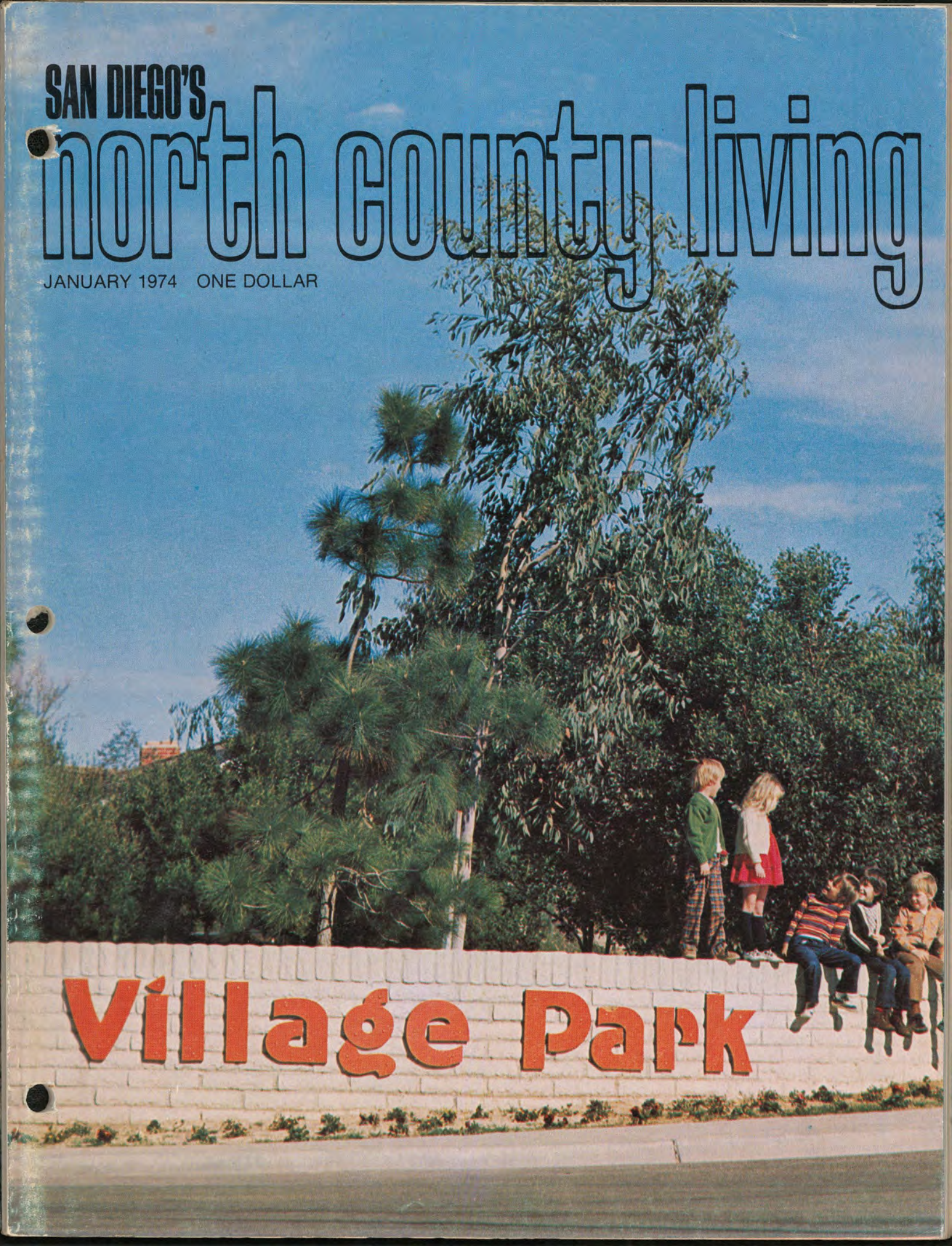


SAN DIEGO'S

north county living

JANUARY 1974 ONE DOLLAR



Village Park

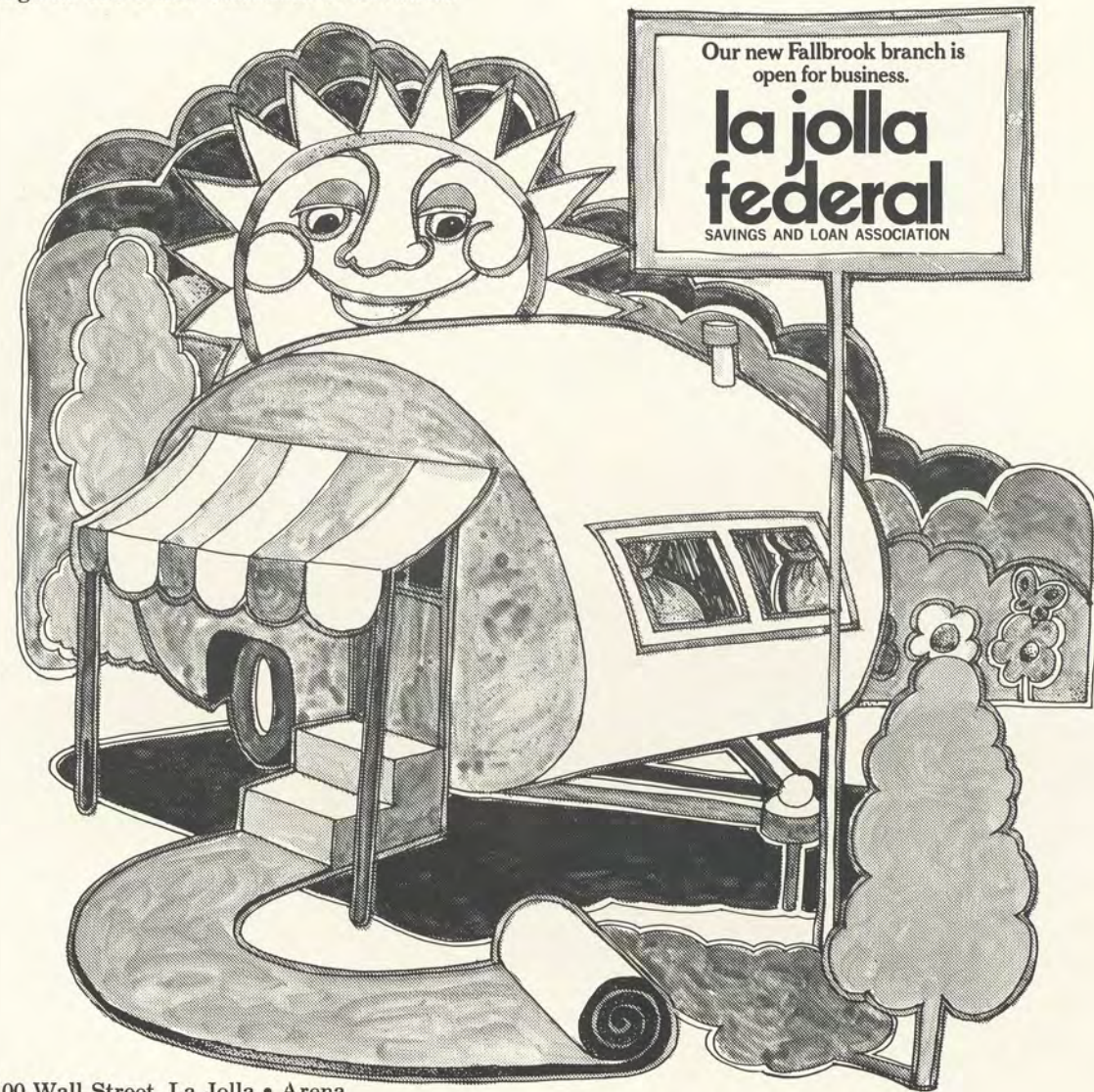
The little trailer who came to Fallbrook to be a savings and loan.

There appeared recently in Fallbrook a little trailer with big ideas. "Look," cried the people, "this trailer says he's La Jolla Federal Savings and Loan." And there were a few giggles and guffaws. Savings and Loans were supposed to be mighty buildings with escalators and artificial plants. But the little trailer beamed confidently. He knew that before long he would be replaced by a neat building the community would be proud of.

In the mean time, he could offer Fallbrook the same nice things as the other branches of La Jolla

Federal. Like the highest interest on insured savings allowed by law. And a host of free services. He was right.

The good people of Fallbrook found the trailer one of the nicest places they'd ever done business with. He was just as good as those fancy savings and loans ever were. "Dig it," said the little trailer.



Home office: 1100 Wall Street, La Jolla • Arena Plaza office: 3495 Sports Arena Blvd., San Diego • Casa de Oro office: 9631 Campo Road, Spring Valley
Fallbrook office: 706 So. Main Street, Fallbrook



SAN DIEGO'S north county living

January 1974 • Volume 13 Number 1

About the Cover:

Village Park is a master planned multi-community located just west of Rancho Santa Fe. Family homes, Townhomes, and High Country Villas in a rural setting, are attracting large numbers of residents to this popular North County Community, built by AVCO Community Developers, Inc.

Photography by Jaffarian



An Idea Whose Time Has Come by Don Deder	14
Andy Williams San Diego Open The Business Circuit	18
North County Living Guide	57
Astrological Forecasts by Jean Farman	61
	94

features

Living Around Town by Jerry Shockney	38
Lensing in on La Jolla by Alice Dutton	50
Louella Liverwurst Says Inklings by Pat Walker	54
News from La Costa by Zetta Castle	80
Valley Varieties by Lynn McEuen	88
Apeeling Seens O'Side by Kitty Peeling	91
	100

north county social scene

Interior Design Notes by Robert de Freitas	96
Association News	106
Fingertip Shopping	110

departments

THE STAFF: Publisher & Editors: *Ralph W. Giffin, Ruth M. Giffin*, 756-2415 or 756-1705. Rancho Santa Fe Correspondent: *Jerry Shockney*, 756-2547. Oceanside-Carlsbad Correspondent: *Kitty Peeling*, 756-2415 or 722-2324. Coastal Communities Correspondent: *Pat Britt*, 755-9587. Escondido/Vista Correspondent: *Lynne McEuen*, 745-2490. Photography: *Jane Coursin*, La Jolla, 459-8620; *House of Portraits*, Del Mar; *Robert Sperry*, Rancho Santa Fe; *E.P. Jaffarian*, Escondido; *Alice Dutton*, La Jolla, 459-5685. Design and Art Direction: *Phyllis L. Stover*. Assistant Artist: *Linda Hensley*. Advertising Director: *Mary W. Ruhmland*, 756-2415, 453-0340, 747-8024. Typography: *Litho Art Services*, San Diego. Printing: *Riverside Color Press*.

LIVING Magazine may be purchased through subscription and at the following selected places: In Rancho Santa Fe: *Rancho Santa Fe Pharmacy*, El Tordo and La Granada; In Oceanside: *Coronet News Stand*, 103 South Hill St. In Escondido: *Fiesta Drugs*, Comer Jupiter and Grand; In Del Mar: *Big Bear Market*, at 15th St; *Del Mar Drugs*, 1436 Camino Del Mar; *Speedy 7-11*, Mango Drive/Del Mar Heights. In Solana Beach: *Here's Cheers Liquor*, 49 Lomas Santa Fe Drive; *Beebe Solana Pharmacy*, 15 S. Hiwy 101 (Corner Lomas Santa Fe Drive); *La Cantina Liquors*, Lomas Santa Fe Shopping Center East. In La Jolla: *Nautilus Pharmacy*, 955 Prospect (Corner Girard Ave); *La Jolla Shores Market*, 2259 Avenida de la Playa. In La Costa: *La Costa Gift Shop*.

San Diego's North County LIVING Magazine is published monthly by The Village Press. Known office publication is at 11844 Rancho Bernardo Road, Suite 257, San Diego, California 92128. Application for mail at second class postage rate is pending at San Diego, California. SUBSCRIPTION RATE: per copy, \$8.00 one year; \$15.00 two years; \$18.00 three years. Foreign postage — except Canada and Pan America — \$2.00 per year additional. CHANGE OF ADDRESS: Six weeks advance and old address as well as new are necessary. General offices are in Rancho Santa Fe, California. ADVERTISING RATES: For information regarding advertising rates, please call 756-2415 or 714/453-0340, or write to San Diego's NORTH COUNTY LIVING Magazine at Office Drawer Q, Rancho Santa Fe, California 92067. All contents are copyrighted, and no part may be reproduced without the written consent of the publisher.

BRU 252



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

Since 1931

IN RANCHO SANTA FE
Country Homes
and
Homesites

REAL ESTATE INSURANCE

756-2422

GIFTS
Plantamation
La Costa
"Self Care Plants"
INDOOR PLANTS
Specializing in
Interior Plant Designing



UNUSUAL
DRY ARRANGEMENTS
In La Costa Plaza
7634 El Camino Real
Rancho La Costa
436-2141 (2142)

Invest \$1,000 with us
for just 4 years.
We guarantee you \$1,355 back—
that's principal plus 7½%
annual interest.

Not even Blue Chip Stocks
can guarantee you returns like these.

We think it's the best investment you can make in today's highly changeable money market. Think of it — a minimum investment of \$1,000 in Rancho Santa Fe Savings for 4 years earns an effective annual yield of 7.79% (that's 7½% annual interest). What this amounts to in dollars is shown in the chart below. And that high fixed return is guaranteed along with your original investment. Bring us your present savings passbook or certificate and we'll handle the entire transaction, transferring your funds from any other savings institution to Rancho Santa Fe Savings.

Watch how your savings grow when you allow them to remain undisturbed to maturity and earning an effective annual yield of 7.79%.

Deposit	Savings	At term's end
\$1,000 for	earn	you get
4 years	\$355	\$1,355

Remember, there's a savings plan for every need.
Here are the new rates that give you more for your money:

Type of Account	Now	New Annual Yield
Regular Passbook Account	5 ¼%	5.39%
90-Day, \$1,000 Minimum Balance Certificate	5 ¾%	5.92%
1 or 2-Year, \$1,000 Minimum Balance Certificate	6 ½%	6.72%
2½-Year, \$1,000 Minimum Balance Certificate	6 ¾%	6.98%

A substantial interest penalty is required for early withdrawal of certificate accounts.

HIGH EARNINGS • FREE SERVICE • CONVENIENT HOURS

Monday through Thursday: 9 a.m. - 4 p.m. Friday: 9 a.m. - 5 p.m.

Save at the Ranch...
Enjoy the good life it offers.



**Rancho
Santa Fé Savings**
AND LOAN ASSOCIATION



Corner La Granada & La Flecha, Drawer 649, Rancho Santa Fe, California 92067 714/756-3777



DEL MAR, CALIF.

**Stratford
Square**

20 UNIQUE
AND
VERSATILE SHOPS

Every Year Is A Fresh, New Start!

Visit Your Friendly, Beautiful, Neighborhood
Collectors' Corner

15th Street at the Stoplight
1444 Camino Del Mar

The New Datsun 610s

The Latest Datsun Originals



The 610 Wagon is a Datsun Original. A luxury economy car. Five wide doors for maximum accessibility. New 1800 cc overhead cam engine. New power assist front disc brakes.

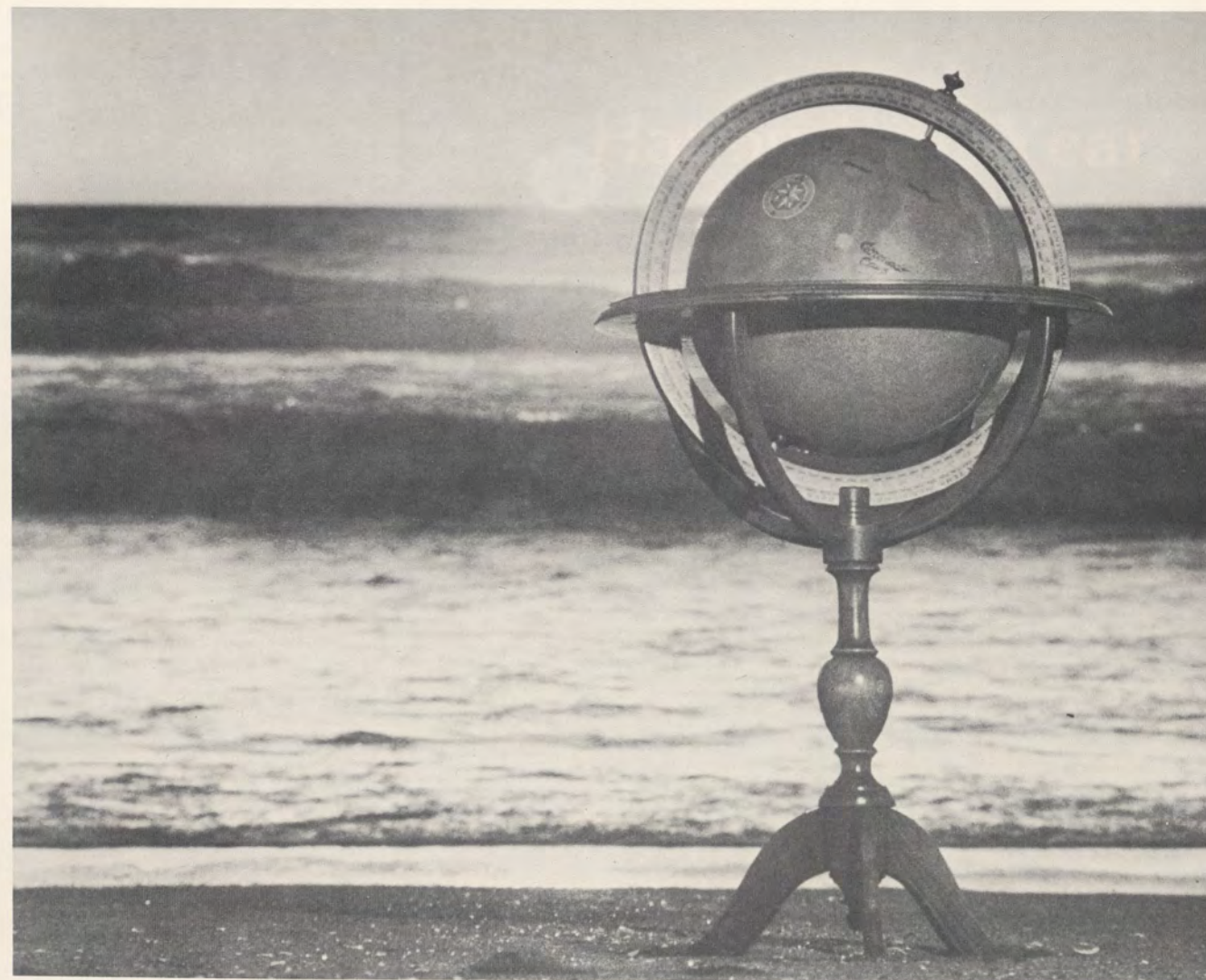


Plus comforts that may surprise you for a wagon at this price: handsome vinyl-trimmed interior, fully reclining bucket seats, full carpeting, tinted glass. And, a big cargo area that can accommodate just about anything you can dream up to carry. Drive a Datsun... then decide.

Own a Datsun
From Nissan with Pride

Surfside Datsun

401 So. HILL STREET, OCEANSIDE, CALIF. 722-1272



NEW WORLD AT CORONADO CAYS

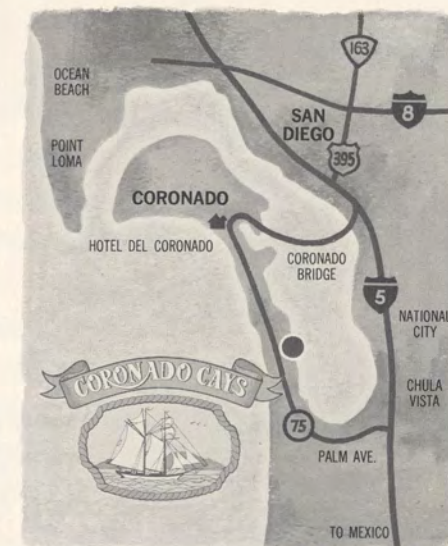
Discover Bahama Village at Coronado Cays. Two and three-bedroom waterfront townhouses (each with its own boat slip right in front) from \$71,300.

And three to five-bedroom homes a pebble's throw from the water from \$63,500. (Boat slips are available.)

Townhouses and homes are California contemporary. One and two-story. Carpeting, fixtures, appliances including oven, range, dishwasher, and disposal are included.

Sail into a new world of luxury. Sail into Coronado Cays.

San Diego's only luxury residential marina.



Coronado Cays is located four miles south of the Hotel Del Coronado on the Silver Strand.



A development of Signal Landmark, Inc., one of the Signal Companies. Coronado, California 92118 Phone 423-7000.

Our Traditional
January Sale

Friday the 11th thru Saturday the 19th



The Toggery Shop

Gentlemen's Traditional Clothing

336 Fashion Valley • 291-3220

Hours: M-F 10-9, Sat. 10-5:30
CLOSED SUNDAYS

**NUTRITION
CONTRACT
SIGNED**



Richard Thomson, center, director of the San Diego County Office of Senior Citizens Affairs, and Joanne Hogue, left, regional coordinator for the California Commission on Aging, sign a contract which provides for a county-wide nutrition program for the elderly. B. J. Spittler, right, director of the Nutritional Development Plan, watches the signing.

The contract will channel nearly \$400,000 to the County through the California Commission on Aging. The funds, provided under the Older Americans Act, will finance eight nutrition centers.

Thomson said that each nutrition center will be operated by private community agencies under contract to the Office of Senior Citizens Affairs. Each agency will provide at least 100 hot meals a day to the elderly. (San Diego County Photo)

**FRANKLIN MINT
COLLECTION**

The Maritime Museum Association of San Diego has been named by the Franklin Mint as a recipient of a First Edition Proof Set of the mint's newly issued museum collection of "The Great Sailing Ships of History."

The series, requested by Mayor Pete Wilson on behalf of the Museum Association, consists of a set of fifty solid sterling silver ingots, each depicting a ship that played a significant role in the history of sailing ships, displayed in a specially designed solid oak chest. One silver ingot will be issued each month for fifty months, honoring fifty centuries of man's striving to dominate the seas.

The entire collection, valued at \$1,250, will be on permanent display on the Star of India, beginning with the receipt of the first ingot. The Star is open seven days a week from 9 a.m. to 8 p.m. □

Happy New Year

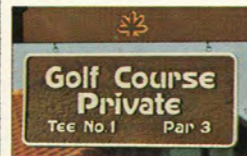


Time, in its passing brings changes,
Acquaintances come and depart;
But memory lingers unchanging,
For strong are the bonds of the heart.
So that's why we wanted to tell you,
As memory stands in review
That if caring means never forgetting,
We certainly care about you.

May the Blessings of Joy and Love be
Yours in Abundance during 1974.

TIDE CHRYSLER PLYMOUTH

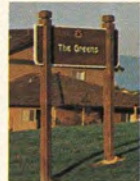
1555 South Hill Street, Oceanside / 729-4963



ADULT COMMUNITY

High Country Villas is an exciting, new adult community of gracious townhome living all its own, a new and complementary addition to the larger, 900-acre, master-planned Village Park multi-community.

Quiet streets, friendly neighbors, maintenance-free townhomes, your own private recreation club and golf course . . . Your own private adult community maintaining its own lifestyle of country living near the sea, in a natural environment of open space and the growing multi-community of Village Park.



Village Park

FAMILY HOMES & TOWNHOMES

An exciting variety of moderately priced homes, townhomes and adult villas are combined in individual neighborhood clusters much like the small villages of yesterday. Parks and recreation areas with your own recreation director are an important part of Village Park. They bring back the fellowship of the village green, safe neighborhood walkways removed from noisy traffic and the serene beauty of open green space for playing, strolling or just quietly thinking.

And you are assured that your community and this precious natural environment will be maintained for years to come. For Avco Community Developers, Inc., builders of other fine new communities such as Rancho Bernardo and Laguna Niguel, is one of the nation's most respected planners and builders of family and adult-oriented communities.



VILLAGE PARK . . . THE TOTAL COMMUNITY

Take Encinitas Blvd. off-ramp from Interstate 5 and drive east two country miles.

To Village Park and High Country Villas in a lovely rural setting between Rancho Santa Fe and La Costa.

Village Park homes and townhomes: 226 Village Run East, Encinitas, California 92024. Telephone: (714) 753-0196 or 453-7171.

High Country Villas: 1888 Forestdale Drive, Encinitas, California 92024. Telephone: (714) 753-6387/753-6388 or 452-1891.

Due to changes and improvements resulting from Avco Community Developers, Inc. continuing research and development program, we reserve the right to alter price, product or design without notice or obligation prior to purchase.

AVCO COMMUNITY DEVELOPERS, INC.
Rancho Bernardo and Laguna Niguel, other fine new communities by Avco Community Developers, Inc. Equal Housing Opportunities.



January Clearance 1/3 to 1/2 Off

DRESSES FOR
ALL OCCASIONS, SPORTSWEAR,
COATS, KNITS, LINGERIE, ACCESSORIES
REDUCED FROM OUR OWN STOCKS.

LA JOLLA: 7636 GIRARD, 454-7121
FASHION VALLEY CENTER, 291-7100

This is Living

by Don Dederer

AN IDEA WHOSE TIME HAS COME

Recently I visited with a sweet lady of 63 years of age whose lifelong dream had come true in the form of the most modern pushbutton kitchen.

This woman with her hardworking man during the worst of The Great Depression had gone onto a worn-out farm of about 160 acres. They chinked the cracks in a drafty, high-ceilinged frame house; cleared and improved fields to grow corn, wheat, soybeans and pasturage; raised and educated three girls.

Many a year cotton at \$30 a bale was their cash crop, and often the farmer's wife would take her turn with the weeding hoe or milking pail, in addition to her endless chores of cooking, washing and housekeeping.

She spent most of her days in her kitchen, of course — boiling clothes, canning fruit and vegetables, baking everything from white bread to holiday pastries. The warm, pulsing heart of her homemaking career was a ponderous wood-burning stove.

"It was yellow, the softest shade of porcelain," she recalled with a wistful sigh. "My, it was pretty. It had four lids, a bake oven, a warming oven and a reservoir on the side for keeping water hot. Our stove was a Kalamazoo. That was the slogan cast right into the metal: 'Kalamazoo, Direct to You.' But much as I loved that old stove, I was glad to get rid of it."

Somehow the couple survived drought, market crashes, insect plagues and a terrible accident which rolled the farmer up under his tractor and left him in a neck-to-groin cast for most of a year. Then three years ago oil was discovered. A well was sunk back of the barn, and another beyond the North 40 cotton patch. After lucrative leases, the royalties rolled in at a rate of \$300 per day, \$9,000 per month, \$108,000 per year.

Abruptly, they had more money than they knew how to spend. They couldn't break lifelong habits, so they divided with their grown children and let their own shares pile up in a bank. The farmer refused to buy a new pickup truck out of fear that old chums would consider it a display of wealth; his new suit hung unused in the closet. The one dramatic change was the lady's kitchen. Gone, the Kalamazoo stove. In its stead, a page torn from **Better**

Homes: hooded electric cooking surface, self-cleaning oven, custom metal cabinets, automatic dishwasher, washer and dryer, refrigerator and freezer — all in matched brushed gold to match formica counters and wall-to-wall carpeting.

Bess Myerson herself couldn't have swung more gracefully and proudly through a tour of appliances and fixtures than did this guileless, new-rich grandmother who now could afford every item in the 20th Century wish book.

"Could you imagine anything more wonderful?" she asked.

"No, Ruby, I couldn't," I lied. I did not want to deflate her joy. But in truth the kitchen of my own house contains many of today's commonplace conveniences — plus one marvelous unit that the farm wife, for all her wealth, does not own.

It happened that several months ago, in a brilliant, nostalgic impulse, we purchased an elderly, rusty and grimy wood stove. It, too, is of four lids, ovens and water reservoir. Nearly a month of elbow grease uncovered the robin's egg porcelain and restored the rich gleam of the nickel trim. A safe, simple reach of insulated chimney put the stove into operation. We built our first fire the week that the Arabs turned off the energy spigot.

Now, on chill mornings, the stove crackles with kindling and construction scraps, warming a whole end of the house. A kettle of water simmers for tea and coffee. A bit of smoke escapes to mingle with the aroma of bacon. A once-lost corner of the kitchen has become the gathering place.

And the meals that come from that stove! A turkey soup matured in half a day with flavors of juniper wood and pine cones. A roast in an old-fashioned wreath of carrots, onions and potatoes was tender from the slowest sort of cooking. Buttered tortillas browned to perfection on the hot black iron.

The lady of my own house, a generation younger than the woman of the farm, the other day told me, "This stove is the most wonderful appliance I've ever had in a kitchen." She admired everything about it, including the quaint inscription, "Kalamazoo, Direct to You." □

the mall

The Escondido Village Mall is North County's Most Exciting Retail Shopping Complex of High Quality Stores to Serve The Most Important Shoppers in San Diego:
NORTH COUNTY RESIDENTS.

Anaheim Savings & Loan
Aunt Emma's Pancakes
Bath Barn
Berman's Hobby Center
Beth's Hallmark Shop
Bon Ton Ice Cream
Books Unlimited
Cap'n Dooley's Soup Kitchen
Chuck's Steakhouse
Continental Coiffures
Crest Construction
Den's Pipe & Tobacco
Toy Kingdom
Rose Furniture
Escondido Travel Agency
Farrell's Ice Cream Parlour
Fashion Conspiracy

First Lady Beauty Salon
Flynn's Candles
Fountain of Youth
General Nutrition
Golden State Fabrics
Harris & Frank
Hickory Farms of Ohio
Highlander Men's Store
Holiday Decorations, Unlimited
House of Brides
House of Fabrics
Hren's Union Station
Indian Shop
J. Jessop & Sons
Kinney Shoes
KOWN Radio 145
Land of Oz

Launderland
Lawson's Jewelers
Lil's Sportswear for Women
Master's Candies
Mayfair Market
Motherhood Maternity
NeedleArt
Office Mart
One-Hour Martinizing
Orange Julius
Palais De Cosmetique
Pets-N-Things
Plain 'N Fancy Gifts
Records & Rags
Rhinehart, Optometrist
S&H Green Stamps
Sally Shop

Salm's
San Diego Trust & Savings
Sears, Roebuck & Co.
Showcase of the Arts
Singer Sewing Co.
Sir George's Smorgasbord
Sound Town
Streicher's Shoes
T.G. & Y. Variety
Thearle's Music Co.
The Pant Parlor, Inc.
Village Donut Cart
Village Heel Shop
Village Realty
Village Watch Repair
Walker Scott Co.
White Cross Discount



70 STORES AND SERVICES IN AN ENCLOSED
CLIMATE CONTROLLED SHOPPING CENTER
SHOPPING HOURS: 10-9 WEEKDAYS 10-6 SATURDAYS
12-5 SUNDAYS (most stores)

ESCONDIDO VILLAGE MALL

EAST VALLEY PARKWAY AND ASH STREET IN ESCONDIDO

THE SAN DIEGO OPERA
presents

THE RHINE GOLD

(The Prelude to
San Diego Opera's
Brilliant "Ring" cycle)
Staged by George London
February 6 and 8, 8:00 PM
February 10, 2:30 PM
CIVIC THEATRE BOX OFFICE
236-6510

Tickets: \$4.50, \$6, \$7,
\$9, \$10, \$11, \$13
DAVID WARD
as Wotan
TICHO PARLY
as Loge
ANDREW FOLDI
as Alberich
MARVELEE CARIAGA
as Fricka
WALTER HERBERT
Conductor



The Art of Living

SAN DIEGO OPERA — "THE RHINE GOLD"

The eyes of the entire opera world are again on the San Diego Opera — this time for its new and lavish mounting of Wagner's "Ring" cycle, beginning with "The Rhine Gold", February 6, 8 and 10 at the Civic Theatre. The balance of the "Ring" — "Die Walküre", "Siegfried" and "Götterdämmerung", will be presented one per season through 1977.

The opera is carried to majestic heights by the lush, romantic music associated with Wagner and the "Ring" under the baton of Maestro Walter Herbert, Director of the San Diego Opera.



Marvelee Cariaga



David Ward

This production of "The Rhine Gold" is conceived and directed by George London, Executive Director of the National Opera Institute and one of the greatest Wagnerian bass-baritones of our time.

The production is enhanced by huge, craggy sets and lavish costumes designed by John Naccarato.

The cast of Teutonic gods and mortals includes David Ward, Ticho Parly and Marvelee Cariaga, with Andrew Foldi as Alberich.

The convoluted plot revolves around a gleaming substance, the Rhinegold, which, when shaped into a ring, gives its possessor unlimited wealth and power over gods and mortals alike.

Three Rhine-maidens are entrusted with the safe-keeping of this gold but are foiled by Alberich, a dwarf, who renounces all love so that he may steal the treasure. He departs to the lower earth to amass his fortune.

The story becomes more tangled and gnarled as the setting moves to Valhalla, the castle of the gods. Valhalla was built by two giants who were promised Freia, the goddess of youth, as payment for their work; but they seek to bargain with Wotan, the ruler of the gods, for Alberich's ring in place of Freia. Failing this, they take the goddess and her de-

parture causes the gods to begin growing old. This forces Wotan to seek out Alberich and the ring as barter for Freia's return to the gods.

This production of "The Rhine Gold" is made possible by a grant from the Gramma Fisher Foundation, Marshalltown, Iowa.

OLD GLOBE THEATRE

Marion Ross, currently performing the starring role in the Old Globe Theatre production of "Summer and Smoke," will play a major regular part on the new ABC television series "Happy Days." Miss Ross will play the mother of actor Ronnie Howard, starring as a youth growing up in the 1950's.

The half-hour family comedy will recapture the family structure, youth behavior, and national spirit of 20 years ago. The series will begin shooting December 10 and will be aired on Mondays beginning January 14.

"Happy Days" is expected to depict American life in the '50's with the success "The Walton's" does of the mid '30's, "Summer of '42" did of the early '40's, and "American Graffiti" did of the early '60's.

Miss Ross plans to commute between San Diego and Hollywood each day she is required in the television filming of "Happy Days" and performing at the Old Globe Theatre.

San Diego might be considered a second home for Miss Ross who moved here as a teenager with her parents. She has the distinction of appearing in the first Old Globe National Shakespeare Festival as Olivia in "Twelfth Night." Miss Ross played major roles at San Diego State College and as a student made her first Old Globe appearance in "Ladies in Retirement."

Between film assignments, Miss Ross' first television role was that of a regular on the live CBS series "Life with Father." For NBC she co-starred with Keith Andes for a year on the daytime drama "Paradise Bay." Her television credits number more than 400, including such shows as "Mannix," "Love, American Style," "Ironside," "Hawaii Five-O" and "Marcus Welby."

Miss Ross can be seen in the Tennessee Williams drama "Summer and Smoke" directed by Craig Noel for the Old Globe Theatre in Balboa Park nightly except Monday at 8 p.m. through December 23. Sunday matinees are scheduled December 9 and 23 at 2 p.m.

TODAYS..... MODERN WOMAN KNOWS WHAT SHE WANTS



SHE
USES

THE AMAZING NEW
Lindy
W-2
NO-STAIN INK
BALL PEN

RINSES OUT IN PLAIN WATER

Available in
Fine-Medium-Broad Point
Dark Blue Ink Only
Prices start at 25 cents

AVAILABLE IN ALL LEADING STORES
Lindy PEN CO. INC.
North Hollywood, California 91605

TRAVCOA INTRODUCE TOURS

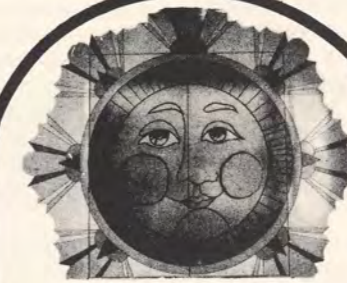
An opportunity to take an in-depth look at some of the most fascinating destinations of the South Pacific is provided in a new travel program developed by Travcoa in cooperation with Air New Zealand.

Travelers looking for the finest deluxe escorted travel experience can find it in Travcoa's "Grand South Pacific" or "Great Circle Route" tours. Hotels selected for the tours are the best available and both programs include all meals on an a la carte dining basis.

The "Grand South Pacific" program offers a basic 36-day itinerary featuring Tahiti, Moorea and Bora Bora in French Polynesia, American and Western Samoa, the Fiji Islands, North and South Islands of New Zealand and Australia including the Outback and Great Barrier Reef.

Each of the departures, scheduled throughout 1973-74, are limited to 25 travelers. An experienced tour manager, who handles all travel details, accompanies each group, paving the way for a carefree vacation experience.

For reservations or further information, contact local travel agents; Air New Zealand Offices in Los Angeles, San Francisco, New York, Chicago, Houston, Washington, D.C., Toronto, and Vancouver; or Travcoa Tours in Los Angeles at 3325 Wilshire Blvd., and Chicago at 111 N. Wabash Ave. □



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

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

Consuelos

Take
Advantage
of our

JANUARY SALE

Nationally advertised brands
sportswear
dresses
after five gowns
all sales final

ROWENA'S

misses sportswear
"A Friendly Place to Shop"
At The Mercado
485-0330

FOR THE UNIQUE AND UNUSUAL . . .

5 minutes south of Escondido on 395

THE MERCADO

at Rancho Bernardo



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

Jansen's

Andy Williams San Diego Open Tournament 1974

BECAUSE YOU SLEPT
in an
ADJUST-A-BED®



You will awaken completely refreshed . . . More relaxed than you could ever realize . . .

Investigate this better way to read in bed—More comfort to watch TV—and restfully sleep.

TRY IT FOR YOURSELF



ADJUST-A-BED®

by Sleeper-Lounge

The first and finest electrically adjustable bed for the home

In San Diego County Only at

Everett Stunz Co.

7644 Girard Ave.
Phone 459-3305
La Jolla

THE FIREPLACE INC.



APPROVED METAL FIREPLACES

CUSTOM SCREENS

COMPLETE FIREPLACE

EQUIPMENT

GAS LOGS

PATIO FURNITURE

GAS BARBEQUES

FREE ESTIMATES

746-5550

142 W. Grand, Escondido, Calif.
FREE PARKING IN REAR



La Jolla's Gene Littler will again demonstrate the sweetest swing in the world when he competes in the seventh annual AWSDO January 22-27.



John Schroeder, La Jolla won his first PGA Tour event in 1973, the Match Play Championships. He will play AWSDO.

North County involvement in the Andy Williams San Diego Open golf tournament is greater than ever this year as this golf-minded sector of the county prepares for over 500 participants, some 80,000 spectators and a nationwide TV audience of millions.

The seventh annual Open on Jan. 24-27 is again scheduled for Torrey Pines golf course in La Jolla, but opening day of the Jan. 22-23 Celebrity Pro-Am will be divided between La Costa and Lomas Santa Fe Country Clubs before moving on to Torrey Pines North and South.

Qualifying on January 21 will be held at Whispering Palms Country Club and Torrey Pines North.

The many North County spectators who follow the pros each year will find galleries divided on Jan. 24, 25 between North and South courses before everyone converges on the South for the final 36 holes.

They will also see such early entries as defending champion Bob Dickson; Miller Barber, winner of the largest purse in history (\$100,000 at the World Open last November); former titlists George Archer and Pete Brown; J. C. Snead; Grier Jones; Hubert Green and San Diego area golfing greats, Bill Casper, Gene Littler, Phil Rodgers, John Schroeder and Chuck Courtney.

Expected to join the fold after this publication's deadline are such names as Jack Nicklaus, Lee Trevino, Bruce



Andy with a Conquistadors' basketball and AWSDO chairman Hal Tebbetts at Torrey Pines.

Crampton, Tom Weiskopf, Lanny Wadkins, Johnny Miller, Hale Irwin and John Schlee.

"Our excellent tournament dates this time — fourth position on the Western Tour — should guarantee us an outstanding field," says Hal Tebbetts, AWSDO chairman, who along with Executive Director Norrie West carries the brunt of tournament responsibilities.

Celebrities teeing off on the North County courses for the Pro-Am will include most of those who played last year — Bob Hope, Dean Martin, Glen Campbell, Jack Lemmon, Dick Martin, Buck Owens, Danny Thomas, Fred McMurray, Chuck Connors, Bob Stack, James Garner, Bob Goulet, and Bobby Goldsboro — plus such newcomers as tennis celeb Bobby Riggs. Many other famous athletes are being invited.

In addition to the pre-planned use of two courses for the first 36 holes of the Open (players alternating courses each day, as they did last year when rain forced this arrangement), other innovations include use of fivesomes in the Pro-Am, 600 additional bleacher seats on the 18th green, and improved methods of informing the public of running scores.

New greens have been installed at Torrey Pines on holes 2, 6, 7, 8, 11, 14, 16 and 17 of the South and 3, 11 and 13 of the North.

Total prize money is again \$190,000, \$20,000 of this divided between four



1973 Champion of AWSDO, Bob Dickson acknowledging cheers of crowd on 18th green last February.

groups competing in the Pro-Am. Sponsors again, as they have been since 1968, will be the Century Club of San Diego and Andy Williams.

Beneficiaries of the tournament's profits are the Salk Institute for Biological Research, the Scripps Clinic and Research Foundation, and the San Diego County Junior Golf Association.

The advance ticket sale, offering daily and season tickets at reduced rates through Jan. 21, is in operation at over 300 retail outlets and golf courses in San Diego County as well as at most golf courses in Orange County.

A.B.C. network will telecast the Open nationally from 3-4 p.m. on Jan. 26 and 2-4 p.m. on Jan. 27. There will be Golf Network, Inc. coverage of the Open on radio KDIG-FM (98.1) from 10 a.m. to 6 p.m. January 24-27 inclusive.

Among those coming from far away to witness this North County event will be 65 members of the Andy Williams Appreciation Society, 62 from England or Scotland and three from Holland.

The nearly 300 amateurs competing with pros and celebrities in the Pro-Am will hail from every corner of the nation. Social events for them will include a Get-Acquainted party on Jan. 21 and the traditional dinner show on Jan. 23, both at the Town and Country Hotel in San Diego. Contestants will be offered a fun day of golf in the form of the "Am-Plus" on Jan. 24 at Lomas Santa Fe and La Costa.



Winner of golf's first \$500,000 event, the World Open at Pinehurst, N.C. last November, Miller Barber will compete. Barber, shown putting in his famous "Mr. X" sunglasses, picked up \$100,000 for his World Open win.

Nearly all of this influx of the famous and talented and the national attention focused on the event followed the move to Torrey Pines in 1968 when Andy Williams joined the Century Club as a sponsor. However, the old San Diego Open had twice been held in the North at Rancho Santa Fe and in 1964 at Rancho Bernardo.

The first San Diego Open back in 1952 at San Diego Country Club offered a modest purse of \$10,000 with \$2,000 going to winner Ted Kroll. (Dickson pocketed \$34,000 for winning last year.) Play later was moved to the Mission Valley — now Stardust — Country Club.

Winners over those early years included Littler, Tommy Bolt, Bob Rosburg, Arnold Palmer, Marty Furgol, Mike Souchak, Tommy Jacobs (current pro at La Costa), Gary Player, Art Wall, Wes Ellis, Casper and Bob Goalby.

Weiskopf won the first annual AWSDO in the kind of dramatic finish that has marked all previous Opens here, sinking a 25-foot eagle putt from off the green to defeat Al Geiberger by a stroke. Geiberger had only sunk an 18 footer.

Since then winners have been Nicklaus, Pete Brown, Archer, Paul Harney, and Dickson, and the last 18 holes of each tournament was worthy of one of the most ingenious efforts of Andy's script writers.

The prospect, in 1974 at Torrey Pines, is for more of the same. □



Thackeray
GALLERY

Home of Victor Doyle

Where Custom Framing
has been an art since
1924

A complete service

Visit our
Beautiful main gallery

G. Pettit	R. Flint
Moti	Kasimir
Dali	D. Roberts
Jablonski	J. Kelly
D. Curry	Vincent
A. Minaux	Wieghorst
Shoneberg	N. Jacob
P. Aispiri	K. Leighton
Garcia	J. Jordan
Fons	Drew



Thackeray
GALLERY

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

Reel Views by Alan Pesin

U.S. SENATOR RUNNING AGAINST WHITE HOUSE MACHINE — BLACKMAILED!

"The most brilliantly edited new film I have seen in several years. Easily one of the most important films of the year."

—Martin Rubin, N.Y. Cultural Center

"DEAD PIGEON" assaults today's diplomatic blackmail with sharp humor."

—National Film Theatre, London

"AN OUTSTANDING FILM!"

—London Film Festival



"Nobody makes pictures like Sam Fuller and 'DEAD PIGEON' is no exception. It burns up the screen."

—Peter Bogdanovich

"GREAT!"

—Edinburgh Film Festival

Bavaria Atelier presents **SAMUEL FULLER'S DEAD PIGEON ON BEETHOVENSTREET**
Starring **GLENN CORBETT • CHRISTA LANG**
Written and Directed by **SAMUEL FULLER • THE CAN**
A CHRISAM Production • An EMERSON FILM ENTERPRISES release • Color

The Hireling, superficially the story of a self-employed chauffeur's growing love for a mentally disordered, upper class widow, is really a crossword puzzle of mirror-image class distinctions. Photographed with exquisite restraint, director Alan Bridges (*Invasion, Act of Murder*) contrasts dull, earth-colored interiors with rainy, blue-green, English exteriors viewed through a rain drop bespattered Rolls Royce windshield.

Lady Franklin (*Sarah Miles*) is discharged from a mental hospital by a cold-faced psychiatrist wishing to be rid of this person making demands on him with her emotional needs. In the same way, Lady Franklin later discharges her chauffeur (*Robert Shaw*), who having regained for her the "knack" of social coping, is now unable to communicate either his love for her, or the infidelity of the philandering opportunist she has promised to marry. Just as the aristocratic widow treats her hireling rather shabbily, he in turn treats his "waitress"-lady friend without feeling. And as the upper crust looks down upon the lower class, the lowers are seen barking at the "foreigners."

The Hireling is about a love-hungry human populace which returns hate for rejection, and treats those who love them with brutal disregard.

The New Year means there are fifteen new films playing in local theaters, none of which I have seen at the time of this writing. Therefore instead of ranking

them on a critical scale of one to four stars as my colleague on the *Reader* does, I will grade them between 0-100 on my levels of anticipation towards each one.

