimistic in its reports of a happy ending to the troubles. When all was said and done, the colonists still didn't have the \$50,000 necessary to irrigate the valley.

Nearly a dozen colonists pulled up stakes in town and began homesteading on government land in the nearby foothills. One was Herman Bumann, Dick's grandfather. Herman Baecht, who knew in his bones he had never been cut out for farming, went back East to look for work. The plan—and many another colonist followed him—was to earn enough to send money to his family. Two years later Herman Baecht was dead in a soldiers' home in Chicago. Catherine Baecht took a quick look around the valley she had detested since she had first set eyes on it, gathered her brood to her bosom, and moved to San Diego. In 1966, a *Union* reporter interviewed her daughter, Josephine. Josephine Baecht was 90 years old, and the last of the original colonists.

continued on page 56



Electricity costs more when everyone uses it at once.

This time of year, more people use more electricity between 4 p.m. and 9 p.m. than during any other time of day. A lot more. SDG&E calls it the "peak demand" period and it's important because it can affect your electric bill.

The peak peaks because everyone in the family seems to find more ways to use electricity around dinnertime. The peak costs money because SDG&E must be prepared to meet everyone's needs at

once. Usually, this means using less efficient generating facilities.

SDG&E wants you to know about some of the things we will be doing to level off peak demand. Because these efforts can help to hold down your future electric bills.

Right now, SDG&E is working with very large commercial and industrial electricity users, trying to help them shift some of their uses to less busy times of the

day or night. Since business, industry and government account for about two-thirds of SDG&E's total electric demand, this could be a big help.

However, most of the demand between 4 p.m. and 9 p.m. comes from residential users. Like you. For this reason, SDG&E will soon begin asking you to help level electricity peaks too.

You can help by doing things that require electricity

at times other than around dinnertime. Things like washing and drying clothes, running the dishwasher, baking and ironing. And be especially sensitive to unnecessary lights and unwatched TV sets.

Holding down peak demand can do a lot to hold down electricity costs. SDG&E will be telling you more about how to do it in the months ahead.

SAN DIEGO GAS & ELECTRIC COMPANY



Once a week, thousands of normal, well-ordered households across the nation turn into bristling arenas of bargain-hunting fanaticism.

GOLD IN YOUR GARAGE

By Helen B. Cooper

If there is a single phenomenon in the do-it-yourself genre which more than any other has given credibility to the adage that one man's junk is another man's treasure, it is the current epidemic of garage sales. They have caught on with the fervor and spontaneity of a brush fire in a drought, and once a week, thousands of normal, well-ordered households across the nation turn into bristling arenas of bargain-hunting fanaticism.

The practice, a fallout of the "I can get it for you wholesale" ideology, is simply that of selling unwanted possessions at near give-away prices. The base of operation is the family garage, and the sales entourage is usually comprised of members of the family and a few drafted neighbors, who double in brass as part of the watchdog brigade. Watchdog in the sense that the cafeteria-style format poses more than an occasional need for security measures.

Judged by even the least exacting of sound business principles, the garage sale syndrome would easily qualify as the total misfit, the blatant non-conformist whose sprawling tentacles have touched base with every no-no in the rule book. There is almost never a sophisticated, let alone rudimentary, form of bookkeeping employed in the venture; rarely does there exist an inventory of merchandise on hand beyond the periphery of the seller's capacity for total recall; there is, as a rule, little or no attempt to seduce the buyer with exotic merchandising devices or persuasive selling methods; prices are wildly negotiable and, towards the close of the day, will invariably plummet to new lows on remaining unsold items. And as for the multitude of economic motivations and considerations which are part and parcel of every business operation, the garage sale entrepreneur couldn't care less.

How, then, does one account for the remarkable success which has transformed this helter-skelter method of selling into a merchandising institution which has taken on national scope and popularity?

A SOCIAL CARNIVAL

Incredibly, the answer appears rooted in the very lack, in fact, rejection, of those formal ingredients which comprise the anatomy of institutionalized selling. In complete juxtaposition to the formal business profile, the garage sale has flourished in the fertility of a climate which is essentially

carnival in design. In character it belongs more to the milieu of a social bash than a commercial venture. For the prospective buyer the garage sale is fun rather than work. It is a place where people mingle freely in the casual good-natured atmosphere generated by the ho-hum attitude of the seller, who has little, if anything, riding on the outcome of the project. Not that he's in it for laughs, or is averse to turning a quick and easy dollar. But neither is he impelled by a sense of urgency. If the merchandise sells, fine; if it doesn't, so what? Other than the prospect of a short-circuited ego trip, there is nowhere present the element of impending disaster should the event turn out to be a financial dud. There is virtually no overhead involved; no time has been lost away from work, since the affair is invariably held on a weekend, and what is offered for sale has, for the most part, already served its purpose and probably been earmarked for the junkyard or a tax-deductible gift to charity.

This is not to suggest that by and large the vast store of merchandise offered for sale each week is of a shoddy or threadbare vintage, without character or quality. Nothing could be further from the truth. The average buyer is by nature as fastidious about what he buys in a garage as in a fashionable salon. As a result, the merchandise is, at the very least, immaculate and functional. Beyond that, depending largely on the circumstances of the seller, there is, mixed in with the junk, a wide selection of quality merchandise on display; some of it rare, much of it originally very expensive. It is not at all uncommon to find a pretentious display of sterling, fine china, elegantly fashioned furniture, furs, quality jew-

elry, antiques and even oil paintings. Although it is spoken of only occasionally, and even then in hush-hush tones, it is no great secret that the oils provide a special enticement of their own, attracting a certain breed of buyer who ordinarily might not go from here to the other side of the street for a garage sale. This special enticement is evolved from the vast number of miscalculations made by sellers as to the true worth of their paintings. There are dozens of documented occurrences where a few dollars have bought a painting worth thousands. Nor are such errors in judgment restricted to oil paintings. The author herself was witness to an occurrence in which an antique dealer purchased a small, unimpressive looking rocking chair for under ten dollars. Before leaving the premises, and under the smoldering gaze of the proprietor, he sold the chair to another buyer for well over a hundred dollars. When confronted by the indignant proprietor, the buyer calmly replied, "I paid you your price. From that point on the chair was mine to do with as I pleased." And, of course, he was right. Had the proprietor taken the time, and gone to the trouble of securing an appraisal of the article he might have discovered that what he was about to sell at a give-away price was, in fact, a rare and costly antique.

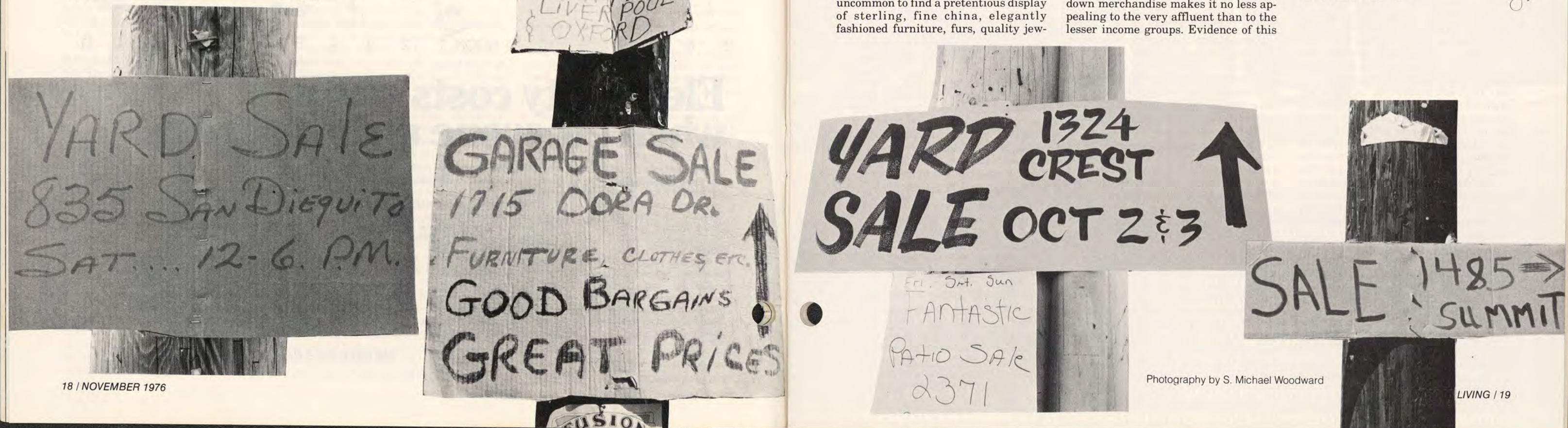
OBJETS D'ART TO OBJETS D'TRASH

It is this vast variety of things, ranging from objets d'art to objets d'trash, which have provided the big attraction, making the garage sale a market place for those on every level of the social spectrum. The fact that it is hand-me-down merchandise makes it no less appealing to the very affluent than to the lesser income groups. Evidence of this

can be found at any garage sale on any given Saturday or Sunday when caravans of prospective buyers in late model Cadillacs, Mercedes, Lincolns and what not arrive long before the time set for the start of the sale, and wait for the garage sale impresario to do his thing. The moment the doors are opened the buyers swarm in, and the festivities are begun.

ESCAPE FROM LONELINESS

Not all garage sale habitués are potential buyers or, for that matter, even lookers. The reference here is to a surprisingly large number of men and women for whom the garage sale is a weekly escape from the oppression of loneliness. They are usually people without family or ties, and there are few diverting influences in their lives. For them the garage sale is a social event, a place to go, something to do. The opportunity to mingle with others in a friendly garrulous atmosphere is a welcome escape from the monotony that daily fills their lives. As one might select a movie for an evening's entertainment, they will scan the weekly listings of garage sales in the paper for one that strikes their fancy. They will generally pick a "good" address, for here the home will be sizeable, the surroundings cheerful, and the assemblage of buyers large, permitting a facility of movement among a vast number of potentially congenial and interesting people. Though it is a brief and fragmentary interlude, for these people the garage sale diversion fills a gaping void, and puts a meaningful blush of color into their otherwise hum-drum existence.



FIX-IT-JOCKS

If there is one category of buyers whose garage sale rewards are unquestionably more prolific than those of any other group, it is the category which embraces the fix-it-yourself-jock. At every garage sale there is the inevitable display of merchandise to be sold "as is." There are generally products of the mechanical vintage, appliances and the like, sometimes furniture, which, even at garage sale prices, would be extremely expensive if in good working order. As damaged merchandise they are practically worthless to the proprietor and go for next to nothing. To that vast and enviable army of gifted repair people the garage sale is a gilt-edge bonanza. Like vampires in a graveyard, they move stealthily, deliberately past row after row of articles on display, totally oblivious of the beautiful things, bent only on ferreting out the cripples, the rejects. But in their skilled hands these things become whole again, take on life and indestructibility . . . and usually at less than the cost of a good breakfast.

THE GARAGE SALE UNDERGROUND

The mainstay of the garage sale business is the dedicated bargain hunter, the fanatic who would rather pass up a weekend yachting party than miss a sale. And, being the zealot that he is, has developed a precise, carefully mechanized plan of action so that each mission may be accomplished with a minimum of effort and a maximum of achievement. Being the seasoned buyer, properly disciplined in garage sale technique, he is up at the crack of dawn charting out his garage sale stops in the most efficient way possible. Lost time is lost purchasing power, so it behooves him to plan his itinerary in a way that will enable him to make the greatest number of stops with the least possible amount of backtracking. Being the pro that he is, it is not at all unlikely that on one pretext or another he made several stops the day before the sale in an effort to determine the calibre of merchandise that would be available, and eliminate the places which did not meet his requirements. He arrives at the sale far in advance of the time scheduled for its start . . . and he waits. Up to now, with all his finesse, his planning, his expertise in garage sale mythology, he is in no better position to negotiate a productive day than is the rankest amateur . . . except for one thing: In a matter of minutes he will encounter a familiar face. The face belongs to a friend. The friend, like himself, is a member of the grapevine, jocularly referred to as "the garage sale underground." The under-

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In character the garage sale belongs more to the milieu of a social bash than a commercial venture.



ground is an elite battalion of skilled and highly selective garage sale habits. They are a walking-talking encyclopedia on every garage sale in town—the best buys, the best merchandise, the highest degree of price negotiability, the availability of specific items, everything. As a result of the information gleaned from the grapevine, our friend, the fanatic, has completed his mission with several direct hits, and is home long before noon. A rapport with the grapevine is a small advantage, but one well worth cultivating for the novice who plans to make an extensive career of bargain-hunting.

LEGITIMATE BUSINESS

The garage sale enterprise is a clean and legitimate business, which has prospered in a genial aura of give and take. Through it people have acquired possessions which might not otherwise have become available to them. The morality of precious things has been increased, and waste has been reduced to a minimum. Unlike its counterpart, the Swap Meet, which is a conglomerate of numerous sellers assembled in a single public market place for the sale of their products, the garage sale is invariably the enterprise of one family, or, occasionally, two or three families pooling their wares, and is conducted within the confines of a private home. It is this aspect of privacy and individual promotion that is virtually a warranty to the buyer that what he has bought carries with it a legal and indisputable title of ownership. This insurance does not always exist in the flea market or swap meet, which, on more than one occasion, has been known to do a thriving business as an outlet for "hot" merchandise.

The many plus factors which have made a national addiction of the garage sale syndrome should serve as a compelling motivation for the average citizen who, at least once a year, finds himself inundated with a maze of potentially salable possessions which have long before served their purpose, and are gathering dust in the attic. The garage sale is the ideal device for converting these possessions into cash. A cross-section survey of the "take" from the average garage sale ranges anywhere from three hundred to over a thousand dollars per sale on merchandise once headed for the junkpile. This is not to say that there is a fortune in sheer junk. But there is a buyer for everything, and anything with even the slightest degree of value will inevitably find a home, particularly in the current trend of wildly escalating prices. Because of the high cost of merchandise, consumers in greater numbers than ever before have turned to this blustering commercial giant as a means of supplying their needs. Many a newlywed couple have made their domestic start in life through home furnishings acquired in this manner.

SOME GROUND RULES

For those who are about to succumb to the temptation of conducting a garage sale, there are some important ground rules to be kept in mind. Properly followed, these rules can mark the difference between the "also ran" and the "howling success."

