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OCTOBER/1970

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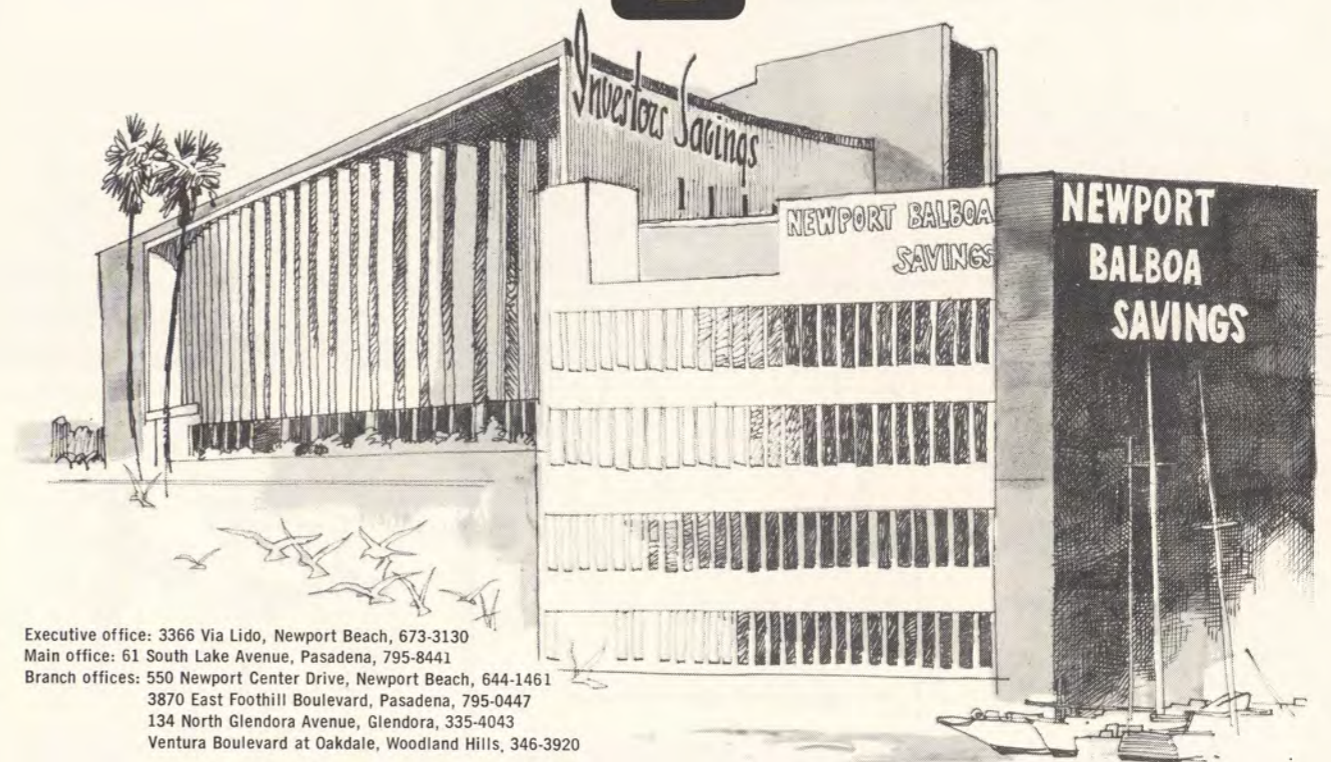
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old globe theatre

BALBOA PARK

Some thought Henry Thoreau was peculiar. He never held a steady job. Some people thought Thoreau was a lazy dreamer. Henry spent many solitary hours roaming the Massachusetts woods enjoying the beauties of nature. In Concord during the first half of the nineteenth century, Thoreau's individuality singled him out among his family and friends. As a free-thinker he rejected the established church into which he was baptized. As a compassionate human being, Henry David Thoreau abhorred war and injustice to mankind. He secretly aided in the escape of runaway slaves from the south, breaking the law for a cause he believed was just.

Essayist, naturalist, free-thinker, anti-war advocate and individualist, Henry David Thoreau is now recognized as one of America's original thinkers.

The essence of this great American, Henry David Thoreau, has been captured by playwrights Jerome Lawrence and Robert E. Lee in their new drama. "The Night Thoreau Spent in Jail" is a stimulating, provocative new play revealing many facts of this complex individual. The Old Globe Theatre has been selected to produce this new play by the American Playwrights Theatre. Authors Lawrence and Lee are renowned for their international hit comedy "Auntie Mame" which they successfully translated to the popular musical "Mame." Their drama "Inherit the Wind" has received 28 international awards throughout the world.

Henry David Thoreau is dramatized through his relationship with his friend and mentor Ralph Waldo Emerson; he experiments at new methods of teaching; his attempt to romance the only girl he loved; his close association with his older brother; his staunch opposition to what he was convinced is the unjust Mexican War of 1846; his opposition to taxes; his efforts to aid a runaway slave; and his understanding of the significance of natural beauty.

Craig Noel, producing director of the Old Globe Theatre, has announced an October 6 opening of this stimulating new drama. "The Night Thoreau Spent in Jail" will be performed nightly except Monday through November 1. One matinee is scheduled on Sunday, October 25.

The eighteen member cast of outstanding actors is headed by **Ronald Heller** as the multi-faceted character of Henry David Thoreau, with **Patrick Hubbard** as his mentor and friend Ralph Waldo Emerson. **Ruth Nordgren** is Ellen Sewall whose romance with Henry is broken by her father. His loyal brother, John, is portrayed by **Larry Golden** and his tolerant mother by **Marion Strickler**. Thoreau's reluctant jailer is **Donald Donnelly** and his cellmate is played by **Robert Ramsey**. Emerson's wife, Lydian, will be portrayed by **Cynthia Lee Smith** and their son, Edward, will be played alternately by **Richard King** and **Sean Sullivan**. **Bob Snowden** is a runaway slave befriended by Thoreau and **R. Bruce McLean** is a pompous school president. Others in the cast are **Tina Deane**, **Dorothy Donnelly**, **Katie Sullivan**, **Charles L. Costa**, **Vincent Dunne**, **Warren Lewis** and **Pat Sammon**.

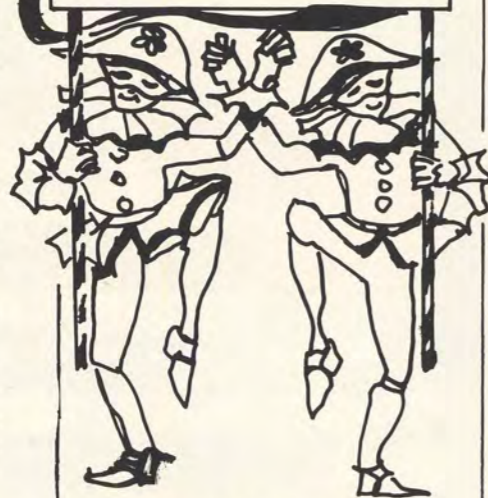
Mid-nineteenth century costumes and settings are designed by Peggy Kellner, art director of the Old Globe Theatre.

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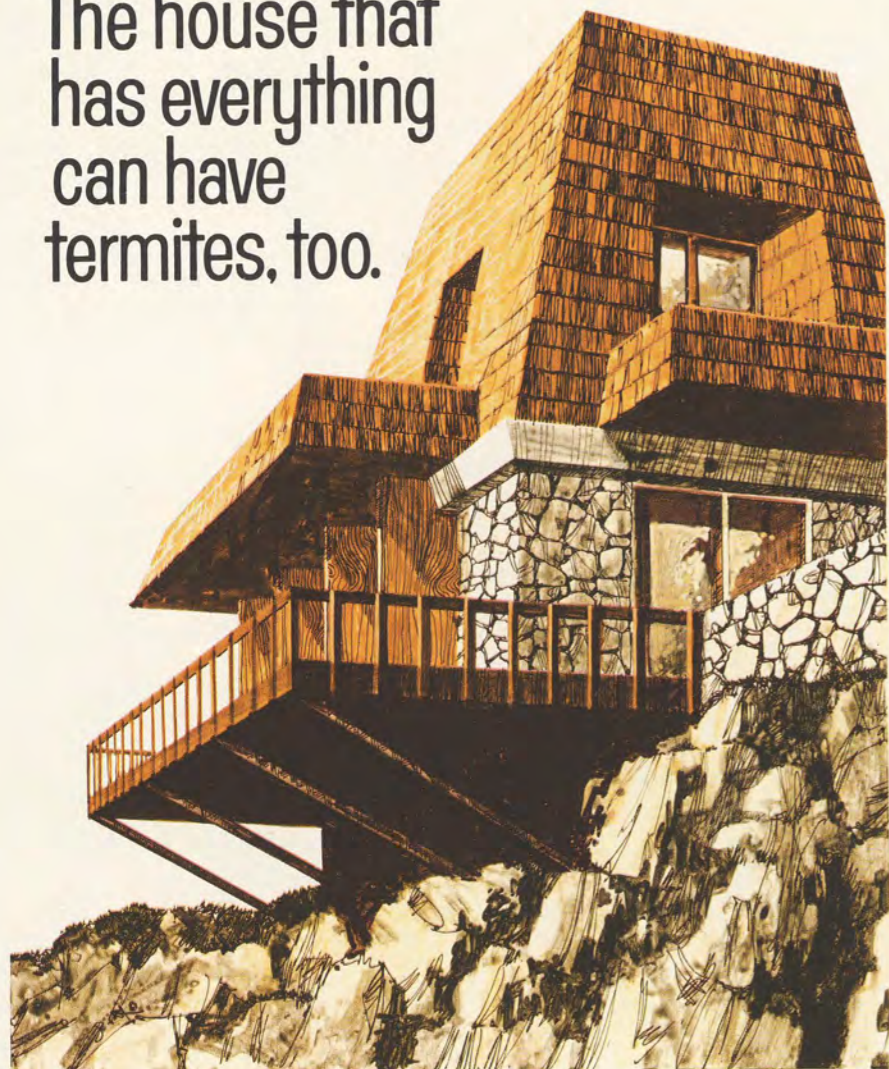
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Ch The next time you're turned toward Escondido, make it a point to drop in at Vi Harmon's **Creative Handicrafts**. We don't know of any other shop around that is devoted exclusively to handmade items . . . temptations unlimited . . . with that very personal touch. Be it hand-painted china, a floral arrangement, something to wear (a poncho maybe) . . . you'll have fun making your selection. Soon Vi will be scheduling creative art workshops dedicated to your favorite crafts. Call Sheri Stilwell (487-0561) if interested in teaching or learning. Just make your preferences known and classes will be arranged at **Creative Handicrafts, 2200 S. Escondido Blvd., 747-5570**

d If the name Bing & Grondahl or Royal Copenhagen means anything to you . . . include also Porsgrund and Svend Jensen because they add up to the most complete selection of those fabulous **Christmas plates** in north County . . . Available in good supply now, collectors treasure these handsome blue and white china pieces whose value often doubles after the first of the year when old molds are broken to begin a new series. Frank & Beverly White are proud to introduce to you a first edition by Svend Jensen depicting the Hans Christian Anderson theme. These are a **MUST SEE** at **designs unlimited, 344 E. Grand Ave., Escondido 747-5555**



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Tony's Mobil Service Center, Felicita Ave. & Highway 395, Escondido 747-5647.

B Flash! As an added service to residents, **Rancho Bernardo Insurance Agency** has made arrangements with two probate attorneys, a trust company and a trust department of a local bank to provide expert counseling regarding wills, trusts, taxes and other estate matters. Ask **Clyde Harless, Ken Storey, Tom Calgario** or **Scott Emerson** for all details. And don't forget another very valuable service offered by the staff . . . your free insurance review. Let one of their experts go over your coverage carefully with you. They'll recommend a change only if **you** benefit. Don't delay. You owe it to yourself to drop by at

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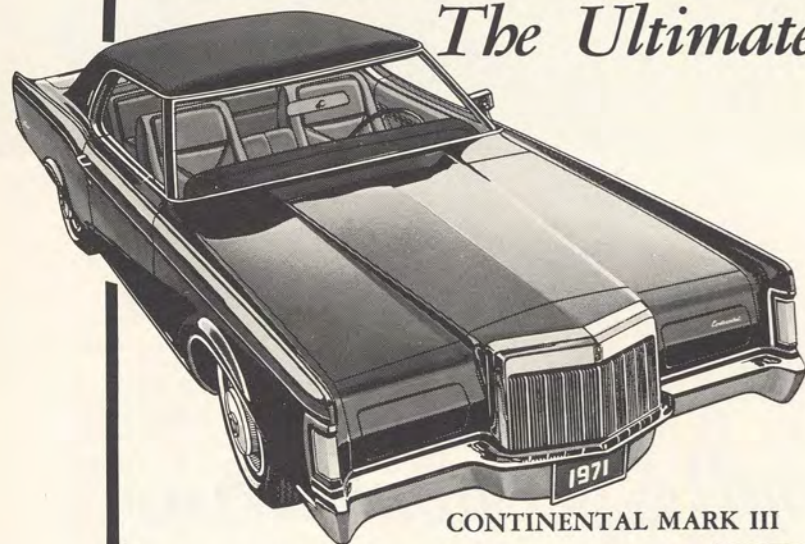
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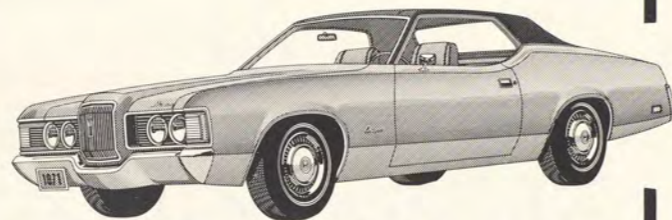
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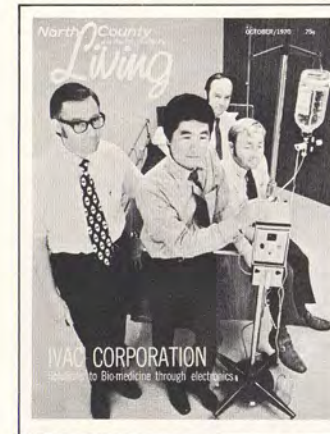
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VOLUME 6 NUMBER 10
OCTOBER 1970

North County and Rancho Santa Fe *Living*



ABOUT THE COVER:

IVAC executive Heinz Georgi, Steve Sato, Wally Knute and Jon Jenkins are pictured in IVAC's simulated hospital room with the IVAC infusion flow controller (See Page Sixteen).

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IVAC CORPORATION

what's it all about?



by Mary Dorland

This sign in Sorrento Valley, 16 miles north of San Diego on Interstate 5 has been a real puzzler for a lot of us. How many times have you wondered about it? Well, now you can tick-off one more of those nagging little questions at the back of your mind. The letters, as such, don't stand for anything, except that the first two, I. V. jibe with Intra-Venous. Couple that with infusion Flow Controller and you have IVAC's first marketable product.

It's about a power-pack of bright young minds, ascertaining a need, developing unique electronic instrumentation to meet this need, and coupling this with top grade production efficiency and imaginative marketing. It's about trying to deter our skyrocketing hospital costs through accurate, simple to operate, time-saving electronic devices. It's about medical electronics, tomorrows answer to today's problems through that effervescent term technology.

