

NOVEMBER/1969

North County
and Rancho Santa Fe

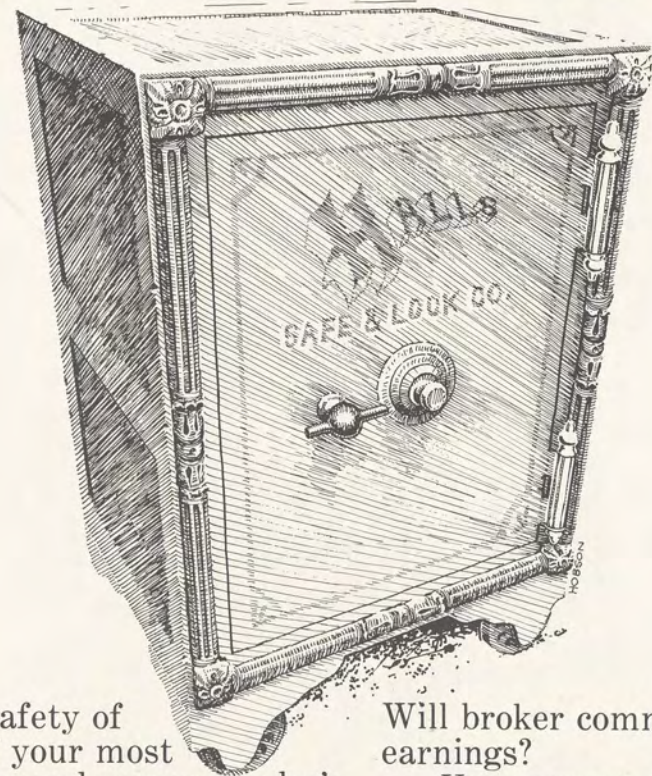
Living

Walker Scott



Welcome Walker Scott, Lomas Santa Fe!

On the accumulation of money.



The accumulation and safety of personal funds is one of your most vital concerns. Yours and nearly everyone else's.

Each of us has a choice, of course... from saving in the mattress to playing the stock market. Logic tells us this much... invest money where it's going to continually yield the biggest income while all principal and interest are safe. And this is precisely what Home Federal provides today for over 100,000 San Diego County savers.

Home has always paid higher interest on savings than banks...yet insurance and availability of funds are identical. Savings can stay liquid at Home...instant cash if you need part or all of your money.

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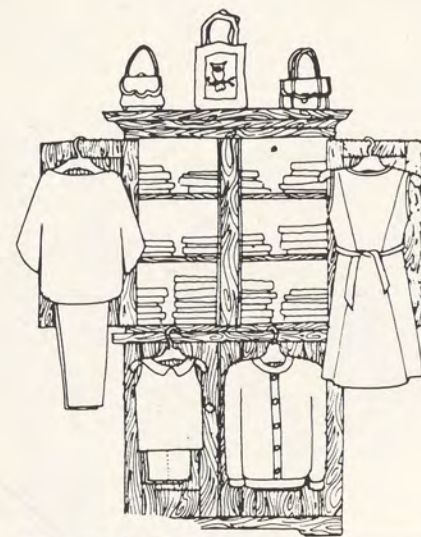
John Hogan



Now is the time to choose her Christmas Fur... there's total luxury in this St. Michael Hennessy coat of natural Saga® pearl mink with an empire line.

John Hogan La Jolla: 7636 Girard, 454-7121 ... San Diego: 7th & C, 234-9165

Fashion Valley Center: 291-7100



THE TWO GOATS Traditional Countrywear for Men and Women
RANCHO SANTA FE, CALIFORNIA - 756-1996

North County and Rancho Santa Fe Living



ABOUT THE COVER
Two of Rancho Santa Fe's most attractive families are pictured above at Walker Scott, Lomas Santa Fe. Grandparents, Captain and Mrs. Arthur C. Hill, USN Ret. join daughter and son-in-law Dr. and Mrs. Robert F. Holcomb and grandchildren Russell Frederick Holcomb III, Arthur Sinclair Holcomb, and Sinclair Montague Holcomb. Mr. Hill is an associate with Willis Allen Real Estate in Rancho Santa Fe; Dr. Holcomb is an obstetrician and gynecologist in the San Dieguito Professional Center at Solana Beach.

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Dine and dance at the romantic Rancho Bernardo Inn



Have a great evening in the romantic Room of the Dons . . . where your favorite cocktail is just right . . . and superb food puts you in the mood for dancing.



TED FIO RITO

Ted Fio Rito is now holding sway at the Inn every Thursday, Friday and Saturday evening. Plan your holiday parties now. Your guests will enjoy Ted's delightful melodies for dancing and listening pleasure.

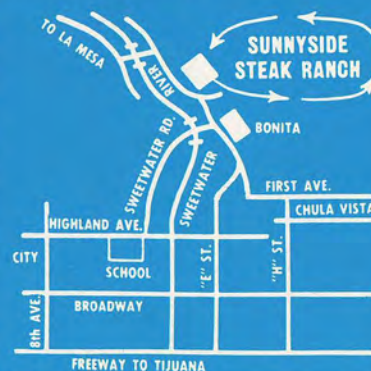
Happy Hour 4 to 6:30 Mon.-Fri.
Reservations: 277-2146 and 487-1611

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We own up to a truly wicked and exciting past—and a sterling present day reputation for Blue Ribbon Beef. Steaks are broiled on an old-fashioned charcoal broiler. Pan-Fried Chicken, Fancy Seafoods. Gourmet wines and cocktails. Shedrow banquet room for private parties. Open 5 p.m. to 11 p.m. daily for dinner. Entertainment and dancing Fri. and Sat.



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For Reservations Call: 479-0426



*George A. Scott, President and
Chief Executive Officer
Walker Scott Company*

A NEW STORE LIGHTS UP IN NORTH COUNTY

Walker Scott

LOMAS SANTA FE

It is with great pride and deep pleasure that San Diego's Coastal Communities welcome the arrival of WALKER SCOTT, Lomas Santa Fe! Conveniently located in the handsome "Plaza of the Four Flags," this fine department store is just minutes away in any direction, easily accessible from Highway No. 5. Beautifully designed to blend with the Early California, Spanish heritage of the shopping center — WALKER SCOTT stands as a distinguished landmark, dedicated to serving the needs of the thousands of families on the North County coastline. All of these echo our heartfelt sentiment: "It is a joy to have Walker Scott a reality in our midst. We have looked forward to welcoming you for a long, long time!"

Walker Scott was founded at Fifth and Broadway in San Diego in 1935. The site, selected by Ralf Marc Walker, veteran Los Angeles merchant, was at the busiest corner in San Diego — but an empty store which was a victim of the Depression.

Named to manage this new store was a protege of Mr. Walker's — George A. Scott who served as general manager. Walker died suddenly on a buying trip to New York — prior to store opening — leaving the young man "on his own." Scott continued with the original plans, cut the ribbon, and operated the store successfully for Mr. Walker's widow, until her passing in the early 1950's, at which time he became president and chief executive officer. He is still aggressively active in building the company.

Lomas Santa Fe is the eighth store to bear the Walker Scott name. The first expansion from the downtown store alone was to La Jolla in 1959, when the Company purchased Stevenson's Department Store. Then in 1960, Walker Scott opened its large store in College Grove, the first regional shopping center in San Diego County. 1963 marked the acquisition of the store in Linda Vista. Walker Scott's first store in North County came in 1964 when Escondido Village opened — with its unique shop ideas and air conditioned mall. In 1968 two more stores were added with the acquisition of Whitney's. These are the Clairemont store and the El Cajon store which was enlarged and completely modernized.

During 1969, the Company completed its thorough modernization of the original Downtown store with an investment of \$750,000 — for refixturing, lighting, carpeting and air conditioning throughout —

as Walker Scott became the only remaining downtown San Diego department store.

Known as an "independent," the Company has concentrated its operations in San Diego County. However, in 1970 Walker Scott opens stores outside the County. During March a complete department store in Palm Springs will be opened. Sometime in September, Walker Scott will unveil a large store in Orange County, located in "The City" an entirely new concept of a major shopping center located in the city of Orange. Further stores are on the drawing boards for San Diego County — in the Genesee Plaza (East Clairemont) and Arena Plaza in Loma Portal. Further locations are being studied in National City, Oceanside and Coronado.

Three company mottos are part of Walker Scott's attitude with its customers.

"The Friendly Stores" has long been attached to the Walker Scott name wherever it does business. Salespeople and supervisors are schooled that thoughtful treatment of customers is part and parcel of good storekeeping. However the Company goes one step further — inviting customer suggestions about the merchandise itself in convenient "did you find what you wanted" slips available in each store. Customers are invited to fill out these forms — which are gathered regularly, studied by management — and executives, store managers or buyers actually reply to the customer making the comments by letter or telephone.

"Fashion Doesn't Cost a Fortune at Walker Scott" is a philosophy of believing that being well dressed is not a matter of spending extravagantly, and that Walker Scott stores must provide good fashion within the means of its customers.

"Many Happy Returns" is the third slo-

gan. Customers may feel confident that exchanges, adjustments and returned merchandise for any reason will be accepted pleasantly by all personnel of Walker Scott Company.

Walker Scott maintains its own buying staff located in the Service Center in San Diego. In addition the Company has two buying offices working for it on the year around basis — one in New York, one in Los Angeles — which keep all buyers and merchandise managers alerted to new trends or opportunities to make special purchases. In 1969 the Company sent its general merchandise manager and one buyer to Europe to explore the possibilities of making direct importations from world capital markets, and now it is planned that regular trips will be taken by buyers to London, Paris, and other foreign cities. Walker Scott's fashion show coordinator will travel European fashion markets in November.



Mr. Pat Kelley, as genial as his Irish name, heads up the Lomas Santa Fe Walker Scott store as its manager. Mr. Kelly has been associated with Walker Scott Company for many years, rising through the ranks to his present executive position.

About the Interior Design of Walker Scott Lomas Santa Fe

Store planning and design of the interior including fixtures, interior construction, decor, accent and decorative lighting, carpeting, furniture graphics, mannequins, etc., was by Brand-Worth & associates, a division of Litton Industries.

The store interior utilizes a blend of "Old California" with contemporary styling. This design plan was carried out through the use of Spanish tile on the main aisles with Mission stucco walls highlighted with columns of California slump stone, rough hewn wood beams and cornices. The contemporary feeling was achieved through use of bright wall colorations and bronze metal beams. The bright wall effect was achieved in some departments through use of metallic wall coverings and in others with deep color tones.

The floor coverings include custom-designed Spanish tile and specially made plaid carpeting.

Among the featured departments are:

The "ANDREA 'E' SHOP" which utilizes a raised decorative ceiling treatment from which 10-foot chrome rods are suspended in the fashion area. Both decorative and functional, the rods are designed to hold womens fashions on regular garment

hangers. This design feature was created by Brand-Worth and is probably a first for any department store anywhere. Within the chrome curtain, mannequins rest on illuminated plexiglass pedestals, silhouetted against coated translucent panels. A moving kaleidoscopic image will constantly appear on these back-drop panels from a concealed ceiling projector.

The MENS and VARSITY departments feature ultra-marine blue walls with rust-colored metal structures across the ceiling and down the walls to add color highlights.

Italian "pool room" lights help to accent the MENS department design. The VARSITY department utilizes heavy chrome tubes to support the merchandise framed against a chrome-colored background.

The GIRLS department utilizes hand-hewn cornices, mission plaster and adobe brick pillars as well as striped canvas canopies to highlight the merchandise and carry out the Early California theme. All merchandise is outlined against brightly colored walls.

The SPORTSWEAR department, under a dropped ceiling, is framed by bronze metal beams and adobe brick columns set against a background of brilliant wall colors.

The BETTER DRESSES department is color schemed in grey and chrome to accent the merchandise. Once again the custom-designed chrome rod hangers are suspended from a coved ceiling, holding an array of women's garments.

The SPORTSWEAR BOUTIQUE features a neon light sculpture contemporary design on the ceiling and walls. Adobe-

brick wall front and metal tubing helps to mix an Early California effect, with the contemporary mood of the department.

According to Robert Barry, Brand-Worth designer, the Lomas Santa Fe store interior was designed "to contrast between the traditions of Early California and the new contemporary feeling of the young-thinking families of today.



Robert Barry, Brand-Worth designer, who created the interior design, outstanding displays, dramatic color combinations of the Lomas Santa Fe store chats with Mr. George Scott. Among other things, the Spanish floor tile used in combination with vibrant carpeting is an exclusive creation of Mr. Barry's who cast the original mold from which all others were made.

Quotations From George A. Scott, President On Lomas Santa Fe

"Originally we planned a smaller store for Lomas Santa Fe" said George A. Scott, president of Walker Scott Company. "However the more we watch the population growth, the more we check into the building projections, the more we watched the economy of this area skyrocket, the more evident it became that we must revise our plans. Therefore we scrapped our drawings, increased floor space far more than 50%. Yet we retained the original concept of a unique and perfectly beautiful store in keeping with the rest of this development."

Scott continued "We have no doubt that our Lomas Santa Fe store will take some prizes for design and the faithful adaptation of the early architecture of California. True, it will not be one of our largest stores, but pound for pound it will be the most beautiful."

"This store will concentrate on fashion for women, men and children. We have made no provision, at first, for other departments. We do expect, however, to have some special boutique shops for certain home furnishings items which do not take a lot of space.

"We also plan to treat this store in a special manner. In addition to our buyers sending merchandise from central inventory, we will do a program of 'selecting' particular items for this store. The store manager will go to other Walker Scott stores and pick precisely what he believes would be of interest to customers in the Lomas Santa Fe area.

"Furthermore, we are scheduling a series of special showings of lines not regularly handled by this new store. We will bring in major showings of luggage, fine jewelry and other categories and feature them with special emphasis on a continuing basis."

Executives in the company are:

- George A. Scott, *president and chief executive officer*
- Barry P. Knudson, *executive vice president and general manager*
- Edward J. Kamperman, *treasurer*
- Samuel J. Pechnick, *general merchandise manager*
- Pricilla C. Simms, *vice president, personnel*
- Peter Nitriani, *vice president, store operations*
- Paul H. Howard, *vice president, marketing*
- Patrick L. Kelley, *vice president and store manager of the Lomas Santa Fe Store*



George A. Scott, president and chief executive officer



The pert and pretty Colette Michelle is fashion coordinator for Walker Scott Company and serves all branches. Within a few weeks she will be on her way to Europe to bring back the latest fashions from all of the fashion capitals of the world — and her exclusive "fashion flashes" will be printed in upcoming issues of North County and Rancho Santa Fe LIVING Magazine.



The impressive ribbon-cutting ceremonies at Walker Scott, Lomas Santa Fe, heralded the opening of this exciting new store. It was attended by a capacity crowd, including many North County and San Diego dignitaries.

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Just say the word and Security Pacific Bank will make your deposits for you. We call it Automatic Transfer Service. We'll transfer the money from your checking account to your Christmas Club Account. Monthly. Automatically.

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In Memoriam



RAYMOND J. MONCEY
1913 — 1969

HE WAS MY FRIEND

*Forgive my selfishness
because others who could
claim him as their friend
were legion*

*He became my friend first,
when I especially needed
a friend*

*The years of good fortune
for him became good for me too,
because he was my friend*

*He was my personal cheer leader.
He cheered my successes most loudly
He cheered me when I failed*

*When my own deficiencies affected him
and his friends, he was still my friend.*

*It was he, more than I who maintained
contact when our paths separated.
He wanted to be my friend.*

*He would send his regards to me
through people he met. It pleased
him to tell them that I was his friend.*

*Life was enriched when others became
my friends because he was my friend.*

*How many friends there must be
who are saying, just like me,*

"I'm glad that he was my friend."

RALPH W. GIFFIN

your invitation to open an
OPTIONAL CHARGE ACCOUNT

at
Walker Scott



Walker Scott
Lomas Santa Fe

ALL THAT GLITTERS IS YOU IN DOMANI'S® SHIMMERY TRI-TONE SWINGIN' PLEATS. This little dress is the perfect foil for dining divine, starring on its own at the theatre or dancing 'till dawn. Of chiffon lame (79% rayon-21% non-tarnishable metallic) in silver and gunmetal, 8-16, \$50 from a collection in fashion knits 67



Walker Scott
Lomas Santa Fe

MAKE YOUR PLANS IN PLEATS, THE NEW BEAT BY JULIE MILLER. They sway and swing in fashion's new soft look for day or night. This one is of Dacron® polyester in a new knitting technique and finish to wear with greatest confidence...never wrinkles, washable, too. Mellow gold or pistachio, 8-16, \$50 from a collection in Andrea E shop 62



Walker Scott
Lomas Santa Fe

PATRICIA FAIR® DOES HER OWN FLING in delicate blue wool double knit, and attaches it to the smashiest little dress ever. For sweetening...fling scarf flips to match cotton velveteen chocolate drop buttons. Perfect holi-dating...or any fling your heart desires. In 5-13 for mini-loving juniors or jr. petites, \$36 in the junior shop 33



Lomas  Santa Fe

Walker Scott
Lomas Santa Fe

BE A STUNNING SUCCESS IN LILLI ANN'S FABULOUS FUR-COATERIE WEEKENDER . . . all a matter of the most esoteric shaping in the whizziest French double knit wool. Three-part fashion chic involves flare pants, tunic length coat lushly banded in French rabbit, sleeveless princess skimmer (not shown). Black, in 8-14, \$225 from coats 9
Imported furs labeled to show country of origin



Lomas  Santa Fe

Walker Scott
Lomas Santa Fe

THE 1920'S MEET THE 1970'S IN S. HOWARD HIRSH'S SATINY COSTUME of rayon-acetate. The tucked v-neck middy blouse tops a flirty skirt of swinging pleats. Slippery slink 'ala Hirsh' complete to the rope of pretend pearls and mock tortoise broach. In black and white, sizes 6-14, \$63. Twenty-three skidoo to our Andrea E shop 62



Walker Scott
Lomas Santa Fe

AFTER DARK DAZZLE IN MOON WHITE BY YOUR FAVORITE RICCO OF CALIFORNIA. Wear this shimmering, fluid short evening look and he'll only have eyes for you. Lustrous 6-ply rayon crepe with rhinestone buckled self-belt cinching your tiny waist . . . delicate tucks at bodice and skirt. A startling fashion in 12-16, \$70 from Andrea E shop 62



Walker Scott
Lomas Santa Fe

SAID LESLIE FAY® TO THE LITTLE BLACK DRESS... "YOU'VE COME A LONG WAY, BABY" from your duller days. You're the new spirit of the seventies from the flirtacious flash of your rhinestone buttons to the rustle of your pink acetate satin petticoat. Welcome back to the 'little black dress,' in acetate faille, 8-14, \$50 in better dresses 24

CREDIT ACCOUNT AGREEMENT AND DISCLOSURE

Upon opening an Optional and/or Custom Charge Account for me/us by Walker Scott Company I/we agree:

1. To pay for all purchases in full within thirty days after the billing date or in accordance with the applicable Walker Scott Optional or Custom Charge Account minimum payment schedule.
2. NO FINANCE CHARGE will be added if new balance is paid in full before next closing date.
3. A FINANCE CHARGE will be imposed, as of each closing date, on the previous balance of my/our account without deducting payments made or credits given during the statement period.
THE FINANCE CHARGE is figured by applying a periodic rate per month of 1 1/2 % of amount up to \$1000 and 1 % of amount in excess of \$1000, which are ANNUAL PERCENTAGE RATES of 18 % and 12 % respectively, to the previous balance without deducting payments made or credits given during the statement period.
4. That title to each item of merchandise shall remain in the Walker Scott Company to secure all obligations arising under this agreement, including future add-on advances, until such item of merchandise is paid for.
5. In the event of default in any of the obligations under this agreement, Walker Scott may declare the entire balance due and proceed to enforce full payment thereof to the extent and in the manner permitted by law and I/we agree to pay reasonable attorney's fees and actual court costs.
6. That the Courtesy Credit plate is the sole property of the Walker Scott Company and will be surrendered upon request and I/we agree to assume full responsibility for all purchases made by anyone through the use of the Courtesy Credit Plate issued to me/us and that this responsibility shall continue until the Courtesy Credit Plate is surrendered to the Walker Scott Company or until written notice has been received by the Walker Scott Company that the Courtesy Credit Plate has been lost or stolen.
7. To assume all risks of loss and damage to the merchandise; but no loss or damage will release me/us from the obligation to pay for the merchandise.

#302-G16

FROM:

FIRST CLASS PERMIT NO. 1536 San Diego California

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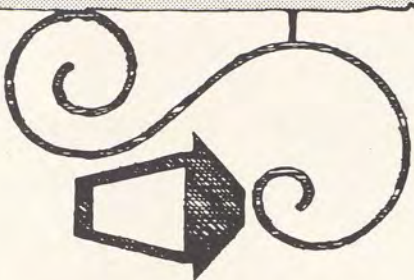
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Credit Sales Dept.



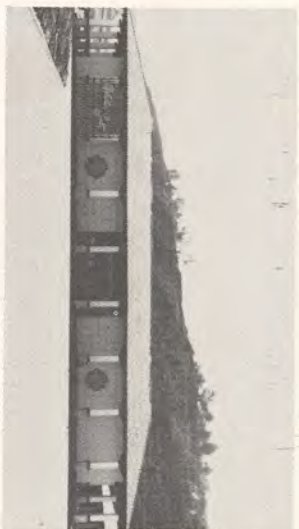
Walker Scott
 Lomas Santa Fe

THE SPORTEMPOS® LOOK... FASHION SORCERY with winning wiles. Patchwork print on nylon-acetate jersey is the magical ingredient in this intriguing ensemble. Wide leg pants in a swirl of pleats, \$38. Scoop neck overblouse, \$25. Flip tie scarf, \$9. Pleated mini skirt (not shown), \$20. All in 8-16, from town and country sportswear 11



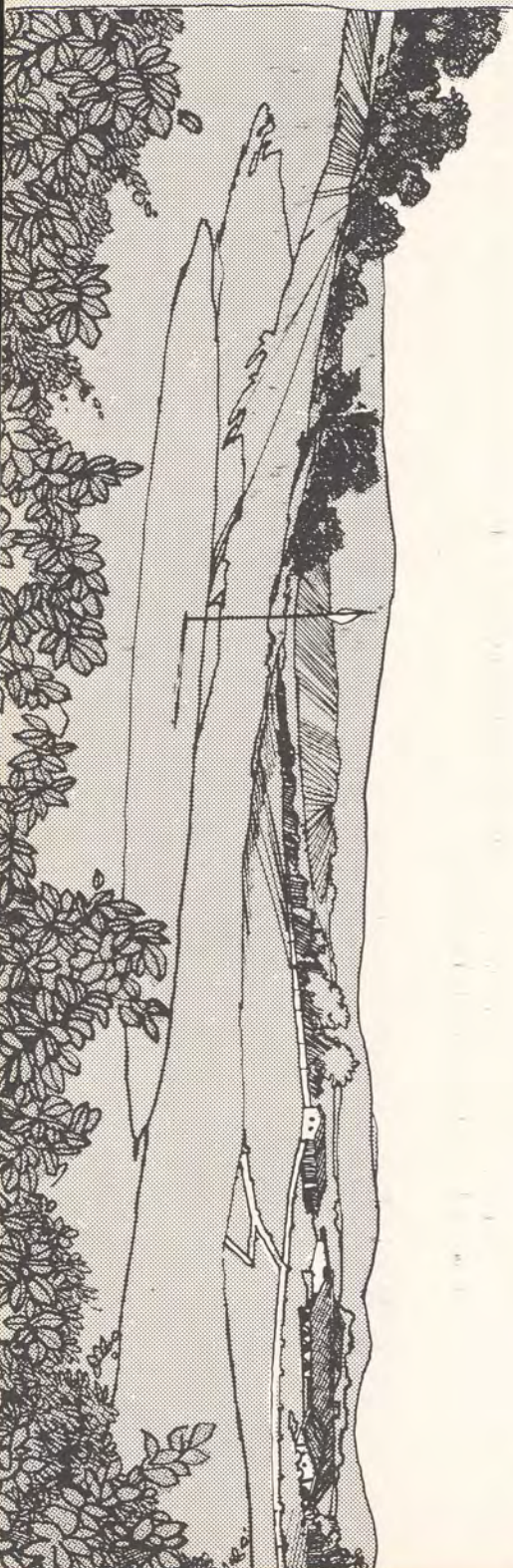
¡Bienvenidos!

Walker Scott
 Lomas Santa Fe



Lomas Santa Fe welcomes an 'estimado inquilino' to its Plaza of the Four Flags, and invites you to visit this charming new community shopping center where modern department store convenience "happens" in an authentic setting from Old Mexico.

Just east of Interstate 5 on Lomas Santa Fe (formerly Skyline) Drive. Hasta la vista.





AN OPEN LETTER TO LOUELLA LIVERWURST

Dear Louella:

Last week I went to the big city to do my early Christmas shopping and what an experience I had!

First of all I got lucky and parked just three blocks from the store where I shop (and for only \$1.50). After standing in line at the first store and wending through the crowds, I finally reached a clerk who had been hired for the season only and didn't know anything about her wares.

I bought something anyway because I didn't want to come all this way for nothing. After going to a special booth to cash a check, I was sent up three floors to have the package wrapped. At this point I had a choice of paying 75c or \$1.50 for the wrap. After going through this at three more stores I started to think — wouldn't it have been much smarter and easier to do my shopping at our local drug store?

I found that they wrap my gifts free and will even deliver them around the area (also at no charge). Gifts that I send back east are wrapped for mailing.

No parking problem, instant service, and clerks that really know their stock really add to the convenience. No trouble cashing a check (like it is downtown where they don't know me) in fact I didn't need to, because I have "Instant Credit" by just signing my name.

To top it off — I couldn't believe the variety of gifts I could get in one small store! Here is a list . . . I think you'll be surprised too:

French perfumes like Chanel, Lanvin, Givenchy and Memoir Cherie, Kodak movie outfits, cameras, and slide projectors, Panasonic radios and Hi-fi's, tape recorders and even color television. Russell Stover Candies, and Allen Wertz too. Remco, Ideal, and Mattel Toys, British Sterling, Old Spice and many more.

They stand behind their goods too, because they have to wait on us 365 days a year and not just once in a while.

I'm not even going to tell you about all the beautiful liquor decanters and gift packages at the Spirit shop — you will have to go and see for yourself.

Sincerely

P.S. I wish I had thought of this last year.

Fanny Frustrated

This phony letter has been brought to you by the citizens for shopping at Rancho Santa Fe Pharmacy committee.



HOW TO NEGOTIATE A GOOD PRICE FOR YOUR PROPERTY

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JEAN-CLAUDE MARENGO

of La Jolla...

...believes a lady's hair is like her heart—it must breathe to be fully alive.

Jean-Claude Marengo...

...hair stylist to European royalty including Princess Irene of Greece...lauded as an international trend-setter by leading fashion magazines...featured on television as a renowned beauty authority...raconteur...creator of the feminine woman...believes that there are no ugly women, just women who choose to ignore themselves.

Jean-Claude Marengo...

...is proud to announce "Joie de Vivre" a marvelous beauty package...shampoo and set, restyle cut, hair and scalp treatment (with steam), body massage, facial, sauna, makeup, pedicure and manicure. Regularly \$54.00... "Joie de Vivre" price \$42.50.

Jean-Claude Marengo...

...Institute de Beaute will analyze your skin to decide its category and how to treat it... if it is infiltrated or devitalized. This season eye makeup will have it again! Enroll in Jean-Claude Marengo's Institute de Beaute, and learn to create your personalized look.

Jean-Claude Marengo...

...invites you to call for an appointment for a complimentary consultation.