□ Make it a point to give your sale the benefit of provocative advertising. Daily papers, throwaway papers, supermarket bulletin boards are all ideal. On the day of the sale post a big sign on the front of the garage. If your house is not easily accessible, post a few signs in

continued on page 64

The Plaza of the Four Flags



ENJOY YOUR HOLIDAY SHOPPING VISIT THE PLAZA OF THE FOUR FLAGS

BALDWIN PIANO & ORGANS
BASKIN-ROBBINS 31 ICE CREAM
BOSTROM'S FOR THE HOME
CAPRICCIO'S RESTAURANT
CAROLINE & COMPANY
CHARLES EAGAN'S JEWELERS
CHOICE TRAVEL
CORY BROTHERS MEN'S WEAR
JOLLY ROGER RESTAURANT
LA CANTINA LIQUORS

LOMAS SANTA FE CLEANERS
NEIL'S APPAREL
OCEANSIDE FEDERAL SAVINGS
SAFEWAY
CARRIAGE TRADE LTD. MEN'S WEAR
THE HAPPY HAIREM
THE SHOE BOX
UNITED CALIFORNIA BANK
VILLA
WALKER SCOTT DEPARTMENT STORE

THE PLAZA OF THE FOUR FLAGS AT LOMAS SANTA FE INTERSTATE 5 & LOMAS SANTA FE DR. SOLANA BEACH

The price of the casket can run from an economical \$79 to an incredible \$32,000 for the Omega Bronze.

A CHOICE IN DYING

By David L. Robinson



The distraught woman forced herself through the maze of ornate caskets. Her husband had died unexpectedly and now she was struggling to settle everything. It didn't seem right; she wasn't prepared to think about caskets, linings and floral sprays. Her grief was still too strong. She wished it had all been taken care of before.

That grim scene is a frequent one in the offices of funeral directors and at home. The bereaved family tries to decide how best to remember their relative. There are too many choices and not enough time.

All too frequently, the misery is increased because definite plans have been put off. And this is only natural, for most of us fear our own mortality and hide from death or the thought of it.

But so much of the pain which surrounds the survivors could be eased if individuals looked ahead and made provisions, even an informal outline. While some would consider this thought overly morbid, pessimistic, others would recognize the burden it might lift from those left behind.

Jim Peechin of El Camino Mortuary in Encinitas realizes the difficulty so many people have in preparing for their own funeral services. We are not accustomed to discussing such things, but Peechin is, and not somberly either. He sits in his office chair, enthusiastically discussing his work. He's well-dressed, a striped tie folded in his shirt pocket.

"Say the word die to the average American. They don't like that word. What do we call it? 'Pass away, gone away or he's left us.' But die, now that's a no-no word. A dog dies, but not a human being. I think this is all a hold-over from the Victorian period."

But such planning, or the look to the unavoidable future, is becoming so popular as the public becomes more aware of the means to express their own wishes. A simple form can take care of everything.

THE PRE-NEED PLAN

Many funeral homes have something similar to the set-up at El Camino, the "pre-need plan." Although a greater

share of people still do put things off, Peechin's files are full of the pre-need arrangements.

"Basically, this is where you yourself come in, sit down and make your own arrangements in one of two ways," he explains. "The first way is to detail on paper just what you want, the type of service whether a small one or more elaborate and take care of everything except the payment. This way the next of kin still has a certain amount of responsibility, paying for it afterwards."

The second type of pre-need plan is the same, but the service has been paid for in advance, the money held in trust. The funeral home receives the money only after a death certificate is produced.

To Peechin and his colleagues, such talk is not at all gruesome, but a practical matter, no different really than financial investments or mortgaging your house.

"One good thing about the pre-need situation is that you come in today and pay for the services and five years from now, the price is still the same, no matter how much the actual prices may have increased. And similarly, if the prices go down, then we return the difference to the estate. We do honor our agreements."

To prove that such a claim is not idle talk, he is able to dig back into his memory of figures and tell us that in the late 1960's a person would have paid \$800-\$900 for a funeral service which today would cost approximately \$1100-\$1200. Apparently these things appreciate just like property and fine sports cars.

It isn't necessarily the well-ordered or even eccentric person who would consider arranging their own funeral. Peechin estimates that 95 percent of those who do make such a pre-need plan at El Camino say they don't want to leave the expense and agony to their children. A similar reason is for those who have no family, and aren't willing to leave it all up to a neighbor or doctors.

Terry Gholson of La Jolla Mortuary says that much of his clientele is the older population, including many in retirement centers. Some nursing and convalescent homes, he states, require that prior to admittance patients file a form of some sort, detailing their own funeral wishes. This saves everyone involved unnecessary confusion and worry.

CREMATION — AN INCREASINGLY POPULAR ALTERNATIVE

The choices are there—an inexpensive casket and graveside service, or a chapel ceremony and possibly the extravagance of a specially ordered casket. And not to be dismissed is the increasingly popular cremation, which

many see as an acceptable alternative, both in savings and as a departure from unwanted ceremonies. A cremation is actually the cheapest way.

Also, cremations are not the sole property of the traditional, established cemeteries, but are now the staple of such organizations as Telephase, the Neptune Society and San Diego Memorial Society, which advertise a simple, but dignified cremation and disposal of the remains.

Len Longanecker, director of San Diego's Neptune Society and a former funeral director himself, is also quick to speak up for pre-planning, regardless of the choice.

"There is certainly a strong validity to making some kind of arrangements," he agrees. "Those who haven't planned, it seems, just don't like to consider it, as if thinking about death will cause one to die. The emotional trauma for the family who has to go through the ordeal is much greater than for those who have some kind of preparations."

Longanecker concedes the public's unwillingness to look ahead. Of his organization's cases, 32 per cent have made some kind of previous arrangement; the remainder are settled by the relatives.

There has been a note of discord between the funeral industry and the separate cremation societies and organizations. In the past, both sides have expressed the opinion that the other is not the most efficient, reasonable or cheapest means of preparing for your own funeral.

Over the years the national funeral industry has been criticized and questioned for its prices and methods. But California is not to be lumped in with other areas, Peechin protests. And he points to the fact that the Federal Trade Commission recently handed down 24 regulations to the industry which would benefit the public. The National Funeral Association decided to fight these measures as unreasonable and as a result California dropped out of the association. After all, he explains, this state was already practicing 23 of the measures and the 24th was not far behind. One of these regulations was to separate the casket fee from the service fee.

But such disagreement aside for the moment, what seems more important is to decide which way is the most appealing—and the final decision really is ours—then handle it while it's relatively easy.

There was a time, of course, when a funeral entailed little planning. Such elaborate details as sculptured caskets and cosmetic treatment were not essential. When the favorite uncle died, the family dressed him up in his Sunday suit, sat up with him for the night and buried him nearby in a handmade casket.

But the changing times dictated the need for improvements. Morticians set up shop in the smallest of towns, doing a brisk business. The hearse and other elements became more important to society. And as our tastes became more sophisticated, the funeral industry became recognized as a requisite service. Funerals were given higher price tags.

Peechin figures the average California funeral at \$1152-\$1162, which in 1970 was closer to \$875, the difference due to "the steady climb in inflationary costs."

The national average is somewhat higher and Peechin will emphasize that California trade is for the most part fair as regards to prices. But such averages can be deceiving. They simply mean that the most expensive, full-scale funerals are balanced out with



the inexpensive and, to a greater degree, with cremations.

"I'm both a businessman and a counselor," he states candidly. "I want to help people decide what is best for them, but I'm not here to lose business either."

If you come to discuss a pre-need arrangement, or if a relative comes later, a funeral director will outline a range of possibilities.

The necessary mortuary services and a graveside ceremony (with your own minister) could total approximately \$275-\$300, not including the casket. The standard fee covers such things as embalming, cosmetology, limousine and a long list of administrative details

A traditional funeral today would cost a minimum of \$800-\$900.

including the filing of paper work and securing the death certificate.

Another funeral home spokesman insisted, however, that such a base figure could be lowered further if a person chose to delete any of the various items, and that an itemized check list is provided.

Peechin points out that from beginning to end, "from the time we receive the call until you're standing over the grave," approximately 97 hours of labor have been entered into the books. The most expensive items are the cosmetology and embalming which are now about \$75.

The next level of remembrance is the chapel ceremony, with a funeral cost of close to \$640 (same mortuary services), again without casket. The difference between the \$275-\$300 graveside figure and the \$640 for a chapel service is tied to the use of facilities, the coach, printed material and the additional personnel needed for the ceremony.

And if you're short of funds, Peechin says he won't turn you away, but will help with the loose ends. "I did a service last December for \$150 complete with Rosary and Mass. Everybody deserves a decent funeral service."

A \$32,000 CASKET

The next decision is for the casket, which can run from an economical \$79 to an incredible \$32,000, this for the Omega Bronze, a bronze casket within a bronze casket which takes at least 12 men to carry it.

And in between these two dissimilar items you can select one of any shape, any size, any description. Most caskets are a variation of either cloth, polished wood, metal or fiberglass.

Gholson agrees that the prices Peechin quotes are fairly standard, allowing for differences in other mortuaries. He terms the \$79 casket "a wood, cloth-covered one; a very simple unit."

"There is no set price," he says, "no real average. It's always different. Yesterday a woman came in and bought a \$1200 casket and then later a family found one they liked for \$320. The higher price units are the solid coppers and bronzes."

There is no single motivation in selecting a casket, either for yourself or a relative. There was, for instance, a woman who came to find something for her son, a race card enthusiast who died in a driving accident. She appropriately asked that racing stripes be painted on the side of a casket, feeling

this is what her son would want. Another woman carefully searched for her husband's casket, finally pointing to a showroom fiberglass model. Her husband had been a pioneer in the fiberglass industry and this was one way to honor him.

"They're memorializing the person," says Peechin. "It's what they want and what they want I provide, while I lead them by the hand. Remember the idea of a funeral service—it's usually not for the people who are dead, but for those left behind, to bring home the fact that this person is dead and to honor them."

Longanecker, from his own experience, feels that one reason so much time and money is put into choosing a casket is from guilt a person might feel over a deceased relative. It's difficult, he reasons, to select a cheap model while thinking how you failed your mother or father, for example. A more expensive casket seems to diminish some of this self-criticism.

As a defense against charges of exorbitant funeral cost, Peechin says his prices are fair and competitive. "You must be able to defend them. If you can't then you're overcharging."

Some of the pre-need items, such as the casket, are more obviously a necessity, but occasionally the need for embalming is questioned.

"No, there isn't any law you have to be embalmed in California," he agrees, "or most other states either, unless you cross state lines by air. But, in 90-95 percent of the funerals, people do want to see the deceased. And the only way to make the person presentable is by embalming."

THE PRICE OF LAND

Now the funeral service is taken care of, but at this point the casket is still above ground. Although a funeral director will set up an appointment and offer cemetery recommendations, actual burial is a separate function from the funeral homes. There is still one last expense—the burial plot.

There are both lower and higher priced spots available, but an approximate average for the opening, closing, marker and upkeep seems to be \$500-\$600. A price can vary depending on the location, which is sometimes higher if the burial is on a hill or rise. One mortuary spokesman felt that such quotes are misleading, urging that someone should view the site before judging the price. However, he did agree with this average figure.



Again, allowing for the variables to be accounted for, someone desiring a traditional funeral today would need a minimum of \$800-\$900, this for a modest casket, graveside service and lower than average burial site. For the customary chapel service a fairly conservative bill could be \$1150-\$1240 with the basic casket and same cemetery plot. However, individual prices will continue to vary between funeral homes. And the most obvious variable in any funeral is the casket, which can alter the cost anywhere from \$100 to \$2,000 and more.

A cremation, of course, is a way to avoid a great deal of decisions and money, for those willing to forgo the traditional service. This too can be part of the pre-need package; you merely sign the form requesting a cremation rather than a funeral service.

Most funeral homes don't advertise cremations because it isn't their specialty. But they can be found. For \$252 at El Camino in Encinitas, for instance, the funeral director will handle the arrangements and the cemetery the actual cremation. This usually does not include extras however, such as a resting place for the remains. A niche might cost \$150-\$250.

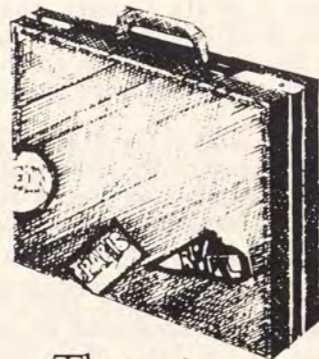
THE NEPTUNE SOCIETY — ONE DECISION

Longanecker and many of those who subscribe to the Neptune and similar societies have a different philosophy about funerals and ceremony.

"I'm not going to die that way (bu-

continued on page 46

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North County residents will be able to transfer to a San Diego bus at 15th Street and Camino Del Mar in Del Mar after Feb. 7, 1977.

THE BUS CONNECTION

By Michael Grady



Until October of 1974, when the nucleus of the old Oceanside bus system was extended to serve a large part of the area, there was no wide-spread public transportation in North County. And even now, it's impossible to get to San Diego by public facilities; the current resident's choices for travel southward are limited to driving, being driven, hitchhiking, biking, or walking. But it's going to get better.

According to John Jontig, general manager of the North County Transit District, the successor agency to the former Oceanside and Escondido bus systems, a hook-up with San Diego Transit will be inaugurated on Feb. 7, 1977, at Del Mar. North County residents will be able to transfer there, at 15th Street and Camino Del Mar, to a San Diego bus. And from that bus, the traveller will be able to make subsequent transfers to reach any area in South County served by the San Diego system.

"We'd be able to start next week if the City of Del Mar wants it," Jontig says. But of course it's not only the City of Del Mar that's involved, and therein lies the delay for many potential riders.

In order for the hook-up to occur at all, negotiations had to take place among three transit systems, in addition to Del Mar city itself: Greyhound, North County Transit and San Diego Transit. But what's Greyhound, a private sector company, doing getting involved with public transportation? And if North County is ready to go, why not San Diego?