Did you know that the average cost of a hospital bed in the United States today is \$68.00? Did you know too, that roughly 70% of that cost is non-recoverable because it is attributed to labor? With diminishing professionally trained people, and pyramiding hospital costs, the only answer is fast, accurate, lay-operative equipment. In other words, hospital mechanization.

IVAC'S PRESIDENT FORESAW A NEED

Richard A. Cramer, IVAC'S youthful founder, is a very direct, intense young man. His vitality and enthusiasm are infectious. When you meet him, you know that here is a guy who is tuned-in, turned-on. Call it luck or foresight, Cramer tabbed the 70's as the decade of the life sciences, just as the physical sciences have been the life's blood of the 60's. His timing has been beautiful.



Here, an inspector checks the solder workmanship on an etched circuit board contained in the electronic thermometer.

"I took a look, when I decided to start the company . . . made the number one decision . . . we were going to be in life science's instrumentation. Instrumentation, of course, because that's what we knew. Life science, because that was going to be the new science. And within that spectrum, which is a broad spectrum, clinical medicine was certainly timely. There had suddenly been an awareness on the part of the country as to the quality and cost of it's hospitalization. The first pass analysis of the problem of rising costs in hospitals reveals that well over two-thirds of the money a hospital spends goes for labor. The majority of this cost is nursing or nursing related."

LEFT IN THE BACKWASH OF TECHNOLOGY

Surely the nurse is one of the few professionals who has not had a time and labor-saving device of some kind developed for her. She has been left in the backwash of technology. Cramer realized that radical changes in the methodology of hospitals were a must. Either that, or we would have socialized medicine.

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"We have demonstrated to the world that there is a market that no one had ever realized existed before . . . and that was for TOOLS FOR NURSES. Instrumentation that would improve the science of nursing as a profession. That is a bit different from the diagnostic or therapeutic equipment that most of us think about. We are talking about very simple devices now. I think we have succeeded in identifying with the nurse."

IVAC'S FIRST PRODUCT A MARVEL OF SENSITIVITY

It is estimated that the average cost for a nurse in a hospital figures to 18 cents per minute. This time can't be dissipated through time consuming activities, even if the time were available, who could afford it? The intra-venous feeding (and an estimated 100 million of these are administered in the U.S. per year) is a decidedly time consuming job for the nurse. The I.V. Infusion Flow Controller was Ivac's first marketable product. In the three short years since IVAC's inception, this initial instrument has been updated and sophisticated to such a degree that it is a marvel of sensitivity.

It used to be that the nurse, after making a vena-puncture, had to count the drops going through a drip chamber and then make computations as to how many cc's per hour of fluid were being assimilated by the patient. A follow-up of constant checking and rechecking was necessary to make sure the flow was uninterrupted. Today, she need only inject the needle, adjust the dial for the rate and amount of fluid to be administered and she is finished. From there, IVAC's Infusion Pump takes over. Should the tube kink, or the needle come out, as can happen with a person turning over in bed, the machine automatically strikes an alarm at the nurses station. In the past, a baby tensed from crying, or even a person coughing could force blood back up the I.V. tube. Not so with this unique pump and controller instrument. How is it done? As each drop of fluid comes through the pump, it interrupts a tiny beam of light which automatically registers the flow. This "electronic sentry" utilized IVAC's unique drop sensor. Every drop is monitored as it passes through the drip chamber. Any change in the gravity flow rate is automatically corrected. The prescribed flow rate is maintained regardless of venous pressure, or solution level in the I.V. bottle. At termination, it automatically cuts off, eliminating any danger of an air embolism from an empty bottle.

Solutions to Bio-medicine through electronics

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We've all had the experience, while in the hospital, of having a thermometer jammed on our mouths mid-way through a conversation with visitors. Nothing, but to sit it out for 3 or 4 minutes. Now, a super-sanitary disposable plastic probe, covering a compact new electronic device does the job in 7 to 15 seconds. And you can watch the results (initial reading 90 degrees) in spinning red numerals on an easy to read dial. If your conversation lacked interest before, it surely won't now. The IVAC Electronic Thermometer registers the temperature until you "shake it down" with a flick of a button. It's a self-contained, with a rechargeable battery, it's lightweight, rugged and permanently calibrated.

They have a continual Temperature Monitor, too, for use whenever a patient's temperature is critical. As with other IVAC products, it's accuracy and reliability are assured by the modern, solid-state electronic design.

A TELEVISION DEBUT FOR A THERMOMETER

Maybe you saw the thermometer in action last month on the Johnny Carson show. Jim Dean, IVAC's sharp, personable PR man copped 6 minutes of valuable air time on this one. Carson's "new products" segment can be hairy, as anyone knows, if they have watched the program. But Dean was confident of his instrument and it performed to perfection. The IVAC Electronic Thermometer, along with several other IVAC "newies," is now in use on The Doctors segment of The Bold Ones, aired Sunday nights on NBC. They're scheduled for viewing on Medical Center this fall on CBS, and again this year on Marcus Welby, M.D., the '69 Emmy award winner starring North County resident Robert Young. These TV production people are quick on the up-take when it comes to new medical instrumentation they feel will authenticate the background of their programs.

CLOE

Already in the hospital testing stage is Cloe, named for the old-time song. For Cloe is surrounded by a lot of calling. Nurses, patients and special instruments will be calling via Cloe, a complete self-contained wireless hospital signaling system, one need only plug into an ordinary wall socket. It is compact, attractive and efficient, and can be produced with as many monitoring stations as are needed. Tiny "slave units," placed by each patient's bedside, send the signals.



The little fellow pictured here is having his temperature taken with IVAC's Electronic Thermometer. Talk about an unusual day in the life of an ant eater . . . Well, let's face it, it wasn't just a normal day for the IVAC crew either.



Attractive Vergi Murray started with IVAC as their receptionist when the first 800 square foot office opened in south Sorrento Valley. A most efficient and capable gal, she is now executive secretary to the president.

IVAC'S FORMATION AND GROWTH

Many of IVAC's top professionals, indeed the original six people, who with Cramer, formed the Company, who developed and produced the first product, had worked together at Sharp Laboratories, a Division of Beckman Instruments. They were a team who represented immense capability in the field of electronic instrumentation. They had been successful in the execution of all phases of instrumentation for the bio-medical area of the Life Sciences.

IVAC opened its first office, totaling 800 square feet, in south Sorrento Valley in October of 1967. The first employees were hired in the spring of 1968 and the first product was shipped in August of that year.

This young firm has spiraled from an original seven people to 168 handpicked employees in just three short years. Certainly IVAC's success is in direct relation to Cramer's intuitive selection of its key personnel. This, coupled with keen foresight, planning, and his stand-out ability to inspire and motivate people.

IVAC—SORRENTO VALLEY

IVAC is located just south of Del Mar, off Highway 5, in mushrooming Sorrento Valley. The main building houses conceptual design, testing laboratories (they even have a mock-up of an actual hospital room), sales and administration.

IVAC PRODUCTION PLANT

The IVAC Production Plant, dubbed IVAC South, is a 16,000 square foot building located on South Roselle Street, about two miles down the valley from the main offices. This building houses finished goods, packing, shipping and instrument service in one bay. The opposite end of the structure is used for receiving, kit preparation and as a stock room. The large central bay is where all the assembly work is done. Much of the sub-assembly work is contracted out. In fact, IVAC is supporting one of our government approved programs by using two Tijuana sub-assembly vendors.

There are 66 employees at IVAC South. Most of them are in final assembly and initial testing. An interesting thing about the IVAC Electronic Thermometer is that, following these two jobs, the instrument goes through a 200-hour "burn-in" of calibration. It is placed in a special room where the temperature is kept at 40 degrees centigrade. High temperature accelerates electronic failure and the instrument must withstand this test before it is ready for marketing.

IVAC HAS CAPTURED THE IMAGINATION OF THE NORTH COUNTY

It's hard to believe you can start out with an idea and all at once it's a several million dollar operation. But those of us who are North County neighbors of over half of IVAC's key people are well aware of what's happening. We couldn't miss with these people spreading their enthusiasm and excitement.

IVAC, perhaps, exemplifies the typical corporation that is going to be emerging peripheral to San Diego's life science community, because they are totally involved in life science instrumentation. IVAC is continually enlarging its ties with the local institutions, research and educational. The life science community isn't just the research and educational part, it's also the industrial part. What this is going to mean to North County is fantastic in its impact. Many of these sort of people, these researchers, these educators, and the people who staff the technical companies that relate to them are going to be our North County neighbors. They're a different type

IVAC AND IMAGINATION

of person than the physical scientist, the aerospace engineer we have known. Our physical scientists' accomplishments in space are certainly an inspiring, and pride building experience for all of us. But meeting one's neighbor at a designated community location to sip Salk's polio vaccine, this is a participating medium. This is life science in action, directly affecting each and every one of us . . . something we can relate to easily.

"The Life Scientist," says Dick Cramer, "is a much more gentle person. You're going to have more parks, more theatres, museums, all the things that relate to living, because of this sort of person than you would have in a community that related to some other sort of industry. And the children will have a better environment, a more thinking environment."

RIGHT NOW, TODAY, THERE ARE OVER 45 NEW INSTRUMENTS IN THE CONCEPTUAL, DESIGN, AND TESTING PHASES AT IVAC

. . . each and every one of them developed to help allay our staggering medical costs . . . each and every one of them a potentially chink in the armor of socialized medicine.

THE ACHILLES TENDON METER

Have you ever had the doctor whang your knee with a tiny chrome mallet to test your reflex action? The muscle flexes and then relaxes back into place. That relaxation time, surprisingly, is dependent upon the amount of thyroid in your blood. At present, an accessory instrument, which is attached to an electro-cardiograph machine, records this action with a squiggle line on a long sheet of graph paper, very like an electro-cardiogram chart. It has to be read and figured out by placing a template over the squiggle. IVAC is now manufacturing, in a pilot program, a new machine that directly measures this time on a meter scale for instant reading.

SPIROMETRY, THE STUDY OF INDIVIDUAL'S RESPIRATORY FUNCTION

It is said that about 50% of the people entering hospitals in this decade will go in for some form of respiratory ailment. This will be due, partially, to smoking, polluted air, and contamination. That estimated 50% figure kind of makes you want to give up "the habit" when you think about it.

It is becoming more and more accepted practice to do an automatic respiratory work-up on patients when they are admitted to hospitals. (Scripps Memorial Hospital does this with almost all of its patients.) It is very difficult with current techniques to determine what degree of breathing capacity a person has. How fast can he inhale and exhale, does he have an obstruction, emphysema, some form of lung disease? The procedure has always been very awkward and time-consuming. The test involves large tubs of water and weights and pulleys. IVAC has developed a new meter which reduces the test to about four seconds and provides all these answers.



One of IVAC's production employees is pictured here dressing the leads in preparation for making solder connections to the electronic thermometer probe cord.



Construction and assembly of IVAC's thermometer probes many extremely delicate operations.

YOUR PULSE COUNT IN 10 SECONDS

IVAC recently started marketing a speedy new pulse and respiration counter. This gadget is attached at the top of a glossy white enamel clip board. The para-medical personnel need only count ten heart beats, flick a button and the instrument figures a normal full-time pulse count. The same procedure is applicable for the respiration count. There are just seconds saved, but when you multiply this by hundreds of patients, several times daily, the savings are considerable, indeed.

IN IVAC'S FUTURE

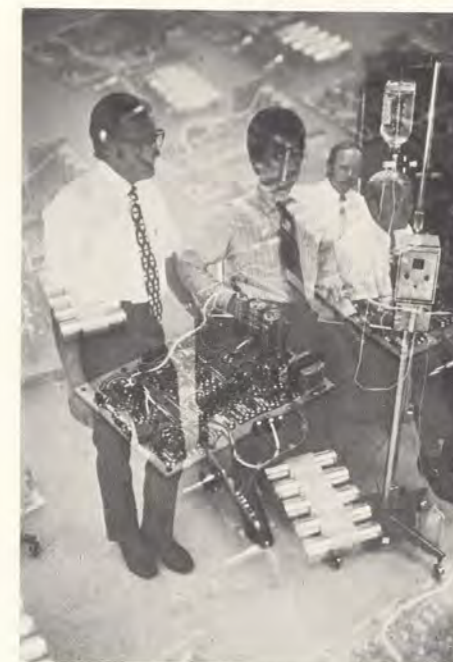
The coming thing is electronic instrument adaptation to the field of surgery. We can't say more, because nobody at IVAC will talk about it. They just smile and say . . . there are exciting developments in the offing.

The coming several years will see the testing . . . protection of secured patents . . . orderly growth with sustained profits . . . innovation by management to avoid the stereotyped, large corporation atmosphere . . . the tooth and claw competition that will be inevitable in the bio-medical instrumentation area.

Richard Cramer, in forming IVAC Corporation, selected a team with immense capability. They analyzed the needs of this field and transformed there needs into useful, efficient products. To match this group, he has added management, marketing and financial personnel unprecedented for a company of its size and youth.

Surely, the IVAC team parallels one of its circuitry boards . . . a carefully selected maze of purposeful units, each connected, one with the other, to produce innovative design, quality production, a success-oriented operation.

YOUTHFUL, AGGRESSIVE, SUCCESS-ORIENTED



Talk with the men who make IVAC a vital, exciting and creative enterprise, and you are infected, immediately, with their enthusiasm . . . their success-oriented attitude. Though their personalities are divergent, a great many of their characteristics are the same. The management people in this young firm are dedicated individuals who interface easily. They are youthful, aggressive and avaricious. They have tenacity, innovation and love of a challenge. To make money is important, yes, because that's how you keep score in this world, but that alone wouldn't be enough.

These men work hard and they play hard. They're not what you would picture the usual business

is there an IVAC type?

Richard Allen Cramer, an articulate, understanding man, had an impossible dream. It has materialized as IVAC Corporation. That dream is now being shared by every man at IVAC. The benefits are being shared by our entire community, by the whole country . . . because, this humanistic man had the vision, courage, and drive to make his impossible dream come true.

What kind of man does it take to accomplish this? It takes a man who is creative and innovative. IVAC's foundation was laid on its first patent, invented by Cramer. The unique drop sensor, secret to the successful I.V. pump controller, was the company's first product.

Filled with vision and foresight, Cramer made an accute summation, in the early 60's, of our coming needs in the bio-medical life sciences. He offered a sound, original approach to this problem through the development of simple to operate electronic instrumentation.

His tremendous drive, coupled with an outgrowth of dedication has made a forceful impact sociologically upon all those with whom he works, instilling in them the same dedication.

The family life of this handsome executive is equally dynamic. Cramer resides in La Jolla with his charming wife, Alice, a petite beauty



with an engaging personality and three active children, Skip, Greg, and Jill. The Cramer's are generous in giving their time and energy to a number of San Diego Civic and Cultural organizations, as well as enjoying a full social schedule in their

community, the Jewel City. Cramer moves with ease from home to the daily demands at IVAC, always displaying an interest in the needs of others, available to discuss a problem with co-workers, be it personal or professional.

executive to be. They don't come home, slip off their coat, and sink into their favorite chair with the evening paper and a dry martini. They're more apt to come home, jump into a pair of dungarees, and zip off over the hills on their motorcycle. Most of them are smitten with trail bike riding, and they get together on weekends and take off cross-country. If they're not bike riding, they're surfing, scuba diving or golfing, you name it and they're doing it. They are all doing their thing, doing it to the fullest, for IVAC and for themselves, because they represent a very carefully selected group of young, energetic, vital personalities.