Jean
Claude
Marengo

1250 Prospect, La Jolla
Open Tuesday, Wednesday,
Saturday 9 to 6
Thursday and Friday from 9 to 9
Telephone 459-3767



Discover A
New You

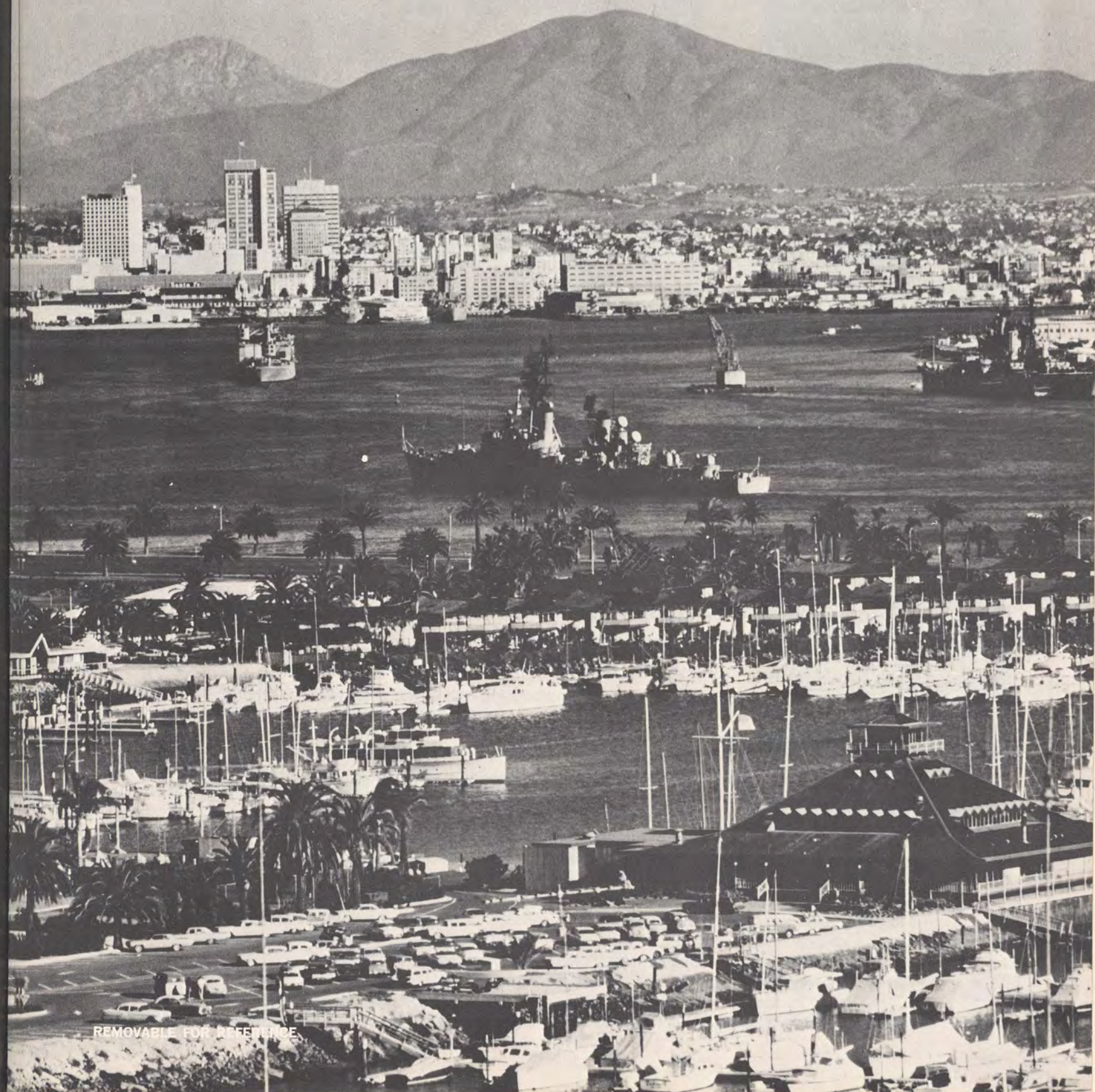
by Jean-Claude Marengo

The eyes have it again! This season eye makeup will be for the purpose first and above all else, to create a personalized expression. Thanks to the constant improving of cosmetics and techniques of applying them, this is so easily possible. Eyeliners and mascaras are not only more varied in colors, but are also simple to put on and they are longer lasting. You can exercise your makeup talents most profitably around your eyes: a touch of white here, a hint of pink there, mascara on the lower lashes, lengthening the upper lashes, cleverly blended shadings... oh, there are infinite possibilities for creating a completely new look. However, just because we have started out talking about eye makeup, don't think for a moment that the rest of the face is going to be neglected. It's simply that you should make the most of those two precious jewels, which your eyes are, in order to accent the rest of your facial traits.

The fashion of making up the eyes which was so popular these past few years is out this season, no more vamp eyes, no thick black lines framing the eyes, no more lines at the outer corners aggressively slanting upward. This season's eyes will express gentleness, the fine lines drawn around them will give a look of docility, shadings will be subtle to create an air of quiet thoughtfulness. You will need to have a deft hand in order to get this discreet effect and to make a union of harmony in the lines and colors.

It has been found that, contrary to what has always been believed previously, the makeup lines need not necessarily be turned upward in order to give the face an aspect of youth and gaiety. Round, open forms give the desired air of youth. As for gaiety, this season the aim is not particularly to stress this; it's more attractive to have a slight touch of drama, a la Garbo.

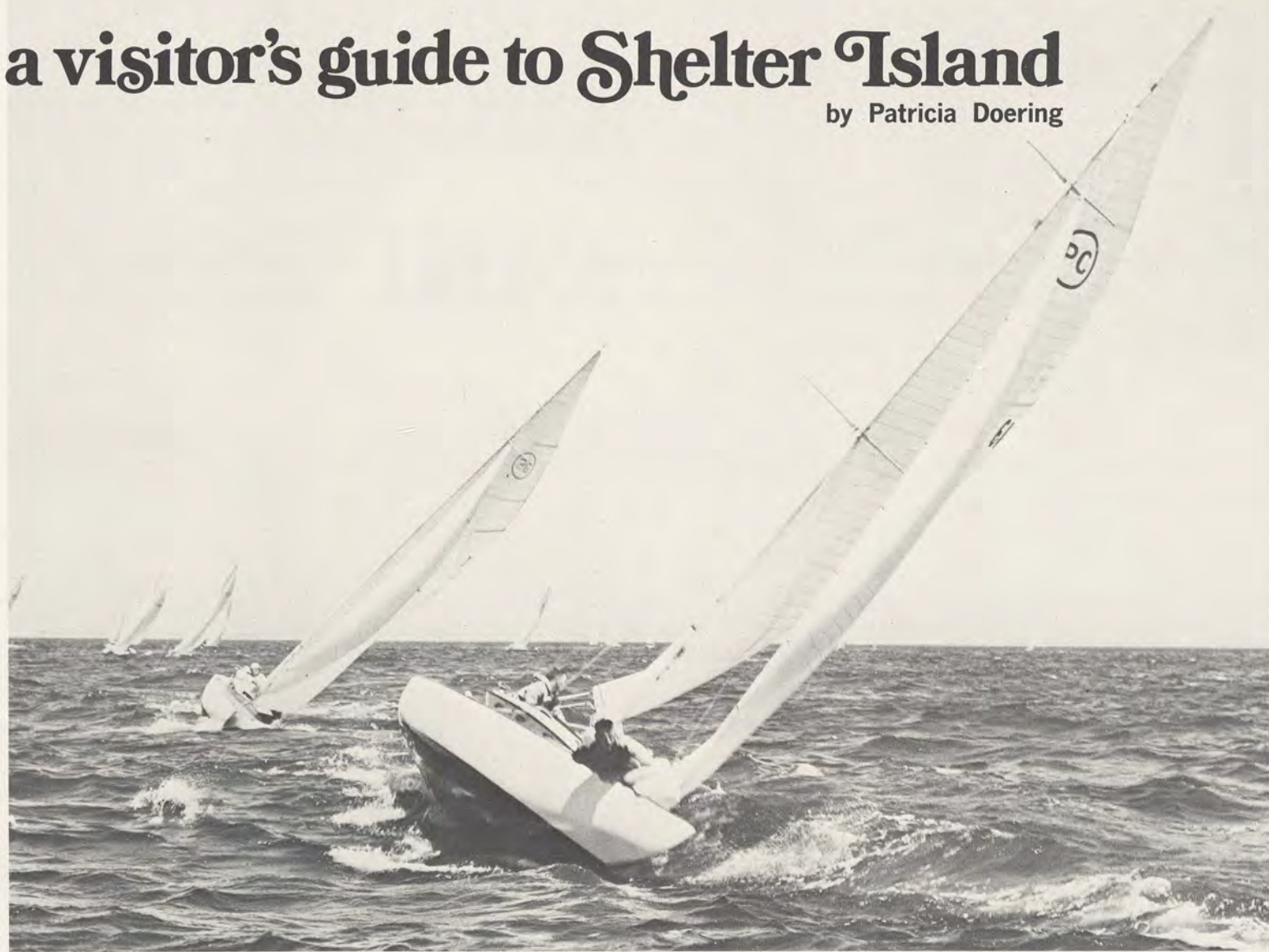
People, Places and Things



REMOVABLE FOR ADVERTISING

a visitor's guide to Shelter Island

by Patricia Doering



Once a deserted sand bar, and now a \$1.3 million investment, Shelter Island contains three yacht clubs, a public fishing pier, plenty of parking and lush tropical landscaping designed to lure the vacationer. Easily accessible by Rosecrans Street to Shelter Island Drive, the island is ideal for strolling, particularly among the new and used boats, or for spending an afternoon picnicking, fishing, boating or bicycling.

Dotted with stately palm trees, bay-view restaurants, resorts and docking facilities, Shelter Island averages three hundred feet in width and is well over a mile long. It overlooks a fantastic panoramic view of the city from every imaginable angle, and boasts extensive marine activity containing one of the West Coast's finest marinas. On the bay side, a small boat launching ramp serves the island and can accommodate as many as 1,270 launchings in one six-hour period. Five hundred parking spots are also available for cars with boat trailers — both at no charge.

Fishing enthusiasts will find Shelter Island bustling with weekend activity. The municipal pier, on the eastern end of the island, has facilities which include tackle rentals, bait and restrooms. The pier is open twenty-four hours a day; no license needed. Bass, halibut, and small barracuda are some of the species caught here. Big game fishermen bring in daily catches of marlin through late November for weighing at 2445 Shelter Island Drive. **H&M Sportfishers**, on Scott Street, will arrange long-range fishing trips leaving Sundays at 10 a.m. for five days with another boat on an alternating schedule for longer trips. These boats provide all electric galleys, with meals included in ticket prices. If the family prefers to stay ashore, however, H&M will help with motel reservations and a sightseeing tour, at no extra cost.

Half day charter boats (\$5.50 adults; \$2.75 for children under 13) sail twice daily to Point Loma kelp beds, bringing home shiploads of Black Sea Bass, Barracuda, Bonito, Rock Fish and some Yellowtail. Whale hunting excursions leave from nearby docks December through February, the annual migration period for thousands of California grey whales en route to warmer Mexican waters.

Even more spectacular at night, Shelter Island reflects its Polynesian atmosphere in the architecture of its resorts and restaurants. The island's progressive innkeepers have updated



The Chart House Restaurant

facilities to the point of offering nothing less than luxury accommodations. The **Half Moon Inn**, for example, is one of the most beautifully landscaped resorts I have ever seen, with an Olympic sized pool, shops, a putting green and a yacht anchorage. Now a Sheraton operation, the Inn hosts many guests from within San Diego County who wish to spend a weekend at home, away from home (see photographs). **L'Escale Restaurant**, within walking distance of the Inn, serves continental cuisine with a French flair, specializing in Veal Cordon Bleu, Bouillabaisse Marseillaise, Rack of lamb bouquetiere, Chateaubriand and others. The restaurant serves breakfast, lunch and dinner daily with dancing from 8:30 to 1:30, providing room service to Half Moon Inn guests.

One of the island's most popular restaurants is the **Bali Hai**. While the exterior of the restaurant is lined with mysterious tiki gods and flaming torches, the interior has the tropical charm of a thatched roof bar, bamboo tables and brightly attired waiters. The menu features chicken of the gods, consisting of whole breast of chicken sauteed in Chinese wine and spice, rolled in waterchestnut flour, then deep fried and formed into cutlets and served with white sauce and sesame seeds. Variations of sweet and sour Cantonese dishes made with spareribs, shrimp or pork are always available and the Bali Hai is equally famous for unusual appetizers and tropical drinks (try the Blue Gardenia, the Mai Tai or Shark's Tooth). Buffet luncheon weekdays; dinner nightly with entertainment and dancing.

The main streets leading to Shelter Island Drive are all myriads of specialty shops, boat agencies, restaurants, marine filling stations, beauty salons and navigation schools. **Fun Fashions** at 1333 Rosecrans carries Collegetown of Boston and Miss Pat; **Balkind's** is a children's store; **The Village Top Drawer** is a youthful shop, carrying colorful



Yokohama Friendship Bell, Gift from Japan.

sportswear with moderate prices; Larry Duff's **Quarterdeck** carries understated sportswear for men and women and carries such lines as Alex Coleman, Inc., White Stag, Strozz Imports and Gant Shirts; **Jurgensen's** is a delicatessen, bakery, grocery store, meat department and gift shop. The store carries the finest collection of wines, liquors and cordials available, with a superb stock of French wines. And, the **Shelter Island Art Gallery** displays contemporary art with two special shows per month as well as metal sculpture, pottery and framing. Paintings from \$15-\$5,000.

On the Island or close by are eight outstanding restaurants: **The Brigantine**, featuring Filet of Mahi Mai at the low price of \$3.50, Brig-K-Bob and a great beef stew. Service is exceptional, the atmosphere is nautical and the attire casual. 6 p.m. to 2 a.m. daily. (224-2871). **The Family Tree Restaurant**, has a menu that hops happily from hamburgers to Coquilles St. Jacques and is also an art gallery, book store, newsstand and a serendipitous source of unusual gifts. Open every day from 6:30 a.m. (224-2461). **The Red Sails Inn**, with the only good oyster bar I know of, as well as large bowls of



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hearty chowder, provides freshly caught lobster from local fishermen who bring daily catches to the restaurant's lobster pond (when in season). Abalone sandwiches a specialty; luncheon and dinner daily (223-3030). Famous on the West Coast among the yachting crowd is the **Chart House** and, as its name implies, it too conveys the nautical theme. The centered firepit is a warm, congenial spot for early cocktails and the easy-to-read menu comes on a wooden breadboard. Man-sized steaks prepared on an open broiler, lobster, glacial salads and a choice of baked potato or artichoke dominate. Open 6 p.m. to midnight (222-2216). The **Voyager Restaurant** in the **Kona Inn** is the swingin' meeting place for young people. Dinner (top sirloin, and fried jumbo abalone) with dancing to live music every night

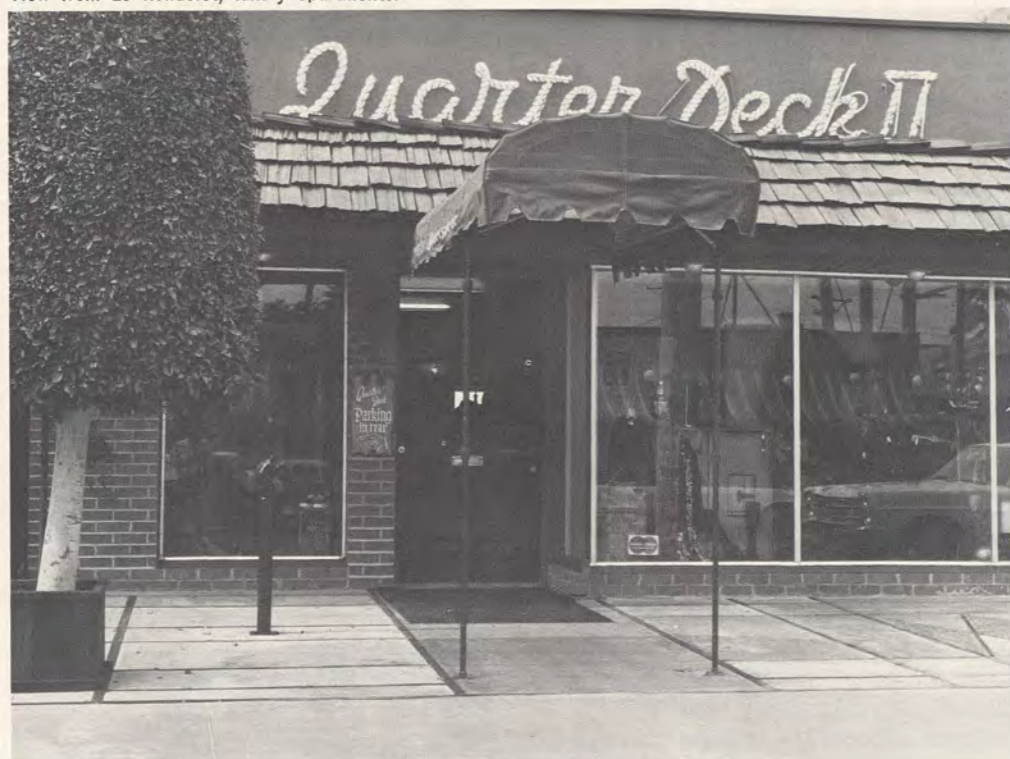
except Monday with a daily happy hour from 5-7. Open 7:30 a.m.-10:30 for dinner (222-0421). **John Tarantino's** for rich, stomach-warming soups to grandly prepared meat, fish and poultry. **King Neptune's Delight**, house specialty, is a combination of crab legs, scallops, shrimp, lobster sauteed with mushrooms, butter and wine, placed over a bed of spaghetti. Be sure to ask for Mr. Tarantino's homemade bread. Overlooking the wharf (224-3555). **The Rib Cage**, has a groovy bar, serves lunch and dinner — prime rib, steak, crab legs and lobster, 6-11 p.m. (222-2078). **La Puntita**, the only good Mexican restaurant in the area. Sour cream enchiladas a must, in addition to year round chili rellenos. Lunch and dinner (224-8122).



View from Le Rondelet, luxury apartments.



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The Quarterdeck conducts Thursday noon Fashion Shows at The Voyager Restaurant.

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*Fine
Cantonese
Dining*

Shelter Island's
Bali Hai
"Your Host, Tom Ham" 222-1181



Mr. & Mrs. John H. Thomas, overlooking the marina at Shelter Island.



Mr. & Mrs. John H. Thomas and Alan Dean, new manager of Sheraton's Half Moon Inn.



Carol Cooley, Director of Public Relations—Half Moon Inn and Mrs. Thomas Clotfelter, Mr. Clotfelter is resident manager of the San Diego office of Eastman Dillon securities.



Mrs. Shirley Keeth, President, North County Board of Realtors at the Half Moon Inn.



Carol Cooley and the Thomas' discuss dinner party arrangements, Half Moon Inn.

People, Places and Things

A selective guide to some of San Diego's finest entertainment and visitor attractions.

Art

Fine Arts Gallery

Glavin-Campbell laser sculpture through Nov. 31. Japan prints Nov. 8 featuring contemporary work of Sadao Watanabe. November 14, new showing of original paintings.

JONES GALLERY

showing distinguished painters and sculpture. Stiha sculpture now on display. 1262 Prospect, La Jolla. 459-1370.

Orr's Gallery

Nov. 16-Dec. 31—Modern graphic exhibition of the masters (Picasso, Roualt, Leger, Appel, Whistler, Campigli, Vlaminck, Zadkine, Miro, Chagall and others).

Films

Unicorn Theatre

Nov. 5-11: La Dolce Vita, The Umbrellas of Cherbourg; Nov. 12-18: Witchcraft Through the Ages (Sweden); The Charge of the Light Brigade; Nov. 19-24: Cul De Sac (England); The Story of A Three Day Pass (France); Nov. 26-Dec.2: Tille and Gus (U.S.A.); The Old Fashioned Way (U.S.A.). Sunday afternoon concerts at 2 p.m. free: Nov. 2: Shape Note Singing; Nov. 16: Tommy Jones; Nov. 30: Curt Bouterse.

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Theatre

Old Globe Theatre

Nov. 25-Dec. 21: The Skin of Our Teeth: Wilder's amusing and serious comment on contemporary life, a Pulitzer Prize play. Performances nightly except Monday. Cassius Carter Center Stage: Dec. 4-21: Royal Gambit, poignant, romantic, sensitive scenes between King Henry VIII and his six wives. Box Office 239-2255.

San Diego State College

Theatre and Arts Bldg., Nov. 20-22: Bacchae.

Music

Grossmont

Dec. 4-6, 8:30 p.m. The Medium. 465-1700, Ext. 327.

Civic Theatre

Your Own Thing, Dec. 1-2, 236-6510.
La Jolla Civic Orchestra & Chorus
Dec. 7, Mozart Concerto. 454-0183.
Los Angeles Philharmonic
Nov. 16, 236-6510.

San Diego Symphony

Erno Daniel, pianist. Civic Theatre, 236-6510 or 232-3078. Nov. 20-21.

San Diego State College

Nov. 20, Berlin Philharmonic Octet, Petersen Gym. 286-6947. (Jose Feliciano coming in Dec.)

Civic Center

Donovan, Nov. 6; Ray Charles, Nov. 8; Country Music Spectacular Nov. 14; Romanian Madrigal, Nov. 16-17; Nov. 22, Glen Yarbough (convention center); Los Indios Tabajaras, Nov. 27. Dec. 3-4 NHK Symphony, (Japanese). For tickets, 236-6510.

OPERA

Civic Theatre

8:30 p.m. S. D. Opera Guild presents Tannhauser Nov. 13-15. 236-6510.

DANCE

San Diego State College

Nov. 6, Murray Louis Dance Co., Petersen Gym. 286-6947.

Grossmont

Nov. 21-22, Modern Dance Program. 465-1700, Ext. 327.

Sporting Events

Football

San Diego Chargers at home vs. Denver Broncos, Nov. 23; Boston Dec. 7. All games 1:00 p.m. San Diego Stadium. 297-4461.

Basketball

San Diego Rockets at home vs. Detroit Nov. 12 & 14; vs. Seattle Nov. 15 and 24; vs. Atlanta Nov. 22; Boston, Nov. 24; and San Francisco Nov. 26. International Sports Arena 224-4176.

Hockey

San Diego Gulls at home vs. Vancouver Nov. 8 and 9; Denver Nov. 19 and 21. International Sports Arena, 8 p.m. 224-4176.

Night Life

Barbary Coast

Two locations with authentic and attractive go-go girls. Drinks are 75c; slightly higher in the evening. 2431 Pacific Coast Highway, 233-7359; 4th and C Streets 232-0113).

Candy Company

Show time 8:30 p.m. San Diego's top-rated coffee house with folk and blues singers. Two shows nightly; arrive early, it's busy. Non-alcoholic beverages only. Thurs. & Sunday admission: \$1.75-2; Fri. & Sat. \$2.50. 7711 El Cajon Blvd. (469-9376).

Caliph

Charlie Cannon at the piano bar with drop-in surprise entertainment. A "family" bar. 3102 Fifth Avenue (298-9945).

Catamaran

Room with a view of Mission Bay and good entertainment. Moonlight cruises on the Bay. 3999 Mission Blvd. (488-1081).

Circe Room

Islandia Hotel—Rita Moss entertains here regularly against a romantic South Seas background, Thurs.-Sat. Drinks \$1.25. 1441 Quivira Road (224-3541).



Fred and Mickie Finn on stage at America's Number 1 Speakeasy.

Four Winds

Joe Foss entertains on the piano, with various entertainers. A swingin' place for the 25-35 year old group. All kinds of music with audience participation. 90c drinks; less during entertainment. 2604 5th Avenue (234-4055).

Gaslight Room

Midway Chuck Wagon. Always features top entertainment. Open Fri. & Sat. 7 p.m.-2 a.m. Usually a cover charge. Mixed drinks average \$1.00. LONGBRANCH ROOM: small lounge with warm red accents. Danny Salmas currently appearing—an exceptional entertainer, singer, dancer who captivates his audiences. 2855 Midway Drive (223-3154).

Green Onion

Psychedelic atmosphere with a good band and youthful clientele. All day long Monday and Tuesday Happy Hours. Champagne nights Wednesdays and Thursdays. 4000 Kearny Mesa Rd. (278-2230).

The Jail

Hard rock, psychedelic lights. You will need a Jail Card to get in (your picture is taken and mounted on a card). You'll be locked in but can jailbreak anytime you want to. No bail, no fuzz. Continuous slide projection on walls during band breaks. 2710 Garnet (274-2400).



San Diego Gulls, Sports Arena.

Mexican Village

Sophisticated crowd of drinkers and diners, some from the Naval Air Station. Jazz-rock band; above average entertainment. Dresses required for women; coat on the dance floor for men. 120 Orange Ave., Coronado (435-1822).

MICKIE FINN'S is

San Diego's number one speakeasy . . . where sheer Pandemonium breaks loose every evening from 8 p.m. on. Beer, peanuts, rag-time music and during intermission classic silent comedy movies. The first time in will cost you \$2.50 for a card but any time after that, admission is free. 75c for beer; pitchers are \$2.75. Private parties can book the club (50-400 capacity) for show and dinner (catering only). 1051 University Avenue, 295-2195.

Lamplighter

Ballad, folk-singing, and guitar. John Carroll, San Diego favorite, at the piano bar. A good place to go for a quiet drink. 817 W. Washington (298-3624).

Lost Knight

On Harbor Drive; a place for the not-so-hippie young crowd. Rock and roll band. 4873 N. Harbor Drive (223-3632).

Moonglo Cocktail Lounge

Walter Fuller Trio, Tues.-Sun. Unusually plush bar; thirtyish and up crowd. 4615 Clairemont Dr. (273-1022).

Ocean View Room

Del Coronado Hotel—Always superb entertainment; currently Bill Green & The Group (9 p.m.-1:45 a.m.) Mon.-Sat. Fri. & Sat. nights special guest star, guitarist-singer Mike Allen (435-3161).

Rancho Bernardo Inn

Ted Fio Rito now appearing in the Room of the Dons. Dancing and dining. Highway 395, north (277-2146 or 487-1611).

Stardust Hotel

Underwater vibrations in the Reef Lounge plus live entertainment. Hotel Circle's busiest night spot (298-0511).

Starlight Roof

El Cortez Hotel—Panoramic view of the city Piano Bar; dancing. 7th Ave. at Ash (232-0161).

VIP Room

Le Baron Hotel—Out of town businessmen's favorite spot. 25-ish crowd. Good band. 250 Hotel Circle (291-1777).

Voyager

Kona Inn, Shelter Island—Singles bar plus a double happy hour from 5-7 daily. Dancing to rock music; Fri. especially busy (222-0421).

White Whale

Mon. & Tues. amateur nights: poetry readings to folk singing. Long-hair hippie crowd. Wednesday night guitarist Dave Chaney worth seeing. Wine and beer only. 5544 La Jolla Blvd. (454-6580).

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Desert Inn Fashion Plaza, Palm Springs



"CHRISTOPHER ROBIN" BRONZE SCULPTURE BY MALCOM MORAN

November The "In Set" Living

by TERRY ESPOSITO

The North County "In" set is on the go, enjoying the benefits of living in the heart of a vacation mecca. For some, the splendor of the harbor surrounded by glittering city night lights, yachts, and ships of the world meeting in oneness, the security of land nearby, serenity of the sea at peace. . . . Shelter Island . . . standing out like a strip of gold . . . fast becoming a hide away for North County residences who love this exciting hub of elegant Inns, Cafes, custom shops . . . all mingled with a bouquet of salt air. This month, LIVING Magazine is launching a new section. . . . PEOPLE, PLACES & THINGS, by talented, capable and ever so attractive Pat Doering, who will fit this into her busy schedule. . . . (Pat heads her own firm, PR Associates, in San Diego.) . . . A visit to Shelter Island this month and a turn about to the desert in December . . . Borrego Springs and it's new "In" look!

BORREGO SPRINGS, MECCA FOR SUN FUN!

Speaking about Borrego Springs, local sun lovers are taking flight to this vacation paradise in America's Desert Playground. For those who enjoy the superb scenic drive, the newly completed highway reveals the beauty of nature and plant life in the sea of sand and towering mountains. . . . Recently "getting away from it all" for some fabulous days of swimming, elegant dining, hunting and a bit of yachting and fishing at nearby Salton Sea we found the David Randolph's of La Jolla, along with Ranchoites Mr. & Mrs. Howard Conkley, who stayed at the new, VERY POSH "Villas Borrego" . . . popular Alfred and Harriette Hammons (who are in line for Congratulations for the "new Hammon Model" due to arrive in 1970). . . . The Roadrunner Club (Luxurious Mobile living a la mode!), is a center of activities. . . . The Charles Smiths of Rancho Santa Fe find it the ideal place to visit with friend relatives, the Robert Di Giorgio's of San Francisco, who have a Mobile home at the Club, and enjoy it as a second home year 'round . . . their hearts may be in San Francisco, but they find their sun at Borrego and love it! For those who have not recently visited this oasis of beauty, it gives every promise of being "the" desert resort of California . . . with smog invading the vast part of our Southern California, its crystal clear and pure air is a priceless asset . . . and now with the new million-dollar Mall, custom in every aspect of planning, plus the Villas Borregos, super luxury apartments, it's the "In" place to go! . . . The one & two bedroom Villas are "just too much," in decor, and when available, may be reserved for weekly, monthly, etc. visits . . . they are just a leisurely stroll away from the Mall and central business district . . . guest of the Villas may take advantage of the famous De Anza Desert Championship Golf and Country Club as well as the new Roadrunner Club executive type golf course . . . (sounds like a winner for the Golf set!). . . . For those who enjoy a terrific scenic drive, it takes around two hours of non-pressured driving time to visit Borrego . . . but if flying is your "thing" (don't knock it if you haven't tried it!) the BORREGO SPRINGS AIRLINE is "the only way to go" . . . not all of us can go out and acquire one of the finest in custom aircrafts, a \$120,000 "Cessna 402" to scoot back and forth from the resort, but BORREGO SPRINGS AIRLINES, with top notch Executive pilot, H. L. VAN SICKLE, offers one of the most enjoyable flights in the area . . . lifting up from Lindbergh Field over the towering San



Mrs. Thomas M. Hamilton, Freedoms Foundation President with Award recipient, Rev. S. Dean McBride.