GREYHOUND HAS RIGHTS

Greyhound has the rights to inter-city express bus service, and for the link-up to take place, it was necessary to secure Greyhound's agreement. And even so, a North County resident who wants direct, express bus service to San Diego will still have to let Greyhound do the driving—at a substantially greater cost, much more than the 25¢ to 35¢ fares proposed on the new public link-up. By mutual agreement, public transportation will provide only "local" service.

And although the local service will be far less expensive, it will also take longer. A San Diego Transit official estimated it will take between an hour to an hour and a half to reach the downtown area from Del Mar. From Del Mar the San Diego buses will take about twenty-five minutes to get to the University of California campus via Sorrento Valley, then another thirty minutes or so to reach Fashion Valley. Downtown connections can be made there, but varying departure schedules will affect the total trip time from Fashion Valley to downtown.

At the moment, the agreement for local service has been made in principle among all parties, but final details need to be worked out and a contract signed. That will occur without a doubt, but San Diego Transit's operating procedures prevent the possibility of extending their present service up to Del Mar until next February, no matter how soon the contract is signed, and conventions on passes, transfers and fares still need negotiation.

For example, the North County Transit District fare is 25¢, but the San Diego system fare is 35¢; will North County passengers need to pay a 10¢ "boot," or will they have transfers accepted at face value? And what about riders coming back to North County? Will they be able to pay 10¢ less than a San Diego resident?

It all needs additional discussion, but a direct, cheap, public link is coming. It has to come.

It has to come because of the way North County Transit was established to begin with.

A BIT OF BACKGROUND

The history of public transportation in North County is tied up with the

politics of South County, the Oil Boycott of 1973, and two bills in the State Senate designed to encourage local and regional transportation systems.

After the start of the oil embargo, it became transparently clear that the area *did* need public service, for its own sake and to compensate for any future interruption of private vehicular traffic.

Actually, even before 1973, there was official encouragement for public systems by the State of California. Senate Bill 325 was passed in 1971, providing that one-quarter penny out of the six-cent-on-the-dollar state sales tax would go back to the county in which the tax money was collected, to encourage the development of local public transportation systems, the funds to be disbursed to its local systems as the particular county saw fit.

The bill took effect in 1972, with the provision that such monies as became available could go to only those systems already in operation on July 1, 1972. And that presented a problem to several smaller cities in North County, which until then did not have bus service of their own. They were faced with having to crash-develop individual systems to qualify for assistance, and then still be faced with the problems of inter-city transfers and competition within the county for available funds. Or they could band together and form an expanded service on the nucleus of an already-existing local program, which is what they did.

The City of Oceanside had its own bus service, and in cooperation with a number of other cities, expanded its service to include them, deriving operating income in part from its own slice of the county transportation pie, in part from the shares of the cities which joined with it into the North County Transit System (not a District, yet). That major expansion occurred in October of 1974, according to a North County Transit District official.

During this same general time, State Senator John Stull, whose district includes North County, was concerned

about the possible establishment of a county-wide regional transportation system. "For a number of years," Senator Stull says, "I'd been looking askance at the proposal originally made by Assemblyman Wadie Deddeh (Dem., San Diego), in which he set up a San Diego County Transit District. One of the things in the Deddeh bill was that he wanted to add 10¢ per \$100 of assessed valuation on the property tax, and I saw the people in my district getting nothing out of it. The money would go to Mr. Wilson (Mayor Pete Wilson of San Diego) and the City of San Diego. I fought this for at least two years."

BART-LIKE SYSTEM PROPOSED

Also in this general period, State Senator James Mills of San Diego (currently President Pro-Tem of the State Senate) came up with a proposal that put the emphasis on a light-rail system for San Diego (something like the San Francisco BART monorail system). But Senator Stull and the Mayors and City Councils of a number of North County cities felt that light-rail transportation was inappropriate for their area because of geographic and other factors. An agreement was reached that Senator Stull would sponsor a bill, Senate Bill 802, establishing the North County Transit District.

Through this bill, a number of things happened. It made possible the development of a totally integrated system of public transportation in North County alone, with state funds going directly to the District on the basis of

population served. Furthermore, it provided that if property taxes ever had to be used to subsidize transportation, they would stay in North County where they were raised, and not be siphoned off to the south. And it provided that the new District would acquire any previously-existing systems operating in North County, which in effect meant the expanded Oceanside system and the local bus system operated by the City of Escondido. The Escondido system had originally been a Senior Citizen only service, but itself had been expanded to include all residents of that city, with the Council there arranging for the purchase of Mercedes-Benz mini-buses to handle the increased passengers.

So it was that the North County Transit District was set up, the creating bill sponsored by Senator Stull being passed in early 1975 and taking effect the first of January, 1976. But there were still some complications.

"DON'T HURT MY BABY"

The principles embodied in Senator Stull's bill establishing the District had originally been worked out in conjunction with the Mayors and City Councils of Escondido, Oceanside, San Marcos, Vista and Carlsbad, and with the County Supervisor for North County. Del Mar at that time decided it did not wish to participate in the system, and so took no direct part in the negotiations. At the time all official partici-

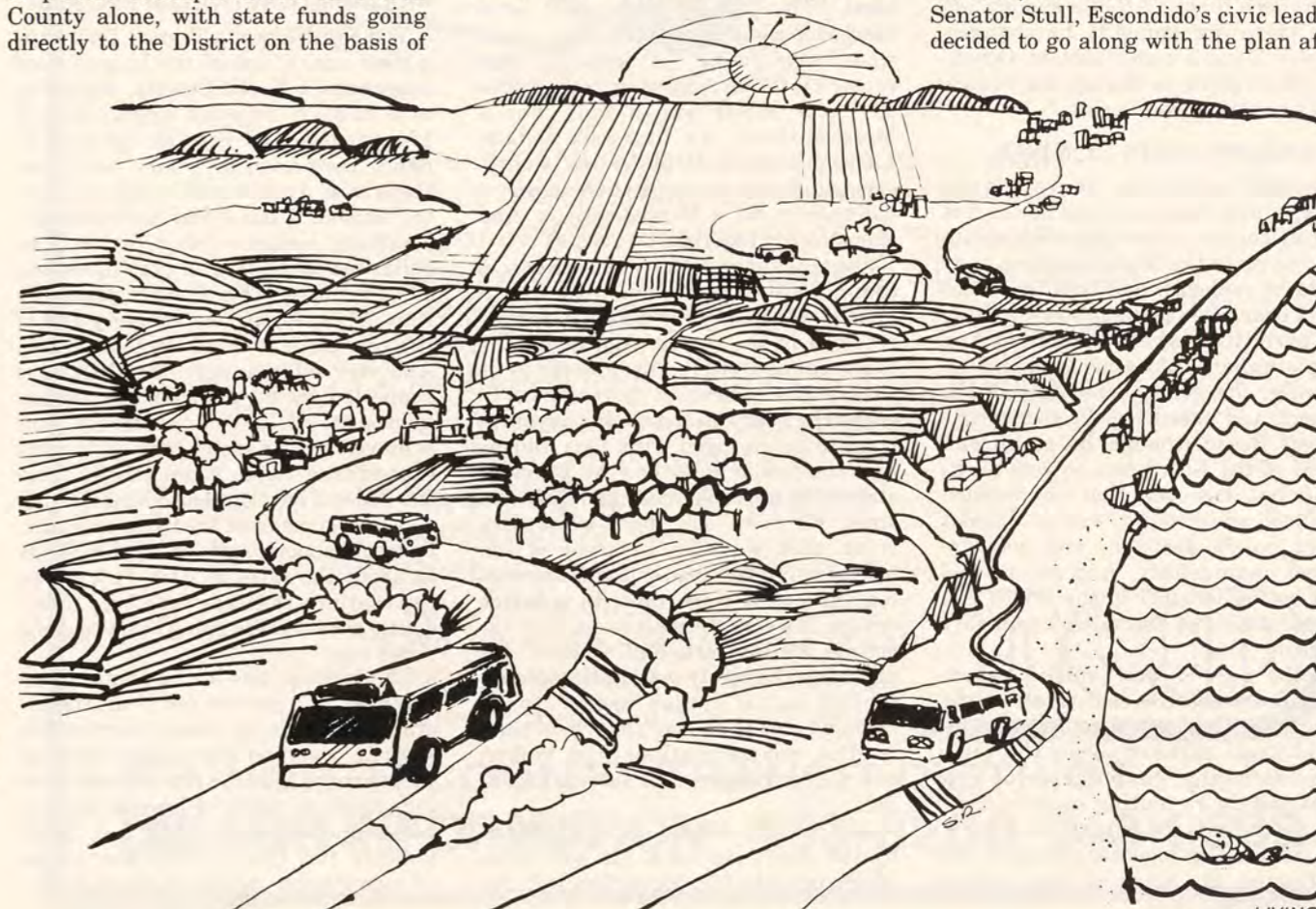
pants, as indicated earlier, agreed that the new District would absorb not only the expanded Oceanside service, but also Escondido's.

However, as Escondido's Senior Citizen service went through expansion to take care of the entire community, the residents, Mayor and City Council came to develop a parental fondness for their own pert little Mercedes-Benz vans that chugged along in their trim coats of yellow, white and orange paint. The Escondido system was working very well locally it seemed; there was already a hook-up with the expanded Oceanside system, and Escondido began to have second thoughts about being absorbed into the District and giving up local control.

In talking about the former, exclusively city-run system, Mayor Alan Skuba of Escondido says earnestly, "We'd gone through the conception, the pregnancy, and we bore the baby. And we were kind of fond of it."

Suddenly it seemed, again according to Mayor Skuba, that the North County Transit District was coming in and taking over too soon. "I realize there's a day when we're going to have to cut loose," says Skuba, "but we cry about government controls, about giving away local autonomy, and this seemed to be another encroachment."

There was even talk in Escondido for a time of pulling out of the North County Transit District at the last moment, but after a conference with Senator Stull, Escondido's civic leaders decided to go along with the plan after



The District now ranges from Fallbrook to the San Dieguito area on the north-south axis from Oceanside to Ramona on the east-west axis.



all. For at that point, it was made clear that without Escondido's participation, the District would collapse, and Escondido in spite of its own local interests did not want that to happen.

But in order to protect those interests, Escondido negotiated a written agreement with the Transit District, giving the city a measure of autonomy over local routes, over types of buses to be used on the streets, and even over the color scheme for those buses. But still things were not entirely rosy, as Skuba sees them. "All of a sudden, we hear there are going to be changes. They've hired a consultant in Oceanside who's going to change our routes. That's not terribly pleasing."

ESCONDIDO LOSES CONTROL

In addition to the route-change study, which Skuba charges he was not informed of beforehand, he was upset to learn some of the Mercedes-Benz vans would be replaced, and that the buses would bear advertising posters, a thing not permitted when Escondido had complete charge of its own system.

Jontig, the general manager of the District and executive director of the Transit Board (though he as an employee of the Board has no vote on it) points out, however, that the decision to allow advertising was a Transit Board policy decision, and was approved unanimously. And one permanent voting member of the Board is a representative of Escondido's own City Council.

Skuba agreed that indeed Escondido's representative had voted for the advertising, but says also that a number of items surfaced about the same time—including the purchase of new buses and the re-routing study in addition to the advertising controversy—and these taken together gave him the impression the spirit of the written

agreement between Escondido and the District was being violated. Nevertheless, he's optimistic about the long-range development of the District. "I want to solve the problem, and I think the problem is one of communication with the Board's Executive Director and the City Council of Escondido. We just want that patient hand-holding for a period of time. I'm confident the system's problems will be resolved, but we want to watch it, as a zealous parent might."

In reference to the replacement of Escondido's mini-buses, and the smaller buses already purchased by the older, Oceanside-based system before the establishment of the District, Jontig has this to say: "We've found about 30-40% of these buses are already overloaded. The system was a lot more popular than anybody anticipated." As for Escondido specifically, he adds, "Their system is tremendously successful, to the point that their units on a couple of their routes are not suited at all to what they're doing." The Mercedes-Benz mini-buses are overloaded, and overloading causes by-passed customers and severe maintenance problems. "The parts replacements for a Mercedes-Benz are interesting, cost-wise," says Jontig. "A brake cylinder repair kit for an American brake cylinder is a dollar and a half. For a Mercedes-Benz, it's thirty-six dollars. Little push-in light bulbs are twenty-six cents for an American bus; they're a dollar-forty for a Mercedes-Benz. And everything's like that."

Jontig agrees there has been a communications problem with Escondido in the past, but hopes it can be resolved in the future. And as for the route-change study, he asserts it is within his sphere of governance to order the study to determine if routes need to be changed. "It's very important the public know how we go about streamlining, and meeting their desires. First we ask them what they want, then we take a survey of the people using the bus, put the answers together, then come up with a better design. It's very difficult to do, very exacting. It's half art, half science." He also says the study was initiated only to find out if routes needed to be changed, not to change them arbitrarily. But communications had broken down in conveying that fact to Escondido.

As to why advertising was allowed by the Board, he says, "It will allow approximately \$60,000 to flow into the

District for the privilege of having the signs on the buses. And the Federal Government will allow this \$60,000 to be used for 50 percent matching funds for operations, so it means \$120,000."

It seems clear that the temporary irritations between Escondido and the District office are normal enough "starting up" pains. Escondido wants, reasonably enough, to keep its eye on the part of the District that was originally unique to Escondido, in order to insure its citizens of adequate local service; and the District wants to tidy up operations to achieve uniformity and efficiency. There is no long-range conflict, just a short-term one, and even Skuba, the Leader of the Loyal Opposition in Escondido, states: "We're tickled to death with the system; it's not a profitable system, but neither are parks or libraries. No one expects them to be." And Skuba asserts the only thing that still continues to bother him, really, is lack of up-to-date advance planning information. "All we want is for them to let us know what they're doing."

Otherwise, the District seems to be rolling along.

MULTI-MILLION DOLLAR PROJECT

The North County Transit District is a state entity, one of the largest state programs in North County, according to Jontig. It employs approximately 174 persons: 132 drivers, 33 maintenance personnel, and only twelve on the administrative staff, including Jontig himself. It has a four million dollar operating budget, and a two million dollar capital budget for the acquisition of new buses. The District presently runs 74 buses, and by the very end of the year plans to bring the total to 109. And very interestingly, the District is supported by no property tax assessments at all, a comparatively rare achievement for such agencies. Capital expenditure funds come chiefly from the Federal government, and operating expenses come from the State sales tax, Federal support, and the local fare-box in about the ratio of 2:1:1. "I hope we can continue that way for a long time," Jontig says. "We're going to try, as long as we can."