Richard A. Cramer, IVAC's founder.

is there an IVAC type?

IVAC
close-up



John W. Stevens:

"The people here are dedicated, turned-on and prolific in their production."

One of the big sparks at IVAC is John W. Stevens, Vice President and General Manager. At 38, he reminds you of a young Papa Hemingway. John, who, as the saying goes, had it made at 35, retired to the life of a gentleman rancher on a 2000-acre spread in Idaho.

In IVAC's formative stage, a 24-hour talkathon, spearheaded by an unbelievably persuasive Dick Cramer, who was spelled by Jon Jenkins, Steve Sato and Wally Knute, a group not far behind him in the persuasion department, convinced John that his retirement time was not yet at hand. A quick call home to his wife, Betty, to tell her of his decision ("Well, it will take a couple of days to get packed"—obviously a great gal), and John set up shop at IVAC. With a background of several companies John had formed, brought to fruition and then sold, the job was right down his alley.

John was on his own at a very early age, and as his friends say, he could have gone either way. Fortunately, John had an innate drive coupled with the belief that if you want something, by golly, work for it. And that's just what he did.

In 1956 John formed a company and started assembling circuit boards for various electronic companies—strictly a garage operation. It's a familiar story, they grew formed Stevens-Evans, and eventually sold out. A hitch in the Marine Corps, which furthered his knowledge of electronics, and John developed a new capacitor. This led to the formation of ELPAC Corporation. From there, he devised a new transformer set-up and it became Aztec Transformer. It's a real success story all the way.

John was one of the original investors in IVAC. He and Dick Cramer worked together at Sharp Laboratories and as John says, "We had a pretty comfortable relationship." John is a manufacturing genius, he just knows how to whip people into shape, how to motivate them. His talents have made evident inroads at IVAC.

Says John of his co-workers: "Most of the people here are dedicated, turned on and prolific in their production. It's a team all pulling in the right direction. I think they're typed and pretty well emotionally tied to this place. Sometimes you can't get rid of them at 10 o'clock at night."

If you turn the conversation to his ranch, John will tell you about feeding bear right off his back porch, about pet racoons, a lake full of fish, or, about eight or nine students to a classroom. "I have three children that I like to be active with, a girl, 17, a boy three, and we recently adopted a little fellow, two. It's quite a spread, interest-wise. You know, I used to think other people didn't control their children, but I had a girl and they had boys. Now I realize the difference. I'm having a tough time acclimating myself to two boys that are boys."

When John first went to Idaho, he looked around and thought, how can all these people sit here with no industry and make a living . . .

they need to get something going up here. He saw a good labor market and a cheap one. After he had been there for a year, he said he could look out there, could see the people, know them, and say, gee, it's sure nice there's no industry here. He felt that the lack of industry and the lack of money was what made it a real place, and it was kind of nice just being a virgin area. "We all need some of this in our lives, and our children, I'm afraid, are going to have a rough time finding it," he said.

The Stevens live in Escondido where John spends part of his free time tending their several acres of orange trees. "I'd like to spend six months here and then six in Idaho," said John. "It's one of those things where I'd like to have both worlds, really, and it's kind of tough to do."



Stephens Sato:

"What really makes our group click is that each man is a professional, you may respect him for his ability and because his part of the job is right as can be!"

Stephens Sato, 32, is a shy, modest man of many talents. All of IVAC's products are housed in cases of his design. Although he would never mention this in talking with you, he has 5 times won the National Design Award, sponsored by Industrial Design Magazine (the bible of the industry). Says Steve, "people think of me as an artist, but, really, I'm not. I'm more of a technician than an artist. I'd say I'm a product designer." He designs and styles things for their end needs, using materials that are practical

IVAC

and economical. After discussing the electronic packaging, the space needed and some of the shapes it can take, he paper designs the outer fittings and case itself. Steve defines it as just putting a lot of pieces together and coming up with a final configuration. From there, he decides on materials to be used, plastic, metal, possibly wood, depending on the quantity of production involved. If there is enough quantity, and it warrants tooling, which is very expensive, they use plastic. The mold is costly, but the piece price is nominal, compared to fabricating out of metal.

Dick Cramer and Steve were at Sharp Labs together. When Cramer first formed IVAC he asked Steve to come along. Steve came along, and has been a stand-out with the company ever since. "Even before IVAC was incorporated, we worked many a night on the IV Pump, perfecting its design," recalls Steve.

Officially, Steve is the Business Development Manager. He heads up the engineering group, including circuit design, mechanical design, drafting and documentation. But in IVAC's beginning days, he headed up manufacturing as well as negotiating some long-term production contracts. He made the initial contacts regards production in Japan, through the Ishimoto Trading Company of Los Angeles.

About IVAC Steve says, "I think what really makes our group click is that each man is a professional in his own area and he is respected for that. You don't waste any time or motion working with anyone, because his part of the job is as right as it can be. You respect him for his ability and don't question it."

Steve is a weekly bowler, a Sunday golfer and an avid fisherman. The latter interest he shares with his attractive wife, a former model who comes originally from Peru, S.A. The Sato's, Steve and Mary, met while attending school together in San Diego. They live in San Diego with their two daughters, ages seven and nine.



Jon A. Jenkins:

"If there is an IVAC type it is a person of considerable enthusiasm, one who has drive, who doesn't want to do something for a hundred years."

Thirty-year-old Jon A. Jenkins, Corporate Marketing Manager, is a quick-thinking, rapid talking man with an I.Q. it would take one of IVAC's electronic instruments to measure. His unusual strength in sales coupled with his engineering background allows him to interface easily between the product development people and the customer, both in identifying the product and in executing it's marketing program. Another Sharp Labs graduate, Jon worked with Dick Cramer in coordinating field sales and carried the responsibility for new product identification and introduction.

"About 90% of my time is in sales," says Jon, who is dynamic in every move he makes, "though it is not in sales as is classically defined within the company. It's while you are out selling in the field that you see the needs and you get your ideas. Then you come back and describe these ideas. It's a two-phase thing, one, you come up with the idea, in order that the design may be developed and worked out. Two, you take this first prototype out to sell. Not to sell, in quotes, for profit, but to see how hard it is to sell. You want to see how well it is accepted, and you want to see what objections the potential customer might have. After the product has been released, you follow it up—see if it's doing a job, if there have been any problems."

YOU CAN'T SEE OXYGEN

IVAC has a new instrument that will tell you precisely the amount of oxygen in a room. People have died in hospitals because the oxygen fitting was pulled free. With the IVAC Oxygen Monitor this can't happen. The monitor has a dial indicator announcing the amount of oxygen in the air. Should this amount go below that selected for the patient's needs, an alarm bell signals the danger. This monitor can be snapped into a respirator, or an anesthesia machine. With the removal of one screw, it can be adapted to an incubator for a baby. Says Jon, "It's way ahead of anything else in the field because the technique is absolutely amazing."

Jon feels there is an IVAC type. "A person of considerable enthusiasm, one who has drive, who doesn't want to do something for a hundred years, but who wants to do it, finish it, and go on to something new. A person who wants to be particularly proficient in a certain field, and yet, have a breadth of knowledge on both sides of it."

The Jenkins, Jon and his wife, Frances, a registered nurse, live in Rancho Santa Fe with their four youngsters, twins included. They are active in near-on sports, sports you can enjoy for half a day. They fish and scuba dive using their 20-odd-foot power boat as home base. In fact, Jon will pin-point on the navigational map in his office the perfect spot to get a full limit of scallops in just minutes. "You don't even have to dive for them," he'll tell you enthusiastically, "and they're delicious eating."

The family also look forward to weekend camping trips but on the weekends they're at home, Jon is off across country with the IVAC motorcycle fans.

YOUTHFUL AGGRESSIVE SUCCESS-ORIENTED

close-up



Heinz W. Georgi:

"The numbers of outstanding people who stay together are very few, so we must have something unique."

Heinz W. Georgi, 43, is an original thinker with a string of patents as long as your arm. He's a soft-spoken, precise man, who loves good music and enjoys gardening. As vice president, and Technical Director of IVAC, he will tell you that his strength lies in the scientific area, particularly in conceptual design, the process of defining what you are going to build and how you are going to build it. There is tremendous inventiveness encircling these decisions. "That's what I'm being paid for," says Heinz, "to be inventive, to produce ideas." He is an absolute wizzard at electronic circuitry. About two-thirds of the utility patent applications coming out of IVAC are his ideas.

Heinz, born and educated in Switzerland, came to this country 14 years ago. He is now a U.S. citizen. He designed the first transistorized nuclear oil-well logging instruments for Well Survey's, Inc., in Tulsa, Oklahoma. During his years with Sharp Laboratories, he was responsible for the design and technical direction of highly complex instruments used in bio-medical laboratories throughout the country. He, too, worked with Dick Cramer, and was one of the original seven people to launch IVAC.

PIONEERING COSTS MONEY
Heinz spoke of multiphasic screening . . . "I'm sure this is where we will be able to make a contribution. In this area there is a lot of pioneering to be done (and

a lot of people are going to loose their shirts) before this has merit and becomes generally accepted. It's not just the type of instrument you are building, it's also the type of technology that you use. It is exciting to build new things, you can see the potential, but until the technology is perfected, it's very dangerous. We have learned that you don't want to be too soon on things, pioneering costs money."

Heinz and his wife, delightful Yvette, also Swiss, live in La Jolla with their son, a physics major at UCSD, and a daughter who is entering UCLA this fall.

About his co-workers Heinz feels it would be extremely difficult to put together another group like this. "In looking at this type of thing, the numbers of outstanding people who stay together are very few, so we must have something unique."

"Some of the instruments we build are a little bit mundane, but that's what makes good business. There is reward, too, in the fact that the things we do result in better care for the individual. I think I wouldn't sleep very well if I would try to build an instrument that is strictly to make money, and wouldn't contribute anything. It all sounds kind of corny, but I feel pretty good about what I'm doing here."



Wallace L. Knute:

"Lots of people couldn't fit in this environment. Everyone here carries his own weight and then some . . . it takes a special person."

Wallace L. Knute:

Wallace L. Knute, at 35, is IVAC's Product Design Manager. His job is to take an idea and work it out to an actual physical product. "I work with the circuit designer to build the first model, to test it and to find out if it's going to work or not. From the product standpoint, if there are two or three avenues of approach to something, I must decide which would be the most feasible, the least costly, the easiest to manufacture. Often the packaging is influential in the way a thing is put together, the way the circuits are broken up." Wally has tremendous talent for mechanical detailing. He served as Engineering Manager for a time, but his creative ability was sorely missed and he now devotes full time in the design area, which he much prefers.

Wally, a childhood friend of Dick Cramer, was one of the original IVAC 7. He recalls the excitement, the inventiveness required when the company first formed. "I used to make wooden patterns for some of the castings of the plastic vacuum-forming parts. I made these in my woodworking shop at home in the garage. Then I took them out and had pieces made from these patterns. It was very interesting at the beginning, to have to do all that. Now, we just send them out. We all wore a lot of hats at first, for there were no products and it was very critical. Our life depended on getting some on the market. Now we have a number of really good instruments that are selling well, and many more being readied from an engineering standpoint."

He spoke of the men with whom he works. "Lots of people couldn't fit in this environment. You have to be willing to do way more than is usually expected. Everyone here carries his own weight and then some. Yes, it takes a special person here, one who is extremely competent, and very willing to work."

On one wall of Wally's office is a perfectly beautiful old clock. He bought it years ago, in an antique shop in Nevada City. He and his wife, Carolyn, became interested, studied about clocks, joined the National Association of Watch and Clock Collectors, and now have quite an extensive collection, all of

the Early American vintage. Wally also makes furniture in that wood-working shop where the first IVAC patterns were cut. Parked in his garage-shop in Del Mar are two motorcycles and a '39 two-door Ford sedan. You can see that that car has had its share of TLC. Wally is a member of the Early Ford V-8 Club, as well as being an avid IVAC trail bike rider. Says Wally, "I don't know, it just seems that I have to keep busy," and you can see that he does.



James A. Dean:

"You can't find a sharper, better bunch of guys than we have, a potpourri of people . . . we like each other around here."

Talk about a unique idea man and you can pin-point James A. Dean, one of the original IVAC 7. At 49, he is anchor man age-wise for the company. A charming southern convert to California, Jim holds the position of Public Relations Director. He might be found on a Hollywood TV set, or arranging a display booth for an electronics convention, or taking a tiger's temperature with an IVAC Electronic Thermometer.

But all this monkey business really is serious business. IVAC's products don't just happen to be on so many coast to coast TV programs. It's not just a chance thing . . . you go at it full bore, arranging, detailing. It's a lot of hard work you can be sure.

Jim has established a forward-looking ad program, whose identifying symbol is fresh, pretty Marjorie Heaton, posed with a bright yellow Marguerite Daisy, to tipify

the crisp cleanliness of the nurse. The accompanying caption—"IVAC gives her more time to be a nurse." Jim's job also entails writing all the company news releases, compilation and layout for annual reports, arrangements for stockholder's meetings, as well as the writing of most of the advertising copy. Confidentially, he would love to write an ad for the IVAC Electronic Thermometer, and run it in the Neiman Marcus Christmas Catalog, but the corporate image must be upheld.

ABOUT IVAC'S FUTURE

"Being kind of a focal point for the communications of the company, I realize that Dick and the boys knew exactly what they were doing, striving for. Every month that passes makes it more apparent that IVAC has an unlimited future. We try to be particularly cognizant of the needs and feelings of the people we're marketing to."

Of the people at IVAC, Jim will tell you, in his listenable California-drawl, "You can't find a sharper, better bunch of guys than we have . . . a pot pourri of good people. We like each other around here."

Jim professes to have put on the first indoor rodeo in the south. This was done in his capacity as fundraising chairman for the hometown Jaycees in Charlotte, North Carolina. Ticket sales were lagging two days prior to the opening, and certainly some bang-up publicity was needed. Well, it just happened that about 5 o'clock that afternoon, a whole truckload of yearling doggies got loose in the main street of town. And, it just happened, that the press had been alerted to a "happening" in that location at 5 p.m. And it just happened, that a bunch of professional cowboys (dressed in ordinary street clothes) were in the area . . . to corral the panicky stock, of course. Needless to say, the rodeo was a sell-out.

A talented musician, Jim plays the piano, the guitar and the vibraphone. He has MC'd many shows around town, some for the USO, and he performs, too, a la Henny Youngman . . . eight bars and a one-liner joke. When it comes to good guys, you'll find his name at the top of the list. Jim, and his wife, Sara, very young appearing grandparents, live in Olivenhain.

is there
an IVAC type?



James D. Norman:

"These people are individuals who have innate talent, creativity and innovation . . . I feel this is one of the things that guarantees success for IVAC."