Mrs. Edwin Eichler



Mrs. Frank Huff



Mrs. John Hogan, Jr.



Mr. Robert O. Briggs of Rancho Santa Fe receives honors from Freedoms Foundation Executive Officer, Mrs. Gerald R. Schmelzer.



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and
many
others

November Living

Diego skyline with the new Coronado Bridge in view . . . above the city haze . . . winging you over Mission Valley . . . how much more you can see, what a different perspective of our growing city, you capture from the air . . . before you know it you gaze down on to the lush forest of green that surrounds Julian . . . hidden lakes sparkle like diamonds in the sun, and just as you relax to study the countryside you find you are past the green hues and rapidly, quietly and all too soon approaching your destination, as you enter into the land of silent, towering mountains, surrounding the world of desert solitude below . . . gently touching down and being embraced by the welcoming desert climate . . . all this, and only thirty minutes away from busy downtown San Diego! How about that! Another nice thing to know: a car rental service at the Airport is now available for those taking the Airline or privately flying out.

HORSEMAN'S EVENTS

A date to put on the calendar, January 24th . . . the place, Coronado Hotel . . . the occasion, the Professional Horsemen's Banquet, where year-end awards are presented to the riders and owners, the champions of the year . . . and the event of the year!

The S.D.C. Cutting Horse Association Awards Banquet will be held on Nov. 15th at the Hanalei Hotel, Mission Valley.

OUR AMERICA . . . A VISIT WITH THE FREEDOM'S FOUNDATION

Great people do great things! . . . San Diego is honored to have a Chapter of the FREEDOM'S FOUNDATION AT VALLEY FORGE rapidly growing in its midst. Without a clamor for fanfare but a surge of deep rooted devotion to our Country, this group deserves our individual interest and support. There are so many, many organizations it is difficult for us to have the opportunity to accurately evaluate their purpose and worth. Recently attending one of their meetings, I had the opportunity to see the group in action . . . representing women of all ages, from all San Diego areas . . . united to work for one precious goal, the preservation of the American way of life. . . . It is a serious group, not one out to pass the time of day . . . their goals are serious ones. Most graciously, their lovely President, Mrs. Thomas M. Hamilton of La Jolla has been kind enough to fill us in on just what the organization is doing for our community and country.

The Goals of the
FREEDOM'S FOUNDATION at
VALLEY FORGE

by MRS. THOMAS M. HAMILTON, Pres.
San Diego County Chapter

The Foundation is non-political, non-profit, non-partisan and non-sectarian . . . and it is not to be confused with any other Freedom organization. Its purpose is three-fold:

1. To build and create an understanding of the spirit and philosophy of the Constitution and Bill of Rights and our bundle of indivisible, political, and economic freedoms inherent in the American Way of Life.
2. To inspire love of freedom and to support the spiritual unity born from the belief that man is a dignified human being, created in the image of his Maker and by that fact possessor of certain inalienable rights, by that virtue, master rather than servant of his society.
3. To inform and enlighten the American people to a better understanding of their individual responsibility in this republic.

The San Diego County Chapter of the Women's Division is just three years old. In this time we have been saving our dues and

accepting donations in order to bring you an effective and meaningful lecture-seminar series.

Our Division's primary purpose is to present awards to schools, businesses, and individuals, and so hold them up for others to emulate. Our membership is open to all Americans who never have been and do not belong to the Communist Party.

Freedom, possibly only in an orderly society, is the blessed right of the individual . . . to think, speak, work, and act as he pleases; provided only that he does not violate the identical rights of another.

Membership information may be obtained at the FREEDOM'S FOUNDATION at VALLEY FORGE, P.O. Box 2001, La Jolla, or calling our office at 454-7674.

Of interest to our North County readers, there were many familiar faces at the recent Luncheon-Meeting . . . and an indication of the great American spirit present at Rancho Santa Fe, the two coveted Awards presented reflected this dynamic community . . . receiving the honors were Mr. Robert O. Briggs, outstanding Rancho Santa Fe resident and the Reverend S. Dean McBride of the Point Loma Community Church, whose awarded sermon, "Money Talks," was presented at the Rancho Santa Fe Village Church. Congratulations to these outstanding Americans!



Mixing business with pleasure, Pat Doering and Shirley Keeth, at the posh L'Escale.



Freedom's Foundation Guest Mrs. David Randolph (lf) and Mrs. Alfred Hammons.

November Living

"TAHITI ON THE MAINLAND"

Nice people at the "Tahiti on the Mainland," the Half Moon Inn, new General Manager, Alan H. Dean . . . bringing to the Inn the special custom touch of the Sheraton Hotel . . . which has just taken great pride in including the Inn as one of the vast string of Sheraton Hotels . . . the same exotic setting will remain untouched, but many additional services will be in the making. When asked about the history of this large Corporation, Alan was kind enough to jot down a few notes of interest about its past and its future in San Diego! (P.S. Good News! Continuing on with the new Management, that gal that makes everyone's visit a special and delightful one, adorable Carol Cooley.)

SO WHY CHANGE THE SIGN! or WOULD YOU BELIEVE SHERATON HOTEL! Sheraton Corporation of America was founded in 1937 by Ernest Henderson and Mr. Robert L. Moore. At that time they acquired a small hotel in the outskirts of Boston as their initial start in the corporation. There was a large sign on the top of the hotel which read SHERATON. The cost of removing this sign was retained and the Sheraton Corp. name was established.

The growth for the following seven to ten years was moderate, reaching a peak in the early 50's. By 1966 Sheraton's wholly owned hotels numbered some 100. The largest being the Park Sheraton Hotel with 1600 rooms. In early 1968, a dramatic change came for the Sheraton organization as it joined the International Telephone and Telephone Corporation which added a tremendous amount of accelerated growth. In late 1968, ITT Sheraton announced approximately \$750,000,000 expansion program over the next five years expanding the total number of properties including franchises from 250 presently to an estimated 700 properties come 1973.

The expansion program includes a multi-million dollar large convention hotel to be built on Harbor Island with an expected completion date of August 1971. Sheraton is very enthusiastic about San Diego, and in blending into the city and its dynamic growth and development.



Mrs. Louis Cumming, S.D.C.W. Pres., Sister Nancy Morris, and Mrs. Richard Loncker.



(left to right) Mrs. Shaun McElhatton, Sister Frances Danz and visiting San Francisco Alumnae, Mrs. Gray.

SAN DIEGO COLLEGE FOR WOMEN

San Diego College for Women
fetes Boutique Opening!

San Diego College for Women was the scene for the festive opening of the Sacred Heart Alumnae Ribbon cutting and opening of their Christmas Boutique . . . the elegant Italian Room was filled with Christmas giving delights . . . each custom and created for the little ones . . . Boutique Chairman Mrs. Louis Cumming participated in the ribbon cutting with Women's College officials, Sister Frances Danz and Sister Nancy Morris. The Boutique will be open for Christmas Shopping to the public during the pre-Christmas days.

WHAT'S DOING OVER SORRENTO VALLEY WAY AT IVAC!

. . . Interest was keen in the equipment developed and designed by IVAC Corporation, life sciences firm in Sorrento Valley, to reduce labor costs for hospitals at the open house Oct. 3 attended by 500 localites. . . . Jury Commissioner Mason Bowen was on the scene with Television personality Natalie Best and a colleague, Rex May . . . Founder and President of the firm, which is gaining prestige in a skyrocketing fashion, is Richard Cramer, handsome, young and also possessing a keen mind . . . Greeting guests with him was his wife, Alice, with a charming smile and dressed in a designer model (Rebecca) of beige velvet trimmed prolifically in lace at the short hem and edge of long sleeves and belted widely and tightly at the waist. . . . The electronic thermometer which takes a temperature in 15 seconds and has a disposable cover was the piece de resistance for guests to play with—operated by a registered nurse. . . . Also in the new two-story carpeted 24,000 sq. ft. offices were various other devices which the firm designs with the intent of reducing labor costs for hospitals and making the nurse more efficient. . . . As Cramer puts it—"Giving the nurse time to be a nurse." . . . Fun for the evening was the professional pick pocket hired in Los Angeles by Publicist Jimmy Dean. . . . By name of Jim Ravel, D. D. S. (Director of Digital Sciences), Ravel circulated among the guests first slipping the watch off an IVAC executive when he asked him for a penny. . . . One guest missed his belt, another his cuff links and the game was on!

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November Living

LOMAS SANTA FE'S FANTASTIC OKTOBERFEST

People are still talking about the Party-stopper of them all . . . the OKTOBERFEST held at the Lomas Santa Fe Contry Club for members and guests. . . . Fashioned after the OKTOBERFEST held in Munich . . . originated in 1810 honoring the marriage of the Bavarian Prince who later became King Ludwig I . . . in Germany it is an annual Beer blast . . . and throws its spell on one and all . . . along with an endless supply of beer, a feast of German foods! Not to be out done, the Lomas Santa Fe Event hosted a new innovation . . . a German wine tasting collection . . . compliments of Julius Wile Sons and Co., Importers. The wines were from the famous House of Deinhard, with cellars on the Rhine and Moselle since 1794. . . . Behind the scene preparing this tremendous authentic OKTOBERFEST: . . . Lufthansa German Airlines & Holland-America Line in cooperation with Carlson Travel Service, that really "in" gal, operating out of the Rancho Santa Fe office, headed up by Joan Bruyere and Maxine Stutsman!



John Steinbrink, district sales manager with Lufthansa, German Air Lines, and Mrs. Joan Bruyere, and Don Helsel, associated with Holland-America Lines.



The electronic thermometer which takes a temperature in 15 seconds instead of five minutes is demonstrated at the Oct. 3 open house of IVAC Corporation in Sorrento Valley. Pictured are (l. r.) Dr. Harley Jones, Mrs. Alfred Ames, Richard Cramer, founder and president of the life sciences firm, Mrs. Cramer, Mrs. Larry Doyle, R.N.; Michael R. Ames, Mrs. Lawrence I. Weill, state director of the Cancer Society, and Mr. Weill.



It was a wonderful evening! . . . Attending the Opera Guild dinner preceding the opening of the San Diego Opera season with "I Pagliacci" and "The Moon," Oct. 9, at the U.S. Grant were Ranch residents Dr. and Mrs. C. M. Alderson, Mrs. William Jack, Kenneth Stixrud and Mrs. E. Wever Dobson.

November Living

DEL MAR ARABIAN HORSESHOW 1970, CHAIRMAN APPOINTED

The Desert Arabian Horse Association has announced the election of a Chairman, Mr. Kenneth Woods, for their Annual Horse Show. The event will take place in April, 1970, at the Del Mar Horseshow grounds. Mr. Woods is a practicing attorney on the executive staff at Rohr. He resides with his wife Linda and two lovely daughters in Bonita. He brings to the Chairmanship an excellent background of experience in the many phases of Show management. He is presently lining up the officials for the event. The North County has many members actively engaged in the association and who will be entering the competition.



Mr. Ken Woods, appointed Desert Arabian Horse Show Chairman.

A very blessed Thanksgiving to each of our readers . . .

Now thank we all our God,
With heart and hand and voices
Who wondrous things hath done,
In whom His world rejoices.

(Catherine Winkworth: Tr. of Johann crüger; Nun danket alle Gott, 1648)

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Just returned from Australia, Bangkok and Japan are Mr. and Mrs. Bruce Farley shown at the Brass Circle dinner of Tijuana Brass. Farley is founder and president of Seacoast Trust Deed Company and with the flair for which he is noted, has just opened new offices in a ranch house amidst the high rises of Mission Valley. They are decorated in turn-of-the-century antiques and has brought horses in to graze in the front corrals from his 300 acre Rancho Rico near Campo.



The Fiesta de Los Rancheros, held Oct. 11, founder members of Los Rancheros men's group pose for a group picture. They are left to right, front row, Theodore Gildred and Richard Clotfelter. On the rails are Gordon Bartow Jr., Robert Schaffer, Donald Sammis and Dr. Russell Holcomb. The fiesta attended by 350 people featuring charros, mariachis, western hoe down band for dancing, pit barbecue and cocktails raised money for Las Duenas, Country Friends and the Library Guild. Si... There are mighty fine amigos!!

"The Lemon

Tree"

The opening of "The Lemon Tree," in the spacious Borrego Springs Mall, was the result of long months of hopes, dreams, planning, research, ingenuity plus a lot of just old fashioned "hard work!"

True Borrego devotees, Mrs. Charles J. Smith of Rancho Santa Fe and her sister, Mrs. Robert Di Giorgio of San Francisco recognized the very obvious absence of a children's shop in this rapidly growing community. Being devoted mothers and well oriented with the needs of the children they bravely decided it was time that Borrego offered this convenience to the local and visiting population. The easiest route would have been to obtain a building, put up the routine racks and counters and fill it with the average type of merchandise necessary . . . but not these two gals . . . they wanted it to bring a new and fresh dimension to the little clothes buffs and their parents . . . to have the decor exciting, to have the display areas intriguing, to have the clothes selected with the care only a mother can understand . . . looking to price, style and durability. They were delighted to have Mrs. Hazel Spencer of Borrego combine her zeal with theirs and the three united to enter into creating their dream. For decor, the nationally famous Interior Decorator Barton Davis of San Francisco was brought into action and the results have won acclaim from all that have viewed this magnificent "new image" in a children's shop . . . carpets awash with rich green, walls gay with printed paper, the ceiling a sky of blue . . . the counters pretend to be French boxes, each topped with a fun lemon tree . . . the display areas give a hint of the surrounding desert with arched Spanish alcoves, and durable Spanish furniture.

The opening of the Lemon Tree was a huge success with a great turnout . . . The Ribbon cutting and lemonade party in the afternoon for the "little people," with adorable "CiCi" Smith of the Ranch, one of the most devastating Models, showing off the latest in the truly "IN" look (she was one of the shop's heaviest purchasers of the day! . . . she liked everything she modeled and so did the guests). The evening hosted a Cocktail Party outside the shop on the beautiful Mall with a full desert moon overhead . . . guests enjoyed visiting the shop and making new friends. Mr. and Mrs. Robert Di Giorgio's beautiful daughter and handsome son-in-law, Mr. and Mrs. Kenneth Rogers of San Francisco were present, Mr. and Mrs. Barton Davis . . . he was an outstanding hit in a bold glen plaid double breasted suit, very "with it look!" . . . Mr. and Mrs. Howard Conkley of Rancho Santa Fe participated in the delightful evening (they also took time out in the stay to visit the Roadrunner Club, fast becoming a hub of luxury minded mobile home devotees!). Mr. and Mrs. Robert Di Giorgio feted those active in planting the "Lemon Tree" with such success . . . the group attended a sumptuous Dinner Party at the De Anza Country Club . . . the Di Giorgio family, pioneer developers of Borrego Springs, are revered in the community and continue to foster its growth and beautification. Localites will find it of interest to note that Mrs. Di Giorgio and Mrs. Smith have brought to their shop a Boutique from Tarvin's of Olivenhain, precious handknit children's sweaters and eye catching, hand painted wooden purses for the wee ones! These very nice people hope to unite more of our local, talented people in their growing shop . . . Congratulations to the Lemon Tree!



Mrs. Charles Smith and daughter "CiCi," Patricia with her mother, Mrs. Robert Di Giorgio.



Popular Mr. and Mrs. Robert Di Giorgio



Popular model, "CiCi" Smith of Rancho Santa Fe.



Tell you something
of all that lies
behind the name and mark
of the house of
DEINHARD
the reception of its guests
its cellars and
sundrenched vineyards in
the lovely valleys of
the Rhine and
Moselle

J. M. Bruyere
Contributing Travel Editor

to reconstruction and the most modern and up-to-date plant has been installed, so that to-day, the cellars and offices are equipped better than ever before.

For obvious reasons the 150th anniversary of the foundation of the firm was not celebrated in 1944, but 1954 was made the occasion for a commemoration of the 160th anniversary. This coincided with the 67th birthday of Mr. Julius Wegeler, the senior of the firm in Koblenz, and as a mark of honour both to himself and to the firm, whose history has been so closely associated with that of the town of Koblenz for so many years, the town councillors in an impressive ceremony, re-christened with the name of 'Deinhard Platz', the Avenue in which the original establishment of 1794 was situated, and which is now the main entrance to the present establishment.



In the track of time

Wherever the Roman legionary trod, on the Continent of Europe and on the shores of the Mediterranean, grew and still grows the grape. Two thousand years ago bronzed soldiers of the Empire leaning on their spears, and grumbling no doubt as soldiers do, stood on the steep slopes above the valleys of the Rhine and the Moselle, took swigs from their flasks and found the wine of the country fresh on the palate and fragrant to the taste.

To-day, in vast cellars under the old city of Koblenz where the two great rivers join, the wines of Rhine and Moselle—fresh and fragrant now as then—lie in cask and in bottle waiting to be shipped by the House of Deinhard, greatest of all exporters of German wines, to a wider world than ever the Romans knew. Wine-growing is an ancient craft in these parts and Deinhard is an ancient house. The Deinhard family were associated with the wine trade as long ago as the 17th century.

In 1650 flourished one Hanns Christof Deinhard, whose portrait—glass of wine in hand—is in the national museum at Nuremberg, and whose christian names 'Hanns Christof', are familiar to diners all over the world who drink one of the most famous Liebfraumilchs of all. It was a descendant Johann Friedrich Deinhard, who at Koblenz in 1794 founded the firm we know to-day. The original building and cellars which form part of the present establishment, date back to 1740. The cellarage has been increased from time to time since the foundation of the firm, and the main cask-wine vaults of two storeys were formally opened by Her late Majesty the Empress Augusta, on the 18th of November 1875. With ever increasing trade to all parts of the world, more modern cellarage was added during the early part of this century, to cope with the firm's expansion.

In the heavy bombing of Koblenz in 1944, the majority of the above-ground buildings of the firm were destroyed. Bombs also penetrated right through the cellars on the lowest level, causing much destruction, the blast bursting many casks and thousands of bottles were broken. As soon as conditions permitted, every energy was devoted

regularly visits the London office after 73 years continuous activity with the two firms. The attainment of so great an age is ample proof, if proof were needed, of the health-giving qualities of Rhine and Moselle wines. His co-directors are his sons Alfred and Austin, and his grandson Peter Hasslacher. The London house has under its care distribution to the whole of the British Commonwealth. The younger generations of both the Wegeler and Hasslacher families are maintaining the fine tradition of the firms, both in London and Koblenz. The principals in London and Koblenz are proud of the support of their personnel, many of whom have dedicated their entire working lives to the House of Deinhard, and periods of service of 30, 40 and 50 years are not uncommon and are proudly cherished.

After Waterloo

In the year 1815, peace came to a Europe long troubled by the Napoleonic wars, making trade and travel possible again. It was not long before a young partner in the firm, Anton Jordan, visited Great Britain and sold on his first visit, more than five thousand pounds' worth of Rhine and Moselle wines, an enormous sum of money in the reign of George IV, and established a new liking for German wines eventually to become traditional, in a country and among a society that had long been wedded to wines from other countries.

Gladstone's budget of 1860 which reduced the duty on light table wines imported into Britain, gave a still greater fillip to the trade, and although France was the chief beneficiary, Germany was able to profit too, thanks especially to the great vintages of the late eighteen-fifties and early eighteen-sixties.

The families in the business

In 1864 the then head of the firm and family, August Deinhard, took into partnership Julius Wegeler his son-in-law, and James Hasslacher, both of whom had been active in London since 1857. A few years later in 1868, James Hasslacher married Julius Wegeler's sister, and to this day Deinhard is still in every sense, a family business. The son of James Hasslacher, Charles Hasslacher, now in his 93rd year, is the recognised venerable head of the families and still

Many of the old records, as may be seen from the illustrations are price lists of 120 and more years ago. A curiosity is the immense age of some of the Hocks and Moselles. Wines of 40 and 50 years of age constantly appear, and the fact that they were kept in cask for a large part of that time and appear to have been dark brown in colour, is an illustration of the revolution which has since taken place in our taste for the wines of the Rhine and Moselle valleys.

Many famous men who have patronised the House of Deinhard have been such diverse connoisseurs as the Emperor William II and Cecil Rhodes.

Deinhard's today

Deinhard & Co., Koblenz, are both shippers and growers and own about 300,000 vines in world-renowned vineyards about equally divided between the craggy, castled, romantic Rhine and the more gentle but not less beautiful Moselle, at such famous wine-growing centres as Rudesheim, Johannisberg, Oestrich and Hallgarten on the Rhine, and Bernkastel and Graach on the Moselle. Half the celebrated Bernkasteler 'Doktor' vineyard—the slaty hill that produces what is perhaps the most famous and valuable of German wines—was bought in 1900 by the firm, for what was then the highest price ever recorded, five pounds a vine in gold marks. It is a matter of great pride to an ancient firm, that in their vineyards are harvested some of the finest wines

grown on the Rhine and Moselle. Their vast four tiers of cellars covering some 320,000 square feet of storage space house thousands of casks and millions of bottles.

Noblest and handsomest of the casks are the two great oval works of art, still in use, that are deeply carved with the figures of Father Rhine and Mother Moselle. There casks were specially made to be shown at the World Exhibition in Paris in 1900, where incidentally, Deinhard's attained the 'Grand Prix' for their wines. From time immemorial, the two rivers have been personified in German art and in German thought, as respectively masculine and feminine—sometimes as lovers, sometimes as father and daughter—and their wines are often referred to as 'the Lords of the Rhine and the Ladies of the Moselle'.

Very generally speaking, wines of the Moselle and its tributaries are more delicate and fragrant than the fuller, broader-shouldered Rhine wines or 'Hocks'.

Although it is said that Rhine wines are 'bigger' than Moselles, this is one of the many generalisations about wine to which there are no doubt, many exceptions. Indeed the main family of German wines comes from the Rhine basin and its hinterland; the light and delightfully fresh Moselles for instance, and the piquant, full-bodied Rhine wines, so widely renowned for their delicate harmony of flavour and bouquet. German wines generally are lighter in taste and texture and in alcoholic content than those from hotter and more sunny countries. This is the reason for the characteristic delicacy and fragrance of German wines, and why they should be consumed whilst fairly young, Moselles younger even than Rhine wines, as a rule. The profoundly true warning to wine-misers, sounded by an English connoisseur, that more wine has been spoiled by keeping than by drinking, is truer of German wines than of any other.

German wines can never be 'cheap' in the bargain-basement sense; they are won from slaty hillsides too barren for any crop but the vine, and too steep for wheeled vehicles of any kind, so that more man-power has to be employed than in gentler countrysides, and man-power is expensive in a country with as high a standard of living as Germany. These moreover, are the northernmost vines in the world, grown in a fickle climate, so that there are bad years of vintage-failure, when the frosts come early, or the sun comes not at all, all to be paid for by the good years.

All the carefully selected still wines the House of Deinhard reserve for their export trade. In the home market they confine their activities to the manufacture and sale of 'Sekt' or sparkling wine. It is more than a hundred years now since Deinhard's began to make their sparkling wine, bringing the traditional French Champagne process to the gentle wines of the Moselle and Rhine, thus producing a 'bubbly' (the best known is Deinhard Cabinet, Sekt), with a charm and bouquet and softness all its own. In Deinhard's sparkling wine cellars, the wines from many vineyards are blended in the great casks, two of which are inscribed with verses in Gothic lettering, holding fifty thousand gallons between them. After fermentation in cask, added yeast continues the action when the wine is bottled. When the slow maturing in the cool quiet of the cellars is completed, the bottles are placed neck downwards in slanting racks. With a deft flick of the wrist—repeated day after day for several weeks—skilled

cellarmen shake bottle after bottle, twenty-five to thirty thousand a day each. Thus the sediment formed by the fermentation on the side of the bottle gradually slips down on to the cork, to which it attaches itself. An ingenious machine freezes this sediment to the cork and both are expelled together. The bottle is re-corked and the wine returned in brilliant condition, to the depths of the cellar, where it rests until ready for consumption.

All these wonders can be seen on a tour of Deinhard's cellars, but it is in the bottles themselves that are imprisoned the souls, so to speak, of the beautiful river valleys of Rhine and Moselle, or as some people prefer to think, the sunshine that has blessed the vines of their precipitous slopes. Lift your glass and you will see that sure enough, the liquor within is of the colour of sunshine through cool air; hold it to your nose and try to catch, if only for a moment, the elusive fragrance that seems to be compounded of earth, air and growing things—wine is itself a growing and living thing—and taste on your tongue the freshness, part sweet, part acid, of mankind's oldest and noblest beverage. Bearing always in mind the wisdom of the ages:

*"When you sit around the table
And pass your friends the wine,
Remember that abuse is wrong,
But drinking is divine;
That God in heaven gave the grape
To cheer both old and small,
That little fools will drink too much
But the big ones not at all!"*



AT LOMAS THE BEAT GOES ON SANTA FE

Luaus and leis, swimming champions and tennis "pros," a Grand Opening for Walker Scott — and then bier und kaese und wein at the Oktoberfest. September was not as busy and hectic as were the summer months, but then again it was back to school and cooler weather and longer shadows.



WELCOME TO LOMAS SANTA FE! Delores Gonzales of Escondido greets Mrs. George Weatherby—a new resident of Lomas Santa Fe. The event was their first luau held this last Saturday evening.

What better way to be welcomed into Lomas Santa Fe's community than with a fresh orchid lei around your neck at the Country Club's first annual luau.

The club was bedecked with flowers and palms and lit from ear to ear with gaiety on September 27th. Mrs. R. Dana Wood, decorations chairman, and her committee did a magnificent job with all the butterfly orchids given them by the Kimuras' nursery and the hibiscus and yellow and white chrysanthemums that accented the arrangements. The 248 guests arrived on a balmy evening even though charcoal braziers had been lit, just in case. The ladies, presented with fresh orchid leis flown in from the Islands, came in muumuus and bright dresses; the gentlemen had to take the back seat.

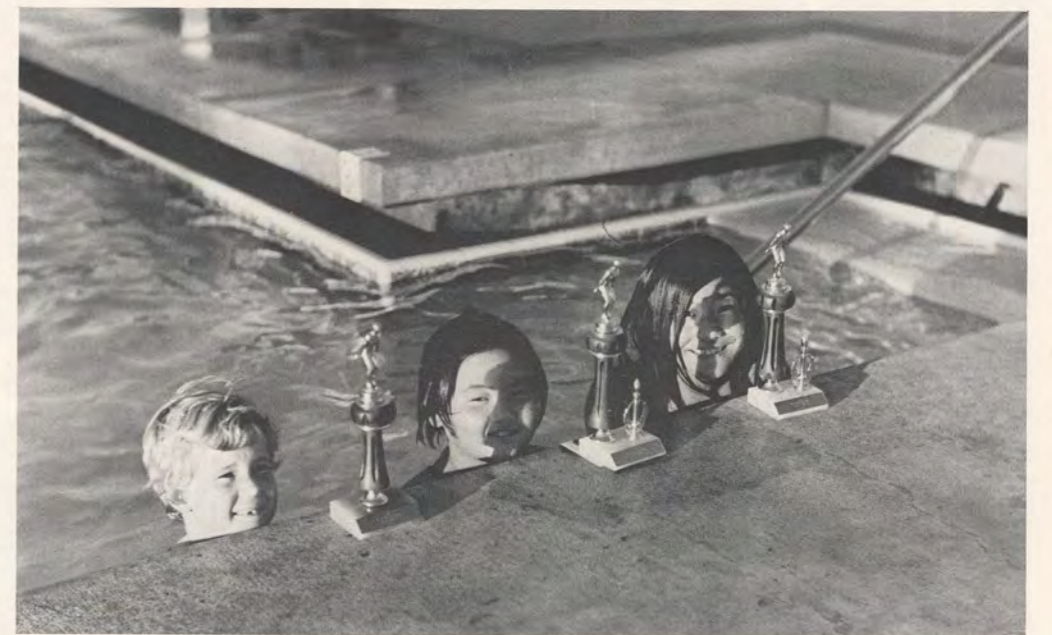
The sounds of the Polynesians played throughout the evening and accompanied the Ginger Allen Hawaiian Dancers for the highlight of the luau. But before the show came the feast. Exotically set among flowers and decorated pineapples, the guests feasted from two long buffets on sweet and sour spareribs, tender chicken and curried rice, baked ham, bowls of tropical fruits and a rum punch that had everyone talking.

But the smiles told the story of enjoyment.

Elsewhere in our community, the news centered on the Plaza of the Four Flags. October 24th was the date for the first store to open. And what an opening Walker Scott planned. The entire store was a dazzle of color—from the tile in the windows to the contrasts of color inside. Words could not describe what the eyes had to absorb. Come and see for yourself. Pat Kelly, the store's manager, certainly will have his hands full with all the attractions he has under one roof.