Sam Fuller's *Dead Pigeon on Beethovenstreet*, heretofore viewed only at the Edinburgh and London Film Festivals and various private screenings across the country, has finally been released to the American movie market. Sam Fuller, on the basis of *Fixed Bayonets, Pickup on South Street, Forty Guns, Underworld U.S.A., Shock Corridor*, and others, has proved himself a great filmmaker. When a film by such a man becomes available, and they are few and far between, there is no excuse for even the most casual moviegoer to miss it. *Dead Pigeon*, about a United States Senator running against the White House machine, is such a movie, and should be seen immediately by all. My anticipation quotient is 102.

Ash Wednesday promises a pre-credit sequence of Henry Fonda-Liz Taylor clips. About face lifts and marriage saving, this Larry Peerce directed film is most interesting to those of us who find every Liz Taylor performance an imaginary delight. -63-

The Don is Dead, another Mafia movie, has been getting bad word of mouth, despite the presences of Anthony Quinn, Robert Forster, and journeyman director Richard Fleischer. -41-

Don't Look Now, a British-made occult thriller which has beat *The Exorcist* into

release, stars Julie Christie and Donald Sutherland. Directed by Nicholas Roeg of *Performance* and *Walkabout* fame, it is a surprise Christmas release, taking the place of Coppola's still unfinished *Conversation*. -93-

The Harder They Come, the first feature length film made by Jamaicans, is having its San Diego premiere at the La Paloma Theater. If a friend I respect had not told me that this film is not what was hoped for, it would have been a must-see for me. -70-

I never read the "book" *Jonathan Livingston Seagull*, and I might never see the film *Jonathan Livingston Seagull*. This should not dissuade those who simply have to go, but for myself I would rather see a *Dead Pigeon* anytime. -6-

The Laughing Policeman, a *Dirty Harry* type San Francisco police thriller, was directed by Paul Newman's favorite director, Stuart Rosenberg (*Cool Hand Luke, Pocket Money, WUSA*). Starring a newer, tougher Walter Matthau, this film is packed with potential. -86-

Magnum Force, the Clint Eastwood sequel to *Dirty Harry*, was directed by Ted Post whose only success in twenty years was *Hang 'em High*. Why go to this and buck the odds? -35-

Marco and The Paper Chase I have little interest in. I prefer the former to the latter only because I prefer a G-rated Zero Mostel musical to an intellectual, tell-it-like-it-is *Love Story* remake. -36- and -16- respectively.

Papillon and *Robin Hood* are also of little interest to me. Since I expect that the two and one half hour *Papillon* is being shown with an unintended intermission, and Walt Disney has been dead for years, I give these films respective ratings of 48 and 42.

The Seven Ups, with Roy Scheider and Tony Lo Bianco, two supporting characters from *The French Connection*, is a fun movie to anticipate because it is producer Phil D'Antoni's (*Bullitt, French Connection*) first attempt at directing and should show us how much creative credit for his previous productions D'Antoni deserves. -92-

Sleeper, Woody Allen's latest, is the Bunker Hill of his directing career. Thus far, his most successful films have been those he wrote and starred in, not those he directed. After the debacle of *Everything You Always Wanted to Know About Sex*, Woody needs a hit in a bad way. -90-

I discussed *The Sting* last month. It should be quite entertaining. -79-

Next month, I will take a quick look at how well I have anticipated. I will also bring you an interview with Sam Fuller about *Dead Pigeon on Beethovenstreet*, his career, and what he had to do with the film *The Deadly Trackers*. There will probably not be enough space to complain about the American Film Theater, but I am in the process of compiling local complaints on their method of operation.

Pi Seelen
Rancho Bernardo
Dear Bill

Well we've said 'Merry Christmas' and 'Happy New Year' and now it's time for 'Many Unhappy Returns of the Day'. I'm referring of course, to the return desks of the stores. One clerk told me I wouldn't believe what people returned. I believe. I once returned a pig.

It was New York City and the star of a popular radio show was Zeke Manners, the original Beverly Hill Billy. One of his fans gifted him with a darling pig and a chicken. Since Zeke was a hill billy who lived on the eighteenth floor of a posh apartment, there was a problem. I was doing a show in the next studio and I lived in Greenwich, Conn. So the problem was solved. I'd take the livestock.

We christened the pig and the chicken, Porky and Bess, and getting them home was tricky. I put Porky on a leash and walked up 5th Avenue to Grand Central Station, because no cab driver would take me. Grand Central was nasty too. They said since Porky was uncrated I'd have to ride with him in the baggage car. This wasn't too bad because there was a nice long box to sit on. When we arrived, a group of mourners came to claim the box. They were upset to find a girl, a pig and a chicken sitting on top of Uncle Ralph.

Life only started to become hectic. Bess died. I was going broke buying boxes of corn flakes for Porky (they said pigs ate corn) and the Mayor's office sent me a notice about keeping barnyard animals within the city limits. Then the final blow, a letter from an attorney. Porky had originally been stolen and the owner said I'd better return him or face the pokey for Porky. (I couldn't resist that!)

So, on a hot July afternoon we put him in the car and started for New Jersey. The temperature was 95°, and with the heat and the corn flakes Porky became carsick . . . Among Other Things. We drove to New York with our noses out the window. At the Holland Tunnel we were refused admittance because Porky was not in a crate. We tried the Hoboken Ferry, same problem. Finally, United Parcel agreed to crate and ship him for a mere \$38.00. That was the least of it. With clothespins on our noses we drove the car to a dealer and traded it for one with untainted upholstery. Lost about \$350.00 on the deal.

As the Bible says, 'it is better to give than to receive'. In other words, watch out for gifts!

Love,
Mom

P. S. Jerry says the whole experience would make a good song . . . "The Days of Swine and Noses".

HOMER HELLER FORD

400 W. Grand Ave. Escondido 745 - 3361

465 E. Vista Way Vista 726 - 1880

CONVENIENTLY LOCATED AT THE CROSSROADS OF NORTH COUNTY
TWO LOCATIONS

MAKE YOUR NEW YEAR'S RESOLUTION NOW!
SEE HELLER FORD FOR YOUR NEW CAR OR TRUCK BECAUSE
We Beat L.A. and San Diego Prices



éclectic interior design

contemporary and modern furnishings
domestic and imported accessories
decorating service

1645 E. Valley Pkwy Escondido
for consultation call 743-4296

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

Encinitas Mortuary

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

Gourmet Guide

by Dede Godwin

After the holidays, with not much interest in cooking or kitchen . . . a little of this and that, at random.

SHRIMP JAMBALAYA

2 small onions
½ lb cooked shrimp
¾ C chopped cooked ham
1 T salad oil
1 T butter
2 cloves garlic
½ t salt
⅛ t pepper
1 bay leaf
½ C raw rice
1 C boullion
1 C canned tomatoes
¼ C sherry

Saute shrimp and ham lightly, in oil. Add butter, garlic, onions and rice and saute till rice is golden. Add boullion, tomatoes, seasonings (and I add some slivers of green pepper). Bring to boil, then simmer about 40 minutes or until rice is tender and liquid mostly absorbed. Add sherry.

A GOURMET SALAD

Make dressing day before:
½ C olive oil
¼ C vinegar (I like tarragon vinegar)
½ t salt
½ t sugar
½ t curry powder
½ t dry mustard
1 clove garlic, mashed

When ready to serve, pour over and mix gently:
2 quarts salad greens torn into bite sized pieces
1 C raw cauliflower, cut in bite size pieces
1 C pitted black olives
¼ lb roquefort or bleu cheese
½ C curry dressing made day before

And, once more, with feeling, a dessert!

SPECIAL APRICOT PIE

Crumb Crust:
1 C vanilla wafer crumbs
¾ C pecans, ground fine
6 T butter
Mix and press into 8 inch pie pan. Bake 300 about 35 minutes or until brown. Cool.
Filling:
3 oz cream cheese
2 t sugar
2 T cream

Have cheese at room temperature. Then mix all and spread over bottom of crust. Over this spread:
2 C apricot puree (blender will do this nicely)
½ C currant jelly, melted. (Simply put in saucepan over very low heat for a few minutes and cool)
½ C toasted slivered almonds
Mix all together, spread over nut crust and top with whipped cream.

A GOOD QUICK MEAT LOAF

2 lbs ground beef
2 eggs
1½ C seasoned crumbs
1 package onion soup mix
1 T worcestershire
about ¾ C sour cream (this must be moist)
salt and pepper, a pinch of basil
¼ C catsup

Mix with hands an hour or two before baking. Shape into a loaf, top with strips of bacon. Bake 350 about an hour or a bit longer.

Places and Faces

From the office of . . . CONGRESSMAN CLAIR W. BURGENER

Congressman Clair W. Burgener (R-Rancho Santa Fe) has called the regulations of the Environmental Protection Agency concerning parking surcharges a "social and economic disaster which is closing in on our community."

Burgener protested the fact that the regulations were adopted without regard to their economic or social impact in a strong appeal to the administrator of the EPA. Burgener said, "I believe that your agency must consider the overall impact of any requirements you set if you are to fulfill your mandate."

Pointing out that air pollution control is a cause worth supporting, Burgener said, "The long term effect of these regulations could well be a cure that is worse than the disease." He said it is not "just the luxury of private automobile ownership that is at stake, but thousands of jobs and the income these jobs produce."

Burgener also said he fears the regulations go so far that they could even endanger the effort to fight air pollution. "Due to the very real possibility of a serious backlash against these measures," Burgener said, "the overall cause of fighting air pollution could well be seriously damaged."

Burgener summed up his appeal saying, "I urge you to take whatever action you believe is allowed under the Clean Air Act to forestall the disaster which is closing in on our community as a result of your agency's action." □

COUNTY EMERGENCY COMMUNICATION



Rancho Santa Fe Fire Department Chief James Fox, right, and ambulance driver Robert May of Encinitas check out one of the units in the San Diego County Emergency Medical Care Radio network. The network provides direct communication between ambulances and hospitals. (San Diego County Photo)

The ambulance was still miles away from TriCity Hospital when the newly installed radio on the wall of the emergency room crackled.

The voice of the medical technician in the ambulance came through the radio's speaker. Their cargo, a recent accident victim, had possible severe spinal damage.

Immediately, hospital personnel began to ready the emergency room. When the ambulance pulled up five minutes later, the hospital was prepared for the patient. The San Diego County Emergency Medical Care Radio Communications System had just handled its first message.

This system links the County's 19 primary emergency hospitals with each other as well as with 86 police, fire, and private ambulances.

"Using the system, ambulances can alert hospitals directly when they are bringing in a serious injury," said Robert Hively, director of communications for the County. "If the ambulance crew needs medical advice en route, a physician is always available by radio at the hospital to assist them."

In the center of the system is Station X at the County Operations Center on Kearny Mesa. Station X routes all the messages carried on the system to their proper destination.

The radios, bought with money provided by a Federal contract with the County's Health Care Agency, began to be installed in the middle of November. Hively said the final units are expected to be in place before Christmas.

"The system," said Hively, "is another part of the Health Care Agency's continuing effort to improve emergency medical care for everyone in San Diego County." □

SDG&E NEWS

The San Diego Gas & Electric Company today paid \$7,408,410 as the first installment on its 1973-74 property taxes in San Diego County.

William J. Karnes, company treasurer, presented the utility's tax payment check to County Tax Collector James E. Jones. The second installment on the 1973-74 property taxes will be paid in April and will raise the total for the year to \$14.8 million.

These tax payments do not include franchise fees which the company pays annually to the county and its incorporated cities. Those payments this year totaled \$2,166,000, applicable to 1972, and \$2,374,000, applicable to 1973.

Money from the property taxes will be apportioned among local taxing bodies in the County.

the mercantile
grand/broadway/escondido



NOW!
the
big-label
fashion
clearance
you wait for

Each year we offer
this great chance to
collect our famous label
coats, dresses, pantsuits,
sportswear, lingerie,
bras, girdles
and accessories
1/3 to 1/2 off
original prices

INDIAN SAGE HEN DANCER

1919 Sculpture by Joe De Yong

6" x 6" BRONZE LIMITED TO 50



ON DISPLAY THACKERAY GALLERY
FOR FREE
BROCHURE WRITE S&A ART
525 C ST. SAN DIEGO 92101

FALCONMOOR KENNELS

HENRY & HELLA HERWIG

BOARDING

DOGS & CATS

GROOMING

Show Conditioning

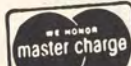
ALL BREEDS

TRAINING - PROF. HANDLING

ACCESSORIES

KERRY BLUE &
WIRE FOX
TERRIERS

Sales & Stud
Service



HOURS

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

1049 E. Mission Road
SAN MARCOS



MOUNT VERNON MOTEL

TV Phones Heated Pool
FM Music Silent Electric Heat
• Carte Blanche • American Express
• BankAmericard • Diners Club
Highway 395 at State 78 Escondido
Vernon & Ellwood Titcomb, owners
Phone: 745-6100

Places and Faces

JOE DE YONG, SCULPTOR

Joe De Yong, one of America's foremost students and illustrators of the early west, has for the first time authorized the release of a limited number of bronze castings of the sculpture that he did while a protegee of the master western artist Charles Russell.

Known primarily for his painting, only a privileged few knew of De Yong's exceptional ability as a sculptor in clay. It was, however, his early efforts in carving and sculpture that he sent to Russell requesting advice.

Born in Webster Grove, Missouri, De Yong moved with his family at an early age to the Indian Territory of Dewey, Oklahoma. At 14 he began a cowboy career that was to be cut short by an illness that led him to art.

It was during his long recuperation from an attack of spinal meningitis that left him totally deaf, that De Yong passed the time in sculpting and carving horses in bar soap and potatoes, his only available medium. An admirer of Russell since childhood, De Yong sent samples of his work to Russell asking for guidance. Russell's reply was not encouraging, but undaunted, De Yong laid plans to visit the Russell's in Montana as soon as he was able.

This came to pass and from 1914 until Russell's death in 1926, De Yong became a part of the Russell household, absorbing the genius of Russell without being dominated by the man he had come to idolize.



Rocky Mountain Big Horn Sheep sculpted in clay by Joe De Yong in 1918 is now for the first time made available to collectors in a limited edition of bronze castings.

De Yong was in his early 20's when he sculpted the two works that are now being offered in limited editions of 50

each. In 1918, he captured in clay the alertness of the Rocky Mountain Big Horn Sheep, ears forward, jaw slacked, ready for flight as he senses an invasion of his natural habitat.



Indian Sage Hen Dancer was sculpted in clay by Joe De Yong in 1919 while a protegee of Charles Russell in Montana. Limited edition bronze castings are now available to collectors.

Savage power and grace are beautifully contained in the Indian Sage Hen Dancer done a year later. Both pieces are approximately 6" x 6".

Following Russell's death in 1926, De Yong remained in Montana concentrating on pencil sketches, oils and water colors. He later moved to the milder climate of Santa Barbara where his primary occupation was art until 1936 when his vast knowledge of the ways and dress of the western cowboys and Indians was tapped for the motion pictures. His first assignment was technical advisor to Cecil B. DeMille in the filming of "The Plainsman" starring Gary Cooper. From that point on De Yong held a similar position on nearly every major western made in Hollywood.

None of this, however, over-shadowed De Yong's contribution to the world of western art. His works may be seen in the Cowboy Hall of Fame in Oklahoma, the Bradford Brinton Memorial in Big Horn Wyoming, the William S. Hart Museum and the Will Rogers Museum. He was also the official artist for the Santa Barbara Rancho Visitadores riding club.

Now 79, De Yong lives in Hollywood where he keeps in touch with old friends through correspondence and personal visits. As a foremost authority on Russell's paintings and sculpture, his judgment is frequently sought by those wishing to authenticate work attributed to Russell.

Free brochures are available by contacting S & A Art, 525 C Street, Suite 602, San Diego, California 92101. Telephone (714) 239-1154. □



BY
STEVE LeFEVRE

This energy crisis might not be all bad. I heard one friend say it made him feel good, kind of warm all over. He said there hadn't been a real "cause" that the whole nation had got excited about or involved in since World War II. Back then there had been a real spirit to win, a "Don'tcha know there's a war on" feeling and a dot, dot, dot dash on the horn, a V for victory. He said the energy crisis is forcing us to think about something other than ourselves. He may have a real idea there.

Everyone knows that slower driving helps save gasoline and tires as well. And you can drive a freeway or expressway with a 70 mph speed limit and go at 50 mph and not get run over. A recent survey showed the average highway traffic had slowed by 10 mph after the president asked everyone to drive at 50. Let the insecure and the gas hogs drive on by...

Don't idle your car for five minutes before driving. That's a real gasoline waste. Even in the coldest climates, a 30 second warmup is sufficient. If the temperature isn't below forty degrees no warm up at all usually is needed. With modern oils, and lubrication systems, a long warmup is simply wasteful.

Another way to save gasoline is to be sure your car is in top tune. Our service department is headquarters for tuneups and inspections. Our trained, qualified experienced and reasonable technicians will put your car in gas saving shape. Just give us a call here at Tide Chrysler-Plymouth, 1555 S. Hill St., Oceanside!

One good way to save gas is to join a car pool. Sure it's a little trouble, but it can save a lot of gas. It's cheaper too! □



ESCONDIDO
DRAPERY
STUDIO, INC.
460 ELM
ESCONDIDO
745-1127

Draperies made in
our own workroom

Draperies Bedspreads
Woven Woods Shutters
Beads Upholstery

Escondido
Linoleum & Carpet, Inc.

462 North Elm, Escondido
745-5821

A COMPLETE FLOOR COVERING CENTER

• CARPETING • VINYL FLOOR COVERING
• RESILIENT TILE • FORMICA

"our 27th year in business"

A Quaint, Nostalgic Treasure

BRASS ROCKER

"EIGHTEEN NINETY"

BY WOODARD

\$359.00

Supremely Comfortable Rugged Construction

Luxuriously Upholstered

922 East Valley Parkway, Escondido 746-1497

FLAIR LIGHTING

PATIO FURNITURE

FLAIR WEST 202 First Street Encinitas 436-0143
(Old Highway 101 and A St.)



The new two-way whirlpool.

The Premiere Custom Line Roman Bath has twin adjustable recessed Whirlpool heads under built-in armrests, and a third centered at one end of the tub to massage back, neck and shoulders. Face the other direction for equally comfortable reverse whirlpool action. Jacuzzi water massage imparts a special sense of wellbeing and renewed vigor as it stimulates your entire body. All plumbing contained inside 3' x 6' module.

Jacuzzi
WHIRLPOOL BATH
JAMES V. MADAFFER

440 19th St., San Diego, Calif. 92102 • (714) 233-1234

Please send complete literature and ordering instructions.

NAME _____

ADDRESS _____

CITY/STATE _____ ZIP _____

In My Opinion

AB80 CD80



Craven recently announced that the California Council on Criminal Justice has recently funded additional projects in his area.

Included for the city of San Diego was \$450,000 to begin a consolidated robbery task force consisting of personnel from all regional law enforcement agencies, using an automated modus-operandi / physical-description system and a community awareness program.

San Diego County was funded \$85,699 to initiate a deferred prosecution project with the D.A., San Diego County Attorney, and probation department diverting approximately ten percent of the adults arrested for property crime offenses into a supervision program without going through the usual court process.

In addition, \$36,300 was disbursed to continue a residential treatment facility of 116 beds for adult male offenders, curbing crime and drug abuse by developing vocational or educational plans, obtaining employment, and removing other obstacles that may stand in the way.

Also included at this time was project No. 0532 which will allow \$32,200 to continue to comprehensive, coordinated countywide drug prevention program providing education and counseling aimed at high incidence groups. □

Places and Faces

KNOTT'S SETS PROSPECTOR DAY



Grubstaked and ready for the 16th Annual Prospector's Day are Knott's Berry Farm personalities Blackie Dillon, Fiddlin' Charlie and Whittles. Prospector's Day, commemorating the discovery of gold in California, will be celebrated at Knott's on Saturday, January 26. Marching bands, equestrians, novelty groups and more will be featured in the parade through Ghost Town at 12 noon. Knott's Great Gold Rush of 1974 allows all visitors a chance to go home with a real gold nugget. □

FREE GUINNESS BOOK

Free copies of the 1974 Guinness Book of World Records will be offered at all 13 San Diego county offices of Central Federal Savings and Loan Association from Jan. 1 through 10.

Del Mar resident and association vice president Gerald O'Brien said the 12th edition of the definitive text on sports records, prodigies of nature and wonders of the world will be distributed on a first come, first served basis.

In the North County, Central Federal operates branches in the Plaza Camino Real Shopping Center in Carlsbad and at the La Costa Plaza Shopping Center in La Costa.

O'Brien said the association's new year's festivities will coincide with the efforts of a young La Jollan to break the existing world record for kite flying.

He said Roger Guy English, who has qualified for a place in the 1975 Guinness edition by setting the world's mark for twisting, will challenge the previous kite flying mark of 44½ hours.

English also holds the world's record for kissing 3,000 girls in 10 hours and for treading water for the longest period of time. He expects to set the kite flying record by flying for more than 47 hours.

THE MERCADO

Hawaiian Sophisticate
One of our wide selection of Hawaiian & Cruise Fashions. Many colorful styles of dresses and tops for Patio or Vacation. Also many Caftans & D'Jellabas at the Maharani.

Consuelos
The home of the Quesadilla! The place to take your enchilada and all your little tacos. Candlelight, cocktails, and authentic Mexican food.

Linens & Tablecloths & Napkins
Everything you need to set an Elegant or a funky table, even dish wear. This month we have special prices on some of our discontinued lines. Upstairs at the Calico Cat.

The Mercado, Marketplace of Adventure
See art in motion! Skilled craftsmen reveal their secrets... woodcarving, metal sculpture and jewelry arts. There is always something new at the Mercado.

The Eagle
Master of the skies by a master craftsman, Clay Johnson. One of the commissioned works carved daily. Also Seri Indian carvings in Iron wood at Clay's Good Earth.

Anniversary Candles
Relight the flame of love. A Music in the base of the candle plays your song. \$24.95 at Flynn's Candle Shop.

New World Goldsmiths
One of a kind jewelry, custom designed for Today, and You. Come talk to one of our artisans about a piece of jewelry you want made. 487-2820.

A development of
AMCO COMMUNITY DEVELOPERS, INC.

at Rancho Bernardo—20 miles north of San Diego on 395 (I-15)

Places and Faces

AUTO REPAIR COMPLAINTS

Complaints about automotive repairs continue to lead all other consumer grievances in California, according to the California Department of Consumer Affairs.

In 1971, the Legislature created the Bureau of Automotive Repair within the department to deal with just these problems. At that time, officials felt they would uncover a great deal of fraud, and it was hoped that through the licensing and policing powers of the bureau, the quality of automotive repairs would improve. But what has the bureau actually found, now that it has been in operation for two years?

Although the bureau has uncovered many instances of fraud, it found that the most glaring problem in the industry, from the consumer's point of view, is incompetence, not dishonesty. It also found that factors other than the desire to do a good job often decide whether or not your car

will be repaired cheaply and effectively.

The bureau studied the following four different types of repair facilities, and rated them according to the effectiveness of their repairs: (1) the large chain service center; (2) the neighborhood service station; (3) the local garage; and (4) the new car dealership.

The bureau found that of the four, the new car dealerships are most likely to give their customers the best repair jobs. Spokesmen suggest that the new car dealers are not likely to want to risk losing a potential or repeat customer for a new car by "cheating him out of a \$30 water pump." Both the local garage and the neighborhood station generally are run by self-employed business people, and are dependent on repeat customers, word-of-mouth "advertising", and good community relations to stay in business. Negligent repair work can only hurt the future of the business itself.

Chain stores, on the other hand, are more dependent on volume sales for their profits. Management techniques often stress quantity over quality in their search for higher profits. The time and

effort needed for quality repairs is often sacrificed to volume sales efforts.

This year in Sacramento, legislation was introduced calling for a system of auto mechanic certification (SB 1331, Beilenson). As envisioned by the Department of Consumer Affairs, this system would be voluntary. Mechanics passing written and practical tests would be certified by the state; those failing would be urged to attend classes at local junior colleges.

Bureau officials feel that consumers will patronize certified shops more frequently than uncertified shops. The consumer would thus have a choice as to whom he wants working on his car, and he would be assured that the mechanic would be competent to do the kind of job necessary to keep the automobile running smoothly.

Bureau officials also believe that certification will upgrade the auto mechanic's vocational status. "It's a job that requires a highly skilled craftsman," said one official. "It's about time that the craftsman is granted some professional recognition."

The proposal will be heard in committee next year. □

LEASE A Compact Luxury Car, the 1974 COMET

ECONOMY PLUS ELEGANCE WITH FULL MAINTENANCE



NO DOWN PAYMENT
NO REPAIR COSTS



PETO LEASE, INC.

"Home of the Easy Deal"

328 South Escondido Blvd., Escondido 745-4951

Places and Faces

GRAY WHALE EXHUMED

A whale, buried for 10 years, will be exhumed by a team headed by scientists from the San Diego Natural History Museum. The reassembled skeleton will be used in a Museum exhibit of a sandy beach and demonstrate the effect a beached whale has on the ecology of the area.

Ten years ago, in January, 1963, a young California Gray Whale, was discovered dead one morning on the beach of the Silver Strand. Apparently the victim of a collision with a ship's propeller, the 30-foot long aquatic mammal was too large to move and caused quite a stir before it was decided to bury it as it lay on the beach.

Prophetically, burial was suggested at the time by Dr. Carl Hubbs, professor of biology emeritus at Scripps Institution of Oceanography, with the hope that the skeletal remains might later be of use to a Museum.

Several weeks ago Ed Brothers, a graduate student at Scripps, located the whale from coordinates and photos taken by Allan J. Stover, a technician assisting

Dr. Hubbs, who observed the original burial. Probing with steel rods, Brothers estimated its present depth at six to seven feet. He dug up a vertebra to verify his estimate and contacted the Natural History Museum where Dr. Tom Fritts is now heading the scientific team responsible for the removal.

Dr. Raymond Gilmore, Museum Research Associate and authority on the California Gray Whale is assisting him. Museum assistant, Susan Teal, and others from the Museum Staff and zoology and biology departments at San Diego State University and Scripps will also be in on the dig.

According to Dr. Fritts, organisms have cleaned the skeleton biologically leaving very little for the Museum to do but wash and assemble the pieces. The skull, in one solid piece weighing 200-400 lbs., is being removed first, he said, and there should be no trouble finding all the bones although Dr. Gilmore feels that the flipper may be "a little tough" as it is composed of small stub-like bones. They want to be sure to get all of them, as one flipper was severed and lost before the burial.

The dig will be conducted from a 7 or 8 foot deep trench dug on the seaward side

which will expose the skeleton and allow removal of the pieces laterally without danger of damaging them by digging in from above. Pieces will be taken out, labeled and put on the sand in some order and then transported to the museum where they will be washed to remove the salt.

The beach area, according to Dr. Fritts, will be restored to its original condition as much as possible. The hole will be filled in and the ice-plant replanted. The effect on the beach, he said would be minimal as sand dunes even under normal conditions are constantly being shifted and moved by tides and winds.

Following the cleaning and possible sealing of the skeleton, the bones will be stored in the exhibit area where they will be on constant public view while the work of constructing the diorama is in progress. The exhibit, one of several under construction in the Museum's Hall of Shore Ecology, will illustrate the effect a beached whale has on the ecology of a sandy beach, the changes in the food web and how energy flows through the chain of organisms in that particular environment. According to Museum Preparator, Frank Tose, a graphic exhibit including photos taken of the whale before and during burial in 1963 will accompany explanatory material. The section is under construction and should be on view soon. □

Capri

IT'S THE SEXY EUROPEAN YOU CAN AFFORD

Superb combination of European craftsmanship, road manners, and fuel economy!



PETO ESCONDIDO LINCOLN MERCURY

328 South Escondido Boulevard, Escondido, California, 745-4951

"Home of The Easy Deal"

Periphery

JOHN STULL SENATOR 38th DISTRICT



Senator John Stull (R-San Diego County) today strongly criticized five of the appointed members of the State Coastal Zone Conservation Commission "for once again imposing their myopic,

public-be-damned attitudes upon the people of California.

"Five appointive coastal commissioners have now told California residents, particularly those thousands living in San Diego County, that they must find and burn 25 to 30 million extra barrels of oil a year in order to meet their electrical power needs," Stull said. "This is outrageous!"

The State Coastal Commission voted 6 to 5 yesterday on an appeal regarding expansion of the San Onofre nuclear generating plant, with eight affirmative votes needed to allow expansion.

"Here we are just entering what may be a long-term energy crisis, with supplies dwindling and costs to the consumer increasing, and these five appointed individuals, bowing once again to the ill-conceived alarmist pressure of so-called environmentalists and staff, have rejected the positive alternative of nuclear energy as a clean source of power.

"In essence," Stull said, "they have deliberately acted to exacerbate the energy crisis rather than to help relieve it. And, they have in fact acted to increase air pollution. How can these five appointive individuals possibly reconcile the paradox they present? On one hand, they cry out for protection of the environment, and then they oppose the cleanest and least polluting manner of power production!"

Everything a bank should provide:

Convenient hours—

TelAir Drive-Up, 8 A.M. to 5:30 P.M.
Lobby Service, 9-3 (Fridays 'til 6:00)

No Charge Checking Accounts—

With \$100 monthly minimum balance.

Low Cost Auto Loans • Safe Deposit Boxes

Escrow Service • 24-hour Depository



ESCONDIDO 140 N. Escondido Blvd. 746-5200
ESCONDIDO 1940 E. Valley Pkwy. 747-5500

POWAY 13100 Poway Rd. 748-2000
RAMONA 14th & Main 789-0843

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

"San Diego Gas and Electric and Southern California Edison had received the approval of 17 federal and state agencies, including the Atomic Energy Commission and the San Diego Regional Coastal Commission, to proceed with this project. But now, because of an unsubstantiated possible threat to plankton, the people of Southern California in particular must tolerate air-polluting methods of needed power production.

"If the five members who voted against expansion were directly accountable to the people, to the voters," Stull said, "perhaps they would have acted differently. And if they were as concerned for the needs of the people for clean energy as they apparently are for isolated beach bluffs, they would certainly have voted to approve this needed expansion.

"Hopefully," Stull concluded, "this destructive decision will be overturned by the courts."

Senator John Stull also announced his strong opposition to the Environmental Protection Agency's proposed mandatory parking surcharge tax and automobile parking space tax, and called for the E.P.A.'s abolishment or redefinition.

Stull made the statement following his vote in favor of Senate Joint Resolution 41, which memorializes Congress to initiate legislation which would cancel two of this appointive agency's anticipated tax levies. The measure was approved by the Senate, but must wait until January for approval by the Assembly.

The San Diego County lawmaker also announced that he has co-authored a similar measure introduced yesterday in the Assembly, (Assembly Joint Resolution 73) and that he intends to carry that measure when it comes before the Senate. "I am somewhat concerned, however, because Speaker Moretti refused to allow the Assembly resolution to be heard yesterday," Stull said.

The federal E.P.A. has announced its intention to mandate, through regulation, a ten-cents-an-hour surcharge tax for commercial garages and parking lots, and a \$180 annual tax for each parking space located in a church, temple, school, business, sports facility, shopping center or governmental agency parking lot, effective July 1, 1974, in cities of more than 100,000 population. Moreover, the E.P.A. plan calls for these taxes to increase in July, 1976, with the parking surcharge going to 35 cents per hour and the parking space tax increasing to \$450 per space.

"Not only is this tax confiscatory in nature," Stull said, "but it will cause the price of consumer goods to increase 10 to 25 per cent.

"And, no provision is made for alternative transportation to these locations. Our economy will suffer, many shopping centers and small businesses will go bankrupt, and the public's access to government officials will be severely li-

imited. This is fiscal discrimination of the worst kind.

"And what is especially repugnant about these proposals," Stull said, "is that they are flowing forth from a non-elective board, whose members are not accountable to anyone, least of all the electorate and the taxpayers. This is truly taxation without representation!

"Congress has acted irresponsibly in delegating its authority to this agency. The people elect representatives to deal with problems. We are not paying Congressmen \$42,500 a year so that they can delegate responsibility.

"The E.P.A. should be restructured or abolished," Stull said. "At the very minimum, its powers to make policy should be rescinded, so that it becomes only advisory to the Congress. In this way, control would be returned to the people's elected representatives." □

COOLER DAYS AHEAD



Maintenance foreman Carl Hudgens lowers a thermostat at the San Diego County Administration Center while secretary Debbi Nichols holds the cover. The County has reduced office thermostat settings in order to conserve energy. (San Diego County Photo)

The future may not seem so bright for the County of San Diego.

"We're turning off all unnecessary lights in an effort to conserve electricity," said Robert W. Smothers, director of the County's Facilities Maintenance Division. "Following instructions given by the County Board of Supervisors, we've reduced hallway lighting 50 percent and eliminated ornamental, outside lighting of County buildings."

Smothers said that the more than 150 County buildings consume about \$1.5 million in utilities annually.

"More than 90 percent of this cost is for gas and electricity," he said. "By putting the Supervisors directives into effect, we will avoid spending at least \$150,000 a year, and as energy gets scarcer and

rates get higher, we will probably end up saving much more."

The Board's instructions were based upon guidelines set up by the Facilities Maintenance Division, which conducted tests to determine ways of reducing the use of energy. Smothers said the guidelines were drawn to provide an adequate environment for employees using the least amount of energy.

In accordance with the division's recommendations, custodial personnel have been instructed to turn off lights in their areas except when lighting is necessary to complete their tasks or for security purposes.

"The lighting cutback also applies to County-owned airports," Smothers said. "After 11 p.m. when airport traffic is minimal, runway lights at Gillespie Field are

turned off until needed by arriving and departing aircraft."

In addition to lights, mechanical equipment, fans, air conditioners, boilers, and condensers at County facilities are now operating fewer hours, according to Smothers.

"We've changed office thermostat settings so that temperatures will be slightly cooler this winter," he said.

The Supervisors also established a maximum 50 miles per hour speed limit for all County vehicles.

"We're really off to a good start," Smothers said. "San Diego Gas and Electric officials have complimented us on our efforts and the future does look bright for the County's conservation of energy." □



for Lovers

OF GOOD FOOD...AND LOVERS, TOO!

REC'S
Fogcutter

2858 Carlsbad Boulevard • Carlsbad, California • 729-7640



We Care

EL CAMINO memorial park

9450 Carroll Canyon Road, San Diego, CA 92121/Phone 453-2121

**THE
BASKET SHOP**

PERSONAL, & GIFT BASKETS
USEFUL, VERSATILE,
EFFECTIVE.

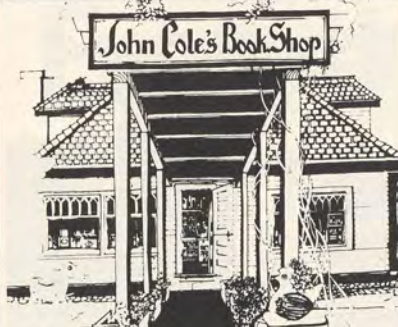
6786 La Jolla Blvd.
La Jolla, Calif.
459-2277

**AIR FRANCE
MINI NEWS**

Paris Airport Named

The supersonic-era jetport being readied for Spring 1974 opening at Roissy north of Paris has been officially named Charles de Gaulle Airport, Air France reports. The largest in Europe, it is expected to handle 15 million passengers annually by 1980.

John Cole's Book Shop



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

Exclusive does something special for man's suit

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



Exclusive Cleaners Call Collect **295-3156**

Sanitone
Original Suits Drycleaners

3740 Park Boulevard, San Diego, California

About Books

by DeDe Godwin

There is no doubt that BURR a novel by Gore Vidal (Random House \$8.95) is one of the important books of the year. In this book Burr, a villain of history, is transformed by Mr. Vidal's facile pen (and some imagination) into a colorful even charming character.

This was the controversial political figure who killed Alexander Hamilton in a duel and was tried for murder; who tried to contrive a separation of the Western territory and was tried for treason; who tied Thomas Jefferson in the vote for president, and became Jefferson's vice president. He liked women better than men and married at 70, had many enemies, but outlived all of them at his death at 77.

Vidal paints him as ambivalent, slippery, a man who loved politics but was too conniving to manipulate them cleverly, a man of many affairs, both political and feminine. And the reader's impression is that politics at the beginning of the nineteenth century were not so very different from the turmoil of the twentieth century.

Vidal employs two characters as narrators; Burr himself, and a young clerk turned journalist who persuades Burr to write his memoirs. Schuyler, the clerk is of course a mythical character, and as such permits Vidal a vast dimension in which to manipulate the character of Burr, while maintaining an accurate ambience and detail of that period in history.

This is a fascinating book. Vidal's prose is engaging, even brilliant, and he doesn't burden and distract the reader with heavy research, footnotes and bibliography; it is truly a novel in form, compellingly readable. It's a far cry from "Myra Breckenridge" but reveals the author as a talented historian. A Must.

TOURIST by Gerald Green (Doubleday \$8.95) is a very different sort of reading, but addictive, all the same. Granted, it's a kind of Grand Hotel theme, but under Green's glossy direction it skims along and becomes something else: a three week all expenses paid tour of Europe and the Holy Land. Thirty seven people, strangers, are thrown together for twenty one days under the care of a long suffering travel guide, who, it is obvious, has handled every sort of problem and personality.

In this particular group we have Lulu Flemington, the very rich, very alcoholic, very difficult wife of a very nice but ineffectual husband. There is Jimmy Huggins, handling some stolen Mafia money; and Arnold Wicker a pleasant con-

ventional dentist who is handed a mysterious letter by what he assumes is a member of the CIA; a black couple, school teachers; the usual fat clown, life of the party, and the former mistress of one of the husbands.

This bringing together of a variety of personalities, faults and foibles, is not a new theme, but Gerald Green, whose "Twelve Angry Men" won national acclaim, is a top flight writer, and handles this refreshingly. And . . . there's a nice nostalgic European tour along the way. Plausible . . . and something for everyone. Entertaining.

And . . . just for entertainment, try DAMNED TO SUCCESS by Hans Kirst (Coward McCann \$6.95). This is a thriller, of sorts, but more than that it is a new canvas of corrupt Munich, sometimes called "the secret capital of West Germany."

A woman is killed, and Harold Fein, a privileged respected businessman is suspected of the murder. He is innocent, but the persecution is accelerated for political reasons, until an about-to-retire detective becomes interested. The plot is credible and well developed, but the presentation, in short paragraphs of interviews, scraps of memorandum, parts of conversations, weaves a new method, and one that is curiously intriguing. □

SMALL WORLD DAYS AT DISNEYLAND

Special international stage shows will highlight Disneyland's entertainment calendar for the month of January when the Park presents "Small World Days" on Saturday and Sunday, Jan. 12-13.

Spotlighted during this gala salute to nations around the world will be performances at various Park locations by singers, dances and musicians from all parts of the globe, joined by many of Walt Disney's famous cartoon characters.

During the "Small World Days" celebration, guests will also be able to enjoy complimentary admittance to Fantasyland's "It's A Small World" attraction, while all children 11-years-old or younger will be given a "Small World" poster as a memento of the event.

Other featured entertainment for January includes the ever popular Disneyland Band, Frontierland's Golden Horseshoe Revue, The Pearly Band, fast-paced music by The Sunshine Balloon, The Dapper Dans Barbershop Quartet and the Royal Street Bachelors dixieland sound.

Operating on its winter schedule, Disneyland is open from 10 a.m. to 6 p.m. Wednesday-Friday, and 9 a.m. to 7 p.m. Saturday-Sunday. The Park is closed Mondays and Tuesdays with the exception of New Year's day when hours will be 9 a.m. to 7 p.m. □



Stop by Glendale on your way to a mobile home.

If you're thinking about buying a mobile home, see us first. We can't show you styles and colors, of course, but we sure can arrange the financing you'll need. And we can arrange it at just about the lowest rates around.

Our low rates aren't the only reason to see us for a Mobile Home Loan either. At Glendale Federal, we can offer really



long range loans—up to 15 years on a new coach. And we have a team of mobile home specialists who'll be happy to handle the insurance and all the details of your new mobile home.

All in all, if you're on your way to mobile home living, we think you'll find our Mobile Home Loans are a start in the right direction. Try us!

GLENDALE FEDERAL SAVINGS

More offices to serve you than any other Federal Savings and Loan Association in the nation. And over \$1.7 billion in assets.



Clairemont Branch: 3013 Clairemont Drive (in the Clairemont Quad) 276-9050

Downtown Branch: 200 Broadway (at 2nd) 239-3456

Rosecrans Branch: 3855 Rosecrans Street (next to White Front) 296-6324

Vista Branch: 240 W. Broadway (Broadway-Vista Shopping Center) 726-5390

College Heights Branch: 5998 El Cajon Blvd. (60th at El Cajon, one block west of College Avenue) 287-1771

HORSE JUMPS CUSTOM-BUILT

All types for the riding ring. 3-size tack boxes, saddle racks, etc. for the tack room.

Stock on hand at:

FRED ROBERTS

1140 Luneta Drive
Del Mar, Calif.

755-4489
(after 6 p.m.)



"GOLD BOOK TIME APPROACHING"

Compilation has begun on the listings for the new 1974 "Gold Book" Telephone Directories for Rancho Santa Fe, Lomas Santa Fe, Lake San Marcos and Rancho Bernardo. If you are listed correctly in the present Gold Book you will be listed the same way again. If you are not listed or listed incorrectly in the present Gold Book you should notify the Village Press as soon as possible — IN WRITING.

Send your correct listing to
THE VILLAGE PRESS
Post Office Drawer "Q"
Rancho Santa Fe, California 92067

THANK YOU



NO FOOLING!

Advertised lease rates are fun to contemplate but get the facts from Coberly, one of California's larger auto & truck lease companies. All makes & models. You won't be sorry.

Coberly LEASES

CALL DIRECT OR COLLECT
(213) 735-1676

Places and Faces

WROUGHT IRON ARTISTRY BY HAUSER

One characteristic common to objects of lasting value is the attribute of usefulness, in addition to beauty. Wrought iron furniture is the result of tortuous effort by artisans, who create it for the purpose of serving a family, generation after generation. The most amazing collection of beautiful wrought iron in or near San Diego is lavishly displayed in the Hauser Wrought Iron Furniture showroom at 1013 Morena Blvd., in San Diego.

Produced from "bar-stock" (small bars of iron), it is pounded, twisted, coiled into a cascade of sensitive art, delicately wrought in metal. It is formed by a blacksmith on a forge after being brought to tremendous heat in the furnace. Ropes of iron are intricately manipulated into filigrees or sprays of flowers, the strength, balance and carefully engineered proportions having been previously designed, perhaps hundreds of years before. The "Kunds Schmidt", or system of apprenticeship wherein a blacksmith was trained to perform ascending grades of wrought iron art work, exists no longer, and to find an artisan who is capable of fashioning a rose or even a leaf, is almost impossible today. The Hausers, Herb and Janet, pride themselves on the quality of hand work performed in their factory.

Herb's father, the senior Hauser, headed a "Kunds Schmidt" in Austria, from whence he moved to Canada and raised five fine sons in the wrought iron business. Herb and Janet Hauser moved to San Diego from Ontario in 1963 to enjoy the balmy weather and pursue another facet of the wrought iron business — that of retail furniture manufacture and sales and art collection. Beautiful aluminum furniture is also included in their inventory.

Hauser's Wrought Iron is a veritable gallery of objets d'arts, from imported Italian chandeliers to Persian antiquities in copper, delicate glass enamels by Brumm, western sculpture, beautiful lamps, exquisite metal sculpture by Rick Gregg, fountains, frames, beautiful indoor and outdoor furniture of superlative quality — even paintings and some upholstered furniture. They offer the residents of San Diego furniture that would be proudly displayed in any mansion on the east coast, where wrought iron is a traditional necessity. All of their furniture is rust proof and guaranteed and Herb Hauser specializes in refinishing services so nearly impossible to find.

The Hausers have created custom work for decorators and architects since the inception of their business and have

met with enthusiastic success.

The Hausers find fulfillment in a field which demands unusual manual dexterity, the end product of which creates an atmosphere of lyrical fantasy — roses and grapevines and cherubims and flowerets — forever frozen in eternal bloom — poetry in iron.

Their store stands open to welcome you, inviting your delight! □

CITATION AWARD



San Diego County Sheriff John Duffy, right, honors three citizens who "get involved." Harold Worley, left, of National City, and Victor Saba and his son Terry of Spring Valley. (San Diego County Photo)

San Diego County Sheriff John Duffy has awarded citations to three citizens who helped Sheriff's deputies capture three young purse snatchers.

Victor Saba and his son Terry, of Spring Valley, and Harold Worley, of National City, were cited for their roles in the capture of the purse snatchers last September 25th.

The elder Saba was alerted by a bystander that two of the purse snatchers were trying to escape in a stolen car. Using his own vehicle, Saba chased the youths and finally forced them to a halt. In the process, he caused significant damage to his own car.

When their stolen escape vehicle was forced to stop, the two youths tried to escape on foot. Terry Saba pursued one of the purse snatchers to a nearby shopping center. There, with the help of some workmen, Terry was able to corner the youth and hold him until Sheriff's deputies arrived.

Worley saw the purse snatching in progress. He rushed to the scene and was able to apprehend one of the juvenile suspects and hold him until Sheriff's deputies were on the scene.

In addition to the citations, Sheriff Duffy presented Worley with a Certificate of Appreciation and Victor and Terry Saba with engraved plaques. The Deputy Sheriff's Association also presented a check to Victor Saba to help repair the damage to his car.

"These three get involved," said Sheriff Duffy. "They are truly outstanding citizens of San Diego County." □

JANUARY FLOOR SAMPLE SALE



Gracious furniture in the handcrafted tradition, for every room in your home. Breakfast and dining sets. Coffee & occasional tables. Etageres & book shelves. Lamps & chandeliers. Antiques & very old collectables. Original Metal sculpture. Domestic & imported objets d'arts. Accessories & gift items.



Weatherized iron and aluminum patio furniture. "Tropitone" pool furniture. Umbrellas and plant stands. Artificial trees and flowers. Handthrown pottery. Patio and garden accessories. Refinishing and rustproofing of your metal furniture.



HAUSER FURNITURE

"Specialists in metal since 1963"
1013 Morena Boulevard
San Diego
291-1013

Open Mon.-Fri. 9 to 5 Sat. 10 to 5
BankAmericard Mastercharge

DIXON FORD FOR VERSATILE LEASES!