The most recent addition to the IVAC team is James D. Norman, age 45. He fills the newly-created position of Executive Vice President. Jim was a former Corporate Vice President with Illinois Tool Works of Chicago, who will be a primary source for probe covers for the company's Electronic Thermometer. Jim came to IVAC primarily because the job presented an exciting challenge and because of his keen interest in the health care field. Says Jim, "There are many contributions to be made there, and in so doing, a real opportunity to develop profitable business. IVAC has made a magnificent start on some excellent products. One of the big pluses in making this change is that this is a great bunch of guys. They are individuals who have innate talent, creativity and innovation. I feel this is one of the things that guarantees success for IVAC."

Another big plus in favor of Jim's move was the San Diego area. "You can't beat it," he says, "to be on the golf course in 15 minutes, to go home for lunch, it's a wonderful

small-town atmosphere, and yet, you're just minutes from the sophistication of the big city."

Jim, his wife, Nancy, and their two youngest boys have settled in Del Mar, and Nancy says the boys have already made many friends and are happy with their new California school. The Normans' two older children are attending University in Illinois. Jim is a good golfer, and he likes the courses he's played since coming here. He is also showing a keen interest in IVAC's motorcycle group. After all, his youngsters are exploring the canyons below his home on their bikes, and maybe he should try to keep pace. Jim, at one time, was involved in a program to develop an anti-shark device. For this, he took a diving course, the outgrowth of which is his enthusiasm for scuba diving. He'll have lots of good spots to dive off our local coast.



Earl Mortensen:

"Just trying to cull out my own natural inclination to be conservative and looking at IVAC, based on the market potential, it's there, the need we are supplying is there."

When you think of a comptroller, you picture a tough, thumbs-down executive, a real ogre among the white hats of business. Earl Mortensen, 45, a most affable chap, is anything but that. As Treasurer and Comptroller for IVAC, he presents the solid, conservative picture, the proper man of finance, but underneath all of this is a very warm,

intuitive personality. As Treasurer, his primary contribution to the company is in the area of financial control. "Where is IVAC going in dollars and cents. What is the proper program to follow to maximize profits, to develop maximum profit mode," he explains. This, coupled with a very close eye to control of volume, production-wise.

Earl's background, after a BA, a Masters and four years in the Air Force, has been with General Electric and Control Data. These are major corporations where business is dynamic, but he is quick to tell you that it's no more so than with IVAC, which is every bit as exciting. "Just trying to cull out my own natural inclination to be conservative, and looking at IVAC, based on the market potential, it's there, the need we're supplying is there."

Earl, who will tell you, laughingly, that he is completely dominated by women, lives in Lake Murray, with his wife, Betty, three daughters and a female French poodle. He golfs weekly, in and between yard work, and shoots in the 90's. The family all bowl together occasionally and they look forward to and thoroughly enjoy frequenting our beautiful San Diego beaches.



Michael R. Ames:

"Either we are told, or we 'divine' a need for a particular instrument, it's up to us, somehow, to invent a way to fill that need."

Michael R. Ames, 36, came to IVAC with the secondary wave, the first expansion of the company, as a design engineer. Mike was a natural in the early conceptual design phase. As Mike describes it,

Michael R. Ames:

"Either we are told, or we "divine" that there is a need for a particular instrument. There is a problem that isn't being fulfilled. It's up to us, somehow, to invent a way to fill it, a way that is both economical for the potential customer and realistic in the marketing sense. We make a prototype . . . now we're trying to get a screw, a nut, a bolt, and a meter, and put them together to see if we can make a package that is real."

Mike started at General Atomic when they were still in the school house in downtown San Diego. He worked with John Stevens and Jon Jenkins there. He was in on the building of the first triga reactor GA built. The second reactor built, Mike took to Geneva for the Atoms for Peace conference in 1959, and operated it there for three months.

From Design Engineer at IVAC, Mike went to Facility Manager, Manufacturing Manager and is now their Product Development Manager.

Mike, like Wally Knute, is an ardent clock collector. In fact, he's responsible for getting Wally into their clock collectors club. Their friendship dates back to high school days in Laguna Beach where they went to Laguna Beach High with Dick Cramer.

Mike and his wife, Marilyn, are both native Californians, and they share a keen interest in early California history. The Ames, with their two young daughters, live in Solana Beach.

Thermally controlled calibrated water baths are used to check the electronic thermometer's probe calibration.



Jerry F. Englert:

"We are creating something that didn't exist before, and through the new instruments we are creating new dollars."

Jerry F. Englert, 29, comes from North Carolina. He started with IVAC in early 1968 as their Southern Region Sales Manager. From there, he became National Sales Manager and is now the Marketing Manager. A very forceful young man with unbounded energy, Jerry is very go-go where IVAC is concerned. "What we are doing here at IVAC," he will tell you, "is creating something that didn't exist before (new instruments) and through that, we're creating new dollars."

"You can come out with the best thing, but selling it is still a function of people. This is an exciting thing to me." With an overseas marketing operation established in Western Europe, England and Canada, plans are now underway to start new programs in Australia, New Zealand and Japan.

Jerry, with his wife, Saralyn, and their two daughters, are confirmed converts to California. "I don't think I'll ever leave," says Jerry. "There's a lot of movement, a lot of excitement, money. The people are fresh, they don't have predetermined ideas about what is good or bad." The Englerts, who live at Whispering Palms, golf together and like to spend their holidays touring California on their motorbikes.

Warren K. Boynton:

"Everybody is doing their own thing and hooking it together . . . it's distinct."



Warren K. Boynton, 36, called Bill (that's the name my Dad wanted), as Sales Operations Manager for IVAC, is a salesman, first and foremost. But he is far more conceptually oriented than the usual salesman. "When you are in sales management, you are almost always dealing with fixed goals," says Bill. "You have the job of arriving at those goals through sales personnel." Bill works with over 50 full-time IVAC representatives in the United States, as well as with eight in Europe and five in Canada. He spent a very busy June and July revamping the then existing sales program at IVAC.

Prior to joining IVAC, Bill served as General Manager for Dolphin Engineering, overseeing design, manufacturing and sales. He was also with General Dynamics—Astronautics. He headed up the operation and maintenance of USAF manning of the Atlas missile systems at Vandenberg Air Force Base. Posters of race cars decorate the walls of his office and soon you learn that Bill has driven single seat, open wheel racing cars professionally, this sandwiched between his stint as a B-47 six-engine jet bomber pilot with the Strategic Air Command.

Bill has a very droll sense of humor. There is a story that he was found napping once, and was awakened with the question, "Are you asleep, Bill?" His succinct reply, "No, just checking my eyelids for leaks." It's a delight to hear

him talk about his "mini-vacations" in Mexico, a place he likes to go often. He skin dives and surfs regularly with his two youngsters, 12 and six. The family lives in La Jolla.

When Bill spoke of the key people with the company he said, "It's incredible that you can gather such widely disparate personalities, working in such unity toward a common end. It's everybody kind of doing their own thing and hooking it together. It's distinct."

This employee is soldering the bases of the thermometer probes.



IVAC's electronic thermometer goes through a number of probe calibrating adjustments.



Larry L. Christiansen:

"I'm here strictly to do what I can, where I can, to make IVAC grow."

In keeping with the fast growth, the rapid, progressive changes at IVAC, Larry L. Christiansen, a young 33, and Manufacturing Manager when this story started, no longer holds that job. He is now special staff assistant to the president, an intriguing name for an intriguing job. As Larry says, "This new spot will call for a little of everything, but I'm here strictly to do what I can, where I can, to make IVAC grow."

He will tell you that he is one of the true believers. Surely, he personifies the IVAC type, youthful, aggressive, avaricious. He has been a management consultant and a quality control engineer. He became friends with John Stevens and Jon Jenkins when they worked together at Electro Instruments. He was the Operations Control Manager there.

Larry and his wife, Milane, a sociologist, have been Rancho Santa Fe residents for almost two years. They love to take short camping trips to Mexico, the desert and the mountains. Larry is an active IVAC motorcyclist and an all out sports car enthusiast. Through the years he's had over a dozen which he works on himself and keeps in top running form.

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This is IVAC close-up



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Utilizing many of the advanced features of the 510 Sedan, Datsun's 1971 station wagon offers low wide lines, a handsome compact body and a large flat six feet of open cargo space in the rear.

Designed to meet the needs of people requiring more space to carry bundles, children or work loads, the car is loaded with safety features including front disc brakes, three anchor seat belts and collapsible steering column.

Noiseless draft-free ventilation without wind wings brings fresh outside air into the car no matter what the weather. Full vinyl interior with bucket seats up front and deep foam benches in back carry five passengers in comfort, leaving plenty of cargo space behind the rear seat for several large suitcases.

White sidewall tires, heater and defroster, backup lights, and four-speed all synchromesh transmission come as standard equipment. Air conditioning, radio and a full range three-speed automatic transmission are available as optional extras.

Unitized all steel construction makes the contoured body rattle free and independent front strut type suspension, combined with even weight distribution, makes the Datsun wagon highly maneuverable. Extra wide doors allow easy entry and exit.

A true economy car requiring little maintenance and averaging up to 25 miles to the gallon, the Datsun 510 station wagon for 1970 combines performance with contemporary styling, room and comfort.

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COLLEGE LECTURE SERIES

The annual Palomar College Community Lecture Series will bring to the North County public seven personalities outstanding in a variety of fields of scientific achievements, research, and writing.

Four of the seven speakers booked for the 1970-71 college year will make up a four-lecture theme on "Pollution, Population, Environment and Man." The four will be sponsored jointly by Palomar and Mira Costa College, Oceanside.

In that series, the first lecture is scheduled Oct. 13, at 8 p.m. at Mira Costa, and will present Norman K. Sanders, holder of two National Science Foundation grants in the study of man and the oceans. His work at the University of California, Santa Barbara, includes the application of remote sensing techniques to the study of oil pollution in Southern California.

The next lecture of that series will be given Nov. 4, at 8 p.m., in the Palomar gymnasium, by Baroness Jane Van Lawick Goodall, holder of a doctorate degree from Cambridge University, England, and noted for her research and studies of wild chimpanzees, and whose work has been featured in a number of articles in the National Geographic Magazine.

Two others in the environmental series, next March 26 and April 21, will feature lectures by Roger Conklin, director of the Miami Seaquarium and marine life authority, and John Hessel, post-doctoral fellow at Stanford University, who will speak on "The Population Bomb."

The three other lectures in the Palomar series are scheduled Dec. 10, March 2 and May 4.

These will bring to the campus the following speakers:

Dec. 10: Hugh Lynn Cayce, lecturer, author and investigator of psychic phenomena, and son of the late Edgar Cayce.

March 2: Dr. Russell Kirk, daily newspaper columnist, author of the book, "The Conservative Mind," and of articles in various textbooks and in the Encyclopedia Britannica.

May 4: Diane Kennedy Pike, president of the Bishop Pike Foundation of Santa Barbara, established by her late husband. In 1968 she co-authored with Bishop Pike "The Other Side," an account of his experience with psychic phenomena.

All the lectures are free to the public.



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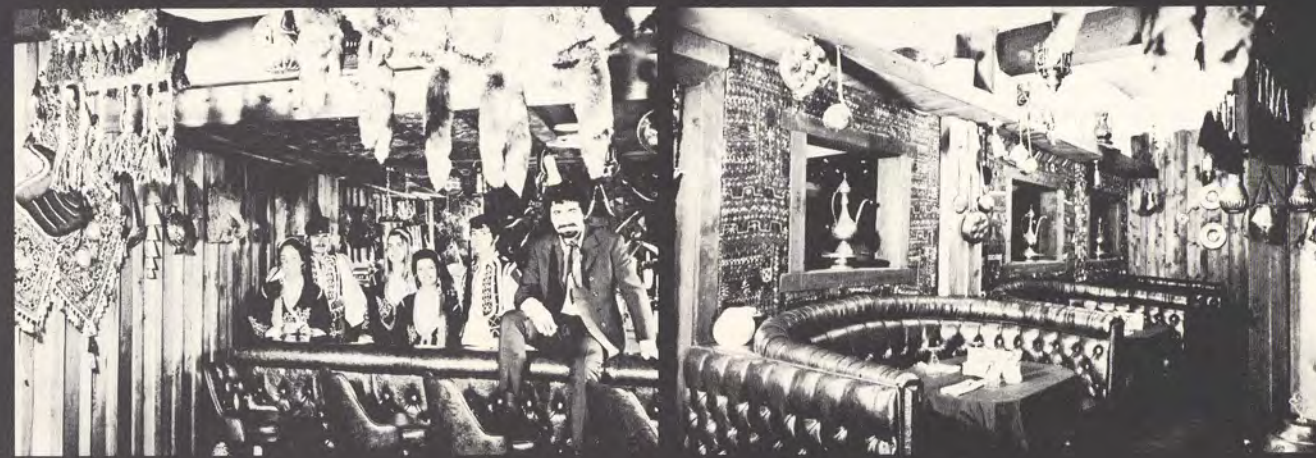


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Living around town

by Terry Esposito



Mr. Sands is Director of Administration, CC, President, Mrs. Charles E. Sands and Mr. Sands, Bonita; John W. Gardner, Jr. and Mrs. Gardner, Bonita; L. Thomas Halverstadt, Mrs. Halverstadt (chapter membership treasurer), La Jolla; Paul Schminke, Mrs. Schminke (chapter treasurer), La Jolla, seen climbing the stairs in the Coronado Cays Information Pavilion to enjoy the view of the bay and the ocean.

FREEDOMS FOUNDATION ENJOYS "AN EVENING BY THE SEA" PARTY

One of September's most successful soirees was "An Evening by the Sea," the Saturday evening nautical event given by Freedoms Foundation at Valley Forge, San Diego County Chapter, at Coronado Cays.

More than 150 members and guests arrived by boat and car for the 5 to 7 p.m. "Splice the Main Brace" party hosted by Mr. and Mrs. Cedric E. Sanders and Mr. and Mrs. Charles E. Sands. Mrs. Sands is chapter president and acted as "admiral of the fleet."

Mrs. Robert F. Adelizzi of Point Loma, "skipper" of the patriotic group's first evening social event had as her "executive officer" Mrs. Kim Fletcher (Del Mar).

A steamboat roast dinner was served between 7 and 9 p.m. Mrs. Howard B. Clayton, "cruise director" arranged for music for dancing provided by Sy Rainey and his combo. The expertese handwriting analysis by Mrs. Eldine Whiting and fortune telling by the well-known Mrs. Anita Fertig amused the guests who also enjoyed visits to homes and boats at the well known residential marina located three miles south of the Hotel del Coronado on the Silver Strand.



"Party Doings" Mrs. Howard Clayton of La Jolla, Mrs. Cedric Sanders, Cedric Sanders, he is managing partner of Coronado Cays, having their fortunes told by Mrs. Anita Fertig.



Mrs. M. E. Murphy, North County; Colonel William T. Bartlett, USA, (Ret.), Vice Admiral M. E. Murphy, USN, (Ret.), San Diego.



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around town

continued from previous page

FREEDOMS FOUNDATION BY THE SEA" PARTY

"Flag lieutenant" Mrs. Bruno A. Hockmuth chose for her hostess "crew" Mmes. Lowell E. English, Marvin K. Brown, M. E. Murphy, J. W. Baker, Leo J. Momsen, Richard E. Simensen, Lawrence T. Maio and Mrs. Cedric Sanders.