Again the juniors had their day. It was only the swimmers and the tennis players this time though. Coach Leone took his 65 boys and girls team to Camp Pendleton for the 2nd Annual North County Invitational Swim Meet. Of a possible 393 medals to be won, the Lomas Santa Fe team took 103. In addition, individual meet trophies were presented to Julie Garland, Linda Kimura and Joanne Kimura for best swimmers of the meet in the girls 6 and under, 8-10 and 13-14 age groups, respectively. Congratulations! As for Erick Baer's tennis "pros," the boys team captained by Greg Small swept the North County Youth League in both singles and doubles in their October meet. Capable only of tying the boys, the girls went to the El Camino Youth League with Captain Gigi Maurer and swept the singles and doubles there.

As this goes to press, there is but one last word—OKTOBERFEST.



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Travel Editor

WHY THE SEYCHELLES?

For the traveler who's seeking fresh horizons, Carlson Travel Service Inc. of Rancho Santa Fe & La Jolla presents a "first-ever" air-sea cruise to the Seychelles, the so-called Forgotten Islands of the Indian Ocean.

BOAC's VC-10 jets will whisk the holiday-maker to Nairobi, East Africa; thence via East African Airways to Mombasa, where the cruise ship M.S. Lindblad Explorer will make the 1,000-mile crossing to Victoria, capital of the Seychelles, on Mahe Island.

The 22-day holiday devotes nearly two weeks to the Lost Eden — as the islands have been called — and to the leisurely round-trip cruise from Mombasa. For spice, there are four days in cosmopolitan Nairobi and a pair in London.

The air-conditioned cruise ship serves as hotel during the tour, which embraces five separate islands.

OUR SHIP THE M.S. LINDBLAD EXPLORER

The new M.S. LINDBLAD EXPLORER is the first ship to be expressly built for rugged exploration service while retaining all the comforts of a modern cruising vessel. The design of this exciting ship has evolved as a result of experience gained during past Lindblad expeditions to the less accessible parts of the world.

By luxury cruise standards she is a small ship, but for adventure cruising the "Lindblad Explorer" is ideal: 250 feet in length, 2,300 tons, a cruising range of 6,000 miles and a speed of better than 15 knots. A bow thruster and variable pitch propeller give her added maneuverability, and an up-to-date stabilizing system ensures greater passenger comfort.

The M.S. LINDBLAD EXPLORER has fifty double rooms, all outside with private shower and toilet. They are compact and comfortable — all except a few have twin-beds, dressing table (a boon to the ladies), individually controlled air-conditioning, and piped music.

One of the many special features of the "Lindblad Explorer" is an Observation Deck, with a Crow's Nest that will give our passengers a panoramic view from the highest point of the ship. For landing through shallow water or directly onto the shore, our ship is equipped with special landing craft, in addition to two fiber glass launches. In the ship's movie and lecture auditorium, ornithologists and oceanographers will brief passengers in their particular subjects.

The M.S. LINDBLAD EXPLORER also offers all the usual cruise amenities, including Lido deck and swimming pool, lounge for dancing and entertainment, dining room, bars, barber and hairdressing facilities, shop, and laundry. A doctor/surgeon will be in attendance on board.

It will be possible to communicate with the ship at all times by radio.

SAFETY INFORMATION:

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Why the Seychelles, largely forgotten except for a few stray Arab ships which visit the isles from time to time?

Their attractions, apart from the solitude, are legion: the isles claim some of the world's finest beaches, with safe bathing the year round; climate averages an equable 75 to 85 degrees — and there's no malaria or yellow fever.

Deep sea fishing, golfing, badminton, squash are among sports' pastimes available, besides swimming.

But as big an attraction are the magnificent scenery and the gay, colorful bird life. Thousands of birds, all tame, virtually, abound in a wide variety of species.

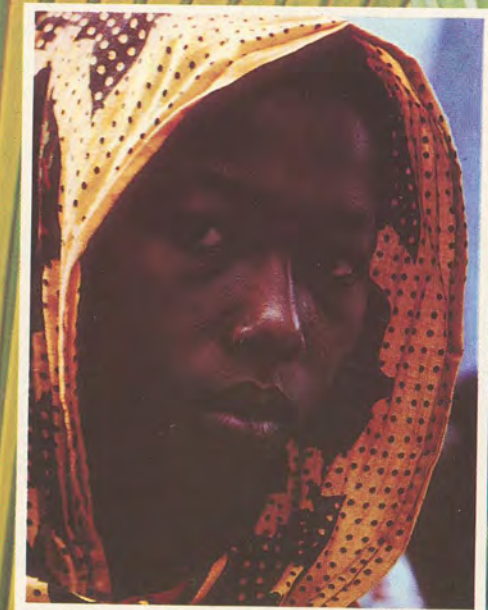
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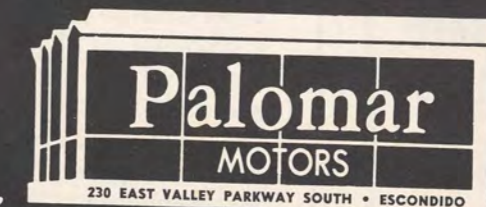
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Under the Whispering Palms

"Fashion Wednesdays" at Whispering Palms began on October 22 with the first of weekly fashion showings by the new Walker Scott Lomas Santa Fe store.

Noontime luncheon guests saw a potpourri of what's new in fashion, everything from patio fashions to wear around one's Whispering Palms garden condominium to jazzy after-dark glamor for cocktails in the new clubhouse at Whispering Palms.



Colette-Michelle (Mrs. John Hessler, in private life) who is fashion coordinator for Walker Scott stores, watches one of the models at the weekly fashion luncheon being given each Wednesday by Walker Scott's new Lomas Santa Fe store at the new clubhouse of Whispering Palms in Rancho Santa Fe.

The showings are being held each Wednesday noon in the Grill Room of the new clubhouse. Professional models from the Walker Scott fashion department will show the clothes under the supervision of Colette-Michelle, fashion coordinator of all Walker Scott stores. It's hoped that North County residents and their La Jolla and San Diego friends will make up no-host and host luncheon parties frequently, and that the "Fashion Wednesdays" will become a tradition much as old-time "Mondays at the St. Francis" in San Francisco.

Among luncheon guests at the first showing were: Mrs. Betty Miller and a group of her associates from Control Data Corporation in Sorrento Valley; Mrs. Shirley Keeth and Mrs. Kay Wasser with a group of friends from Rancho Santa Fe; Mrs. Tom Houston at a table for two, and a group from Rancho Santa Fe—Mrs. Ralph Giffin, Mrs. Ralph Giffin, Jr., Mrs. M. M. Bruyere and Mrs. Carmen Shoensee.

Other fashion-watching groups were hosted by Mr. and Mrs. Fred Burgen of La Jolla, who are members of Whispering Palms Golf and Country Club, by Mrs. Andrew Kay and by Mrs. Fritz Lippmann of Del Mar.

Whispering Palms' new clubhouse continues to attract North County residents for luncheon, dinner and cocktails, and a number of private parties, including several from the Ranch, are on the upcoming social program. Chef Ray's new menu has elicited favorable response and handsome new menus are now being printed. In addition, Bar Manager Ralph Twombly has invented several new concoctions to intrigue guests in the cocktail lounge—which is becoming a favorite drop-in spot for Ranch residents on their way home from shopping trips.

The Del Mar Republican Women's Club has followed Del Mar Rotary in making Whispering Palms private party room its regular meeting place. The Republican women meet the fourth Tuesday of every month, and Rotary meets every Thursday noon. In addition, the San Dieguito Little Theatre held a fashion luncheon at Whispering Palms, in the Madrid and Granada Rooms, on Wednesday, October 29, and will hold their traditional awards dinner, with a one-act playlet, at Whispering Palms, in the same two party rooms, the evening of Saturday, November 22. Globe Guilders of San Diego has also chosen Whispering Palms for an important event—a large luncheon with a dramatic program—on Tuesday, November 18.

Groups and individuals who are interested in giving private parties at Whispering Palms may call 756-2471 for further information. The clubhouse is closed on Mondays, open to the public on other days from 11:30 on. And Whispering Palms has set up a Sunday brunch which is attracting family groups each week—from 10:30 until 2:30.



Mrs. Fritz A. Lippmann (second from left) and her guests enjoy the Wednesday fashion showings at Whispering Palms. Left to right: Mrs. Avery Graham, Jr. of Eldora, Colorado, Mrs. Lippmann, Mrs. Ellwood Barley of Del Mar, Mrs. Theodore C. Reed of Del Mar, and Mrs. Norman Howe of Boulder, Colorado.



Mr. and Mrs. Fred W. Bergen of La Jolla, who are members of Whispering Palms Golf and Country Club, had Mrs. Gordon Cairns, also of La Jolla, as their guest at a recent fashion luncheon at the Whispering Palms clubhouse. Walker Scott's new Lomas Santa Fe store will be showing fashions each Wednesday noon at the clubhouse.



Two golfers who preceded their game with luncheon and a glimpse of women's fashions at a recent showing at Whispering Palms were: Dr. Jack Price (left), director of Curriculum Coordination for the San Diego County Department of Education, and Doctor John Huffman, director of the Supervisory Education Center of San Diego County. They are shown with one of Walker Scott's professional models, Mrs. Carmen Hartnett of Escondido.



A Rancho Santa Fe luncheon group at a recent fashion showing by Walker Scott's new Lomas Santa Fe store in the clubhouse of Whispering Palms were (left to right): Mrs. L. B. Culver, Mrs. Shirley Keeth, Mrs. L. W. Perry and Mrs. Kay Wasser.

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**BOOM'S FOLK SINGER SEEKS
ACCEPTED VERSIONS OF WORLD WAR I
HINKEY-DINKEY PARLEY VOO**

Folk Singer Tim Burr, who regales patrons in the 94th Aero Squadron Room of Sea World's new Boom Trenchard's Flare Path restaurant, is already having problems.

Although the restaurant just opened (Friday, September 26), guests at the unusual dining-cocktail facility are demanding that he match the nostalgic World War I aerial dog-fighting atmosphere — created by weapons, uniforms and posters — by singing the rip-roaring swinging stanzas of "Mademoiselle from Armentieres, Hinkey-Dinkey Parley-Voo."

Burr's answer to this is a shrug. "I know 40 verses," he said, "my dad used to sing 'em. But if I let loose we'd be in trouble."

However, there are accepted versions of the famous World War I "folk song" which Burr hopes to obtain from some of the old-timers.

Until he does, Burr will continue to entertain visitors to Boom's with contemporary and World War II songs.

Burr began his folk-singing career in Southern California in 1967 with a series of appearances in leading restaurants in the Newport Beach area before coming to San Diego.

He appears nightly Monday through Saturday from 8 p.m. to 1 a.m. at the newly-opened restaurant, 2888 Pacific Highway, adjacent to Runway two-seven at the old terminal area of Lindbergh Field.

The six-level restaurant provides a 180° view of landings and take-offs at the airport. Guests can monitor approaching and departing jets on closed circuit radar and eavesdrop on air-to-ground radio communication between the air crews and the traffic controllers in the control tower.

The atmosphere and decor of the restaurant covers the pageantry of the "Age of Flight" with gliders of 1891 through two World Wars and Korea to the present jet-space era.

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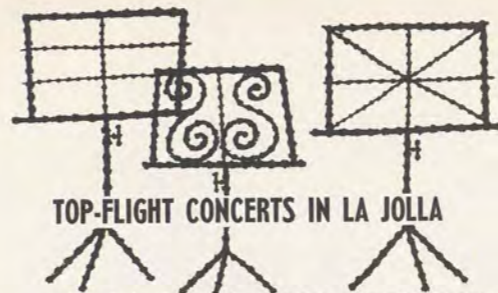
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TOP-FLIGHT CONCERTS IN LA JOLLA

The LA JOLLA CIVIC ORCHESTRA AND CHORUS ASSOCIATION, in conjunction with the MUSIC DEPARTMENT of the UNIVERSITY OF CALIFORNIA AT SAN DIEGO has scheduled a series of special MUSICAL events for their 1969-70 season. The first symphony concert will be on Oct. 19 at 8 p.m. in Sherwood Hall, La Jolla. Dates for other symphony concerts are Dec. 7, Mar. 7, Apr. 19 and May 24.

THOMAS NEE, Conductor and Associate Professor of Music at UCSD reports that exciting soloists—JEFFREY SOLOW, cellist — MIMI TUNG, pianist — and ELIZABETH HAMILTON, harpsichordist — will be performing with the orchestra this season. Of special interest to long time friends of the orchestra is the return of PETER NICOLOFF, founder of the orchestra in 1954, as guest conductor of the first concert. JEFFREY SOLOW will be the soloist for this concert. The May 24 concert will be a memorial concert honoring NICOLAI SOKOLOFF, world famous conductor and long-time resident of La Jolla.

A series of DRAWING ROOM chamber music concerts has also been scheduled for Nov. and Apr. Of special interest to music lovers will be the unusual musical combinations participating in these concerts, reports Mrs. Harry Lee Smith, President of the Board. This series will be held in the Drawing Room of Ellen Scripps Hall, The Bishop's School, La Jolla.

The Activities Committee, Mrs. John Long, announces exciting special events which will add interest and variety to the season — the continuation of the MUSICAL HOUSE TOUR on DEC. 13 which was so well received last year — several showings of a PRIZE-WINNING film on Beethoven donated by the Producer and Director, OTTO LANG—a YOUTH TALENT COMPETITION, the winners of which will be given the opportunity of performing with the orchestra — a Valentine Party — and a membership Get-Acquainted party.

Concert tickets are now available and may be obtained by sending your request to P. O. Box 2232, La Jolla, California 92037 — or by contacting MRS. ROBERT O. BRIGGS of Rancho Santa Fe, Membership Chairman — or at the box office on concert nights. Your request should be sent in as soon as possible to enjoy this exceptional concert season.

Nee has planned diversified programs for the orchestra and Drawing Room concerts — an all French program — "Ode to St. Cecilia" by Handel honoring the Patron Saint of Music, St. Cecilia — a work by Giannini which was commissioned by the Musical Arts Society of La Jolla — Beethoven's Second and Seventh Symphonies in honor of the 200th anniversary of his birth. Plan to attend all of these concerts being given for your pleasure.



SAN DIEGO SYMPHONY

A new discount program designed primarily for business firms has been initiated by the San Diego Symphony Orchestra Association for the coming 1969-70 Winter Season.

The program features discounts ranging from 32 to 60 per cent on season tickets and from 22 to 50 per cent on single tickets when the seats are purchased in blocks of 10 or more.

On the season ticket schedule, the discount rates are as follows: 10 seats, 32%; 12 seats, 37%; 20 seats, 42%; 25 seats, 47%; 50 seats, 55% and 100 seats, 60%. The single ticket rate schedule is 10 seats, 22%; 15 seats, 28%; 20 seats, 33%; 25 seats, 39%; 50 seats, 44% and 100 seats, 50%.

These block seats are available in the orchestra, dress circle, lower lodge, upper loge, mezzanine and lower balcony sections of the Civic Theatre. These sections cover three price categories.

The season ticket blocks are primarily being purchased by business and industrial firms who offer them to their employees and clients or to handicapped or underprivileged groups, said William J. Phillips, San Diego Symphony Manager.

Clubs and organizations are being encouraged to purchase blocks on an individual basis for "Night at the Symphony" parties, Phillips said.

For further information on block ticket purchases, contact the San Diego Symphony office at 232-3078.

The season of 12 pairs of Thursday and Friday night concerts opened October 16 and 17 with soprano Roberta Peters performing with the orchestra. Other guest artists appearing during the eight-month season include pianists Leonard Pennario, Erno Daniel, Jakob Gimpel and Misha Dichter and violinists Michael Rabin, Christian Ferras and Zina Schiff.

**NATIONAL RECOGNITION FOR
TORREY PINES CAMPAIGN**

Ed Butler, Chairman of the Torrey Pines Extension Drive, learned today that news of his group's efforts to raise the final \$300,000 to secure the land for the park extension has spread across the nation. Donations have been pledged by people in New York and Texas who read about the final drive in their local papers and contacted the group. Mr. Butler emphasized however, that major support must come from our community if the drive is to succeed.

Those wishing to contribute in any amount can send their donations to The Torrey Pines Extension Campaign, P.O. Box 104, La Jolla, California 92037.

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CAPTAINS FOR THE NORTH COUNTY CONCERT ASSOCIATION gather in the home of Mrs. John E. Jardine, III, right, of Carlsbad to discuss the fall membership drive. Assisting are, from left, Mrs. Randall L. Mitchell, Oceanside; Mrs. Jack Estes, Carlsbad; Mrs. Thomas Crenshaw, Oceanside; Mrs. Alan Woolley, Oceanside; Mrs. Robert Campbell, Vista; and Mrs. Fred George, Carlsbad.

LIVELY SEASON PROMISED
NORTH COUNTY CONCERT GOERS

OCEANSIDE — Lively Scottish-Irish dancers, a celebrated American pianist, a world renown violinist and a Metropolitan Opera basso headline the winter season for the North County Concert Association.

Mrs. John E. Jardine III of Carlsbad, membership chairman, and her 100-member committee begin work in earnest this month to solicit persons who enjoy good concert music and delight in professional stage productions.

"Our season opens late this year," Mrs. Jardine said, "not until November 20, but it is packed with really wonderful entertainment designed to please every taste.

"We have combined well known favorites with two newer names in order to present a balanced program that will appeal to every age and every preference in concert entertainment."

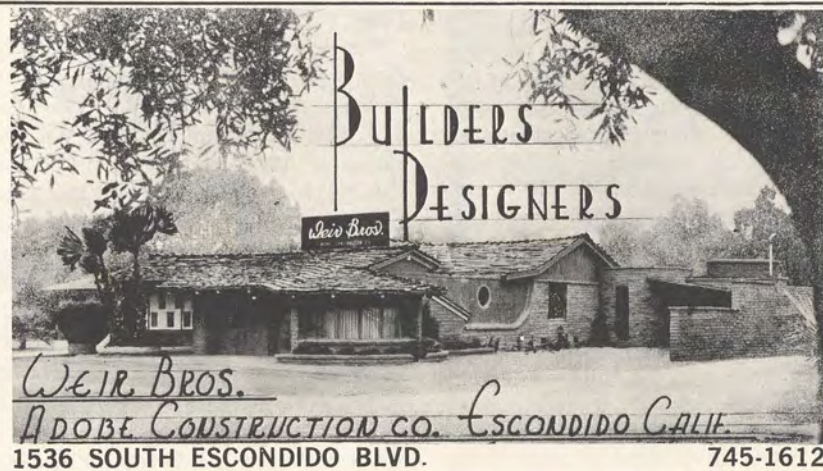
The series opens November 20 with a presentation by the lively, spirited Clann Gael. All young people, the 20-member troupe, blend together the favorite dances, songs and music of Scotland and Ireland

in a rare form distilled from the rich Celtic heritage of the countries.

The other three performances come early next year. Roman Rudnytsky, a celebrated 27 year old American pianist, will appear January 27. Appearing in his first recital at age 7, Mr. Rudnytsky has amassed honors from all over the world for his artistry and skill. He has toured throughout the United States, Canada and Europe and has studied under the best teachers. His program promises to be one of the finest to appear in North County.

Following on February 23 and March 10, will be the world renown violinist Isaac Stern and the Metropolitan Opera basso Jerome Hines. Both are favorites with concert lovers and each will present a program that long will be remembered.

The concerts are held at 8:15 p.m. in the Oceanside High School auditorium. Now in its eleventh season, North County Concert Association this year is headed by Dr. Keith Broman of MiraCosta College. Season tickets are \$12 per adult and \$4 per student and are sold only in a series. Individual concert tickets are not available. Inquiries may be addressed to the Association at P.O. Box 1333, Oceanside.



MEET YOUR NEIGHBORS
AT LAKE SAN MARCOS

HAROLD AND MARLENE PETZ made their home in Sierra Madre prior to moving to Lake San Marcos. Harold was a Colonel in the Army Transportation Corps during World War II, and continued to be active in the U.S. Army reserve following release from active duty. He is retired from the Savings and Loan business, and was one of the founders and president of Norwalk Savings and Loan in Norwalk. The Petz' enjoy traveling in this country and in Mexico, and are now planning some exciting new adventure trips to South America. Their delightful Lake San Marcos home is on San Pablo Drive.



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Cato B. Ohrn
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GLAMOUR STOCK
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OPPORTUNITY

An article in the Wall Street Journal, October 3rd, 1969, states simply, "Come what may, the beauty business is here to stay."

To be more explicit, the Beauty Salon Business was born in the depression and has shown hefty gains despite lack of direction. It was a personal, emotionally oriented business, extremely recession-resistant. During a depression, salons still flourished, for the feminine need of good grooming became even more important in an environment of stiff job competition.

Now for the first time, a scientific measuring stick has been put to this profitable industry to make it even more lucrative.

Pampered Lady, Inc., the company which granted the licenses to Pampered Lady Franchisees, Inc. was started twelve years ago. An astute young man born into the trade through his parents' operation of salons, took a long, objective look and decided that certain norms could be applied toward the systematization of this business. Concurrently with the opening of the first salon doors, research began on operational methods, furnishings and products. Employee training programs were inaugurated. Testing followed with the addition of each salon.

The sheer newness of applying effective business practices to salon operations proved so profitable, the next step was clearly indicated: a tightly controlled franchising operation offering investors attractive returns on a minimum participation basis.

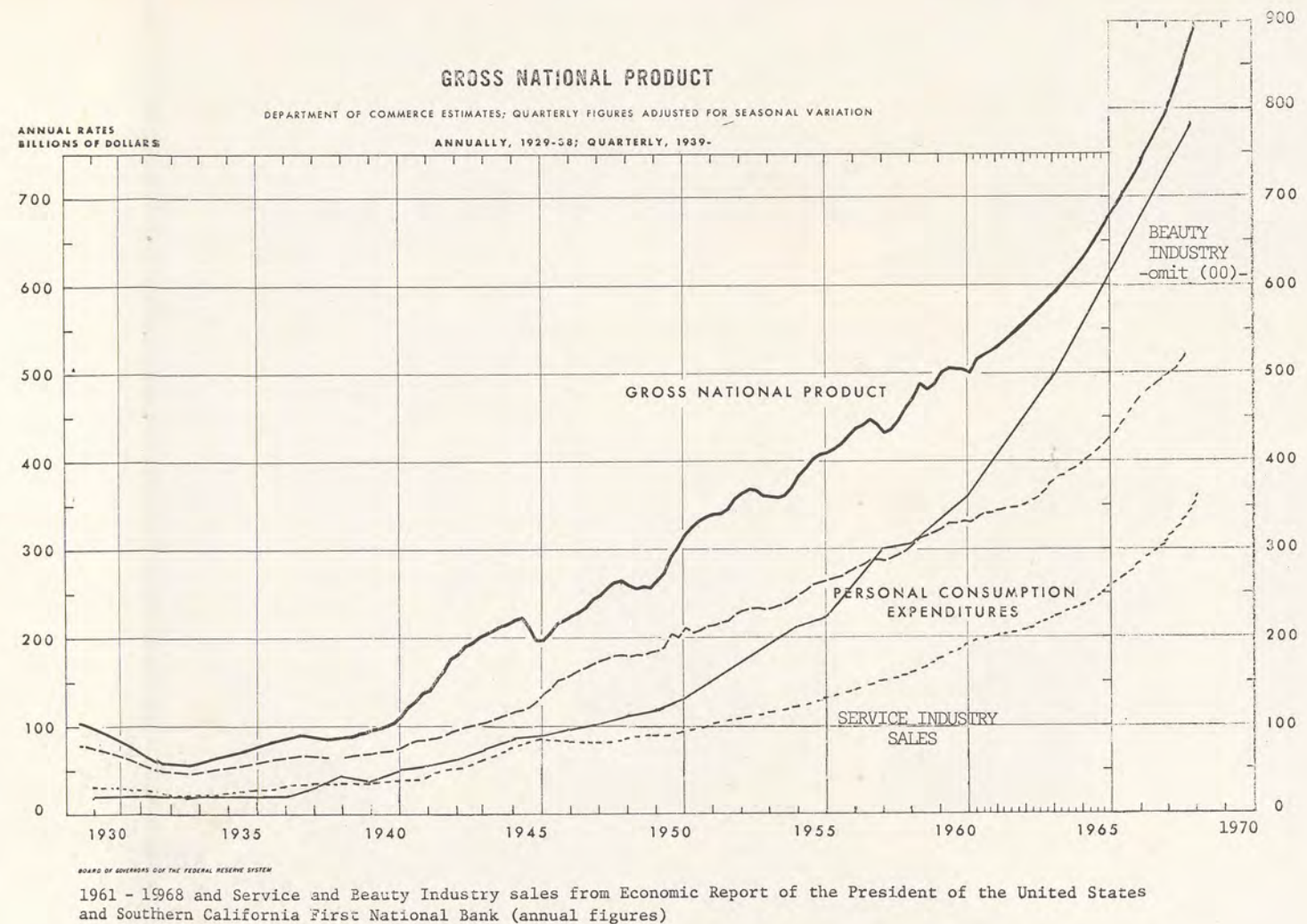
Today, Lyle Bradley, innovator of the concept, is Chairman of the Board of Pampered Lady, Inc. President John Van Der Wal has had extensive financial management experience. The whole team steering Pampered Lady is composed of experts well versed in various phases of the management aspect of business operations.

Cato B. Ohrn, an M.D. with a large San Diego practice, is a recognized writer on financial matters. He is currently registered with the Securities and

(continued next page)

The graph at right illustrates the following facts:

- During the past decade the beauty industry has been growing faster than the gross national product.
- During the last twenty years, the beauty industry has grown at a faster rate than the total of all service industries.
- The beauty industry during the past fifteen years has been taking a progressively larger share of the personal consumption expenditure dollar.



Exchange Commission and was publisher of the Ohrn Market Bulletin, a weekly report on stocks and commodities. He has personally been very active in trading and investing.

Pampered Lady, Inc. attracted his interest. "I was impressed by the people involved in the management," he says. "They do forward planning, analyzing their growing pains ahead of time and circumventing them by quick, positive action. The fact that they (Pampered Lady, Inc.) are on the lease, **not** the investor, insures the careful selection of sites. There is a definite appeal in the completeness of the turn-keyed system developed by the program. Problems are expedited by the system, resulting in minimum participation required on the part of the investor."

Since all signs pointed "GO" on this new beauty salon concept, Dr. Ohrn's next move was to form a separate corporation with the purpose of owning beauty salon licenses granted by Pampered Lady, Inc. Similar groups have been formed in the past under other major franchise operations. These groups have gone public and have offered stock independently. It is a tried and proven successful procedure.

The officers and directors of Pampered Lady Franchisees, Inc. are: Dr. Cato B. Ohrn, president, William D. Johnston, vice-president and Arthur L. Herzog, secretary-treasurer.

Dr. Ohrn has applied the same systematic approach to the financial field as he has to his successful general practice. Using the same careful factual approach of his research on heart disease, he has weighed the cause and effect merits of this new technical route to an established glamour industry. His conclusion was that Pampered Lady is a great investment vehicle. The hairstyling business is known to parallel the growth in the cosmetics industry, regarding which Wall Street analysts say, — "the fact that the beauty business is here to stay about sums up Wall Street's rationale for a robust

performance by many cosmetics stocks this year despite a generally poor overall showing by the market."

Vice-president of Pampered Lady Franchisees, Inc. is William D. Johnston, one of the three founders of Cost Less Imports, a large chain store operation which, in itself, is planning a public stock offering in the near future. At the time Cost Less Imports was founded, William Johnston owned the majority of the stock and is currently active in its operation.

Arthur L. Herzog, secretary-treasurer of Pampered Lady Franchisees, Inc. is another very experienced business man who uses the technical analysis method, including the charting method, in managing his portfolio of widely diversified investments. He is currently involved in the communications field, being the owner of radio station KLRO, San Diego, California.

Pampered Lady Franchisees, Inc. has an initial authorization to issue 200,000 shares of common stock. The corporation has recently issued 43,100 shares at \$10 per share pursuant to a permit issued by the Corporate Commissioner of Corporations of the State of California. The company has initially purchased twenty salons and at the issue of additional stock intends to purchase at least fifty-five additional salons. "Operating profits are equal to approximately 20% of equity per year," stated Ohrn.

The significant part of the program is that emphasis has been placed on the money received after taxes and not on tax savings per se. The double-declining-balance method of depreciation, which may be taken on furniture and fixtures, provides a high cash flow to Pampered Lady licensees.

The investor group in Pampered Lady Franchisees, Inc. consists primarily of physicians and businessmen with considerable experience in the field of investments and business management. Corporate offices of Pampered Lady, Inc. are located at 7855 Ivanhoe (corner of Wall Street), La Jolla, California.