The average bus in the District carries over 18.3 persons per hour; the average car in North County carries just slightly over one person per hour, on the average. There's an obvious savings there, in terms of lowered air pollution and conservation of fuel. Additionally the District fills the classic transportation needs of Senior Citi-

continued on page 48

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NORTH COUNTY TRANSIT DISTRICT
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Share the Songs of the Season

The Second Annual Christmas Musicales benefit for the San Diego Opera and Symphony Associations will be held at the Rancho Santa Fe estate of Mr. and Mrs. Roland Sahm on December 12th from 1 to 4 p.m.

The Musicales is sponsored by the Rancho Santa Fe Opera Guild and Rancho Santa Fe Symphony and Orchestra Association Auxiliary.

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The center hopes to combat the most prevalent kind of cruelty to animals—cruelty through ignorance.

SUPER SPA FOR PETS

By Kristin Tow



Photography by Tony Francis

Chauncey, a Brittany spaniel, eagerly greets Education Coordinator Vickie Fowler, right, as he begins a multi-step introduction to the center. Dottie O'Carroll, left, is office manager. Here at the reception desk in the main building the owner details an animal's physical and behavioral history. Then a preliminary evaluation is made as to whether the animal can adapt to a new home.

The San Dieguito Animal Care and Education Center is the culmination of the dream of North County residents dedicated to a concept of total animal care. Care and education are central to this concept and words which crop up repeatedly in the discussion of the center.

The center, located on El Apajo off Via de la Valle in Rancho Santa Fe, functions as an adoption agency for orphaned animals, matching the right animal with the suitable new home, and as a school to teach proper animal care to pet owners and potential owners. In combining these activities, the center is unique in San Diego County.

"Our intent is to fill an important gap," said Center Director Mel L. Morse. "For example with horses, training them and teaching riding is fine. But we would like to see that before people learn to ride they learn what a horse is, what proper hoof care and tooth care are and the nutritional needs of the animal."

Situated on 6.2 acres adjacent to the Whispering Palms Golf Course, the \$1 million facility was on the drawing board for almost four years before opening earlier this year. It was originally funded by Rancho Santa Fe and Del Mar residents, many of whom are on the board of directors, and is being supported by donations and memberships. The adoption fees cover the operating costs.

"The animals that we take in are ones that for one reason or another the owners can no longer handle themselves and the animals need new homes," said Dr. Alice DeGroot, the center's staff veterinarian.

"It would be nice if animals who have served their owners for so many years would be brought here instead of ending up in some horrible place," Dr. DeGroot said.

The center receives only healthy animals and owners are required to fill out a questionnaire on the animal's physical and behavioral history.

NOT AN ANIMAL HOSPITAL

"We're not in the business of veterinary medicine. Our function is care and
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INVESTMENT STRATEGY

by Leslie M. Pollack

The market finally gave a strong technical indication of its future direction as the Industrial Average, Standard & Poor's 500 Stock Index and the New York Stock Exchange Composite Index all closed in new recovery high ground toward the end of September. This move was accompanied by extremely strong leadership in such institutional favorites as General Motors, IBM, American Telephone and Exxon. If one agrees with us that the great bear market ended in the last days of September 1974, then this new thrust was a fitting celebration of the second anniversary of the new bull market.

There was little forward thrust after the new highs were established but that is a feature which has been typical of this bull market so far. Every move has been self-correcting and has gener-

ated few excesses. Public and institutional investors are reluctant to believe the good news and are keeping their emotions under firm control. Both were burned so badly during the period 1965-1974 that they remain cautious and wary despite the preponderous technical and fundamental evidence that we are indeed in a long term bull market of major proportions.

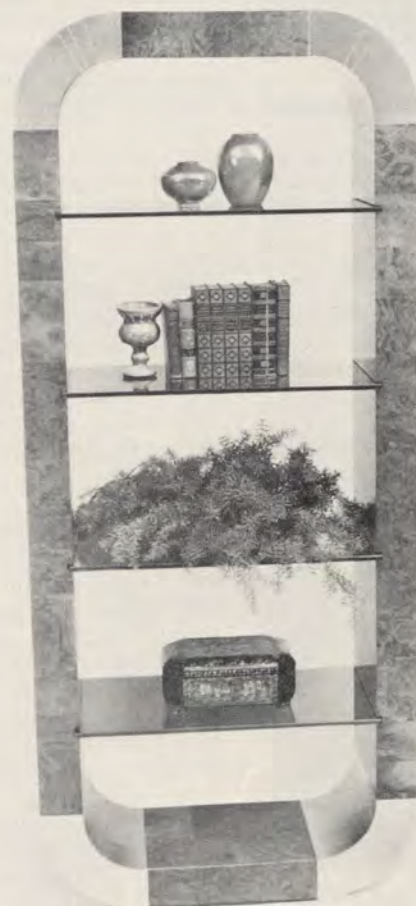
As we learned so painfully during the many liquidity crises of the past decade it is money that makes the economic world go around. Despite Pavlovian fears that every piece of good fundamental news will create a repetition of the high interest rate-tight money cycle, we are experiencing something delightfully new this time around. The economic recovery which began in April 1975 is now into its

eighteenth month and interest rates are still going down. In fact, several major banks just reduced their prime rate to 6¼ percent and this is merely a reflection of the exceptionally strong financial situation.

Institutions, corporations, and individuals are all remarkably liquid at this time. The recovery in balance sheet health at all levels of our society has been one of the most significant aspects of this recovery and all signs are pointing toward a continuation of this trend. The Dow Jones 20-Bond Average recently hit a new high for the year and is only a fraction below its 1973 high of 88.91. The Utility Average continues to exert a leadership influence over the general market atmosphere and has become something of a leading indicator.

Business loans at major banks have been slow to pick up as the economy has grown and there is obviously plenty of slack in this area. Money supply growth has been well under control and the Fed apparently has plenty of leeway to achieve its dual aim of real growth and reduced inflation within the parameters that they have articulated. Last week's sudden burst in M¹ and M² was interpreted by the market

continued on page 42



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EDITED BY LOUELLA LIVERWURST

SWISSAIR HOLDS SEMINAR



Left to right: Rudy A. Zbinden, J. P. O'Brien and Richard G. Minton.

Swissair sales representatives from districts representing 24 states recently gathered at the Hilton Inn in San Diego for an "input" of ideas, including constructive criticism, to propose to management. They elected their own chairperson and established their own agenda.

Also in attendance, but only when called upon for clarification or discussion, were Swissair executives **J. P. O'Brien**, area manager for midwestern and western U.S.A.; **Richard F. Kahl**, passenger sales manager for the same area, and **Rudy A. Zbinden**, cargo sales manager for that area.

Last year's meeting was so successful that thirty new ideas were proposed and acted upon, based on input to management.

GAZPACHO ON THE GREEN



Leith Clotfelter and Carri Ridgway.

Such a charming way to dine—on the green lawn across from the Rancho Santa Fe Inn on the day of the Country Friends Annual "Appearance of Autumn" Fashion Show. Co-hosted by **Leith Clotfelter**, **Carri Ridgway** and **Irene Russell**; a bevy of friends enjoyed homemade gazpacho, fresh fruit, and champagne.

CONGRATULATIONS!

Congratulations are in order for Ranchoite **Elaine Schulte** whose first book "Zack and the Magic Factory" was just published by Thomas Nelson, Inc. of Nashville and New York.

This book is for 9 to 12 year olds—but **Mrs. Schulte** is already at work on her second novel, this one for adults.

HEARTFELT THANKS

Mr. Robert Berry, popular assistant produce manager at Ashley's Market, Rancho Santa Fe, would like to say "thank you" to the many friends and customers who were so kind to him on the occasion of the recent death of his wife. It was deeply appreciated by him and his entire family.



SIMONS-ZIRSCHY WED

One of the most beautiful summer weddings took place on the 21st of August when **Susan Kathleen Simons** of Livonia, Michigan became the bride of **Stephen Lee Zirschky** of Yorba Linda, California. The wedding took place at the United Presbyterian Church in Solana Beach, with the reception following at the Whispering Palms Country Club.

The groom's parents are **Mr. and Mrs. Carl Zirschky** of Yorba Linda. The parents of the bride are **Mr. and Mrs. Gerald J. Simons** of Rancho Santa Fe.

After honeymooning in Carmel, San Francisco and Tahoe, the young couple are residing in Buena Park. The new **Mrs. Zirschky** is a teacher at Heritage Christian School in Anaheim. **Mr. Zirschky** is a lawyer.



Pictured at the San Diego Civic Theatre are, from left to right, Dr. William Winter, Mrs. Frank Warren, Mr. Frank T. Weston, Mrs. Harry Wenz, Reverend and Mrs. Lawrence Waddy, Mrs. Weston, Mrs. Winter and Mr. and Mrs. John M. King. This year's combined benefit is being sponsored by the Rancho Santa Fe Opera Guild, Mrs. Wenz, chairman, and the Rancho Santa Fe Symphony Orchestra Association Auxiliary, Mrs. H. Chandlee Turner, Jr., chairman. Mrs. Warren and Mrs. King are co-chairmen of the benefit representing the Opera Guild, and Mrs. Weston and Mrs. Winter are co-chairmen representing the Symphony Auxiliary.



Seated among the flowers in the lovely Sahn home are from left to right Mrs. Albert Trowbridge, Mrs. Walter Krafft, Mrs. Lloyd Nix and Mrs. Walter C. Young. Mrs. Young and Mrs. Krafft are responsible for the house arrangements, and Mrs. Nix and Mrs. Trowbridge are organizing the musicale program.

CHRISTMAS MUSICALE

Mr. Joseph L. Neeper, president of the San Diego Opera Association, and Mrs. Lawrence H. Waddy, president of the San Diego Symphony Orchestra Association, have announced that the second "Opera-Symphony Christmas Musicales" will take place on Sunday, Dec. 12, from 1:00 to 4:00 p.m. Invitations will be extended to members of the San Diego Opera Association and the San Diego Symphony Orchestra Association.

Mr. and Mrs. Roland R. Sahn are again offering their magnificent estate at Rancho Santa Fe for this joint benefit and they will also underwrite all expenses.



Mr. and Mrs. Roland Sahn in their beautiful home, setting for the Christmas Musicales. The estate is located at the top of a 100 acre rolling site that overlooks an orchard, stream, and landscaping blended with the natural surroundings of Rancho Santa Fe.



Pictured from left to right are Mrs. William P. Gage, corresponding secretary; Mrs. Alex DeBakcsy, invitations; Mrs. M. S. Rosenberger, invitations, and Mrs. Jack Lewis Powell, one of three advisors.



Tito Capobianco and his wife, choreographer Elena Denda, will be guests at the Sahn home on Dec. 12. Mr. Capobianco's international reputation as an operatic producer and artistic director is based upon his widely acclaimed productions at New York City Opera, Paris, Berlin, and other cities throughout the world. Mrs. Capobianco, an acclaimed photographer, assists him on all his productions.



Peter Erös, music director for the San Diego Symphony Orchestra. Maestro Erös is a truly international musician, having conducted the major orchestras of six continents. He performs as guest conductor in more than 50 cities around the world. Maestro Erös will be a guest at the Musicales.

HORSE SHOW PROFITS ANNOUNCED

More than 200 Rancho Santa Fe families contributed their time and efforts to stage the third Rancho Santa Fe Youth Horse Show, held annually at the Rancho Riding Club in Rancho Santa Fe.

This year's horse show reports a record profit. Over \$25,000 was earned at the recent three-day August show. Rancho Santa Fe Youth was the major beneficiary from the award winning horse show.

Doug Allred, president of Rancho Santa Fe Youth and **Dick Colbourne**, treasurer, gratefully accepted the check representing proceeds from the recent Rancho Santa Fe Youth Horse Show from **Mary Cowan**, who was co-chairman.



Mary Cowan (on Glory Strike) presenting the check to Doug Allred, president of Rancho Santa Fe Youth; in front of the Youth Center.



REPUBLICAN WOMEN HOST BILL CRAVEN

"Stoneridge," the beautiful Rancho Santa Fe home of Mr. and Mrs. Milburn Stone, (he's better known as "Doc" Adams of Gunsmoke fame) was graciously opened for a Rancho Santa Fe Republican Women's cocktail party on Friday, Oct. 15, with assemblyman **Bill Craven** as honored guest.

Mrs. **David Humphreys Miller**, hostess chairman, was assisted by Mrs. **Maurice Curts**, Mrs. **Henry Sanger**, Mrs. **Lewis Dorgan**, Mrs. **Phillip Kellerman** and Mrs. **Joan Danzinger**.

ROBERT KENNEDY WINS TOURNAMENT

Robert Kennedy of the Lomas Santa Fe Country Club shot a 73 to win the low gross trophy in the Young Life Second Annual Benefit Tournament held at the Lomas Santa Fe Country Club.

Over 140 players participated in the one-day tournament, with proceeds going to Young Life of San Diego.

Best Ball of Foursome was won by the team of **Bill Bailey** of the La Jolla Country Club, **Bud Grier** of the Los Angeles Country Club, and **Si Coleman** and **David Primuth**, both of the Lomas Santa Fe Country, with a net score of 51.

In the women's division, **Jane Clark** of San Diego shot 65 on the par-56 Lomas Santa Fe Executive Golf Course to win low gross.

Also on the distaff side, Best Ball of Foursome was won by the team of **Jane Clark**, **Donna Curran**, **Ann Jeffers** and **Heidi Klein** with a net score of 29.

Prior to the tournament, Young Life special guest **Arnold Palmer** conducted a half hour golf clinic for participants and guests.



Arnold Palmer demonstrates his famous swing at a golf clinic held prior to Young Life's Second Annual Benefit Tournament held at the Lomas Santa Fe Country Club.