Assisting Mrs. Adelizzi in party arrangements were Mmes. Harold J. Cokely, "communications officer," Paul Schminke, "pursuer," and D. Dudley Muth, "public affairs."



A prize winning evening for the Walter Zables, of Rancho Santa Fe, a weekend in Las Vegas. Pictured left to right: Walter Zable, Frank Hope, Mrs. Walter Zable, and Charles Fletcher.



Mr. Richard E. Simenson, Mrs. Simenson, Mr. Dresser Dohlstead, Point Loma, "Party Arrivals," via boat.

The proceeds of the red, white and blue affair will benefit the three year old chapter's educational programs.

Mr. and Mrs. Richard E. Shellenberger and Richard H. Foltz flew in from Los Angeles. Mrs. Shellenberger is western regional chairman of women's division of FFVF. Mr. Foltz is executive vice president of Western Region, FFVF.

Some of the boats tying up at the docks at the Information Pavilion and at Jamaica Village at Coronado Cays were as follows: "Red Head," Lawrence T. Maio; "High Hopes," Frank L. Hope; "Hustler II," Stanley McCaskey, Richard Simensen, Charles G. Perdue; and "Christiana," Charles Cheyney.



Mrs. Bonsall Noon, Judge Bonsall Noon, San Diego; Mrs. Jack Galen Whitney, La Jolla.



Captain Lawrence B. Cook, USN, (Ret.), Larry Cook, Jr., Mrs. Larry Cook, Jr.; Mrs. Lawrence B. Cook, La Jolla.

around town

"LA COSTA DOINGS"

The power of suggestion: Roxie Turpin, La Costa's dynamic tennis directress, was observing a fast and furious doubles match between La Costa's President, Merv Adelson, and Ginger Drysdale, vs. Don Drysdale and Forrest Stewart's cute little girlfriend, Marge. The score stood at 5-4, point set in favor of Big Don's team. Calling a halt to the game, Roxie gave her boss, Merv Adelson, a fierce glance and said: "You are going to win this game, Dahlin!" Merv reacted with one hell of a shot across the net and he and Ginger fought back from 40 love to win the game and the eventual set at 7-5. I always knew Roxie had a strong will . . . many a time I've seen her will those horses across the finish line at Del Mar. As I am always in debt, I spend half my time trying to figure out where she buries her money.

Some people have all the luck! Would you believe that La Costa's Dr. Philip Smith won the new Porsche at the Bill Gargan "Tournament of Fun." Everyone loves Phil but we must admit envious eyes watched him take possession of the second car he has won this year.

Bill and his Mary once again spearheaded a fabulous tournament. The net result will be over \$50,000 raised for the American Cancer Society. With over 100 players participating in this event, Leonard Phillips of La Costa

and Shreveport, La., walked away as 1st prize winner with a low net of 59. His name will be engraved on the perpetual Bill Gargan Trophy and his lovely wife, Betty, will enjoy a new color TV set.

After the Tournament, there was dinner and dancing poolside. The imitable Phil Harris entertained with some of the numbers he will sing in his show at the Desert Inn where he and Harry James open on October 8.

Prior to Harry leaving on a five-week concert tour of Europe, he sat in one evening with La Costa's Keith Smith at the Piano Bar. I can only say "he makes that trumpet talk." Screaming for more were the Lee Riches, Bob Curlands, Don Drysdales, Edie Hollingsworth, Bill Worthing, Evelyn and Allard Roen.

Back to Keith Smith: He has been with La Costa for almost two years and during that time, he has wrapped up the Lounge and put his stamp on it. A fabulous entertainer, he just cut his first record, "A Night at La Costa." Watch for it as it is sure to be a hit! The Michael Landons, Mickey Manners, Mark Kramer and Don Adams are but a few who will attest to this.

An interesting twosome about La Costa were David Frost and the very beautiful Diahnn Carroll. They seemed to enjoy the romantic songs of "Vladimir" in the La Costa Seville Room.

It was great to welcome back two of our favorite people, Mr. and Mrs. Gene Tunney. The entire Tunney fam-



Mary and Bill Gargan were honored at a cocktail gathering at the Neil Rosenstein home at La Costa. Mr. Gargan was presented a bronze likeness sculptored by Virginia Yoemans of Newport Beach. Left to right: Neil Rosenstein, Mrs. Bill Gargan, Mrs. Neil Rosenstein and Lane Adams, Executive Vice President of the American Cancer Society who made the presentation.

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around town

LA COSTA
continued from previous page

ily are frequent visitors to La Costa. During their stay they were guests of President and Mrs. Nixon at the dinner party given in honor of the President of Mexico. My good friends, Rosemary and David McDonald also attended the elegant affair. During their visit as my houseguests, David mesmerized my oldest daughter with 'inside' excerpts from his book, "Union Man."

Checking in and out of La Costa: The Ken Venturis, Jack Nicklaus, Mrs. Bill Cosby, Mrs. Morton Phillips (Dear Abby), Toni Clark, Jim Stacy, Mrs. Bob Goldwater and the Harry Naces. Saying 'goodbye' to La Costa and Del Mar were everyone's favorites, Angie and Burt Bacharach. Burt spent his last days being photographed for a Life magazine layout around and about La Costa and Del Mar.



Enjoying the dinner party following the Bill Gargan "Tournament of Fun" are George Sherman, Edie Hollingworth and Merv Adelson.



Following the "Tournament of Fun" play, Millie Bolman, Jeanne Susalla and Lori Adelson are shown poolside for cocktails and the Award presentations.

around town

ST. JAMES ACADEMY WINE-TASTING



Monsignor I. Brent Egan and Norm Durkin share a moment of humor at the well-attended tasting.



Four satisfied customers sample the wines at St. James Academy wine-tasting held recently in the Paddock Circle of the Del Mar Fairgrounds.



Father Spain of St. James Catholic Church in Del Mar samples the abundant cheese, crackers and breads with Chairman Pat Britt.



Artist Chuck Brush holds his metal owl sculpture, one of the many donations at this successful evening of wind, cheese, wine and conversation.



Barnie and Lorraine Mehren of Rancho Santa Fe receive attention in stereo from two gentlemen.

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around town

WINE-TASTING

continued from previous page



Bill Bush of Concannon Vineyards offers a patron one of the white wines for which they are famous.



W. Douglas Johnstone of Petaluma's Marin French Cheese Company.



Gordon MacLain of Lomas Santa Fe pours a drop of fine Louis M. Martini wine.



Nick De Blis and Dave Hall of RSF's Southern California First National Bank share a quaff with their ladies, Ruth and Lynn.



Ben Kriesche and Dick and Margaret Edwards have a friendly discussion as to the merits of a particular Dionesian liquid.



Sister Linda of Del Mar School chats with Elise and Harvey Herzberg.



Lovely lady Margaret Bittner chats with Marilyn Schwan, while husband Al Schwan doesn't miss a drop!

around town

continued



Dr. Gene Burks and his wife Betty chat with Carol and Jim Watkins and their artist companion, Chuck Brush.



Disbelieving Paul Silver stumbles into a feminine plot being brewed by Claire Johnson, Mary du Pont and Pat Britt.



Wente Brothers representative keeps glasses full at this ever popular table.



Bud Burke of Mirassou Vineyards pours a generous amount for Glen Blackley and Dave Hall.



John and Mig Boyce enjoy the balmy evening.

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around town

DINNER DANCE

Hosted by Mr. and Mrs. John J. Irwin of La Jolla and Rancho Santa Fe, the La Jolla Beach and Tennis club was

the scene of a gala dinner dance on the night of Thursday, September 17th, when Mr. and Mrs. John J. Irwin of La Jolla and Rancho Santa Fe hosted a delightful dinner dance.



Left to right, pictured arriving at the party are, left to right: Mr. Clifford Bernard, Mrs. William E. Quirk, Mrs. Clifford Bernard, Mr. William E. Quirk.

ANNUAL DEL MAR BEACH PARTY DRAWS RECORD ATTENDANCE

A fine group attended the Del Mar Beach party which included all sorts of interesting people, food and enter-

tainment. This annual event, held on Saturday, September 26th, featured a well-received folksinging group called "The Bridge."



Left to right: Don Selby of Rancho Santa Fe, and The Kelly Family, Donna, Kevin and Ed.

around town

"ENCORE"

Mrs. Lewis Taylor Dorgan will open her Rancho Santa Fe home to Encore members Thursday, October 29th at 11:00 a.m. for the group's opening meeting of the year. Following the meeting, the first to be held by Encore in the San Diego area, guest speaker, Leslie Hodge of La Jolla, noted composer, conductor and pianist will be introduced by Mrs. Van A. Goodrich, program chairman. Emphasizing the Beethoven Bicentenary, Mr. Hodge's musically illustrated talk, "Beethoven the Unknown Man," will relate obscure

facets of Beethoven's life and works uncovered by Mr. Hodge during his life-long study of the composer.

Mrs. Paul H. Tichenor, Encore chairman, will be joined by Mrs. John Henry Jensen, hospitality chairman, while welcoming new members at a catered luncheon following the program.

Membership in Encore is limited to past presidents of the 25 affiliated committees of the Southern California Symphony-Hollywood Bowl Association. These committees are located in communities from San Diego to Santa Barbara and east to Claremont.

CORONADO CAYS...

Proving life is a many splendored thing . . . residents at the Coronado Cays took advantage of the action packed season at Del Mar. A group headed up by Dr. W. Melvin Snowden (popular resident of the Jamaica Village) spent a day at the races. The resi-

dents and their guest boarded the picturesque Coronado Cays double decker London bus for a social ride to and from the track. The Coronado Cays Purse went to "Clever Question," the race was run the same day of the outing, adding a good bit of excitement to the event!



CLEVER QUESTION JOCKEY RAUL CESPEDES
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Winner Fourth Race September 5, 1970 Purse \$4000, Del Mar Thoroughbred Club
Peter's Pence (2nd) Nile Fool (3rd)
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Owners and track officials with 3 Coronado Cays residents: third from left Robert Kruff, Vice Admiral Allen M. Shinn, USN (Ret.), Captain Donald Parkinson, all of Jamaica Village.

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Dear Nor-San Patron:

No doubt news reached you that Nor-San Players Theater burned to the ground, and we now must reach out to all our patrons of the past seeking their aid in any way possible. Our plans are to keep active and producing live adult entertainment.

Do you realize the value of what we had in our Ol' Opry House? We had \$2500 in stage lights, \$1500 for chairs, \$1000 in special wiring and lighting effects, plus an untotaled amount in property and flats. What has taken Nor-San Players many years to acquire, was lost in one disastrous fire.

We will attempt to relocate and rebuild starting from meager beginnings. Our immediate plans are for an old-fashioned melodrama as quickly as possible, and return to our activities. For the first time in Nor-San Players' history, we seek your help.

Would you consider a monetary donation in this crisis to help Nor-San Players get on its feet again? Perhaps as a First-Nighter Patron of Nor-San Players for \$50.00, with a listing of your name on each program and 2 tickets for opening night for the year; secondly, a Supporting Membership at \$25.00, with 2 tickets to each production; and last, a regular Active Membership of \$5.00, which includes voting rights in the organization.

Please send your check or money order, to Nor-San Players, Inc., at P.O. Box 56, Vista, CA 92083. We thank you very much for any consideration you may give to Nor-San Players' plight.

Yours truly,
Carol Smith, Treasurer
Nor-San Players, Inc.

**THE
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X-J SEDAN**

Mrs. Myron Eichen is pictured in the driveway of her attractive Monticillo home with the family's pride and joy—a handsome Jaguar X-J sedan. This is the most refined, safest and advanced sedan ever produced by Jaguar, setting new standards of silent, smooth performance.



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*Louella
Liverwurst
Says...*

**UNITED CRUSADE
LAUNCHED**

Some 400 Crusade volunteers from all parts of San Diego County attended a luncheon in the Palm Room of the U.S. Grant Hotel on Sept. 30th, marking the kickoff.

Featured speaker was James R. Kerr, president and chief executive of Avco Corporation, and national chairman of United Community Campaigns of America.

Mrs. Ronald Reagan, wife of the governor, was a special guest at the kickoff. Mrs. Reagan serves as Chairman of the Women's Committee of United Community Campaigns.

Some 3,000 volunteers have now begun their work for the United Crusade, which this year has set a goal of \$6,067,939. The Crusade is the largest single fund-raising effort in San Diego County, raising funds to support 69 voluntary health and human care agencies.

This year's goal represents an increase of 11.5 per cent over the amount raised in last year's campaign, according to Campaign General Chairman Leonard J. Zanville, San Diego Group Manager of Sears Roebuck and Co.

Despite a slowdown in the economy and cutbacks in military personnel, Zanville expressed confidence that the goal could be reached. He stated that this year's campaign will reach more givers than ever before. "We plan to broaden our base of giving. Our leadership is reaching groups that have never been given the opportunity to give before."

Serving as master of ceremonies at the kickoff luncheon was Clayton Brace, vice president of Time Life Broadcasting and general manager of the KOGO station.

ELIJAH TO BE SUNG

Ten church choirs and other singing groups in the North County will be combined with choral organizations from Palomar and Miracosta Colleges for a 150-voice performance of Mendelssohn's "Elijah" at the Palomar College gymnasium next May 23.

The large community chorus will begin rehearsals Oct. 12, said Joe Stanford, of the Palomar College Music faculty and one of the directors.

Two performances will be staged, one at Palomar, accompanied by a professional symphony orchestra, and directed by Stanford. The other will be presented at Miracosta College, Oceanside, directed by Jeffrey Sell.

"Although the performance date is months from now, we are beginning rehearsals Oct. 12 because there are so many people involved, from scattered North County towns," Stanford said. "The first rehearsal will be in the band room at Palomar beginning at 7:30. We want to emphasize that any singers in the area who have had choral experience or who presently are members of church choirs, are cordially invited to join the production by attending the first rehearsal."

Stanford said church choirs and other units joining in the large-scale project include those from the First Congregational Church, Escondido; Community Church of Vista; Christ Church Scientist, Encinitas; Grace Presbyterian Church, Vista; All Saints Episcopal Church, Vista; San Luis Rey Academy; Vista High School; Poway Valley Christian Church, and Christward Ministry, San Marcos.

IN CASE YOU HADN'T HEARD

Whispering Palms superb Chef, DON RICHARDS, was one of five Chefs to receive the honor of being asked to cook at President Nixon's State Dinner held at the Hotel del Coronado on September 3rd . . . Congratulations, Don.

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Louella Says

RANCHOITE HONORED
Glenn A. Kornreich, Rancho Santa Fe, and a member of Boy Scout Troop 766, was one of 200 Eagle Scouts in San Diego County to be honored at a Recognition Banquet, Thursday, Sept. 24, at Gulf General Atomic, La Jolla, according to P. M. Klauber, vice president, San Diego Gas & Electric Company and general chairman of the event.

Each Eagle Scout was sponsored by an adult selected from the ranks of civic, business and professional leaders.

"The rank of Eagle is scouting's highest award," said Klauber. "To attain it, a boy must have served in a major office of his troop; completed a successful service project for his church, school or community; and earned 2-merit badges which must include proficiency in first aid, life-saving, safety, swimming, camping, cooking, personal fitness, nature, conservation of natural resources, and community and national citizenship.