Tom Steen, the Leasing Manager of Dixon Ford, makes it a daily practice to give empathetic understanding to every lease applicant. Every lessee has a different situation with which to cope, whether the need is for a fleet of cars for a business or an economical way to provide a family with multiple transportation. Tom Steen provides as many different lease interpretations as he has clients. This is the big advantage of leasing from Dixon Ford — the personal integrity and understanding of the Lessor — well

known as a top flight automobile dealer throughout San Diego County.

Tom Steen has an outstanding background in the automobile business on which to build his leasing philosophy. With 31 years in the automotive industry, there aren't many leasing questions he cannot answer. The lease of a single, small automobile is just as important to this honorable gentleman as is a large account leasing a fleet of trucks! Tom Steen has lived in the City of Carlsbad for 21 years — his business has always been here and he intends to continue this vigorous and successful career — he will be here to lease you your next car — because you are so pleased with the arrangements he has made in the past.



Mr. Tom Steen, Dixon Ford's Leasing Manager.

There are distinct advantages to leasing automobiles — the most important being to avoid tying up money in a fixed asset instead of having it available for other investments. It's more logical to use your valuable line of credit for your business needs, rather than for the purchase of an automobile. Also, leasing helps you to budget your transportation expenses in advance — if your present car is currently a tax deduction for you, your leased car will be also, and your monthly leasing statement is a specific tax record of your transportation expenses. Almost any make of car, any model in any color with any accessories is available through Dixon Ford. The tax is included in the monthly payment, the manufacturer's new car warranty is passed on to you, immediate delivery is guaranteed and there is no extra charge for 15,000 miles driven annually.

There are two basic types of leases. 1) The "closed lease", written for a certain number of months, (12, 24, 30, 36). With this lease, you do not concern yourself about the resale value of the car at the end of the lease time. 2) The Optional Term lease gives you the option to determine the number of months you lease the car beyond the required 12 months. With this type of lease you may return the car to the leasing company and if it is sold for more or less than the predetermined figure, the difference is either refunded or charged to you, as the case may be. Dixon Ford will be happy to buy your present car at top cash value and you don't have to wait until we sell it for you. If you lease five or more cars, you are awarded a fleet discount. Tom Steen will be happy to guide you through Dixon Ford's huge inventory of cars and lease you whichever you want, right then and right there! Come in and discuss your own personal automotive needs — every contract is custom designed!

Highlights from Gilbert & Sullivan

at the

Village Church

FRIDAY, JANUARY 18th

The Village Church presents its first Winter Community Event featuring HIGHLIGHTS FROM GILBERT AND SULLIVAN performed by RICHARD SHELDON and the Opera A La Carte Company of Los Angeles, in our new Christian Education Building, Friday January 18th, at 7:30 P.M.

This two-hour program of favorite selections from Gilbert and Sullivan will be sung by Nita Danoff, Kathryn Underwood, David Newton, Joel Pressman and Richard Sheldon, accompanied by Joseph Abell. They are well known for their successful concerts in the Los Angeles area, particularly at colleges and universities, and we are happy to bring them to Rancho Santa Fe.

Our intention is to use our new Christian Education Center to offer programs of community interest on a non-profit basis, and if this experiment is successful other events will be arranged. Since this presentation involves a substantial expense, donations of \$5.00 per adult, \$3.50 per teen-ager and \$2.50 per child are requested.

For Reservations
CALL 756-2441
or Mrs. Robert Mason 756-1939

Ford Mustang II

The right car at the right time.



Lease Your Car To Release Your Capital!

LEASE A DIXON FORD

ANY MODEL — ANY COLOR — ANY ACCESSORIES

(ALMOST ALL OTHER MAKES ALSO AVAILABLE)

Lower Rates • Better Service • Wider Selection

- Dixon will pay top cash value for your car.
- Discount for leasing five or more cars.
- 15,000 miles per year at no extra charge.



DIXON FORD

JUST SOUTH OF CARLSBAD ON HIGHWAY 5

(Take Palomar Airport Road turnoff)

555 Plaza Del Norte Carlsbad, California 714-729-9171



Living Around Town



by Jerry Shockney

BAKER HOME SETTING FOR COOKIE EXCHANGE

Many ladies on the Ranch were invited to test their artistry in cookie baking, and asked to bring four dozen to the home of Barbara Baker during the holidays. Barbara Baker during the holidays. Nancy Garland and Georg'Ann Fletcher co-hosted the event which included much good food, chatter and "remember whens".

Below:

Kathleen Folk, Marlene Augusta and Marion Augustine seem to be enjoying the punch and cookies.



Below Left:

Looking very sophisticated Carol Keeney, left, and Carol Fletcher have a serious discussion.



Above:

Sampling the goodies from left to right are Lola Wood, Susan Murphy and Judy Levine.

Left:

Hostess Barbara Baker busy in the kitchen in anticipation of her guests.

Below:

Co-hostesses Georg'Ann Fletcher, left, and Nancy Garland, right, wear charming identical smocks identifying them from the rest of the large group. That's Fernanda Sammis in the background.

Below Right:

Lynn Laughlin on the right explains just how it's done to Peggy Ewing, enjoying her first cookie exchange on the Ranch. Photography by Jane Coursin.



PAM FLETCHER WINS GRAND CHAMPIONSHIP

Miss Pam Fletcher, daughter of Mr. and Mrs. Paul Fletcher of Rancho Santa Fe, entered her first major show at the 13th Annual Santa Barbara National Horse Show and captured all honors.

Pam has been riding for one year under the instruction of her trainer Miss Sandy Aston, Rancho Riding Club. She has been working with her 6 year old green mare, "Miss Klamath", for six months.

Right:

Miss Pam Fletcher receives her award for grand champion-Maiden Hunt-Seat Equitation, 12-14. Miss Klamath is her mount.



Miss Fletcher received blue ribbons for grand champion, Maiden Hunt-Seat Equitation, champion, Maiden huntseat equitation, champion-English pleasure stake.

She was awarded red ribbons for English pleasure stake, hunt seat equitation, maiden English pleasure. Sixth in English pleasure, grand champion stake, 8th in hunt seat equitation, grand champion stake, two 10th places in English pleasure and hunt seat equitation.

Heather Harmon, daughter of Mr. and Mrs. Ray Harmon of Rancho Santa Fe, riding "My Texas Doll," won many ribbons in the 10 to 12 year old bracket at the Santa Barbara show. Her trainer is Dianne Grod of Rancho Bernardo.

She won Reserve Show Champion Maiden Pleasure, 17 and under. Blue ribbons for Maiden Pleasure Stake 11 and under, Maiden pleasure, 10 years, Novice pleasure, 10 years. Hunter Seat Equitation Over Fences (first section) Reserve Champion Novice Pleasure Stake, 11 and under. A red ribbon for open pleasure 10 years.

Right:

Heather Harmon, daughter of Mr. and Mrs. Ray Harmon takes a jump at the Santa Barbara Horse Show where she captured many honors.



LOCAL RESIDENTS ENJOY BLACKSTONE BALL



Left to right Mr. and Mrs. Martin Kinkade and Judge and Mrs. Roscoe S. Wilkey are enjoying the party at the Hotel Del Coronado, honoring the legal and judiciary of the community.

VAN ORT GIRLS EXCEL IN HORSEMANSHIP

Donna and Darlene Van Ort, daughters of Mr. and Mrs. Donald Van Ort were also successful at the Santa Barbara Horseshow. Donna won the Champion Hunt Seat Equitation, 15-17, Reserve Champion English Pleasure, 15-17. In addition Donna has been invited to attend the Awards Dinner on January 26th at the Hotel Del Coronado when she will receive an award for San Diego County high point. Her trainer is

Dianne Grod of Rancho Bernardo.

Seven year old Darlene captured the hearts of many at the show as well as several awards for her performance. Riding Sugar, a pinto pony after one year of lessons and competing with all ages in many classes she captured 5th equitation over fences, 8 and under in both Handy and Livery, 6th Hunters, Handy 8 and under, 7th Hunters, Livery 8 and under, 10th Equitation Stake 9 and under, 10th Maiden English Pleasure, 9 and under. She is trained by Ginger Sallows at Rancho East.



Left:
Donna Van Ort maneuvers a double jump with her horse, "And Shine On."

Above:
Seven year old Darlene Van Ort takes a gate jump with her pony, Sugar.

SANTA FE HUNT OPENS SEASON

Fifty riders mounted their horses on the opening day hunt at the hilltop site of Rancho Rondo Ranch owned by Mr. and Mrs. Fielding Hedges. It was an especially exciting opening this year as the Hunt is now a registered member of the Fox Hounds Association of America.

Hugh Dale, Master of the Fox Hounds, introduced Tom Slattery, President of the Hunt and other members of the staff and guests. Msgr. William Spain of St. James Church, Solana Beach, then performed the blessing of the Hounds. The traditional "Stirrup Cup" was served . . . and then the Hunt was on!



Attractive Lucy Rosenthal admires her favorite mount . . . wife of Dr. Rosenthal, present director of the Hunt and also its founder.



Above:
Riders and hounds waiting for the Hunt to begin. L. to r., Miss Victoria Mosse; Miss Claire Wooley; Huntsman, James Norment; Mrs. Jane Wooley; Mrs. Herwig Gallian and Mrs. Lorraine Lang.

Right:
All that riding makes a gal hungry . . . Jerry Kirkeby enjoys a quick snack!



Three important men of the Hunt, left to right, Dr. Sol Roy Rosenthal, founder of the Hunt, Hugh Dale, Master of the Hounds and Tom Slattery, president of the Santa Fe Hunt.



Below:
Riders and hounds returning from the chase. (Photos by Jane Coursin)



Following the hunt everyone gathered for a delicious breakfast . . . only sour note of the whole day, at least for Pat Manion, was a spill on one of the jumps

that resulted in a broken leg. For a sportswoman who enjoys tennis, skiing and riding, the beginning of the hunt was the end of the season for Pat.!

Lifelike

HAIR FOR MEN

Perfectly lifelike scalp
Perfectly worry-free athletics
Perfectly tangle-free combing



Playing tennis or other activities in the wind is no problem with the LIFE LIKE hair replacement. The base will not flip up in the wind and the hair falls naturally just like your own.



The versatility of the LIFE LIKE hair replacement is demonstrated while swimming. The patented form-fit base enables the wearer to confidently pursue even the most rugged athletic activities without fear of losing his "HAIR". The form-fit base is light and flexible and made of silicone so it does not shrink or absorb odors. It actually feels comfortable and secure.



Throughout the ages man has been plagued with baldness. Surely it is one of his most irritating and exasperating experiences — especially today, when appearance and hair is so important. Many potions have been tried; many forms of toupees and hair-pieces have been manufactured; many surgical methods have been employed, but with little or no success.

Private Consultations--

282-2566

Mr. Nick Linner
3930 El Cajon Blvd.
San Diego, California



FOR GRACIOUS
CONSIDERATE CARE

La Jolla's Luxurious

Torrey Pines Convalescent

WITH CONTINENTAL ELEGANCE

- Private Suites with Fireplaces
- Barber and Beauty Shop
- Private Telephones
- Grecian Formal Gardens
- Electronic Patient Surveillance
- Electric Beds
- Dining Room
- Soda Fountain - Malt Shop

453-5810

2552 TORREY PINES RD.
(JUST NORTH OF ARDATH ROAD)

OCCUPATIONAL - PHYSIO THERAPY - PIPED IN OXYGEN - CARDIO PULMCNARY REHABILITATION
TELEVISION - PILLOW SPEAKERS - LIBRARY

24 HOUR R.N.'s - OPEN MEDICAL STAFF - SPECIAL DIET



Rancho Santa Fe
Pharmacy

HAVING A PARTY?

We can provide ice cubes, glasses, a bartender, and all the necessary mixing ingredients!

El Tordo & La Granada

756-2433



Lomas
Santa Fe
Cleaners

For those who want the very best

Golf Caps
cleaned free

TAKE DOWN
& HANG
DRAPERY
SERVICE

755-2363

Personal & Business
charge accounts welcome

Plaza of The Four Flags
Shopping Center
Solana Beach

Mobil[®]

A good deal on a good tire.

GRANT'S
MOBIL SERVICE

CORNER LA FLECHA AND
LA GRANADA, RANCHO SANTA FE

756-2929

Living Around Town

LAS DUENAS PLANS HOME TOUR

On Thursday, January 31, the Las Duenas Auxiliary of Children's Home Society will conduct a Home Tour in Rancho Santa Fe. This is an exciting new concept for their annual Associate and Membership fund raising function.

Instead of their traditional coffee and champagne reception done in conjunction with a program, they will hold a tour of various homes owned by some of their members. *Mr. and Mrs. William Wood* have a home done in English country design featuring many lovely antiques. The home of *Mr. and Mrs. Philip Colbourne* is newly completed and designed for a family with small children. *Mr. and Mrs. John Twohy's* home is a contemporary California adobe. The

home of *Mr. and Mrs. Harmon Brown* is an older ranch home and this part of the tour will include a walk through the gardens.

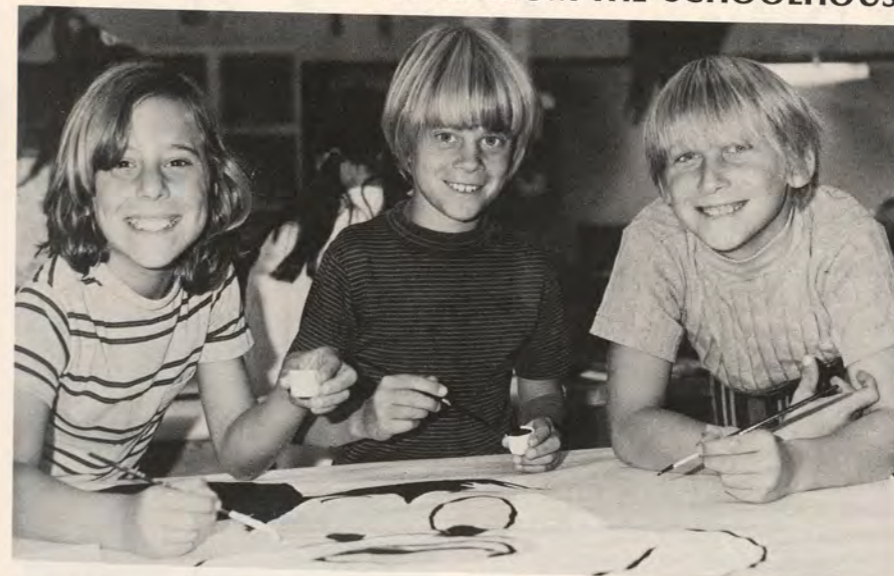
Coffee, champagne and refreshments will be served at the various homes. *Lois Moring*, Director of Auxiliaries for San Diego County will be a special guest. The hours will be from 10 a.m. until 2 p.m. Any lady in Rancho Santa Fe, as well as surrounding communities who would like to become an Associate member of the Children's Home Society is invited to attend.

Below

Las Duenas members review plans for their Home Tour on January 31. Left to right, Mrs. Philip Colbourne, owner of one of the homes on the tour; Mrs. Brad Ewing, in charge of invitations, and Mrs. William Wood, president of Las Duenas, whose home is also on the tour. Standing is Mrs. Harmon Brown, general chairwoman for the event. (Photo by Jane Coursin)



NEWS FROM THE SCHOOLHOUSE



Above:

Fifth grade students at Rancho Santa Fe Elementary School team up to produce a "Mickey Mouse" poster as part of an assignment given to expose them to the realm of commercial art. The students are (left to right) John Doran, Guy Hertfelter and Patrick Kinney. (Rancho Santa Fe School Photograph)

Left:

STRAIGHT 'A' STUDENTS ... Rancho Santa Fe Middle School students who received 'A's' in all their classes recently gathered to celebrate the event. Standing (left to right) are Jenny Wrenn, Delta Giordano, Mark Olsen and Nancy Graff. The students get to go on a special field trip later in the school year as one of the rewards for their scholastic work. (Rancho Santa Fe School Photograph)

Below:

HONOR ROLL STUDENTS ... Rancho Santa Fe Middle School students who received a 3.5 average on their grade cards and thus qualified for placement on the honor roll gathered for a group photograph. The students are (left to right, first row) David Moore, Laura Harris, Jan Baird, Linnea Ericson, Ann Garland, Rebecca Cabo and Gwen Hare; (second row) Nancy Graff, Judy Bonsi, Tracey Conkey, Jenny Wrenn, Carrie Krueger, Cathy Turner, Erin Smith and Cindy Lawlor; (third row) Mark Olsen, Tommy Paulin, Delta Giordano, Ellen Bolden, Elaine Bergman, Jody Dunford, Melody Russell, Sheryl Heid, Barbara Jafari and Karen Alexander. (Rancho Santa Fe School Photograph)



Virginia Blesso Real Estate
756-1659
Post Office Box 571
Paseo Delicias
Rancho Santa Fe, California
92067
Bill Campbell

del Rancho Pools

SAN DIEGO COUNTY LEADER
IN CUSTOM DESIGNED POOLS

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

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

753-6369

1163 First Street, Encinitas
(Old Highway 101)

VILLAGE Community Presbyterian CHURCH

Rev. DONALD R. CAUGHEY,
Minister
JAMES P. FRED A, JR.
Assistant

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

ENCINITAS GLASS CO.

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

CUSTOM PICTURE FRAMING
and ART SUPPLIES

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

Rancho Santa Fe DISPOSAL COMPANY

TRASH PICKUP
SERVICE...

753-4157
or
753-7378



QUICK FIX!

Bring us your rattles, hums, erratic radios, air conditioners, etc. Expert trouble shooters. We are averaging only 30 minutes "In-and-Out" total time per customer. Mon. thru Sat. 2 to 5 P.M.

Coberly FORD

56 Years in Downtown Los Angeles
Direct or Collect (213) 748-2367

Living Around Town

JUDGE WILKEY ENJOYS CHALLENGE OF SANITY COURT

Judge Roscoe Wilkey of Superior Court was the subject of an extensive article in the San Diego Evening Tribune recently, describing his additional duties in the sanity court plus his regular judicial duties.

Judge Wilkey, who has handled the calendar of the courts psychiatric cases for the last two years was quoted as saying, "I find it fascinating and challenging, otherwise I wouldn't have volunteered to handle these cases."

Sanity court is held three times a week in a small out-of-the-way courtroom near University Hospital. According to the Tribune, Wilkey is required to sift through reports on scores of individuals who have become the subject of psychiatric proceedings in criminal and civil court.

In a typical day the range of cases may go from the extremes of a murder suspect whose present sanity is questioned, to a teenager suspected of a dependency on heroin. Drug addiction cases take the most time, it said, because there are so many of them.

Patience and understanding must be two of the attributes possessed by Judge Wilkey in this very unusual court. The judge and his wife and family are residents of Rancho Santa Fe.



Judge Roscoe Wilkey of the Superior Court. (Photo courtesy of Evening Tribune)

SCRIPPS HOSPITAL OFFICERS

The election of new officers and five new members to the board of directors of Scripps Memorial Hospital was announced in November. Robert B. Conway was elected president succeeding Dr. Robert M. Boughton who retired after two years as board president.

Robert Conway is vice president and trust officer of Southern California First National Bank. He attended the University of Michigan and is a board member of the Torrey Pines Park Association and of the Friends of UCSD Library.

The new board members are Mrs. Austen T. Brown, Harry A. Collins, William Dwinnell, Mrs. Thomas Henry, and Dr. Richard A. Jones.

Returning to the board as a member of the executive committee is Mrs. Austen T. Brown. She has served as both first and second vice president and is a past president of the Scripps Memorial Hospital Auxiliary. Also she is a member of the Junior League of San Diego, president of the Trojan League and serves on several alumni organizations of the University of Southern California.

Harry Collins is president of Collins Development Company and president of the La Jolla Development Company. He is a director of both the Willis M. Allen Company and Pacific Southwest Mort-

gage Company. He graduated from Stanford College of Engineering.

William Dwinnell, a former board member who is returning, is district manager of Putnam Financial Services and vice president and director of Dwinnell & Co. He is a graduate of Blake School, Minneapolis and attended Yale University. He and his late wife donated the present Admitting Waiting Room, formerly the Board Room, in memory of their son Craig Smith Dwinnell.

Mrs. Thomas Henry is a member of the Junior League of San Diego, and was chairman of this year's Rummage Sale. She is a member of the Las Patronas and the Bishop's School Alumni Association.

Dr. Richard Jones is a senior staff member and past president of the Scripps Memorial Hospital medical staff. He is president-elect of the San Diego Surgical Society and associate clinical professor of surgery at UCSD. Earlier this year he received the Chief Resident's Teaching Award from the UCSD Department of Surgery.

Other officers elected were Richard D. Hibbard, first-vice president, who is a partner of Barnett, Hibbard & Co.; Carl Croft, second-vice president; Dayton Southard, treasurer, who is assistant secretary and assistant treasurer of Copley Press, Inc.; and secretary, Mrs. Johnston Holzman. Also elected to the executive committee are Mrs. Austen T. Brown and Robert R. Jackson. □

The Lures of Luxury

COME WITH US TO

Alaska

Sail the breathtaking Inside passage . . .

A large variety of cruises and accommodations from 3 to 14 days — with air and land combinations possible. Call us at our convenient locations!



Choice Travel Service

Two beautiful locations:

ENCINITAS
149 "D" Street,
Encinitas, California
753-6211

SOLANA BEACH
927 Lomas Santa Fe Dr.,
Lomas Santa Fe Shopping Center
755-0218.



Places and Faces

CLIFFORD FARRAR'S DAZZLING \$1,000,000.00 JEWEL IMPORTATION

by Mary Ruhmland

The uniformed guards stood in either corner of the high-ceilinged, silken draped Gold Room. Very old Imauri vases stood on pedestals, an inlaid coffee table offered cigarettes and beautiful ash trays, a luncheon table laid for ten promised light wine and delicate repast. And nearby, on a small, almost insignificant platform, lay the jewels. Over \$1,000,000.00 worth of radiant gemstones collected from Europe and the Orient, were being privately shown by Braderick Clifford Farrar, owner of the "Fine Jewelers at Sanderson's" in La Jolla, and Clifford Farrar Jewelers at the Maui Kaanapali Hotel, Maui, Hawaii.



B. Clifford Farrar and his \$1,000,000 jewel collection.

The young jeweler, impeccably tailored in navy blue and inexcusably virile, darted long, blue glances between his host, his hostess and his treasure. Braderick Clifford Farrar's private showing lay in state, waiting to be fondled for an hour by the guests. Mr. Tom Scripps, acquiline featured and warmly gracious busied himself quietly among the guests, fastening and defining gemstones, persuading and deftly weaving information into the conversation. His hostess, the beautiful Loraine Cameron mingled easily and watched the array being paraded about the room with girlish glee by the six guests. The collection is superlative and indescribable in beauty, as follows:

An 11 carat, 25 point brilliant cut diamond was the star of the show. It gave off light like a prism in the sun. It is a great chunk of diamond, dug hungrily from a hundred thousand feet of darkness — a sleeping bit of carbon aroused into white fire and faceted into 58 miniscule lenses for refractive color. It bears a price tag of \$200,000.00! It is obviously an investment — and an infinite piece of our planet; a joyous way to spend money!

The brilliant-cut has a rival in opulence. An emerald cut diamond with light as pure as a moonbeam presents its pristine beauty to the world in exquisite good taste. Eleven carats 28 points is its weight, perfection is its dimension.

Heavy, 24 karat gold chains interspersed with black onyx are fashioned into necklaces, bracelets, earrings. Cleopatra-rich yellow gold ornaments, including heavy, looped earrings, a solid golden collar from which hung a 2½" maltese cross of diamonds, an ancient Chinese jade snuff bottle, hand carved and clasped in bejeweled golden arms, studded with cavishon rubies, emeralds and sapphires, a great blue-green emerald, daintily framed in diamonds — all lay casually strewn upon the table. A tray of magnificent rings! A radiant canary diamond lay among white diamonds like a dragonfly lighting on the water — a ring to be envied throughout the world. A large sky-blue Persian turquoise mounted on a crown of diamonds and surrounded by twelve smaller turquoise gave the impression of a Lucretia Borgia amulet. There was a passionate, blood-red ruby ring — a night-blue sapphire on a woven platinum chain, circled with diamonds, earrings with six marquise diamond white-white droplets, a dinner ring of diamonds and sapphires critically balanced into a geometric masterpiece. Braderick Farrar brought back watches

and bracelets laced with diamonds, woven in gold and platinum — cuff links and watches for men — one of which he wears with a solid plane of small diamonds for its face! A gentleman's finger ring is cubically designed into rectangular (emerald-cut) diamonds of all colors, cocoa, canary yellow, cinnamon, champagne and white.

An extremely large lavender jade ring, looking like a jewel for a Shah lay among a bed of ancient gemstones, purchased from world-wide collections.



B. Clifford Farrar, "Living's" Mary Ruhmland, wearing \$500,000 worth — and Loraine Cameron elucidating.

It is interesting to note that world economy has affected the gemstone market to such an extent that prices on all gems have increased 60% in the last year. Buyers from every country in the world are reverting to the oldest legal tender for investment and the DeBeers empire is still the monopolistic buyer, seller and value gauge. Although jewels are purchased from dealers all over the world, most diamonds that are mined are sent to DeBeers Central Selling Organization in London for cutting before distribution to dealers and retail buyers. New York is the unchallenged center for jewelry dealing in the United States. A machine has recently been invented that will facet and polish a diamond from its raw state into a rare jewel, however, the cost of the apparatus is so much that even with its recent wave of wealth, the jewelry world has not yet purchased one.

Braderick Clifford Farrar offers the rare advantage of personal purchase from the far-flung countries of the world — Thailand for rubies, Burma for jade, Peru and Colombia for emeralds, Ceylon for many gems. He will acquire a jewel of great price upon individual request or he will design an heirloom as part of a family tradition. His services are offered with the enthusiasm and originality of expertise and his vigorous personality is as beguiling as his youth. Like his father before him, his talent is "formidable", as they say in France, munificent and magnificent; a rare and valuable addition to our locale. □



Rancho Santa Fe Estate

• Spectacular country home • 5300 square foot fine quality living area

- Olympic size pool
- Stables and corral
- Complete privacy
- Offered at \$275,000 with excellent terms.
- Tennis court
- Outstanding view
- Located on Approx 3½ Acres

WILLIS M. ALLEN COMPANY
REAL ESTATE

P. O. BOX 107, PASEO DELICIAS
RANCHO SANTA FE, CALIFORNIA
714-755-4855 OR 714-756-2444



18k Dynamite!
Every one of these new '74 Baume & Mercier watches are a blast. Start the new year on the up side. Come in and select one for yourself. From the top:
18k yellow gold white dial Roman numerals, bracelet watch \$1,070.
18k yellow gold "tank watch" genuine turtle strap \$455.
18k yellow gold woven bracelet watch with diamond bezel \$2,200.
18k yellow gold Lapis dial bracelet watch \$1,250.

Clifford Farrar
Fine Jewelers at Sanderson's
7802 Girard, La Jolla — 459-2407
Also Maui Kaanapali Hotel, Maui, Hawaii

Dynamite handle carefully

Dynamite handle carefully

A DAZZLING EXPERIENCE

LOMAS SANTA FE

COUNTRY CLUB



By Mary Ruhmland

The Lomas Santa Fe Country Club has the brightest array of activities and services available in any private club in this entire area. The magnificent Mexican Colonial clubhouse, decorated in authentic Mexican furniture, colors, appointments and objets d'arts, stands atop one of the highest hills overlooking the fine, gentle slope to the Pacific Ocean. It is a great hilltop view of the splendor of the sea. It overlooks the softly undulating golf course, strewn with trees; it overlooks the eight bright tennis courts and pool; it houses gracious dining rooms, pro-shops for tennis and golf, lounges, and a beautiful bar. Altogether luxurious and convenient, your relaxation is subtle, complete and automatic. There is no fuss and flurry in the Lomas Santa Fe Country Club!

Special emphasis should be placed on the Puesta del Sol (Sunset) dining room with its rare and magnificent view and its incomparable cuisine. Tuesday night is family night and the club warmly welcomes you and your progeny for a special menu. Friday nights and Sunday nights the dining room is open to the public, as is the beautiful bar, and both are open daily for lunch. Lomas Santa Fe

Country Club is widely known for the excellence of its meals and its service.

Despite this peaceful atmosphere, the activity is astounding! The ladies have two golfing societies, as well as the gentlemen.

The Women's Golf Association plays every Tuesday during the year, and holds an Association championship play-off in October, with great festivity. Las Neuves, (The Nines) is for those ladies interested in playing nine holes of golf, only, and playing bridge once a month. Both societies, needless to say, enjoy many social events.

The gentlemen enjoy the Men's Golf Association, which presents special events every Saturday, plus an annual championship tournament with awards every October, among bright celebration. In addition, there is a Jr. Golf Tournament and activities for those under 18 years of age, with special events occurring throughout the year.

Everything needed for golf is sold in Kevin Fleming's lavish Pro shop, (Kevin is the talented Golf Pro), which carries the best brands of all equipment, including an extensive line of golf fashions. And all of this golfing activity is pursued on 6,700 yards of velvety, rolling

course, par 72, with challenging hazards and dog-legs. A large driving range, practice green and chipping green are provided and golf carts are available. Above all, the inspirational and outstanding feature is the spectacular view of the Pacific Ocean, accessible to so few clubs anywhere, even in California. A sunset of flaming cerise over a misty, blue sea is surely beyond human value.

Maurice Smith is the vital force in a well-rounded tennis program. There are eight beautiful courts and every type of instruction is offered, from class to individual, from beginner to expert, and four of the courts are lit for night and twilight playing. There are tennis ladders for all ages, an annual tennis tourney, a Pro-shop and lounge. Every Friday night is the mixed doubles "social" — followed by cocktail hour in the pool clubhouse and dining room, which features enticing Mexican food, drinks and colorful entertainment. Wednesday night and Saturday afternoon some courts are reserved for men's tennis — women's groups play Wednesday and Friday mornings.

Bob Huff, the swimming director of Lomas Santa Fe Country Club is an imaginative and tireless recreational expert. In his 25 metre, AAU pool, he teaches swimming to all ages, diving from 1 and 3 metre diving boards, coaches a superlative swimming team, holds scuba classes and in the summer offers an Arts and Crafts Workshop, a Photography Class, Sand Sculpture Class, Drama and Tumbling!

In addition to the usual beautiful and delightful social events of the club, there is a Swedish Masseur available, two physical fitness classes, weekly, two Saunas, a Yoga class and a complete exercise gym with the very latest equipment available.

There is a social bridge tournament open to ladies and gentlemen, epicurean meals, scheduled dinner dances, catering of banquets, business conferences and private parties, and, of course, reciprocal club privileges.

Mr. Frank L. Lozano is the genial Vice President and General Manager of Lomas Santa Fe Country Club, a gentleman with a "formidable" reputation in the fascinating world of cultured country clubs and gourmet dining, of the highest caliber. He invites you to peruse the diverse and exciting advantages offered here at Lomas Santa Fe — surely an unparalleled haven for relaxation and incomparable cuisine! There is no view more beautiful than that of our vast Pacific Ocean veiling herself in limitless moods of color and feeling — always the living panorama from the Lomas Santa Fe Country Club. □

Periphery

HOSPITAL BOARD PLANS

Tri-City Hospital directors were given a look at preliminary plans for the expansion of the medical center to 280 beds.

The plans, still under study by the Medical Staff, are expected to be ready soon for final board review and adoption.

No time table for the expansion has been set but Dr. W. Byron Mitchell, hospital director, commented that continued high occupancy indicates a need for early start of construction.

The expansion, which would be part of an eventual enlargement of the hospital to 533 beds, would initially involve completing the shelled-in portions of the tower, adding a second floor to the Sub-acute Unit and enlarging support areas to accommodate the new beds.

Guy Cantrell, hospital assistant administrator, explained "Several designs were considered, and the Medical Staff Planning Committee and architects have at least two more meetings scheduled before the December board date at which time final recommendations are expected to be made."

He indicated that need for a Psychiatric Unit had been discussed at length by the doctors. Indications are that they may recommend erecting a separate, free-standing structure to the west of the Sub-acute Unit for these patients, probably as part of the second expansion phase when the hospital reaches over 500 beds.

In other matters, directors approved purchase of several pieces of medical equipment, including a new waste disposal system to meet exacting state and county specifications at a cost of \$10,000.00. Also authorized was a new flake ice machine priced at \$1,450 and a \$10,000 pneumoencephalogram chair for the Radiology Unit.

Plans for an additional 211 public parking spaces on the east side of the hospital were discussed and approved. This will bring the available spaces for visitors and employees to over 500. The \$54,600 project will also include a two-way entrance on Thunder Drive, an exit to the Frontage Road that parallels Highway 78, and sidewalks along the hospital property east and south boundaries.

Other construction authorized included completion of the out-patient waiting room at a cost of \$425, new lighting and screening for patient rooms in the Acute Care Unit at a cost of \$11,700.

Directors were advised that occupancy for the month of October reached an all time high of 95 percent in adult medical and surgical beds and an overall hospital occupancy of 87 percent.

Fine homes deserve the BEST



For the BEST in gracious living

This lovely dining room grouping features Louis XV French Provincial designs for tables and chairs, and reflects the buoyant spirit of 18th Century France. In today's tempo for informal, yet sophisticated living, it provides the ideal look of elegance without ostentation.

Outstanding is the wild cherry wood table top, whose beauty is enhanced by careful hand matching of veneers, carving detail, and meticulous hand finishing of other wood and paint finishes. See this and other suggestions for gracious living at our La Jolla studio.

For the BEST for your home
stop in to see us

LA JOLLA INTERIORS, INC

7470 GIRARD AVENUE • LA JOLLA • TELEPHONE 454-0138



We are expanding to serve you better.

Lensing In On La Jolla

LENSING IN ON LA JOLLA

In winding up last rolls of film for 1973, and polishing the lenses for 1974 event, it seems safe to predict more parties for community purposes with celebrations marking the success of such projects. Changes due to the energy crisis and world affairs will have much effect, but dynamic groups "will overcome," for their goals, whether they sponsor a tea, fashion show, sports event or ball.

Among the parade of holiday events that wound up 1973, were the Candlelight Ball, at the Valencia Hotel, the 25th annual National Senior Hard Court Tennis Championships at La Jolla Beach and Tennis Club, numerous parties and notable weddings, including the marriage of Cheryl Ann Gaillard of La Jolla to Air Force General Walter R. Tkach in the Bishop's School Chapel, Dec. 28th.

Members of Angelitos del Campo, Auxiliary of the Diabetes Association of Southern California, are planning their first Anniversary dinner to be held Monday, January 28, at the Top Of The Cove restaurant in La Jolla. (Messrs. Duffy and Katzenstein say this will be the first and only time the restaurant has opened its doors to host a special party on a night they would normally be closed.)



Mrs. Robert Letts Jones of La Jolla, founder and president of Angelitos said the Auxiliary with a membership of 100 has grown far beyond expectations during the first year. Late in the year the Auxiliary invited the husbands to join and since then it has been even more successful as a couples Auxiliary.

Membership closed in December as the 99th and 100th members joined. They were Mr. and Mrs. Benjamin Kelts of Rancho Santa Fe.

50 / JANUARY 1974

by Alice Dutton

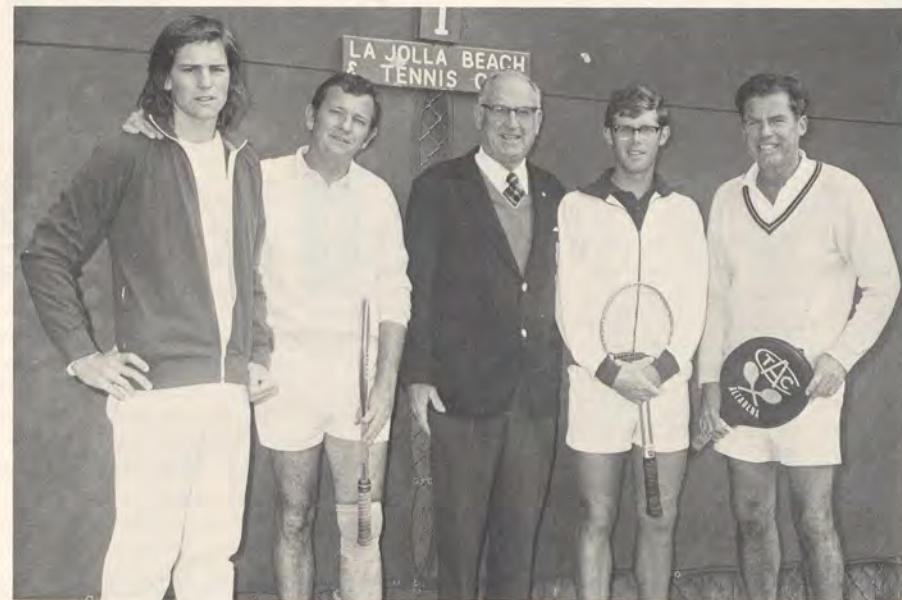
Those meeting with Mrs. Jones to plan the 1974 date book include Mr. and Mrs. V. Zay Smith of La Jolla, Invitations and Reservations Chairmen; Mr. and Mrs. Robert Bond, of La Jolla, Hospitality Chairmen; Miss Helen Anne Bunn, of Point Loma, Membership Chairman and Miss Natalie Best, Public Relations Chairman.

Jeanne Jones is also the author of the award winning cook book for diabetics and dieters, "The Calculating Cook," and has started her second cook book for health and good taste.

Coinciding with the 25th annual Senior Hard Court Tennis Championships held yearly at La Jolla Beach and Tennis Club, where William Scripps Kellogg is president and managing trustee of the club and other estate properties, was the announcement he would retire from active management of the estates of his parents, Frederick W. Kellogg and Florence Scripps Kellogg. Mr. Kellogg's son, William Crowe Kellogg, of Altadena and La Jolla, already a trustee will assume all management responsibilities of the estates. These include the Beach Club, the Club apartments, the Marine Room, Sea Lodge Hotel, Playa del Oro apartments and the F. W. Kellogg building in the La Jolla Shores area.

Below

From left, John Holladay and his father Dr. John K. Holladay of La Jolla, William Scripps Kellogg, president of the Beach Club, Will Kellogg and his father William Crowe Kellogg of Altadena and La Jolla. The Holladays and W. C. Kellogg and his son were participants in the 15th Annual National Father and Son Hard Court Tennis Championships held at the club in December.



Social activities abounded during the National Senior Hardcourt Tourney including the annual reception for players held at the Beach Club followed by dinners in the Marine Room.



Big Hugh Stewart of Newport Beach, who won the Senior Men's title and Mrs. Stewart, look over the handsome trophies before attending the reception in the club lounge with scores of other players and their families from all over the U. S. Stewart also won the Coronado Senior Men's title later in December.



Allen Shargel of La Jolla gave a party in the Marine Room following the reception hosted by Mr. and Mrs. William Scripps Kellogg for players, and officials of the Hardcourt Championships. With Shargel is Mrs. Ralph Ellis of Santa Monica, a guest of honor, at the party.

Right:

All residents of the La Jolla Seville Apartments were invited to a holiday party given by Mr. and Mrs. James Colachis of Phoenix and La Jolla where they have a penthouse apartment at the Seville. A social hour in the tented patio preceded a lavish buffet supper in the Seville Room festively decorated by the hostess for the event annually hosted by the attractive couple, who also reside at Regency House, Phoenix.



Among outstanding women players in the women's division of the Senior Hardcourt Championships we were left, Pisamai Dione formerly of Bangkok, Thailand and Mrs. Louise Brough Clapp, a four time Wimbledon winner.



Not riot ready for the Senior circuit by a long shot, is Janet Janet Newberry of La Jolla home for a short holiday before resuming on the Virginia Slims women's tennis tour of major cities of the U.S. If rankings are officially approved by the USLTA in February young Janet Janet, will be listed among the top ten women playerlayers of the U.S.



Mrs. E. Laird Landon of La Jolla, president of The Friends of the UCSD Library presented the one millionth volume to be acquired by the University libraries at a reception held at the University in December. The volume was John Ogilby's "America," and was presented to UCSD Chancellor William D. MacElroy. Mrs. Roy M. Drew of La Jolla with her co-chairman, Mrs. Keith Robertson selected a distinguished group of women prominent for their work in educational and cultural activities, in the community. These hostesses were, Mmes. Griffing Bancroft, Lester Bradley, Armistead Carter, Paul Ecker Jr., Theodore Geisel, George S. Heyneman, James Hudnall,



The La Jolla Seville

Southern California has many high-rise luxury Apartment assemblies
BUT ONLY ONE SEVILLE.

Every Apartment at THE SEVILLE has been most carefully planned and customized for elegant, spacious and comfortable living without today's attendant responsibilities and problems of personal or combined ownership.

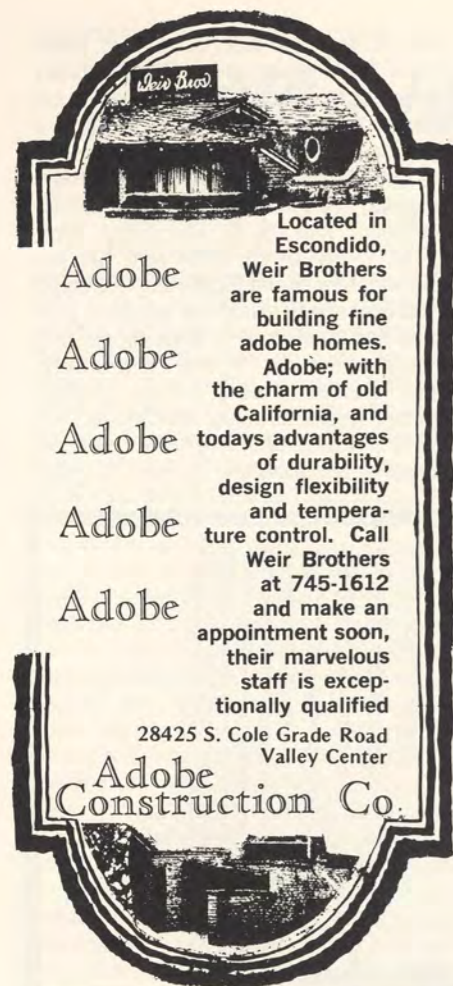
May we show you THE SEVILLE with gorgeous sea views from every Apartment and adjoining La Jolla's beautiful Country Club Golf Course.

When we are privileged to explain the many advantages available then you can be the judge.

Expert maid service available.

24 Hour Doorman and Security Services

The La Jolla Seville, 1001 Genter, La Jolla, Calif. 92037
Telephone: 459-3855-6-7 — 24 Hours



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

28425 S. Cole Grade Road
Valley Center

Adobe Construction Co.

Lensing In On La Jolla

Frank Kockritz Jr., Edgar A. Luce Jr., David Means Miller, Hamilton Marston, Neil Morgan, Ernest Mark Sellon, Francis M. Smith, Francis William Simpson, and Edward C. Walter. Representing the University were, Mmes. Martin Chamberlain, Clifford Grobstein, Murray Goodman, Seymour E. Harris, Philip James, H. D. Johnson, Patrick J. Ledden, William A. Nierenberg, John H. Moxley, III, George S. Murphy Jr., Roy H. Pearce, David E. Ryer, Paul D. Saltman, Bernard Sisco, John L. Stewart, Harold C. Urey, and Joseph K. Watson.

More educational news concerns The Bishop's Schools. This spring, March 30 and 31, the Alumni Association of the Schools will sponsor a Horse Show to benefit the Alumni Scholarship Fund. It will be held in cooperation with La Jolla Farms.

January 18th Students will present Gilbert and Sullivan at Sherwood Hall and in February on the 15th and 16th a production of the drama, "The Night of January 10th."

New Alumni director, Parent Affairs and Admissions assistant is Mrs. Michael Wilkes of La Jolla. Mrs. Wilkes graduated from the University of Southern California in 1968 and lived in Eugene, Ore. for three years where she was employed by the Athletic Department of the University as a tutor and counselor for Freshman and Varsity athletes. She and her husband Mike, an architect, train Norwegian Elkhounds for showings in conformation and obedience. "Penny" as she is called, is very interested in animal welfare of all kinds.

Mrs. James H. Knox of La Jolla a trustee of the Bishop's Schools is new Director of Development for the Schools. One of her daughters, Julie Haas 71 graduated from Bishop's and another daughter Alice Knox is a senior.

Below Surrounded by family members and friends including famed actress Helen Hayes, second from left, Izetta Jewell Miller received red roses from her daughter, Mrs. John C. A. Watkins of Providence where her husband published The Providence Journal of Rhode Island. Izetta was 90 years young! She was a leading lady of Otis Skinner and played starring roles for many years throughout the U.S.

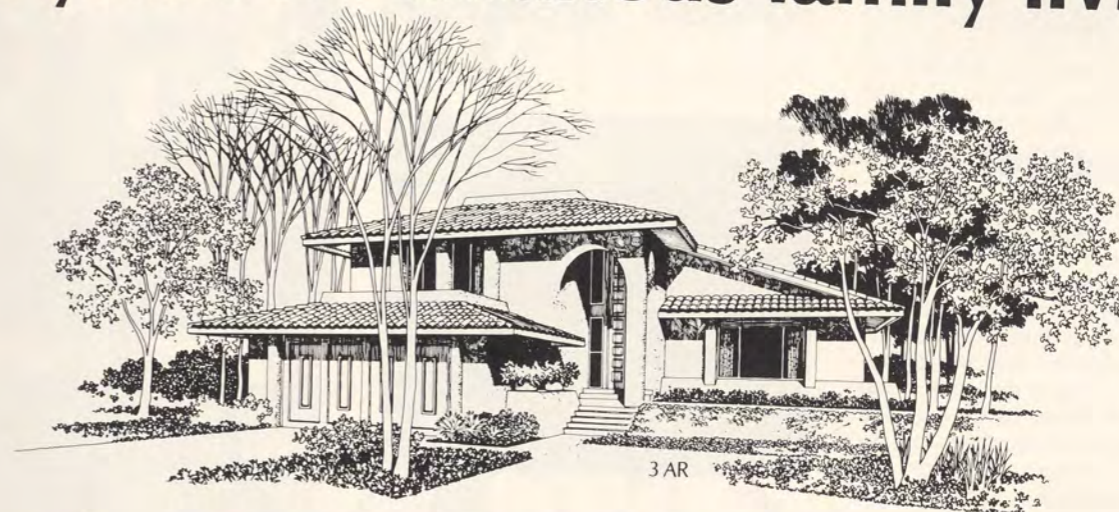


JANE BRETT
RANCHO SANTA FE
REALTOR
756-1442



LA GRANADA & PASEO DELICIAS

Now the private world of La Costa is yours for luxurious family living.