This is Pampered Lady's national image. White brick buildings accented with pink, and each with adjacent parking lot. The 1624 square foot building has been designed by knowledgeable architects and beauty authorities.

An amazing part of the Beauty Salon Industry, even though it is 3 1/2 billion dollars strong, is the fact that 95% of it is made of salons located in store front or shopping center locations with very limited floor space, normally 900 square feet or less.

Although large salons only make up 5 percent of the industry, they account for nearly 1 (one) billion dollars a year in sales. The need and demand for these salons has always been present. In a large, well-managed salon of from 1500 square feet or more, averaging from 15 to 25 employees, it is not uncommon, in fact it is the norm, to gross from \$150,000 to \$300,000 a year and the personnel, competing on a commission basis, to make from \$7,500 to \$20,000 per year.



Rancho Santa Fe Elementary School REPORT TO CITIZENS

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SUPERINTENDENT
R. ROGER ROWE

October 14, 1969

Dear Citizen,

The expansion of man's knowledge and the continued refinement of his ways of knowing present perplexing questions to the process of education and particularly to the public school and its role during the vital years of childhood.

The elementary school is the foundation of all education. It has the greatest impact of any level of education for it operates during the years when school is the big event in the child's life.

His contact with it is at the most impressionable period of his life when the foundation for future learning is being laid and the child's self concept is being developed.

We believe that our school in Rancho exists to provide a quality program of general education to aid its students in becoming effective citizens.

We believe that the school should foster optimum individual development and that it should be concerned with the motivation of its pupils, recognizing that individual learning - and successful living - is as much a function of motivation as it is of opportunity.

As your representatives we seek to provide for the youngsters of this community that program of education -- that foundation -- which will enhance their opportunities for successful and satisfying lives.

Sincerely,

L. Byron Culver, Jr.

L. Byron Culver, Jr.
President
Board of Education

... from the Board of Education
NOVEMBER 1969

Your Board of Education



Board members Mrs. Louise Badger, Mr. L. Byron Culver, Jr. and Mr. Albert Graff and Superintendent R. Roger Rowe. (Absent Mr. John H. Thomas and Mr. Robert Corlett).

We believe our school exists to provide a quality program of general education to aid its students in becoming effective citizens.

We believe the school should foster optimum individual development and that it should be concerned with the motivation of its pupils, recognizing that individual learning—and successful living—is as much a function of motivation as it is of opportunity.

Our Objectives:

TO FOSTER THE QUALITIES NEEDED FOR CONSTRUCTIVE CITIZENSHIP—respect for human values, an appreciation of our heritage, and development of self-discipline.

TO TEACH EACH CHILD HOW TO LEARN through development of good study habits.

TO STIMULATE INTELLECTUAL CURIOSITY and eagerness for lifelong learning, and a genuine respect for excellence in all worthy pursuits.

TO ENCOURAGE EACH CHILD to question, reason, evaluate, and act—creatively and constructively.

TO MOTIVATE ACADEMIC ACHIEVEMENT to the maximum of each child's potential ability.

TO TEACH THE BASIC INTELLECTUAL SKILLS

Of communication in the English language through reading, written composition, speaking and listening; grammar, spelling and penmanship.

Of calculation and problem solving through mathematics.

Of linguistic flexibility in thought and tongue, through a foreign language.

TO TEACH BASIC FACTS AND THE FUNDAMENTAL STRUCTURE

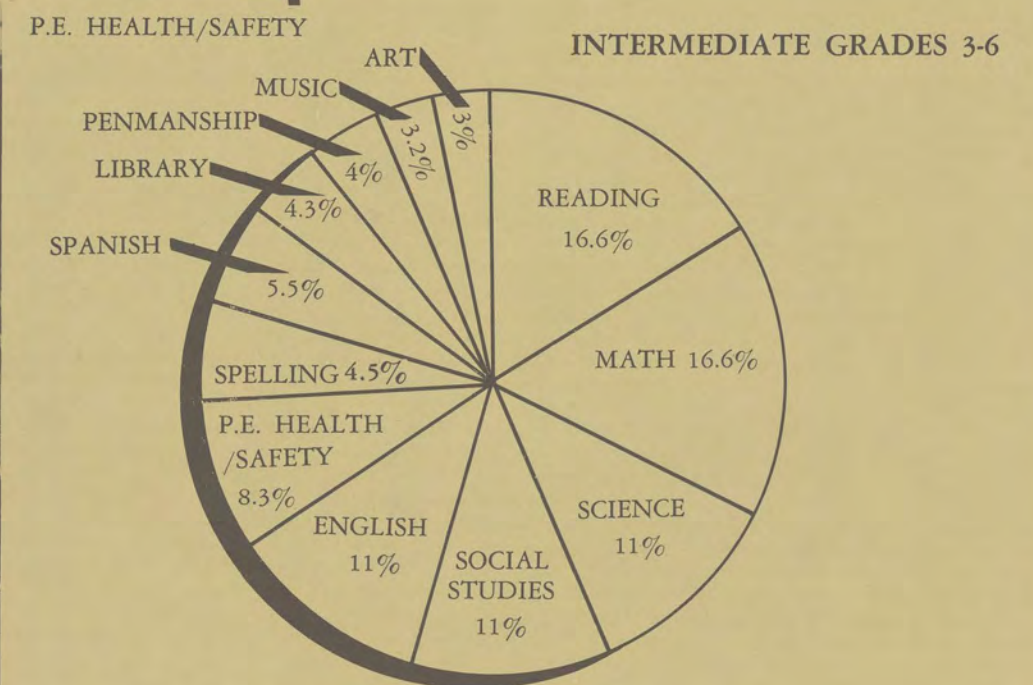
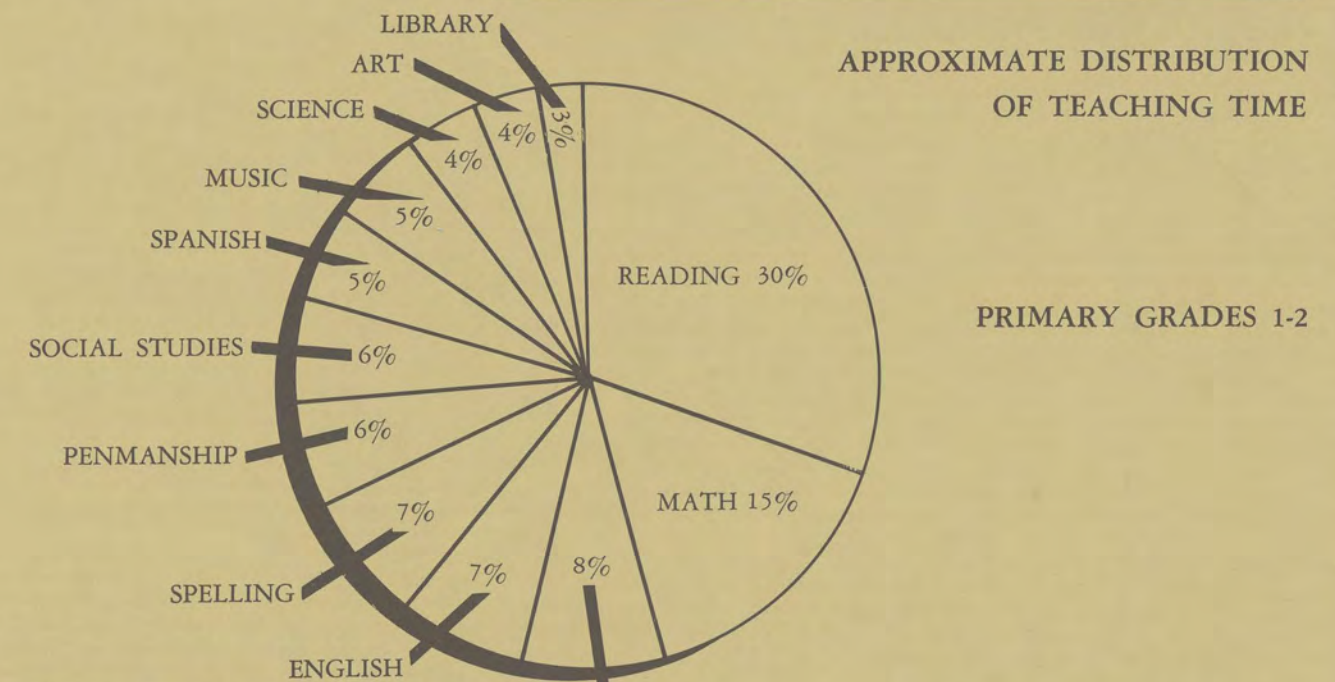
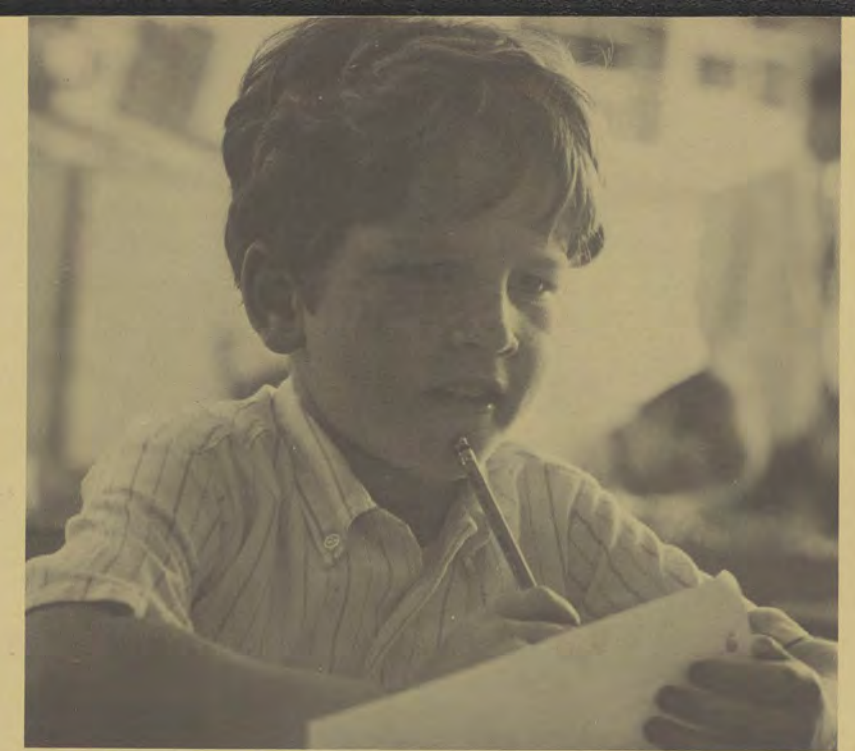
Of essential fields of human knowledge, especially of history, geography, government, literature, and sciences, laying a sound foundation for later, more advanced work in these fields.

TO DEVELOP ESTHETIC appreciation and self-expression through the arts and music.

TO DEVELOP high standards of health, safety, and physical fitness.

Implementing Our Objectives

LENGTH OF DAY			
Kindergarten	8:30-12:00	12:00- 3:30	3½ hours
Grades 1 and 2	8:30- 2:30		6 hours
Grades 3-6	8:30- 3:30		7 hours



Student Council



Student Council Officers Julie Resh, Sally Shockney, Dona Bolden, Allison Gault and Advisor Mr. Edward J. Fecko plan for the next school assembly.

Recognizing that participation in the democratic process is a vital part of a good education a student council has been formed. Under the direction of its advisor, Mr. Ed Fecko, the student council helps to plan school and community patriotic programs, talent shows, and bicycle and other safety programs. The council stresses the importance of good citizenship and student support in the functioning of school and community.



A Word About Discipline

This Governing Board and staff hold that one of the most important lessons education should teach is discipline. While it does not appear as a subject, it underlies the whole educational structure. It is the training that develops self-control, character, orderliness, and efficiency. It is the key to good conduct and proper consideration for other people.

With an understanding of the purposes of discipline in a school, the student should form a correct attitude toward it, and not only do his part in making his school an effective place of learning, but also develop the habits of self-restraint which will make him a better person.

The Staff

Schools, their activities, and the services they are asked to provide have changed greatly in the past generation. The ways and ideas of teaching are continuing to change.

As we consider such change, stability becomes a characteristic much to be desired in a school district. Not the ability to remain static, but rather the ability to test change and assimilate the good, to maintain standards of achievement, professional performance, and responsibility to parents and students. It is no mean feat to maintain such stability in the face of rapid change, but we pride ourselves that we seem to be doing it. The credit belongs to a united and dedicated organization—the total staff.

6.1 Our Teachers' Service in Rancho Santa Fe

One Year	5 Teachers
2 - 4 Years	6 Teachers
5 - 9 Years	6 Teachers
Over 10 Years	1 Teacher

6.2 Our Teachers' Academic Training

AB	5 Teachers
AB + 15	2 Teachers
AB + 30	4 Teachers
AB + 45	4 Teachers
MA	2 Teachers
MA + 15	1 Teacher

6.3 Average Class Size (Pupil Teacher Ratio)

K	22
1	22
2	22
3	38 (2 Teachers)
4	27
5	29
6	22



The Parents

The Parent Teacher Organization, organized to "maintain the close relations between the home and the school," and to "Promote enriched school and community programs for the children in Rancho Santa Fe," accomplishes these objectives and more through a year round program of activities.

The 1968-69 theme of "Communicating with Youth" provided seminars for both parents and teachers and evening programs with featured speakers.

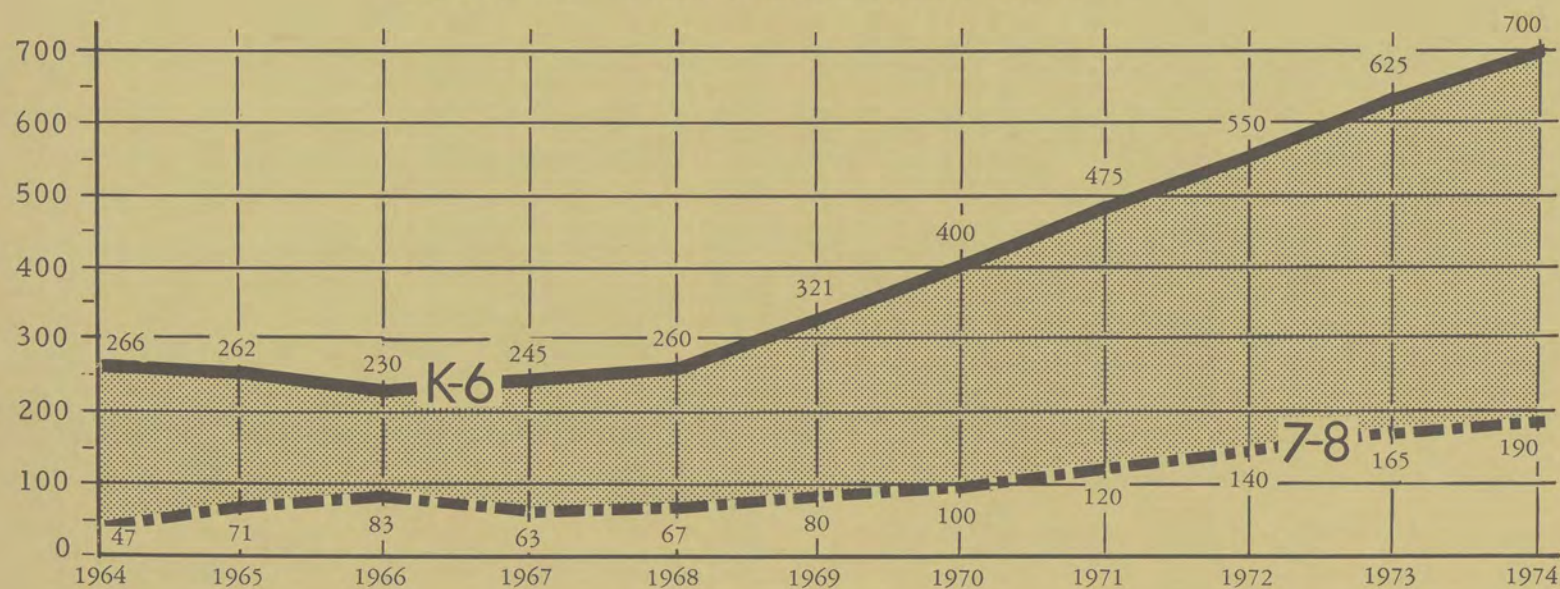


Planning for the Future

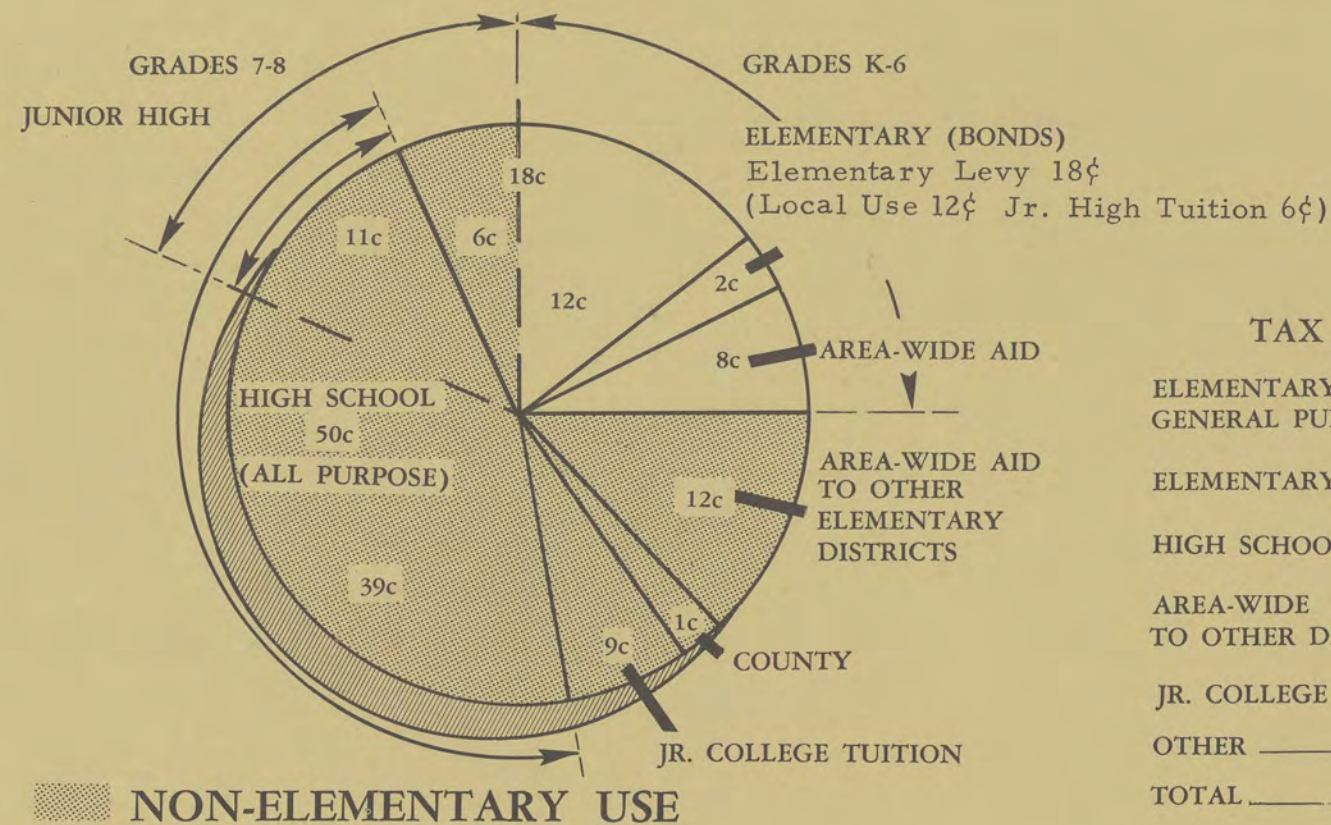
Recent enrollment increases and future growth prospects are being studied carefully. The capacity of the school site is approximately 550 students with present facilities able to provide housing for approximately 275. With 321 presently enrolled, third grade classes are being held in the fire station as Board and staff work and plan for new facilities. Also under study are three other areas of priority:

1. Curriculum review and further development of educational objectives.
2. Tax rate and bond issues to be presented to the citizens.
3. Possible extension of program to include grades 7 and 8.

GROWTH — FALL ENROLLMENT REPORT

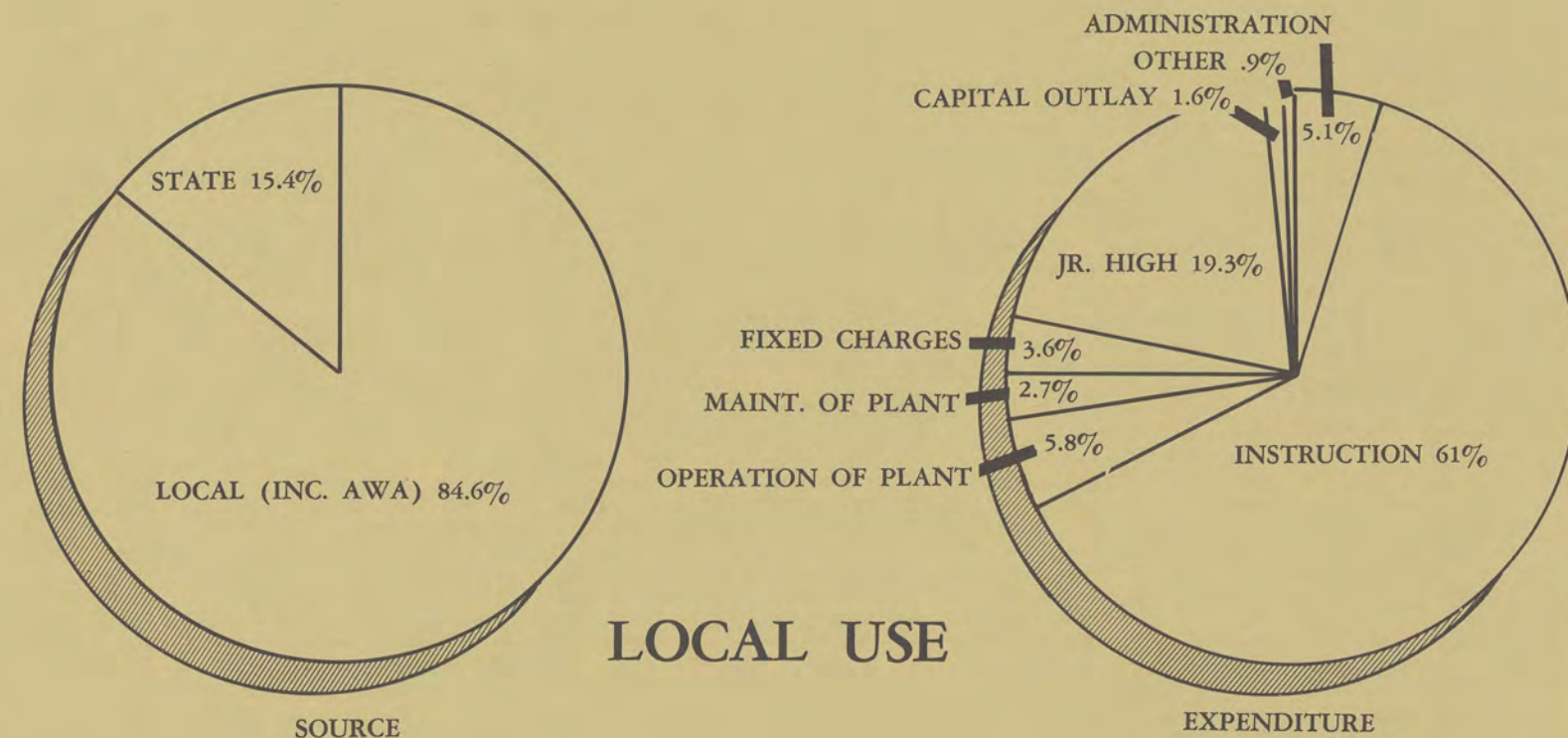


Your Local School Dollar 1968-1969



TAX RATES

ELEMENTARY GENERAL PURPOSE	.911
ELEMENTARY BONDS	.087
HIGH SCHOOL DISTRICT	2.552
AREA-WIDE TO OTHER DISTRICTS	1.087
JR. COLLEGE TUITION	.453
OTHER	.035
TOTAL	5.125



LOCAL USE

SOURCE

EXPENDITURE

RANCHO SANTA FE SCHOOL DISTRICT
1968 - 1969 BUDGET

Beginning Balance	\$ 98,817
Receipts	
State Apportionment	48,030
Local District Tax	263,771
Miscellaneous	74
Total	\$311,875
Total Resources	\$410,692
Expenditures	
Instruction	\$183,290
Junior High Tuition	57,862
Outgoing Transfers (reserve)	25,000
Plant Operation	17,308
Administration	15,341
Fixed Charges	10,812
Plant Maintenance	8,315
Capital Outlay	4,750
Health Service	1,240
Pupil Transportation	790
Community Services	554
Total	\$325,262
Ending Balance	85,430
Total Budget	\$410,692



BONDED INDEBTEDNESS

We now have \$70,000 in bonds outstanding. These are repaid at the schedule of \$15,000 per year.

\$10,000 at 2.75% to be paid off in 1970-71
\$ 5,000 at 3.50% to be paid off in 1978-79

**ANALYSIS OF CHANGE IN LOCAL
EDUCATIONAL TAX RATE**

	1965-66	1966-67	1967-68	1968-69
Rancho Santa Fe General Purpose	1.250	.964	1.153	.911
Bonds	.122	.119	.092	.087
Area Wide Aid Retained by Rancho Santa Fe	None	.249	.426	.476
Total Rancho Santa Fe Elementary	1.372	1.332	1.671	1.474

Cost of Education Per Pupil

	K - 6	7 - 8 (tuition, override tax, deduction from state support)
1968-69	852.86	2612.25

TELLING IT LIKE IT WAS

When, as a traveler, you believe that you are always in your right place, each day becomes not only a day of discovery — whether near or far from home, but the added joy of meeting warm-hearted people interested in both travel and service, is serendipity at its best. Such was our experience when we walked, unannounced, into Carlson Travel Service.

There was Joan, bright and perky in jeans and yellow sweat shirt. She hastened to explain, since Maxine was busy with another client, that she would be happy to take care of us — “Pardon the garb, but I’m working in the store room this morning.” After a cordial welcome into her office, we came to the point:

“Do you have any clients that are Christian Scientists? We would like to invite them to the land ‘Down Under’ — beneath southern tropical skies cooled by languid breezes of the South Pacific. It will be summer in New Zealand and Australia.

“Our first stop will be Fiji, a fascinating South Pacific island with shimmering blue lagoons and warm sands. New Zealand, with its green hills, natural wonders and beautiful alpine regions will be most inspiring. In Australia, we will first visit Sydney, with its magnificent harbor; then on to the Great Barrier Reef, truly a highlight of the trip. New Guinea, known as one of the few areas in the world inhabited by ‘Stone Age’ people, will be a special treat. Only a few years ago, they were still head-hunters and cannibals.

“We will meet people of the most ancient cultures and most modern cultures, and will find that friendliness knows no culture. (All hotels — first class, meals and tips, fees, taxes, and transportation included. Price of tour, \$1999.40). It is a Special Tour for Christian Scientists and their friends — a non-smoking tour of 25 happy travelers. We would like to invite them to explore the South Pacific with us this winter — February 1 to 26.”

In the travel business it is customary that commissions are reciprocal, but do you know what Joan said?

“Why not donate my part of it to the church? I think such tours are wonderful and necessary, and I would be happy to cooperate.”

INDEED, FRIENDLINESS KNOWS NO BOUNDS. . . .

Sincerely,
Mr. and Mrs. Charles McKinnon
432 Goldenrod Ave.
Corona del Mar, Calif. 92625

Change of address for Johnny Power!

1st Lt. J. Power 0106996
HQ Btry COMM 2/11
1st Marine Div. RVN
F.P.O. San Francisco, Calif. 96602

John is now back with his artillery battalion after having R&R in Hong Kong, where he was joined by his charming wife.

NEWS FROM OUR NEIGHBORS AT LAKE SAN MARCOS

MARY STONE

Lake San Marcos News Editor

LAKE SAN MARCOS CORRESPONDENTS

*Junius Oldham, Publicity Chairman
Men's Golf Club of Lake San Marcos*

■ *Lem Bailey, Publicity Chairman
Kiwanis Club of Lake San Marcos*

■ *Mrs. Mildred Mittricker (Milli),
Chairman
Bicycle Club of Lake San Marcos*

■ *Mrs. John J. Polvick (Josephine),
Chairman
Women's Fellowship of Lake San Marcos*

■ *Mrs. Mary C. Stone
Publicity Chairman
Garden Club of Lake San Marcos*

■ *Ronald T. Strong
Yacht Club of Lake San Marcos*

■ *Mrs. Wm. M. Chace (Marcie),
Publicity Chairman
Women's Golf of Lake San Marcos*

■ *Mrs. John J. Ohde (Dorothy),
Publicity Chairman
Women's Club of Lake San Marcos, also
Sun Park News*

■ *Mrs. Edward F. Neekamp (Cecyle),
Publicity Chairman
San Marcos Republican Women's Club,
Federated*

■ *Miss Grace Minot,
Art League*

The Western Senior Amateur Golf Association (ages 55 to 85) held a three day tournament at Lake Tahoe the middle of September. Their slogan "Golf for Pleasure, not Profit" . . .