LAS DUENAS HONOR NEW MEMBERS

Members of Las Duenas, local auxiliary to the Children's Home Society, and their husbands enjoyed a relaxed, casual evening at the lovely home of Mr. and Mrs. **Philip Colbourne**. The group gathered for its Annual Fun Party and Silent Auction to honor new members **Mrs. E. Ludlow Keeney**, **Mrs. Joseph Rosen-cranz**, **Mrs. Gary Burrows**, **Mrs. Howard Meister**, **Mrs. Roland Wilhelmy** and **Mrs. Tim Murphy**.

A home-cooked Italian feast, provided by the ladies of the organization, included hors d'oeuvres, lasagna, assorted salads with different dressings, garlic bread and the wines of Benjamin Cribari. The desserts of chocolate crepes, cake and fruit fondue were most delectable.

Our clever and multi-talented auctioneer **Dr. D. L. Secrist** provided entertainment for the remainder of the evening along with adding funds to the club treasury.



Phil and Bonnie Colbourne.



Rochelle Capozzi and Sandy Brue.



Judy and Dick Arendsee with Sheila Giacomini.



"THE BAG" FOR SANTAS

Clifford Farrar, La Jolla jeweler to fashionable Southern Californians, came up with this Christmas gift-giving idea that's a dazzler.

He offers a little ultra-suede bag free, you pop-in whatever you fancy from his collection of precious gems. For as little as \$100, you can give diamonds, rubies, emeralds, sapphires or pearls. Later, **Clifford Farrar's** goldsmiths will custom design an unforgettable piece for you. What a way to be remembered!



A POSTER GARDEN?

Paul M. Thomas of Rancho Santa Fe has been collecting original lithographs from the First World War for decades. He now has the largest outside museum collection in the country, and the Smithsonian Institute has requested it for display. To date, the only por-

tion exhibited is a series of 12 posters now at The Women's Bank through Dec. which depicts women and their roles during the early 1900's. Paul found the only place large enough to display his collection was in his back yard, and less than half are represented in this photo.



AUTUMN APPEARS IN STYLE

The Country Friends "Appearance of Autumn" Fashion Show held last month was its usual outstanding success due to the combined efforts of every member. The committee heads are pictured above—embracing all areas of San Diego county.

LA JOLLA SOCIAL SCENE

by Alice Dutton



Mr. and Mrs. De Ford C. Mills, left, welcome Mr. and Mrs. Everett G. Jackson to a "Welcome Home" brunch held in their honor at the La Valencia Hotel. Mrs. Jackson is now retired from the San Diego Union where she was a noted social editor. Mr. Jackson is equally renowned in the field of art. The Jacksons had returned from a holiday in Mexico.



Also visiting from Palm Beach, Florida were Mr. and Mrs. Harvey Werner, left, brother and sister-in-law of Mrs. Frank Quintana, right. Mr. and Mrs. Quintana hosted a large cocktail buffet party at their hillside home in La Jolla.



Mrs. Max Pray's penthouse at the La Jolla Seville was the setting for several gatherings when she had Mr. and Mrs. Constantine Gratsos of New York City and Palm Beach as her apartment guests. From left, Mr. and Mrs. Gratsos and Jerry Dibble of Redlands. Gratsos, Greek shipping magnate, was associated with the late Aristotle Onassis and his business headquarters are in New York.



Dr. and Mrs. Paul Pickering, La Jolla, were among guests at the Mill's brunch served in the Sky Room atop the La Valencia.



Tops among the tennis events held in the winter at La Jolla Beach and Tennis Club is the National Senior Hard Court Tennis Championships. This year's tournament, the 28th annual event, will be held Nov. 29 through Dec. 5. William C. Kellogg, right, president of the Beach Club and H. William Bond, club managing director, look over the courts before the championships. Held in conjunction with the senior events is the 18th annual National Father-Son Hard Court Championships to be played Dec. 3-5.

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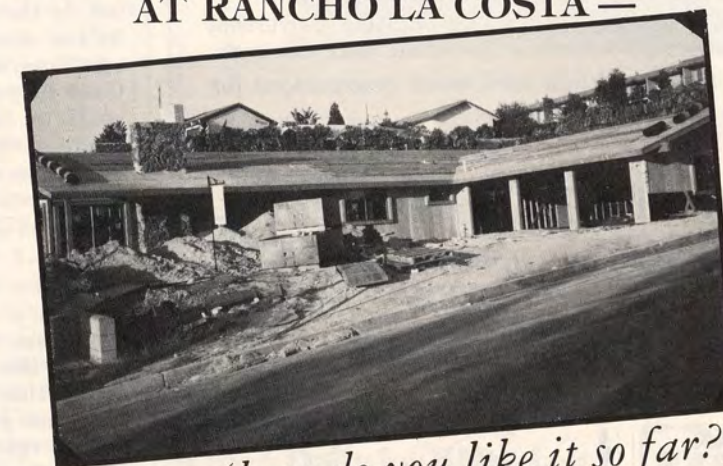
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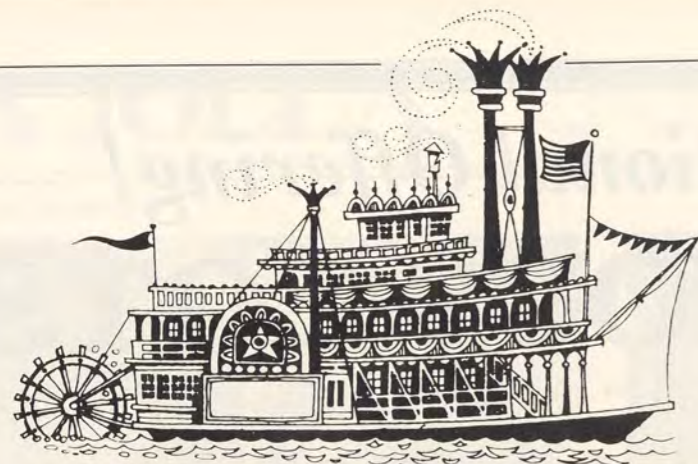
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and by us as a temporary aberration rather than the beginning of something dangerous and new; it was followed by a record drop in the figures reported late yesterday, confirming our original interpretation.

As long as the money market picture remains so favorable it would be a mistake to go against the two-year uptrend in common stocks. The bullish liquidity background constitutes an extremely good atmosphere in which equities will probably continue to flourish. Combined with rising earnings and dividends it is a powerful positive force for progress and further advances in the economy and the stock market.

Fundamental Background

A slowdown in the rate of growth during the summer has raised some apprehension that the 18-month advance may be running out of steam. These fears were exacerbated by the sharp drop posted by the "leading indicators" in August. In the third quarter real GNP growth was probably around 4.5 percent, a little disappointing but nothing to get frightened about, in our opinion. In the next four quarters we look for real economic growth in the 5-6 percent area, as consumers spend more of their disposable income and capital spending increases. This tempering of the fuels of expansion has also had its favorable effects; the probability of shortages and bottlenecks in the latter half of 1977 has been significantly reduced.

Inflation has also been helped by the slowness of consumers to spend and of businesses to accumulate inventory, as well as the wariness of managements in relation to capital expenditures. Consumer prices have been rising at an annual rate of 6 percent, well below 1974's steep rise of 12 percent and last year's 7 percent increase. The price deflator of the Gross National Product, which reflects price changes at all levels of the economy, is expected to have advanced only 4 percent annually during the quarter just ending. This is reflected in the generally lackadaisical behavior of commodity markets here and abroad.

Considerable excess capacity continues to exist in the economy so that a sudden flare-up of inflation is unlikely in the near future. Money supply is exerting little upward pressure on prices and the plant operating rate is

only in the area of 75 percent. Considerable labor force unemployment still exists so that collective bargaining agreements should be reflective of productivity increases and cost-of-living adjustments. While this situation may not last forever it is symptomatic of the conservative attitude assumed by most businessmen at this time.

Politically, the improvement in the polls scored by President Ford and his good showing in the first debate have given some encouragement to those who give his Administration credit for the economic strengths which exist today. A *Fortune* Magazine poll of more than 500 chief executives showed that 85.2 percent planned to vote for Ford, a strong indication of stock market sentiment toward the two Presidential contenders. Recent signs of progress toward peace in Southern Africa and the Middle East are also a plus for the market.

Technical Background

The conservative nature of the economy is also reflected in the behavior of stock prices. Continuous public net liquidation of mutual funds, in the neighborhood of \$300,000,000 a month, has had a sobering effect on professional money managers. Even though they may be inclined to aggressively follow the trends they are restrained by this steady outflow of public funds from equities. Whether the public is right or wrong will only be established over the longer term; in the short run they have prevented a runaway bull market and kept prices at a reasonable level in relation to book value, earnings, and dividends.

Behind every chart of stock prices lies somebody's appraisal of values. With the Industrial Average expected to achieve earnings around \$100 per share this year and more than \$110 in 1977, this value equation is obviously low in relation to past norms. Over the past generation this price/earnings multiple has tended to return to 15 to one during so-called "normal" periods. Since we feel that we are experiencing a return to "normal" at all levels of society, we clearly believe that there is substantial room on the upside in the marketplace.

Among individual groups, a move of major proportions appears to be taking place in the oil and gas industry, both domestic and international. Strength is also evident in the motors, utilities, insurers, aluminums, retailers, office equipment, and defense stocks. A significant return to favor is being experienced by the drugs and the fertilizers. While the chemicals, papers and steels are sluggish we feel they are forming a base for future favorable action. ■

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LA COSTA NEWS

by Zetta Castle



Bill Gargan joins Mr. and Mrs. Ed Pincus at a buffet dinner party given by Marge Sommer at her La Costa home. A great buffet and fabulous music by Jerry Mercer kept everyone swinging until the wee hours of the morning.



Millie Bolman congratulates Dr. Phil Smith on signing a contract with Grosset and Dunlop Publishing. Dr. Smith is presently at work on the book about the La Costa Spa. It will hit the book stands sometime in the Spring of 77.



Adolpho Acheverria, son of the President of Mexico flew to La Costa to learn championship strategy from Pancho Segura. And *Championship Strategy* just happens to be the name of Pancho's new book written with Gladys Heldman. The famed tennis pro just recently taped a Merv Griffin show where he chats with Merv about his book and his endorsement of a revolutionary new tennis racquet. And that great beauty seen on the tennis courts recently was Cheryl Tiegs, one of the nation's top models. Cheryl and her handsome husband, Stan Dragatti, were being photographed by Vogue magazine for a December layout on La Costa.

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rial),” he insists. “My ashes are going to sea. For those who have a full-blown service with copper lined casket to match their Revere Ware and a sight overlooking the freeway, fine. I won’t dictate to anyone how they should handle this. And I wouldn’t spend two minutes arguing cremation with someone; that’s a very personal matter.”

He will argue, however, that too many vulnerable people seeking traditional services succumb to higher prices than they had anticipated. He feels qualified to offer such an opinion because of his own background in funeral homes.

With the Neptune Society, he points out, people don’t have to worry about facing such an emotional wall. There is one basic decision: the deceased will be cremated. And to make further arrangements, Longanecker or a representative will visit the home rather than meet in an office. This, he explains, puts the person at ease. The Neptune Society has 1400 living members.

For an initial \$15 membership fee (\$25 couples) and a final \$255 the Neptune Society provides cremation and scattering of ashes at sea, complete with document noting the longitude and latitude of the disposal and a personal service. In this case, several urns are disposed of on a single trip to sea.

If a family wishes to attend the service, there is an additional charge of \$275 for up to six attending and \$300 for more than six. The extra charge is for the rental of coast guard boats used in the sea trip, where only one ceremony (and scattering) would be performed.

TELOPHASE — 13,000 MEMBERS

At Telophase in Mission Valley Ron McDonald claims 13,000 members and projects a similarly negative attitude about the expense and ceremony of a traditional funeral.

Telophase’s membership fee is also \$15, with a \$250 cremation expense. As with Neptune, the membership covers registration forms and record keeping. After the cremation, the ashes are secured in a simple container. Because Telophase does not have a licensed funeral broker, legally they are not allowed to be involved in the actual disposal of the remains.

However, according to McDonald, Telophase will arrange for this scattering of ashes (through the San Diego Ecumenical Council) at sea, have them delivered to a family plot or follow other reasonable requests, at no extra charge.

MEMORIAL SOCIETY — A COMMUNITY SERVICE

Mary Ellen Broadhurst, executive secretary of the San Diego Memorial Society, believes the major difference between the Memorial Society and other cremation organizations is that, “We are a community service, the only non-profit one in San Diego offering a simple, dignified service.

“The word society implies a service to the community,” she continues. “There are other body disposal businesses in the area and each one uses the name society, but that is a misnomer.”

The Memorial Society, with a family membership listing of 10,323 covering

18,000 individuals (living and deceased), is the oldest of the three.

The San Diego Memorial Society works together with mortuary and cemetery, acting as a sort of intermediary, offering its members various alternatives. If a person merely wishes a cremation, to later retain the ashes for disposal on private property the fee would be \$200 (\$150 for the mortuary’s work of pick-up of deceased, filing of forms and other duties; and \$50 for the cremation). For an additional \$45, arrangements will be made for a pilot to fly over the ocean and scatter the ashes. The total fee for disposal at sea would be \$249.70.

The San Diego Memorial Society will also handle a traditional “plot burial,” urging members to avoid open casket type services and the cost for embalming and cosmetology.

In such cases, she says \$150 is the mortuary fee for a container casket (non-display), and pick-up and delivery of the deceased. With an average cemetery plot at city owned Mt. Hope costing \$390, the total funeral expense could be as low as \$550.

These cremation figures can appear to be overlapping, as can the philosophies of the three individual groups. Although all are close together in costs to the individual for a scattering at sea, San Diego Memorial has title to non-profit status, the fees going to others, rather than back to the society itself. So, in this case a person might not find a greater savings for the cremation, from one to the other, but simply feel content knowing they belong to a non-profit, community service. However, of more significance is the memorial society’s reduced fee of \$200 for cremation alone and other low cost alternatives.

Often trying to retain a low profile, funeral directors will nevertheless offer their private attitudes about the cremation societies. The principal feeling is that they don’t provide the personal touch, the same care and dignity as does the funeral home.

“But let them do their own thing,” says Peechin. “I’m not going to fight them. They’re another funeral industry, it’s competition, free enterprise. That’s normal.”

Meanwhile, from his desk he lifts a checklist folder, something for those who haven’t prepared a pre-need agreement. It contains information like social security and veterans benefits.