LA COSTA POINT

3 and 4 bedroom homes to \$55,700

Preview Showing

The world knows La Costa for its Tournament of Champions Golf Course and its exclusive hotel and spa.

Now you can know it as home.

When you live at La Costa Point, these famous fun spots are just down the hill. So are La Costa's 17 tennis courts and one of the West's finest equestrian centers.

Here are the first big family homes of their kind in La Costa. Homes of up to 2,460 square feet of living space with features that catch your eye and your heart.

Join the world of La Costa. See the exciting changes it can make in your world.

VA, FHA, Conventional terms. Sales office: (714) 753-0901



Prices and terms are subject to change without notice and do not include lot premiums and optional extras. Renderings are artists' conceptions. Illustrations and maps are not to scale.



Pardee 
Pardee Construction Company - a Weyerhaeuser Company

Country Club memberships subject to availability.

Louella Liverwurst Says...



The pre-Christmas Open House held at the *Robert Holcombes* on Los Morros was a gala afternoon. The house itself (formerly the *Bishop Mitchell* residence) is a house of joy — every room a delight! Blood, sweat, tears and a lot of hard work went into the remodeling and refurbishing of every room — under *Donna Holcombe's* superb intuition and interior decorating know-how, *Bob* claims he was just "pointed in the right direction" and did what he was told. The result is outstanding! Delightful touches everywhere you look . . . such as a pair of old specs resting on an old bible. Antiques galore, salvaged from junk stores and restored with a lot of hard work, now are resplendent in their full-fledged restored beauty! And the kitchen! A homemaker's dream with builtins and all sorts of interesting touches . . . none the least of which is a toaster which comes out of the woodwork on an angle, flips back in when the toast is cooked and just becomes a gleaming bar of easy-to-care-for chrome, flush with the wood. The hors d'oeuvres spread, lavish on a huge refinished oak dining room table, was replete with all sorts of cheeses and spreads, all of which were put together by the hostess. One of the fun aspects of the afternoon was that, as each family group arrived, they were photographed with Santa Claus. Everybody had a ball!



Hostess Donna Holcombe and Terry DeSilva.



Above:
A serious discussion going on here, perhaps about the prospects of 1974? From L to R: Richard Colbourne, Frank Warren and Dick Arendsee.

Above Right:
Bob and his wonderful camera — a picture with Santa on the spot! Here the photographer turns his lens toward the David Baker family.

Right:
The future women of the world; Terry DeSilva, Sherry Baker and Carrie Baker smiling for the photographer.



Above:
Christmas is a time of houses and good will toward men . . . Tammy Bradley seems overcome by the beauty of this creation and handsome Tim Holcombe smiles approvingly as Don and Louise Walsh appreciate the scene.

Above Right:
Every small boy loses a shoe at any party that is exciting enough. Young Stillman gets a little help from his Dad, Attorney Arthur Brown.

Right:
Any party that is a party jus' gotta have popcorn. This was especially tasty as the Clotfelter boys and Peter Laughlin will testify.



Above:
The hosts! Man-about-town Bob Holcombe, Jeff Holcombe, Donna Holcombe and pretty Terry DeSilva.

Below:
The Rancho Santa Fe scene was well represented, here are John Johnson, Tom Clotfelter, Leith Clotfelter, and Emily Hayt.



Above:
Betty Burks and June Johnson in a pensive moment.

Below:
John Tuohy listens to Lynn Laughlin while Carol Tibbetts wends her smiling way through the festive room.



Jim and Jane King arrive, bearing gifts to hostess Donna.



Somebody told somebody else a funny . . . enjoying the joke is Nancy Harris and Carol Tibbetts. That is Dr. Tom Laughlin in the background.



SALE

STUARDS *for women*

*the Stuards building
La Jolla • 459-9781
9:30 A.M. to 5:30 P.M.*

Places and Faces

COMMUNICATION IS THE NAME OF THE GAME



Pictured above is Leslee Baren communicating with one of her favorite students.

"A student's capacity to learn is only as great as the teacher's capacity to relate ideas. If you have ever tried to teach someone to do anything, like operate a machine, sell a product, even to sew a dress, you must realize that your ability to communicate is the basis for the student's success," so says Leslee Baren, a new comer to our area. She believes that being able to express the same idea in many different ways is the key to mastering the communication gap. Leslee has been teaching horseback riding successfully for over ten years in the Chicago area. She has recently moved to North County to start her own business, and is teaching hunter seat equitation and training hunters and jumpers at the La Costa Saddle Club in Rancho La Costa.

"The most naturally talented athlete is really nowhere without a good coach," says Leslee. "A trained eye watching a rider can often see mistakes that the rider can't feel." Leslee attributes her own education in training to some of the best professionals in the field, including Mrs. Rickey Harris of Gurnee, Illinois, and two

former members of the United States Equestrian Team, Charles Dennehy, Jr. of Lake Forest, Illinois, and Miss Christine Jones of Bloomfield Hills, Michigan. For the past eight years, Leslee has been teaching juniors and amateurs and showing hunters and jumpers professionally, in addition to designing hunter and jumper courses for shows. She has trained many horses and riders that have been State Champions in both Illinois and Wisconsin, and several winning combinations that have qualified for and competed at Madison Square Garden.

"Because course design and competition at horse shows have become so sophisticated in the last ten years," says Leslee, "teaching and training methods have also become much more comprehensive. Riders must develop a keen sensitivity for rhythm, timing, movements executed smoothly, and especially balance." Leslee feels that training horses and riders is fascinating work. "Every horse and every student are different, and working to coordinate these two variables into smooth performers encompasses not only developing a physical sensitivity, but also animal psychology and sportsmanship." □

Introducing... Leslee Baren

At the La Costa Saddle Club



- Top quality training for hunters and jumpers.
- The finest instruction in hunter seat equitation.
- Training for Quarter Horse hunters and jumpers.

Lessons by appointment 729-9039 after 6:00 P.M.

El Camino Real at La Costa Ave. in Rancho La Costa

CAN COLLECTION



Mrs. Sandra Unitas (center) receives several boxes full of canned goods from Steve Magoffin (left) of the Rancho Santa Fe Middle School. The students at the school collected the goods to aid a county-wide collection designed to provide food for needy senior citizens. Mrs. Unitas represented the San Diego Charger Wives, the group which is cooperating with the Urban League on the project. Charger quarterback Johnny Unitas helps load the food boxes into his car for delivery to the storage facility. (Rancho Santa Fe School Photograph)

the business circuit

FAMILIAR REAL ESTATE FACES



The Willis M. Allen Company reported record earnings for its first nine months this year. Part of the reason for the company's success in selling over \$17,780,000. real properties are the associates pictured above who have already achieved individual sales of over \$1,000,000. this year.

From left to right: Tom Bowen, Morrie Bakken, Ron Wooton, Peter Guerrant, Marge Bradner, Thomas W. Keelin, Pete Taft, John Davis and Craig Clark. Individual achievements cited by Ray Knowles, President of the Willis M. Allen Company are: Morrie Bakken, highest dollar volume in home sales; Thomas W. Keelin, leader in transaction participations, highest number of listings sold and the salesman who obtained the highest number of listings; and, Craig Clark who obtained the highest dollar volume in commercial sales.

Six of the above members of the Willis M. Allen's sales staff have also distinguished themselves by already participating this year in sales totaling \$2 million. They include Morrie Bakken, Ron Wooton, Thomas W. Keelin, Craig Clark, John Davis and Tom Bowen.

Knowles said that the sales force at the Willis M. Allen Company had a great tenure. He pointed out that the salesmen pictured represent a combined time of selling real estate in La Jolla for the company of over seventy three years. "We have experience and

enthusiasm on our sales force. There's no other way for an individual salesman to sell \$2 million of residential properties in nine months," said Knowles.

He pointed out also that the residential sales staff is being expanded at the present time to keep pace with the increased real estate activity of the area, and the firm. □

LAND SALE

San Diego Trust and Savings Bank, acting as trustee, has purchased a full-block land parcel on Ocean Boulevard, between Emerald and Felspar Streets, from Emerald H. and Margorie DeGooyer, in a transaction handled by the Thomas-Fletcher-Nicol Company.

Kip Nicol, T-F-N CO. president, said the DeGooyers then entered into a 55-year lease-back arrangement for the land which was sold for \$340,000.

The DeGooyers have retained ownership of the recently completed, four-story Seashore Apartments complex and other site improvements located on the land parcel, Nicol said.

Seashore Apartments is an 82-unit luxury apartment complex comprised of one and two bedroom units which are now available for immediate occupancy. Thomas-Fletcher-Nicol Management Co. is exclusive rental agent and property manager for the complex.

GREEN MARKETING DIRECTOR



THOMAS GREEN

Rancho San Diego Land Company has announced the appointment of Jon Thomas Green to marketing director of Rancho San Diego. Green will coordinate, with the general manager, all sales activities along with the planning and execution of the general plan for the 5,000 acre RSD "new town" development.

Green will also represent Rancho San Diego and all builders developing property within the ranch in marketing the Rancho San Diego concept.

Prior to joining Rancho San Diego, Green served as HUD-FHA consultant-packager, site analyst and administrator for Warren Properties, Rancho Santa Fe.

He also served as president of Western Housing Consultants, Inc., of Phoenix, Arizona, specializing as a packager and consultant for conventional and HUD-FHA insured real estate developments.

He was secretary-treasurer of Investor's Planning Corporation, a subsidiary of the Kissell Company, Springfield, Ohio. He also served in the Kissell Corporation's Loan Administration Division.

A native of Indianapolis, Green was graduated from the University of Southern California with a Bachelor of Arts in Business and Cinema in 1960. He also attended the University of Kansas and has taken business and real estate courses at U.C.L.A. and Wittenburg University.

Green and wife Rochelle are the parents of two children, Samantha, 7, and Jason, 5. They reside in Rancho Santa Fe.

BARNARD ELECTED TO FIRST FEDERAL

The election of Earle C. Barnard to the Board of Directors of First Federal Savings and Loan Association of San Diego has been announced by Harold B. Starkey, Jr., president of the Association. Mr. Starkey said that Barnard will continue his previous responsibilities as executive vice president and corporate secretary of First Federal.



E. C. Barnard

Barnard, born in Chicago, is a product of local schools, having graduated from San Diego High in 1927. Thereafter, he accepted a management position with the Underwood Typewriter Company in El Centro, which transferred him to San Diego in 1940 where he managed Underwood's San Diego County operations until he joined First Federal in 1960 as controller. He was elected vice president of First Federal in 1963, secretary in 1968, and treasurer in 1971. He was elected executive vice president in January 1971 and has served as secretary of the Board since January 1969.

Barnard has been active in many local organizations. He was chairman of the Board of Governors of the old San Diego Club, a member of the San Diego Rotary Club for nearly twenty years, and a member of the San Diego Chamber of Commerce. He is currently an active member in Blackmer Masonic Lodge, San Diego Scottish Rite and Al Bahr Temple.

"His intimate knowledge of San Diego and of all phases of the savings and loan business makes him a highly qualified member of our Board of Directors," Starkey said.

THOMAS-FLETCHER-NICOL HIGHRISE TENANT

A San Diego law firm has become the first tenant to sign a lease for occupancy of office space in the 24-story San Diego Federal Savings building at The Financial Square.

Mike Norwich of Thomas-Fletcher-Nicol Company, which is exclusive leasing agent for the structure, said the San Diego law firm of Lowell, Hicks, Prah and Jones has leased more than 3,000 square feet of office space on the 22nd floor of the city's newest highrise building. The attorneys will occupy the space soon after the building's completion in Spring of 1974 under a five-year lease valued in excess of \$150,000, Norwich said.

The Financial Square is the full-block development bounded by A and B Streets and Sixth and Seventh Avenues. When completed it will include the San Diego Federal Savings building as well as a low-rise office structure, a multi-level terrace and a quarter-acre landscaped plaza. Norwich, director of leasing for the 24-story highrise, said tenant occupancy is scheduled for the Spring.

The highrise structure has a total of 300,000 square feet with each floor, available to tenants from the sixth to the 24th, having approximately 14,000 square feet.

Office design and layout is available to tenants through Selje, Bond and Stewart, nationally recognized firm of space consultants, Norwich said.

INFLATION, ENERGY SHORTAGE IMPACT SOUTHLAND



BARRY D. MORTON

"Next year's economic scene will be one of slow growth further dampened by continued high inflation and the impact of the energy shortage," a Security Pacific Bank economist told Oceanside business leaders.

Speaking before a luncheon

meeting of the Oceanside Rotary Club, Research Officer Barry D. Morton from the bank's Los Angeles-based Economic Research Division, assessed economic prospects for 1974. Morton also offered his audience a forecast of general economic patterns for San Diego County in 1974.

Security Pacific Bank's economist emphasized that all forecasts had called for a slowing growth rate in 1974 — even before the latest energy supply developments. "Inasmuch as our economy could not continue expanding at the same unsustainable rate of 1972 and 1973," Morton explained, "the bank had predicted that next year would be characterized by slower, but more normal growth in such strategic sectors as employment, personal income and consumer spending."

Morton explained that recent trends indicate that this slowing trend will be highlighted by continuing inflationary pressures. He predicted that inflation would hover in the neighborhood of six percent for 1974.

"While recent reports on rising living costs indicate some slowing in the rate of increase — particularly for food prices — consumers can expect to pay more for such basic commodities as gasoline, electricity and clothing — all of which are dependent, to one degree or another, upon petroleum and its by-products," declared Security Pacific Bank's economist.

Morton added that although it is impossible to assess the full impact of the current energy shortage, it would result in some production cutbacks due to shortages of materials and power. "In turn, this will dampen Southern California's employment picture while simultaneously placing even greater pressure on prices," he said.

Turning to specifics, Morton predicted that Southern California's employment would increase by 1.5 percent next year, approximately half of this year's gain. In conjunction with this, Southern California's jobless rate would rise slightly in 1974, climbing from this year's 4.8 percent average to 5.1 percent for all of next year.

"Slower growth in employment coupled with more people on the jobless rolls will curb personal income growth and consumer spending," Morton stated, "thus contributing to the overall softer economic picture."

For San Diego County, Morton forecast a slightly brighter outlook. "On the basis of trends throughout 1973, it appears likely that although San Diego County's economy will reflect the general slowdown, it should weather the

downtrend slightly better than Southern California." He attributed this more optimistic outlook to San Diego County's increasingly diversified industrial base and available developable land.

EXCLUSIVE FLORISTS' NEW SHOP



James Dible, vice president and general manager of Exclusive Florists, has announced that Bob Mitchell, a 2-year resident of Rancho Bernardo, will manage Exclusive's newest flower shop located in the new Westwood Shopping Center at 11645 Duenda Road. The shop opened on December 17th and is the only full-service flower shop in the Rancho Bernardo/Penasquitos area.

Exclusive Florists' new 1500 sq. ft. shop, located next door to the new Safeway store, features a huge 20-foot display refrigerator and an interior decor of handsome, natural wood panelling. A wide assortment of cut flowers, growing plants, and floral gift items are available. As at Exclusive's other shops, the Rancho Bernardo shop offers free local delivery and flowers-by-wire to most cities in the U.S.

Bob Mitchell and his wife Marilyn, who will assist him in the operation of the new store, owned and managed their own successful flower shop in Illinois for 10 years before moving to Rancho Bernardo and joining the Exclusive Florists family two years ago.

Phone number for the new shop is 487-9700.

TWO FIRMS COORDINATE MODELS

Environs Unlimited and Home Centers Inc. will coordinate a five-model design project at San Elijo Hills, a new home project under construction at Lomas Santa Fe, a 1200-acre planned community in North San Diego County.

The project involves \$65,000. John Snyder, president of Environs Unlimited, will head the interior design. William McWethy Jr., president of Homes Centers Inc., will supervise the supply and installation of model drapery, wall and floor coverings.

Although separate companies, both are operating within a new 8,000-sq. ft. design center located in Sorrento Valley, San Diego. A customer show room is located in the center.

Samples of all carpeting and other items included in the purchase price of the homes, will be on display in the show room. Homeowners will receive professional assistance and will have a full range of other design materials to inspect at the "one-stop" location, according to the design team.

Models for the homes, which are priced from \$46,700, will be completed in January.

MOWREY ELECTED



Mark L. Mowrey has been elected president of the San Diego chapter of the International Hotel Sales Management Association (HSMA).

The HSMA is a professional association, including members involved in hotel sales and other allied industries.

Mowrey has been the director of sales at the Inn at Rancho Bernardo, a 150-room deluxe resort complex, since January, 1971. He was the regional sales manager for Hilton Hotel Corp. in the Central and Eastern divisions prior to his appointment at Rancho Bernardo.

Mowrey served as president of the Ohio chapter of the HSMA in 1958-59.

Mowrey, his wife Patricia, and three children, reside in Rancho Bernardo.

The Inn, a complete resort complex of Avco Community Developers, Inc., is located in Rancho Bernardo, just 25 miles north of downtown San Diego on U.S. 395 (Int. State 15). □

BUSTER NAMED MANAGER, NCR



The appointment of William F. Buster as General Manager of the NQCR Data Processing Division here has been announced by D. J. E. Eckdahl, Vice President, Manufacturing Operations.

E. Buster has been Director of Advanced Development, Engineering and Software Development at the division since mid-1971. He will replace Henry L. Tinker, Vice President and General Manager, who is leaving to join International Video Corp. in Sunnyvale, California.

Tinker directed operations at RB B since 1967, when he was the original plant manager and there were less than 300 employees here. He joined NCR in 1961.

The Data Processing Division now has more than 2,300 employees and 555,000-square-feet of space. It is principally responsible for the NCR Century Series of electronic computing systems.

As General Manager, Buster will be responsible for all major functions including Manufacturing, Finance and Information Systems, Industrial Relations, Division Planning and Control, and Advanced Development Engineering & Software Development.

Buster has a Bachelor's Degree in electrical engineering, and more than 20 years experience in the design and development of general purpose data processing systems. He has been involved in the general purpose data processing industry through the evolution of primitive vacuum tube systems to the sophisticated systems of today.

He and his wife Evelyn live in Escondido with their daughters, Barbara, 20, and Patricia, 16.

NEW RESPONSIBILITIES

Sarandie Shearer, Public Relations Director of Franklin & Associates, Ltd., has taken on new responsibilities as Account Group

Manager, according to Phil Franklin, president of the advertising and public relations agency.

Ms. Shearer will report directly to Franklin, who is group supervisor on the San Diego Federal Savings and Loan and Pacific Scene, Inc., accounts.

Ms. Shearer will continue to perform public relations functions for accounts in the Franklin Group, but will broaden her involvement in advertising and account management for these clients.

A native San Diegan, she holds a journalism degree from California State University, San Diego, and worked several years as a reporter on the Evening Tribune newspaper prior to entering the public relations field four years ago.

Ms. Shearer currently serves as president-elect of the local chapter of Women in Communication, Inc., and is treasurer of the San Diego Public Relations Club. □

COUNTY GROWTH

San Diego County will continue to be one of California's fastest growing areas in 1974, according to United California Bank's (UCB) 11th annual economic forecast presented at the Town and Country Convention Center in December.

Dr. Raymond Jallow, the bank's senior vice president and chief economist said population, employment, and personal income all will be on the rise in the coming year. It is especially noteworthy that San Diego County will be the only metropolitan area in California to register an increase in new residential construction.

Sixteen percent of California's total population growth in 1974 will take place in San Diego County, with 36,000 new residents expected to bring the year-end total to 1,538,000.

San Diego was the only metropolitan area to benefit from the cutback in military bases in 1973, the forecast states, pointing out that the county was a focal point for base consolidations and there was little change in military employment.

Civilian employment will be on the increase in 1974, with the addition of 9,000 new jobs for a yearly average of 502,000 workers. Expansion of the tourist industry will account for most of the upswing, while the trade and services sectors will add about 8,000 new jobs.

Virtually all employment growth in manufacturing will take place outside of the aerospace industry. The only soft spot in the county's employment picture will be in the agricultural sector, which will de-

cline, primarily because of continuing loss of farm acreage to urbanization.

Personal income will rise substantially during the coming year, with a \$603 million increase bringing the total to \$7.81 billion. Median family income will also move upward by \$727 to \$13,260.

Among those benefiting from the favorable population and employment picture will be the county's merchants, who will record a gain of \$300 million for a year-end retail sales total of \$3.95 billion. An above-average year is anticipated for department and dry goods stores and food markets, and the fact that no major new stores are scheduled to open in the county during 1974 gives the merchants cause for added optimism.

DREW APPOINTED

The San Diego Maritime Museum Association elected Roy Drew as president of their Board of Directors, to succeed Robert Sharp, at the association's annual meeting aboard the ferryboat Berkeley.

Drew, a partner in the architectural firm of Mosher/Drew/Watson Associates of La Jolla, is active in numerous professional and civic organizations. Among them are San Diegans, Inc. and the Scripps Memorial Hospital Board of Trustees. He is on the exhibit committee of the San Diego Zoo and he was a director of the Maritime Museum Association until his recent election as board president. His firm is currently involved in consulting on the restoration of the ferryboat Berkeley, to become a part of the Maritime Museum Association's permanent floating museum complex, which includes the Star of India and the vintage steam yacht Medea.

Also elected for one year terms at the annual meeting were Captain Carl Bowman as first vice president, Mr. Ward Waddell as second vice president, Mr. Kenneth Baker as treasurer and Mrs. Worth Martin as secretary.

\$3 MILLION DOLLAR POLICY

Southern California First National Bank has obtained a \$3 million insurance policy from the Foreign Credit Insurance Association to finance foreign purchases of U.S. produced goods, according to Carlos Saenz, a First National international banking officer.

The Foreign Credit Insurance Association is an affiliate of the Export-Import Bank of the United States (EXIMBANK). Saenz re-

cently returned from Washington D.C. where he completed an EXIMBANK orientation program.

First National's International Department was founded six years ago and has correspondent relationships with more than 700 banks in 100 countries and 500 cities.

Through its association with EXIMBANK and F.C.I.A. and the Agency for International Development, the Southern California based bank arranges favorable financing and terms for firms and individuals involved in foreign trade.

"We have an excellent history for locating foreign markets for small and medium size U.S. manufacturers," Saenz said. □

STAN LEVINE GALLERY DIRECTOR

Stan Levine, noted teacher and painter, has been named as Gallery Director for the Aaron Brothers Art Marts in California and Arizona according to Al Aaron, Chairman of the Board. This new assignment will entail setting up a special section of mini-galleries in most of the Art Mart stores featuring contemporary and traditional paintings by American and European artists.

Mr. Levine has been with Aaron Brothers for over 14 years, most of that time as the manager of the La Cienega Art Mart. He has had one man art shows in Paris, New York and Southern California and will continue to do his very popular graphics as an exclusive artist for Aaron Brothers.

Aaron Brothers Art Marts are famous for picture frames, hobby and craft materials as well as prints and paintings which until now have been on general display. The special Art Gallery will enable the public to see a wide selection of prints and paintings in one place under ideal conditions. □

WEISBROD APPOINTED

Howard L. Weisbrod, a native of Southern California, has recently been appointed Chairman of the Educational Activities Department of the Natural History Museum.

Formerly with the San Diego City Schools as a teacher and Science Coordinator, the new chairman was Director of International Science and Engineering Fairs in Washington, D.C. and for the past two years has worked in Community Educational Resources with the County Department of Education. □

**Torrey Pines
INDUSTRIAL
PARK**



**IMMEDIATE
LEASING
INFORMATION
CALL 236-1231**

MR. JACK DWYER
Goldwell, Banker & Co.



**Torrey Pines
INDUSTRIAL PARK**
The Naiman Company
3950 Sorrento Valley Road
Sorrento Valley

The Naiman Company — a prototype!

by Mary Ruhmland



Photography by Gene Truex

The Naiman Co., a pioneer in sculpturing industrial parks into areas of pastoral beauty, has constructed a "living-business community," now offered for lease in Sorrento Valley at 3950 Sorrento Valley Road. Eleven buildings are constructed on a twelve-acre complex, designed by Rix Reinecke, A.I.A. and sensitively landscaped by J.J.J. Kennedy, A.S.L.A. They are designed for research and development, office and light manufacturing.

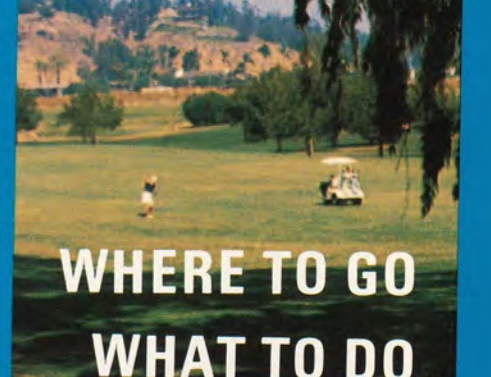
The Naiman Co. has achieved a radiant breakthrough in industrial design, offering a variety of inspired advantages that isolate "Torrey Pines Park" from all other developments of its kind, and should become a prototype. The judicious use of open air and sunshine — green lawns and cascading streams, the native, seaworthy Torrey Pines planted everywhere — give the immediate impression of confluent space. The second undeniable asset is the concept of building interiors completely adjustable to individual needs. Insulated, movable walls allow the 160,000 sq. ft. of office and light manufacturing space to expand as needed, or to be separated into individual departments. Parking has been hidden to a large extent in "quarantined" areas; blacktop is scarcely to be seen. A generous recreation area for employees, consisting of volleyball, tennis and handball courts, swimming pool, patio, lounge and sauna, with jogging and bike trails throughout, allows a pressure-break unheard of in the past. "Torrey Pines Park" is located on a straight-streak of ten minutes into San Diego on Highway 5. Beach cities with shopping, dinner houses and residential areas are close by.

"Torrey Pines Park" has been synthesized out of the natural habitat of beachside lagoons, sand, wind-blown trees, sweeping space. Dark Douglas fir trims the exposed aggregate concrete of sand-colored buildings, no garish signs break the flow of muted color — the feeling of native peace pervades the scene. The Naiman Co. began in Cleveland, Ohio, where the original, shocking concept of surrounding man with tension-free working conditions, thereby increasing his efficiency, was conceived. Throughout the metamorphosis of this young company ran a dedication to the preservation of nature in every area they developed. Ohio, Indiana, Michigan, Kentucky, Montreal, Canada, were the sites of soft-wear complexes and warehouses, all devised in such a manner as to blend into the terrain without harm.

"Growing" is the antithesis of "spreading." Companies who immerse the land under a concrete bog of parking lots and incongruous buildings are guilty of unforgivable ignorance of man and his planet.

The company believes that man is the most important element in ecology. His mental attitude, health and creativity shape the future, and this is the shining consideration that sets The Naiman Co.'s beautiful developments apart from all myopic and unimaginative industrial compounds of the past.

"Torrey Pines Park" is the consummation of a dream for The Naiman Company and Brian Sharp, project coordinator — a twelve million dollar business park to eventually cover 34.5 acres — where natural environment can live on forever in harmony with the necessary activities of man. □



**WHERE TO GO
WHAT TO DO**



**SPECIAL EVENTS
DINING OUT**

TRUST



It's a two-way street in the banking business

For a business that's supposed to be cold and calculating, it's surprising how much banking is done on trust. Knowing how someone is regarded in the community. Being aware of local involvements. Sensing change before it happens. These aren't things you find out by having someone fill out a form. Much of what you know about people comes from being a part of the world they live in. And that gets rid of a lot of red tape in banking. Trust. It sure makes it nice to do business with neighbors.



**WestCoast
National Bank**

Where people make the difference

MAIN OFFICE: 201 N. Horne St.
Oceanside, 722-7613
BRANCHES: Carlsbad, San Luis
Rey Valley, Vista Way and Del Mar.
Drive-In Branch at
Third & Horne St., Oceanside

A Full Service Bank • Deposits Insured by FDIC



How to find COUNTY SERVICES

NORTH COUNTY RESIDENTS may find this collection of government service locations and phone numbers to be a convenient reference. If our readers have additions to the listing which might be of benefit, please suggest them by mail to our address in the masthead on page 3 of the Guide.

CARLSBAD

Airport
2386 Palomar Airport Rd. 729-7155
Animal Shelter
2481 Palomar Airport Rd. 729-2312

ENCINITAS

Health
143 "D" St. 753-5687
Library
540 Cornish Dr. 753-7376
Sheriff
143 "D" St. 753-5591

ESCONDIDO

Agriculture
600 E. Valley Pkwy. 745-4200
Day Center
1748 Escondido Blvd. 746-9000
District Attorney
600 E. Valley Pkwy. 745-4200
Health
606 E. Valley Pkwy. 745-8586
Marshal
600 E. Valley Pkwy. 745-4200
Municipal Court
600 E. Valley Pkwy. 745-4200
Sheriff
600 E. Valley Pkwy. 746-0662
Veterans (Wed. only)
230 Park 745-1159
Welfare
620 E. Valley Pkwy. 745-4200

FALLBROOK

Agriculture
130 E. Alvarado St. 728-7488
Airport
2141 S. Mission Rd. 728-1231
Justice Court
130 E. Alvarado St. 728-1041
Library
124 S. Hill St. 728-2373
Sheriff
130 E. Alvarado St. 728-1113

OCEANSIDE

Adoptions
516 Cassidy St., Suite B 722-1229
District Attorney
1701 Mission Ave. 722-4101
Drug Education (DEFY)
516 Fourth St. 722-4101
Health
104 S. Barnes St. 722-4101
Marshal
1701 Mission Ave. 722-4101
Municipal Court
1701 Mission Ave. 722-4101
Veterans (Tues. & Thurs.)
408 N. Hill St. 722-5234
Welfare
820 N. Freeman 722-4161

POWAY

Sheriff
13083 Poway Rd. 748-7400

RAMONA

Agriculture
1420 Montecito Rd. 789-1340
Airport
Montecito Rd. 789-1733
Engineer Div. II
116 Fifth St. 789-0140
Justice Court
1428 Montecito Rd. 789-0050
Library
1406 Montecito Rd. 789-0430
Sheriff
1424 Montecito Rd. 789-1200

SAN MARCOS

Engineer Div. III
1600 Descanso 744-0606
Library
131 Richmar Rd. 744-0707

VISTA

Agriculture
841 Williamston St. 724-8571
Assessor
855 Williamston St. 724-8571
Bookmobile
325 S. Melrose Dr. 724-5622
Building Inspection
837 Williamston St. 724-8571
County Clerk
325 S. Melrose Dr. 724-8571
District Attorney (Superior)
325 S. Melrose Dr. 724-8571
District Attorney (Municipal)
845 Williamston St. 724-8571
Health
831 Williamston St. 724-8571
Library
325 S. Melrose Dr. 724-5507
Marshal
845 Williamston St. 724-8571
Municipal Court
845 Williamston St. 724-8571
Probation (Adult)
240 E. Vista Way 726-0553
Probation (Juvenile)
325 S. Melrose Dr. 724-8571
Revenue & Recovery, Bureau of
325 S. Melrose Dr. 724-8571
Sheriff
325 S. Melrose Dr. 724-2104
Superior Court
325 S. Melrose Dr. 724-8571
Supervisor (5th Dist)
325 S. Melrose Dr. 724-8571
Veterans Service (Tues. & Thurs.)
321 S. Santa Fe 724-4550

SAN DIEGO'S north county living guide

WHERE TO GO/WHAT TO DO
SPECIAL EVENTS/DINING OUT

All research and compilation
by Patricia Walker.

SAN DIEGO'S NORTH COUNTY LIVING
POST OFFICE BOX Q, RANCHO SANTA FE, CALIFORNIA 92067

OUR EDITORIAL GOAL in publishing and distributing this Guide to what-and-where is to serve both the resident and the visitor in North San Diego County. We have made an effort to provide the most accurate and timely information available, including a variety of small community events as well as those which attract the attention of a countywide audience. We invite each community in our coverage area to add us to their mailing list for advance notification of open-to-the-public events.

OUR DISTRIBUTION is accomplished in two principal ways: (1) as a bound-in section of North County Living Magazine, chronicle of social, civic and business activities in our coverage area, and (2) through selected locations, as a complimentary source of information presented exclusively for and about North County.

WE WELCOME ADVERTISERS who wish to present their messages to the good people of North County and the many visitors who find this beautiful area especially attractive for recreation and relaxation. The resident population of our coverage area is a respectable 400,000 — and the growing-est region in Southern California. Much of "the good life" in our section of the country is lived by residents and visitors in the communities we serve in our unique way. Rate information is available by request to: Advertising Manager, North County Living Guide, P.O. Box Q, Rancho Santa Fe, CA 92067.

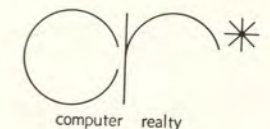
The Caldron
Fallbrook's Famous Restaurant
It's new! It's larger!
Same memorable food plus
hearty drinks
lunch, dinner, daily
Sunday brunch
125 S. Main Street,
Fallbrook, Ca. 92028
(714) 728-4888

Little Bavaria
all the atmosphere of
an Alpine inn
Specializing in German and
American food
Lunch, Wed., Thurs., Fri.
Dinner and Dancing Fri., Sat., Sun.
Carmel Valley Rd. Del Mar
755-1383 755-1454

cr* ...
computer
realty

a member of 7
multiple listing
services

we can expose your property
to buyers in la jolla, point
loma, and greater san diego as
well as the san dieguito area.
talk to *computer realty
before listing your property.



suite 205, del mar

755-0266 453-4222

1401 Camino Del Mar
Del Mar, California

SCULPTURE
GALLERY

SG



PORTRAIT BY MARY BEESON

Original Art
By Professional Artists
Mary Beeson
Jean Chapman
Robert Goddard
William Lueken
Peggy Oberlies

SUITE 202/UPSTAIRS/755-2018
1401 CAMINO DEL MAR
DEL MAR, CALIFORNIA

San Diego County Special Events

KEY TO LOCATIONS OF EVENTS

- | | |
|--|---|
| (1) North Coast YMCA
200 Saxony Road, Encinitas
753-6536 | (10) San Diego Ballet Company
College Theatre, San Diego
295-4161 |
| (2) Civic Theatre
San Diego Community Concourse
236-6510 | (11) Mira Costa College
Oceanside
757-2121 |
| (3) Old Globe Theatre
Balboa Park, San Diego
234-3601 | (12) Del Mar Fairgrounds
Del Mar
755-1161 |
| (4) Actor's Quarter Theater
480 Elm Street, San Diego
234-9325 | (13) Sports Arena
3500 Sports Arena Blvd., San Diego
224-4176 |
| (5) Actor's Quarter Children's Theater
480 Elm Street, San Diego
234-9325 | (14) Golden Hall
Community Concourse, San Diego
236-6510 |
| (6) Off Broadway Theatre
314 F Street, San Diego
235-6535 | (15) Torrey Pines Inn
Torrey Pines Golf Course, La Jolla
453-4420 |
| (7) San Dieguito Little Theatre
Del Mar Fairgrounds, Del Mar
755-9005 | (16) Lomas Santa Fe Country Club
Lomas Santa Fe Drive
755-1547 |
| (8) Cassius Carter Centre Stage
Balboa Park, San Diego
239-2255 | (17) University of California (UCSD)
La Jolla Village Dr. at Torrey Pines Rd.
453-2000 |
| (9) Palomar College
San Marcos
744-1150 | (18) Patio Playhouse
373 North Hale, Escondido
746-6669 |



*Dine in the lavish
Fontainebleau Room
at the
Westgate Plaza Hotel*

Renowned gourmet dining
in a hotel selected as one
of the world's three
greatest by Esquire Magazine.

*Fontainebleau
Room*

1055 Second Avenue
San Diego, CA 92101
Telephone (714) 232-5011

A property of Westgate-California Corporation

- Jan 1:**
6:45 Film Series "Saturday Afternoon at the Movies" The "B" Western, Flash Gordon, Cartoons. Free (Carlsbad High School Cafeteria) (11)
8:00 "Night Watch" play (3)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 2:**
7:30 Adult Judo Class (1)
8:00 Godspell (2)
8:00 "Night Watch" play (3)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 3:**
7:00 "Vididiana" film, Room P-32 (9)
8:00 Godspell (2)
8:00 Gulls vs. Russian Team (13)
8:00 "Night Watch" play (3)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 3-26:**
El Dorado Garden Court . . . play
Call 746-6669 for time and title. (18)
- Jan. 4:**
7:30 San Diego Conquistadores vs. San Antonio Spurs (14)
9:30 Aquagym Class (1)
8:00 Godspell (2)
8:00 "Night Watch" play (3)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 5:**
9:00 Youth Judo Class (1)
7:00 Gulls vs. Salt Lake City (13)
6:00 "Ben Bagley's . . ." play (6)
6:30 and 10:00 Godspell (2)
8:00 "Night Watch" play (3)
9:00 "Ben Bagley's . . ." play (6)

- Jan. 6:**
2:00 "Night Watch" play (3)
2:00 "Ben Bagley's . . ." play (6)
7:00 Gulls vs. Seattle (13)
7:30 San Diego Conquistadores vs. Carolina Cougars (14)
7:30 "Ben Bagley's . . ." play (6)
3:00 Godspell (2)
8:00 "Night Watch" play (3)
- Jan. 6-11:**
Art Exhibit. Villa Señor. UCSD Art Gallery, Revelle Campus (17)
- Jan. 7:**
8:00 "Russia" film Room P-32 (9)
8:00 Godspell (2)
- Jan. 8:**
6:30 Guitar Class (1)
6:45 Film Series. Documentaries and Short Subjects. Free (Carlsbad High School Cafeteria) (11)
8:00 "Night Watch" play (3)
8:00 Godspell (2)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 9:**
8:00-2:00 Art Exhibit "Photography", Crumley Gallery (11)
7:00-9:00 Crumley Gallery (11)
7:30 Adult Judo Class (1)
8:00 "Night Watch" play (3)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 10:**
8:00-2:00 Art Exhibit "Photography", Crumley Gallery (11)
7:00 Fellini's "8½" play (9)
8:00 "Indian Sand Painting." Lecture-Demonstration. UCSD Undergraduate Science Bldg., Revelle Campus. (17)
8:00 San Diego Symphony (2)
8:00 "Night Watch" play (3)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 11:**
6:00 Opening night, "Lovers and Other Strangers" play (7)
7:00 Gulls vs. Denver (13)
8:00 San Diego Symphony (2)
8:00 "Night Watch" play (3)
8:30 Chamber Music Series. Biggs Concert (Oceanside First Presbyterian Church) (11)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 12:**
9:00 Youth Judo Class (2)
10:00 Young People's Concert (2)
12:00 Young People's Concert (2)
6:00 "Ben Bagley's . . ." play (6)
8:00 Solana Beach CC Installation Dinner (16)
8:00 "Night Watch" play (3)
8:00 "Lovers and Other Strangers" play (7)
8:00 L.A. Philharmonic (2)
8:00 Steve Miller Band with Dave Mason (13)
8:15 Concert of Korean Music and Dance. 409 Matthews Campus (17)
8:30 "Lovers and Other Strangers" play (7)
9:00 "Ben Bagley's . . ." play (6)
- Jan. 13:**
2:00 "Ben Bagley's . . ." play (6)
7:00 Gulls vs. Phoenix (13)
7:30 San Diego Conquistadores vs. Indiana Pacers (14)
7:30 "Ben Bagley's . . ." play (6)
8:00 "Night Watch" play (3)
- Jan. 14:**
12:00 Mini Concert — Golden Hall Lobby (14)
8:00-2:00 Art Exhibit "Photography",

- 7:00-9:00 Crumley Gallery (11)
8:00 Philharmonic Wind Quintet, P-32(9)
- Jan. 15:**
6:30 Guitar Class (1)
6:45 Film Series "Saturday Afternoon at the Movies." The "B" Western, Flash Gordon, Cartoons. Free. (Films at Carlsbad High School Cafeteria) (11)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:15 U.S. Premier of Elvin Curran's Magnetic Garden for Instruments (tapes and voices) Rescheduled from Dec. 20 409 Matthews Campus (17)
8:00-2:00 Art Exhibit "Photography", Crumley Gallery (11)
7:00-9:00 Crumley Gallery (11)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 16:**
7:30 Adult Judo Class (1)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:00-2:00 Art Exhibit "Photography", Crumley Gallery (11)
7:00-9:00 Crumley Gallery (11)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 17:**
7:00 Gulls vs. Seattle (13)
8:00 San Diego Symphony (2)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:30 "Ben Bagley's . . ." play (6)
- Jan. 18:**
7:30 San Diego Conquistadores vs. Denver (14)
7:30 Harlem Globetrotters (13)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:00 "Ben Bagley's . . ." play (6)
8:00 San Diego Symphony (2)
8:30 Folk/Bluegrass Concert. Lowel Fulson, UCSD Revelle Campus 453-2000 Ext. 1391 (17)
8:30 "Lovers and Other Strangers" play (7)
- Jan. 19:**
9:00 Youth Judo Class (1)
7:00 Gulls vs. Seattle (13)
8:00 Cardiff CC Installation Dinner (16)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:15 UCSD Chamber Choir Concert. 409 Matthews Campus (17)
8:30 "Lovers and Other Strangers" play (7)
8:30 Mexican-American Business Association Dance. (722-8206) Exhibit Hall Del Mar Fairgrounds (12)
9:00 "Ben Bagley's . . ." play (6)
- Jan. 20:**
2:00 "Tartuffe" play (8)
2:00 "Night Watch" play (3)
2:00 "Ben Bagley's . . ." play (6)
7:00 Gulls vs. Denver (13)
7:30 "Ben Bagley's . . ." play (6)
8:00 Viola Farber Dance Company (from New York) UCSD Gymnasium. (17)
8:00 Jackson Brown and Linda Rhonstadt (2)
8:00 "Tartuffe" play (8)
"Night Watch" play (3)
8:00 La Jolla Civic/University Symphony Coffee Concert Bishop's School, La Jolla. (17)
- Jan. 21:**
7:00 Rabies Clinic — Mission Tower 9:00 Bldg. (12)

- 8:00 Explorama Presents "Turkey". Film. (2)
- Jan. 22:**
6:30 Guitar Class (1)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:00 UCSD Mandeville Lecture Series by Murray Kempton. "The Obsolescence of Journalism". SDG & E Auditorium. 101 Ash, San Diego. (17)
8:00 Andy Williams Pro-Am at La Costa and Lomas Santa Fe Country Club (15)
8:15 San Diego Chamber Orchestra. 409 Matthews Campus (17)
8:30 "Lenny" play (6)
- Jan. 23:**
Andy Williams Golf Classic (15)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:30 "Lenny" play (6)
- Jan. 24:**
Andy Williams Golf Classic (15)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:00 UCSD Mandeville Lecture Series by Murray Kempton. "The Training of Journalists". Garren Auditorium Basic Science Bldg, Room 1105. School of Medicine UCSD. (17)
8:15 Hayward College Singers. 409 Matthews Campus (17)
8:30 "Lenny" play (6)
- Jan. 25:**
8:00 Gordon Lightfoot (2)
8:00 Harlem Globetrotters (13)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:15 Contemporary Chamber Music Room 409, Matthews Campus (17)
8:30 "Lovers and Other Strangers" play (7)
8:30 "Lenny" play (6)
- Jan. 26:**
Andy Williams Golf Classic (15)
6:00 "Lenny" play (6)
8:00 Encinitas CC Installation Dinner (16)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:00 Country Stars Talent Search and Song Festival (13)
8:30 "Lovers and Other Strangers" play (7)
9:00 "Lenny" play (6)
- Jan. 27:**
Andy Williams Golf Classic (15)
2:00 "Tartuffe" play (8)
2:00 "Lenny" play (6)
3:00 Mello Cello Recital, by Alice Connally Room 409, Matthews Campus (17)
7:00 Gulls vs. Phoenix (13)
7:30 San Diego Conquistadores vs. Kentucky Colonels (14)
7:30 "Lenny" play (6)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
- Jan. 28:**
12:00 Mini Concert — Golden Hall Lobby (14)
8:00 UCSD Mandeville Lecture Series by Murray Kempton. "The Newspapers and Their Freedom." Garren Auditorium Basic Science Bldg. (17)
- Jan. 29:**
8:00 Lecture by Dr. Rollo May, Mira Costa College Gym (11)
8:00 "Tartuffe" play (8)

- 8:00 "Night Watch" play (3)
8:30 "Lenny" play (6)
- Jan. 30:**
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:30 "Lenny" play (6)
- Jan. 31:**
8:00 UCSD Mandeville Lecture Series by Murray Kempton. "What Might Newspapers Be?" Garren Auditorium Basic Science Bldg. (17)
8:00 "Tartuffe" play (8)
8:00 "Night Watch" play (3)
8:30 "Lenny" play (6)
- Feb. 1:**
8:00 Moody Blues. Group. (13)
- Feb. 2:**
6:00 "Lenny" play (6)
7:00 Gulls vs. Portland (13)
9:00 "Lenny" play (6)
- Feb. 3:**
2:00 "Lenny" play (6)
7:30 "Lenny" play (6)
- Feb. 5:**
7:00 "American Indian Rituals", seminar Room 2722 Undergraduate Basic Science Bldg, Revelle Campus (17)
8:30 "Lenny" play (6)
- Feb. 6:**
8:00 San Diego Opera "Rhinogold" (2)
8:30 "Lenny" play (6)
- Feb. 7:**
8:30 "Lenny" play (6)
- Feb. 8:**
8:00 Uriah Heep. Group. (13)
8:00 San Diego Opera "Rhinogold" (2)
8:30 "Lenny" play (6)
- Feb. 9:**
10:00-4:00 La Jolla Civic-University Symphony Talent Contest 409 Matthews Campus (17)
6:00 "Lenny" play (6)
9:00 "Lenny" play (6)
- Feb. 10:**
2:00 "Lenny" play (6)
2:00 La Jolla Civic-University Symphony (17)
2:30 San Diego Opera "Rhinogold" (2)
5:00 "Music-Go-Round" Home Tour of La Jolla Homes (Music at each home) 453-2000 X. 2095, 453-5439
7:00 Gulls vs. Salt Lake City (13)
7:30 "Lenny" play (6)
- Feb. 11:**
8:00 Travel Film "Grand Canyon". Room P-32 (9)
- Feb. 12:**
7:00 "American Folk Music From Elsewhere". Lecture by Sam Hinton. Room 2722 Undergraduate Basic Science Bldg, Revelle Campus (17)
8:00 "Three Penny Opera" play (3)
8:30 "Lenny" play (6)
- Feb. 13:**
8:00 Deep Purple. Group. (13)
8:00 "Three Penny Opera" play (6)
8:30 "Lenny" play (6)
- Feb. 14:**
8:00 "Three Penny Opera" play (3)
8:30 "Lenny" play (6)
- Feb. 15:**
8:00 "Three Penny Opera" play (3)
8:15 Lieder Recital, John Garthside, tenor 409 Matthews Campus (17)
8:30 "Lenny" play (6)



ESCONDIDO, CALIFORNIA

THE place
for **YOUR** business

NOW LEASING
SHOPS • OFFICES • RESTAURANTS

For Information call (714) 291-1813

GOURMET PROPERTIES LTD.
250 Hotel Circle North, San Diego 92108

The Inn at Rancho Santa Fe

for gracious dining
in tasteful surroundings.