The 16th found the men playing the Tahoe Country Club—a "Best Ball of Four-some"—and a 36 hole event at the Sahara Edgewood Country Club the 18th and 19th.

Fred Sattem was a winner in the 36 hole event, Al Hughes tied for 1st low net in his age bracket while Frank Brence won in the "Best Ball" tourney.

The setting for the lady golfers was the Paradise and Glenbrook Country Clubs. Flo Sattem won in her division, Agnes Brence won 1st low net in her division and was only three strokes of being the low net winner over the field with 121. Vi Hughes won 1st low net in her division.

CONGRATULATIONS to all of you . . .

Our team players belonging to the Santa Margarita Women's Golf Ass'n. are Early Stever, Irene Marcy, Pat Vanderbeck, Vee Skaff, Eddie Ream, Irene Garnjobst, Kay Dutton and Ruth Sharp.



They claimed their first challenge Sept. 8th at the Fallbrook C.C. against El Camino—13 to 11.

Escondido Country Club was the setting of the second day of play, the 12, against San Luis Rey and again they won 22 of 24 points. At Rancho La Costa the 15th against Fallbrook they took 22 points again.

Sept. 19th found the team at El Camino against Escondido winning 19 points and the 29th they played Rancho La Costa at Fallbrook and took all points. A total of 43 points for the season won them first place for the third year of team play of this association. * * *

The tournament scheduled for the "Ladies of the Lake" Sept. 23rd was "Field Shots" and "Putts."

The lowest number of "Putts" in class "A" was won by Eddie Ream with 31. Liz Thompson in class "B" and Coreen Beveridge in class "C" and 31 "Putts." Class "D" winner with 32 was Waldon Staude.

Field Shot winner in class "A" was Del Sanford with 55. Four strokes behind her for second was Vi Hughes and Pat Vanderbeck was third with 61.

Class "B" winners were Jennie Ashworth with 70, Alice Werner with 71 and a two way tie for third and fourth was shared by Pauline Pifer and Lucille Burns with 73.

A 74 made Dorothy Lee winner in the class "C" division while a four way tie was distributed between Fay Murdoch, Fritzie Rydgren, Elaine Moffitt and Doris Pooler.

A tie of 76 was divided between Agnes Brence and Dorothy Newcom while Flo Sattem won third in class "D."

Just when you think tomorrow will never come—it's yesterday . . .

Our regularly scheduled Tuesday play the 30 was cancelled due to Mickey Wright Tournament which concluded Sunday, Oct. 5th.

Came Monday morning the "drove" of golfers was amazing and I'm sure each was "executing" the shots they watched the Pros perform so beautifully. I watched a few from my window making shots they had in mind but turned away with a repugnant look 'cause it wasn't to their liking . . . Ah! the game of golf—the agony of defeat (?) . . .

Talked with a few of the lady Pros and asked how they liked our course. They said they liked it very much and that it was NOT an easy one but the nicest they've played in California and hope to come back next year . . . what gracious ladies . . .

Carol Mann, winner of the Mickey Wright 9th Annual Tournament, came to the tee the last day of play with a blue shirt and green skirt. M.C. Fred Sherman asked her what the color of her shirt was. "Saphire Blue" said she. "And what color are your shorts?" asked Fred. "Nottingham green" was the reply, "I was going to wear all green," said Miss Mann, "but I was afraid you would introduce me as the 'Jolly Green Giant.'" (What a gracious woman). * * *

October 7th the golfing women assembled at a regular monthly meeting at 8:30 a.m. (early huh?). New business was the slate of officers for the coming year which was presented to the members and will be voted on at the November meeting.

The nominating committee chosen for this important event were Marcie Chace, chairman, Agnes Brence, Vernon Brockett, Jean Olson and Eddie Ream.

After the general meeting Pat Vanderbeck accepted the lovely silver award for

LAKE SAN MARCOS

having the lowest net score for the month of September.

Scheduled for the day was a "Best Ball of Four-some" event which was won by the team of Olive Taylor, Liz Thompson, Jean Olson and Agnes Brence with 63.

Tied for second and third places with 64 were Eve Lortie, Vi Morse, Verle Barger-on, Fritzie Rydgren; Irene Marcy, Thea Wilson, Gwyn Walker and June Kassebaum.

A 65 for fourth place brought in winners Vee Skaff, Louise Dow, Alice Werner and Addie Travis. * * *

October 14th found the women playing a "Criss-Cross" game. The first division was won by Irene Garnjobst with 28½. Tied for second were Olive Taylor and Ev Robinson with 30. Gerry Gallmar was third with 30½ and Verle Barger-on had 31.

Second division winner was Pauline Pifer with 28½, Lucille Burns was second with 29. A 29½ tied June Kassebaum and Louise Dow. Bea Pruiett came in with 30.

Jean Olson won in the third division with 29 while Dorothy Lee was a close second with 29½. Myra Nielsen was third with 31 and Marie carter was fourth. Fourth Division was won by Waldon Staude with 29. Fran Smith had 31, Helen Burr was third while Mary Givins was fourth.

LAKE SAN MARCOS YACHT CLUB

by Ronald T. Strong

Commodore Chet Shaw and his wife Verna hosted the September 20 meeting of the Yacht Club at the Lake San Marcos picnic grounds. They were ably assisted in preparing and serving a delicious barbecue supper by Bill and Kathleen Reist, Ray and Marge Thorn and our hard working Purser, Paul Cheney and his wife Lenora.

Our Port Director, Fred Schmidt, has greatly improved the picnic facilities by the addition of a large and convenient refreshment bar. Facilities were adequate for the 60 members and guests who attended.

The club welcomes the return to membership of Paul and Helen Renn. Paul was one of our early Pursers.

The October picnic will be the last event of the 1969 season.

BUENA VISTA AUDUBON SOCIETY

Mrs. Lowell Moore

The Buena Vista Audubon Society held its regular monthly meeting on Friday, October 17 at 7:30 p.m. at the Vista Branch of Oceanside Federal Savings & Loan, 249 S. Indiana St.

Mr. Marion Wetter of Escondido presented an interesting program of slides taken on his travels throughout the world.

President Judge Dixon presided over the business meeting, where matters of conservation and plans for future action were considered, together with other Society activities. Visitors are always welcome at this monthly meeting held on the third Friday evening of each month.

Further information may be obtained by contacting Mrs. Lowell Moore, 757-2829, Oceanside, or George Cramer, 724-5827, Vista.

PAR TEE TALK

by Marcie Chace

No one is ever honored for what he received. Honor is the reward for what he gave . . . * * *

Ev Robinson who tallied the scores of a "Tin Whistle" tournament for the "golfing ladies of the Lake" Sept. 16th came up with Vi Morse winning the first division with 57. Second place winner was Pat Vanderbeck while third and fourth places were captured by Verle Barger-on and Al Dumphy.

Addie Allen, with 57, won first in the second division. A 56 won Pauline Pifer second place. Ruth Sternberg was third and Jennie Ashworth came in fourth.

Winning in the third division with a 52 was Al Prosser. Second place winner with a 47 was Fritzie Rydgren while Myra Nielsen was third and Lois Evans won fourth.

Fourth division winners were Penny Penegor, Dorothy Newcom, and Waldon Staude. * * *

WOMEN'S FELLOWSHIP

by Josephine Polvick

Women's Fellowship of Lake San Marcos, are very busy preparing for their annual "Holiday Fair," to be held November 15th, 1969 from 10-5, in the recreation lodge. The public is invited.

Many lovely items will be on sale, a very good time to do your Christmas shopping. There will also be a snack bar, a homemade bake sale. We need items for our Treasure table, look over your treasures no longer in use, such as jewelry, household items, and call Verna Green, 744-2544, or Eleanor Fricke, 744-1810, and they will be picked up.

The Fellowship meet each Tuesday at 10 a.m. in the clubroom and work on many projects for the betterment of the community. Tuesday, November 11th, 1969, there will be a business meeting at 10 a.m. in the recreation lodge, followed by a luncheon. Hostesses are Amy Arnoldy, Florence Banks, and Josephine Polvick, a welcome is extended to all ladies at the Lake.

LAKE SAN MARCOS FISHING AND CASTING CLUB

by Ray Wofford

The final Lake San Marcos Fishing and Casting Club picnic for 1969 was enjoyed by 54 members, wives and guests on Saturday, October 11th. Groups began arriving about 2 p.m. by private boats and the Launch. The Picnic Grounds were decorated with several long strings of colorful pennants and a large American flag was flying from the dock.

Display tables were arranged in the center of the picnic compound for the many items donated for the "White Elephant" auction. Thanks to the uninhibited efforts of Auctioneer Chet Shaw, the auction was very entertaining and a money raising success. Time did not permit auctioning all of the great number of items donated and about one-half, including many choice items, are to be held for a second auction on December 9th at the Club Room.

Steaming hot frankfurters, baked beans, sauerkraut, sliced tomatoes, cookies, hot coffee, etc., were available on a help-yourself basis throughout the afternoon and the popular "refreshment" bar, under the expert supervision of Chief Bartender Paul Cheney, was open from beginning to the end.

Club President Niels Webber presided over a short business meeting and Secretary-Treasurer Henry Moorhead announced the following new members: Mrs. Mildred Mittricker, Mr. and Mrs. F. Brint (Vivian) Edwards and Mrs. Wilma A. Parker. Total membership is now 59.

Members will be notified of November meeting by post card.

SAN MARCOS GARDEN CLUB

by Mary Stone

Marshall Lewis, of Germain's in Los Angeles will speak to the Garden Club at the November 14 meeting. Lewis has charge of the largest bulb department in the U.S. His topic will be "What's New in Horticulture." There will be a question and answer period.

If you have not been called by the telephone committee, perhaps you are not on the list. Call Helen Stead, 744-1273.

New members are welcome.

SUN SPOTS

by Dorothy L. Ohde

The monthly potluck dinner at Sun Park, Lake San Marcos, was held on October 2nd, with Mrs. Hilton Curtis as the hostess. Bernice McCandless, Social Chairman, welcomed the guests, thanked the service committee and mentioned members who have birthdays in October. She also invited all the women of sun Park to a coffee hour on October 20th at the clubhouse.

Mr. and Mrs. Harry Fox have returned from a three months salmon fishing trip at Vancouver Island and a week in Victoria.

Mr. and Mrs. Ed Mayer are home from a trip in the East where they attended the 50th wedding anniversary of Mr. Mayer's brother at Devenport, Iowa. Sun Park is happy to welcome several new members, Mrs. Anna King, Mrs. Aileen McCabe and Louise Dalrymple and Marian Warren.

The Shuffleboard players have been having their usual games and tournaments. This month they played with the Oceana and Cavalier teams.

Reservations for the Travel Club trip to Disneyland on October 16 are almost filled and know it will be enjoyed as much as their previous trips. The bridge and canasta players are meeting every week at the clubhouse for friendly card games.

SAN MARCOS REPUBLICAN WOMEN'S CLUB, FEDERATED

by Cecyle Neekamp

San Marcos Women's Club, Federated will hold the last general meeting of the year on Monday, November 3, in the Recreation Hall, Lake San Marcos at 1:00 p.m.

The Nominating Committee will submit a slate of officers for the coming year. Guest speaker, Mrs. Wilma Schroeder, County chairman, Americanism, will speak on the topic "My Life Behind the Iron Curtain."

All members are urged to attend.

*Beautiful,
Beautiful!*

Beauty is a wonderful thing. In the case of automobiles, for instance, it can be created from bits and pieces of shiny metal . . . nuts and bolts in strategic places . . . the spice of imagination . . . the glow of color. But, more beautiful by far are the children! The children we see every day as they lead their happy lives in our friendly Rancho Bernardo community. These children come in many sizes and many shapes . . . packaged with or without dimples or curls. But their smiles are warm and wonderful. The glow of blue eyes is as heart-melting as the gleam of brown. And the promise of a better tomorrow which shows in their faces is the most exhilarating beauty of all.

The Beautiful Cars and the Beautiful Children of Rancho Santa Fe



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Encinitas, California
753-6286

The 1970 Torino Squire a stylish pacesetter — and the first choice of owners who want today's with-it appearance, combined with family wagon convenience. It's built on a maneuverable 113-inch wheelbase that's nimble in traffic and easy to park.

* * *

James Joseph Russell is the son of Dr. and Mrs. James Stark Russell. Dr. Russell is an ophthalmologist with private practice in La Jolla.

The Beautiful Cars and the Beautiful Children of Rancho Santa Fe



The 1970 Mustang Sportsroof is a beautiful car! Sleek and smooth in both appearance and performance, it turns heads wherever it goes!

* * *

Linda Ann Allred is the daughter of Mr. and Mrs. Douglas Allred. Her father is with Colwell Banker, leasing agent for the Plaza of the Four Flags, Lomas Santa Fe.



WAYNE GOSSETT FORD
1424 Encinitas Boulevard
Encinitas, California
753-6286

The Beautiful Cars and the Beautiful Children of Rancho Santa Fe



The Mercury Cougar XR-7 is elegant wildness in a world of sometimes too tame cars. Headlamps are hidden in a bold new grille, sequential rear turn signals; a long, low, lean and sculptured look.

* * *

Jane Alyce Laughlin is the daughter of Mr. and Mrs. Robert L. Laughlin. Mr. Laughlin is President of Diversified Holding Company, Rancho Santa Fe.



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

The Beautiful Cars and the Beautiful Children of Rancho Santa Fe



The Jaguar XKE 2 + 2 is a handsome two-door four-seater with twin bucket seats up front and a fully upholstered rear seat. A large window in the rear luggage door, along with wraparound windshield and thin pillars, provides excellent visibility.

* * *

Elizabeth Ann Culver is the daughter of Mr. and Mrs. L. Byron Culver, Jr. Her dad is a business investor in private enterprise.



ESCONDIDO IMPORTS
311 East Valley Parkway South
Escondido, California
745-9400

The Beautiful Cars and the Beautiful Children of Rancho Santa Fe



The Marquis Brougham for 1970 has a proud kinship with the Continental Mark III. Here is uncompromising luxury, meticulous attention to design, a truly prestigious motorcar at a medium price.

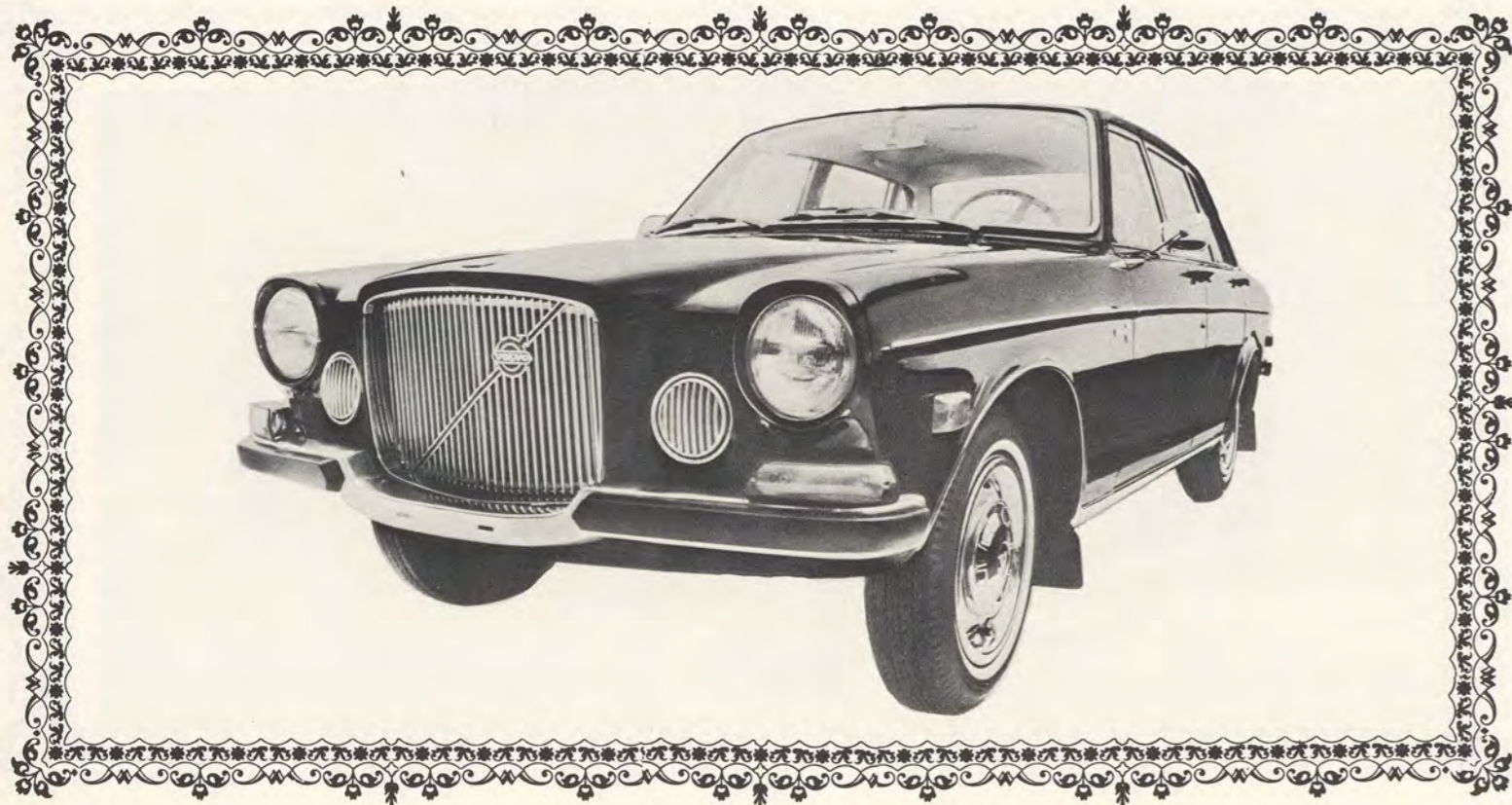
* * *

Laura Laughlin is the daughter of Dr. and Mrs. Thomas T. Laughlin. Dr. Laughlin is an orthopedic surgeon with private practice in La Jolla.



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

The Beautiful Cars and the Beautiful Children of Rancho Santa Fe



The Volvo 164 is the luxury car for people who can only afford such luxuries every 11 years or so. It abounds in elegant touches, and its performance is superb! The huge power disc brakes on each wheel stops the car almost instantaneously.

* * *

Andrew Gardner Dewey is the son of Mr. and Mrs. David B. Dewey. His dad is a project engineer with General Dynamics.



ESCONDIDO IMPORTS
311 East Valley Parkway South
Escondido, California
745-9400

The Beautiful Cars and the Beautiful Children of Rancho Santa Fe



The Lincoln Continental Sedan has become even more dramatic! Note the sculptured hood, the graceful greenhouse, the sweeping rear deck. The headlamps are concealed, and the new cornering lamps light the way for turns at night.

* * *

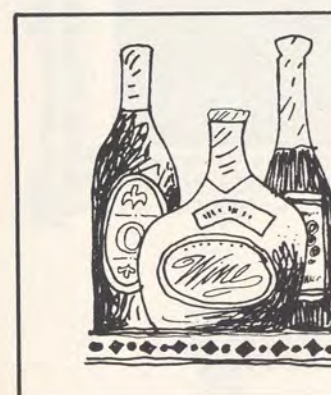
Amy Margaret Pratt is the daughter of Mr. and Mrs. David B. Pratt. Her dad is manufacturing manager of Dana Laboratories in Irvine, California.

PETO MOTORS
328 South Escondido Boulevard
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 Open from 8 a.m. to 2 a.m.
 Featuring STEAKS & SEAFOOD
 DANCING & ENTERTAINMENT
 NIGHTLY, EXCEPT SUNDAY.



The finest selection of Domestic and Imported wines, beers and spirits!
 Complimentary ice and glasses for your party. Please place your order as early as possible.
 Diner's Club Cards honored. Free Delivery in Rancho Santa Fe.
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 "Bankamericard" "Master Charge"



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 La Jolla, California




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Country Squire	FASHIONS BY FAY	756-1041
	COUNTRY SQUIRE INTERIORS	756-1178
	LETTERS 'N LEATHERS	756-1212

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**MINUTES OF THE REGULAR MEETING
OF THE RANCHO SANTA FE ART JURY
HELD ON SEPTEMBER 9, 1969, IN
THE BOARD ROOM.**

PRESENT: Vice President Bellman, Architect Hope and Alternate Coberly.

ALSO PRESENT: Building Commissioner Mowery, Secretary Van Evera and Recording Secretary Duffield.

ABSENT: President Kelsey (due to illness) and Alternates Blackman and Hill.

President Kelsey being absent, Vice President Bellman called the meeting to order.

Vice President Bellman called Alternate Coberly to serve as regular member for this meeting of the Art Jury.

The minutes of the previous Art Jury meeting were approved.

APPROVED SINCE LAST MEETING

Gere, G. M., Patman, E. Residence—Parcel 8/2, Block 34, El Puente. Paint Sample.

NEW CONSTRUCTION

Clotfelter, R. M. Apartments—Parcel 2/1, Block 30, Paseo Delicias. The Art Jury recommends approval to the Board of Directors.
Zable, W. J. Residence—Parcel 5/2, Block 48, Las Planideras. Approved.
Erickson, E. G. Residence—Parcel 4/13, Block 29, Zorro Vista. Approved.

PRELIMINARY STYLE CHECK

Roberts, V. Residence—Parcel 4/3, Block 6, La Crescenta. Art Jury comments forwarded to applicant.

ADDITIONS & ALTERATIONS

Woolley, Roger S. Swimming Pool—Parcel 5/6, Block 16, El Mirador. Approved.
DeBakcsy, A. Patio Cover—Lot 102, Map 2129, Avenida Maravillas. Approved.

COVENANT MODIFICATION

Washer, Robert R. (in attendance) Covenant Modification seeking to increase the number of building sites from 19 to 21 on Parcel 7/6, Block 24, La Noria, no site to be less than 2 acres in area. Approval recommended to Board of Directors.

SUBDIVISIONS

Washer, Robert R. Parcel 7/6, Block 24, La Noria, consisting of 9.5 ± gross acres into sites of 3.2, 3.0 and 2.8 ± net acres. The Art Jury advises approval to the Board of Directors.

Simpson, D. P. Parcel 5/7, Block 29, El Zorro Vista, consisting of 6.05 ± gross acres, into sites of 3.70 & 2.35 ± net acres. The Art Jury advises approval to the Board of Directors, with stipulations.

REALIGNMENT

Sterkel, James R. (Mrs. Sterkel & Mrs. S. Keeth in attendance) Parcel 1/1 and 1/2, Block 36, La Orilla. Realignment will result in the addition of 1.27 acres to Parcel 1/1. The Art Jury advises approval to the Board of Directors. In advising approval the applicant was informed by the Art Jury that it would look with disfavor upon any future request for subdivision of Parcel 1/1, Block 36.

VARIANCE REQUEST

Wilcox, C. Reduce setback for corral and stable on NW property line from 100' to 75' at Parcel 2/3, Block 9, El Mirlo. The Art Jury advises approval to the Board of Directors.

MISCELLANEOUS

Letter from John A. BuChans. Referred to staff for appropriate action.

Southern California First National Bank. Clocks and outside lighting. Clocks approved—lights to be shaded and subdued, preferably amber in color.

Bonnat, E. W. Flag Pole—Parcel 5/2, Block 14, Paseo Delicias. Approved.

Vernon A. Bellman,
Vice President
David A. Van Evera, Secretary

**MINUTES OF REGULAR MEETING OF
BOARD OF DIRECTORS OF RANCHO
SANTA FE ASSOCIATION HELD ON
THURSDAY, SEPTEMBER 18, 1969,
AT 9:00 A.M., BOARD ROOM.**

PRESENT: President Evans, Vice President Lee, Directors Frobes, Maas, Wheelock, and Witherow.

ABSENT: Director Truesdale.

ALSO PRESENT: Ann Clevenger, representing Rancho Santa Fe Times; Secretary Van Evera and Recording Secretary Butts.

MINUTES OF PRECEDING MEETING

The minutes of the meeting held on September 4, 1969 were approved.

ART JURY RECOMMENDATIONS

Realignment
J. R. Sterkel Parcels 1/1 and 1/2, Block 37, La Orilla, resulting in addition of 1.27 acres to Parcel 1/1. APPROVED.

Variance Request

C. Wilcox Parcel 2/3, Block 9, El Mirlo, reduce setback on NW property line from 100' to 75' for corral and stable. APPROVED.

New Construction

R. M. Clotfelter Parcel 2/1, Block 30, Paseo Delicias: Apartments. APPROVED.

Covenant Modification

R. R. Washer Parcel 7/6, Block 24, La Noria, modification to increase number of building sites from 19 to 21, no site to be less than 2 acres in area. The Secretary reported that the petition bore the requisite number of signatures and was accompanied by appropriate certification as to area and property ownership. The Public Hearing on the petition was set for October 2, 1969.

Subdivisions
R. R. Washer Parcel 7/6, Block 24, La Noria, consisting of 9.5 ± gross acres into 3.2, 3.0 and 2.8 ± net acres. Pending approval of request of Covenant Modification, APPROVED. (Public Hearing set for October 2, 1969.)

D. P. Simpson Parcel 5/7, Block 29, El Zorro Vista, consisting of 6.05 ± gross acres into 3.7 and 2.35 ± net acres. Subject to the completion of the following conditions: (1) The residence on the 2.35 acre parcel shall be upgraded in accordance with final

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plans to be presented to the Art Jury; (2) The proposed lot line shall not, at any place, be closer than 50' to the existing residence on the 2.35 acre parcel, APPROVED.

PUBLIC HEARING—9:30 A.M.

PRESENT: Association members Mr. & Mrs. W. R. Atkinson, J. C. Gibson, C. G. Morehouse, W. S. Palmer, W. D. Wood, F. W. Wrenn, E. W. Zipse, A. L. Gatterdam, Art Jury Vice President Bellman, and realtor R. Blackledge.

President Evans declared the Public Hearing open to consider the petition of A. L. & Ruth Gatterdam for appeal of denial of subdivision of Parcel 2/6, Block 48, 11.1 ± gross acres into 2.0, 2.0, 2.0, and 2.4 ± net acres.

The President asked if anyone present wished to speak on the matter.

Mr. Palmer stated that he felt approval of the subdivision would be both detrimental and precedential.

Mr. Zipse stated that he thoroughly endorsed the statements made by Mr. Palmer and opposed the subdivision as presented.

Mr. Gibson stated that he felt the proposed subdivision would be a distinct detriment to the entire neighborhood because of the terrain, and that if the Board does not support the recommendation of the Art Jury, the result will be deterioration in the character of the neighborhood.

Mr. Wood asked if the proposed subdivision would not result in a manufacture of topography. If so, he felt it would lead to subdivisions with manufactured topography, and he felt it should not be necessary to scar the face of the terrain.

Mr. Morehouse stated that he too hoped the Board of Directors would uphold the advice of the Art Jury.

Mr. Atkinson stated that he felt the proposed building sites would require a substantial amount of grading.

The Vice President of the Art Jury, V. A. Bellman, stated that the Art Jury has visited the premises twice on an official basis and twice on an unofficial basis and has spent a great deal of deliberation to arrive at the conclusions as presented to the Board of Directors in its recommendation to the Board.

Mr. Gatterdam stated that, although he disagreed with some of the statements made by persons present, he would withdraw his application as presented. He stated he would seriously study the matter and would probably revise his plan for submission at a later date.

President Evans declared the Public Hearing closed at 9:50 A.M.

SPECIAL COMMITTEE REPORT

Clubhouse Improvements Ways and Means Committee. The President read the following report signed by J. E. Lee, Chairman of the Committee:

1. Engage professional assistance to develop a master plan that will locate and describe the buildings and facilities required to fill the immediate and future needs of the Association for food services and recreational facilities in the area adjacent to the tennis courts and golf course. The master plan, when approved, is to be published in brochure form and distributed to all Association members. The costs of implementing this recommendation are to be met out of uncommitted funds now available.

II. As the first item in carrying out the master plan, proceed with the construction of facilities required to replace the present restaurant and bar which have, by previous action of the Board, been determined to be unfit for further costly repairs.

III. Provide the needed funds for the action recommended in item II, above by:

A. the sale of Association owned property not required by the Association for its present or planned usage.

B. an added assessment for \$1.00 per \$100 assessed valuation as provided for in the Protective Covenant, such added assessment to be made in the 1970-71 tax year.