"Today, more than ever, we need to spotlight the achievements of youth. We want these potential leaders to have an opportunity to meet and exchange views with successful adults."

Master of ceremonies was Norman B. Foster, vice president United States National Bank. Committee members assisting Klauber were Foster; M.D. Berchdorf, vice president, Wells Fargo Bank; Sheldon Campbell, vice president, Roberts, Scott & Co.; Wilbur S. Kelley; Lauran G. Clapp; and Ralph J. Sposato.



Rancho Santa Fe Pharmacy

We have all sorts of
HALLOWEEN GOODIES!

CABRILLO KENNEL CLUB
Cabrillo Kennel Club announces its 7th All Breed Dog Show and Obedience Trial. This is an un-benched show to be held at Grape Day Park in Escondido, California on Sunday, November 8, 1970. Show hours are 8:00 a.m. to 8:00 p.m. with judging starting at 8:00 a.m.

All requests for entry forms may be made to The Jack Bradshaws, Superintendents, 727 Venice Blvd., P.O. Box 15385, Los Angeles, California 90015. Entries close at noon, Tuesday, October 20, 1970 and must be in the hands of the superintendents at that time. **DUE TO SPACE LIMITATIONS ENTRIES ARE LIMITED TO 1600 DOGS.**

Additional information and premium lists may be requested from Mrs. Gerry Fitterer, Show Committee Chairman, Rt. 1, Box 727, Escondido, California 92025.



GENE MOTTINO
(the one on the right)

We purposely posed the picture above in order to save 2000 words—that's right, *two thousand*—because there are now *two* good mechanics on duty at J. R. "Rich" Zeigler's Service Station at Whispering Palms. "Rich" Zeigler (left) who has been doctoring Rancho Santa Fe cars for a long time is very pleased to introduce "Gene" Mottino, a longtime friend and fine mechanic. "Gene," who grew up in Vista, made many friends in Del Mar when he operated his own service station. Incidentally, as most everyone is aware, RICHFIELD is changing its signs, oil cans, pumps, everything to ARCO—which will be the new name of its former Richfield stations. Poor "Rich" Zeigler ordered his 1971 calendars too early! The dates will be right, but the product name will be wrong. Every darn one is printed "Richfield!"

Louella Says

THE MAD GREEK
is really not mad at all! In fact, he's the handsome Jean Claude Morengo whose talents do not stop at hair design! They invade the kitchen — *his* kitchen, in this case, as THE MAD GREEK is the name of his new restaurant, located right next door to his Beauty Salon at 1250 Prospect Plaza in La Jolla. It's a fascinating place! The decor has been garnered from the middle East — furniture, wall hangings and accessories that transport you in spirit and surroundings. And the food! If you like Green food, this is superb! There is a "combination" which includes a little bit of everything — and we heartily recommend it! Start your evening with a Greek cocktail (American drinks are available if you are not adventurous) have Greek wine with your meal, and finish the gourmet experience with Greek coffee and baklava! You really have an experience in store when you visit THE MAD GREEK. It's open for luncheon as well as dinner, and reservations are made by calling 459-9393.



Attorney and Mrs. A. Morgan Jones are served by one of "The Mad Greek" waiters in full regalia!



Mr. and Mrs. David Sapp and their children dine often at "The Mad Greek."



The Greek waitresses are as efficient as they are pretty (and colorful!). Louella Liverwurst and her roommate enjoy a night on the town at "The Mad Greek."



Rancho Santa Fe Pharmacy
HAVING A PARTY?

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



RIBBON CUTTING CEREMONIES
Ribbon-cutting ceremonies were held recently in Rancho Santa Fe to celebrate the opening of the Republican Headquarters. Among the dignitaries attending the ceremony were, left to right, Mrs. Colley Ferneding, Pres. of RSF Republican Women Federated; Mrs. Ivy Baker Priest, State Treasurer; and Mrs. B. Allison Gillies, Headquarters Chairman.

Willis M. Allen Company ELEGANT HOMES



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Louella Says

A great story in the mailbag from our good friend Katie Stout. Her son Doug, along with Ranchoite Candy Feist, are now aboard "World Campus Afloat" (Chapman College's Overseas program) which left Saturday, October 10th from New York. Doug's friends hosted a farewell party at the Jolly Ox and everyone gathered to wish the kids well, and to enjoy a good steak. After the party was over, Doug asked his Dad, Milt, for the keys to his Buick so that he could drive part of the gang home. The key worked a little hard in the lock — but it finally opened the door and started the ignition. On the way home something round and hard fell on Doug's foot. It was an electric door closer gadget for a garage door. "That's funny," said Doug — I don't ever remember seeing this before. The incident was forgotten in the course of a dozen "goodnights" to the passengers, and the whole Stout family went to bed and to sleep UNTIL, in the wee small hours of the morning, they were awakened by a call from — of all people — the police! Well, you guessed it. There were two 1969 Green Buick Rivieras parked side by side at The Jolly Ox, and Doug took the first in line — which happened to belong to a doctor in Del Mar who reported his car as STOLEN. A few hours later everything was straightened out, the cars were swapped, the garage door opener (which belonged to the doctor) was in its proper place, and Doug was on his way to New York to catch his ship. The kids will return on January 29th after a fantastic voyage which will take them to Istanbul, Rome, Rio de Janeiro and many other ports.



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YES, WE HAVE SNACKS!
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WELCOME WAGON'S CLUB FOR NEWCOMERS

Just returned from Japan, and most enthusiastic about non crushables, Mrs. Afton Jandro says, definitely yes, pants suits for the heavy girl or the older woman
Style show, Wed, Oct. 14th at Whispering Palms Country Club for the Welcome Wagons Club for Newcomers in the San Dieguito area stressed a new "weekender" pants suit which has a skirt as well as pants, all washable, dryable. In dresses, Mini, Midi, Maxi were shown, as well as what Afton calls the "comfortable length."
All styles were modeled at 1 o'clock with lunch starting at 12 noon, preceded by a social hour at 11 A.M.



MODEL CONTEST

Susan's Toy Store in Rancho Santa Fe recently held a model making contest for boys and girls which had exceptional participation. First prize honors went to Jay Nutter, pictured above in front of the winning display which was shown at Southern California First National Bank . . .

LUNCHEON CO-HOSTED

Many luncheons were on the agenda the day the Country Friends held their beautiful Fashion Show. One of the nicest was co-hosted by Mrs. Larry Christiansen and Mrs. Jon A. Jenkins, and was held at the lovely Jenkins home. Guests included Dr. Phillip Harris of La Jolla; Mrs. Gerald Englert and Mrs. Alan Jordan of Whispering Palms; Mrs. John Colonell, Mrs. Steve Sato and Miss Barbara Dicky of San Diego; Mrs. James Dean of Olivenhain; Mrs. James Deberry, Mrs. Wallace Knute, and Mrs. Michael Ames of Solana Beach; and Mrs. John W. Stevens of Escondido.

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Louella Says

SCHOOL BEGINS!
 Summer is great, but fall is better. The day that school starts is a happy day for the kids and the parents as well. Tradition has it that the first day is always "coffee and cookies" as witness the scenes below.



Spt. Roger Rowe and Mary Cowan



Joan Bruyere and Barbara Kratz



Mary Novak and Jim McReynolds.



Virginia Ptak and Helen Haskins



Marie Newcomb and Beverly Rando!



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WE FILL PRESCRIPTIONS PROMPTLY
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Miss Mary Elizabeth Giffin, Chairman of the Board of the Village Press, is ready to begin her second grade adventure.



MRS. LILLIE ELLSWORTH HONORED

Mrs. Lillie Ellsworth was recently honored by being appointed the San Diego County Chairman of "Senior Citizens for Murphy." Mrs. Ellsworth, a very civic-minded, enthusiastic member of Senator Murphy's team hosted a Lomas Santa Fe luncheon for several friends recently prior to the Country Friends Fashion Show. Pictured above (clockwise) Mrs. Ellsworth; Mrs. Henry Boney, Mrs. Harlan Torkelson, and Mrs. Maxine Green. In the foreground is Mrs. William Craven. A highlight of the luncheon was Mrs. Craven's highly entertaining story of luncheon at the Summer White House.

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Louella Liverwurst Says



Left to right: James E. Brown, pres. Ed Harloff, vice-pres.; Dr. Herbert Willy Meyer, Deke Koppes, past pres.; Raymond Wilcox, club member.

DR. HERBERT WILLY MEYER HONORED

Dr. Herbert Willy Meyer of Rancho Santa Fe, was honored today at the October luncheon meeting of the Rancho Santa Fe Alumni Club of Phi Delta Theta. Dr. Meyer is one of several past presidents of the club, and was a co-founder.

A tape recording highlighting some of the many accomplishments and honors achieved in Dr. Meyer's life as an outstanding surgeon and leader in the field of medicine nationally and internationally, was a feature of the program.

Phi Delta Theta is one of the largest social fraternities in the world, numbering more than 100 chapters. The fraternity was founded at Miami (Ohio) University in 1848.

James Brown, Rancho Santa Fe, is this year's president of the local Alumni Club. Dr. Meyer was given a handsome plaque recognizing his lifelong service to the fraternity by Dwight W. Koppes, who along with Frank Maxwell, Stephen G. Fletcher and John Wood, all of Rancho Santa Fe, have been presidents of the Alumni Club.



"The receiving line" — left to right: Vic Herman, Ignacio A. Pesqueira, Consul-general de Mexico in San Diego; Mrs. Pesqueira — the guests of honor; Mrs. Herman, and Father Benjamin Fernandez Valenzuela, rector of the Templo de Lourdes church in Morelia, Michoacan (a very close friend of Vic Herman, who made the trip here for the occasion).



Father Benjamin Fernandez Valenzuela, rector of the Templo de Lourdes church, Morelia, Michoacan, Mexico ringing the bell and sounding the cry of independence in dedicating the new Vic Herman studio-gallery.

VIC HERMAN STUDIO- GALLERY DEDICATED

The cry that rang out in Mexico City by Mexican president Diaz Ordaz on September 15th to symbolize Mexican independence from Spain in 1810, was echoed at a two-nation celebration in Montecillo on September 20th.

Officials from both sides of the border helped Vic Herman, Mexican-acclaimed American painter dedicate his new studio-gallery in the hundred orange tree grove of his hacienda. Guests of honor who sounded the "cry for independence" were Ignacio A. Pesqueira, Mexican Consul-general in San Diego and his wife.

It was a triple event — a windup of the Mexican independence celebration, a day to honor Consul-general Pesqueira, and the dedication of the unusual art studio-gallery built by Vic Herman.

Vic Herman, who grew up on Olvera Street in Los Angeles' old Mexican section, was a war correspondent, has been listed in "Who's Who In American Art" for the last 25 years, and became renowned as a painter of the many regions of Mexico. Now his one-man art shows are sponsored in Mexico by the United States government and in the United States by the Mexican government.

He was "adopted" by the Pesqueira family and the brothers Pesqueira, who are all consuls in New York City, Miami, San Diego, Phoenix and Houston, have all sponsored one-man Vic Herman shows in their cities. Their sister,

Maria Teresa P. Mange of Ensenada and her son and daughter-in-law were also honored guests. The Pesqueiras' father, Ignacio Pesqueira, was one of the signers of the Mexican constitution. He was minister of war under Pres. Carranza and later became governor of Sonora.

The invitational fiesta, with security guard posted around the grounds, started at 3 p.m. The dedication of the new studio-gallery took place beneath an old Michoacan church bell given to Vic Herman by the governor of Michoacan, Mexico. Besides speeches by Consul-general Ignacio Pesqueira and John Fitzgerald, Consul-general of the United States in Baja California, talks were given by Walter Steidle, general manager of the May Company and chairman of COMBO; Mayo Obregon of the Mexican Government Fisheries Commission who is the son of Alvaro Obregon, former president of Mexico. A letter of commendation from Governor Reagan was read and a proclamation and commendation from Mayor Frank Curran of San Diego was read by Patrick Branin, administrative assistant to Mayor Curran. Mayor Tom Pearson of Del Mar read a proclamation presented by that city to Vic Herman.

The benediction was given by Father Benjamin Fernandez Valenzuela, rector of the Templo de Lourdes in Morelia who is a close friend of Mr.

Herman's and who made the trip from Mexico especially for the dedication. After he rang the old church bell, cries of "Viva Mexico" and "Viva Estados Unidos" resounded. The guests then toured the studio-gallery which was constructed from driftwood, pilings, railroad ties, stones, bricks and many other items from Mexico which Mr. Herman has collected over the past twenty years.

Local groups including art classes, Rotary, Lions, Kiwanis and grammar school classes have deluged Mr. Herman with requests to tour the new studio-gallery which has been authentically designed to represent a cross section of all the regions of Mexico.

The guest list included Mr. and Mrs. Ignacio A. Pesqueira, Consul-general of Mexico in San Diego; Mr. and Mrs. John Fitzgerald, Consul-general of the United States in Baja California; former U.S. Consul-general Robert Hale and Mrs. Hale; U.S. Consul Herbert Moller and Mrs. Moller; Mayo Obregon; Porfirio Romay, Chief of the Mexican Government Fisheries Commission and Mrs. Romay; Joseph Dupuis, Officer in Charge, U.S. Border Commission and Mrs. Dupuis; Mayor and Mrs. Tom Pearson of Del Mar; Patrick Branin, Administrative Assistant to Mayor Frank Curran of San Diego and Mrs. Branin; Walter Steidle, general manager of the May Company and Mr. and Mrs. James Bullock. Over 200 guests attended.

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and ASSOCIATES

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ASSOCIATES
Howard L. Wellman
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People, Places and Things



Who wouldn't be excited! The low structure on the left is the new extended care unit just completed — and on the right the new tower building is already taking shape.

PHASE TWO COMPLETE: ONE MORE TO GO AT TRI-CITY HOSPITAL

The dedication in September of the Extended Care Wing of Tri-City Hospital, Oceanside, brought back memories to many citizens who have so generously given of their time and talents for the betterment of the hospital.

Many of those attending stood in an open field ten years before and dreamed of the present structure known as Tri-City Hospital Phase I, which serves the seriously ill. The Extended Care Wing just completed was Phase II of that dream for a much needed medical facility. This Wing will meet the needs of the patient who requires less concentrated care. It also houses the Physical Therapy Department for out-patients as well as hospitalized patients.

The Extended Care Wing boasts forty-two beds. Each room having its own private patio. These patients share a living-recreation room, highlighted by an attractive brick fireplace and features homelike appointments in decor. Patients will also enjoy having meals in their own private dining-hall.

Phase III of the expansion program is a Concentrated Care Tower now in progress. The Tower will contain forty-eight beds, and is designed for the acutely ill.

Tri-City Hospital Auxiliary are among 300 volunteers that perform many important functions in the hospital; they staff the reception desk, serve in Clerical, Direct Patient Care and Workshop Departments, and operate a Gift Shop.

A most forward looking non-profit charitable foundation, the Friends of Tri-City Hospital, consists of dedicated men and women who serve without compensation for the betterment of the hospital. "Friends" most vital function is obtaining funds to support the hospital financially beyond that which public funds can provide. Gifts — large or small, which may be made in cash, stocks, bonds, securities, real property, life insurance, investment in a life income trust, or through bequests in wills. Gifts are tax deductible for Federal and State Income taxes with 50% maximum limitations and five-year carryover for larger amounts.