Join us for breakfast, luncheon or dinner
in the Garden Room, overlooking the pool
and gardens, or the Vintage Room, a
favorite for that intimate lunch or dinner.

Attractive private rooms for parties
and special occasions.

For reservations, please call (714) 756-1131

Dining Hours:
8:00 AM-10:00 AM
12:00-2:00 PM;
6:30 PM-9:00 PM

Jackets for gentlemen requested in the evening.

North County Films:

Because film distributing companies usually work only one to two weeks in advance, most movie houses cannot set up a monthly schedule. Please contact the individual theaters for titles and times.

Carlsbad: Carlsbad Theater, 2822 State, 729-1063
Cinema Plaza, Carlsbad Plaza, 729-2262

Encinitas: La Paloma Theater, 471 First Street, 753-3955

Escondido: Escondido Drive-in, 755 West Mission, 745-2331
Plaza 1 and 2, 345 Escondido Blvd., 745-5087
Pussycat Ritz, 309 East Grand, 747-6635

Fallbrook: Mission, 231 North Main, 728-8444

La Jolla: Cove Theater, 7730 Girard, 459-5404
Unicorn, 7456 La Jolla Blvd., 459-4341

Oceanside: Adult Theater, 514 Third, 722-4518
Crest Theater, 102 North Freeman, 722-6561
New Valley Drive-in East, 3480 Mission, 757-5556
New Valley Drive-in West, 3480 Mission, 757-5556
Oceanside Drive-in, 1823 Mission, 722-5189
Palomar Theater, 314 North Hill, 722-2631
Star Theater, 402 North Hill, 722-2895
Towne Theater, 217 North Hill, 722-2155

Poway: Poway Playhouse Theater, 12845 Poway Road, 748-7110

Solana Beach: Solana Theater, 113 South Acacia, 755-9719
Del Mar Drive-in, 949 Stevens, 755-8757

Vista: Avo Theater, 303 East Vista Way, 726-3040
Stardust Twin Cinema, 234 West Broadway 726-8673
Vista Drive-in, W. Vista Way & Thunder Drive, 724-6223

UCSD Film Series, 2722 Undergraduate Science Building — Reville Campus 453-2000, Ext. 1391 Fee: \$.75, 1.50, La Jolla

Specialists in Custom Auto Leasing Programs



1094 Cudahy Place San Diego, Calif. 726-9517
603 W. Mission Escondido, Calif. 746-4166

The symbol of friendship



"The Most Famous Basket in the World"
known around
the world
TELEPHONE 753-3137

Welcome Wagon

Galleries and Exhibits:

Art Bank, 11844 Rancho Bernardo Road, 487-0187, Rancho Bernardo

Bozzarius Trading Company, 1401 Camino Del Mar, 755-2646, Del Mar

Carlsbad-Oceanside Art League, 2937 Madison, 729-7524, Carlsbad

Carousel Art Gallery, 541 First, 753-8472, Encinitas

Casa de Artes Fine Arts Gallery, 850 West Encinitas Road, 744-3352, San Marcos

Consultus, 2454 Mango Way, 755-0848, Del Mar

Del Mar Gallery, 1442 Camino Del Mar, 755-1630, Del Mar

Everyday Music, 328 East Vista Way, 724-4081, Vista

Frame House, 1832 South Hill, 722-0648, Oceanside

Glaser Gallery, 8004 Girard, 454-5155, La Jolla

Gray's Gallery, 231 South Juniper, 746-5226, Escondido

Jones Gallery, 1262 Prospect, 459-1370, La Jolla

La Galeria, 2161 Avenida de la Playa, 459-5003, La Jolla

La Jolla Art Association, Girard Ave., 459-3001, La Jolla

La Jolla Museum of Contemporary Art, 700 Prospect Street, 454-0183, La Jolla. 11-5 Tues-Fri; 12:30-5 Sat-Sun; Wed 7-10;

LeLouvre de la Costa, 7664D El Camino Real, 753-0277, La Costa

Mary Moore Gallery, 2163 Avenida de la Playa, 459-6301, La Jolla

Poway Frames, 13322 Poway Road, 748-3314, Poway

Rugs and Arts of Persia, 5627 La Jolla Boulevard, 459-7474, La Jolla

Russ-Craft Museum, 139 South B, 744-3141, San Marcos

San Dieguito Art Guild, Tenth and Camino Del Mar, 755-1206, Del Mar

Sandre's Art Gallery, 451 East Valley Parkway, 747-1230, Escondido

Sculpture Gallery, 1401 Camino Del Mar, 755-2018, Del Mar

Showcase of Arts, Inc., 1121 East Valley Parkway, 747-8957, Escondido

Tarbox Gallery, 1025 Prospect, 459-0442, La Jolla

Tokar Gallery, 145 S. Hi. 101, 755-0828, Solana Beach

UCSD Reville Campus Art Gallery, Humanities Library Building, Room 1260, Daily 12-5; Wed. eve. 8-10. 453-2000, Ext. 1980, La Jolla

Upstairs Gallery, 137 Jefferson, 726-7690, Vista

Vardi's Art Gallery, 1556 S. Escondido Blvd., 746-0232, Escondido

Village Art Studio, 411 West Hawthorne, 728-1212, Fallbrook



"Everything you'd like
a restaurant to be"

Hawthorn at the Waterfront
Noon till Midnight
Closed Sundays & Holidays

232-5129

Winner of Holiday Magazine Award

PAPILLON

STARRING

STEVE McQUEEN
DUSTIN HOFFMAN

NOW PLAYING

for an
extended run

at the

VALLEY CIRCLE
THEATER

Mission Valley Center

297-3931

meet me at



Steaks
&
Spirits



755-6666

at the entrance to the Del Mar
race track and So. Calif. Fair

San Diego Area Courses:



Balboa Park Municipal Golf Course, Muni's regulation-size course wanders thru deep canyons & atop narrow mesas. The 9-hole is short, busy & pleasant. Public. \$2.50-18 holes, (Twilight rate \$1.25), \$1.50-9 holes Weekdays; \$3-18 holes, \$1.75-9 holes Weekends, Holidays. (232-2470); (232-2717).

Bonita Golf Club, Fairly level. Semi-private 18-Weekdays \$3, Weekends \$4; 9-Weekdays \$1.75, Weekends \$2.25. 2 miles east of National City on Sweetwater Road. (475-3375).

Borrego Roadrunner Club, Par 54, 18 holes. Executive length. Flat course, greens regulation size. Rated in excellent condition. \$2.50 weekdays, \$3.50 weekends and holidays. Hand carts available \$.50 Putting greens, clubhouse, restaurant nearby. In Borrego Springs. 767-5652.

Carlton Oaks Country Club and Lodge, Excellent, tricky course with undulating greens; water everywhere. Semi-private. 18 Weekdays \$3, \$6 Weekends and Holidays. 9200 Inwood Dr., Santee (448-4242).

Chula Vista Municipal Golf Course, Well trapped, trees, beautiful greens. Clubhouse, restaurant, pro shop, driving range. 18-Weekdays \$3, Weekends and Holidays \$4, 9-Weekdays \$1.75, Weekends and Holidays \$2.25. 4475 Bonita Rd., east of Chula Vista (479-4141).

Circle R Ranch Golf Resort, Beautiful valley site, well manicured, fairly flat; lake; many trees. Public. 18-Weekdays \$5, Weekends and Holidays \$7; carts \$8. 9 miles north of Escondido on Hwy. 395 (745-8029).

Club Circle Golf Course, Large beautiful greens; well trapped, 2 lakes. Regulation 9-hole course — par 3, \$2, weekdays; — \$3, Sat., Sun. & holidays. In Borrego Springs. 767-5944.

Colina Park Golf Course, Rolling greens, night-lighted; corner of University and 52nd St. 3-par 18 holes. Putting greens, snack bar, pro shop, miniature course, driving cage. All open to public. Weekdays, \$1.25 Juniors and students; \$1.50 Junior & students; \$1.75 adults. 582-4704.

Coronado Municipal Golf Course, Golf while looking across at S.D. skyline & dramatic Bay-spanning bridge. Flat; elevated greens & trees. Public. 18 holes weekdays \$3 (twilight rate \$1.50), weekends and holidays \$4 (twilight rates \$2). On Glorietta Bay, Coronado (435-3121).

Cottonwood Country Club, Long, magnificent course lined with 4,000 trees. 3 lakes. Semi-private. 2 courses: 18 — Ivanhoe \$4 weekdays; \$6 weekends and holidays. Monte Vista — \$3.50 weekdays, \$6 weekends and holidays. 3121 Willow Glen Road, El Cajon (442-9891).

De Anza Desert Country Club, Beautifully manicured; flat, trees, lake in Borrego Springs. 18 holes. Restaurant, pro shop, clubhouse. Membership in any private club honored. Visitors staying in hotels that are members of club may play. \$12.50 all days. If not staying in a member motel, \$15 all days. 767-5515.

El Camino Country Club, Situated in 3 canyons; 3 lakes; easy course to walk. Driving range, clubhouse, snack bar, pool, tennis courts. Private. Memberships in golf clubs outside S.D. County honored 18 — weekdays \$6; weekends and holidays \$7. 3202 Vista Way, Oceanside (757-2100).

Escondido Country Club, Large rolling greens, strategically trapped. 6 lakes. Driving range, putting greens, clubhouse, bar, restaurant, pro shop. 18 — weekdays \$5, weekends and holidays \$7; 9 — rates available. Electric carts. 1800 Country Club Lane, Escondido (746-4212).

Fallbrook Golf and Country Club, A picture-book course, well trapped; velvet fairways, flat; lakes on both sides; gorgeous trees on back 9. Driving range, putting greens, clubhouse, restaurant, pro shop. Semi-private. Membership in golf clubs outside S.D. County honored. 18-weekdays \$5, weekends and holidays \$7. Electric carts. 2757 Gird Road, Fallbrook. (728-8334).

Fletcher Hills Country Club, Rolling greens, flat, well trapped. Driving range, putting greens, restaurant, pro shop, instruction. 18-weekdays \$3, weekends and holidays \$4. 8046 John Towers Ave., Santee. (448-2333).

La Costa Country Club, One of the great ones. 4 lakes, undulating greens, well trapped, trees. Private. All 18 holes visible from luxurious clubhouse. Driving range, putting greens, top restaurant, pro shop & health spa. 18-57. Southeast of Carlsbad at La Costa Road & El Camino Real (729-9111).

La Jolla Country Club, Spectacular view of sea and La Jolla Village. Not overlong but always interesting. Winds over hill & dale, beautifully kept. Private. \$10 (with member). High St. Extension, La Jolla (454-2505).

Lake San Marcos Country Club, Rolling greens, narrow fairways 3 lakes, abundant trees. Clubhouse, restaurant pro shop. 18-weekdays \$6.50, weekends and holidays \$8.50, carts \$8. 1750 San Pablo, Lake San Marcos. (744-1310)

Las Palmas Golf Course, Contoured greens, well trapped, big lake, trees. 1800 20th St., National City. Par 29-9 holes. Night lighted driving range, putting greens, pro shop. \$1.50 weekdays, 9 holes; \$2.50 weekdays, 18 holes; \$1.75 weekends & holidays, 9 holes; \$2.75 weekends & holidays, 18 holes. 474-2251.

Lawrence Welk's Country Club Village, 3-par course, rolling greens, trees, few traps, 2

lakes. Driving range, putting greens, clubhouse, restaurant. Semi-private. 18-weekdays \$10, (guests with member \$7), weekends \$15 (guests with member \$10). East off Highway 5 on Lomas Santa Fe Drive (453-6353).

Lomas Santa Fe Country Club, Solana Beach. Challenging and picturesque, wending its way through rolling hills with views of both ocean and back country. Driving range, chipping green and putting green. Instruction. Golf equipment and fashions in pro shop. Dining room and cocktail lounge in clubhouse, patio snack bar between nines. Private. Guests of members \$10 weekends, \$7 weekdays. Members of approved private clubs \$15 weekends, \$10 weekdays. Take Interstate 5 to Lomas Santa Fe Dr. off ramp, go east one mile to Highland Dr. 755-1547.

The Meadowlake Golf Club, Idyllic, rustic setting; wooded, rolling terrain; large undulating greens; 5 lakes. Restaurant, snack bar, golf shop. Membership in golf clubs outside S.D. County honored. 18-weekdays \$4 (2 plus cart \$12) weekends & holidays \$6. 5 miles north of Escondido, east off Highway 395 on Mt. Meadow Road, 1 1/2 miles to Meadow Lake Club.

Military Golf Courses, Eight courses for military and their guests only. For information call the 11th Naval District Information phone, 235-3611.

Oceana Golf Club, Guaranteed tee times, 2 lakes, well trapped, undulating greens. 660 El Camino Real, Oceanside. 9 holes. Putting greens, pro shop, snack bar, clubhouse, electric carts. \$2, 9 holes; \$3, 18 holes, weekdays; \$2.50, 9 holes and \$3.75, 18 holes, Sat., Sun. & holidays. Tues. — Thurs. \$3 all day. Electric carts \$3 for 9 holes; \$5 for 18 holes. 757-0088.

Oceanside-Carlsbad Country Club, Rolling greens, trees, well trapped. Driving range, coffee shop. 18 — weekdays \$2.50, weekends & holidays \$4; 9 — weekdays \$1.50, weekends & holidays \$2.50. 1 Country Club Lane, Oceanside (722-5100).

Osbrink Golf Club, Beautiful greens, few trees, flat, lake, 2 blocks east of North Broadway on Rincon Ave., 1 mile north of high school in Escondido. Par — 62, 18 holes. Driving range, putting greens, clubhouse, pro shop. \$1.75 for 9 holes; \$2.50 for 18, weekdays; \$2 for 9 holes, \$2.75 for 18, Sat., Sun. & holidays. 746-2526.

Pala Mesa Golf Club, Inn & Lodge, One of San Diego's most interesting & beautiful courses, rolling front 9, lake, trees on back 9. Driving range, putting greens, chipping green, snack bar, pro shop, clubhouse. 18 — weekdays \$6, weekends & holidays \$8. Special rates for tournaments. Reduced rates for Lodge guests. Hwy. 76 & 395, 17 mi. no. of Escondido. 2001 S. Hwy. 395. (728-8407).

Pauma Valley Country Club, A big, gorgeous, demanding course; lovely lake; huge old trees. Clubhouse, lockerroom, dining room, pro shop. Very private. 15 mi. n.e. of Escondido. Hwy. 16 off 76 (742-3721).

Rancho Bernardo Inn and Country Club, Gently rolling greens, moderately trapped. Streams widening into 2 lakes. 63 holes on 3 courses. 1 course private, 1 public (tougher of the two). Driving range, putting greens, clubhouse. Weekdays \$6, weekends & holidays \$7. New 27 hole public course, Pomerado Rd. 18 — weekdays \$3.50, weekends & holidays \$5. 17550 Bernardo Oaks Dr., 23 mi. no. of S.D. off Hwy. 395. (487-1611).

Rancho Carlsbad Golf Course, Rolling greens; well trapped; crosses stream 4 times. No 9 hole rates. Par 56-18 hole course. Driving range, practice greens, pro shop, snack bar. Public. 18 — weekdays \$2.50, weekend & holidays \$3; 5 mi. e. of Carlsbad on El Camino Real. (729-9926).

Rancho California Golf Resort, A championship 6,802-yard course. Driving range, chipping & putting greens, pro shop, snack bar, dining room, lodge. 18 — weekdays \$5, weekend & holidays \$8. Electric carts. Junction of Hwy. 395 & Hwy. 71 near Temecula (676-5631).

Rancho de los Penasquitos Country Club, Rolling greens, well trapped; lake; pine trees. Putting green, driving range, pro shop. Take Carmel Valley Mt. Road Turnoff. 14499 Penasquitos Dr. (No 9 hole rates) weekdays \$2.50, weekend & holidays \$5. w. side of Hwy. 395, 1/2 mi. no. of Poway turnoff. (279-0700).

Rancho Santa Fe Golf Club, Older course, still ranks in design with best in the U.S. Rolling fairways; picturesque trees, lakes; well trapped. Driving range, putting greens, restaurant, pro shop. Private. Guests of Inn at Rancho Santa Fe may play. 18 — weekdays \$12, weekends & holidays \$15. Rancho Santa Fe, 5 mi. e. of Del Mar (756-1836).

River Valley Golf Course, Rolling greens, 5 lakes, river, trees, moderately trapped. 2440 W. Hotel Circle, Mission Valley. 9 holes, 4, 4-par & 5 3-par. Night-lighted Driving range, putting greens, clubhouse, restaurant, pro shop. Oct. 1-May 1, \$1.50 weekdays, daytime, for 9 holes; Sat., Sun. & holidays, daytime, and every night, \$2 for 9 holes. May 1-Sept. 30, \$2 for 9 holes; \$3.50 for 18 holes weekdays; \$3 for 9 holes; \$5 for 18 holes, weekends. 297-3391.

San Carlos Golf Club, A sporty, interesting course. Putting green, driving range, restaurant, pro shop. 18 — weekdays \$3, weekends & holidays \$5; No 9 holes half price., base of Black Mt., 7380 Golfcrest Pl, San Diego. (465-4700).

San Diego Country Club, Chula Vista. Graceful, lovely old course, meticulously groomed. Rolling fairways, well trapped, treelined. Private. \$10 (with member) & \$15

(non-member) respectively. Membership in golf clubs outside San Diego County honored. Country Club Dr. & L St., Chula Vista (422-0108).

San Luis Rey Golf Resort, Bonsall. Flat, fairways generally open; well trapped; trees. Practice fairway, clubhouse, all open to public. 18 — weekdays \$5, weekends & holidays \$8; 9-weekdays \$3, weekends & holidays \$4. 11 mi. e. of Oceanside on Hwy. 76 at Bonsall (758-0330).

Singing Hills Golf Course, El Cajon. 3 courses in beautiful setting. Contoured greens, flat, trees, few traps, 2 lakes. Semi-pvt. 18 — weekdays Oak Glen & Willow Glen \$4 (twilight rates \$2), Pine Glen (short) \$2 (twilight rates \$1.50); weekends Oak Glen & Willow Glen \$6, Pine Glen \$3. 3007 Dehesa Rd., El Cajon (442-3425).

Stardust Country Club, Flat, river, trees, well trapped. 27-hole championship course & 9-hole pitch & putt. Private; guests of Stardust Hotel may play. Weekdays \$7.50 (guests \$5), weekends & holidays \$10 (guests \$7.50). 950 Hotel Circle, Mission Valley (298-6171, ext. 271).

Sun Valley Golf Course. Excellent greens, trees. 8440 University, La Mesa. 9 holes. Driving range, coffee shop. \$.95 weekdays, first 9 holes; \$.60 each additional 9. \$1.20 first 9, \$.60 each additional 9, Sat., Sun. & holidays. 463-8488.

Teacolote Canyon Golf Course, Natural terrain, creek, trees, well trapped. 2755 Snead Ave., Clairemont. 18 holes, night-lighted. Driving range, putting greens, clubhouse, restaurant, pro shop. \$2.50 weekdays daytime. Sat., Sun. & holidays, daytime, and all nights, \$3. 279-1600.

Torrey Pines Municipal Golf Courses, 2 18-hole courses. Monstrous south course, site of San Diego-Andy Williams Open, is among world's greatest. Large rolling greens, well trapped; trees; ocean-cliff site is world famous. Driving range, snack bar, pro shop. 18 — weekdays \$3.50, weekends & holidays \$4.50. Inn next door. Torrey Pines State Park on Hwy. 101 (453-0380).

Vacation Village Hotel Golf Course, Flat, trees, no water. On Vacation Isle in Mission Bay Aquatic Park. 3-par 18 holes. Lounge. \$2 weekdays; \$2.50 Sat., Sun. & holidays, 18 holes. \$1.50 weekdays; \$2 Sat., Sun. & holidays, 9 holes. 274-4630, Ext. 7182.

Warner's Golf Course, Warner Hot Springs. Plush rolling Fairways, 70 traps, many trees. 18 hole, par 72; 9-hole pitch & putt. Putting greens, clubhouse, pro shop. Guests only. Daily \$5 for guests of Ranch, weekdays \$6 for others, weekends & holidays \$7.65 mi. n.e. of S.D. on Hwy. 79 (782-3555).

Whispering Palms Country Club, Rancho Santa Fe. Superb greens, well trapped, level; small trees. Pro shop, clubhouse restaurant. Semi-private. 18 — weekdays \$6, weekends \$8. Pool. Via de la Valle Rd., 2 1/2 mi. e. of Interstate 5, same exit as Del Mar Fairgrounds (756-2471).

Willowbrook Country Club. Flat, challenging, few traps, trees. 11905 Riverside Drive, Lakeside. Take Riverford Road off State Hwy. 67. Par 36, 9 holes. Par 72, 18 holes. Snack bar, pro shop. \$1.50, weekdays, 9 holes; \$2.50 for 18. \$2, Sat., Sun. & holidays for 9; \$3.50 for 18. 448-3292.

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

HELEN THOMSEN'S
Catering Service
5763 LA JOLLA BLVD., LA JOLLA
PHONE 459-4894

TRI-CITY ROLLER RINK
Call 755-4158
212 SO. CEDROS AVE.
SOLANA BEACH

NORTH COAST STATIONERS
755-4923
127 NORTH HIGHWAY 101
SOLANA BEACH, CALIF.

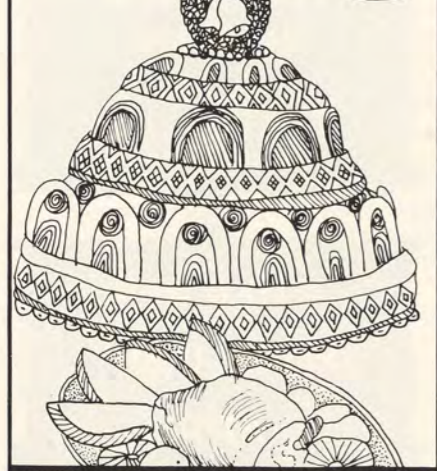
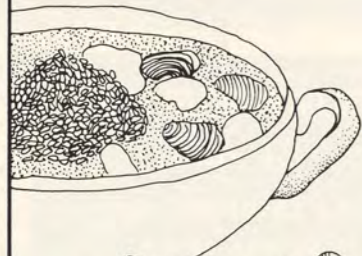
LA FEMME SALON
Hair Fashions
756-1794
LA GRANADA
RANCHO SANTA FE

A Key to Health
MASSAGE THERAPY
753-2374

R. E. BADGER
Pipeline / Sprinkler Service
756-1402
RANCHO SANTA FE



having a
Wedding?



let us do the catering
Forget all the work and worry. We
have a complete catering service.
call 745-8708
LEISURE TIME CATERING
511 North Escondido Blvd., Escondido

Golf Courses In Nearby Areas:

Rancho California Golf Resort, A championship, 6,775-yard, par 72 course. 57 white, silica sand traps and 6 lakes. Driving range, chipping & putting greens, pro shop, snack bar, dining room, lodge. Junction of Hwy. 395 & Hwy. 71 near Temecula. 18 holes. Weekdays, \$5; weekends & holidays, \$7. Electric carts, \$7. Group rates available. 676-4511.

San Antonio, Club Hipico Y De Golf, 12 miles south of the border of Tijuana by way of the Tijuana-Ensenada Freeway along the coast. 9 holes. Three lakes, interesting course, clubhouse, restaurant nearby. \$3 every day of the week.

Tijuana Country Club, Rolling greens, well trapped, trees. Near Caliente Race Track, Tijuana, Mexico. 5 miles from the border. 18 holes. Driving range, restaurant, pro shop. Semi-private club with guest privileges extended to all golfers. \$3 every day. Package: for twosome, green fees, electric cart or caddy, refreshment and snack (worth \$1) for \$10. Mon.-Fri., except holidays. Tijuana: 386-1403.

Shorter Courses:

Mission Bay Golf Center, Large, rolling greens, waterfalls, 2 lakes, trees, traps. 18-hole miniature course. Entire course lighted for night play. Public. Weekdays \$1.50 for 9 holes, \$2.50 for 18; weekends & holidays \$1.75 for 9, \$3 for 18. N. Mission Bay Dr., Mission Bay (273-1221).

Presidio Hills Pitch-And-Putt Course, Old Town. Peaceful pitch & putt under giant peppers & oaks on historic site. Public. 18 — weekdays \$1, weekends \$2.50; all day — weekdays \$2. 4136 Wallace (295-9476).

River Valley Golf Course, Night-lighted Rolling greens, 5 lakes, river, trees, moderately trapped. Restaurant. Public 9 — weekdays \$1-9 holes, \$3.50-18; weekends & holidays & nights \$3-9, \$5-18. 2440 Hotel Circle, Mission Valley (297-3391).

Sam Snead Tecolote Canyon Golf Course, Natural terrain, creek, trees, well trapped. Night-lighted. Public. 18 — weekdays \$3, weekends & holidays & nite \$3.50 respectively. 2755 Snead Ave., Clairemont (279-1600).

Spindriff Pitch & Putt Course, Short, flat course; palm trees, lake, 9 holes, 18 holes. Public. Weekdays \$1.50, weekends & holidays \$1.75. 2000 Spindriff Dr., La Jolla Beach & Tennis Club. (454-7126).

Vacation Village Golf Course, Flat, trees, no water, no trouble. Public. 18 — weekdays \$2.50, weekends & holidays \$3. On Vacation Is. in Mission Bay, off Ingraham St. (274-4630).

ANTIQUE JEWELRY & GLASS
CHINA, FURNITURE, ETC.

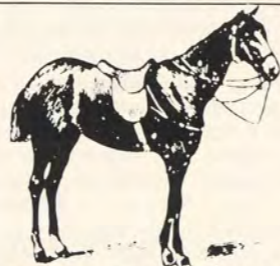
ROSIES
Rancho Santa Fe

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

ROSE RANSON
BUYING & SELLING
ALL TYPES OF ANTIQUES

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

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



MARY'S TACK SHOP

Tack & Veterinary Supplies

Via de la Valle at 76 Station

755-2015

Experience Skill Reliability

**WILLIAM COLEMAN
PAINTER**
INTERIOR EXTERIOR
also CABINETS

Telephone Evenings
753-0528

1939 Vulcan Avenue
Leucadia, Calif. 92024

SHOPPERS BAZAAR



Custom Boot Tailoring
and Cuffs

Shoe and Boot Repairing

Shoes for the Family

Marshall's

112 W. Plaza
Solana Beach
755-1776



We're just a small "country" Ford Dealer and we're proud of it. We just give good service and sell new Fords for less. Compare Prices Buy the easy "Gossett Way" with individual payment plan. We lease cars and trucks, and have Rent-A-Cars.

"We make you happy!"

WAYNE GOSSETT FORD

1424 Encinitas Boulevard
Encinitas, California 753-6286



The most charming furniture store in North County! Specializing entirely in Early American, Colonial and Provincial furniture and rugs.

"Only the finest in home furnishings"

Complete decorating service available.

THE WAYSIDE SHOP

345 West Grand, Downtown Escondido
745-1001



The finest selection of Domestic and Imported Wines; beer and spirits! Complimentary ice and glasses for your party. Early orders are appreciated! Diners Club cards honored. We deliver in Rancho Santa Fe without charge.

In the Plaza at 15th Street in Del Mar
ZEL'S PLAZA LIQUOR

Del Mar, California 55-945



Featuring steaks and seafood. Dancing and entertainment every night except Sunday. On the beach in Del Mar with a beautiful surf view. Superior food, wonderful atmosphere, cocktails, of course.

Open from 8 a.m. to 2 a.m.

THE FIRE PIT

Del Mar California
755-9345



Tennis is the name of the game! We have everything for the tennis buffs! Expert restringing, too. Large selection of tennis wear. Fishing, Archery, Baseball, Basketball, Skin Diving, Guns and ammunition.

Monday thru Saturday 9:30 to 5:30

GINDERS LA JOLLA SPORTING GOODS

1051 Wall Street La Jolla
59-3359



**RIVERBOAT
RESTAURANT**

**REUBEN
E. LEE**

moored at
HARBOR ISLAND, SAN DIEGO



Restaurant Row



COUNTRY KITCHEN — with its Early American decor offers a very cozy atmosphere. Harry E. Taylor, a double for RUDOLPH VALENTINO, an ex-Broadway showman and retired San Francisco barman is the barmaster. On the menu are such items as Stuffed Cornish Hen and Roast Leg of Lamb. Special Sunday Dinner, including delicious homemade pie for only \$3.50. Also a children's menu. Facilities include private room for small card groups, party accommodations, picnic baskets, and food to go. Open everyday from 7:00 a.m. to 9:00 p.m. 2004 E. Vista Way, Vista. 724-2772.

DAVEY JONES MEAT LOCKER — Unique yes! As you go through iron gates, cross over the bridge surrounded by tropical palms and go into the restaurant with a 17th Century Spanish Galleons decor you have the feeling you have arrived in another world. The specialty of the house Prime Rib, Live Maine Lobster and Blended Spirits. Live entertainment Tues.-Sun. Different each night. W. C. Field's movies on Monday nights. Hours are 11:00 a.m.-3:00 p.m. for lunch and 5:00 p.m.-11:00 p.m. for dinner Sun.-Thurs. Fri. & Sat. 5:00 p.m.-12:00 p.m. Cocktails are served from 11:00 a.m.-2:00 a.m. Mon.-Sat. Sundays 5:00 p.m.-2:00 a.m. First come, first served but reservations can be made for two private booths and a fireplace that seats ten. 340 E. Grand, Escondido. Phone 745-8359.

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

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

KELLY'S PRIME STEAKS — is called "the Happy Place" for good reason, we think. Any night of the week that you may wish to take the short drive down to Hotel Circle you'll find music and fun in full swing — and, of course, some very fine Chateaubriand-style steaks (which is their "thing") or New Yorks, or Steak & Lobster, or Lobster, or Prime Rib. Both the food and the excellent drinks (they "pour", for instance, Early Times bourbon, Peter Dawson Scotch, and Seagram's Extra Dry Gin) are modestly priced, making Kelly's a great place to take visiting friends. After dinner, a pleasant moment or two or three in the Piano Lounge with Margie, or "Ol' Don Libbey playing your favorite selections will cap a pleasant evening. A refined, pleasant atmosphere, excellent service, and a warm welcome await you. Try it! Hours: 11:00 a.m.-2:00 a.m. daily except Sat., Sun. and Holidays we open at 4:00 p.m. 248 Hotel Circle No. (Near Le Baron Hotel) San Diego, CA. Ph. 296-2131.

THE ACAPULCO: This colorful restaurant is a unique blend of everything that makes dining a delight. The atmosphere created by JERRY STAPP reveals the splendor and culture of the centuries-old Mexico blended with the beauty of an awakening modern Mexico. Handmade copies of Aztec and Mayan artifacts give the Acapulco an exquisite background for the fine Mexican cuisine, seafood and steaks skillfully prepared by Chef Michael. Adding to this relaxing mixture of atmosphere and tasteful foods, the Acapulco Duo strolls from table to table in the dining area and cocktail lounge, entertaining with their soft guitar music and haunting melodies. Famous for their "Margarita Grande," the Acapulco also serves cocktails and Mexico's celebrated Santo Thomas wines, to further enhance your luncheon or dinner. Think of all this the next time you want a soothing cocktail, a delicious luncheon or an intimate dinner party especially catered — the Acapulco, 1733 South Hill Street, Oceanside. 729-4454

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

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

THE MIRA MAR — Oliver Morris's Landmark, Mira Mar restaurant with its famed Rocking Ship in Oceanside is celebrating its 30th anniversary! Its "People-Loving" staff, plus good food and worlds of charm have made it one of Southern California's outstanding restaurants. Always under the ownership of the Oliver Morris (who are also connected with the exclusive Bel-Air Hotel in Los Angeles), the Mira Mar has grown from an original old two-story house with a widow's walk atop its roof (which is still there), to include the famous ship room, with its popular piano bar (dancing every night) flanked by two quieter dining areas: the Captain's Cabin and First Cabin with real fireplaces and authentic nautical antiques. Its Anchor Room is the scene of many private parties and club meetings. Adjoining the popular restaurant is the Morris Mira Mar Motor Inn with its 62 rooms that have just been completely refurbished. Drop anchor at the Mira Mar for a drink, dinner, dancing or lodging in happy surroundings. 815 N. Hill. Telephone for reservations: 722-3343

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

WINNERS CIRCLE LOUNGE — An intimate room featuring great cocktails and prime fed Black Angus steaks, located across from the Del Mar Race Track in the exciting Winners Circle Lodge. True to the old English tradition of "the feast after the hunt," you select and char broil your own steak. Enjoy cocktails by the warmth of the fireplace or at poolside. Room service is also available to the lodges 200 rooms. 550 Via de la Valle. (714) 755-6666.

SAN LUIS REY COUNTRY CLUB & RESORT — an enchanting mood is created for you when dining in the restaurant or enjoying a cocktail in the lounge. Both command a magnificent view of the smooth green golf course, contrasted by the rugged beauty of the rolling hills. Featured on the menu you will find such delights as Neptune's Platter for two, Pepper Steak cooked right in the dining room by the Maitre d', Chateaubriand, and Hearts of Palm Salad — a specialty of the house. San Luis Rey Downs is just 11 miles east of Oceanside. Take Highway 395 to Camino Del Rey and Turn west for 4 short miles. Dinner is served from 6:00 p.m. til 9:00 p.m. Monday through Thursday; on Friday and Saturday from 6:00 p.m. through 11:00 p.m. Dancing Tuesday through Saturday. Buffet every Sunday from 5:00 p.m. through 9:00 p.m. For reservations call: 758-0330

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

REUBEN'S PLANKHOUSE . . . the newest in the Reuben group of exceptionally good restaurants, easy to reach via the new highway 805 (just take the Balboa Avenue turnoff). Open for lunch from 11:30 to 4 Monday thru Friday; dinner starts at 4. On Saturdays and Sundays, open at 5. Dinner includes soup, salad and bread — and the steaks, lobster, and scampi are excellent. The cocktail bar has a pleasant surprise between 4 and 7 p.m. — there's complimentary hot hors d'oeuvres, cold relish trays, and a big tasty wheel of cheese. 7637 Balboa Avenue, San Diego. Sorry, no reservations 278-7373.

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

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

Dining and Dancing:

- Carlsbad:** Twin Inns, Elm Avenue West, 729-4131
- Del Mar:** Fire Pit, 1670 Coast Blvd., 755-9345
Little Bavaria, Carmel Valley Road, 755-1383
Rosendo's Hideaway, Carmel Valley Road, 755-3223
- Escondido:** Red Coach Inn, 135 North Pine, 743-9796
Escondido Country Club, 1800 Country Club Lane, 743-3301
Fireside, 435 West Washington Avenue, 745-1931
Royal Inn, 2500 South Escondido Blvd., 747-5000
- Fallbrook:** Pala Mesa Golf Club, Hi. 395, 728-8407
- Julian:** Pine Hills Lodge, 2960 LaPosada Way, 765-0119
- La Jolla:** Marine Room, 2000 Sprindrift, 454-7126
Rudy's Hearthside, 5530 La Jolla Blvd., 454-0318
Torrey Pines Inn, 11480 No. Torrey Pines Road, 453-4420
- Oceanside:** Marty's Valley Inn, 3232 Mission Avenue, 757-7711
Flying Bridge Restaurant, 1105 North Hill, 722-1151
- Poway:** Big Stone Lodge, 12237 Pomerado Road, 748-0371
- Rancho Bernardo:** Inn at Rancho Bernardo, 17550 Bernardo Oaks, 277-2146
- Rancho La Costa:** La Costa Resort, El Camino Real, 729-9111
- San Luis Rey:** San Luis Rey Resort, Camino del Rey, 758-0330
- San Marcos:** Quail's Inn Dinnerhouse, 1035 LaBonita Dr., 436-2445, 744-2445
- Solana Beach:** Ole, Ole, 221 North Hi. 101, 755-8870
P. Rodney's, 271 North Hi. 101, 755-1729
Steak House, 635 South Hi. 101, 755-3615



NORTH COUNTY DINING (with live entertainment offered)

- Since restaurants vary their live entertainment, please call individual places for schedules.
- Bonsall:** Restaurant Serbia, Hi. 76 and Olive Road, 758-0310

- Carlsbad:** Recis Fogcutter, 2358 Carlsbad Blvd., 729-7640
- Del Mar:** Albatross, 1309 Camino Del Mar, 755-6744
Alternative, 1431 Camino Del Mar, 755-2377
Golden Rollin' Belly, 225 West 15th Street, 755-1414
- Encinitas:** Notsom Flotsom, 417 Santa Fe Drive, 753-0329
- Escondido:** Circle R Golf Resort, Hi. 395, 745-8029
Chuck's Steak House, 1403 E. Valley Parkway, 746-5100
Davey Jones Meat Locker, 340 East Grand Ave., 745-8359
Meadow Lake Country Club, Meadow Glen Way E., 749-0983
Shakey's Pizza, 2329 S. Hi. 395, 746-7500
Lawrence Welk's Welk-Ome Inn, 3030 No. Hi. 395, 746-0035
- Fallbrook:** Casa Don Diego, 11433 South Main St., 728-8356
The Cauldron, 119 North Main Fork, 728-1505
Valley Fort Steak House, 3757 South Mission Blvd., 728-1998
- La Jolla:** Bully's, 5755 La Jolla Blvd., 459-2768
Chez Francoise, 5662 La Jolla Blvd., 459-6066
Chuck's Steak House, 1250 Prospect, 454-5100
Elario's, Torrey Pines Road, 459-0261
Ernie Myer's SYBTC Restaurant, 5786 La Jolla Blvd., 454-4721
Florentino's, 5157 La Jolla Blvd., 454-1450
Mad Greek, 1250 Prospect, 459-9393
Rheinlander Haus, 2182 Avenida de la Playa, 454-6770
Su Casa, 6738 La Jolla Blvd., 454-0369
- Oceanside:** Acapulco, 733 South Hill, 729-4454
Harbor Light, 264 Harbor Drive S., 722-4855
La Beans, 276 Harbor Drive S., 722-4615
Mira Mar Restaurant, 815 North Hill, 722-3343
Shakey's Pizza, 3744 Mission, 757-5370
- Poway:** Shakey's Pizza, 12813 Poway Road, 748-6611
- Rancho Bernardo:** Consuelo's, 2253 Sunset Cliffs, 487-3232
Inn at Rancho Bernardo, 17550 Bernardo Oaks, 277-2146
- Rancho La Costa:** La Costa, El Camino Real, 729-9111
- Rancho Santa Fe:** Whispering Palms, Via de la Valle, 756-2471
- Solana Beach:** Jack Slattery Steak and Chop House, 315 South Hi. 101, 755-6649
Jolly Ox, 740 Lomas Santa Fe Drive, 755-9758
Jolly Rogers, 937 Lomas Santa Fe Drive, 755-0117
Winner's Circle Lounge, Via de la Valle, 755-6666



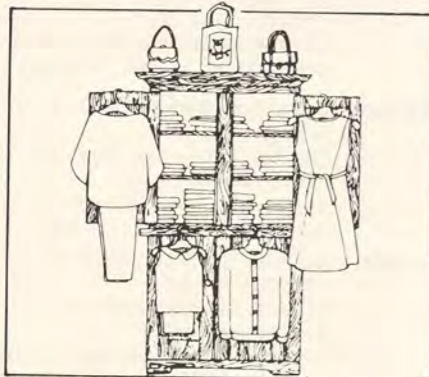
Chiquita Abbott

Realtors

Call us
for
Coastal Properties!

Unique Opportunities

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



THE
TWO
GOATS

Traditional Countrywear
for Men and Women

RANCHO SANTA FE, CALIFORNIA • 756-1996



Ocean Windows
DelMarVillage

Vacation Villas

on the site of the old
Del Mar Hotel

Company coming?

Rent a Room —
Or a Suite
for family and friends
that come visiting

FOR INFORMATION
AND RATES
Telephone 714/755-6601

The Water Life:

Please take note that dogs and cats are barred from all county beaches from 8 a.m. to midnight until September 30. This county ordinance is enforced by the county life-guards as well as the Animal Regulation Department whose officers make regular inspections of all beaches.

OCEAN BEACHES

For further information call the City Recreation Dept., Aquatic Division (224-2439). Beaches are listed north to south.

Oceanside, Good for body surfing. Lifeguards thru Oct. Beware rip currents near all piers.

Sea Cliff (Swami's Beach), Adjacent to Self-Realization Fellowship, so. of Encinitas. Limited Parking, rest rooms, picnic facilities at top of bluff; steep stairway to beach. Excellent surf. Lifeguards thru Sept. 15.

Solana Beach, Swimming. Picnic tables, fire rings, rest rooms. Lifeguards all year (listen for warnings of rip current just no. of lifeguard station).

Del Mar, At 17th St. Where horses from Del Mar Race Track receive morning workouts in the breakers. Swimming good no. to city limits; can be treacherous when waves high. Surfing. Restroom & shower facilities; parking a problem. Lifeguards all year.

La Jolla Shores, World-famous view. Board surfing excellent at no. beach; swimming at so. end (beware rip current directly in front of white house). Superior all-round swimming beach, especially safe for children. Lifeguards all year.

La Jolla Cove, On Coast Blvd. Always packed with tourists. Good diving; board surfing banned. Lifeguards all year.

Boomer Beach, Beyond Cove, around Alligator Pt. Body surfing best on the Coast, but only for pros in good, tight fins. Unguarded, not for tourists.

Children's Pool, South of Cove on Coast Blvd. Lifeguards all year.

Windansea, Neptune Pl., La Jolla. Competition surfing at no. end; swimming at so. No restrooms. Lifeguards thru Sept. 15.

Bird Rock, Off Dolphin Pl., La Jolla. Swimming for pros only. Good surfing & diving. Unguarded.

Pacific Beach, Ocean Blvd. Reasonably safe; swimming best so. of pier. Fine sandy beach. Fire rings, picnic tables, rest rooms, parking at no. end. Lifeguards all year.

Mission Beach, In front of Belmont Park. Wide, beautiful beach, Fire rings, showers, changing areas; beach chairs, umbrellas, surfing mats for rent. Lifeguards all year.

South Mission Beach, Surfing at so. end by jetty; swimming fair. Grassy area, rest rooms, parking at so. end. Lifeguards thru Sept. 15.

Ocean Beach, Foot of Santa Monica Ave. Posted rip-current areas & treacherous surge at so. end near rocks. Dangerous conditions near small jetties. Fire rings, changing areas, rest rooms. Lifeguards all year.

Sunset Cliffs, Sunset Cliffs Blvd., so. of Pt. Loma Blvd. Open to public but not recommended for swimming. Good surfing. A perilous beach, for top pros only. Unguarded.

Coronado, Mile-and-a-half of clean, safe beach divided into three sections. North Beach: no. of Hotel Del Coronado. Fire rings, picnic area. Central Beach: in front of hotel. South Beach: reaches to Silver Strand Park. Rest rooms. Lifeguards thru Oct.

Imperial Beach, 3 miles of swimmable beach; best at Palm Ave., Elm St., & Evergreen (by fishing pier). Some areas restricted to board surfing only; beach often has hardest, biggest shore-break on the Coast. Lifeguards all year.

MISSION BAY BEACHES

Beaches are listed clockwise from north (Ingraham St.).

North Cove, Fire rings, lifeguard.

Crown Point Shores, N. Mission Bay Dr., children's playground, fire rings, restrooms, lifeguards.

De Anza Cove, N. Mission Bay Dr. Fire rings, picnic area, restrooms, children's playground, lifeguard.

Leisure Lagoon, E. Mission Bay Dr. near Interstate 5. Information center, picnic areas, food services, restrooms, children's playground, lifeguard.

South Cove, Fire rings, restrooms, lifeguard, model yacht pond.

Ventura Cove, W. Mission Bay Dr. between Belmont Park & S. Mission Bay Dr. Fire rings, children's playground, lifeguard.

Bonita Cove, S. of Ventura Cove, fire rings, restrooms & lifeguard.

Santa Clara Cove, W. side of Sail Bay. Fire rings, restrooms, lifeguard.

SPORT FISHING

Deep-sea landings, listed north to south.

Crystal Pier, Foot of Garnet Ave., Pacific Beach (488-5133).

Islandia Sport Fishing, Quivira Basin, off W. Mission Bay Dr., Mission Bay Park. Boats leave daily 6:00 a.m., 12:30 p.m. Adults \$7.00, children under 12 \$4.00 (222-1164).

Seaforth Sport Fishing, Quivira Basin. Boats leave daily 6:00, 12:30, & midnight. Adults \$7, children under 13 \$4. Midnight trip \$23 with bunk (224-3383).

Ocean Beach Pier, Foot of Niagara St., off Sunset Cliffs Blvd. (224-3359).

Fisherman's Landing, Off Rosecrans St., Pt. Loma (222-0391).

H & M Sport Fishing, Fenelon & Scott, 1 block off Rosecrans (222-1144).

Point Loma Sport Fishing Assn., 1403 Scott St. (223-1627).

Shelter Island Fishing Pier, Yacht Harbor Dr., off Shelter Island Dr. from Rosecrans, Pt. Loma (222-9305).

Imperial Beach Pier, Foot of Evergreen St., Imperial Beach (424-3159).

Imperial Beach Sport Fishing, Foot of Evergreen St., Imperial Beach. Boats leave daily 2:30 a.m., 1:00 p.m. 2:30 trip, adults \$14.00, 12-15 \$9.00, children under 12 \$6.00. 1:00 trip, \$10.00 (424-8773).