C. an increase in the annual prepaid green fees charged non-Association players for the fiscal year beginning July 1, 1970. The amount of this increase to be the average of the additional cost to Association members of the added assessment provided for in B, above.

After discussion, it was moved, seconded and unanimously approved to accept the recommendation of the Ways and Means Committee and to approve the method of procedure as outlined.

COMMITTEE REPORTS

Golf Activities Committee Chairman Lee reported membership as: Advance Playing Privileges, 365; Association, 244; Non-Association, 117.

To permit the maintenance crew to perform special work, the Committee has voted to close one of the nines on Mondays, beginning October 6. Which nine will be closed will be determined by the Green Superintendent. The next issue of the Divot will carry a notice of this action.

Park and Recreation Board Acting Chairman Frobes reported the recommendation that the proposed Bowling Green be included in the survey to be made for Clubhouse facilities as approved previously in today's meeting, since it will include additional tennis courts, a swimming pool, a bowling green, and any facilities for the good of the entire community of Rancho Santa Fe. It was the unanimous decision of the Board members present to approve this recommendation.

SECRETARY'S REPORT

The Secretary reported that the Association is cooperating with the Garden Club in the cleanup of Lots 126 and 128, Tract 2089, on Avenida de Acacias, across from the Association Office.

Tax Rate for 1969-70 Fiscal Year. On the recommendation of the Secretary, it was moved, seconded, and unanimously passed that, with full knowledge of the stipulations of the Protective Covenant, it be agreed by the Board that the property tax for fiscal year 1969-70 should be 70c per \$100 of assessed valuation, and further, that the Secretary should be directed to proceed with the preparation of the annual tax statements, and the Board would formally, on or about the twentieth of October, confirm the foregoing tax rate.

ADJOURNMENT

The meeting was adjourned at 10:30 A.M.
E. J. Evans, President
David A. Van Evera, Secretary

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MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD ON SEPTEMBER 25, 1969, AT 8:30 A.M. IN THE BOARD ROOM.

PRESENT: Vice President Bellman, Architect Hope and Alternate Blackman.

ALSO PRESENT: Building Commissioner Mowery, Secretary Van Evera and Recording Secretary Duffield.

ABSENT: President Kelsey (due to illness) and Alternates Coberly and Hill.

President Kelsey being absent, Vice President Bellman called the meeting to order.

Vice President Bellman called Alternate Blackman to serve as regular member for this meeting of the Art Jury.

The minutes of the previous Art Jury meeting were approved.

APPROVED SINCE LAST MEETING
Gardner, G. Paint sample.

NEW CONSTRUCTION
Harmon, C. R. Residence—Parcel 5/1, Block 48, Las Planideras. Approved.

PRELIMINARY STYLE CHECK
Roberts, V. Residence—Parcel 4/3, Block 6, La Crescenta. Deferred pending receipt of complete grading plan and perspective showing location of residence on lot.

ADDITIONS & ALTERATIONS
Neeb, R. Addition to existing horse shelter—Parcel 1/2, Block 10, Via de Fortuna. Approved.

Baker, M. Swimming Pool—Parcel 3/6, Block 44, Via del Alba. Approved.

KEEPING OF ANIMALS
Tibbetts, R. Two horses on 3.60 ± acres at Parcel 6/4, Block 47, La Madreselva. The Art Jury advises approval.

Cooper, R. G. Two horses on 1.9 ± acres at Parcel 2/1, Block 47, Las Planideras. The Art Jury advises approval.

Rosenthal, S. E. (escrow DeBakcsy) Two horses on 2.01 ± acres at Parcel 5/6, Block 31, La Gracia. The Art Jury advises disapproval.

Haskins, W. L. Request for continuance to keep two horses on Parcel 1/2, Block 3, Lago Lindo. (Property previously owned by J. McKinney). The Art Jury advises approval.

MISCELLANEOUS
Hall, H. W. Removal of trees on Calle Corte. The Art Jury decision forwarded to applicant.

Beautification of Parcel 1/6, Block 30, Paseo Delicias. Mr. John Scurlock (Rancho Santa Fe Nursery) presented landscaping plans. Art Jury was in accord that this would aesthetically improve this prominent corner.

Letter from Postmaster Strawn relative to window cooler unit for Post Office. Art Jury recommendation forwarded to Board of Directors.

Vice President Bellman stated that he would be out of town during the month of October and appointed Alternate Blackman to serve as a regular member for the October meetings.

Vernon A. Bellman
Vice President
David A. Van Evera, Secretary

MINUTES OF REGULAR MEETING OF RANCHO SANTA FE ART JURY HELD ON OCTOBER 7, 1959, AT 9:00 A.M. IN THE BOARD ROOM.

PRESENT: Architect Hope and Alternates Blackman, Coberly and Hill.

ALSO PRESENT: Building Commissioner Mowery, Secretary Van Evera and Recording Secretary Duffield.

ABSENT: President Kelsey (due to illness) and Vice President Bellman.

President Kelsey and Vice President Bellman being absent, member Blackman called the meeting to order, having been appointed as a regular member at the meeting of September 25, 1969.

Member Blackman called Alternate Hill to serve as regular member for this meeting of the Art Jury.

The minutes of the previous Art Jury meeting were approved.

NEW CONSTRUCTION
Stires, J. Residence—Parcel 2/3, Block 43, Calzada del Bosque. Approved.

PRELIMINARY STYLE CHECK
Royce, S. W. Residence—Por Lot 123, Map 2089, La Granada. General design acceptable.
Hayt, J. Residence & Swimming Pool—Parcel 7/3, Block 7, Avenida Alondra. General design acceptable.

Roberts, V. (in attendance) Residence—Parcel 4/3, Block 6, La Crescenta. Deferred for further study involving the location of the residence on the lot, with emphasis to eliminate excessive cut and fill.

Picking, R. C. Residence, Swimming Pool and Tennis Court—Parcel 2/8, Block 19, Via de la Cumbre. General design acceptable. Perspective and profile required with presentation of final plans.

Sahm, R. R. (Mr. Case in attendance) Help's quarters and stable—Parcel 2/1, Block 2, Paseo Delicias. Disapproved. Art Jury suggestions forwarded to applicant.

Sahm, R. R. Wooden Bridge—Parcel 2/1, Block 2, Paseo Delicias. Approved.

ADDITIONS & ALTERATIONS
Lindus, P. Addition of fence, cabana & help's quarters—Parcel 9/8, Block 48, Las Planideras. Approved.

Rancho Santa Fe Engineers Addition to existing building—Block "F," La Flecha. Approved.

Tantlinger, K. Swimming Pool—Parcel 7/2, Block 48, Las Planideras. Approved.

KEEPING OF ANIMALS
Patten, B. C. Two horses on 4 ± acres at Parcels 3/3 and 3/4, Block 6, La Crescenta. The Art Jury advises approval to the Board of Directors.

MISCELLANEOUS
Letter from San Diego Gas & Electric Co Referred to staff for appropriate action.
Langley, R. W. Letter dated September 26, 1969. Referred to staff for appropriate action.

The Art Jury requested that Secretary Van Evera recommend to the Board of Directors the appropriation of \$200 for the purchase of a Polaroid camera, to be used by the Building Commissioner during field inspections.

Horace L. Blackman, Member
David A. Van Evera, Secretary

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MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD ON THURSDAY, OCTOBER 2, 1969, AT 9:00 A.M., BOARD ROOM.

PRESENT: President Evans, Vice President Lee, Directors Frobes, Maas, Truesdale, Wheelock and Witherow.

ALSO PRESENT: Association Counsel Donnelly, Secretary Van Evera and Recording Secretary Butts.

PUBLIC HEARING—9:00 A.M.

President Evans declared the Public Hearing open to consider the petition of Robert R. and Dawn Washer, Parcel 7/6, Block 24, to modify the restriction on the number of building sites from a permissible 19 building sites to not to exceed 21 building sites no site to be less than 2.0 acres in area, said additional building sites and said acreage reduction to be limited to said Parcel 7/6, Block 24, property of applicants.

The Board determined that the requirement for written approval of the owners of record of 2/3 in area of all of said property held in private ownership within 500' in any direction from the property concerning which change or modification is sought to be made, had been satisfied by the applicants.

There was no Association member or interested party present who wished to speak either in favor or in opposition to the amendment.

After discussion, it was moved, seconded and unanimously passed to approve the petition as presented.

The Public Hearing was declared closed at 9:05 A.M. by the President.

MINUTES OF PRECEDING MEETING

The minutes of the meeting of September 18, 1969 were approved.

ART JURY RECOMMENDATIONS

Keeping of Animals
R. Tibbetts Parcel 6/4, Block 47, La Madreselva, 3.6 acres: two horses. APPROVED.

R. Cooper Parcel 2/1, Block 47, Las Planideras, 1.9 acres: two horses. APPROVED.
S. Rosenthal (DeBakcsy escrow) Parcel 5/6, Block 31, La Gracia, 2.01 acres: two horses. DISAPPROVED.

W. Haskins Parcel 1/2, Block 3, Lago Lindo, 4.15 acres: two horses, continuance of approval. APPROVED.

Miscellaneous
Post Office Window Cooler. DISAPPROVED.

PERSONAL APPEARANCES

The following persons appeared before the Board to discuss numerous burglaries of recent months: Mesdames R. Cooper and R. Doughty, and F. J. Kennedy; Mr. & Mrs. H. G. Larson; Messrs. K. Bentley, J. E. Coberly, M. Etherton, A. Gregory, F. O. Maxwell, B. H. White, and R. L. Sperry.

Mr. Sperry addressed the Board and voiced the concern of himself and his neigh-

bors over recent burglaries, and he made several suggestions of possible steps which could be taken to eliminate the problem.

Mr. Etherton endorsed Mr. Sperry's statements and made additional suggestions.

Mr. Gregory asked what law enforcement facilities operated in the area.

The Secretary explained that Rancho Santa Fe is serviced by the San Diego County Sheriff's unit out of Vista, the same service as any unincorporated area in the County. In addition, Rancho Santa Fe has hired a County Deputy Sheriff, for which it pays 2/3 of his salary while the County pays 1/3.

After further discussion, Mr. Larson stated that this symposium was very helpful, and he wished every resident had been present. He suggested a mailing go out to all residents to be on the alert for any strange persons or cars, to keep watchful and to report any strange persons or vehicles in the area.

Director Maas stated that what has happened in Rancho Santa Fe is no different from any other place in San Diego County, that the burglary rate has increased throughout the entire country.

A committee of Director Maas and Mr. Van Evera was appointed to prepare a draft of a letter to be sent to all residents concerning the matter. Interested persons will be asked to aid in the composition of the letter.

COMMITTEE REPORTS

Finance Committee. Chairman Witherow presented copies of the August financial statement and led discussion of it.

NEW BUSINESS

Medical Reimbursement Plan. President Evans read letters from the Association Manager and the Association auditor, Peat, Marwick, Mitchell & Co., outlining details of a medical expense reimbursement plan which had recently been approved by Internal Revenue Service. After discussion, it was moved, seconded, and passed unanimously to adopt such a medical reimbursement plan for the Association Manager in lieu of a previously approved salary increase for this fiscal year.

CORRESPONDENCE RECEIVED

A. R. Holladay, regarding Kairos, read, referred to Association Legal Counsel for reply.

RECESS AND ADJOURNMENT

The meeting was recessed at 11:00 A.M. for a field trip to inspect properties. The meeting was adjourned at 11:30 A.M.

E. J. Evans, President
David A. Van Evera, Secretary

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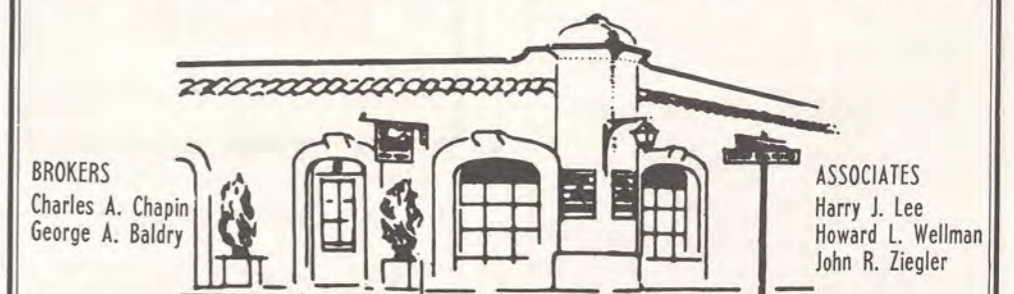
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PASEO DELICIAS, RANCHO SANTA FE — ACROSS FROM THE INN

the PET page



MY HAMSTERS

by Barbara Ziskin

My hamster's name is Bernarda. She is 1 year old. I got her with her sister, Gabriela, from a pet store in La Jolla. She lives in my room on a shelf. She gets loose sometimes, but we know where she hides. She hides in my chest of drawers, under the dishwasher and under the washing machine. She has very small bones. That's why she can get under real tiny places.

She is a golden brown hamster but she has white markings on her. I don't feed her at special times, but I just keep sure that her food dish is always full. I clean Bernarda's cage out when it gets messy and when I get the time, once a week.

Hamsters live from 1 to 2 years.

Hamsters clean themselves because they don't like humans' odors. They stay awake at night and sleep during the day.

Even though Bernarda and Gabriella are sisters, they still fight.

When hamsters eat, they don't really eat their food right away. They stuff it in their pouches (side cheeks) and reserve it for later. Sometimes their pouches get really big. They don't like light because they are cave animals.

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PAW PRINTS

(translated by Jan Cantwell)



At the Rancho Coastal Humane Society the Author and Humane Officer Corky Woodward discuss falconry.

My name is Frieda P. Falcon (the P. is for Prairie). Although I'm not yet a year old, I've had three different lives and soon will begin a fourth. My lives have always been full of excitement and adventure. It all began when I hatched. Next to me in the nest were four creamy white eggs, spotted with reddish-brown patches. They had large cracks in them, and soon I had two brothers and two sisters: Felix, Phillip, Flo, and Florie. A falcon's nest is properly called a "scrape," or "eyrie." Ours was formed by a niche high in a canyonside that overlooked a broad flat plain. Like all falcon nests it had no nesting materials and was always neat and clean because our parents carried leftovers far away.

Mommy was a streamlined, slender bird. She was nearly twenty inches long — including her lovely slim tail. When she spread her graceful wings they filled our entire baby horizon. Our parents had big brown, keen falcon eyes. Their feathers blended — cream and brown — to match the countryside. Swooping through the air overhead, their lighter spots and bars merged with dusty sky and cloud. On the ground, the deeper browns of wing and back feathers made them look like a part of the earth.

I asked Mommy about the dark patch of feathers under each wing, right next to the body. She told me that as long as our ancestors could remember Prairie falcons have had that distinctive mark. I peeked under one of my fluffy baby wings and thought I saw a couple of feathers that looked darker than the rest. I was happy — I wanted to look just like Mommy.

Daddy was smaller than Mommy, but more vividly colored. He was proud and handsome as he perched on Pinnacle Rock — high above our nest — to guard us. His sharp falcon eyes could detect the smallest movement in the valley below. We felt safe and snug in our nest with our Father watching over us.

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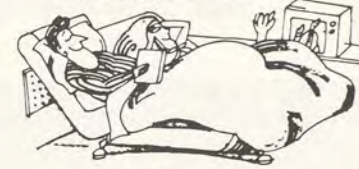
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Kirsten White and Drew Middleton have an early preview of a few of the Christmas Tree Festival goodies as they pose with their mothers (l. to r.) Mrs. William White and Mrs. Marshall Middleton.

THIS CHRISTMAS FESTIVAL BEGAN IN JULY!

Even our small village of Rancho Santa Fe has traditions all its own, and notable among them is the annual Christmas Tree Festival, sponsored and produced by the Women's Council of the Village Church.

This year's Festival is scheduled for Saturday, December 6. The place is Fellowship Hall at the Church, and the doors will open at 10:00 a.m. and close (if the tradition established by past Festivals is served) six hours later when the tables laden with gifts and goodies and stunning decorations have been almost completely bought out!

Ever since July, the ladies of the Council have participated in a weekly Workshop at the Church, making the beautiful Christmas decorations, lovely artificial trees, apparel accessories, handcrafted gifts and distinctive table decorations for which the annual Christmas Tree Festival is famous. Every week since then the work has proceeded, both in the Workshop and in many homes throughout the community, and there is no hesitancy in predicting that this year's Festival will be the best of all.

In addition to these charming and unusual items, all original in design and done with unusual skill, there will be the Gourmet Section, with its pies and cakes and cookies, its jellies and jams, its small casseroles and nuts and candies —and that perennial favorite, the Santa's Grab Bag, which are laden with gift items for all ages and both sexes and provide great fun for the purchasers of tickets enabling them to "take a chance."

Tickets at a dollar each entitle the purchaser to tea and other refreshments, and a chance on one of a number of door prizes.

As everyone who has patronized the Festival knows, this affair is quite unlike many money-raising events in that the quality of the articles offered for sale is outstanding. Residents of other communities come many miles to purchase these exceptionally artistic items.

Under the Women's Council presidencies of Mrs. Victor Venberg (her term ended in October) and Mrs. H. W. Cook (who has succeeded Mrs. Venberg), general chairman of this year's Festival is Mrs. Charles Chapin. In charge of the various Workshop productions are Mrs. Willard Downs, Mrs. Howard Will, Mrs. Donald Frick and Mrs. Royal Lord.

Other Committee Chairmen:

Decorations and Clean-Up, Mrs. Robert Mason; *Tickets*, Mrs. Robert Bible, Mrs. Harry Wenz; *Publicity*, Mrs. Dwight Koppes; *Posters*, Mrs. David Van Evera; *Telephone*, Mrs. David Somerville; *Hostesses*, Mrs. Donald Caughey; *Treasurer of the Day*, Mrs. Dorothy Patton, Mrs. Hans Amtmann; *Trees and Decorative Donations*, Mrs. Alfred Cope; *Door Prizes*, Mrs. Reginald Clotfelter; *Raffles*, Mrs. Dermont Macconel; *Money Tree*, Mrs. William E. Bishop; *The All-Day Tea*, Mrs. Leighton McLaughlin; *Gourmet Section*, Mrs. Fred Gardner; *Santa's Grab Bag*, Mrs. Thomas Osborn.

Proceeds of the Festival are applied to the constant work of the Village Church in its various services throughout the community, in its area-wide youth activities as well as its adult programs.

**THIS MONTH IN
RANCHO SCHOOL**



**A. M. KINDERGARTEN — MRS. PIERCE
BY TONY and JOHN ARMINO**

At school we got a new kindergarten workbook and a new mathematics workbook. We are studying the sound of "T t."

Halloween is coming this month. We are making witches, jack-o-lanterns, black cats, owls and we paint scary pictures.

Our costumes are almost ready for the Halloween parade. October is an exciting month.



**P.M. KINDERGARTEN — MRS. STROMGREN
BY JOSEPH IRWIN**

October is busy in kindergarten. We are learning to sing spooky Halloween songs and to act out a pumpkin story in Spanish. If you come to our room you will see witches we have made, black cats, and plump pumpkins.

We are working in a math and a thinking workbook and are learning letter sounds.

Our mothers are working very hard this month too, getting us ready for Halloween.

**GRADE 1 — MRS. SUMIDA
BY CHRIS MACDONALD**

Hi Everyone!
We're in our sixth week of school already and getting things ready for our Halloween Carnival. Everyone is making plans for their scariest costumes.

We've been having a good time with our art teacher. We have made Halloween pictures with our creepiest creatures. We have also done wood sculptures which was a new experience. We really had fun!

Worktime is a very busy time. We work in our Tag books, arithmetic combinations,



and we are beginning to read in our reading books.

Once a week we go up to the library and look at all the books. Mrs. Henderson, the librarian, reads us a story. She read us a funny adventure story of three animals that lived on a farm.

During physical education we have learned some parts of the obstacle course. Some of the things are hard to do but we are learning.

See you again next month.



**GRADE 1 — MRS. HOAK
BY JOSETTE IRWIN**

Now that we are first graders we visit the Rancho Library once a week. We can hardly wait for our cards so we can check out books. Daddy says if I work hard, I'll be able to read them myself. There are lots of pretty story books. Mrs. Henderson, the librarian, showed us how each book has its special place and how to put it back. We learned the right way to turn pages.

In our room we write lots of words and learn how to sound them and read them. We have to think. We take turns writing on the chalkboard.

We're having fun making paper animals for our Zaney Zoo. And we are making scary masks from old nylon stockings. We have learned a song, called, "Who's Behind that False Face?" Watch out for us at the Halloween Carnival. Boo!

**2ND GRADE — MRS. SEEMANN
BY RAYNA KROHN**

You can sure tell which room is Mrs. Seemann's — Black paper maché cats are



prancing all around. Autumn time is really here.

We finished our map of the Ranch. The children made pictures of their houses and pasted them on the map. It looks so cute. Come in some day and we'll show you where you live! We are going to learn how to tell time in math. We have a big wooden clock that has hands that move.

Our Insect reports are due on Friday. Learning about bugs is fun.

We have two pet rats. Their names are Blance Nieves (Snow White) and Rosita. They like to eat and play.

We hope you have a nice Thanksgiving.



**GRADE 2 — MRS. YAMASAKI
BY JANICE HEID**

Hello everybody! We have been a very busy class. We just started SRA and telling time in math. Halloween is almost here—only ten more days. We all worked on a Halloween bulletin board. Hansi and Charles made a big castle and we all made spooky witches, cats, bats, ghosts and goblins.

We had a Halloween poster contest. The winners were:

- | | |
|-----------|------------------------------------|
| 1st place | John Alexander
Ritchie Anderson |
| 2nd place | David Allred
Randy Barlin |
| 3rd place | Donna Looper
Hansi Auer |

Our class president was Randy Barlin but he moved so our vice-president Charles Pinkel became our new class president for the month of October.

**GRADE 3 —
BY PATTY LOOPER**

Hi friends,
We are going to have an amphibian show. There are going to be frogs, sala-



manders, and toads. We are going to have events too.

We have a controlled reading chart and machine. You read at different speeds. It is very fun to do.

We have a terrarium with lots of animals in it.



**GRADE 4—MISS JAMES AND MR. COOK
BY BRETT WHITE and NANCY GRAFF**

Hi. We are your monthly reporters.

In Science we are studying about how the earth and the continents were formed. We think that all the continents used to be together and that they're still spreading about an inch each century. We are also studying about water and we are also going to do a lot of experiments about water.

In Social Studies, we've been studying about maps of the world, the continents, the United States and other countries on the continents, and the states in the countries. Brett White and Kendrick Jan made a map of Texas. We've also been learning about kinds of map projections. Their names are: Mercator projection, designed by Gerardus Mercator in 1569, and the polar projection which is handy for planes flying over the poles.

In Spanish we are learning a play called Fray Felipe. Each person acts out Fray and we have a lot of fun.

In Math we have been studying Mathematical sets. They're really fun. In sets where there are things that are not true, we call them null or empty sets. We see if any sets match, and we have learned about the cardinal number of sets.

We have quizzes each Friday in Spelling, Science and Social Studies. These quizzes are sometimes long and sometimes not, but they're always real tough.

**GRADE 5—MR. TAYLOR
BY JULIE RESH**

Hi! Last month we had a poster contest. The winners in our room are: first place — Jeff Roberts and Robin Doran, second place — Leslie Kendall, third place — Ginger Gillies and Lori Graham.



There is a special Spanish class for the new people in our school. Everyday for two weeks they go up to the fire-station after school. Mrs. Martin and some of the sixth graders that are good in Spanish teach them.

There is also a special art class after school on Tuesdays. Our teacher is Mrs. Long.

Thanksgiving is coming up, so is the cold weather. It doesn't rain much during school. I wish it would. When I'm done with my work I like to watch it.

Some of us have given our book reports to the class. They are good and give us a lot of information.

We have some large cards with pictures on the front and information on the back. They are called study prints. Some are about symbols of freedom (such as the Statue of Liberty) and symbols of democracy. We read them and write down the important facts.

**GRADE 5—MR. SPIVEY
BY DIANNE HEID**

Hello everyone! Everyone is excited about the Halloween Carnival. In our class everyone made a poster for the annual Halloween poster contest. Each poster serves as an advertisement for the Halloween Carnival as well as providing an opportunity for creativity. Andrea Cantwell and Phyllis Muller won first place, Jeff King and Jennifer Laughlin won second, and Denise Prim and Thomas Nasse won third.

For art we have an art table with books about art, water color paints, tempa, charcoal and other different types of media. It is for people who have spare time in class. We have a game table also. It has games of skill and games of coordination. It is also for extra time.

We have a tape recorder that has spelling words, arithmetic facts, and reading. There is a table that has a filmstrip projector and we can order some films for it. We can also listen to a record or read a book in spare time.

In reading and math we go to different classes so that we can be with students who learn at similar speeds.

In Social Studies we are making reports on explorers like Columbus. We will invite Mr. Taylor's class and also the parents to our exhibition. My group is doing Coronado. In my group is Lori Randol, Jennifer Laughlin, Debbie Montoya, Cindy Carlson and me.

There is a Spanish Workshop after school. It lasts until fifteen minutes after school. It is for new children that have never

had Spanish and have been to this school for the first time.

Our class and school is fun because we do many different things.

Good-bye for this month!



**GRADE 6—MR. FECKO
BY SUZANNE CULVER**

Hi! Well now, first of all Mr. Fecko's sixth elected class officers: President — Wenda Wenke, Vice-President — Vicki Buechting, Secretary — Ron Rickabaugh, and Treasurer — John Whiteside. We will be having class meetings too. Every four meetings we are going to change officers so that everyone will have at least one turn of being president, vice-president, etc. Also this year we are having reading and math classes. They are all mixed grades of 4th, 5th, and 6th graders. The reading classes start at 8:30 and end at 9:30. The math classes start at 9:30 and end at 10:30.

In science, Lance Carlson and John Whiteside, two of our class scientists and inventors are working on the building of a computer. They say it is small and simple in structure and should be able to check different equations and bases other than 10. "Later" they said, "We might be able to build a computer that can add, subtract, and maybe multiply.

Well, until next time 30.



**GRADE 6—MRS. ROSS
BY SUSAN WISEMAN**

Hi! A few weeks ago we elected class officers: President, Don Randol, Vice-President — Lauren Haflinger, Secretary — Allison Gault, Treasurer — Harvey Hopkins.

In history we are writing reports on Mexico that are to be turned in on October 31.

In the morning from 8:30 to 10:30 we go to different classes. From 8:30 to 9:30 we go to reading and from 9:30 to 10:30 we have math.

At P.E. some of the sixth grade girls get to lead the exercises. In a couple of weeks we are all looking forward to the Halloween Carnival. We'll see you next month.

**THIS MONTH IN
RANCHO SCHOOL**

**GRADE 3—
BY LAURA WOOD**

Hi there! Our class is doing a whole bunch of new things. First we have reading. After we are finished we have free time. We listen to stories and plays on the tape recorder. Sometime we look at books, then we have Spanish and recess. We have math with Mrs. Flood or Mrs. Cook. Then after lunch recess we have language and social studies, and spelling. After all this Mrs. Cook or Mrs. Flood tells us our homework. Then we go to Mrs. Flood for talks about animals. After that we go to P.E. and then go home.

Sometimes we sneak and watch the fire trucks leave. It's fun being in the fire house because we have fun things to do, and we have carpeting. We have a chart and it has riddles for people to guess.

Now we are making books. We make up stories to put in them. The third grade is also starting a newspaper of their own. At the first of the year we made a map of the school in social studies. In art we are making rugs. On Mondays we go to the library. Mrs. Henderson is helping us learn some interesting things about it.



**STUDENT COUNCIL—MR. FECKO
BY DONA BOLDEN STUDENT COUNCIL PRES.
Hi Everybody!**

The student council has met twice this year.

At the first meeting of this school year the student council officers and the representatives were introduced to each other.

At the second student council meeting we talked about how we could stop littering on the campus. It was decided that no paper would be taken up to the playground and every other Friday the students will pick up papers on our campus. A bicycle safety campaign will be started soon. We decided that we will not let the students ride their bikes on the school grounds. Warnings will be given to those that do not walk their bikes to the racks. It is frightening to see kids riding bikes on the school grounds with all of the younger children going to and from classes. If a child was hit by a bicycle it might not be just a simple bruise. The student council is not trying to make rules but with the approval of Mr. Rowe and Mr. Fecko we are trying to help the students do what is right and safe for all concerned.

Our bicycle safety program will soon begin. Information on this will be sent home in the near future.



**SPECIAL READING—MRS. MEYER
BY LISA LEEDY**

Mrs. Meyer comes into our second grade room every morning to read with some of us. She works along with Mrs. Yamasaki and in the other second grade room with Mrs. Seemann. We play listening games, do word and sound games, read stories in our reader and we do S.R.A. We have a little group so we get more turns. We use special equipment like the overhead projector, tape recorder, and a listening post.