"Friends" are a most pertinent part of the continuation of the dream for the conquest of disease and the preservation of life. Financial help is needed to continue the work of this foundation.

"Gifts of Life," save lives as memorials are made in the event of death, remembrances of anniversaries, birthdays or other special occasions for out-of-area residents as well as local.

There is a current need and an opportunity for the philanthropic heart to express itself. To be a partner in their own better health facilities by keeping contributions locally. All funds received go toward patient benefit whether it be the purchase of equipment, the furnishing of one or more rooms, advance patient care, research, or where the need is greatest.

Additional information may be obtained by contacting the Friends at 4002 Vista Way, Oceanside 92054, or by dialing 722-1311 or 724-8411.

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Introducing....
*Mr. and Mrs. Fred Shefte
of Nashville, Tennessee*

*The First
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of Nashville, Tennessee*

The First Presbyterian Church is located in a rural setting on 55 acres of land which was once part of a country estate. A perfectly preserved southern mansion stands next to the Sanctuary. The first floor of the mansion is completely furnished and includes a beautiful chapel where the wedding took place. The upstairs bedrooms are used for Sunday school classes. The tradition of Southern Hospitality was not exaggerated as the Brays can testify! They were helped with the myriad of wedding details and made to feel at home as if it were their own Village Church in Rancho Santa Fe.


The engagement party was in August, a June 1971 wedding at the Rancho Santa Fe Village Church was planned. Fred Shefte left September 1 for his last year at Vanderbilt Law School and Diana Bray was packed, ready to leave for a year's study abroad at the Whittier College campus in Copenhagen, Denmark.

Enroute to New York she detoured by way of Nashville to say "good bye" to Fred. That was when the telephone rang at the Bray's family home in Rancho Santa Fe with the news that the young couple had decided to be married *now* in Tennessee.

Both families, Mr. & Mrs. Donald Fred Shefte of Del Mar and Mr. and Mrs. William Bray and daughter Debby of Rancho Santa Fe; also grandmothers Mrs. Fred Shefte of Solana Beach and Mrs. Charles Thomas of Rancho Santa Fe flew to Tennessee for a delightful wedding September 16th in the First Presbyterian Church of Nashville. Fred was attended by 14 students from Vanderbilt Law School.

Diana and Fred Shefte's new "on campus" address is Cunningham Memorial Apartments 9B, 1016 18th Avenue South, Nashville, Tennessee. Diana is enrolled at Peabody College (part of the Nashville University Center comprised of Peabody, Scarrett, Fish and Vanderbilt).

Upon Fred's graduation the couple will return to Rancho Santa Fe for the summer. Fred plans to take the California Bar Examination sometime in August prior to their leaving for Fort Lee, Virginia where he will start 2 years of active duty as a Lieutenant in the Army. They hope to make Southern California their home upon completion of Fred's military service.



Zoltan Rozsnyai begins his fourth season as Music Director of the San Diego Symphony Orchestra. The 1970-71 Series of 10 pair of concerts will begin Oct. 15 and 16 at the Civic Theatre.

Sound 70—the sound of Beethoven, the sound of Bach, the sound of Bartok, the sound of Gershwin. This will be the sound of the San Diego Symphony Orchestra as it opens its 1970-71 winter season next month in Civic Theatre.

The San Diego Symphony's new sound will include Janet Baker's interpretation of Mahler, Van Cliburn's Tchaikovsky and Lili Kraus' Mozart in a ten-pair concert season filled with a West Coast Premiere, choral concerts and appearances by two guest conductors.

"We have chosen Sound 70 for the theme of this exciting new year as the San Diego Symphony Orchestra enters the new decade. We are certain the guest soloists and the orchestra will create an outstanding season — one that sets the pace for a decade of great promise and challenge," said John Willett, the orchestra's new general manager.

The winter seasons beginning Oct. 15th will be under the direction of Zoltan Rozsnyai who enters his fourth season as the San Diego Symphony's music director and conductor. Maestro Rozsnyai will share the podium during the season with his assistant conductor and concertmaster, Robert Emile, and the Japan Philharmonic Symphony's Akeo Watanabe.

Adding to the season will be the West Coast premiere of Eugen Zador's "Orchestra Studies" at the February 25th and 26th concerts.

In addition, the San Diego Symphony Choral, under the direction of Emile, will be sharing the stage with the San Diego Symphony in December concerts when the two groups present Bach's choral masterpiece "The Magnificat."

Season tickets for the concert series are now on sale, offering six options

ranging from a full ten-concert series to a three-concert Saturday afternoon series. By purchasing season tickets, Symphony patrons are assured of choice locations for the entire season and will enjoy savings up to 20% over the cost of individual tickets.

Two vocalists, four pianists and a violinist will also bring their artistry to complement the San Diego Symphony in the new winter season. Inaugurating the season will be Britain's mezzo soprano Miss Baker who has established herself as a "singer with brains and style and with a fluent voice of beautiful color," according to one critic. Since her American debut in 1966, she has performed frequently to sold-out concerts here and abroad and is considered one of the most talented and sensitive concert artists of today.

For the Symphony's second concert pair, pianist Van Cliburn will perform Tchaikovsky's Piano Concerto No. 1 which has a special significance in his highly successful career. He made his orchestral debut with the Houston Symphony playing this Concerto. Then, in 1954 he won the coveted Levintritt Award, again playing the B Flat Concerto. This award carried with it an appearance with the New York Philharmonic for which he again played the Concerto. His rapidly rising career skyrocketed in 1958 when he won the International Tchaikovsky Competition in Moscow with this Concerto.

The dates and guest performers in the orchestra's winter season are: October 15 and 16, Janet Baker, mezzo soprano; October 29 and 30, Van Cliburn, pianist; November 20 and 21, all-orchestral concert; December 10 and 11, Carol Neblett, soprano, and the San Diego Symphonic Chorale; January 7 and 8, Lili Kraus, pianist; February 4 and 5, Lorin Hollander, pianist, and Robert Emile, guest conductor; February 25 and 26, Michael Rabin, violinist; March 12 and 13, Gary Graffman, pianist; April 16 and 17, Akeo Watanabe, guest conductor; and April 29 and 30, all-orchestral and choral program.

We feel this group of guest performers together with the growing San Diego Symphony offers San Diegans an incomparable season. We are entering a new year of increased professionalism within the San Diego Symphony Orchestra Association, encompassing our total operation. With our new general manager Mr. Willett bringing a new approach to Symphony management and the growing professionalism of the orchestra under Mr. Rozsnyai's capable direction, we look forward to greater musical enjoyment in the months and years ahead.

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Ground-breaking ceremonies attracted many dignitaries. Helping to wield the gold shovel were, left to right, State Senator Clair Burgener; Village Park's General Manager, Jack Diamond; and County Supervisor, Bill Cravens.



General Manager of the Village Park Development is Jack Diamond, pictured above with his very attractive wife, Janet. The Diamonds reside in Cardiff at the present time.

Construction begins on Village Park new 900-acre north county community

Construction has begun on the first neighborhood of Village Park, a new community development near Encinitas planned to ultimately include 900 acres.

"The first neighborhood covers 109 acres and will include 470 single family homes and townhouses," Jack Dimond, general manager for Village Park, said at groundbreaking ceremonies held today.

Village Park is a new development of Avco Community Developers, Inc.

An informal reception for local community and civic leaders was held at the Northern San Diego County site, north of Encinitas Blvd., between El Camino Real and Rancho Santa Fe Road.

In addressing the reception, Dimond said that Village Park "will develop as a balanced, medium-density community with spacious parks and related open space throughout the area.

"The concept of the Village Park plan," Dimond said, "is that of a 'price-conscious' community oriented toward young families and first-time homeowners located in a country, rural, non-crowded atmosphere."

A community park for the Avco Community Developers Inc. project will be included in the first neighborhood, which will have a swimming pool, recreation areas, family picnic facilities and a playground. Additional recreation areas will be developed for future Village Park neighborhoods.

The homes at Village Park will include five lower-priced townhouses beginning at approximately \$20,000. Complementing these will be four single family detached models priced from \$25,000.

The first homes are scheduled to be completed by January 1971. "Careful consideration has been given to controlling the housing density," Dimond said, "allowing for a pleasant, productive environment.

"The new community is designed to help meet a growing demand for moderately-priced housing while providing a quality living environment. Through a comprehensive plan that provides for open space, recreational facilities, trees, landscaping and controls on commercial development, the new Village Park community will provide quality living for many medium-income, North County families."

Avco Community Developers, Inc. is a subsidiary of Avco Corporation and is headquartered in its "new-town" development of Rancho Bernardo in San Diego.



All the "neighbors" were out to enjoy the festivities—not the least of which was the excellent buffet. Left to right: Chief Fox of the Rancho Santa Fe and Solana Beach Fire Departments; Al Kern, vice president of Lomas Santa Fe, Inc.; Ray Grisnet and Chet Root, directors of the Rancho Santa Fe Fire Department.

A Rancho Bernardo tour bus was on hand to assist with the launching of its satellite, Village Park. Guests were transported from Encinitas Road into, what will soon be, one of the main streets of this exciting new community. At present it is a community of sagebrush, tumble weeds and jack rabbits!



ROW RESTAURANT

Bali Hai—Shelter Island's most popular Cantonese restaurant. Try chicken of the Gods and be sure to catch the evening entertainment. Buffet luncheons daily. 222-1181.

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

Casa di Baffi—George Pernicano's proudest accomplishment. Kansas City beef; Ohio veal; Grain-fed pork. A small and comfortable restaurant in San Diego's Hillcrest 296-2048.

Chart House—two locations locally, both serving superb steaks, lobster and a great salad. Menu presented on a breadboard. Shelter Island: 222-2216; Coronado: 435-0155.

The Coffee Mill—It's so nice to find a dining spot that doesn't seem to know what a can opener is! Every vegetable served at the Coffee Mill is prepared fresh, and served piping hot with melted butter. The desserts are delicious—wonderful pies, and home-made old-fashioned puddings. A "bread basket" accompanies every dinner. Very, very reasonable prices. Open from 6 a.m. to 8:30 p.m. Tuesday thru Sunday. Closed on Mondays. For reservations, call 753-3133. 531 Highway 101, Encinitas.

Del Charro Hotel—it's the V.I.P. place to dine . . . with menus deliciously spiced with continental wit . . . prices seasoned with Yankee wisdom . . . cocktails always generously poured. Memorable party menus and service. 2380 Torrey Pines Rd. La Jolla-454-6134.

Gourmet Patio Restaurant—a famous Rancho Santa Fe luncheon spot in the charming Country Squire Courtyard of Shops on Paseo Delicias (that's the main street!) of Rancho Santa Fe. Featuring such delights as "petti di pollo," homemade soups, sandwiches, fantastic salads, hot popovers, and "Country Squire Pie." Open for luncheon every day except Sunday, 11:30 to 3:30. Specializing in gourmet catering for parties large or small; and delightful wedding buffets. Elizabeth Cunningham and Robert Townsend, owners. Marilyn Townsend is your hostess. 756-1788.

Istanbul—a delightful place to dine if your taste calls for Middle-East Cuisine. Shish-kebab and other exotic dishes await your pleasure—preceded by a champagne cocktail and followed by your favorite wine. There is a special 99c luncheon during the week that is very surprising. In fact, you won't believe it! Open every day—with live entertainment and floor shows on Fridays and Saturdays. 1250 Prospect Plaza, La Jolla. 454-2334.

The Jolly Ox is located above the Enco gas station on Lomas Santa Fe Drive at Lomas Santa Fe. First, you serve yourself from a generous salad bar—and you may come back again and again. All the salad dressings are homemade, and they are scrumptious. Your main course is either lobster or steak—both specialties of the house, and the very best available. The "Jolly Room" is, of course, the bar. The Jolly Ox is open for 7 days a week for dinner from 5:30 until 10:30 ('til midnight on Fri. and Sat.). Luncheon is served Monday thru Friday from 11:30 to 2. Lomas Santa Fe Drive, Solana Beach. 755-9758.

Kelly's Prime Steaks—Chateaubriand-for-Two, served at your table from the cart and placed on sizzling hot platters a feature item. Ice cold salads, moderate prices, emphasis on good food and good service. Hotel Circle. 296-2131.

The Mad Greek—just about the most delightful Greek Restaurant you've ever had the good fortune to find. The European-Greek gourmet cuisine is personally supervised by your host, Jean Claude Morengo. Open for luncheon and dinner with a menu that's as exciting as the Greek entrees such as Souvlakia, Kolokithia Yemista, and many more. The restaurant is small and intimate, easily located, with fantastic furnishings from the middle East. 1250 Prospect Plaza in La Jolla. For reservations, please call 459-9393.

Lubach's—"Everything you'd like a restaurant to be." The restaurant has coordinated the American taste with the international flavor, providing San Diego with an authentic European-style restaurant. Thirty-four entrees. 2101 Harbor Dr 232-5129.

L'Escale—On your next leisurely drive to San Diego swing out to Shelter Island for lunch or dinner at L'Escale. Dining and dancing in the French Polynesian setting is a delight and the menu glitters with gourmet specialties like Long Island Duckling and Veal Cordon Bleu. Lunch at L'Escale is a treat in itself, too. 2241 Shelter Drive. 224-3577.

Miyako's—has an exotic, Oriental atmosphere and maintains several authentic small Japanese dining rooms, with floor cushions, shoji screens and all. Entertainment from lute-like instruments called the koto and samisen. Cantonese as well as Japanese food; popular cocktail lounge. Major credit cards honored. (Closed Tuesdays) At the Pagoda, 2137 Pacific Highway, 233-7168.

Nati's Mexican Restaurant—Whether it's dinner by candlelight or an informal lunch in the patio, Nati's makes you feel right at home. Hanging pinatas decorate the dining room; colorful Mexican paintings and serapes adorn the walls. Nati's is proud of the quality of its food—you may inspect the kitchen if you wish (dishes and sauces are made on the premises). Specialties include: Chili Rellenos made from fresh chili and stuffed with cheese; Guacamole served year 'round, made from fresh avocado. Food to go at no extra charge. American and Mexican beer. Also: **Nati's Tienda**—a gift shop specializing in Mexican artifacts, adjacent to the patio. Plenty of parking. Open 1 a.m.-9 p.m. daily, Sunday noon to 9 p.m. Closed Monday. 1852 Bacon Ocean Beach—224-3369.

Mexican Village—in Coronado. A merry, spirited place with loads of atmosphere. Gathering spot of celebrities and the swinging Navy set. Superb Mexican menu—good American cuisine too. Dancing every Friday, Saturday and Sunday nights. Piano bar. Pancake House Sundays 8 a.m. to 1 p.m. Banquet rooms, cinema-scope screen and projector, private bar. Open daily 10 a.m. to 2 a.m. Over Coronado-San Diego Bay Bridge, down Third, turn right on Orange. 120 Orange Ave. Call (714)-435-1822 for reservations.