BOAT RENTALS

North to south, with Mission Bay listed clockwise from north.

Santee Lakes, Lake Canyon, Santee (448-2482).

Lake Murray Reservoir.
Hilton Inn, E. Mission Bay Dr., Mission Bay Park (276-4010).

Dana Marina, Small outboard boats and rowboats for bay fishing. 2590 Ingraham St. (225-0440).

U-Drive Ski Boats, 2590 Ingraham (223-0122).

Islandia Hotel & Marina, Quivira Rd. (224-3541).

Seaforth Rentals, 60 boats from 12-foot rowboats to 16-foot powerboats and 21-foot sailboats. Small-party (6 persons) fishing charters available. 1641 Quivira Road (223-1681).

Bahia Hotel & Landing, 998 W. Mission Bay Dr. near Mission Beach (488-0551).

Brophy's Boat Rentals, 14-46 foot powerboats for rent for fishing, diving and pleasure. 5104 N. Harbor Dr. (224-0017).

Harbor Island Sailing Academy, Famed ocean racer Choluta, 46-foot auxiliary sloop, is available for charter. Rates are \$100 per day. 2040 Harbor Island Dr. (At Harbor Island Marina.) (291-9568).

Jack Dorsee Sailboats, Boats from Omega 14's to Erickson 32's available. Rates \$25 per day to \$100 per day; half day and hourly rentals also available at proportionately higher rates. 1880 Harbor Island Dr. (291-6313).

SAILING LESSONS

Jack Dorsee Sailing School, Tel. 291-6313. 1880 Harbor Island Dr., San Diego, CA 92101. Basic sailing course, \$80; lessons \$8/hr.

Harbor Island Sailing Academy, Tel. 291-9568. (At Harbor Island Marina.) 2040 Harbor Island Dr., San Diego, CA 92101. Jim Yoes teaches Basic Sailing at \$10/hr.; Introduction in Learning How to Cruise is offered at \$65 per person, and the Fundamentals of Cruising and Racing is offered at \$70 per person. Both are weekend courses.

Boat Rentals
Coastal Boat Sales, 222-3532
Seaforth Boat Rentals, 222-1681
Brophy's Boat Rentals, 244-0017
Yacht Charters Limited, 459-4904

Full-Flite U-Drive Boat Rentals, 239-2341

Boat Charters
Harbor Excursions, 234-7383
La Orquilla Cruises, 422-7463
Point Loma Sportfishing Assn., 233-1627
Charters California, 222-6159
Jack Dorsee Sailboats, 291-6313
George Spain, 298-0584

Driver's Licenses
New residents must have a California driver's license within ten days.

Oceanside, 314 Wisconsin, 722-8279

Escondido, 1600 So. Escondido Blvd, 745-3500

San Diego, 3960 Normal, 297-3511

North San Diego Area Special Attractions:

Brookside Wineries, introduce you to the tasting and purchasing of the many varieties of wines produced by the Brookside Vineyard Company. A short course in the sniff and sip of wine provided by connoisseurs. Three locations for an interesting weekend past time.

The La Jolla Museum of Contemporary Art, Contemporary works from its collection plus rotating shows and special activities are scheduled from 10 to 5 Tuesday through Friday, 12:30 to 5 Saturdays and Sundays and 7 to 10 p.m., Wednesdays, 700 Prospect St.

Palomar Observatory, A breath-taking drive through San Diego County mountain country takes you to the world's largest telescope and an informative astronomy museum. The observatory, 742-3476, in Palomar State Park, is 70 miles from San Diego.

San Diego Wild Animal Park, a 1,800-acre natural environment preserve. Enter the park through the authentic African village. Ride the WGASA monorail train for a 5-mile safari. Open 9 a.m. (closing varies with the seasons). 30 miles north of downtown San Diego on Highway 78.



Missions:

More than 200 years have passed since Father Junipero Serra founded the first of the mission chain of California, right here in San Diego. The San Diego region has three, all interesting architecturally as well as historically.

Mission San Diego de Alcala, Founded 1769, 10818 San Diego Mission Road. Phone 281-8449. Daily Mass, 5:30; Sat 7 p.m. Folk Mass; Sun. Mass every hour 7 a.m.-12 noon. Gift shop daily 9 a.m.-5 p.m. Tape tours available in Spanish & English, \$1.00.

San Juan Capistrano, Founded 1776. Walk through tours daily. Phone 493-1111. Famous for flights of the swallows. Sunday 7, 8, 9, 10:30, 11:30 — 12:10, 6:15 p.m. Veils required.

Mission San Luis Rey, Founded 1798; 3 1/2 miles east of Oceanside. Phone 757-3651. Masses, Sat. 5:30; Sun. 6:30, 7:30, 9:00, 10:30, 12 and 7:30 p.m. Guitar Mass 9:00 p.m.



ALLAN LEONARD
REALTOR
714/756-2453
on
VIA DE SANTA FE
in
RANCHO SANTA FE

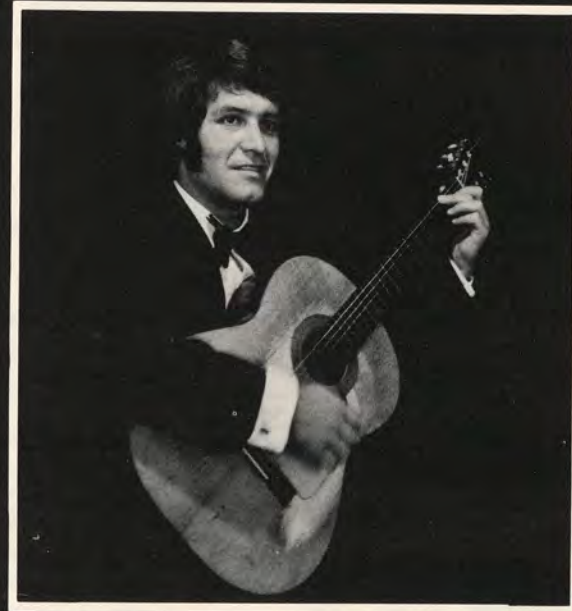
VILLAGE
CLEANERS &
LAUNDRY SERVICE
TWICE WEEKLY PICK-UP
& DELIVERY SERVICE
AGENTS FOR
Little Ol' Cobbler
SHOE REPAIR
Refinishes and Dye Work
Paseo Delicias Rancho Santa Fe
(at Parking Lot)
756-1483

Shaun-Mar
Boarding Kennel
GROOMING — ALL BREEDS
Open Mon. thru Sat.
9 a.m. to 5:30 p.m.
(Sundays by Appointment)
2120 Jimmy Durante Blvd.
DEL MAR 755-3222

"Browne & Vogt"
Engineering Surveyors, Inc.
726-0920
SUBDIVISION
LAND SURVEYORS
TOPOGRAPHICAL SURVEYS
621 SO. SANTA FE AVE.
VISTA, CALIF. 92083



... now has entertainment!



Recall the romance and gaiety of an evening on Paris' Left Bank with Continental flambé elegance. The Rack of Lamb, very special Onion Soup and Stuffed Trout are only two of the many unique gourmet experiences awaiting you. The many moods of Paris have all been marvelously recreated in La Jolla by The Happy Frenchman — a romantic, tasteful decor happily combined with informal American casual. Experience the déjà vu of a midday meal in the Café Trottoir with all the captivating charm of a sidewalk café. Serving exquisite Gallic delicacies, with an especial flair for omelettes and quiches. The Happy Frenchman is always a gourmet delight.

And now The Happy Frenchman has Entertainment every night. Guy Richard sings nightly in the Gourmet Dining room, and in the Terrace Room from 6 p.m. In the Sidewalk Cafe & Terrace Room from 12 Noon to 11 p.m. Luncheon is served from 11:30 a.m. to 11 p.m. at the Terrace Room and the Sidewalk Cafe. Dinner is served in the Gourmet Dining room from 5 p.m. to 11 p.m.
1251 Prospect Street, La Jolla, California 92037
(714) 454-4393

Places and Faces

FOUR WINDS TO MARKET NEW PROGRAM

Formation of Four Winds International, Inc., as the commercial sales organization for Four Winds Enterprise, Inc., was announced in San Diego today by President R. W. Arendsee.

Mr. Arendsee said Four Winds will market the new Four Winds relocation program, which includes the door-to-door movement of household goods, plus the arrangement of all travel, accommodations, and rental car services for the relocating family. The program is directed toward families moving to and from the continental U.S. or between two overseas points.

The company held a marketing seminar in San Diego in December to familiarize its present employees and new sales personnel with the new Four Winds relocation program.

"We'll be announcing the establishment of regional sales offices in some key U. S. cities before the end of the year," Arendsee said.

Four Winds Forwarding, Inc., one of the Four Winds family of companies, is a leading international mover of household goods in containers for the Department of Defense and other U. S. government agencies.

In addition to Four Winds International and Four Winds Forwarding, the Four Winds group includes:

Four Winds Travel Service, a full-service travel agency located in San Diego.

Movers Port Service, Inc., a port service and flatbed hauling service for containerized household goods. Offices are in San Diego, Baltimore, and Torrance, Calif.

International Container Leasing, Inc., a leasing company for household goods containers, located in San Diego.

Delta Van & Storage, Inc., of Alexandria, Va., one of the largest moving and storage firms in the metropolitan Washington, D. C., area.

Four Winds Philippines, one of the best-known international moving companies in the Philippines.

Four Winds Van Lines, Inc., a 21-state van lines carrier headquartered in Alexandria, Va. □

LAWYER DISPELS MYTHS

Speaking to a full house of advertising agency and media representatives, Friday, at the Sheraton Harbor Island Hotel, Attorney Morton J. Simon assailed the "stupidity" of advertising agencies who

guarantee to pay their clients' bills.

Simon, who is perhaps the nation's best known attorney specializing in advertising and public relations law, was in San Diego to present a seminar on the legal aspects of advertiser, agency, and media relations. The seminar was sponsored by the San Diego Association of Advertising Agencies. Representatives of media and agencies, from as far away as Chicago, attended.

Simon pointed out that originally the advertising "agent" (with the accent on the "t") was a representative of the media. But today, said Simon, the agency is the representative of the client, controlled by the client, and as such, entitled to the protection afforded by the law to agencies.

Traditionally, the American Association of Advertising Agencies has insisted that agencies be solely liable for the bills of their clients. This legal position has caused several large New York agencies, such as Lennen & Newell, to go under in recent years and has sparked an inquiry into the whole subject of advertiser-agency-media financial relations.

"It's only through practice, stemming from the depression era," said Simon,

"that agencies have guaranteed their clients' bills."

"And this is the only business in the world," he said, "where agencies accept that responsibility."

Simon discussed the various liability postures of agencies, the customs of the trade, the use of various legal forms and disclaimers in placing advertising, and advised the agencies to "be honest with the media."

"Help them do their job," he said, "and they'll help you do yours."

The SDAAA has been studying agency liability for two years and recently recommended to its members that they use disclaimers in their agency forms and contracts that state that they are acting as legal agents for a disclosed principal and, therefore, refuse liability for their clients' bills.

Simon is an author of many books and articles that are recognized as reference works on marketing and advertising law.

The SDAAA plans to publish proceedings of the seminar which will include examples of historic cases, legal opinions of the speaker, and answers to questions raised by the audience.

The Association pointed out that this seminar is part of a continuing program to answer questions about agency legal and financial status and to maintain an ongoing dialogue with the media on this subject. □



Statistics Show
75% of Cross-eyedness
can be corrected
without surgery by
the use of
Optometric
Vision
Therapy

"Mommy, what's the matter with my eyes?"

A Specialty of Dr. Copeland's Office
is treatment of perceptual learning disabilities

VICTOR L. COPELAND, O.D.

802 Elm Avenue Carlsbad, California 729-4327

Places and Faces

NAVY GIFT TO SAN DIEGO

A part of the recently decommissioned carrier Ticonderoga will remain in San Diego as a gift from the U.S. Navy to be displayed by the San Diego Maritime Museum Association.

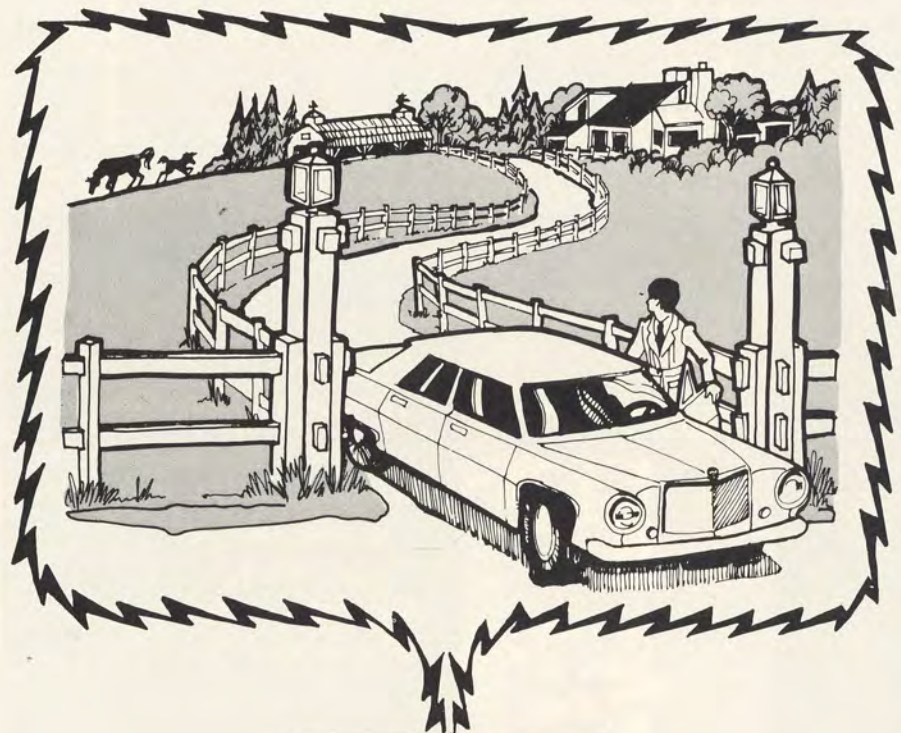
The Ticonderoga exhibit that can now be seen on the Star of India includes the ship's mascot, an eight foot by two foot paper mache tiger; the ship's wheel and

engine order telegraph; the plaque commemorating the men who died on board during a World War II Kamakazi raid; the ship's final commissioning pennant and other flags and pennants flown by the gallant warrior during her 29 year history.

Also on display is a plaque chronicling the Ticonderoga's service to her country, including combat duty in World War II, five Vietnam war cruises and her final missions as a recovery ship for the Apollo 16 and 17 moonlanding crews and for Skylab.

IT'S ALL YOURS — PROTECT IT

It took a lot of time and effort to accumulate all this. A rip-off or a fire at this point probably wouldn't put you out of business but it would be a setback. There are a lot of personal things you just couldn't replace, and the time required to get reorganized would add up to a disaster. Think about it.



SILENT KNIGHT

Security Systems of Southern California
DIVISION OF BAKER ELECTRIC, INC.

2180 Meyers Avenue
Escondido, California 92025
Phone (714) 745-3604

The Star of India is open to the public on the Embarcadero from 9 a.m. to 8 p.m. seven days a week at a nominal charge. □

MOSES RETIRES



The County of San Diego's first Park Development Director, Edwin J. Moses, is retiring.

Moses, the chief architect of the County's 18-year, \$200 million Regional Park Implementation Program, joined the County's Parks and Recreation Department as assistant director in Jan. 1967. In 1970, he assumed the Park Development Director's position in the Public Works Agency.

During Moses' tenure, the Regional Park Implementation Program was launched, the local park program for the County's unincorporated areas was started, and more than \$7 million in State and Federal grants were obtained for outdoor recreational assistance and open space in the County.

Before Moses came to San Diego, he had completed an Air Force career as well as having served in park and community development positions in New York, Illinois, and Oxnard, California.

Moses plans to relax and travel during his retirement. He'll begin a three month vacation in January, during which he expects to visit a number of parks. □

RANCHO SANTA FE YOUTH



Don Sammis (left), president of Rancho Santa Fe Youth, and Gary Bisantz (center), treasurer of the youth group, discuss progress of plans to build a new youth facility in Rancho with Al Graff, president of the Rancho school board. The youth group and the school are cooperating on the project which will provide a gymnasium and recreation building for both children and adults. (Rancho Santa Fe School Photograph)

The Art of Living

THE CALDRON — FALLBROOK



Some restaurants have a mystique that goes beyond the food, the setting and the personnel. It is the kind of restaurant that evokes the misty-eyed nostalgia people get when they talk about "that marvelous place with the cozy decor and the imaginative food."

Such a restaurant is The Caldron in Fallbrook. Its creators and proprietors, Betty and Bob Jackson, have combined their family's treasured old American recipes with classic Continental dishes. It is do-it-from scratch cooking with none of the short-cut convenience foods. Everything served at The Caldron, including the bread loaves, butter and pastries, is home-made right in the kitchen.



The Jackson family first opened The Caldron years ago in smaller Fallbrook quarters. People beat such a path to their tiny place, they were forced to seek larger quarters.

Scouts for Holiday and gourmet magazines had already discovered them and movie stars, jet setters and California

gourmets were beating a path to their tiny bistro.

The solution of where to house a superlative restaurant was fortunately answered by the availability of an historic building in the very heart of Fallbrook. The Fallbrook Financial building was built of bricks that came from San Diego. It was originally built in 1932 as El Real Hotel, "the" plus hostelry of Fallbrook at that time. Among its more famous guests have been Clark Gable and Carole Lombard when they motored from Hollywood to Tijuana bullfights.

The visiting circuit court judge used the "fireplace room" to hold his monthly hearings in Fallbrook. That historic room is now the "Judge's Chambers Cocktail Lounge". Adjacent to it is a larger lounge with Victorian decor but a concession to modernity in the television set.

Fallbrook Financial Corporation, a multi-service Fallbrook real estate company, purchased the building for its new headquarters in 1972. The building was brought back to its original lustre by a careful refurbishing program. The best of the old and the new is melded into the new Caldron Restaurant. Betty and Bob Jackson have shared their special recipes — and they are truly "special." From the checked tablecloths, the silvery service plates, the oil paintings on the walls, to the last luscious crumb of the ambrosiac desserts, The Caldron offers a memorable experience.



The Elegance Of Quality
.....for a home that soothes

inviting furniture at
Art Carney's Distinctive Furniture
Member of National Society of Interior Designers

Located conveniently in Vista
319 South Santa Fe, Vista 726-3140

Inklings

by Pat Walker



LAST MONTH WAS A SPECIAL ONE

and in La Jolla

... the beautiful stately Darlington House on Olivetas Street was warmed by the presence of Mrs. Sedgwick William Fraser who transformed it into a Christmas delight for a luncheon shared by some 80 friends and relatives. Dottie, together with her delightful granddaughters Kathryn Lindsey (Kathy) and Victoria Ann (Tori) completely decorated the House with such cleverness that Dottie's warmth and charm was felt throughout every nook and cranny. Each table held its own tiny Christmas tree flanked with boughs and flowers. The curiosity of the guests was caught by tiny brightly wrapped packages set to the side of each place setting. The napkin rings were Santa Claus faces which used to advantage red napkins to form his hat and suit. The walls of Darlington House were hung with the beautiful delicate stitchery hangings which Dottie does so well.

The two most outstanding features at Darlington House are the extensive carefully-manicured gardens and the graceful elegant stairway ascending to the second floor. The staircase was festooned with bower after bower of holiday greenery. Each side table held exquisitely executed arrangements of holiday greens and berries.

Dottie greeted all guests and was ably assisted by her friends, Mrs. Lawrence H. Waddy, Mrs. Vernon Gaston, Mrs. Lester Wegeforth, Mrs. Gran Gregory, and by her daughter-in-law Mrs. Sedgwick Williams Fraser, Jr.

Dottie's sister, Mrs. Veldalee Borter Hendricks visited from Santa Ana with her daughter, Mrs. Robert Dowling from Manhattan Beach. Visiting also was her sister-in-law Mrs. William Henry Borter of Riverside with her daughter Mrs. John Henry Tagalioni.

Darlington House has quite a history. It belongs to Social Service League women, a group of limited membership who also operate League House on the property immediately adjoining Darlington House. The League purchased the House when it became available after the

death of Mrs. Darlington. The elegant dwelling is now used as the monthly meeting place for Social Service League and is available for private parties to friends and members. Over the past year, it has lent itself graciously to several stunning weddings.

A luncheon can be as delightful or as deadly as your table partners, and I was fortunate enough to be surrounded by the most charming women! Jean Bradshaw told us the classic story of how she and her husband worked for months hand-fashioning a doll house for her granddaughter, even making such intricate things as tiny flower pots. When they presented it to the moppet at Christmas time, she thought it was nice but was really totally captivated by the gas station and cars which they had brought to her brother!

Beautiful Dorothy Stewart just returned from an unbelievable seven months with her husband in Mexico where she managed to study art somewhere in her jammed schedule. She will return again in the spring to Mexico and resume studies. I chatted with the delightful Mrs. Mary Stewart who was La Jolla's first correspondent to the Los Angeles Times. She was very amusing when recalling her coverage of La Jolla's first murder some years ago. Although her 3:00 a.m. calls and tramping over hill and dale have subsided a bit, she still contributes to the Times.

Darlington House continues to be the meeting place for various occasions but it can only reflect those who put its great rooms to use. Dottie Fraser brings with her great warmth and graciousness without which the House would seem empty. And surely no more appropriate function could be found for a dwelling whose whole existence is in itself a story to be told.



Mrs. Sedgwick William Fraser greets the guests at a holiday luncheon while appropriately attired in the Fraser family tartan.

and in December

... Boleslaw Czech left his Sun Valley Road home for the first time at Christmas time in fifteen years and traveled to Elizabeth, New Jersey to visit his parents. But in his absence, the home off Echo Hill Lane resounded with the sounds they were used to for so many years as his children and their families gathered together for one magnificent reunion.

Irene Czech and her daughter Bernadine of Cardiff headed the reunion. Next oldest brother, Gregory, had to stay in Spokane, Washington to tend his newly-formed business, (a welding shop aptly named The Chestnut Tree); but brother Christopher Czech and his fiancé Ruth traveled from Spokane to share the Wassail Bowl. Alexandra Rivers from Oakland and her husband Paul, and their three children were there, and so were Andrea Dearing and her three children. Wesley Czech came from San Diego. Roberta and Damien, who still live at the Czech home helped with the traffic pattern. And what a Christmas feast they had. Can't think of a nicer way to celebrate the season than with your family ... and the Czech's really know how to do it.

another December event

... was the Sandpiper's Christmas party for members which was a celebration of food and fun held at the Norman Durkin home in Solana Beach. Hostess Joan Durkin, with the help of friends Judy Donovan, Nancy Manjekian, and Cindy Wattier turned the house into a red and green fairyland. Della robbias festooned every chandelier and candle holder. Happy Grinch People greeted you at the front door, their aprons laden with wrapped packages. Pine boughs were tucked everywhere and provided an aroma of Christmas all around. Fun and different was the bathtub which was filled with water, and topped with lighted colored candles floating on the surface, which provided the room with a subdued special lighting. Since it was a potluck, the food table was an array of unique and tasty dishes to fill the tummy.

Highlight of the evening was a hilarious white elephant gift exchange. Each guest brought with them a gift of true white elephant proportions, wrapped in Christmas adornment. All gifts were placed beneath the tree and each guest was given a number. As his number came up, the guest had the opportunity of either selecting a gift from under the tree, or taking an opened gift from another guest. Much trading occurred as various intriguing items were exposed. One gift was a squiggle lamp which undulated in very strange patterns, books with antiquated titles, phonograph records by unheard of artists, a package of birth control pills donated by an expecting mama, bottles of wine, a large poster of an obese woman who would make any recipient feel like

Twiggy, and a tortuous looking bust developer. I'm not sure who ended up with what, but I have never seen such a collection of life's little white elephants!

Among the bartering guests were Dr. Gary Vandenberg, and his wife, Midgie. Dr. Vandenberg does his obstetrics in the office once filled by the late dear Dr. Holcomb. Other guests included Marion Eller, Bob Gross, Cory and Bob Graves, Joanne and Bob McGee, Cindy and David Wattier, Julie and Fritz Fovargue, Serop and Nancy Manjekian, Terry and Jack McKernan, and Maureen and Park Richardson.



Sandpiper guests gather for gift opening and swapping of presents.

and the Delta Gamma Juniors

... under the chairmanship of Mrs. Robert Sedgwick of Del Mar were hostesses for the annual Christmas dinner party of the San Diego Alumnae Chapter of Delta Gamma. Mrs. R. Michael Laurs of Solana Beach, Mrs. George Alexander of La Mesa and Mrs. William Donaldson of San Diego did the reservations.

The Juniors prepared surprise holiday favors for each diner. Dinner was followed by the traditional exchange of gifts in the white elephant exchange manner. Choices are sometimes difficult because no one is allowed to "hold" the same gift more than three times and every one is encouraged to trade freely and often.

During the party, a collection was taken to purchase special Christmas and birthday gifts for the Chapter's "adopted" child at the Blind Children's Center, a Delta Gamma's nursery school for visually handicapped children in Los Angeles. The Chapter's child is a totally-blind Mexican-American youngster who will have his fourth birthday in early January.

Visiting and new members to the Chapter were welcomed at the dinner party which was held at the home of Mrs. James Triolo of La Jolla.

The Framesmith

... was a shop I spied while driving around last month, and it offers a clever service to anyone who has the desire to frame anything that doesn't breathe. The Framesmith is on San Dieguito Road just East of the bridge by the Del Mar Fairgrounds. There are five stores in all: Del Mar; La Jolla; Libertyville, Illinois; Golf Mill Shopping Center, Illinois; and Miami, Florida.

It is a do-it-yourself concept in picture framing. You are offered professional advice in choosing from 250 domestic or imported frames and 150 mattes of paper or fabric. They will cut regular or non-glare glass to any specific size. After you make your selections, you are set up in one of their work booths and they show you how to join corners, assemble the frame, put matte and glass together, and how to protect it with a dust cover, and affix a wire for hanging. When finished you have a custom framing job which customers say saves over 40% of commercial framing.



Sarah Burton of Del Mar is aided by Varley Smith in making her choice.

The Framesmith will also custom frame for you and guarantee it to be finished in 48 hours. When the customer does his own framing, he is provided upon completion with a sticker which says "I framed this at The Framesmith," and then signs his name to it.

Vivacious Varley Smith, who tells us that this Framesmith opened in July says that people are so stoked on this method. One woman was so delighted with her handiwork that she insisted on being provided with a letter of certification stating that she had indeed completed the frame on her own.



Mary Keiffer of Encinitas puts finishing touches on a frame.

They also have a dry mounting press, which is a very boring name for a very intriguing machine. It allows you to heat seal photographs, posters, and fabrics. Beautiful wall hangings can be made by purchasing a zinging wild print, and by mounting on foam board for permanency. The Framesmith is able to frame items as large as 40" x 60". And wouldn't it be fun



Rancho Santa Fe
Pharmacy

WE FILL PRESCRIPTIONS
PROMPTLY

Delivered if you would like!

El Tordo & La Granada
756-2433



birth
defects
are forever.
unless you
help.

March
of
Dimes

THIS SPACE CONTRIBUTED BY THE PUBLISHER

COLOR OUR
FACES RED

Brookside Winery, we apologize!
Your phone number was printed
incorrectly in our December magazine.

We are sincerely sorry!
Brookside Winery's correct
phone number is:
743-9875

2402 S. Escondido Blvd.
Escondido, Calif.



Handcrafted Leather Goods



located within the
Venice Tram Company
753-6808

to frame pictures in the same material as your bedspread, or have hangings to match the sofa fabric? Varley says that customers have more imagination than time, and the only limiting factor with the possibilities seems to be the old standard 24-hour day.

Out Of The Mouths Of Babes

... excuses? Sure, I have at least 43 good ones to avoid going to the school's Christmas Program, but a guilty conscience tells me that since this is my last child who will need a smiling parent in the audience, I had better respond and support. And so I trundle off, pretty sure I am overly sophisticated and a little too world-jaded for this sort of thing. When I arrive, the room itself softens my resentment at being taken away from my trivial routine.

Solana Vista school in Solana Beach sports a beautiful amphitheater-shaped auditorium, intimate by feel and surprisingly large by scale. Hidden flood lights from the ceiling illuminate a Christmas tree adorned with handmade lovings. Each ornament carries a message of patience from its maker. The ceiling was ringed with yard after yard of paper chains like we used to make on rainy days, when admonished to our desks to save some semblance of sanity for our teacher who thought rain was

subversive, a plot against her total being, and absolutely unnecessary.

The parents sat around the top of the amphitheater and the kids filed in in groups to take their places on the sunken steps leading to the auditorium floor. They presented a well-planned format about three astronauts who circled the globe viewing Christmas customs in different countries, and the festival of Hanakuh which occurs during the same season.

The kids were the thing. They were beautiful. Every dear stereotype was there ...

... the singer who faded out a little on the top notes, thus pointing out the flaw in the composer's personality to limit the notes to where a kid can sing them without being forced to his tiptoes —

... the little gal who knows the words and belts them out loud and strong so that everyone west of Cincinnati knows she knows them —

... the fella with his hand in his pocket, a chip on his shoulder, and a look that says "I'm only here because they wouldn't let me stay in the classroom alone and if you make one smart remark I'll punch ya" —

... the precious young lady with red shoes, red dress, and red ribbon who prompted some proud parent to say as she left for school, "There goes a lovely child!" —

... the young man who steps to the microphone and fixes his face firmly in front of it but leaves the rest of his body in various stages of quick exiting —

... the young adult who stumbles words out as rapidly as a too-full batch of popcorn going off all over the stove and spilling on to the floor —

... The little one who speaks so rapidly she forgets all about the human necessity to breathe, and when the breath finally is inhaled, it is deep enough to collapse windows in the windowless auditorium —

... the kindergarten teacher who works so hard and enthusiastically to keep her little herd of reindeer together and spirited, knowing full well that if she loses control, it would be like a spider sack of young breaking forth its numbers in all directions, never again to be contained as one —

... the teacher who moves her recalcitrant class into realizing that they are actually enjoying themselves —

... the tiny tot in the audience who gives recognition to his older brother in the performing group, and dissolves him into unbearable embarrassment by saying "Hi!" very loudly right in the middle of the song.

... the girl who speaks too softly into the mike, leaving her mother to wonder how

her daughter banshee could possibly be this soft feminine delight with a voice so easy on the ears —

They were all there. And thank goodness they were. It is nice to see reality.

I wonder if they are fully aware of their wisdom as they succinctly state it in their song ... "Let there peace on earth, and let it begin with me." □

Periphery

VETERANS RECEIVE COUNTY SERVICE

The County Board of Supervisors has announced that veterans and dependents are being offered an expanded service in the North County areas. The service is intended to bring more assistance to veterans, dependents and survivors in making claims for the many benefits to which they may be entitled.

David A. Leslie, Director of the Veterans Service Department, stated that future counseling service will be available

at the War Memorial Building, 230 Park Ave. in Escondido on Monday and Wednesday from 9:00 a.m. to 3:30 p.m.

Field service has been initiated for housebound veterans and widows who need claims service in their homes, in a hospital, or a nursing home. Assistance is also being provided for veterans in school at Palomar and Mira Costa Colleges.

Leslie also stated that service will continue to be provided at Oceanside and Vista on Tuesdays and Thursdays.

According to Leslie, efforts are being made to take this County service closer to the communities where the veterans live and work. Taking the service to other centers of population will be especially helpful during the national energy crisis. Citizens will be able to drive shorter distances and still obtain necessary services. Service is also available at El Cajon, La Mesa and at the main office, 1520 State Street in San Diego.

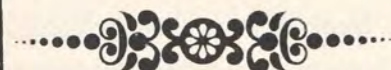
The department urges veterans and widows of all wars to contact any of their offices in order to find out what their benefits are.

Leslie also states that veterans and widows on pension may receive assistance at his offices in completing required income questionnaires. Income cards should be returned no later than January 1, 1974 to ensure continued payments. □

The Old Market

1010 HIGHWAY 101
(FIRST STREET)
ENCINITAS

Welcome, North County, to
the new "Old Market"
1010 Highway 101, Encinitas



Joint Venture of Three Hills Corporation,
Harvey Herzberg, President, 756-1515, &
Rancho Pacific Corporation
George Gere, President, 756-2408
For Leasing Information, call
Harvey Herzberg, 756-1515

The Unique In Hand-crafted Arts Beautiful-- Different



HANDCRAFT GALLERY
1010 FIRST STREET ENCINITAS, CA. 753 - 6808
Open Daily, 10 a.m. to 10 p.m.



THE THREE KINGS
LEFT A SURPLUS
OF LOVELY THINGS
AT THE THIRD BIRD.
ALL ITEMS DISCOUNTED.

THE THIRD BIRD
753-3383

our favorite things



We Enlarged Our Store!

New Hanging Baskets
Lovely Lifelike Ferns
Beautiful Floor-length Vests

Our Capes Are In!
(Burnouses)

436-0513

Grand Opening Sale

ON ALL RED TAG ITEMS

The Big, The New

carpetbaggers

The finest in
ORIENTAL RUGS
AMERICAN INDIAN JEWELRY

Now Featuring
WESTERN CLOTHING
GUATEMALAN SHIRTS
FUR RUGS
CERAMICS

Original Wood Block
PRINTS FROM TIBET

THE CARPETBAGGERS
753-5093

Places and Faces

SCRIPPS MEMBERSHIP DRIVE

The annual membership drive for Scripps Memorial Hospital is now underway. "To maintain the high standards of the hospital it is necessary to keep abreast of the latest developments in life-

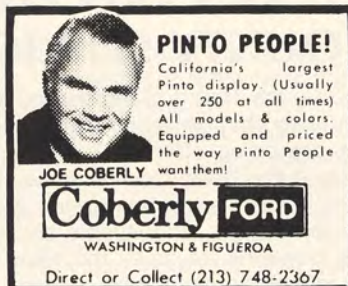
saving, diagnostic and treatment technology," said Robert Conway, president of the board of directors, "and the membership drive is devoted to these needs."

As a private nonprofit community hospital, Scripps Hospital does not benefit from government subsidies and makes no claim on tax dollars. It depends on private contributions for urgently needed equipment and capital expansion.

CLATON TIRE CO.

Franchised Michelin Dealer
Remington Miller Lee Sumitomo

guaranteed
RETREADING
BALANCING
of any wheel
UNDERCOATING
truck and car
BRAKE SERVICE
WHEEL ALIGNMENT
753-6316
NICK & DOTTIE PHILLIPS
215 G St., Encinitas



Everything in Moderation.

Except Bette and Barney & Barney.

The team of Cunningham Insurance - Barney & Barney doesn't believe in moderation.

Not for a minute.

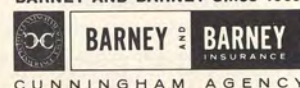
Not when it comes to working hard for Rancho Santa Fe. Or all of North San Diego County, for that matter.

Not when it comes to being involved in the needs of the community.

Bette Cunningham, backed by Barney & Barney, is on-the-spot, as she has been for years. With a complete range of financial and insurance services. With a business that's growing larger by the day.

There's no moderation in Rancho Santa Fe. At least not for Bette and Barney & Barney.

BARNEY AND BARNEY Since 1909



Casualty Insurance — Property Insurance — Surety
Bonding — Pension and Profit Sharing Plans —
Life, Accident and Health Insurance Plans — Estate
Planning — Complete Claim Service

Cunningham Insurance - Barney & Barney, Paseo Delicias, Rancho Santa Fe, Calif. 92067—Ph. 756-2117

"We are now entering our fiftieth year of serving the community and remember the gift of Ellen Browning Scripps who deeded this hospital to the community in 1924. Since that time Miss Scripps' endowments have served to inspire others to give their time and capital to the service of the community," said Conway. □

SPAY CLINIC SUCCESS

A stitch in time saved 2,181 animals from reproducing because their owners used the County of San Diego Spay and Neuter Clinic program in its first four and a half months of operation. "These owners can save \$18 this year since one free two-year license will be given for female dogs spayed after Jan. 18, 1972," said Dr. H. C. Johnstone, County Veterinarian. "That \$18 they save on the free license will cover much of the surgical fee."

"The yearly fee for an unspayed female dog is now \$10, twice the fee for a spayed female or a male dog."

For spay/neuter information, Dr. Johnstone suggests pet owners contact their veterinarians.

The spay and neuter clinic program is a referral service through which certain veterinarians perform animal spay and neuter operations at a minimum fee.

"While male sterilization reduces wandering in male dogs and cats, it still will not lower the birth rate if other fertile males are waiting to mate," Dr. Johnstone said. "The emphasis of the surgical sterilization program is on the female dog and cat."

County policy also encourages the adoption of male dogs to curb the surplus dog population. □

CLEANING UP IS FUN



Students from the Rancho Santa Fe Middle School recently combined efforts to help clean up their community as part of a continuous program to keep their environment clean and promote community pride and responsibility. Rancho eighth graders (left to right) Barbara Jaffari, Melody Russell and Lisa Kampf helped clean the streets near the post office. Other students worked in other areas of the village and around the reservoir. (Rancho Santa Fe School Photograph)

On behalf of the entire

staff of your magazine, we wish you all

a happy and joyous New Year — with a

special thank you for making 1973 our

most successful publishing year.

Ruth and Ralph Giffin

Publishers

News From La Costa

By Zetta Castle

CONFRERIE DE LA CHAINE DES ROTISSEURS

The La Jolla Chapter of the Confrerie de la Chaîne des Rotisseurs, which is the oldest food and wine society in the world, founded in 1248, with over 1200 members in America and 4000 worldwide, held a black tie event, featuring a German game dinner, at La Costa in the Valarta Room. 45 members and their ladies attended the reception and dinner, under the supervision of Chef de Cuisine Willy Hauser of La Costa.

Chapter President, S. J. "Bud" Lonergan of La Jolla and members Jack Stires of Rancho Santa Fe and Irving Schaffer of Valley Center personally provided the 'meat' of the gourmet dinner by bagging their limit of wild ducks at Mr. Lonergan's private club, Venice Island in Northern California.

Western United States President Allen Chase of Beverly Hills conducted the membership ceremonies for the La Jolla Chapter as well as inducting new regional members and officers from Newport Beach and other California chapters.



Chef Willy Hauser as he prepares for the dinner he prepared for the Confrerie de la Chaîne des Rotisseurs.

All Photos by Lois Fairbanks.

IN THE SPIRIT

I think that what I enjoy most about Christmas at La Costa is the holiday spirit that exists amongst our 800 employees. Our guests may have parties, our members may hold open house . . . but so do the individual departments around and about La Costa. I'm convinced that Mary



Mrs. U. Grant Jones, Mrs. Harry Hoffman, and Mrs. Essie Baren at the Ladies Auxiliary Christmas Party.

Santosuosso, our Reservations executive, hires only Home Economics majors. The finest pastry chef could not produce the home-made goodies these young girls bring to the office for their Christmas party. And a really fun party is the one tossed by all the staff in the Ladies and Men's Spa. Over 200 Spa employees get together in the gym to sup and sip the



Mrs. Agatha Winsky, President of the Ladies Auxiliary chats with Mrs. Fred Kalty and Ruby Daly at the Christmas Party.

late hours away. Next Christmas that party will swell to an even larger gathering: With the addition of a new 18,000 square foot Men's Spa and the combining of the present Men's and Lady's Spa for Women only . . . size will demand quite an addition of new employees.

The Annual Ladies Auxiliary Christmas party is always a must. It was held this



Mrs. Howard Murphy and Mrs. Trudy Maris and Mrs. P. Brooks at the Christmas Party.

year in the beautiful La Costa home of Gertrude Meade. Over 100 chic and lovely ladies gathered to wish each other 'Happy Holidays' and enjoy the delicious Mexican luncheon. This year the ladies contributed money to a Christmas food fund for needy families. Lanie Stafford and Natalie Gobel did a bang-up job of shopping. All food items were gaily wrap-



Mrs. Philip Smith and Mrs. Roger Bass at the Christmas Party.

CORY BROTHERS



The Greatest Men's Clothes
in Town
Santa Fe Plaza
and Lomas Santa Fe

753-4552
755-6653



UCB has:

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

James K. Bullock, Manager

755-1595



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

755-9381

Walker
& Scott

The Four Flags Lomas Santa Fe Plaza

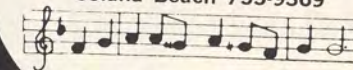
Interstate 5 at
Lomas Santa Fe Drive exit
Solana Beach, California 92075



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

the music hall

Escondido 747-2604
Oceanside 722-4201
Solana Beach 755-9369



Sewciety News

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

Walker
& Scott

News From La Costa

by Zetta Castle



ped and packed in large red wagons. Later they were to be delivered to the doors of some very worthy families. Bringing happiness to others is what Christmas should be all about. □

Below Left: Lanny Stallford looks over the gifts given from the Ladies Auxiliary to needy families in Carlsbad.

Below: Mrs. Bill Grigor chats with Mrs. George Cullen at the Ladies Auxiliary Christmas Party.



Mrs. Lanny Stallford and Mrs. Roen.

LOOKING AHEAD

Things I look forward to: The arrival of Irv & Essie Kupcinet and the Louis Zahns. Meeting Senator Howard Cannon and Mr. and Mrs. John Delorean. Winging my way to the Super Bowl. It will be Roxie's and my last fling before the Big WCT-Michelob Tennis Classic which starts February 25 thru March 3. Once again it will be telecast by NBC and will feature some of the world's greatest tennis stars and motion picture's finest tennis playing actors. Tickets are now on sale at La Costa, so plan on coming our way for this super event. Until next month

COMMERCIAL ART EXPERIENCE . . .



Fifth grade students at Rancho Santa Fe Elementary School team up to produce a 'Mickey Mouse' poster as part of an assignment given to expose them to the realm of commercial art. The students are (left to right) Laura Porter, Mary Giffin and Allison Augusta. This type of assignment is typical of many used at the school to accelerate the learning mode of younger students and help prepare them for adult life. (Rancho Santa Fe School Photograph)



Your best bargain in golf is the "right" equipment.

"Let your clubs do the work." We feature all the top line equipment and the latest in golfing fashions. You'll find our staff friendly, courteous, and efficient. Come in and browse around.

Kevin Fleming—P.G.A. Golf Director

Phone 755-1547

At the peak of Lomas Santa Fe Drive, just east of Interstate 5.

The public is invited to the Golf Shop on the first level of the main Clubhouse.

Caroline & Alice

SPORTSWEAR

DRESSES • IMPORTS



Fun Fashions!

755-4061



La cantina liquors

At The Fountain

Visit Our

WINE CELLAR

Lomas Santa Fe Shopping Center
Plaza of the Four Flags
Solana Beach

La cantina liquors

Create floor covering beauty that endures with carpets and rugs

by Karastan

If you're considering any type of new floor covering, a trip to H. Johnson's new carpet department is a must. You'll find an unbelievable array of textures and colors for broadloom carpets of nylon, wool, and acrylics. You will marvel at the beauty of Karastan's superb translations of rare eastern treasures such as Bokhara, Sarouk and Kirman oriental style rugs available in all sizes. Also on display are fringed area rugs of fine imported wools, multicolored Spanish design acrylics and shag plushes of wools and nylons.

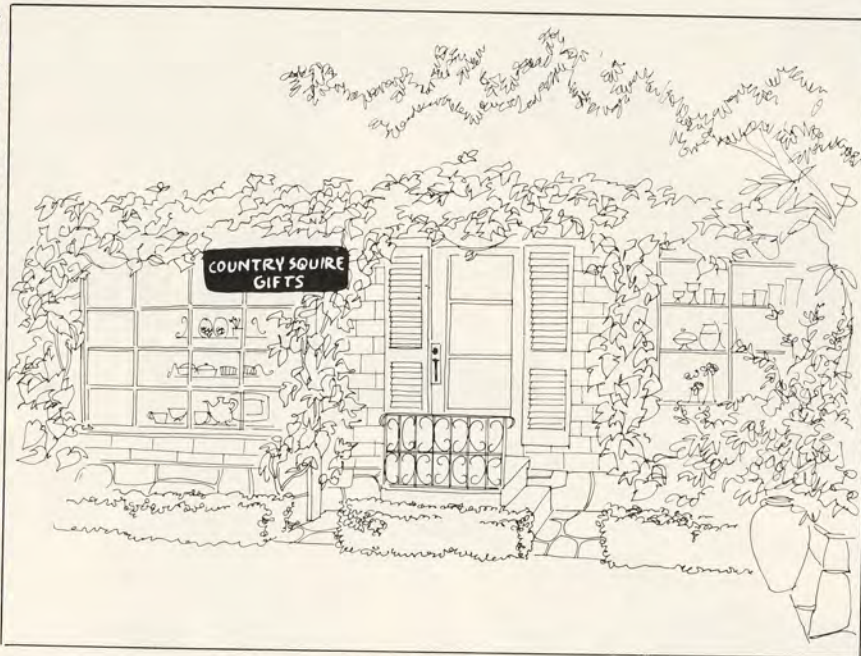


H. Johnson FURNITURE

135 W. GRAND AVE. ESCONDIDO 746-8844

HOURS: Weekdays 9 a.m. to 5:30 p.m. Friday 9 a.m. to 9 p.m.

• COME • EXPLORE • ENJOY •



The Country Squire Courtyards

in the Village Center
Rancho Santa Fe

We invite you to discover gourmet dining and leisurely shopping in our uniquely lovely courtyards — where courtesy and friendly personal service is still in style.

The Country Squire
•
Letters 'n Leathers
756-1012

Country Squire
•
Gifts
756-2234

Gourmet Patio
•
Restaurant
756-1788

Flower Patio
•
Soap 'n
•
Candles
756-2631


Dale
Gardner
Galerie
ARTS & ACCENTS
756-1178

The Ranch Boutique
•
SOPHISTICATED FASHIONS
•
756-1041

NEW VICE PRESIDENT FOR SAN DIEGO VIDEO

Robert Margulies, veteran advertising and communication expert, has been appointed vice president of San Diego Video, it was announced today. San Diego Video, largest producers of commercial, sales and industrial video tape in the area, is now embarking on an expansion program, due to the increase in sales.

Mr. Margulies, recent transplant from the canyons of New York City, will head up the sales and administrative departments for the firm. He has an extensive and varied background in the advertising and communication industries in New York and California.