We all are trying to become good readers and one special reason why is so that when we go to the library we will be able to read many of the good books that are there. These are favorite books that some of our boys and girls can now read to themselves; David, "Go, Dog, Go;" Ritchie, "Green Eggs and Ham;" John, "Black Beauty;" Ricky, "Hummingbirds;" Marcinda, "Our School;" Lucinda, "Sam and the Firefly;" Paul, "The Cat in the Hat;" Tomisu, "Fox and Socks;" Rocke, "Mrs. Piggle-Wiggle;" Jeff, "Inside, Outside, Upside Down."



**MUSIC—MRS. KLUGG
BY JOHN WHITESIDE**

Hi music lovers! The first performance for the choir and band is at the Veteran's Day assembly at the school November 10th. The school band will play a processional as the children take their seats. The choir will present two patriotic songs.

The choir is practicing the Christmas performances. Christmas songs from different countries are being studied. There are 70 people in the choir, divided into three groups, alto, soprano and descant.

There are 32 beginners in the instrumental class. There are also 25 advanced players. We have 57 players altogether.

We attended the American Concert Ballet. We plan to attend the Roger Wagner Chorale at Escondido in early December as the second concert in the series. We will also hear Benjamin Britten's "Ceremony of the Carols" at the first San Diego Symphony Children's Concert on December 13th.

**MRS. CARPENTER'S CLASS
BY BRADLEY BENTON**

For Holidays in the month of November we remember Veteran's Day when men gave up their lives to free other countries. Also in November long ago Pilgrims had a feast with the Indians to give thanks for their new land. Think when these holidays come what others have done for us.



**SPANISH
BY DON RANDOL**

Hola, We have a Spanish class up at the fire station. It is to help the people who are new at our school. It goes from third grade to sixth grade. We have seven students acting as teachers from the sixth grade. Senora Martin chose her best Spanish students to be teachers. She chose Diana King, Allison Gault, Mike Hammack, Steve Brennen, Suzanne Culver, Paige Selby and myself. We teach the kids the parts of the body, the clothes, how to greet people, the colors and other things in Spanish. We only have 3 more days of the class. There are about 40 kids in the class. We might do a play on Pablo de Yucatan. We are very busy. Adios, Hasta la Vista.



**SPECIAL ACTIVITIES—MRS. MANNING
BY CAROLYN THOMAS**

We celebrated American Indian Day on Sept. 26, here at school. We had a meeting on the lawn and listened to a very interesting speech by Mr. Leo Calac. He is an American Indian himself. He belongs to the Luisena Tribe. He brought lovely things that were made by Indians — turquoise jewelry — pottery bowls very old rafia bowls — a beautiful woven rug. He told us about the customs of his people and what they used to eat in the early days. They ground up acorns for flour. He played a record for us of a woman speaking their language, and singing an unusual song. Their language has never been written, so the record is precious. Gov. Regan has issued a proclamation that Sept. 26 is to be American Day. We will honor it each year for these first Americans.

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This past session of the legislature, twenty of my bills were passed by both houses and subsequently signed into law by the Governor. Some bills are the result of desperate public need (AB 1286, the campus control bill); some bills evolve from personal knowledge of a situation (AB 910—a bill which makes notification of parents mandatory if school children are put in special classes); some bills are passed as a result of repeated effort (AB 789, which establishes statewide laboratory standards for determination of alcohol content in blood, breath or urine for use in drunk driving cases); and so it goes. And then, there are "special interest" bills—bills which combine the legislator's own particular inclination with the public good. Such a bill is AB 464, which gives the State Park Commission the authority to establish Underwater Parks.

My years at sea have given me a strong and continuing "special interest" in the ocean and a deep sense that it is a part of our lives. Coupled with this is the growing realization that it takes thought and planning to preserve our state's great natural assets. Thus, it is a great satisfaction to have been a part of construction action in the bill which insures the future.

Three California Underwater Parks are presently projected—one off Salt Point, north of San Francisco in Sonoma County; another off Julia Pfeiffer Burns State Park near Monterey; and, finally of "special interest" to us in the Great 80th, off La Jolla. Each area has its own unique character but none will surpass the magnificence of our own Underwater Park. Here, it is envisioned that divers may explore the famous submarine canyon and other features; a commercial application will be made so that the public may view the marine life from miniature submarines and diving bells; and the area will be protected for scientific research along this frontier which may, in the future, provide an increasing amount of life needs.

YMCA TO OFFER CLASSES IN JUDO

The North Coast Family Y.M.C.A. will offer classes in Beginning and Intermediate Judo again this Fall. The eight week course will begin October 15th, at the Y.M.C.A. Youth Lodge in Encinitas.

Judo is a sport which develops individual physical and mental self confidence as well as discipline, respect and personal fitness.

The class is open to boys and girls ages 9 through 13. Each two hour class will be directed by Sachio Matsubara, a local Black Belt Judo instructor. Tom Minamide and Esao Sunida, who provided leadership this summer, will again work with the classes.

Total cost of this exciting program is only \$10.00. This class is open to all girls and boys interested in Judo; you need not be a Y.M.C.A. member. Classes will run from 4 to 6 p.m. each Wednesday afternoon.

More information on this program can be obtained from the North Coast Family Y.M.C.A., P.O. Box 727, Encinitas, California or phone 753-6536.



Mrs. A. L. (Esther) Cope, 2nd Lt. Wm. Cope, and Capt. Al Cope.

WILLIAM MOYER COPE COMMISSIONED 2ND LIEUTENANT

Second Lieutenant William Moyer Cope USA Army Reserve, son of Captain and Mrs. Alfred L. Cope of the Ranch, graduated from Officer Candidate School (Infantry) at Fort Benning, Georgia on September 19, 1969. His father had the honor of administering the oath of Commission to Bill, and with his mother, Esther, had the pleasure of "pinning" is 2nd Lieu. bars. Bill's older brother, Lieutenant Al Cope, Jr., U. S. Navy, a Flight Instructor in Pensacola, Florida also attended the ceremonies. Later, the family visited their kin in Savannah, Georgia and Rock Hill, South Carolina, followed by a brief trip to the Cope's "retirement hideaway" Arboridge near Hendersonville, North Carolina. Bill graduated from the Army-Navy Academy at Carlsbad and attended U. of C. at Santa Barbara and Palomar Junior College. He is ordered to Fort Hood, Texas for several months awaiting pilot training with the Army at Fort Rucker, Alabama. Brother Tom watched over things "back at the Ranch" prior to returning to U. of C. at San Diego for his second year.

CUNNINGHAM INSURANCE OPENS IN RANCHO SANTA FE

The Cunningham Agency recently opened an office on the corner of Paseo Delicias & Via de Santa Fe in the Village. Mrs. William E. Cunningham (Bette) and her husband, the late Bill Cunningham, sold their insurance agency in the Pasadena area in June and looked forward to re-establishing an insurance business in this community.

Bette is a native daughter of Massachusetts and spent her early years in Bangor, Maine, where she later graduated from Westbrook Junior College for Women. Later moving to Pasadena, she became interested in the insurance business and became an independent agent in 1947, at that time the youngest woman independent agent in the State. Later she managed an insurance agency for one of the largest Savings and Loan Association which handled only personal lines. The commercial and industrial field seemed to be a real challenge and in 1954 she became an associate with the Firm of Amesbury & Ross, and remained with them until 1961, when she and her husband formed Cunningham Insurance Agency.

She is both an agent and broker, and holds a life insurance license and feels that through her diversified background that she would be in a position to be of service to the community.

DE ANZA CHAPTER D A R

by Mrs. C. Arnold Welles

De Anza Chapter D A R will be entertained at luncheon on Saturday, November 1st, at 12:30 p.m. at the home of Mrs. C. Arnold Welles on Avenida Maravillas, Rancho Santa Fe. Her co-hostesses will be Mrs. Henry Nauer of Leucadia and Mrs. Wade H. Heath of Lake San Marcos.

Mrs. Rrank Robert Mettlach, Vice President General of the National Society Daughters of the American Revolution, will be their most honored guest and speaker of the day. She is also serving National as First Vice Chairman American History Month. She has been California State Secretary, State Vice Regent and State Regent. She is past regent of the Torrey Pines Chapter of the Daughters of American Colonists and Governor of the San Diego Colony of Mayflower Descendants. She is a member of the Sons and Daughters of the Pilgrims, the Jobb Howland Society, the New England Genealogical Historical Society and the San Diego Genealogical Society. She was born in Massachusetts and educated in New Hampshire. She will speak on The United States and the Bicentennial of our Nation's Birth. There is no better way to prepare for this coming event 1976 than to relive its thrilling story. This Mrs. Mettlach is most capably prepared to do as she is a most gifted speaker.

Other distinguished guests will be Mrs. Joseph William Callahan, Regent, Oliver Wetherbee Chapter, Coronado. Mrs. Bonita Plummer Smith, Regent, San Diego Chapter, San Diego. Miss Mildred Vose Smith, Regent, La Jolla Chapter, La Jolla; Mrs. Harry W. R. Chamberlain, Letita Cox Chapter, LaMesa.

The following members of De Anza Chapter will attend the Reciprocity Luncheon Meeting of the Nojave Chapter D A R and Past and Present Regents Club of the Mojave Chapter at the Ebell Club in Fullerton this week. Mrs. Robert L. Sperry, Mrs. Morris Fitzpatrick, Mrs. Charles Lewis, Mrs. C. Arnold Welles.

YMCA TO OFFER CLASSES IN YOGA

A class in intermediate Yoga will be offered this Fall by the North Coast Family Y.M.C.A. The course, which is designed for those women who have had some background in Yoga, will meet each Monday morning starting October 13th.

The series of eight weeks of Yoga will be held each Monday morning from 10:00 a.m. to 11:30 a.m. in the studio of the North Coast Family Y.M.C.A. office at 221 West E Street, in Encinitas.

Mrs. Rosemarie Paul will start her second year as the instructor for Yoga class. She has taught Yoga for many years, both in the United States and in Canada.

The total cost of these weekly lessons will be \$12.00. For more information you may call the North Coast Family Y.M.C.A. at 753-6536.



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RED CROSS VOLUNTEERS NEEDED

Prodding those about him to do just a little more is the way of life of James A. Fox, our fire department chief, who is now serving his first term as chairman of the Rancho Santa Fe branch of the San Diego Chapter of the American Red Cross. He is now asking for volunteers for the Red Cross to provide emergency relief for disaster victims and needed assistance in restoring them to normal living and also to give personal assistance to men in the military services as an auxiliary between them and their families.

When an earthquake and after shock rocked northern California counties surrounding San Francisco Bay on the night of October 1, the Santa Rosa Chapter of Red Cross was in action immediately to determine needs nearest the epicenter of the quake. No need for shelters developed, but chapter workers remained on the job providing canteen service for police, firemen, and civil defense workers stationed in the downtown area to prevent looting.

When Hurricane Camille hit states bordering on the Gulf Coast 31,291 families who suffered losses applied to the Red Cross for assistance and to this date recovery plans for 10,774 families have been completed.

Under federal laws and regulations the Red Cross acts as liaison between service men and their families and volunteers are needed to serve bases at Oceanside and Balboa Park, San Diego.

Mr. Fox says that volunteer work in this branch will be under the direction of Mrs. Jack C. Morgan and Mrs. T. Morgan Williams, both members of the local board. Mrs. Morgan, when associated with the West Branch of the Los Angeles Chapter, served as chairman over more than 600 volunteer workers in its many programs and was also coordinator of its blood bank program. Mrs. Williams served with the Long Island branch of the Nassau County Chapter, New York. She was vice-chairman of volunteers and was also actively engaged in production of surgical dressings and in its blood bank program.

To financially support the Red Cross is one thing, says Mr. Fox, and to give of one's time in volunteer work is another. He is looking for volunteers and Ranchoites who will help in one or more Red Cross programs are asked to contact Mr. Fox or Mrs. Morgan, whose telephone number is 756-2606.

RANCHO SANTA FE OPERA GUILD ASSOCIATES

Around forty Rancho Santa Fe residents are planning to attend the gala dinner at the Cuyamaca Club before the premier performance of the opera TANNHAUSER by Richard Wagner at the Civic Theater on November 13th. This will be the second production by the San Diego Opera Company during the 1969-70 season. Many other residents plan to attend the opera only.

Mrs. Jack Lewis Powell of Rancho Santa Fe and Mrs. Walter J. Zable of La Costa are co-chairman of host couples for the pre-opera dinner. Mr. & Mrs. Boyd Hill will assist Mr. & Mrs. Powell as hosts for the Rancho Santa Fe group.



Thomas O. Scripps, Jr. Geoffrey Relf

SCRIPPS & RELF FORM NEW PUBLIC RELATIONS AND ADVERTISING FIRM IN SAN DIEGO

San Diego, Calif.—The firm of Scripps & Relf has been formed through the consolidation of the public relations and advertising firms of Thomas O. Scripps, Jr. and Geoffrey Relf.

Messrs. Scripps and Relf bring extensive backgrounds in public relations and advertising to the new firm. Mr. Scripps held public relations management positions with Ford Motor Company for 18 years. There he was involved in all phases of corporate activity with direct responsibility for product publicity and management representation. He opened his public relations office in San Diego this year.

Mr. Relf has operated his advertising and creative services firm in San Diego since January of 1965. Prior to that he held account management positions with advertising agencies in Seattle and San Diego. His background includes national account supervision in the building material industry and for aerospace and electronic firms, real estate developments and the recreation field.

Mr. Scripps said the new firm is prepared to work with businesses in San Diego to make them more effective in the markets they serve. "The mergers and acquisitions that have been part of the rapid growth of businesses in San Diego have tended to confuse public acceptance of new and old firms alike. In many cases a great wealth of goodwill hangs in the balance."

Mr. Relf added, "Our firm will cover the complete spectrum of marketing services including market research and sales promotion. We are utilizing specialist firms in developing our program and will expand our staff to meet specific client needs. In the past several years a wealth of talent has been attracted to the San Diego area and we will take full advantage of it as needed."

Mr. Scripps is a graduate of San Diego State College and was a reporter for the old San Francisco News prior to joining Ford Motor Company. He was manager of Ford's Los Angeles public relations office for 12 years before going to Detroit as public relations manager of the Company's Autolite Parts Division. He was assistant PR manager of the Ford Division prior to returning to San Diego. He is on the board of directors of the San Diego Chapter of the Public Relations Society of America.

Mr. Relf is a past president of the Art Directors Club of San Diego, served as western vice president of the National Society of Art Directors (now National Society of Communication Arts,) and is a former director of the Advertising and Sales Club of San Diego. He is on the Board of Directors of The San Diego Opera, Inc.

The firm is located in the F. T. Scripps Building, 525 C Street in San Diego.



"YOUR BOUTIQUE" IN SAN LUIS REY IS AN ADVENTURE IN SHOPPING

The proprietore of Your Boutique is Irma-Lee Dietrich of Oceanside, wife of Norval George Dietrich, Executive with an Insurance Company of North County San Diego.

After guiding the lives of two Sons and a Daughter all the way through the Universities — Grandparents of almost five adorable little ones — Irma-Lee had nothing left to do. So, when this very Unique Boutique was available it presented a great opportunity for her to adjust to the Business World with a fascinating challenge to maintain this lovely shop in the tradition of the former owner who opened this Boutique in San Luis Rey (Out in a Meadow) way back in 1961. It has grown from loving care and consideration from the Ladies of our Area — North County, Just like Topsy. Irma-Lee now the proud owner of Your Boutique is enchanted with this entirely new adventure. Her life before Oceanside encompassed philanthropic projects, Masonic Youth Chapters,



University Social Activities, now a Member of Country Friends, Active with North County Concert Association, also Assistance League member and Phi Beta Sorority.

Traveling some now, searching for unusual gift items and fashion wearing apparel for her many discriminating ladies you may miss her when you come to call. When she is in the Shop it is great fun to visit and enjoy some refreshments and conversation while you browse. Your Boutique is open from 9:30 a.m. to 5:30 p.m. — TUESDAY through SATURDAY.

A very Unique Boutique for the Lady with flair for Fashion. Understated Clothing and unusual gifts are available for the discriminating woman.

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"GOLD BOOK TIME APPROACHING"

Compilation has begun on the listings for the new 1970 Rancho Bernardo Telephone Directory.

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,

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LEXICON SYSTEM OPENS FOUR SAN DIEGO CENTERS

Lexicon System, a division of Del Mar's Non-Linear Systems, Inc., has opened four San Diego centers at which improved reading and vocabulary skills are taught.

The centers are in La Jolla, Del Mar, on College Avenue, and downtown in the Fifth Avenue Financial Centre building.

Lexicon's approach to speedier reading and increasing vocabulary is done with a series of sophisticated tutoring machines.

Students are handled on an individual basis at times most convenient to them. Instructors are always available, but no formal classes are held.

The course length is individual too. Lexicon has found that improvement comes after about 16 hours work with the machines. Generally two hour-long sessions a week are recommended to complete Lexicon's basic course. Longer courses are available should the student wish to gain further improvement.

The Lexicon course begins by determining the individual's level of skill in both reading and vocabulary.

The reading level is found by an analysis of eye movements across the written page with a reading eye camera.

This photo electric device plots eye movements, stops and regressions on a moving graph. A technician's analysis of the graph reveals reading strengths and weaknesses and one or more tutoring machines is employed for improved speed and comprehension.

These include a reading accelerator which moves down a printed page at a uniform speed. The machine's speed is set at the students reading level and is gradually increased to force more rapid reading of words and phrases.

Another device, a tachistoscope, is employed to condition the mind to grasp words and phrases with great rapidity. Phrases are flashed on a viewing screen for split seconds. Exposure times are shortened as the student's recognition ability improves.

Lexicon also uses phrase reading films which projects one phrase at a time until a sentence or paragraph is complete. The film's speed is gradually increased as the student's speed and understanding increases.

Lexicon has found that the skilled reader also has a good vocabulary and much of the course's emphasis is devoted to increasing word power.

First the student's present vocabulary level is determined by precise testing. He is then set to work on a vocabulary building machine, learning new words just above this borderline, an area where the greatest progress may be expected.

The vocabulary building system, developed by Non-Linear, consists of an electronic, audio-visual instrument, and a series of programs of 100 words each, produced in interchangeable cartridges, ranging from elementary school level through the highest vocabulary attainable.

On the display screen, a test word appears in a phrase, together with five possible synonyms, only one of which is correct. Pressing the correct response tab moves programmed material to the next word.



Oliver Gill

Melba Cotton

AD AGENCY MOVES AND ENLARGES STAFF

Oliver Gill, President of Ivy Associates Inc. has announced the move of their advertising, marketing and public relations agency to large and modern offices at 633 W. 5th Ave. in Escondido.

The agency President also announced the addition of Jim and Melba Cotton to the firm's staff.

The Ivy agency, which had its start in La Jolla, has been in operation in Escondido for two years and in that time has more than doubled its billing.

"With the addition of the Cottons, Gill stated, "the agency can offer a broader range of services to all of our clients. Their combined experience in the advertising-public relations field will, I'm sure, prove to be a huge factor in our growth."

Cotton has had extensive experience in both the agency and newspaper field in the Mid-West and San Francisco Bay Area Markets. He is conversant in all media and particularly strong in the print field and public relations.

Mrs. Cotton has been sales and public relations director for a large hotel chain in California as well as Northern California sales director and public relations manager for a San Francisco wholesale travel corporation. She has also done freelance writing and advertising lay-out work in the Bay Area.

The Cottons will, in most instances, function as an account team with responsibilities split according to the 'teams' individual strengths. They will both be involved, also, in the creative aspects of the account.

The Cottons, along with daughter Linda and son Wayne, reside at 1447 Boyle Ave. in Escondido.

An incorrect choice triggers the machine to point out the error, shows a written explanation of the test word while a voice reads the text aloud. After the explanations, the program passes on the next test word.

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NEW RECTOR AT ST. PETER'S CHURCH IN DEL MAR

Accepting an invitation to be Rector of St. Peter's Church in Del Mar, California on October 1, 1969, Father Tally H. Jarrett resigned (after eleven years) as Rector of Christ Church Episcopal in Las Vegas, Nevada, where he came in 1958.

Since that time, he has served (with the rank of Major) as Reserve Chaplain to Nellis Air Force Base. As a civic leader, he was responsible for the visit of the Archbishop of Canterbury to Las Vegas in September 1967; president of the Clark County Ministerial Association for two years; Rotarian; Shriner; on Budget Committee of the United Fund; on the Board of Directors of the Red Cross, National Council of Christians and Jews, Y.M.C.A. for eight years.

In the Diocese of Nevada of the Episcopal Church, he was Delegate for Nevada to the Special General Convention in South Bend, Indiana several weeks ago; Chairman of the Division of the Armed Forces since 1958; Member of the Executive Council; Member of the Council of Advice; and Examining Chaplain (Theology, morals and Ethics) for candidates for ordination.

Before coming to Nevada, for the three years just prior, he was USAF Chaplain stationed at the Chanute Air Force Base (Illinois); the Osan Air Force Base in Korea; Lowry Air Force Base; and the United States Air Force Academy. In 1952-1955, he was Rector of All Saints' Church in Sterling, Colorado; in 1949-1952, Vicar of Minnesota churches in Alexandria, Glenwood and Morris.

Education — Washington and Jefferson College, University of Pennsylvania, Harvard University, University of Minnesota, B.A., Seabury-Western Theological Seminary, B.D.

Military — From 1942 to 1946, he was a Lieutenant in the U. S. Navy, participating in the campaigns in the Philippines, Iwo Jima, and Okinawa.

Family members are his wife Lillian, one son and one daughter. Paul is an eleventh grader at San Miguel School in San Diego, and daughter Elizabeth is a sophomore at the University of California at Davis.

The Rev. Mr. Jarrett succeeds retiring Rector Matthew A. Curry, who leaves on October 2, 1969 for a vacation in El Sauzal, Tenerife, Canary Islands, Spain.

ESCONDIDO COUNTRY CLUB HAS ALL NEW RESTAURANT, MANAGER, AND MENU

A new manager, new menu and a new name feature the restaurant at Escondido Country Club.

With the takeover of Hutch Sabiston (formerly of RB), the ECC public restaurant adopted a new name — the Golden Helmet restaurant — effective November 4. It's open daily except Monday, along with the lounge, which currently features George Foster at the piano.

Daily specials are included in the new menu for both lunch and dinner. The Wednesday fashion luncheons continue.

With the introduction of the Golden Helmet name, the waitresses are wearing Spanish 'mini' costumes specially designed for the club.

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Pony Express Painted Bronze by Harry Jackson (Note Time Magazine, Aug. 9.)

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TENNANT, KARTZKE EXCHANGE VOWS

Mr. and Mrs. Lawrence S. Tennant of Fort Smith, Arkansas, announce the engagement of their daughter, Susan to Richard James Kartzke, son of Mr. and Mrs. Paul L. Kartzke of Rancho Santa Fe, California.

Miss Tennant was graduated from Stuart Hall in Staunton, Virginia, attended Miami of Ohio University and received a Bachelor of Science degree in Business Administration from the University of Arkansas, where she was a member of Pi Beta Phi sorority. She made her debut at Hardscrabble Country Club in 1964.

Mr. Kartzke was graduated from the Lawrenceville School, Lawrenceville, N.J., and received a Bachelor of Science degree in engineering from Leland Stanford University, where he was a member of Phi Gamma Delta fraternity. He is currently employed in Midland, Texas.

The wedding will be solemnized November 28th at St. John's Episcopal Church in Fort Smith.

PACIFIC TELEPHONE REPORTS EARNINGS

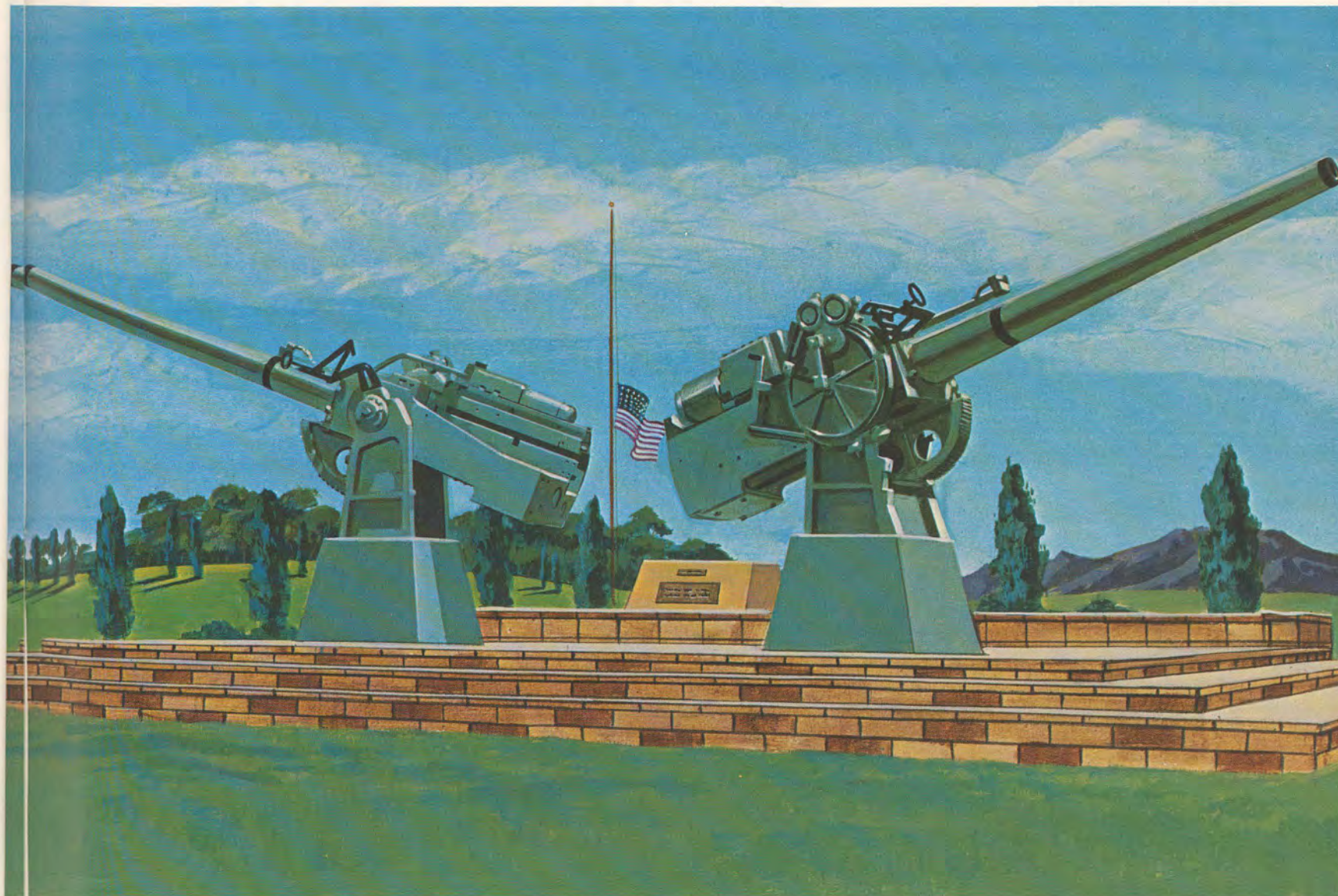
SAN DIEGO — Pacific Telephone has reported earnings of 38 cents per common share for the three months ended Aug. 31, 1969 compared with 33 cents per share for the same period in 1968.

Net income for the three month period was \$52,700,000. Operating revenues were \$489,945,000, and operating expenses and taxes totaled \$418,133,000.

For the 12 months ended Aug. 31, 1969, the company reported earnings of \$1.48 per common share, compared with \$1.30 per share for the 12 months ended Aug. 31, 1968.

Net income for the 12-month period was \$196,095,000; operating revenues totaled \$1,868,800,000, and operating expenses and taxes amounted to \$1,599,006,000.

The company said the improvement results primarily from increases in long distance calling volumes, plus increases in revenues stemming from rates authorized by the California Public Utilities Commission, which went into effect last December.



Arlington West

SITUATED ON A MAJESTIC HILLTOP SITE AT EL CAMINO MEMORIAL PARK

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

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



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Among the facilities at Monte Vista are a heated swimming pool and adjoining sun deck; shuffleboard, horseshoes, croquet; spacious lounges for music, television, library; and frequent excursions in our two limousines.

You'll be secure in the knowledge that our complete infirmary is staffed round the clock by courteous nurses who are there to serve you.

Yes, the accent is on service at Monte Vista Retirement Lodge. Service and comfort. Yet, rates begin at just \$375 per month, including your apartment and all meals. Stay

for as long as you like; the choice is yours. There is no entrance fee; no capital investment. It's just as though you were living in an ordinary apartment...but you get so much more!

Plan now to visit us. Just a few blocks south of Highway 94, only freeway minutes from downtown San Diego, Monte Vista enjoys one of the finest climates in the world. Phone or write Robert Beasley, Director, and let us know when you're coming so we may arrange to give you a personal tour of our facilities...or send the coupon for full-color illustrated brochure.

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