“It’s a good idea to keep something like this, you just can’t tell. You’ve got to plan.”

Like the man says, he’s not out to lose business. But at the same time it’s just an invitation, that the others will agree with, to make a few decisions now. And, once you get past the stumbling block of the word death, it really does become easier to deal with.



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(one of a series of pictures of the Mercedes from 1901-1963)

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zens, young people and the economically disadvantaged. And it's trying to appeal more and more to the rest of the citizenry, to serve as a "second car" to one-car families, and to help multi-car families keep some of their vehicles off the road, parked, when the buses are going in the right direction at an essentially lower per-mile cost.

It has been successful in increasing usage. In August of 1975, the North County Transit System transported 179,000 people. In August of 1976, the North County Transit District (including Escondido) was hauling 315,000 people a month. Jontig says he hopes to be providing service for a half-million a month within a year-and-a-half to three years, and then he plans "to shoot for a million."

If the old adage "find a need and fill it" holds true, the North County Transit District is off to a good start, accompanied by only the normal pangs of growth.

RANCHO BERNARDO HOOK-UP POSSIBLE

The February hook-up with the San Diego system at Del Mar is all well and good, but for customers in the Vista, San Marcos and Escondido area, it's a long way about to get to San Diego. And for residents of Rancho Bernardo, who are served by San Diego Transit, there is still no local public service northwards. Will that change?

The answer is a firm yes, according to State Senator Stull. "We'll have a hook-up soon in Rancho Bernardo, so the residents there can do their shopping in Escondido, which I believe they would prefer to do, and Escondido residents can transfer to San Diego. It's vital."

Jontig and Mayor Skuba also used the same word to describe a Rancho Bernardo hook-up, that it is vital. And Jontig said he could have his District giving service there within six months to one year.

San Diego Transit is more cautious. According to one San Diego Transit System official, "Suppose they were to say they are going to come down and connect with us tomorrow. We don't have capacity on the existing service to handle any more business. Suppose they bring down 30 people and put them on our service at the end of the line; then we get down to Penasquitos, and we have to pass up people we're now picking up. There's street maintenance to be considered, bus-stop maintenance to be considered, transfer hook-ups. There's a lot of problems involved with it."

Stull, the author of the bill setting up North County Transit, has a stronger opinion: "I don't have any of the details, but I think they would surely be remiss if they had passengers and did not provide the bus service. I have heard a number of complaints about buses now running empty throughout the metropolitan (San Diego) area. If there were customers clamoring to get to San Diego to spend their money with the retail merchants, San Diego Transit would be able to add another bus. I have found San Diego happy to use our money."

It's fairly obvious the Rancho Bernardo hook-up will take place eventually; how soon is another matter. Public pressure could have a lot to do with it, and probably will. It may not be as soon as Jontig envisions; but it will likely be sooner than San Diego Transit now believes. In the meantime, the North County resident will soon be able to at least "get there from here," via Del Mar, and that in itself is a great improvement.

The Rancho Bernardo hook-up is not the only plan for the future in the District, however. There will be a subsidiary maintenance facility developed in Escondido; many of the presently overloaded buses in all areas will be replaced by new American-made models with greater capacity but with relatively unobtrusive size; and the District will continue to grow and expand—develop new routes and revitalize old ones. The District now ranges from Fallbrook to the San Dieguito area along a north-south axis, from Oceanside to Ramona on an east-west one, and the general future looks good. North County is growing, and growing fast; for a six-month period this year, Oceanside and Escondido were the two communities with the fastest rate of growth for their size in the entire United States, Oceanside number one, Escondido number two. If we've needed it before, and certainly need it now, we will really need an integrated Transit District in the future. And it looks like we've got it.



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education—to teach responsibility,” she said. “Sick animals don’t belong in animal care centers, the Humane Society or the pound. They belong in veterinary hospitals, and we try to see that people with sick animals get them to a hospital.”

As was expected, though, the center did get people mistakenly coming in with sick animals.

“One woman came in with a dog to put up for adoption not knowing he was sick. He left wet marks on the floor where he walked. He had such a high fever that he was perspiring through the pads of his feet and the owner hadn’t even noticed that. We sent them to a veterinarian, but the dog was so sick by that time that he probably didn’t have much of a chance,” Morse said. “This is the kind of thing we want to prevent through our classes in animal care. People must know what is normal and what isn’t so they can keep their pets healthy as well as happy.”

Morse cites another instance when a man brought in his two dogs. “He carried one into the center. He knew it was sick—actually it had just died. He said the dog in the car was healthy, but it was so critically ill that it’s doubtful it survived,” he said.

These heartbreaking stories are examples of the most prevalent kind of cruelty to animals—cruelty through ignorance. It is this ignorance that the center aims to combat.

“Possibilities for educational programs are limited only by our imagination,” Dr. DeGroot said. “We will have ongoing programs for children and adults and we’ll work through schools, clubs, organizations and colleges.”

PET POPULATION CONTROL

Essential to the center’s educational program is teaching pet population control. All animals leaving the center are neutered, with the exception of mares, or a deposit is made to the center which is refunded upon confirmation that the animal has been neutered.

The center also offers obedience classes for animals. These are crucial to the center’s emphasis on animal-human relationships. Dr. DeGroot calls her own pets into action here to demonstrate that all pets can be taught to be honored citizens.

Her menagerie includes an Abyssinian cat, 13, the only animal she has ever purchased; a Siamese, 9, who was brought to her with a prolapsed rectum, to be euthanized; Bobby, 9, a two-legged mongrel, who was brought to her terribly mutilated; and Quill, 8, an Irish Wolfhound who had stepped on a half-buried pipe and severely damaged its foot to the point where it couldn’t walk. Surgeries on Quill failed to alleviate the condition, but following acupuncture treatments the dog has



Chauncey is given a thorough physical examination by Dr. Alice DeGroot. Assisting is Veterinary Technician Mona Tucker.



He’s passed all his tests so now its bath time. Chauncey seems to enjoy the sanitizing wash and dry session that will leave him clean and without fleas, ticks or other pests when he moves into his temporary home in a small animal module.

continued on page 52



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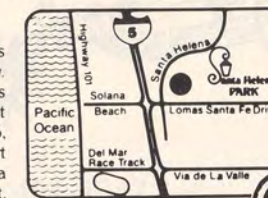


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Helena and turn left.



regained use of the foot and has walked normally for three years.

The Siamese and Bobby required several operations to rehabilitate them, but they are now healthy and highly trained.

CATS, TOO, CAN BE TRAINED

"Cats can be trained to do the same things as dogs—stay in the yard, walk on a leash, ride in a car—and they aren't any harder to train. You just have to adopt a different philosophy. Cats respond more to negative training whereas dogs respond to positive training."

"Cats are more agile athletes. They are much more athletic than a dog ever thought of being. They are capable of more intricate activity and need that exercise. As long as they get that exercise, it is perfectly humane to keep a dog or cat in an apartment," she said.

There are also classes in horse care which are sure to gain in popularity in the highly equestrian oriented North County.

"There are very few people who know what a normal horse is. We will teach all aspects of horse care, except training and riding. We teach nutrition, care, housing and so forth. Many well-meaning people inadvertently starve their horses. There are literally thousands of starving horses in California because people just don't

know what a horse needs or they lack the funds to keep up with rising feed costs," Dr. DeGroot said.

Dr. DeGroot is particularly well qualified to head these horse care classes since much of her veterinary career has been involved with horses. She came to Rancho Santa Fe from a private equine practice in Chino and before that was resident vet for a large thoroughbred farm in the Chino area.

She was graduated from the UC Davis School of Veterinary Medicine, where she also received her bachelor and master of science degrees in animal husbandry. Her related activities have included work with the Fish and Game Department on a rapture (birds of prey) rehabilitation program and work in conjunction with the UCLA acupuncture research team's treatment study.

UNIQUE ADOPTION SYSTEM

Another aspect of the center which sets it apart from any Humane Society or pound is its adoption file. Through this people who are searching for a particular breed of animal may register. When an animal comes into the center that file is consulted and the waiting family contacted. The file is also used if a pet owner calls to request the name of a potential new owner for his or her animal.

If no adoptive family is immediately

available, the animal takes up residence at the center to await that special family where it will fit in.

As might be expected for such a North County venture, much time went into making the center attractive as well as functional. The ultramodern facility was designed by Jack MacAllister of MacAllister, Rinehart and Ring of Rancho Santa Fe. The center is basically divided into four sections. The main building houses the reception area, library, meeting rooms, laboratories, operating rooms, feed-mixing room and bathing area. West of that are the small-animal modules. On the east are the large-animal enclosures and exercise ring. The fourth area is an isolation section where newcomers are kept until they pass stringent physical and emotional testing, receive inoculations and are given a sanitizing bath.

In the small-animal section there are four modules, each of which is the responsibility of a veterinary technician. These attendants went through five weeks of intensive training in animal care at UCSD. Each module is composed of two circular structures each divided into ten fan-shaped enclosures, all of which open into a central hallway. This hall is the focal point for the daily feeding, hygiene and physiological and psychological maintenance of each animal.

There is space for 80 animals here on a single occupancy basis. If necessary, two compatible animals may share the same enclosure. Each enclosure is built of cinderblock four feet high topped with reinforced Plexiglass. There is radiant heat in the floor and a covered section to shelter the animals from inclement weather.

The outer sides of the modules open onto grassy areas. Through the bars animal and potential owner can size each other up. In addition, there is a large lawn where adoptive families can take an animal to get to know it better before making the final decision.

Helping to keep the administrative end of the center running smoothly are a dozen ACCenters, volunteer auxiliary members of the center. Morse and Dr. DeGroot were pleasantly surprised when two volunteers turned out to be retired registered nurses. These women now come to the center two or three times a week to assist Dr. DeGroot during surgery. High school students are earning work study credit by helping out at the center. One of their duties is sitting with a post-operative animal to see that it comes out of the anesthesia smoothly. According to Dr. DeGroot, a non-traumatic, comforting awakening can have a positive effect on recovery.

While the center's operation concentrates on the animals that come

through its doors, it also welcomes contact from potential pet owners. Readily available is advice as to the needs of various types and breeds of animals and the general requirements of all pets.

"What we're doing is urging people who want animals, regardless of species, to attend our animal care lectures before they get an animal. They should find out first if they really want an animal, if they are capable of taking care of it in terms of time and money," Dr. DeGroot said.

Morse emphasized that everyone should be knowledgeable and realistic about the commitment that owning a pet entails. Thus, a continuing effort toward educating the public about proper animal care has been the focal point of the center's philosophy since its inception.

To increase its visibility in the North County community, the center's doors are open for meetings. An attractive area in the main building is available for such gatherings.

Individuals or organizations interested in membership in the center may join for donations beginning at \$10 per person or \$25 for a family. A subscription to the center's publication "2&2" is included in membership. The title is based on the Bible's description of animals boarding the ark two-by-two.



Center Director Mel L. Morse chats with one of the center's residents, an inquisitive puppy.

Inquiries about membership, classes or meeting facilities may be addressed to the center at P.O. Box 64, Rancho Santa Fe, CA 92067 or call 756-3791 or 452-9230.



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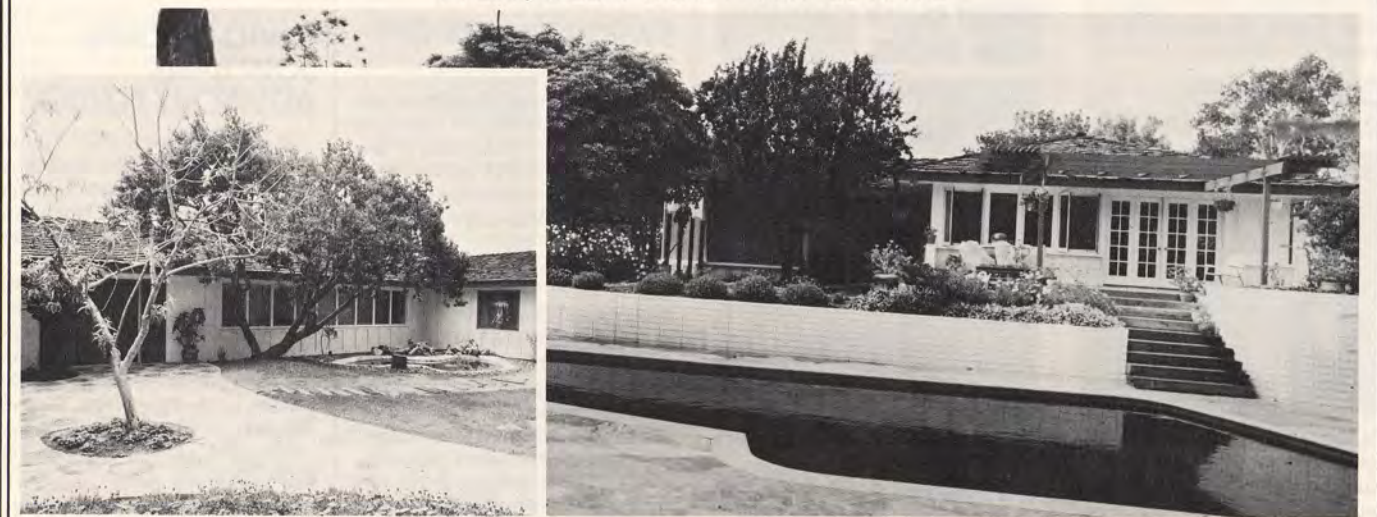
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THE BUSINESS CIRCUIT

HOTEL MOTEL OFFICERS NAMED



Jack Giacomini.

Jack Giacomini, resident of Rancho Santa Fe and General Manager of the Town & Country Hotel, has been elected president of the San Diego County Hotel Motel Association.

Also elected at the recent meeting of the Association were Art Thompson, Royal Inn of La Jolla, first vice president; Anthony Rubino, Hilton Inn, second vice president; Robert Shaw, Hotel Del Coronado, treasurer, and Peter Fuller, Sheraton Harbor Island, chairman of the board.

The new officers also announced to the members that Mrs. Gretchen Silberberger of Lomas Santa Fe has been appointed as executive director.

ZOOK NAMED BRANCH MANAGER



Cheryl Zook.