Most recently, Mr. Margulies was executive vice-president of Transcommunications, Inc., New York City, a video tape production and syndication firm. Prior to that he was senior vice-president and member of the creative board of Ted Bates & Company, fourth largest advertising agency in the world.

San Diego Video, headed by President Phil Arenson, is headquartered at 7860 Mission Center Court in San Diego. □

SDG&E NEWS

San Diego Gas & Electric Company yesterday received approval from the Public Utilities Commission for two rate increases totalling \$23.1 million a year.

The average monthly residential gas bill will rise by 8 cents, an increase of 0.8 percent. Electric bills for the average family will be up \$1.29 or 10.6 percent when the increases become effective.

In one action, the PUC authorized an increase of \$16.5 million in electric rates under a fuel adjustment clause, which permits rates to be raised or lowered quarterly to reflect changes in the cost of power plant fuel. The effect of this increase is to offset some of the fuel price increases the utility company has experienced. The new rates will become effective January 1.

SDG&E said its fuel cost adjustment application took into account the 5 percent reduction in electric sales that is expected to result from the company's energy conservation program.

The second increase was \$6.6 million in interim rate relief, pending completion of SDG&E's general rate case. SDG&E said interim relief was needed to protect the Company's ability to finance mounting expenditures for plant construction to meet increased customer needs.

The interim rate increase will become effective December 24. It will be included in the settlement of the general rate case, which is still pending. □

Valley Varieties



By Lynne McEuen

It is really great to be back with all of you again! My darling husband and I were fortunate to be able to have a three week holiday starting with flying to Palma de Mallorca, Spain and then boarding the Renaissance (a beautiful luxury liner) and cruising to such stops as Madeira Casa Blanca, Martinique, Tenerife, St. Thomas and San Juan. The thing that surprised me so was the weather; always between 70 and 80 and no smog. We came home via Florida and were even greeted at the custom shed with Florida orange juice. I didn't realize how much in love with my country I was. It's wonderful to be an American.

The day after we came home it was Sunday and was excited to hear the Palomar Symphony Orchestra and the Emmanuel Chapel Choir offer the Christmas story in song. It was the first time in 17 years that I had not sung with this group and I missed it . . . however they did well without me, which is more food for thought.



Bill Jones, Louise Bagwell, Phyllis David and Nancy Moore.

When the Skylab 1 astronauts visited Miramar Naval Air Station, Escondido's Kris Lindblad was right on hand getting some good pictures and getting a first hand account of what had really gone on. Pete Conrad, Joe Kerwin and Paul Weitz were more than personable and we were

honored to have them in our own backyard.



Paul Weitz, Pete Conrad and Joe Kerwin Skylab crew members.

Because I only live a few blocks from the new Vineyard that is being built, and because I know Dick Ervin, I wanted to keep you up to date on what is happening here . . . I first met Richard Ervin when I tried to rent an office from him to start a secretarial service in the Vineyard. I couldn't because they don't have any small offices, but we did get to talking about community theatre which is one of my favorite subjects, and I arranged for him to get involved with the Patio Playhouse. He met with our Board of Directors several times and now we have made an arrangement with him to have our Theatre perform at the Vineyard on a 50 weekends a year basis and this has



Richard Ervin

proved very challenging. The first production will be "Don't Touch" a musical which will open with the opening of the Vineyard. The Patio Playhouse will continue, however, to have performances in their regular Playhouse as well; this being a dual effort.

A touch of class is about to bless the countryside of our lovely North County. It's taking final shape in Escondido, and considering the lore of the valley, it's aptly named The Vineyard. Located on a 15 acre site a bit east of downtown Escondido, this homey, rustic appearing and beautifully landscaped combination shopping and business center is heralding some exciting times for our happy new year.

Richard B. Ervin is the man that's making it all fit together. He is Vice President of Gourmet Properties, the Kenneth R. Riley owned contractor-developer-hotel builder firm. Mr. Ervin's marketing philosophy is well expressed in The Vineyard. "A market-place should be a happy, relaxed experience. Nothing hurried, no pressure, a window-shopper's dream, a parklike atmosphere, soft music, cozy yet decorated with blue sky and trees and flowers. This is The Vineyard."

Throughout Southern California all kinds of businesses must have been tuned to the same vibes that Ervin transmitted. "The concept has been well received. We've been very pleased with the people who have contacted us."

Five outstanding restaurants will be yours to try. To mention a few, one will be Jack Slattery's Tavern and Chophouse. They're picking up the Vineyard theme and making full use of the high beamed ceilings, wood paneling, a mezzanine and super cuisine.

A touch of the cosmopolitan big city has been added here. Ervin has created a delightful playhouse adjacent to Slattery's. This is a real uptown facility and The Patio Playhouse has agreed to make it their permanent home and produce a regular schedule of plays. On the days when it is dark the playhouse is so designed that it can be set up for banquets and meetings. Catered by Slattery's, some 250 can be served with plenty of room to spare. The Fishery is planning a unique facility too.

Steve Penn and Robert Kermath have named their 7300 sq. ft. wine-cheese and deli-kitchen shop "The Vineyard". This is a fun-spot to end all fun-spots. You can eat inside or outside and the decor will be outstanding. You'll dine under multi-colored umbrellas adorning carved wood tables and these guys have upholstered wine barrels to be utilized as chairs. There's an old-fashioned ice-cream-bar-dipping thing . . . You know, grab an ice cream bar, and dip it in a variety of goodies like chocolate, marshmallow, nuts, imported sardine flakes. (I think they're kidding!)

Then if you have a gift selection problem you can grab a big basket, fill it with

goodies and a spritely miss will gift wrap it for you.

Two theaters with good-sized screens will present a movie bill of fare that we can all be proud of.

Ervin promises a fine array of merchants with top of the line products. "Let's get something clear about The Vineyard. It will never be a jumble of little gift shops attracting nothing but tourists. The Vineyard is in the middle of North County and it will reflect what these folks have been asking for."

"Imaginative merchandise, uniquely displayed, of good quality presented by quality people. Blend that into our architecture that is surrounding a delightful courtyard highlighted by an enormous gazebo and you have our dream."

The Gazebo. Now here's the center of all the excitement that will be "The Vineyard". The design is a page out of The Sound of Music, Disneyland, and what have you. Forty feet square, raised a trifle and just right to house a Sunday band concert, a square dance, music recitals or even a fashion show.

When the entertainment is not scheduled, soft music will be wafted in to each store, all the offices, and the courtyard. Mentioning the offices brings us around another plus. The building bracketing the south side, (nearest Grand Avenue) will house 50,000 sq. ft. of deluxe executive offices. Interesting to think ahead to the

lucky (or unlucky) people that work there. Can you imagine coffee break time and trying to get them to come back to work? Business entertainment will be a pleasant problem though.

Well, The Vineyard is going to be fun. There'll be a lot going on. Best bet, according to *Ervin*, is for the opening around February 15th.

The firm that is handling the promotion is planning a real wing-ding for the occasion. There will be a grape vine for your own backyard, all kinds of "crushed grape" goodies to sample, outstanding entertainment, prizes, wine country excursions, well . . . it'll be fun.

The Vineyard is '74. Happy New Year, for sure.



The Vineyard



Willis Goode

Willis Goode, Manager at Rancho Lilac was honored recently at a party given by Col. Irving Salomon, ranch owner and Mrs. Salomon. Mr. Goode's family got together along with his wife to have a real bash. Alice Harvey, Col. Salomon's secretary gave a resume of the activities over the past 16 years of her employment there to over 50 business people and friends who gathered for the occasion. Mr. Goode has been Salomon's manager for 25 years and is his right arm; He and Mrs. Goode travel all over the United States buying cattle for Lilac and one of the highlights was their trip to the LBJ Ranch in Texas. Col. Salomon being a delegate to the United Nations entertains a great deal and relies on the Goodes to be good will ambassadors.

Jay Conway a student at Grant School participates in the School's work exploration program, which I think is absolutely great. Young people are chosen and are allowed to work in their chosen fields of endeavor to see if they really want this for their life and it can't do anything but good for those who are involved. Jay is working at the Escondido Animal Shelter and hopes to become a veterinarian.



Jay Cowan with William Huskey, Director of Animal Shelter.

Tina Ostrander, a lovely teen-ager and daughter of Mr. and Mrs. Charles Ostrander has been named Most Valuable Fan by the Charger Backers. She attends all Charger home football games and listens to every one on the radio when they are gone. The greatest thing about this is that Tina has been blind since birth.

One of our Valley Center residents, Thomas Heiman, the folk singer is doing a series on psychic phenomena and seems to be somewhat of an authority on UFO's. I can't think of a nicer place to see them from.

Fallbrook has a new club called the Palomar Radio Club with officers Dick Wagner, President, Burr Chambless, Vice President Gene Goss as Secretary and Jim Church as treasurer. They had a great time at their annual Christmas party and gift exchange.

Meals on Wheels of Escondido is doing a really great thing with the Seniors in our town. For Thanksgiving they co-sponsored meals with the Methodist church and fed 200 a fantastic turkey dinner. They are doing this again for Christmas and I say hats off to them.

Wreaths were made for the Naval Hospital at Camp Pendleton and candy trees were made for the patients by the Dos Valles Garden Club of Valley Center and Pauma Valley. The amount of community service for the holidays was evi-

dent everywhere and I am glad I live in North County — and proud!

Following a Christmas golf tournament, Lena Porter was named President of the Circle R Golfers. Dot Toll was named Vice President, Jeanne Campbell, Secretary and Donna Engle, Treasurer. This is an ambitious bunch of gals and everyone a beauty!

Sharon Bowman, Director of the Information Service of the Escondido School District (Elementary) received an honor for her publications work. Among the entries from that group was the annual progress report published in our local newspaper, the Times-Advocate which always does such a good job. Congratulations Sharon.

I am now off to put the lights on my Christmas Tree and get ready for my family to come home. The future is bright . . . two new babies are expected . . . we are already anticipating another cruise vacation and God willing, another year to show Christian love to those around us. I have really enjoyed being with all of you this great year of 1973 and hope you will have me for 1974. My prayer for all of you is that Christ will so involve your lives that your light will shine before men and you will have peace. God bless you all and happy holidays. □

The
"Happiness
Shopping"
Center
In Encinitas
Hwy. 5 &
Santa Fe Dr.

Glencoe
BOOK
STORE
West

A VERY COMPLETE SELECTION
• PSYCHOLOGY • FICTION • COOK BOOKS
• SPORTS • GIFT BOOKS • RELIGION • HORSES
• BUSINESS • SOCIOLOGY • HOBBY BOOKS
• REFERENCE • HEALTH • ECOLOGY • JUVENILE
• TRAVEL • SUNSET BOOKS • POETRY • MUSIC
We Mail and Gift Wrap

Open
Evenings
ENCINITAS —
436-0133

CORY
BROTHERS



The Greatest
Men's Clothes
in Town

753-4552 Santa Fe Plaza
755-6653 Lomas Santa Fe

SANTA FE
FLORIST



The fancy shop
for happy ideas
All party accessories
Gifts, Candles, Cards,
Decorator Items

753-2232

SOLOMON
FABRICS

CONSULTATION
The Complete
Sewing Center for
your own
high-fashion
wardrobe. Full
spectrum of
fabrics, colors and
designs. Full line of
patterns.



Solomon
Fabric
Stores
in
Oceanside
Encinitas
San Clemente

753-1376

For that
special guy...
a special gift
Bulova
Accutron®

He'll be
impressed
with your
selection of
a Bulova
Accutron, the
watch with the
electronically-
driven tuning
fork movement.
Guaranteed
accuracy to
within a minute
a month.* Shop
from a wide
selection, from \$95.
Stainless steel.
Grey dial and strap



Anderson
JEWELERS
"house of fine diamonds"

753-4777

*We will adjust to this tolerance, if
necessary. Guarantee is for one year.

Astrological Forecast

by JEAN FARMAN

CAPRICORN December 22- January 20



CAPRICORN (December 22 - January 20)

This year could be the biggest birthday haul you've ever made in presents, gifts and in lovely things people want to do for you! You find others show sincere appreciation for your past efforts and want to ice your cake with friendship and niceties. Children may be annoying, especially when they keep plunging their grubby greedy hands in your money pocket and don't even bother to ask. Your sense of practical creativity is stimulated and you may get the urge to re-do a room or two in your humble hacienda! Personal financial news around the 30th gives reason for celebrating. Capricorn celebs: Anita Louise, Sal Mineo, Elvis Presley.

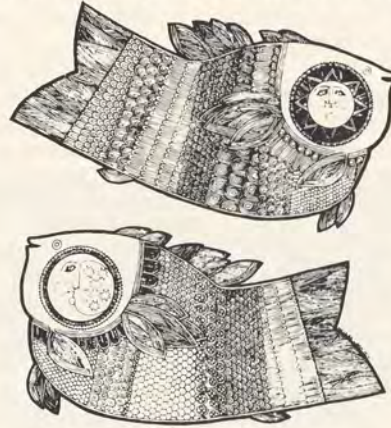
AQUARIUS January 21- February 18



AQUARIUS (January 21 - February 18)

Lock the storm windows this month if you don't want the neighbors to hear a minor rumble turn into a major earthquake. Trouble comes from relatives and family, not the spouse in your house! Last week of January is absolutely terrific — push full steam ahead while the 'vibes' are right. Aquarian lady: Peggy Ann Garner.

PISCES February 19-March 20



PISCES (February 19 - March 20)

Rumors fly furiously around your ears and eyes all during jumping January. Rely on your keen and uncanny intuition so you won't be duped into gullibility. Unthinking or insensitive people could accidentally hurt your feelings. Responsibility to home or a parent needs attention now. Follow your hunches all month long. Pisces star: Rex Harrison.

ARIES March 21-April 20



ARIES (March 21 - April 20)

Incurably restless Aries is looking for ways to break some chains and this could be the month a vista of doors open up for you. 'Tis not the time to lend or borrow as you'll be left holding the empty financial bag. Untangle marital problems while your spouse is receptive. Aries giant: Elmer Bernstein.

TAURUS April 21-May 21



TAURUS (April 21 - May 21)

Stardust still falls around tantalizing Taurus all through January. Important eyes are on you now, so perform your best, especially when out in public, and in all matters concerning career. Some sort of delay could turn out to be a blessing in disguise. Look for financial opportunity around the 30th. Taurus songbird: Anna Maria Alberghetti.

GEMINI May 22-June 21



GEMINI (May 22 - June 21)

Looks like gyrating Gemini is searching for ways to expand those ever changing horizons. Many are thinking of additional schooling or specialized training. Others sprout wings and fly off to marvelous never-never lands. Others get deeply involved in religion and personal philosophy. In-laws come into sharp focus this month. Gemini star: Susan Strasberg.

CANCER June 22-July 22



CANCER (June 22 - July 22)

Even though you are feeling the strain of post holiday letdown, your funnybone is tickled more than once this moody month. As you peer into the idiosyncracies of others, that loony laugh made famous by Moon Children is heard loud and clear. Answers to problems may come through dreams. Moon child: Orson Bean.

LEO July 23-August 22



LEO (July 23 - August 22)

Not one who usually likes to sit in the shadow of others, you may have to swallow your ego a bit during January while others steal the spotlight. Rest easy and enjoy their enthusiasm, your turn is waiting to spring from the wings. Do not annoy authority around the 23rd. Leo celeb: Jeff Corey.

VIRGO August 23- September 23



VIRGO (August 23 - September 23)

When making out your New Year's Resolution list, add the item of hiring help for the month of January. Terrific time to start a new diet, health plan, exercise routine. You may even welcome a new pet into the family or take the one you have to the 'beauty shop'. Virgo star: Earl Holliman.

LIBRA September 24- October 23



LIBRA (September 24 - October 23)

Light-hearted Libras manage to extend the holiday social swing right through January. Your spirit for fun and games is all fired-up and you're ready to go at the drop of a hint. Good time to investigate possible investments. Romance is on the wind for the eligible. Libra star: George C. Scott.

SCORPIO October 24- November 22



SCORPIO (October 24 - November 22)

Mixed emotions hit Scorpio as your house is full of people; you love every minute of it and yet it is driving you bananas! Property and real estate matters are accented and require attention. A new home may be in the offing, but do not sign any contract in haste. Scorpio song lady: Jo Stafford.

SAGITTARIUS November 23- December 21



SAGITTARIUS (November 23 - December 21)

The pinch of the gas shortage is felt this month as you seem to be making more short trips around town than usual. Work load is increased but you have the energy to cope. If you've had a desire to write, start now! Pleasant news sits in your mailbox or rings your phone. Sagittarian celeb: Ossie Davis.

Design Notes

CLIENT-DESIGNER RELATIONSHIP



Robert de Freitas
La Jolla Interiors

One of the most gratifying aspects of being an Interior Designer is the relationships one develops with his clients. The strongest asset the designer can have is being able to gain the confidence of the client. This comes through working with the client over a period of time and learning to reflect her wishes and personality, and at the same time to achieve an interior that represents the professional touch. Successfully accomplished, this relationship develops the confidence that allows the designer greater latitude in the future to interpret the client's needs.

People build and decorate homes not only for themselves, but to enjoy the favorable reaction of guests and peers. Successful Architecture and Interior Design should cause people to react — and favorably — to what they see. This is the

true measure of the proficiency of the professional, and the factor that leads to a continuing happy relationship between client and designer.

Recently I had the pleasure of doing some follow up work for a client which illustrates the above points. I received my first challenging assignment from her about two years ago. It was to decorate two important rooms in a lovely North County residence — the living room and master bedroom. The client wanted the interiors of the two rooms to blend with the outside foliage and plantings. In addition, the magnificent view from the sunken living room, especially dramatic as one entered the room, was to be enhanced by the decor, and left unobstructed.

For the living room we decided on a monochromatic color scheme of very pale green, with exception of three small French chairs for accent, done in brilliant shades of cerise, violet and peacock blue. But all major pieces, upholstery and lamps were glazed in the pale green to blend with the expansive lawn and plantings that bordered it. Furniture in the middle of the room was all kept to a low

silhouette so as not to interfere with the view.

The master bedroom overlooked its own private garden. Plantings were green with yellow flowers predominating. Harmonizing shades of yellow were featured in the color scheme for this room, which resulted in a delightful blending of room and garden. The effect in both these rooms was to bring the great out of doors right into the home, which was the client's objective.

So this client has come back several times to refresh and renew the decor of her active home. When the client lives happily and harmoniously in the setting the designer creates for her, she will come back again when more work needs to be done. This is the greatest compliment the designer can receive.

Questions regarding decorating problems are welcome. Please call or write Bob De Freitas, La Jolla Interiors, 7470 Girard Ave., La Jolla, Calif. 92037.

ENGAGEMENT ANNOUNCED



MARIE FOGASSEY

Mr. and Mrs. Leonard J. Fogassey of Rancho Santa Fe, formerly of La Jolla, announce the engagement of their daughter Marie to John Douglas Wood, son of Mr. and Mrs. Elbert H. Wood of Seattle, Washington.

Marie attended La Jolla Elementary School and Muirlands Junior High, Principia Upper School in St. Louis, Missouri, and is currently attending Principia College in Elsah, Illinois, majoring in Living Arts. She will graduate in the Spring.

A candlelight ceremony, a long-standing tradition among the girls on campus, was held in Marie's college house to announce the engagement.

Doug is a 1973 graduate of Principia College, business major, and is currently training with Braniff International Airways in Dallas, Texas.

An August wedding is planned. □

INCUNABULA SUCH AS Gutenberg's Bibles were wood-type masterpieces. But such methods "wooden" get it in today's publishing market. Your magazine or book needs the most effective, efficient typography that you can get. Try us—the computerized, type-rich, skilled-hand ever-lovin' best! You proof and alter your copy before it's exposed into final form; you get magnetic storage, edit, and merge capabilities. Even money-saving advice. Call on The Helpful Types.

CENTRAL GRAPHICS

720 STATE STREET • SAN DIEGO CA 92101
TELEPHONE • AREA CODE 714 • 234-6633

Charles A. Chapin & Associates

BROKERS:

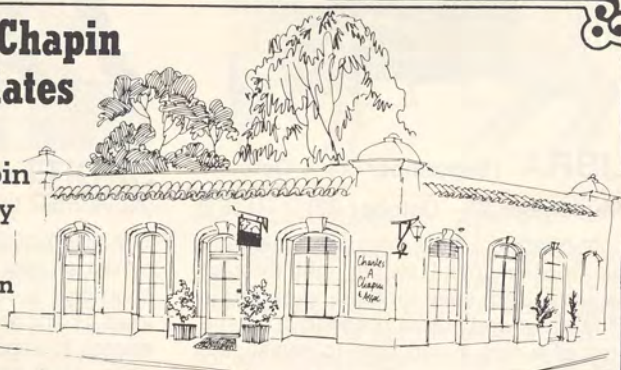
Charles A. Chapin
George A. Baldry

ASSOCIATES:

Howard L. Wellman
James L. Jarnagin

714/756-1121

Across from the Inn / Paseo Delicias / Rancho Santa Fe



S
U
B
S
C
R
I
B
E
T
O
D
A
Y

ORDER NOW

12 issues of
for only \$8.00

(Save \$4.00 over single copy price)

SAN DIEGO'S
north county living

To

Please print name of recipient

Street

City, State and Zip Code

Bill me Check enclosed

For gift subscription, have gift card read: "From _____"

and bill me at _____

Street, City, State and Zip Code

ORDER NOW

12 issues of
for only \$8.00

(Save \$4.00 over single copy price)

SAN DIEGO'S
north county living

To

Please print name of recipient

Street

City, State and Zip Code

Bill me Check enclosed

For gift subscription, have gift card read: "From _____"

and bill me at _____

Street, City, State and Zip Code

ORDER NOW

12 issues of
for only \$8.00

(Save \$4.00 over single copy price)

SAN DIEGO'S
north county living

To

Please print name of recipient

Street

City, State and Zip Code

Bill me Check enclosed

For gift subscription, have gift card read: "From _____"

and bill me at _____

Street, City, State and Zip Code

First Class
Permit No.32
Rancho Santa Fe
California

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY —

SAN DIEGO'S
north county living

Post Office Drawer Q, Rancho Santa Fe, California 92067

First Class
Permit No.32
Rancho Santa Fe
California

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY —

SAN DIEGO'S
north county living

Post Office Drawer Q, Rancho Santa Fe, California 92067

First Class
Permit No.32
Rancho Santa Fe
California

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY —

SAN DIEGO'S
north county living

Post Office Drawer Q, Rancho Santa Fe, California 92067

Places and Faces

RELAXED FACIAL MUSCLES CAN PREVENT WRINKLES



Young Stacy Ranson, receptionist at Lomas Santa Fe Country Club, has no problem with wrinkles, but is a great believer in Art Nelson's Swedish massage technique for the relaxation of facial muscles.

The most expensive face creams in the world won't prevent wrinkles if the face itself is tense, according to Art Nelson, a 43-year veteran in the practice of Swedish massage and member of the American Massage and Physical Therapy Association.

Nelson is showing men and women how to relax facial muscles during massage appointments now offered at Lomas Santa Fe Country Club at the 1,200-acre community development in Solana Beach.

The club's physical fitness director massages facial nerves and muscles, increasing the supply of blood to such areas as the forehead, mouth and eyes.

The treatment is so relaxing that his clients frequently drift off to sleep.

"Most people don't realize that facial tension is due to mental fatigue and emotional tension, the biggest culprits in premature aging," Nelson says.

The practice of soothing people through the use of touch goes back much further than most people realize.

"The Biblical reference to 'laying of hands' was simply a common social practice that was believed to calm anxiety and reduce tension in people.

"Today, people are experiencing much greater tensions, while the custom of soothing friends and family through the use of a gentle touch is disappearing."

Nelson was first exposed to the concept of massage when he was only 20 and was hired as an apprentice at the Al Williams Health Club in Los Angeles.

He observed trainers of football players and boxers who claimed they practiced massage. However, Nelson found that many such practitioners learned whatever they knew accidentally.

"An athlete would have a muscle spasm and they'd figure out how to stop it. They knew nothing about the body medically and tended to be quite rough, often dangerous."

Nelson worked and studied for two years before deciding to devote himself to learning the methods of Swedish massage, which he says "is very gentle, never involving force, or pain." He learned anatomy by attending a medical college for one year.

Touch is just one method of inducing relaxation, Nelson says. He believes that a calm voice and calm vibrations can help people relax.

"My clients learn from me that they can reduce tension within their own homes by

talking calmly and listening to soft music."

More people would try massage if they knew just what it involves, Nelson believes.

Basically, massage treatment is concentrated on the face, back, the neck, the arms and the legs.

"Massage can even be excellent therapy for mental-tension headaches," he explains. "Pressure headaches caused by excessive flow of blood to the brain can be relieved greatly when the flow is reduced by pressing on specific neck arteries and relaxing the nerves of the head."

Still trim and youthful, Nelson plays tennis three times a week, and instructs exercise and swimming classes. He conducts two physical fitness classes a week for women at the Country Club and will offer more classes as interest grows.

Prior to joining the Lomas Santa Fe Country Club staff, he headed health club programs at the Racquet Club and Palm Springs country clubs, such as Thunderbird, Tamarisk and La Quinta. □

A Great Big, Beautiful Collection of Imports

Hand-Carved Furniture. Wrought Iron Chandeliers
Objets d'arts Terrariums and Light Fixtures



Statuary Many Decorating Accessories Ceramics

House of The Seven Seas

1634 Del Dios Highway (one mile west of Escondido)

746-6330

Apeeling Seens O'Side

by Kitty A. Peeling

This is that time of the year when a resemblance between me and any other gal is purely coincidental. What with brunches, lunches, banquets and such, I'm fatter 'n a hog and twice as waddy.

At the Jerry Lewis publicity shin-dig we not only had a scrumptious buffet-cocktail party at Hollywood's Perinos, but were then bused over to the Wax Museum in Buena Park, where, after the unveiling of the "Nutty Professor" set (Jerry donated everything, even the false teeth he wore), we were again lavishly wine and dined in the V.I.P. room of the Museum.

When the invitations arrived it didn't seem feasible to drive all the way to L.A., for just another few hours at a publicity gimmick, but when my friend Shirley Tisch said she loved Jerry Lewis and would love to go, I reconsidered. Soooooo when my boss Ruth Giffin heard the news, she decided the affair rated a good photographer and I picked Al Peskin.

Never having met him we made a date to meet at Perinos, I'd wear a corsage of gardenias and have Shirley draped over my arm. He'd be covered with photographic gear and of course have that eccentric or electric (?) hair.

We never connected at the swollen party. When I had him paged, the buses were raring to go and some way I got balled up and got on the press bus with all the foreign press.

Had a wonderful time. Sat with the Swedish film writers and met the charming Unger twins (monocle, hand-kissing, the whole schitk), and they were with beau-blond Vikings who very evidently didn't "vant to be alone." (Can't resist, now I can say I know some Swedes strickly from 'unger).

Gustaf Unger was celebrating the sale of his first self-produced-and-written movie (Sisters of Murder) to a major film company and was as happy and excited as a Swede ever gets.

At the Wax Museum a huge crowd was awaiting the Jerry Lewis family and evidently thought our bus was V.I.P. In the throng awaiting us, there was Shirley along with the photographic gear, on Al Peskin's arm.

After the Mayor made Jerry an honorary citizen and the French consul kissed him on both cheeks, we crushed thru the Museum like beef thru cattle shutes; only our final destination was to eat in the banquet room, not be the piece de resistance! (The biggest hunk of prime ribs I ever saw. Honest. You could have put a saddle on it).

100 / JANUARY 1974

Shirl stood in the press line to talk to Jerry (his patient understanding white-haired wife, Patty, of twenty-nine years and four boys sat by him), while I looked up old acquaintances including Lovetta Parrish. Woman Libbers should know her. As publicity director for the Wax Museum and Japanese Gardens, she does a masterly job. When I next saw Shirl she was gazing at her hand like it was covered with diamonds. "Oh, Kitty, he actually shook my hand! Oh, he is the dearest man. On, you'll never never believe what he said to me!"

When I next saw Shirl she was gazing at her hand like it was covered with diamonds. "Oh, Kitty, he actually shook my hand! Oh, he is the dearest man. Oh, you'll never never believe what he said to me!"

"I'm old enough to believe anything, Shirl. Try me."

"Well, when I told him I loved the way he introduced his lovely wife to the crowd tonight — Oh, Kitty, you'll never believe this, he's so goofy — well he said to me, 'I've lived a terrible life with Patty. Don't tell anyone, but you know she's really a nymphomaniac,' then he laughed like a banshee and pretended he was a monster about to tear me up!"



An understanding Patti Lewis loves Jerry, the kind, loving father and husband — and also Jerry, the "Nutty Professor."

Kitbits

"It's what you put inside that makes your looks outside," was the gist of the talk given by nutritionist Marilyn Lambson to members of the Inter Community Organizations Council when it held its monthly luncheon at O'side's Mira Mar Restaurant. For nearly one hour Mrs.

Lambson answered eager questions about the debilitated foods we subject our bodies to today and then wonder why we look terrible and feel and act likewise! She has recently opened a health store in Escondido, but I don't know how she can find the time, what with her writing for her magazine, her lectures around the country and the demands of her family and of her letters from fans all over the world, because she is recognized as one of the outstanding health authorities throughout the world!

Ah, would that we all had such devoted friends as "The Friends of the Oceanside Library." The Third Edition Dinner, at the Convention Hall (where parking is one devil of a thing) was a gourmet and dancing success. The friends prepare the main repast (this time Beef Burgundy) in their homes and then also contribute their own prize dessert. (Rat that I am, I went early to exchange my Devil's food cake for that Parfait Pie of last year. Just ummmm. Who made it?)

Harry Babbitt's Big Time Band certainly "cut the ice". It's been a long time since I've seen a dance floor jammed like sardines with grey-haired, white-haired (yeah and hairless) celebrators letting it all hang out, as they swung to the tunes of the forties. Which reminds me of a risque joke also of that era. Remember? How do you tell the female sardines from the male sardines? Simple. Just see what can they go into! T'aint so funny now. But t'was, twenty-five years ago.

Connie Jones and Grace Carson, co-chairmen, and their hard working "friends" deserve a medal of honor.



Happy "Friends" President, Jerry Hatter, Connie and Grace, and General Russell Jordahl.

Met many new interesting folks, including the Bill MacLaughlins who are quite world travelers despite the fact that Mac is part owner of the Desert Hot Springs News, and is a true newspaper advertising man along with wife Pat who has had ink poured in her veins. When she was a little girl she worked for the Chula Vista News paper. Now they live near dear friends in O'side's El Camino Estates.

It's a happy feeling (also sorta sad. Time has a way, like snow, of piling up so silent — and so fast!) to go to the wedding of one of your friends' children.

Langdon Sully drove everyone nuts trying to get grass growing in his patio for the reception (his shepherd puppy would not cooperate) following the wedding of his and Mary's oldest son, Jeffery, to Laura Lee Wolfe of Fallbrook.

During the solemn double-ring ceremony held at San Luis Rey Mission, the priest said, "Happy is the bride the rain showers on." He should have said, "Happy is the father —". Because naturally, when it poured down, the reception was held inside their South Pacific home.

No one noticed the bald-spotted lawn. Champagne flowed copiously among relatives and hordes of well wishing friends. And why not? Jeff is one of the managers of Cal-Vine in Fallbrook.



... and they lived happily ever after. Mr. and Mrs. Jeffery Langdon Sully.

Lang Sully, a journalist of national reputation, has a news-story writing class on Thursday nites that is one of the most successful Mira Costa College has ever experienced. If you KNOW you can write, but only need a few pointers and a chance, plan to sign up for the new class beginning February 1974.

Years ago, when as the very proper wife of a professional man, I was on the board of the Redlands Bowl Concert Association and listened to Bach, Beethoven and Brahms until my thin veneer of culture curdled and finally erupted, I talked Grace Mullins (a really dedicated woman and music lover; God rest her soul) into presenting the vivacious light opera star, Ilona Massey.

La Massey had been the toast of Hollywood when I had been a gag writer and often snuk onto her stage set to envy her beauty and gorgeous lyric soprano voice in the Tales of Hoffman — or was it of the Vienna Woods?

Ennnnyway to make a fiasco short, when she appeared on the stage of the Redlands bowl she was very "gemutlich" — you know, chummy with the audience.

Then in her piquant Austrian accent she said, "Mein Godt, I'm having the hots — you know — comes a time in a woman's life when she is changing and she is impossible to everyone, even herself. In a minute I will sing again!"

Well at that time, the world and especially Redlands never admitted women had change of life at home, much less in public.

\$0000 for sometime Ilona and I were persona non grata in the City of the first — you should pardon the expression — Navel Orange tree.

Which is all leading up to the fact that I will never be elected to the Board of North County Concert Association, but it doesn't stop me from joining this fine group who appeal to all tastes with their varied programs of the world's finest entertainers. You should join them too — not just to encourage their efforts but for your own pleasure!

Put down January 30th on your calendar and plan to go to their Membership Tea, from 2:00 to 4:30 Wednesday afternoon at the home of the Frank Dunlaps, 1057 Bonnie Brae Place, Vista. The libations and food and conversation will be lively. If you want it spicier, ask the Membership Chairman Livey Cosgriff to bring you over to talk to me.

Ever since Carlsbad's Etta Woodard sold her lucrative decorating business she has been trying to get me interested in Denny Tymer, who is a guitarist, composer and one man band appearing at Dorothy Sateen's very plush Bridge Motor Inn.

Sooooo finally one night after dinner I met and listened to this young man who is faintly reminiscent of Elvis Presley. To me, Elvis is the smoldering, unknown quantity X, while Denny has a fresh, bushy-tailed charisma appealing to young and old.

Wish I weren't an old Hollywood has-been, so my approval could open opportunity's door.




Dorothy Sateen and Etta Woodard with their protege, Denny Tymer.

The kid will make it on his own. But for what it's worth do go see and hear him any night, but Monday. You'll enjoy him as much as your teenage daughters — which is quite different from the way Mothers and Fathers felt in the heyday of Elvis the Pelvis.

Remember the song: "Make Someone Happy and You'll be Happy, Too"? O.K. Take that to heart. Make a New Year's resolution to spread some happiness among those not so lucky as we — like the blind people of North County.

There is an O'side Braille Club that meets every Thursday at the Convention



PINTO PEOPLE!
California's largest Pinto display. (Usually over 250 at all times). All models & colors. Equipped and priced the way Pinto People want them!

Coberly FORD
WASHINGTON & FIGUEROA
Direct or Collect (213) 748-2367

Stomback's



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

EXPERT TACK REPAIR
(fast service)

WE OIL AND CLEAN SADDLES

WE MEASURE FOR DEHNER BOOTS AND VOGEL BOOTS
Custom-made
Pytchley Hunt Attire
Made in England

Open Tues. thru Sat.
10 - 6 p.m.
Closed Sunday and Monday

ASHLEY'S



Rancho Santa Fe MARKET

"In The Village"

756-1433

Surf Side Realty

RANCHO SANTA FE
756-3208

LA JOLLA
459-0616

SOLANA BEACH
755-1539

FALLBROOK
728-6125



Successful Hairstyling and Hair Cutting, Coloring or Permanent Waving can only be achieved by the most experienced Hairstylists and should therefore only be entrusted to their capable hands . . . for this reason alone you should go to . . .

MR. KARL

winner of many National and International Hairstyling Awards:
PARIS, LONDON, AMSTERDAM, FRANKFURT, GRAND
DUCHÉ DE LUXENBOURG.

Gentlemanly Hair Styling

Why should the best hair cuts be reserved for only your wife: If your hair needs shaping or styling . . . but you wish to escape the clutches of your scissor-happy barber, call for an appointment . . .

Kontinental Hair Fashions

206 Birmingham in Cardiff-by-the-Sea
753-8300

"IT'S THE CUT THAT COUNTS"

Hall and they are desperately in need of volunteer helpers!

Had the best tacos at their last get together where President C. David Ericks of Encinitas told me about the asinine handbook and record put out by the American Foundation of the Blind, under the sponsorship of Federal Agency H.E.W., with millions of dollars!

This ludicrous mess was exposed in 1972 at the Convention in Dallas of National Foundation of the Blind.

Blind people, often cut down in the fullness of life, are not stupid or dumb! According to David, the ridiculous record solemnly cautions the blind person as though he were three years old — or a moron.

For instance, in the segment on HOW TO TAKE A SHOWER (imagine) it says: Carefully remove your clothes (or something like that) and then says: Put them where the shower will not get them wet. Then it goes on to relate how you must take the washcloth in your right hand and proceed to wash your cheeks. It's surprising that they don't go on to tell the blind what cheek to wash, because after all, there are four — and of course blind people wouldn't know this!

The Watergate scandal has revealed some pretty shrewd, slick people in our government, but — well whoever assembled this (and I'm told there were many) has got to have water on the brain!

SANTA FE HUNT

by Bette Slattery

It was a great turnout for the opening day Hunt. The rains from the previous day and the cool crisp air made it a perfect day for riding to the hounds. There were many guests and photographers everywhere trying to capture the beautiful sight of the riders and hounds. Bette and Tom Slattery had as their guests, their son, Mike Slattery and his wife, Patti. Mike, a former Marine Corps officer, recently arrived here from the east coast and this was the first time he and Patti had seen our hunt in action. Connie and Dick Tuthill, Hal Barker, Jerry and Lucille Rian, all from San Diego, were also guests of the Slatterys. Lee Tate Smithe, a new resident of Rancho Santa Fe was a guest of Gerry and Buzz Kirkeby. Lee will be riding in the Hunt also. Jean and Ralph DeLoach drove down from their home in Marina Del Rey for the occasion. Jean and Ralph were the generous donors of the beautiful Crystal Punch Bowl that is used at all of the Hunt's social functions.

The hunts during the month of December were held at Rancho Rondo, Sorrento Valley, the Sand Pile in Carmel Valley, Pio Pico, and the last one at Arroya Sorrento. Everyone is looking forward to the new territories that they will be riding on in the next few months. □

Places and Faces

RIDGEWOOD OPENS



Ridgewood, a dramatic new residential community, opens this weekend in San Diego amidst a formative back-drop of spectacular natural beauty.

Located just off Highway 395, the 330-home community by Pardee Construction Company sits atop golden hillsides commanding a view of the entire valley and as far as the eye can see.

The five home plans available feature contemporary exteriors of natural cedar with shake roofs. A particularly striking combination of architectural design features are prominent in the homes, including vaulted ceilings, clerestory windows, natural skylights, loft rooms, floating view balconies, spiral staircases and sunken living rooms.

"We engaged our architects to design a home with big living space and the maximum in custom detailing," stated Vance Meyer, Pardee's director of marketing and vice president of sales. "We have consequently created homes with a style that is incomparable in this area."

According to Meyer, the introduction of Ridgewood to the San Diego market has resulted in a positive sales response. Within the first eight weeks of pre-sales more than \$1.25 million in homes sales has been recorded.

Ranging in size from 1,461 to 2,153 square feet, the homes feature from three bedrooms and two baths in a single-story plan up to four bedrooms and two-and-one-half baths on two levels.

According to Meyer the four bedroom Sussex plan offers a good example of the type of homes being built at Ridgewood.

The home opens onto a formal entry with a dramatic circular staircase ascending two stories to an elegant chandelier. The sunken living room features an immense picture window providing a view of the countryside. The formal dining room is separate from the enclosed

A spectacular vista of the valley is a feature of every Ridgewood home. Homes are situated on a high rolling terrain to take maximum advantage of the country views.

kitchen and breakfast nook. On the opposite side of the home the family entertainment center features a wet bar, fireplace, sliding glass access to the patio, and plenty of space for a myriad of activities. On the second level the four bedrooms are situated with a large master bedroom suite that features an outdoor sun deck.

"One of the most luxurious features of these homes is the use of enormous glass windows — enabling residents to enjoy the outdoor scenery from any room," said Meyer. "In the Essex plan the window above the dining area is nearly two stories high, and in the Dorset plan a sliding wall of glass opens up in the kitchen to an outdoor garden deck."

Priced from \$38,000, the homes include in the purchase price cathedral ceilings, wood-burning fireplaces with gas log-lighters, wall-to-wall shag carpeting, luminous lighting, disposals, dishwashers, ceramic-tile counter tops, pantries, family entertainment centers with fireplaces and wet bars, bonus rooms and concrete driveways. Ridgewood is within a 20-minute drive to downtown employment centers and recreation beach areas. Schools and convenience shopping are a short distance away.

The five furnished models with interiors designed under the direction of Dorothy Kerr with furnishings by Michael C. Thoun and Associates, are open daily from 10 a.m. to 6 p.m.

Excellent Conventional financing is available.

To reach the community take Highway 395 (Escondido Freeway/Hwy. 163) to Poway Road/Rancho Penasquitos Blvd. exit, and proceed west to Paseo Monril and the community. □

Wilhelmy's Picture Framing

- Custom & Stock Frames
- Shadow Boxes • Ovals
- Mat & Glass Cutting

"Personal attention
to special requests"

Mon-Fri 9-5:30 Sat til 1:00
753-8829

1038 N. Hiway 101 Leucadia



Rancho Santa Fe
Pharmacy

YES, WE HAVE SNACKS!
We have milk, orange juice, cold meats, bread, cheese and sandwiches in our "emergency food" refrigerator. And crackers, salted nuts, olives, potato chips and corn chips are always fresh on our shelves.

El Tordo & La Granada
756-2433

COAST Brake & Wheel

MUFFLERS BRAKES

WHEEL ALIGNMENT

GOODYEAR TIRES

444 First St., Highway 101
Encinitas, California

753-6272

DICK BLACKLEDGE REALTY

"The Office of Brokers"

PASEO DELICIAS —
RANCHO SANTA FE

Office and Home
756-1720 OR 755-3163

★ BROKERS ★

DICK & MARY BLACKLEDGE
DOROTHY RANDALL

Places and Faces

NORTH COUNTY BANK RECEIVES CHARTER

Eleven Escondido business and professional men have been granted a banking charter by the California State Banking Commission to establish a full service banking facility in Escondido. Plans call for the facility to be located in a master planned financial center at Escondido

Blvd. and Fifth Avenue. Initial capitalization of the bank will be \$1,500,000.

The announcement was made by Alan P. Chamberlain, Acting Chairman for the Charter Group. Chamberlain stated that the new financial institution would be called North County Bank and would emphasize convenient and personalized service in its marketing philosophy.

"While we have employed highly qualified and experienced bankers to administer the operations of the Bank," Chamberlain said, "the Board of Direc-

tors will play a major role in developing policy to insure that a personal touch is retained in the bank's relationship to all customers and clients. We feel that our strength as founders lies in the fact that we are all long time residents of Escondido and represent an excellent cross section of the business and professional community. We feel that we can directly relate to the desires and financial needs of the people in North County."

Chamberlain indicated that great emphasis, in planning the bank facility, would be placed on drive-up banking convenience, as well as walk-in accessibility and rapid service. Many special banking services will be offered, such as extended hours and Saturday banking, to meet the needs of customers with week-day working hours, and week-end shopping and business habits.

Other members of the founding group include: John C. Raymond, Roy L. Klema, Jack Port, Terry S. LaGrone, Vernon E. Titcomb, Jr., Ralph H. Wilson, Burnet C. Wohlford, J. Homer McCurdy, Charles R. Roick and Richard E. Sheppard. □

SANTA FE HUNT



Miss Geri Minott of Solana Beach, cools off Sandalwood in the Otay River after completing the cross country phase of the Combined Training Event competition at Pio Pico Park. (Photo by Jane Coursin)

The Santa Fe Hunt cordially invites participation in their upcoming Combined Training Event, to take place February 23 & 24, 1974. This show will be held at Pio Pico Park, Jamul, California on Otay Lakes Road. The Combined Training Event is the ideal competition for the hunter-jumper as it includes cross country jumping, stadium jumping, and dressage.

An interesting test is the "Eignungsprüfung", difficult to pronounce, but familiar to all dressage riders, which means in German roughly "Riding Horse Suitability". It is a three phase test to determine the ideal potential sports horse.

For inquiries call Mrs. Paul E. Brink, (714-447-4561) or The Santa Fe Hunt's Master of Fox Hounds, Hugh Dale, (714-755 1610).

Pets are Pals



MOPS don't have cold noses!



We'd like to be together with you.



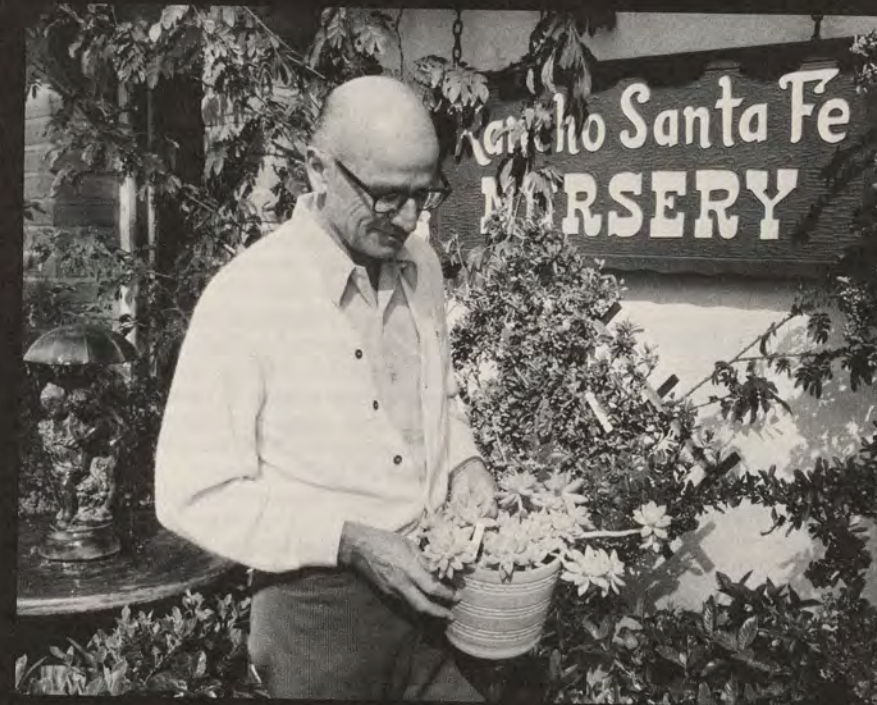
I got an "A" at Obedience School!

Please Adopt Us — Visit

The Rancho Coastal Humane Society, 389 Riqueza, Encinitas, Ca. 92024. Phone: 753-6413 SOON! Your tax deductible contributions are needed. Please Help Us to Help Them.

Photos by Bert Winford.

Wishing All of Our Friends
The Very Best in 1974



Del Colby and Staff

We appreciate the opportunity to continue to serve you. The finest garden shop in North County is now expanding to serve you better. Come in and see our new Patio Furniture on display.

BROWN-JORDAN FURNITURE
GARDEN TOOLS & SUPPLIES
GARDEN GIFT SHOP NURSERY STOCK

Rancho Santa Fe
Nursery

THE VILLAGE CENTER/RANCHO SANTA FE
CALL US/WE DELIVER 756-1455

...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe

VILLAGE TRAVEL

Via de Santa Fe 756-3709

Maxine Statsman - Owner, Manager

...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe
...now in rancho santa fe

Association Bulletin and News

MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD NOVEMBER 20, 1973 at 9:30 A.M. IN THE BOARD ROOM.

Present: President Frobes, Vice President Duncan, Consulting Architect Hope and Members Reitz, Ward and Day.

Also Present: Building Commissioner Mowery and Recording Secretary Duffield. (Manager Grahl in attendance during subdivision and keeping of animals).

The Minutes of the previous Art Jury meeting were approved.

PRELIMINARY STYLE CHECKS

Visconti, S. A. Residence — Lot 17, Tierra Sombreada Architectural design acceptable. Sample of tile to be submitted with complete working drawings.

Gardner, G. Residence & Pool — Parcel 3/4, Block 10, San Elijo. Architectural design acceptable. Art Jury requested that garage be rotated.

Paulin, R. Residence — Parcel 1/5, Block 2, Camino del Norte. Architectural design acceptable.

ADDITIONS & ALTERATIONS

Wynne, B. J. Tennis Court — Parcel 6/2, Block 5, Via de Santa Fe. Disapproved as submitted. Art Jury suggested that court be placed elsewhere on lot.

Slattery, T. Barn — Parcel 1/3, Block 39, Via de Santa Fe. Deferred for more detailed drawings.

SUBDIVISIONS

Tomlinson, V. Parcel 6/3, Block 33, La Glorieta — 6.04 ± acres into sites of 3.54 and 2.50 ± acres. Art Jury advised approval to Board of Directors. Site visited.

Weinstein, D. Parcel 12/1, Block 32, Linea del Cielo, 6.59 ± acres into sites of 1.33, 2.35, 1.50 & 1.41 ± acres. Art Jury advised disapproval to Board of Directors. Site visited.

KEEPING OF HORSES

Rosenthal, S. R. Parcel 6/6, Block 33, La Glorieta — two horses on 4 ± acres. The Art Jury advised approval to Board of Directors. Site visited.

MISCELLANEOUS

Wadman, B. W. Plot plan. Approved. Adequate plantings to be provided to screen garage door from the street.

Sanson, D. Grading Plan. Art Jury advised applicant that grading permit would be issued provided a letter is submitted from him stating that construction will be commenced within ninety days from the date of issuance of permit.

C. DAVID FROBES
President

E. L. REITZ
Secretary

MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, NOVEMBER 15, 1973, 9:00 A.M., BOARDROOM

Present: President Weindling, Vice President Chubbuck, Directors Hoover, Whitehead, Wingert, and Wrenn.

Absent: Director Brown.

Also Present: Manager Grahl, Recording Secretary Butts; Legal Counsel Stanley; Association members.

MINUTES OF PRECEDING MEETING

The minutes of November 1 meeting were unanimously approved.

NEW BUSINESS

Subdivision, Parcel 2/3, Block 47. Decision deferred pending visit to site.

Subdivision, Parcel 1/4 & 2/1, Block 39. Decision deferred pending visit to site.

Keeping of 2 Horses, Parcel 1/5, Block 9, (Miller) 3.9 acres. On motion made and seconded, approval was unanimous.

Keeping of 2 additional Horses (Webb) making a total of 4, Parcel 5/6, Block 11. Decision deferred pending visit to site.

Miscellaneous Request, Parcel 9/10, Block 33, (Keenan in attendance) Decision deferred pending visit to site and pending notification to property owners within 500'.

Renewal of Tennis Pro Contract. Tennis Activities Committee Chairman Hoover reported the contract had been reviewed by legal counsel and copies of the contract had been furnished each Director for review and comment. After discussion, the motion was made that the contract be approved with minor modifications, as submitted; the motion was seconded and passed unanimously.

Proposed Amendment to Bylaws, Article VI. Decision deferred to December 6. It was suggested each Director look over the Bylaws for any other possible changes to be proposed or considered.

REPORTS

Community Relations Committee Chairman Chubbuck explained the format of tonight's meeting (9/20 & 10/18 minutes). He announced that the Robert B. Oliver Ambulance will be on display at the site from 7:00 p.m.

Golf Activities Committee Chairman Wrenn reported recommendation of the Committee to grant, as in previous years, use of RSFA Golf Course by United States International University Golf Team. On motion made and seconded, approval was unanimous.

Mr. Wrenn requested Board approval of expenditures exceeding the amounts listed in the Budget for rebuilding the restroom facility at #2 tee and those located within the Clubhouse due to their deplorable conditions. He recommended that funds be granted so that required repairs can be made immediately. Decision was deferred pending visit to the facilities.

Mr. Wrenn reported very favorable reception was accorded the October 30 letter (11/1 minutes) to all RSFA Golfers containing information on completed and proposed improvements to the Golf Course and other items of interest to the Golfers.

Planning Commission Chairman Wingert stated the Commission is looking into every conceivable solution to the Post Office/Association Office needs, such as: 1) might provide entire building to the Post Office; 2) have discussed plans for addition to existing Association building for Association needs; 3) approach Garden Club owner about Association use of that property. The Post Office Department has been requested to provide details of its needs and the amount of rent the Department will pay. Mr. Wingert requested an expression of views on the desirability of maintaining the community nucleus of the Library, School, Garden Club, Post

Office, Association Office, etc., after which followed Board discussion in general agreement with this concept of concentration of all of these activities.

Building Commissioner Report reflected the following in October: 5 residences completed; 9 permits issued; 39 residences under construction.

Manager Grahl reported the following: 1) Reply from SD County Engineer to Association (11/1 minutes) request of investigation of suggestions relating to traffic safety: (a) STOP or YIELD at La Granada/Via de Santa Fe intersection — to be considered by SD County Traffic Advisory Committee, November 20; (b) Widening of Via de la Valle/Via de Santa Fe intersection was accomplished as much as possible within the existing right of way about 2 years ago and left turn pocket created is operating satisfactorily; (3) NOT A THROUGH STREET at Via de Santa Fe/Camino Selva intersection has been ordered to be installed. (2) SD County Sheriff's Department is still reviewing its files in an effort to obtain a second Country Deputy as it is essential the individual be endorsed by the Department. Feeling the matter is urgent, consensus was that the President, Vice President and Manager set up a meeting with Sheriff Duffy. (3) Time CD will expire on November 17; reinvestment will be worked out with Finance Committee Member S. Morgan. (4) Restaurant/Bar Advisory Committee, composed of Messrs. J. King, R. Shannon, and Directors Hoover and Wrenn, will meet November 26. (5) The Water Quality Control Board and the CPO have on their agendas for meetings on November 19, items relating to expansion of the RSFe Sewage Treatment Plant. The WQCB item relates to the effluent quality discharge requirements, while the CPO item relates to project approval contingent upon acceptance of CPO restrictions aimed at retaining the rural residential character of RFS. CPO approval is required before the project is eligible for Federal grant.

Legal Counsel Stanley reported the firm is prepared to handle the November 27 public hearing (9/20, 10/4, 11/1 minutes) on the application for the Starting Day Care Nursery. He stated no response had been received to his notification of a violation of the Covenant (11/1 minutes) in regard to lettering on awnings on a commercial establishment. Mr. Stanley stated he had secured a stay of all depositions that have been scheduled to be taken by the plaintiffs in connection with suit pending in Superior Court.

Counsel was asked about use of title, "Rancho Santa Fe Industrial Park", for a commercial development some distance from Rancho Santa Fe. After discussion, it was the consensus of the Board to write a letter to the developer requesting consideration of a change of designation of the "Park", to be followed up with a meeting set up by counsel between Mr. M. Adelson, president of the developing company, and the President and Secretary of this Board.

CORRESPONDENCE RECEIVED
Mrs. V. Morenz, in the audience, asked President Weindling to read her letter of November 15, 1973 in which she had requested a reply from Association Counsel Donnelley to her letter of October 31, 1973. Mr. Weindling, upon advice of counsel, informed Mrs. Morenz that it was felt her questions had been satisfactorily answered by Mr. Donnelley's letter of October 26 and his letter of

November 6, 1973 and that no further action was planned.

EXECUTIVE SESSION and RECESS

The Board went into Executive Session from 11:15 a.m. to 12:05 p.m. to discuss legal matters.

The Board recessed from 12:05 p.m. to 2:15 p.m. for luncheon and a field trip to inspect properties and tour the Santa Fe Irrigation District Treatment Plant.

Subdivision, Parcel 2/3, Block 47 (Quinard), consisting of 6.38 ± acres into sites of 3.03 and 3.35 ± acres. At the site, on motion made and seconded, approval was unanimous.

Subdivision, Parcels 1/4 & 2/1, Block 39 (Mullins), consisting of 42 ± acres into sites of 20.0, 9.64, 3.0 and 9.64 ± acres. At the site, on motion made and seconded, approval was unanimous.

Keeping of 2 Horses, Parcel 5/6, Block 11, (Webb) to make a total of 4 on 4.16 acres. On motion made and seconded, approval was unanimous, at the site.

Miscellaneous Request, Parcel 9/10, Block 33, (Keenan) At the site, decision deferred pending discussion with Art Jury.

Repair/Rebuilding Restroom Facilities, Clubhouse and #2 Tee. At the site, on motion made and seconded, approval was unanimous to undertake the work at a total estimated cost of \$17,800, of which \$7,800 has been budgeted, and the difference in cost be expensed.

ADJOURNMENT

The meeting was adjourned at 3:20 p.m.

Ludwig Weindling, President

Gwendolyn P. Whitehead, Secretary

MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, DECEMBER 6, 1973, 9:00 A.M., BOARD ROOM

Present: President Weindling, Vice President Chubbuck, Directors Brown, Hoover, Whitehead, Wingert, and Wrenn.

Also Present: Manager Grahl, Recording Secretary Butts, Association Counsel Stanley, Association members.

MINUTES OF PRECEDING MEETING

The minutes of November 15 meeting were unanimously approved.

NEW BUSINESS

Subdivision, Parcel 5/3, Block 33 (Tomlinson in attendance) Decision deferred pending visit to site.

Keeping of Horses, Parcel 6/6, Block 33 (Rosenthal) Decision deferred pending visit to site.

OLD BUSINESS

Proposed Amendment to Bylaws (Def'd 11/15/73). Discussion and decision deferred pending further consideration.

REPORTS

Community Relations Chairman Chubbuck reported some excellent speakers had been obtained for the second Community Information Meeting on December 10 by its Chairman, Mr. H. V. Harris. Residents will receive a card to remind them of this opportunity to learn about Sanitation in Rancho Santa Fe.

Golf Activities Committee Chairman Wrenn recommended that future contracts in connection with Golf Course rehabilitation work contain a 'penalty or bonus' clause to ensure prompt completion of the construction under contract.

Planning Commission Chairman Wingert reported that the Commission expects to have, in February, a list of the needs and requirements from the Post Office Department for its RSFe Branch.

Finance Committee Chairman Brown reported the

Committee recommended approval of a request for allocation of an additional \$2,000 to replace the sprinkler system in Richardson Park. He pointed out that \$1700 had been budgeted for repairs and additions to the existing system, which it was now felt should be replaced with a different system, for a total expenditure of \$3,700. The maintenance of this new system would be compatible with that of the Golf Course, whereas the originally proposed addition would not. On motion made and seconded, approval was unanimous for a total expenditure not to exceed \$3,700 for a new sprinkler system in Richardson Park.

Mr. Brown reported the presentation of the Park & Recreation Board 'five year plan' at yesterday's Finance Committee was excellent. The Committee, having discussed, also, the 'five year plan' of both Golf and Tennis, recommends that the Board consider reactivating the committee on long range Recreation Planning which functioned briefly last year.

Park & Recreation Board Chairman Whitehead explained a proposal for development of foot and bicycle trail (Safe Route to School) between Lago Lindo and La Granada on Avenida de Acacias. Funds for the project will be shared by the School, the County, and the Association. Since the precise cost is not presently known, Mrs. Whitehead moved that a maximum of \$5,000 be allocated for

this purpose; the motion was seconded and passed unanimously.

Mrs. Whitehead also presented a 'five year plan' for Park & Recreation.

Maintenance District Chairman Whitehead reported that the safety of Rancho Santa Fe roads was discussed at the Committee's November 29 meeting with County Engineer H. Taylor and Deputy Engineer J. Settles. She stated that a small committee will be appointed to evaluate road and traffic hazards and to recommend corrective action to the County through the Board of Directors.

PERSONAL APPEARANCE

County Department of Sanitation & Flood Control representatives, Messrs. Jim Frandsen and Bo Bowman, briefed the Board on the operation of the Rancho Santa Fe Sewage Treatment Plant. Discussion and a question and answer period followed the presentation.

CORRESPONDENCE RECEIVED

Mrs. Virginia Morenz letters of November 28, 1973 were considered. Response to them was made by Counsel Stanley to Mrs. Morenz who was in attendance. Mrs. Morenz then expressed her understanding and appreciation of Counsel's explanations.

EXECUTIVE SESSION and RECESS

The Board went into Executive Session at 11:40

For Those Who Want the Very Best



La Jolla
Smitty's CARPET
CLEANING

Member



Member



CHARLES SMITH
Owner

**27 Years
in La Jolla
And
Rancho
Santa Fe**

'STEAM WAY' METHOD 459-3269

ALONG WITH 'CERTIFIED' SHAMPOO

STEAM
WAY



THE
BETTER
WAY

a.m. to discuss legal and personnel matters. The Board was recessed at 12:20 p.m. for luncheon and a field trip to inspect properties and to tour the RSF Sewage Treatment Plant.

Keeping of 2 Horses, Parcel 6/6, Block 33, (Rosenthal) 4 acres. At the site, on motion made and seconded, approval was unanimous.

Subdivision, Parcel 6/3, Block 33, (Tomlinson) 6.04 ± acres into 3.54 and 2.5 ± acres. At the site, on motion made and seconded, approval was unanimous.

REGULAR SESSION

The Board resumed regular session at 3:40 p.m.

Building Commissioner's Report, November: 5 residences completed; 35 residences under construction; one permit issued.

Manager Grahl reported that: 1) the hearing on appeal of granting a Special Use Permit for the Starting Day Care Nursery (9/20, 10/4, 11/1/73 minutes) on November 27 had culminated in the Nursery being allowed to operate for one year, with specific restrictions, after which time, reapplication must be made for the Permit. 2) the workload on the days preceding Christmas and New Year's Day is light and it was suggested that the office be officially closed on those 2 days. After discussion, the motion was made, seconded and passed unanimously to close the Association Office on Monday, December 24 and December 31. 3) approximately 40 Association members had requested copies of the Board minutes. It is planned to reactivate the addressograph in order to comply with these requests. The first mailing will probably be within the next few weeks. 4) repairs to the Clubhouse restrooms continue, but a few unforeseen problems have arisen which may preclude completion before the Golf tournament on December 12, the original target date. 5) energy conservation applicable to Association facilities will take the form of lowered temperatures in offices, decreased use of lighting during both the day and night, lowered temperatures in hot water heaters, and use of car pools being planned by the Staff.

CORRESPONDENCE RECEIVED

Mrs. Heather Taylor request to shorten the 30 day posting period for proposed revised division of Parcel 12/1, Block 33. After discussion, the Board was unanimous in the decision to deny the request.

Art Jury Letter on Density Guidelines recommended that the Board consider revising the guideline in the Middle Area from 1.33 dwelling units per acre (DU/A) to 1.9 DU/A. Of major concern to the Art Jury, is the sanitation problem, both with respect to public sewers and individual sewage disposal systems, and the preservation of the character of Rancho Santa Fe. It was noted that the County Planning Department is in the process of developing an Amendment to the San Dieguito

General Plan, of which RSFe is a part, and that such change could be incorporated in the Amendment. Mgr. Grahl advised that he had been contacted by County Planning Personnel who stated they would be sending a draft of the Amendment to the Association, among many others, requesting comments. Board members felt that final comment could not be made to the County without obtaining input from Association members affected by such change in the guidelines. Mr. Grahl then reviewed with the Board a proposed letter to the County, anticipating the request for comment on the Amendment to the San Dieguito General Plan, which incorporated the above items. Board approval was unanimous, said letter to be sent only upon receipt of an inquiry from the County. Referral was made to the Community Relations Committee to determine the best way to bring this matter to the attention of, and obtain input from, affected Association members.

ADJOURNMENT

The Board was adjourned at 4:20 p.m.

Ludwig Weindling, President
Gwendolyn P. Whitehead, Secretary

1974 YOUTH CLASSES TO BEGIN

The North Coast Family Y.M.C.A. announced plans today to start a new series of Youth Programs beginning the week of January 14, 1973.

Kinder Gym Movement Education will be held on Tuesday and Thursday mornings from 10:30 — 11:15 a.m. beginning January 15. Fee is \$6.50 for members and \$8.50 for non-members. Kinder gym is a program for 2½ — 4½ year old boys and girls with their parent. The Class teaches the child to move effectively and begins the development of basic movement patterns which will be helpful in the immediate growth and development years ahead. The program set-up stimulates the child to climb, roll, jump, hang, swing, crawl and run his way through various obstacles and fun objects.

Mitey Mites Gymnastics will be held on Tuesday and Thursday with **beginners** at 3:30 p.m.; **advanced beginners** at 4:15 p.m.; and **intermediates** at 5:00 p.m. Mitey Mites is a class for boys and girls 5-7 years of age. The class gives the child the opportunity to learn basic

movement patterns essential to daily life. In addition the class focuses on good muscular development, coordination, agility, flexibility and balance. Movement is taught with the aid of *gymnastic apparatus* using the rings, parallel bars, trampoline, tumbling mats, vaulting box, and rope. Fee for the Class is \$7.50 for members and \$9.50 for non-members beginning January 15.

Junior Gymnastics is held on Monday and Wednesday beginning January 14. The Class is open to boys and girls ages 8-12 years from 4:30-5:30 p.m. and from 13-18 years from 5:30-6:30 p.m. The Class stresses the use and perfection of all gymnastic apparatus. Fee is \$13 for Y-members and \$15 for non-members.

Saturday Youth Program is held every Saturday beginning at 9:00 until 12 noon. A packed-fun-filled morning includes field games, sports, songs, stories, gymnastics, swimming and special events. The program is free to Y members and \$5 per month for non-Y members.

Open Gymnastics is held every Saturday beginning at 2:00 — 4:00 p.m. for everyone. A nominal daily fee is charged.

Guitar classes for youth are held on Thursday evening for **beginners** at 6:30 — 7:30 p.m. and for **intermediates** from 8 — 9 p.m. beginning January 17. Fee is \$9 for members and \$12 for non-members.

Judo for kids is held on Saturday mornings beginning at 9 — 10:30 a.m. beginning January 19. Fee is \$8.50 for members and \$9.50 for non-members.

Ballet is held on Saturday beginning January 19 from 9:00 a.m. with **beginners** and 10:00 a.m. for **intermediates**. Fee is \$8 for members and \$11 for non-members.

Class enrollments are limited and participants are urged to enroll early at the North Coast Family Y.M.C.A., 200 Saxony Road, Encinitas — 753-6536, from 9:00 a.m. — 9:00 p.m. daily or on Saturday from 9:00 — 4:00 p.m. All Classes and activities are held at the Y.M.C.A. □

Periphery

RE-SEEDING PROGRAM

Four hundred pounds of seed rained on a section of transmission line right-of-way here today, and if the weatherman provides enough real rain, grass and wildflowers next spring will cover an acre of what is now bare land.

The seeded ground surrounds a San Diego Gas & Electric Company transmission tower in the rugged back country of Rancho Santa Fe. Because of difficulty in reaching the area by land, a helicopter flew the seeds — grass, poppies and lupine — over the area and sowed them by air.

If weather conditions are right, by next spring, the area will be a riot of green, orange and blue.

Seeding of the area is part of San Diego Gas & Electric Company's continuing program to restore cleared off construction areas of rights-of-way to their natural state by using native plants.

In more accessible areas, seeds are being hydro-planted, a method in which a mixture of wood chips, fertilizer, seeds, a binder and water flow through a hose at high pressure and are sprayed over the ground.

The wood chips, dyed green for aesthetic effect, hold the moisture and create an environment in which the seeds will germinate readily.

The binder causes the mix to cling to the soil. This ingredient provides a film that cuts down erosion, yet allows the soil to absorb moisture.

Seven varieties of seed native to San Diego County are used in the mix. They include sage, buckwheat, California poppy and lupine.

Since starting its re-seeding program a year ago, San Diego Gas & Electric Company has seeded the construction area of nearly 130 transmission tower and pole sites. □

DANGER: RABIES

San Diego County was declared a rabies area this month by the State Department of Health.

It is crucial for every dog to be vaccinated for rabies and licensed, according to Dr. H. C. Johnstone, San Diego County veterinarian. County dog control laws apply to incorporated cities as well as unincorporated areas of the County.

The rabies area includes seven California counties that form a geographic block inhabited by wildlife. The other counties are: Imperial, Inyo, Los Angeles, Orange, Riverside and San Bernardino.

In San Diego County four rabid bats were found this year. The bats came from El Cajon, Escondido, El Monte Park in Lakeside, and Fallbrook. The bat in Fallbrook was found in back of a home by the resident's dog.

"It is believed that the bat exposed the dog to rabies, but the dog's rabies vaccination was up-to-date and it did not contract the disease," Dr. Johnstone said. "In 1966, however, we had 63 rabies cases reported in San Diego County, and our current relatively low level of the disease is due in a large part to the excellent public service clinics provided every January by the San Diego Veterinary Medical Association."

More than 20,000 dogs are vaccinated at these clinics every year, Dr. Johnstone said. Seventy clinics are scheduled for the coming January and the locations are to be announced. □

HOME FEDERAL ASSISTS CARPOOL FORMATION

In view of the energy crisis, Home Federal Savings has surveyed employees in an attempt to help set up carpools.

Approximately 400 main office personnel were asked to indicate their carpool preference, the time of departure, their address, etc. Results of the survey (matching areas — El Cajon, La Mesa, etc.) have been posted and copies of the results were sent to those indicating interest.

"We had a very good response," said Ed Wes, Home Federal assistant vice president for administrative services. Approximately one-quarter of the employees indicated that they were either interested or were already in a carpool. To date, ten new carpool groups have formed already.

Home Federal has not made carpooling mandatory, Wes was quick to point out. "We just felt," he said, "that perhaps we could help our people by making the information available and making it a little easier to form the carpools." □

TREASURE FROM A TRUNK



Chris Osteen, manager of the Encinitas office of Home Federal Savings, shows one of the replicas of old autos which were awarded Home Federal visitors whose keys fit the trunk lock during Old Fashioned Savings Days, Jan. 2 thru 12. Event also included other gifts, refreshments and display of a 1909 Sears auto within a country road scene.

THE NEW 1974 FORDS ARE ON DISPLAY

OPEN SATURDAY ALL DAY FOR YOUR CONVENIENCE

North County's Fastest Growing Ford Dealer

Gary Bisantz' **EL RANCHO FORD**

We Lease All Makes of Fords

PINTOS • MUSTANG II's • MAVERICKS LTD's • THUNDERBIRDS • TRUCKS

Lowest lease rates. Immediate Delivery

12255 POWAY RD. POWAY 748-1400



FINGERTIP SHOPPING

* CARPET CLEANING

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

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

THE NEW SCIENCE OF CARPET CARE **Clean Tech**

Clean Tech's patented system deep-cleans delicate fibers gently, using multi-jet sprays. Dirt and cleaning solution are drawn out thoroughly, instantly, leaving carpet hospital-clean. Fluffy dry within minutes.

BONDED PROFESSIONALS
ALL WORK GUARANTEED
234-6743

* CARPET & LINOLEUM

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

* ENGINEERING SURVEYORS

"Browne and Vogt"
ENGINEERING SURVEYORS, INC.
726-0920

—Subdivision — Land Surveys
—Topographical Surveys
621 So. Santa Fe Ave., Vista, Calif. 92803

* FINE FURNITURE & DESIGN

HUBERTUS LIERE, MASTER CRAFTSMAN
Designer, Fine Furniture Maker
European Background in Old World
Craftsmanship, Chairs, Tables, Groupings for
all rooms, Bars, Cabinetry
Drawings — Estimates Furnished
Antique Reproduction-Restoration
Specialist in Stereo, Hi-Fi Cabinetry
Graduate, American-European School of Design
3220 Westwood Drive, Carlsbad 729-7537

* FIREPLACE EQUIPMENT

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

BRASSTOWN

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

* HOSPITAL SUPPLIES

GOODHEW HOSPITAL SUPPLIES
Everything for the sickroom! Traction equip-
ment, patient lifts, crutches, walkers, wheel
chairs, oxygen, IPPB units.
746-1146 454-0333

* INSURANCE

CUNNINGHAM INSURANCE AGENCY
carries all types of insurance!
PERSONAL lines include fire, homeowners,
automobile, health and accident, life insur-
ance, boat insurance.
FIRE AND CASUALTY includes apartment,
office buildings, automobile, surety bonds,
workmen's compensation, professional liabil-
ity, mercantile coverage.
INDUSTRIAL includes fire and casualty,
manufacturing, contractors packages, truck
and cargo, surety bonds, Group insurance
(hospitalization and life combination) work-
men's compensation.

BARNEY & BARNEY
CUNNINGHAM INSURANCE AGENCY
Paseo Delicias Rancho Santa Fe
756-2117

* LANDSCAPING MAINTENANCE

ROBERT J. ADAMS
Landscape Maintenance Services
A Complete Service for your Lawns, Trees,
Sprinkler System, etc.
Specializing in tree pruning for safety and
beauty. Fully insured. Landscaping also
available.
For information and free estimate
Call 748-4067

* MASONRY & LANDSCAPING MATERIALS

BUNYARD MASONRY SUPPLY COMPANY
BLOCK — BRICK — STONE
Landscaping ground cover materials—
577 North Vulcan Encinitas 753-1164

* ORNAMENTAL IRON

THE VILLAGE FORGE
1646 No. Hwy. 101
LEUCADIA 753-1641
Custom Made Railing
Gates Guards
Custom Fireplace Equipment and
Screens

* PAINTING — INTERIOR & EXTERIOR

JOSEF C. STERNAL
QUALITY PAINTING OF RESIDENTIAL
INTERIORS & EXTERIORS
"Serving Rancho Santa Fe and vicinity"
744-0787

WILLIAM COLEMAN
Experience Skill Reliability
INTERIOR EXTERIOR
Also CABINETS
Telephone Evenings
753-0528
Estimates cheerfully given
1939 Vulcan Avenue Leucadia, Calif. 92024

* PARTY RENTALS

GOODHEW PARTY RENTALS
Banquet tables, card tables, bars, china, silver,
glasses, garden furniture, folding chairs,
canopies, tents, dance floors, heaters.
GOODHEW
746-1146 454-0333

* PHOTO SUPPLY

GAILEY'S PHOTO SUPPLY
Escondido's most complete Photo Supply
Serving this area for 17 Years
Featuring Kodak Color Processing
118 E. Grand Ave. Escondido 745-7823

* PIANO TUNING

PIANO TUNING
Repairing and regulating
PTG Member
GEORGE GROSS
753-5843

* PLUMBING & HEATING

ARTHUR A. BROWN PLUMBING
Heating, disposals, dishwashers, sewers,
water heaters, drain cleaning, etc.
Call 729-4914
DAY OR NIGHT
"24 hour emergency repair service"
2691 State Street Carlsbad

* ROOFING

ROOFING OF EVERY TYPE
Wood Shingle — Shake — Composition
Tile — Bermuda Insulated Roofs
— REPAIRS —
We Also Seal-Coat Driveways
WITHEROW ROOFING CO.
747-1101

Serving San Diego County since 1935. Roof
repairs our specialty. Mission tile — Concrete
tile — asphalt shingles — built-up gravel roofs.
Poured in place Bermuda insulated roofing.
Driveway coating for added life to blacktop
driveways.

J. P. WITHEROW
1001 Morena Blvd., San Diego 297-4701
Escondido 747-1101

* RUBBISH COLLECTION

RANCHO SANTA FE DISPOSAL
Trash Pick-Up
Plastic bags on convenient rolls available
Also construction site preparation
and clean-up
753-4157 or 753-7378

* SAND

COAST SAND COMPANY
Right in the Heart of Rancho Santa Fe!
Sand, Rock, Top Soil
Prompt Delivery by Calling 756-2446

* SUMMER CAMPS

THE BUCKOES SUMMER DAY CAMP
Sorrento Valley, La Jolla, California
A Summer day camp for 5 to 13 year olds.
Swimming and riding, games and sports,
archery, handicrafts, camp-outs, and field
trips.
Brochures free upon request.
Mailing Address: 10325 Roselle St.
San Diego, Calif. 92121
453-1643 — 21st Year — 271-9188

* TV ANTENNAS

FIDELITY RADIO & TV
Custom Antenna Installation and Service
130 North Acacia, Solana Beach
755-1653
Member CSEA PEET

* TELEVISION SALES & REPAIR

FIDELITY RADIO & TV
Authorized Dealer Sales and Service for
RCA — ZENITH — COLOR
Radio, TV & Hi-Fi Service featuring color TV
130 No. Acacia, Solana Beach
755-1653
Member CSEA PEET

* TREE SERVICE

LANGE TREE SERVICE
Specializing in Topping, Trimming &
Removal
FREE ESTIMATES
Wood Sawing and Splitting
Excellent Fireplace Wood For Sale
670 Laguna, Carlsbad 729-2552

* WATER CONDITIONING

RAYNE WATER CONDITIONING
"Outstanding Service"
— Charcoal Filters and Water Purifiers
for Drinking Water
— Soft Water Rental Service
— Automatic Water Conditioners
Commended by Parents Magazine, Water
Conditioning Foundation, and Good House-
keeping Magazine.
Del Mar — Rancho Santa Fe 755-9741
San Marcos — Escondido 746-2811
Oceanside — Carlsbad 724-8603

In Memoriam



CLAUDE ARNOLD WELLES
1885-1973

Founder, First President and
Charter Member of Rancho Santa
Fe Rotary International Club, Claude
Arnold Welles passed away after a
long illness. He was 85 years of age.

Retired to Rancho Santa Fe in
1952, he was very active in the Ran-
cho Santa Fe Association and Art
Jury.

Rotary International Club of Ran-
cho Santa Fe was formed February,
1959. For many years Mr. Welles
continued on its Board of Directors
and was active both in community
and club projects. He was also a
32nd Degree Mason of The Ancient
Accepted Scottish Rite Order of the
Northern Masonic Jurisdiction at
Chicago, Illinois.

He was Assistant Treasurer of
Marshall Field and Company, and
General Manager of The Merchan-
dise Mart from its inception until it
was built and occupied.

He served as Alderman of the city
of Evanston, Illinois and as a
member of the School Board.

He is survived by his second wife,
Grace Hendrickson, and three sons,
Emerson A. Welles of Marshall,
Michigan; Leonard G. Welles of Elm
Grove, Wisconsin; and Claude A.
Welles, Jr., of Anderson, Indiana;
two daughters, Mrs. Harvey Goff, of
Plainfield, Indiana, and Mrs. Douglas
Sturgeon, Mt. Prospect, Illinois; a
sister, Mrs. H. W. Wiser, Detroit,
Michigan; 10 grandchildren and 5
great grandchildren.

Cremation and burial was at El
Camino Memorial Park.

* AIR CONDITIONING

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

* APPLIANCE REPAIR

B & R APPLIANCES
SALES & SERVICE
—Amana Refrigerators, Freezers and
Radaranges
—Caloric Self Cleaning Ranges
—Speed Queen Washers & Dryers: Stainless
steel tub & drum
—Waste King Dishwashers & Garbage Dis-
posers
AMANA CALORIC SPEED QUEEN
Master Charge BankAmericard
Call Toll Free 436-0676
2802 State St. Carlsbad

* BICYCLES — SCHWINN

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

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

* BLACK TOP, EXCAVATION

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

* BRAKES

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

Old Damascus
RESTAURANT

HOME OF THE
FAMOUS SHISH KABAB

Shish Kabab at its best
Authentic Lebanese Food
Exotic mixed drinks
Atmosphere of old Arabia
Truly Cosmopolitan
Lunch Mon.-Fri. 11-2:30
Dinners Mon.-Sat. 5-9:30
3683 Fifth Avenue San Diego
297-3228

Places and Faces

MAGIC CARPETS FOR SALE

A surprise from the Old Damascus! Owner, George Totah has imported beautiful Oriental rugs from Iran, Persia, and Afghanistan for his new shop at 3681 5th Avenue, over the restaurant.

The carpets are all handwoven of wool that has been dyed in various combinations of vegetable juices. A few of the

rugs have silk woven in with the wool which creates a dramatic effect. Wool when dyed with the natural extracts becomes more beautiful with age, doesn't fade and takes on a rich patina from wear.

The colors used in each carpet depict a religious theme as well as being decorative. The peoples of the Middle Eastern Countries, whatever their religion, are generally extremely devout. Thus colors have important symbolic values. White is a symbol of mourning, green is sacred to Mohammedans as the color of life and signifies immortality and the "Power" colors are gold and purple.



Mr. Totah is pictured with a Persian Prayer rug. A Moslem carries his prayer rug at all times and six times a day kneels on the rug faced toward Mecca for prayer. The colors are always rich and varied and follow a similar pattern with the mihrab in the center.

It takes many months to create a beautiful Oriental carpet. Each carpet has between 300-600 knots per square inch and the whole family is generally involved.

The selection at the Old Damascus is well worth viewing and may be seen by appointment. The phone number is 296-9864.

Mr. Totah will be delighted to show his collection. □

BALLET GRANT

The California Ballet Association has recently received a \$6,800.00 grant from the National Endowment for the Arts, according to Robert Mahon, General Director of the Association's California Ballet Company.

The funds, matched with support from local school districts, business, and individuals, will allow scheduling of lecture-demonstrations in approximately 100 public schools this school year. More than 30 have been completed; according to Mahon, the programs have been presented for five years to more than 140,000 students in San Diego City and County. □

Places and Faces

STUDENTS TAKE HORSE SHOW AWARDS



Students from The Bishop's Schools [(L to R.) Seated — Vivian "Ry" Collins and Kathryn "Kassy" Edgington; Standing — Alice C. Knox] who will be receiving trophies at the 18th Annual High Point Awards Dinner on February 2, 1974. Pictured on campus with Headmaster, Philip P. Perkins — sharing a favorite "piece of silver" won at one of their 1973 shows. (Photo by Jane Coursin)

The 18th Annual High Point Awards Dinner, sponsored by the California Professional Horsemen's Association, Chapter One, will be held in the Grand Ballroom of the Hotel Del Coronado on February 2nd. This event is held annually at the end of the Horse Show season and awards are given to those exhibitors who have accumulated the highest number of points during the previous 12 months. Among the honorees this year will be three students from The Bishop's Schools: Kathryn "Kassy" Edgington, an Eighth Grade student and Seniors, Vivian "Ry" Collins and Alice C. Knox. "Kassy" Edgington, who rides hunt seat and trains out of Shadowland Ranch in La Jolla, will receive a "Reserve" trophy in Junior Working Hunters (12-14 Years). Ry Collins, who rides Western and trains with the Bill Martin Training Stables in Rancho Santa Fe, will take a "Reserve Champion" award in Trail (13-17 years) and a "Reserve" award in Open Trail. Alice Knox, who stables her horses at Sorrento Valley Farms, is also a Western rider. Her awards will include two "Championships"; Trail (13-17 years) and Western Pleasure (18 years and under) as well as a "Reserve Championship" for Western Pleasure. (First Year Green). □

RECORD BREAKING ATTENDANCE AT SPACE THEATER

A year end attendance record that has planetariums all over the country green-eyed with jealousy — has just been chalked up by the Reuben H. Fleet Space Theater.

A check of the largest planetariums around the country has shown that the Space Theater attendance figure in 10 months operation is leading the big five and is expected to outgross them all by March 10th, 1974 — the first anniversary of San Diego's Space Theater.

New figures just released by W. Michael Sullivan, Executive Director, show a total paid admissions to date of 324,912. This includes 21,130 in the school program. It does not show the 24,000 figure attendance at the Science Center, and that gives even greater total for others to shoot at.

That means — that in 10 months — the Reuben H. Fleet installation has broken the 12 month approximate 300,000 figure of Griffith Observatory in Los Angeles, has outpulled Adler Planetarium in Chicago — the oldest and thus most venerable such complex in the United States. The Adler averages around 300,000. Single month comparison shows that the November attendance at the San Diego Space Theater was over 36,000 as compared with 28,000 — a typical November Chicago Planetarium attendance.

Even the Hayden Planetarium in New York with its impressive annual attendance of over 400,000 and the Fels Planetarium, Philadelphia that averages around 350,000 paid admissions are figures that Mr. Sullivan expects to top by the end of the first year's operation. The birthday of the Space Theater is March 10th, 1974.

Since its opening, the Space Theater has presented two major productions. The first "Voyage to the Outer Planets" and "Garden Isle" from March to October and the current showing "Capture the Sun" and "Standing Up Country". The reason for the audience-pleasing success of the Space Theater, Mr. Sullivan believes, is that it is far more than a planetarium. With the largest screen in the world, it is a film theater that surrounds the viewer to give him a dramatic audio-visual experience that no theater much less planetarium can equal.



For Exquisite Wedding Photographs



House of Portrait Photography
by Tony Francis

1430 Camino Del Mar, Del Mar • 755-9347

SOLANA CARPET CLEANERS
For the Finest in Professional Cleaning

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

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

ALL IN ONE GENTLE ACTION . . . NO BRUSHES

The Most Complete Steam Cleaner On The Market Today

Call Your Local Cleaner
Lower Prices . . . Quality Work **753-2511**

Scandia Bakery

Authentic Scandinavian & European Pastries
"There's no substitute for quality"

We use no preservatives
We specialize in wedding and birthday cakes
Pies - Cookies - Donuts
26 varieties of homemade breads

Catering Service
Drive thru - Ample Parking - Free Delivery
Open 7 days including holidays Weekdays 7 'til 11
149 LOMAS SANTA FE DR.-SOLANA BEACH
(2 blocks east of Hiway 101)

755-4026
753-1754

SHIRLEY KEETH
REAL ESTATE

Shirley Keeth
756-3706

Rancho Santa Fe, Calif.
Paseo Delicias at La Granada

La Secretaria
Secretarial Service
753-5544

SAN DIEGUITO'S

Auto-typist

AUTOMATED TYPEWRITING CENTER
THE PROVEN BEST METHOD FOR DIRECT-MAIL

- o Automatically typed letters —
20c ea.
 - o Complete Secretarial Services
 - o Xerox Copies . . . and much more
- 7682 El Camino Real, Suite 109
Rancho La Costa, California 92008

Places and Faces

LA SECRETARIA EXPANDS SERVICES

Janica Scott, owner of La Secretaria secretarial service has moved from Rancho Santa Fe to the new La Costa Plaza on El Camino Real, which comprises several professional offices and a unique shopping center. The move was made to

accommodate the addition of automated typing equipment and the easy access off of Interstate 5

She is now pleased to offer the only automated typewriting center in the San Dieguito and the north coastal beach communities. The applications for automated typing have been proven the best method for direct-mail advertising. Each letter is automatically typewritten and is an original letter. The letters can be very personalized and so programmed to accommodate the individual notations such as dates, names or amounts. The cost is nominal, 20c per letter up to 2500 letters and 18c per letter over 2500. In conjunction with the automated typing center, she handles all types of bulk mailing — envelope stuffing, sealing, stamping, etc. She is in the process of compiling mailing lists for residents of Rancho Santa Fe and Lomas Santa Fe, which will be Xeroxed onto self-adhesive labels and sold at a nominal fee.

Complete secretarial services are offered which include all types of typing, dictation via machine transcription or shorthand, copy service, notary public, light bookkeeping services (bank statement reconciliation, bill paying service), and temporary secretarial help is provided to cover conventions and meetings.

In addition to offering services to the public, Janica is managing the La Costa Plaza's Executive Suite for the La Costa Land Development Company. The Executive Suite contains eight offices for which she serves as receptionist and offers part-time telephone answering services. The leasing program for the suite is still underway. For further information, please call 753-3544. □

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

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

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

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

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

Now, with Equitable's improved rates, a man 70 years old can get a guaranteed yearly income for life of about 11½% of the purchase price of the annuity. (Women receive not quite as much because they live longer.) And, the older you are, the higher the yearly income—about 13½% for a man of 75.

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

*Based on rates adopted August 27, 1973, which are subject to change prior to purchase.

ARNOLD I. KAISER, C.L.U.

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

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

Name _____

Date of Birth _____ Sex _____

Street _____

City _____ Phone _____

State _____ Zip Code _____

Spouse's Date of Birth _____

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

More fixed-income annuity business in force than any other company in the United States • Assets of more than \$16 billion • Founded 1859

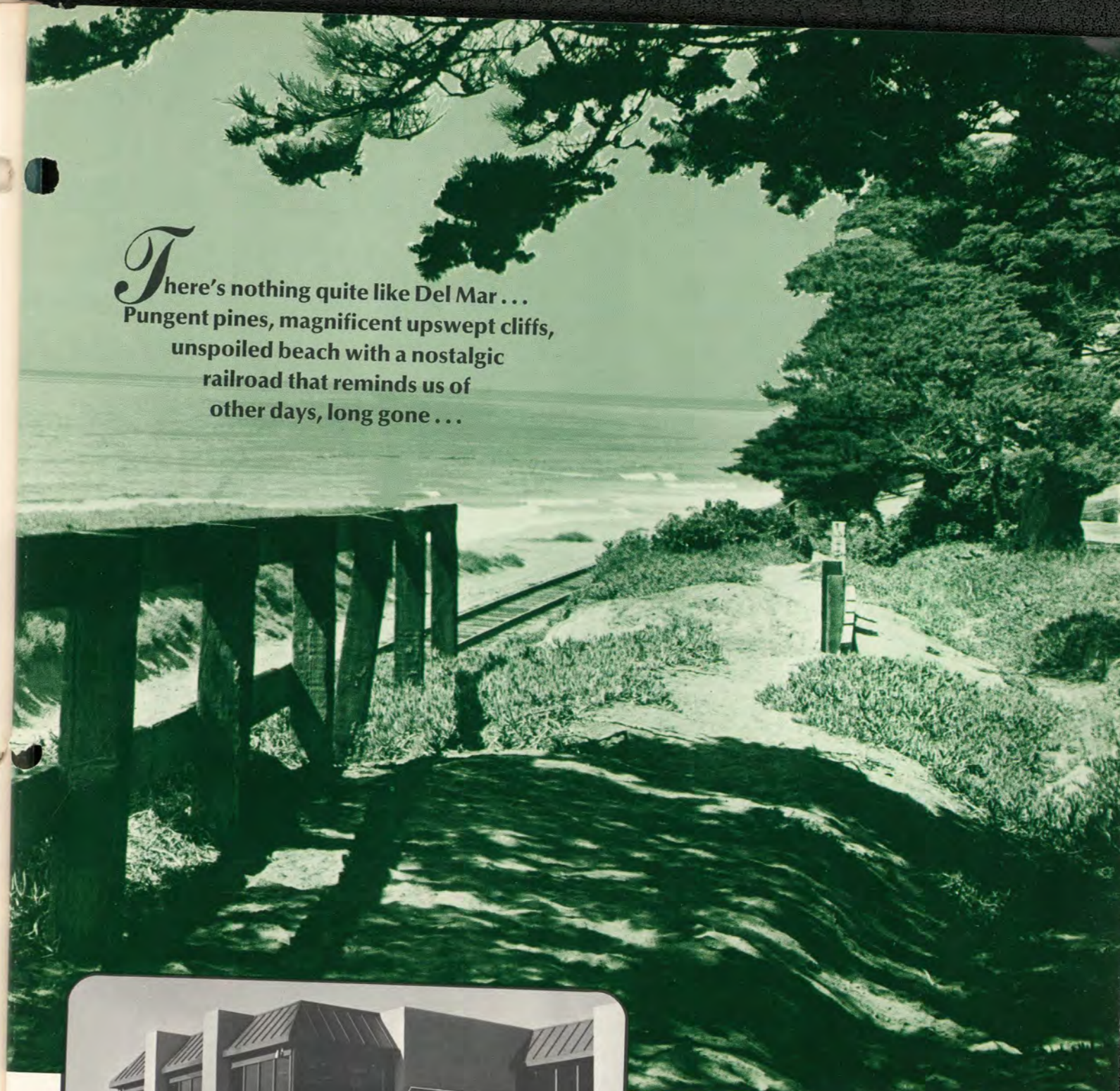
"One of the foremost
annuity companies
in the United States"

USD PROF NAMED BY MAYOR

Dr. Gerald Sperrazzo, Professor of Psychology at the University of San Diego, has been appointed by Mayor Pete Wilson to the Science Resource Panel of the Quality of Life Board.

The purpose of the Board is to conduct studies and to advise the mayor, council and other agencies of urban problems from the point of view of the social, behavioral, physical and environmental sciences affecting the quality of life in San Diego.

Dr. Sperrazzo received his B.A. from the University of Idaho, his M.A. from St. Louis University and his Ph.D. from the University of Ottawa. He is chairman of the Department of Behavioral Sciences at the University of San Diego. □



There's nothing quite like Del Mar . . .
Pungent pines, magnificent upswept cliffs,
unspoiled beach with a nostalgic
railroad that reminds us of
other days, long gone . . .



Appreciating Del Mar's unique charm, Santa Fe Federal is "settling in" on the top floor of the Del Mar Building. We're paying highest interest rates available on insured savings . . . see a savings counsellor for details.



Santa Fe Federal Savings
AND LOAN ASSOCIATION

CHARTERED 1890

1401 Camino Del Mar • Phone 755-0231 • Bob Gavuzzi, Vice-President & Manager



You're in Home Federal Country.

Home Federal Savings
and Loan Association