Cheryl Zook has been named branch manager of the Valley Center office of Oceanside Federal Savings, it was announced by Jack W. Daybell, president. She replaces Don Boyd, who will assume the managership of the Association's new East Vista Way office.

Cheryl attended San Diego State where she majored in business administration.

For the past year, Mrs. Zook has served as operations supervisor in the Valley Center office. Prior to that time she served in offices throughout North County.

She resides in Vista with her husband, Fred.

GAIL STOORZA CO. ANNOUNCES NEW ACCOUNTS

Four new accounts have been added to the client roster at The Gail Stoorza Co., a marketing communications firm in La Jolla, Ca.

New account assignments include corporate public relations for The M. H. Golden Construction Co., a 50-year old construction management residential development and contracting company with diverse projects located across the nation; The La Jolla Country Day School, an independent college preparatory school; Sanford R. Goodkin Research Corp., an international research and marketing consulting firm with offices in Miami, Philadelphia, Los Angeles and Del Mar, Ca. and The La Jolla Museum of Contemporary Art, Southern California's only museum devoted exclusively to contemporary art.

Other accounts of the two-year old firm include Avco Community Developers, Inc., Rancho Bernardo, The Women's Bank in San Diego and The Vic Braden Tennis College at Coto de Caza, Ca.

SPIRIT SHOP OPENS NEW STORE



John D. Sarles

The Village Spirit Shop has opened a new store on Encinitas Blvd. near Village Park. John D. Sarles, manager of the shop, has taught classes in wine appreciation for many years here and in northern California and will assist customers in their selection of fine wines and liquors.

The shop offers many services, including free ice and free delivery, and also maintains a complete stock of excellent California wines. Located in the Village Square Shopping Center, the new Spirit Shop is open daily from 8 a.m. to 10 p.m., and from 9 a.m. to 9 p.m. on Sundays.

RSF S&L APPOINTS ESCROW OFFICER



Joann Bernard.

Ms. Joann Bernard has joined Rancho Santa Fe Savings & Loan Association as an escrow officer in the association's Lomas Santa Fe office.

Ms. Bernard's experience includes escrow positions with California First Bank in La Jolla and Silver Crest escrow.

She holds an escrow certificate from the San Diego Community Colleges and is a member of the California Escrow Association.

Ms. Bernard resides in Cardiff by the Sea with her sons Jimmy, 9½, and Don, 14.

SWIFT JOINS ACD STAFF

Kenneth Swift has been appointed architectural coordinator for Avco Community Developers, Inc. (ACD) in San Diego communities including Rancho Bernardo, Windemere and Village Park.

Swift has had extensive experience with Dale Naegle Architects and Planners (AJA), one of San Diego's leading architectural firms. He was involved in planning, design and preparation of production drawings for various residential projects throughout Southern California.

After graduating from the University of Oklahoma in 1969 with a bachelor of architecture degree, he served on the USS Chicago as a commissioned officer with the Navy.

As architectural coordinator, his position includes interfacing between Rancho Bernardo, Avco architectural consultants and the city of San Diego. Swift is active in architectural control, reviewing and evaluating all applications for additions, remodeling and improvements as well as handling homeowner problems relating to conditions, covenants and restrictions.

S&L MERGER ANNOUNCED

One of the 20 largest savings and loan institutions in California and one of the 100 largest in the nation has been created by the merger of Central Federal Savings and Loan Association and North Hollywood Federal Savings and Loan Association.

Roger Mann, manager of the Coronado office at 937 Orange Ave., said the newly-merged association will be known as Central Federal.

Approved by the Federal Home Loan Bank Board, the Sept. 30 merger increases to more than \$640 million the combined total assets of the two institutions, with Central Federal accounting for \$427 million of this amount and North Hollywood Federal \$216.

Central Federal president Fred C. Stalder remains in that post and also will serve as chief executive officer of the new institution. North Hollywood chief executive officer Peter L. Fritz assumes the chairmanship of the expanded board of directors.

Corporate headquarters of the association will be maintained in the new 22-story Central Federal Tower in downtown San Diego.

CIVIC LEADERS JOIN BANK ADVISORY BOARD

Mrs. Lucy Hoskins and Harold Carpenter have been appointed members of West Coast National Bank Advisory Board, it was announced today by Elmer Glaser, bank chairman.

Hoskins and Carpenter join others from Oceanside, Carlsbad and Vista who are on the board originally organized in 1971 and which functions to assist bank directors in serving North County financial needs.

Glaser said that members to the board are selected from a cross section of business and civic leadership in the area West Coast National is located.

Advisory Board Chairman is retired Marine General John C. Munn.

In addition to Hoskins and Carpenter, other advisory directors are Louis Burzycki, Eugene L. Geil, Gen. Russell N. Jordahl, Allan O. Kelly, C. H. Lawrence, Glenn E. McComas, Thomas V. Missett, Munn, Mits Nagata, Kenneth A. Nill, Howard T. Richardson, Milo Shadle, C. W. Shanks, J. J. Villasenor and Ray A. Wilcox.

LOCAL RESIDENTS CHAIR COMBO AUCTION EVENTS

Three North County residents have leadership roles in the two fall fund-raising events planned by COMBO, the Combined Arts and Education Council of San Diego County.

Serving as general auction chairman for both 1976 auctions is Jack Blann, vice president of Pacific Beach Transfer, San Diego. Named chairman of COMBO Riverboat '76, the formal dinner auction, is Mrs. James Smathers and chairman of COMBO Showboat Auction, the annual television auction, is Gerald O'Brien, vice president of marketing for Central Federal Savings and Loan Association.

Both Mr. Blann and Mrs. Smathers live in Rancho Santa Fe. Mr. O'Brien resides in Del Mar.

Drawing on his nine years of experience as a COMBO volunteer, Mr. Blann will oversee both the December 3 dinner auction to be held at the Hotel del Coronado and the television auction to be broadcast in prime time by San Diego's three major television stations, Channels 10, 8, and 39, on December 8.

In the past Mr. Blann has served as transportation chairman, responsible for the transportation and warehousing of all COMBO auction items, and as operations chairman for the 1972 dinner auction. He has been a member of the COMBO board of trustees since 1969 and is active in the Globe Builders of the Old Globe Theatre, a COMBO member organization.

Mrs. Smathers will direct the festivities at the COMBO Riverboat '76 which will include the live auction of 150 items such as jewelry, furs, antiques, a select group of art works and tempting vacation opportunities.

Under Mr. O'Brien's direction, more than 450 auction items including vacations, appliances, household furnishings, services and entertainment packages, will be sold to the highest bidder. Featured again this year will be the popular live bid-off between high bidders for Bonus Board auction items.

Proceeds from these annual auctions are expected to total \$300,000 this year. Last year, more than \$234,000 was raised from the television and gala auctions and was divided among the cultural arts organizations that are members of COMBO.

Ticket information for the COMBO Riverboat '76 and COMBO Showboat Auction is available from the COMBO office, 1257 Seventh Ave.

SWISS TRAVEL INVENTION

The Swiss Travel Invention is Swissair's offering for the independent traveler. It is a plan that allows the traveler to decide what to see, where to stay and eat and how to get around Switzerland, knowing in advance what the major costs of the visit will be. This means that it is possible to determine the cost of hotels, transportation, meals and sight-seeing prior to departure. It simplifies travel and saves the traveler from the vagaries of the exchange rate.

The Swiss Travel Invention is an association of over 500 hotels, restaurants and tourist offices in Switzerland that recognize and accept vouchers as payment for their services. The hotels fall into five categories, the restaurants into three. The tourist office voucher will provide for an excursion or a tour and will also include a kit with maps and brochures of the town or region, plus an original souvenir of the area. Vouchers for the hotels, meals and tours in whatever categories that the passenger chooses are purchased prior to departure. At any time, depending on the mood or the weather, towns or hotels can be changed.



The Swiss Travel Invention is a combination of everything that makes organized arrangements so convenient with everything that makes individual tours such an experience.

For further information on the Swiss Travel Invention contact Swissair or your travel agent.

SOUTHWEST BANK RELOCATES

The Encinitas office of Southwest Bank has moved to its permanent headquarters at 1505 Encinitas Boulevard. The 3,300 sq. ft. facility, less than a block from the bank's previous location, officially opened its doors Monday, September 27th.

During the month of October, Southwest Bank in Encinitas will be conducting "The Great Green Giveaway," a promotion involving small live plants, plant care books and large interior plants.

Southwest Bank in Encinitas, open Monday-Thursday 9 a.m. to 5 p.m., Fridays until 6 p.m. and Saturdays from 10 a.m. to 1 p.m.,

CASTRO APPOINTED ETERNAL HILLS COUNSELOR

Former city councilman and 36-year resident of Carlsbad, Joe A. Castro has been appointed counselor at Eternal Hills Memorial Park and Mortuary, it was announced today by Joe Cockrill, vice president and general manager.

Castro, who has lived in Carlsbad since 1940, was a member of the original police force in the city, attaining the rank of sergeant. He was a police officer for eight years and for the last three years he was the watch commander of the department. He was a city councilman here from 1968 to 1972.

For the past three years, he was vice president and general manager of McDougal Sanitation, Inc.



Joe Castro.

Cockrill said, "We welcome Mr. Castro to Eternal Hills. His administrative ability and knowledge of the area will be of great assistance to families who come to us for help. Being bilingual, he will provide needed depth of understanding for those who are of Spanish descent."

Castro has been active with the Mexican-American Association in Oceanside and Carlsbad for many years.

During World War II, he served with the U.S. Navy amphibious forces in the South Pacific theater of operation.

He and his wife, Irene, have two children, a son and a daughter. They attend St. Patrick's Catholic Church.

SDG&E DECLARES DIVIDEND

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 October 15, 1976, to shareholders of record September 30, 1976. The dividend is the same as for last quarter.

LJ BANK & TRUST NAMES MANAGER

La Jolla Bank and Trust Company announced today that Susan Albach has been named manager of the bank's University City office.

Albach previously served as administrative assistant and loan officer.



Susan Albach.

"I'm excited about having the opportunity to manage our University City office," said Albach. "I feel we have many advantages to offer the community. We are a full service bank offering extended daily and Saturday hours, business and personal loans, free no-service-charge checking, and escrow and trust services."

The University City office is located at the corner of Regents Road and Governor Drive in the Big Bear shopping center.

AIR FRANCE AGENT PROMOTED

Janet Kay Wheeler has been named western region reservations manager for Air France by Richard A. Pond, western region manager.

Based in the region's Los Angeles headquarters, Ms. Wheeler has been senior lead reservations agent since May 1969. She joined Air France as a reservations agent in Chicago in 1963, becoming lead reservations agent there in 1965. She transferred to Los Angeles March 1967 and held the position of lead reservations agent until her promotion in 1969.

Before joining Air France, she was a reservations agent for Lake Central Air, Chicago, for two years.

Professional affiliations include the Los Angeles Reservations Managers Association.

Ms. Wheeler replaces Per S. Lauritsen who returned to Paris. Her responsibilities will include supervision of the region's Los Angeles based reservations center which serves the 13 western states.

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FRESH SEAFOOD

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Prices from \$4.95

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Dave Murphy

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Encinitas

(Alpha Beta Shopping Center)



**"Outstanding Service"!
RADIO DISPATCHED!**

- Soft Water
- Rental Service
- Automatic Water Conditioners
- Water Purifiers for Drinking Water

755-9741

It seemed, from afar, that anybody in Southern California could grow citrus trees merely by spitting out the seeds.

"The colonists never really got established," muses Dick Bumann. "The whole thing broke up before they settled down. Those that stayed became dry farmers; no irrigation. It was a hard life. The cows would be milked and the horses and chickens fed and they'd be out in the fields before sunrise. They went to bed by sunset. Herman Wiegand (grandson of one of the men who helped "escort" Stroebel out of town) is still in bed by 8 p.m. If you called him now he'd be asleep."

**COOPERATIVE CONCEPT
ABANDONED**

Those colonists who remained, abandoned the idea of a cooperative and auctioned off all their owned-in-common farm animals and implements. Then they threw their backs into making a living from a land so unsympathetic to their efforts that even Bruno Denk, the shoemaker's son, went barefoot until he was 20. Everybody worked. Boys scouted the foothills for doves and jackrabbits to add to the evening stew pot. Girls baked bread for the whole family, and even the small-

lest child had chores. Beans and barley became the staple valley crops, and on those rare occasions when they didn't need attending to, the men would get together in the Meeting Hall (it had a wine cellar) and play *Schafskoph*, a German card game similar to poker. Every year a special collection was taken up to celebrate the 4th of July. Some years a special collection was taken up for beer.

But what mostly happened was that people worked, got married—usually to some other young person of German descent who lived in the valley—had children and died. About 100 of the colonists and their descendants are buried in a small graveyard near Bruno Denk's farm. Dick Bumann is secretary of the cemetery council. His great-grandfather Friedrich is buried there, and his grandfather Herman—who in 1893 married Emma Marie Junker and had twelve children by her, all born on the family homestead on Bumann Road. George Bumann, Dick's father, returned to Olivenhain with his son on April 1, 1956 after living elsewhere in the north coastal area. Dick has lived here ever since.



Carl and Denise Bumann take a look at an old pump and listen to their father's explanation of why Olivenhain water used to taste so bad. "You'd go down to the well and find out a roadrunner or something had gotten in there and drowned," says Dick. "Then you'd have to fish it out."

"When I first came, for the first five or six years there were only about 12 houses here, and it was all beanfields. If Olivenhain was named after a crop, it would have been Lima-hain."

Shortly after 12-year-old Dick's homecoming, *The San Diego Union* carried the first new item about Olivenhain that it had published in 61 years. It was about water. Olivenhain was finally getting water. With that development, the 20th century caught up with the little colony of the Olive Groves, and old-timers like the Denks and Wiegands and Bumanns probably find it mildly amusing that the only olive trees in town grow on the front lawn of the Olivenhain Municipal Water District.

"It was a hard life," Dick says of those early years—but the enthusiasm in his voice belies his words. "There was more independence back then, and I'm not saying it wasn't a rewarding life because in many ways it was."

And as he says that, it suddenly becomes obvious just who Dick Bumann is. He's the great-grandson of settlers who fought illegal "considerations," alkaline water and no water at all with the same impartial intransigence, and kept on going even when there didn't seem to be much point to it. A stubborn people, whose descendants—some of them—still live in unpainted redwood houses almost a hundred years old, and make do without sidewalks or late-model cars or even electricity.

Here in San Diego County? Who? Are any of them Pinther's descendants? What happened to Pinther anyway? Do the old town records say? What do they say about the "troubles"? Was —

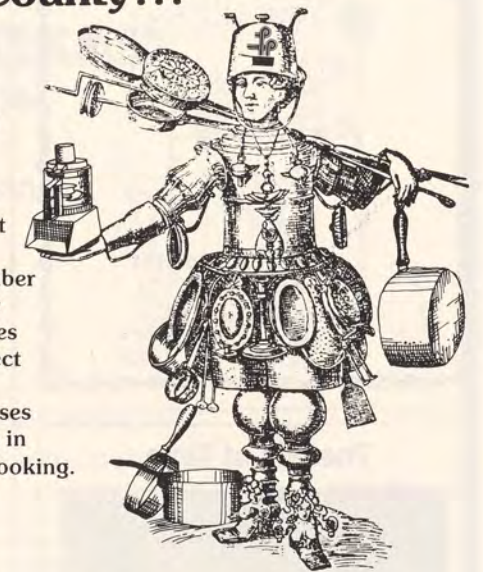
Dick Bumann, historian, grins bashfully and tugs at his beard. "I can't tell you. You'll have to wait for my book."



Dick Bumann's great-grandfather was the second person to be buried here in the Olivenhain cemetery.

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THE WORLD OF TRAVEL



RUTH M. GIFFIN
TRAVEL EDITOR

RENAISSANCE VOYAGE TO LAS HADAS



by John Haase

The best French restaurant left Los Angeles May 2. But it will return. What kind of restaurant is this? It is the cuisine on board Paquet Lines M.S. Renaissance, the latest addition to the ever burgeoning cruising activity centered in Southern California.

This was the Renaissance's maiden voyage and it is the only ship I've ever known where passengers clamored to meet the chef, rather than the captain and asked permission to see the kitchen instead of the bridge. Under the supervision of Pascal Monfrays, known as Commissaire Gestionnaire Chef, you will find his suggestions for dinner:

Gourmet Dinner from the Alsace Region:

Onion Soup Gratinee from Mulhouse
Stuffed Trout Munster Style
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Spring Chicken in Riesling Wine En Croustade
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Assorted Cheeses Crepes Suzettes

The next evening, the menu:
Watercress Soup
Pan Fried Sole Belle Meuniere
Endives with Port
Roast Guinea Hen Sur Canape
Romaine Salad with Radishes
Cheeses
Paris Brest Cake *Fruit*

Lunch and dinner include all the French wine you can drink. The ship is like a floating Club Mediterranee.

Whether you have kippers for breakfast, a steak for lunch, buffet for midnight supper, you will find yourself amazed at this culinary art and your ability to get hungry five times a day, but the sea air takes care of that.

The Renaissance may well be called the first of the second generation of cruise ships to touch our shores. A beautiful intimate ship which carries only 350 passengers, it offers spacious cabins, ample deck space, a pool, gym, sauna and discotheque. There are two



Las Hadas was the luxurious setting for the recent San Diego to Manzanillo Yacht Race. Above, distinguished vessels, from the winning Ragtime (winner of the past two Transpac races) to the 12-meter Endless Summer, grace the Las Hadas Marina. Over forty yachts participated in this ocean race.

dining rooms, the main dining area and the intimate grill room. The crew is French, expert and manage to bring back some of the elegance of cruising of the Thirties.

The ship is air conditioned, stabilized, and those of you afraid of mal de mer, put your fears aside. You have to look past the rail once in awhile to realize you are moving in deep blue Mexican waters.

On its Mexican run, the Renaissance stops at Mazatlan, Manzanillo, Acapulco, Puerto Vallarta and Cabo San Lucas. During the summer months, the ship cruises to Alaska, returning to L.A. in the fall.

We left the ship reluctantly after four caviar and strawberry days in Manzanillo and headed for Las Hadas.

Las Hadas can only be described as unbelievable. Regarded as the most lavish resort in the world, it deserves every accolade available.

Designed in a North African Moorish motif of white-washed mazes of minarets, cupolas and mosque-like domes, this architectural wonder is softened by Mexican hanging gardens, floral fantasies of red, orange, and lavender bougainvillea (5,000 of them), endless palm trees and evergreens. There are villas, bungalows, ornamental towers around mosaic cobblestone streets and plazas with fountains, statuary and archways. All of the rooms have private terraces with a view of the Bay of Manzanillo, the Yacht Harbor and one of the most beautiful beaches in the world.

Las Hadas is the compleat resort. Four pools, three tennis courts, a beautiful golf course, watersports, three restaurants, a discotheque, six bars, shops, you name it.

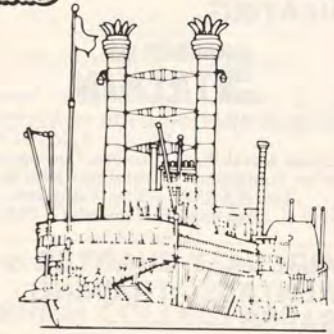
The hotel, only three years old, got off to a shaky start. Though always an architectural wonder, the resort was plagued at the beginning with poor management. A much publicized 'Jet Set' opening gave the hotel the wrong image.

All this has been changed. Under the expert new management of Princess Hotels, the warmth and knowledge of Felix Madera and Hans Rothlisberger, Las Hadas not only has service to match its splendor, but is definitely affordable.

Four days on the Renaissance and three days at Las Hadas will make a memorable week for you. You can leave Manzanillo by jet and be home in three hours. You may be home, but the memories will never leave you. That is what travel is all about.

Facts: The M.S. Renaissance costs about one hundred dollars a day per person, all inclusive. You may take the whole cruise or part of the cruise. Las Hadas costs \$55.00 per day, Modified American Plan. Three-night and four-day packages are also available.

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MOVIES ON SCREEN

by Alan Pesin



James Caan, left, and Elliot Gould in Mark Rydell's *Harry and Walter Go to New York*.

"I'd never do an action movie that didn't operate on some other level as well," said actor Richard Harris during a West Coast publicity trip while hawking his latest film, *The Return of a Man Called Horse*. In the film, Harris recreates the role of Englishman John Morgan, first introduced in Elliott Silverstein's, *A Man Called Horse*.

"What makes this movie interesting to me is its universality, the fact that it deals with a man's inability to adjust to his own culture and his search for the deeper meanings in life," said Harris.

Richard Harris has carved a career out of difficult roles (*This Sporting Life*, *Red Desert*, *Major Dundee*), and although many of his pictures contain a great deal of traditional action, the Irish-born, English-trained actor insists they all have something else going for them as well.

"You take a picture like *Mutiny on the Bounty*, said Harris. "It's not just a sea adventure picture, but a story of struggles and moral choices. As for *The Return of a Man Called Horse*, there are so many levels to this film, but we have to keep it moving on the Western epic plane to hold the audience. I was very gratified by the response to *A Man Called Horse*" the actor noted. "Everyone advised me not to do it, but I went ahead anyway."

Harris said he spent months going over the script of *The Return of a Man Called Horse* with screenwriter Jack DeWitt, production executive Sandy Howard and director Irvin Kershner (*Face in the Rain*, *Loving, Up the Sandbox*). Howard produced and DeWitt wrote the original *A Man Called Horse*.

"I know the character John Morgan so well," explained Harris, "that I felt I had to contribute directly to his development on some level other than that of interpretation. You find that the structure of making movies opens up the moment shooting starts; that's where the real collaboration comes in. I learned that lesson when I directed myself in an aborted effort called *The Hero*. I had no one but myself to bounce ideas off of. I was the star, director, producer, writer and all-around go-fer. The actress involved, I would rather not mention names, never realized I had my life savings riding on every decision. All she cared about was her hair stylist and lunch breaks. I'd rather not talk about it."

The Return of a Man Called Horse also stars the once black-listed Spiderwoman Gale Sondergaard and Geoffrey Lewis. The film is based on the character created in the novel, *A Man Called Horse*, written by Dorothy M. Johnson.

CURRENTLY SHOWING

Black Sunday — Director John Frankenheimer (*Birdman of Alcatraz*, *The Horsemen*, *Gypsy Moths*) follows up his fine *French Connection II* with another existential thriller, this one about a terrorist attack on the Superbowl.

Burnt Offerings — Based on the easy reading, best seller of the same name, starring Karen Black, Oliver Reed and Bette Davis, and directed by fledgling Dan Clark, this disinterested look at the dark side of middle class evil is a bore.

Drum — Steve Carver's sequel to *Mandingo*, about the slave-trade South, is unfit for consumption. Defeated heavyweight challenger Ken Norton, Warren Oates and scores of unsatisfied women stammer through the stench of this exploitation film.

The Front — Director Martin Ritt and screenwriter Walter Bernstein (collaborators on the *Molly Maguires* and victims of the 1950's Senator McCarthy-Hollywood blacklist) have recreated their personal memories of that time. Woody Allen in a funny, non-comedy role, plays a feted front for starving writers who are black-balled by Hollywood.

The Great Scout and Cathouse Thursday — Starring Lee Marvin, Oliver Reed, Robert Culp, Elizabeth Ashley and Sylvia Miles, this laborious turn-of-the-century roustabout is representative of the expensive junk put out by qualified professionals interested only in personal rewards.

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

A Matter of Time — Liza Minnelli's father Vincente directs his heart away in this Roman love affair, also starring Charles Boyer and an aging Ingrid Bergman.

Norman Is That You — *Sanford and Son's* popular star Redd Foxx joins forces with the lovely Pearl Bailey in this MGM romp about homosexuality.

Saint Ives — Directed by J. Lee Thompson, this Charles Bronson vehicle is about death, double-crossing and dollars. John Houseman as a bored millionaire does an imitation of Truman Capote, while Jacqueline Bisset and Maximilian Schell pretend to be unwilling participants in this nothing rip-off.

The Shootist — Probably John Wayne's last major motion picture, this epic Western about a dying gunfighter sums up Wayne's career in one word, character. Director Don Siegel (*Dirty Harry*, *Madigan*, *The Line-up*) has gathered a cast of old friends, Hugh O'Brian, Jimmy Stewart, Lauren Bacall, Sheree North, and others, and given them their chance to pay homage to Duke Wayne. Wayne has starred in finer films, but none with the emotional charge and undying allegiance contained in this one.

Silent Movie — Mel Brooks yearns for the golden age of comedy in this homage to the past about three oddballs putting together a star-studded silent movie in the 1970's. Despite the sporadic laughs provided by Brooks, Marty Feldman, Dom DeLuise, Sid Caesar, and a peck of big-name cameos, the best laugh routine is performed by Ron Carey and Harold Gould as valet helping boss on with jacket. The lingering feeling is that the late Frank Tashlin directed the same bits so much better.

Two Minute Warning — Charlton Heston, John Cassavetes, Joe Kapp and a host of stars and starlets populate this entertaining Universal spectacle about a sniper loose in a standing-room only professional football crowd. Lots of action surrounding stereo-typed characterizations, unlike *Black Sunday* which seems more interested in people than happenings.

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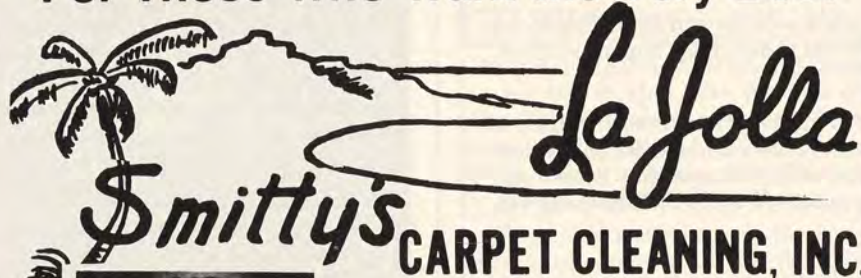
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the area directing prospective customers to the premises.

□ As a rule of thumb, put a low price on whatever you're sure you want to get rid of. If you have a certain reticence about the sale of a given article, price it high. If it doesn't sell you won't be disappointed. If it does, you're that much ahead. In setting price, don't consider what the article cost you, or what it's worth today, but what you yourself would be willing to pay for it at a garage sale.

□ Saturday is generally the most productive day of the week for your sale.

□ On the day of the sale be ready long before the hour set for the start of the sale. Have all your merchandise out and marked with price tags. Do not keep things in boxes and barrels. Nothing will turn a buyer off faster than the need to rummage through a lot of unpriced merchandise in cartons.

□ Display things as attractively as you know how. A neat and appealing display will enhance the value of the merchandise.

□ An unpretentious serving of refreshments has been known to lower buyer-resistance.

□ Plants are invariably big sellers. The buyer realizes that the average plant has received tender loving care and is, of course, priced considerably lower than it could be bought at the nursery.

□ Merchandise priced at under a dollar has remarkable psychological appeal. It will usually move with the speed of lightning.

□ Buyers are a canny lot, and they know values. Don't represent an article to be something it isn't. Nothing will sour the prospective buyer more quickly than an act of dishonesty.

□ The opening minutes of your sale will probably be greeted by a rush of customers that will resemble a horde of locusts. Be ready for them. Have plenty of cash on hand to make change, whatever the nature of the purchase.

□ If you're clearly in the dark as to what value to place on any item you're planning to sell, visit antique or second-hand shops in the area and check their prices before pricing your item.

□ Check with your local authorities to determine whether or not there are tax or licensing ordinances connected with a garage sale in your community.

Properly adhered to, these guidelines should insure the seller's chances for a successful sale. As for the buyer, there is but a single inviolate rule—don't become so intrigued with the low prices that you'll wind up with a house full of unusable junk. It will force you into the eventuality of having a garage sale!

Happy hunting. At the very least, you're in for a delightful day. ■

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A woman with long blonde hair, wearing a dark jacket and jeans, is walking away from the camera on a dirt path through a forest. The trees are tall and have vibrant autumn foliage in shades of yellow, orange, and red. Sunlight filters through the canopy, creating dappled light on the path. A wooden fence is visible in the foreground, slightly out of focus.

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