Oak Tree House—warm, intimate, candlelight atmosphere with impeccable service and good wine, generous cocktails and an emphasis on leisurely dining. Prime Eastern aged sirloin and New York cut steaks, chicken Cordon Bleu, jumbo butterfly shrimp, filet of sole, Australian lobster tail, steak on a skewer, double-cut steak for two and—the specialite de la maison—roast New York strip, carved thin. English style. Unbelievable popovers with whipped butter and apricot preserves. Masterful salad dressings and rich desserts. All at moderate prices. 7811 Herschel Ave., La Jolla—454-1315.

Old Damascus Restaurant—is like stepping from the cosmopolitan atmosphere of uptown Fifth Avenue, San Diego into the exotic atmosphere of old Arabia. The decor, the wall hangings, and the wonderful savory food—all make for an exciting evening. Start with a mixed drink prepared for your pleasure. Proceed with shish kebab at its best; as well as other authentic Lebanese foods, prepared to perfection! A truly cosmopolitan place to dine. Luncheons, Monday and Friday from 11 to 2:30; Dinners Monday thru Saturday from 5 to 9:30. 3683 Fifth Avenue, San Diego. 297-3228.

Tony's Jacal—Eden Gardens, 2 blks north of the Del Mar track. Mexican Food at its superb best! Open every day at 5 p.m. during the Racing Season. (On Sundays, open at 3 p.m.). You may choose from a tantalizing menu which includes every Mexican dish you've ever heard about . . . plus American food if you insist upon it. Do try the special green chile . . . it's wonderful (but hot). Guacamole salad a specialty! Marvelous bar, with special service by Tony himself! 755-2274.

The Paddock Restaurant—conveniently located on Encinitas Boulevard in Encinitas, is one of the North County's most exciting new restaurants. Open for luncheon and dinner every day, 7 days a week, with "specials" to tempt your appetite as well as please your purse! The decor is very attractive (you dine "in the round") with an atmosphere of being right in the center of all the excitement connected with thoroughbred racing! Even the menu is like a racing program—featuring everything from steaks, steak and lobster to ribs, chicken, shrimp, filet of sole, and much, much more. The drinks are great, too—generous and delicious. Open from 11 a.m. 'til 2 a.m. Encinitas Boulevard, Encinitas (right at the foot of the off-ramp, on-ramp to Highway No. 5. 753-7755).

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**FISHING AND
CASTING CLUB**

by Ray Wofford

Flaky, golden fried ocean perch and crisp french fries supplemented by generous refreshments were enjoyed by about 70 members and guests at the Club's Fish Fry on August 29th at the Picnic Grounds.

Success for this third Fish Fry is due to Chet Shaw, Director of Activities; to guest-chef Earl Van Dusen and his white aproned "fry-cooks" — Charles Hahne, Phil Fedele, Otis Walker and Lea Glazepus, Paul Cheney, Harvey Holmes, Ray and Marge Thorn, Ed Mayer, Verna Shaw, Edith and Ray Wofford and others assisting with the preparation, serving, cleaning, etc.; to chief bartenders Frank Whitmer and Elmer Behnke with Vivian Edwards dispensing tickets and to dockside greeters Dan Galvin, Bill Bode and Ron Strong.

Fishing Derby winners Dan Boone and Vern Richardson were presented with rods and reels. Next Derby extends from September 1 thru October 6 — everyone welcome.

Harvey Holmes distributed eight door prizes with guest Ethel Cooper winning the new rod and reel.

New members Al and Blanche Freund, Gladys Holmes and Mary Barnum increased membership to 99. Subsequently, the Board elected Verna Shaw for the Club's 100th member. Proposals to limit membership will be considered at next meeting.

Fish Fry scheduled for October 3rd has been cancelled. Next meeting will be Tuesday, 7:30 p.m., October 6th, at the Club Room.

Every fisherman should read and observe the new fishing rules.

**LAKE SAN MARCOS
MEN'S GOLF CLUB**

by Elly Fredricks

The "Club Championship Matches" are now over, all contests in all flights No. 1 through No. 5 were hotly contested. Our present "Club Champion" won the championship flight in a 36 hole playoff. His name now goes on the "Big Cup" for a second time.

A three time winner takes possession of the "Cup" permanently.

For all surrounding clubs to know, Here are the various winners:—
Art Benton — "Club Championship"
Jim Luper — Runner-up to Benton
Sam Azen — Consolation Flight winner
Bob Steven — Winner 1st Flight
Bill Robinson — Winner 2nd Flight
Vern Burr — Winner 3rd Flight
Glen Gustine—Winner 4th Flight
Teller Hall — Winner 5th Flight

Our "Executive Group," which decides its play over nine holes, came through with its share of **Hot Golf**, with the following players picking up all the marbles:—

Bert Griffiths—"Cup Winner"
Irv Bostwick—Runner-up to Bert
Joan Reilly & Al Robb — Semi-Finals Tie

In the 9-Hole "Consolation Flight":
Floyd Wardell — 1st place
Hovey Crandall — 2nd place
Mert Collison — 3rd place

That all matches went off so nicely and the event, our most important one, was so handily tallied is a tribute to our **Tournament Comm. — Handicap Comm.** — and all members of our "Board." Good job, they deserve mention for it. Now that all "Divisions" have new leaders, for at least one year, we can now put away all the "aids" one uses on such trying occasions — Aspirin, Tums, Rollaids, Alka Seltzer and Geritol.

Our "Mixed Invitational" held Sept. 12th was a "Peacherino." Scores and winners are:

1st Place Overall—Jim & Roba Henry, L.S.M.
2nd Place Overall—Jack & Maybelle Eddie Crystallaire, C.C.
3rd Place Overall—Jack O'Connor & Donna Monfank, L.S.M.

**SAN MARCOS
ART LEAGUE**

by Grace Minot

Mr. Stan Sowinski, of Escondido, will be the featured Artist at the October meeting of the San Marcos Art League.

Mr. Sowinski, a native of Milwaukee, Wisc., later moved to Southern California, and graduated from San Diego State College. He is also a graduate of San Diego School of Arts and Crafts in La Jolla.

Stan has won many honors for his art and has had one man shows all over the world. He participated in the Royal Water Color Society and the Royal Society of British Artists, and was chosen best in the Hawaiian State Fair. His name is listed in "Who's Who in American Art."

This talented artist will demonstrate for the Art League, Oct. 19, at 7:30 in the Recreation Lodge at the Lake.

please turn to next page

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SAN MARCOS

continued from previous page



GOLDEN WEDDING CELEBRATED

Mr. and Mrs. Ellsworth H. Kendig (Bud and Ellen) will be celebrating their Golden Wedding on October 9th. The above picture was taken on Easter Sunday 1919, the day they became engaged. They met in Muscatine, Iowa and were married in Niagara Falls, N.Y. in 1920. After traveling for two years they settled in Detroit where they lived until 1964 when Bud retired as President of the Owen Mortgage and Service Company of that city.

They have been residents of Lake San Marcos for six years and have been very active in local affairs since coming here. Ellen is a past president of the Lake San Marcos Women's Golf Club and is at present President of the Women's Fellowship of the United Church of Lake San Marcos. Bud is past Treasurer of the local Kiwanis Club and the Men's Golf Club. He is at present Membership Chairman of the San Marcos Chamber of Commerce and Tournament Chairman of the "Executive Group" of the Men's Golf Club. They have one son and four grandchildren all residing in Los Angeles. Mr. and Mrs. E. H. Kendig, Jr. will be hosting a formal Reception and Dinner for them at the Los Angeles Country Club for thirty-five close relatives.

LAKE SAN MARCOS WOMAN'S CLUB

by Elberta Beum

Our dessert card party proved to be a real success, and the ladies of the club are clamoring for more such affairs. All tickets were sold.

It is a fine way to make the finances for our charitable work, and at the same time a good way for members to become acquainted with one another.

Many thanks and praises were received by Mrs. Edward Grossman, Chairman of the Ways and Means Committee, who worked so diligently towards the success of our party.

Delicious dessert was served with coffee. Bridge and canasta were the games played, with many prizes awarded.

We will have many interesting programs, which are being arranged by our program chairman, Mrs. Hilton Curtis. These will take place in the months ahead.

Our membership is growing steadily, and with the help and assistance of our able president, Mrs. Ben Johnson, we hope to have a record year.

LAKE SAN MARCOS YACHT CLUB

by Ronald T. Strong

Yacht clubbers and their guests had only a short cruise to attend the picnic Saturday, September 19, since it was held on the lawn of the Recreation Center adjacent to the main boat dock. Access to the regular picnic grounds near the lower end of the lake was temporarily cut off by heavy construction work incident to the lake crossing of the latest leg of the San Diego aqueduct. All necessary facilities for the picnic had been moved to the temporary location by our Port Captain Fred Schmidt and his hard working crew.

John and Tensie Wyatt hosted the picnic, assisted by charter member and original Purser Cecil (Peter) Smith and his wife Fran. Food refreshments were ample and delicious.

The October picnic will probably be cancelled on account of the construction work. Therefore this event marks the end of a very successful 1970 season under the guidance of Commodore Allyn Blunt and Purser Paul Cheney. Picnic-meetings will resume next April at the regular picnic grounds.

SUN PARK NEWS

by Helen E. Stead

Eighty-five colorfully costumed Sun Park residents and guests gathered on the Club House terrace Thursday, September 3rd for a social hour before the annual Luau. Mr. and Mrs. Clarence C. Schlaegel were in charge of the punch bowl.

Othe hosts and hostesses were Mr. and Mrs. Damon W. Johnson (Chairman), Mr. and Mrs. Harry S. Fox, Mr. and Mrs. Axel Holmes, Mr. and Mrs. E. G. Wiggins, Mrs. Paul McCabe and Mrs. Edgar S. Madigan.

The lower mall was the scene of hotly fought games of horse shoes, croquet, Italian Bocce and other con-

SUN PARK NEWS

continued from previous page

tests for residents and their guests on Labor Day afternoon. Prizes were given for the winning teams. An informal picnic followed on the terrace overlooking the lake. Mr. and Mrs. F. Richard Putzier and Mr. and Mrs. Alfred E. Rydgren were in charge of arrangements.

Sun Park members of "The Friendly Shufflers" have a busy schedule of games through the fall season. August 27th they journeyed to Mission View Mobile Manor and September 1st they hosted Casa Grande of Escondido at Lake San Marcos.

Monday, September 14th at 8 p.m. Mr. and Mrs. Frank Isley presented films and slides of a most interesting trip through the beautiful State of Oregon. Refreshments were served during intermission.

According to Bernice McCandless, Travel Chairman, the next trip will be to the De Mar Races on September 11th with the bus leaving at 12:30 p.m. A visit to Lion Safari Country in Orange County is scheduled for November 12th. Reservations for either trip may be had by calling Mrs. McCandless at 744-0743 or Mrs. John Ohde at 744-0142.

Residents are extending a friendly welcome to Mr. and Mrs. Shelby Cochran, new arrivals on La Fiesta Court. They are taking up golf, are avid swimmers, enjoy bowling and Mr. Cochran is a fishing and hunting enthusiast.

Canasta hostesses on September 2nd were Dorothy Ohde, Peggy Curtis and Ida Collins. A surprise birthday cake for Doris Perks was the highlight of the day.

Alvira Prosser was the hostess for the 6 tables of bridge on Friday, September 4th at the Club House.

Recent weekend guests of Mrs. Edgar W. Madigan were Mr. and Mrs. Thomas Mead of Hollywood, Dr. Richard Langford of Seattle, Mr. and Mrs. A. Rex Jones of Sun City, California, Mr. and Mrs. Philip C. Licht.

WOMEN'S FELLOWSHIP

by Josephine Polvick

The Women's Fellowship of the United Church of Lake San Marcos, will hold their annual Holiday Fair, November 14th, from 9-4 in the recreation Lodge. There will be many lovely items to choose from. The Christmas table will be filled with many beautiful items for decorating during the holidays, as well as practical gifts to be used throughout the year. The Treasure Booth is always very interesting, picking up lovely trinkets for so little money, also the Petite Gourmet

booth will feature delicious homemade cakes, breads, rolls, pies, chutney, jellies, and preserves, also homemade candies. There will be a lovely snack bar featuring homemade sandwiches and coffee. This is a wonderful place to do your Christmas shopping early and leisurely. This is our big money raising project for the year and we invite all to come and see the lovely display of gifts.

PAR-TEE TALK

by Marcie Chace

The heaviest load one can carry is a chip on his shoulder . . .

A "Guest Day" was held Aug. 25th and the winner in the guest flite from Escondido C. C. was Marie Brady with a gross of 87. First net was captured by Margaret Walters, Rancho Bernardo and a two-way tie of 80 was shared by Verna Blomquist, Canyon C. C., Palm Springs, and Dorothy Forshee, Fallbrook. Third place was also tied by Estelle St. Clair, Navy, North, and Bernice Staller, Rancho Bernardo (East) with net 81.

Second flite low gross winner was Jane Morford, Rancho Santa Fe, with 104. Alice Matheny was low net with 84 and plays out of Rancho Bernardo (West). Tied for second net were Dorothy Beck, Rancho Santa Fe, and Lyn Arenz, Brookside, with 85. Lois Meeks, Fallbrook, third.

Hostess flite low gross was won by Irene Marcy. A 69 placed Ruth Sharp first for low net. Isabelle Powell won second with 72 and Ev Robinson was third.

Second flite winners were Bea Pruitt, low gross; Shirley Meyers low net; Jennie Ashworth and Marcie Chace tied for second and Lucille Burns tied Tensie Wyatt for third.

Winners of the third flite were Al Prosser, gross, Mary Givins, low net, Fran Smith, second and Ida Mae Dahlman tied Jean Olson for third.

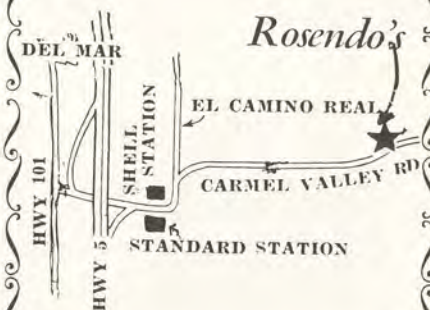


(l to r) Del Sanford, fourth place and winner last year of the President's Cup tourney presents the perpetual trophy to Irene Marcy, the winner this year.

please turn to next page



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SAN MARCOS

continued from previous page



Thea Wilson was the second woman to card an "Ace" on this course in almost three years. She and her husband, Bob, took part in a twilight event Aug. 7th with Val and Beth Browne. The "Ace" was with a 4 wood on the 137 yard par 3 fourth hole and in order to get her "reward" had to continue the last nine holes.

Fifty-four ladies competed in the Sixth Annual President's Cup Tournament which ended Sept. 4th. The event was total net for three days and was won by Irene Marcy with 221. I placed second with 224 and one stroke behind me for third was Jeanne Crandall. Del Sanford, last year's winner, was fourth with 227, Ruth Sharp was fifth and Early Steven sixth. Prizes were distributed to 25 places.

After the final round Thea Wilson, our Hole-in-One gal, held a "Happy Hour" at the Lodge. Elaine Moffitt, social chairman, was in charge of decorations and hors d'oeuvres assisted by Fritzie Rydgren, Coil Swearingen, Addie Allen and Minnie Harn.

"Love is not love 'till you give it away."

Winners of a "Nassau" event Sept. 8th in class "A" were Vi Morse, front nine with 36 1/3. Back nine Isabelle Powell, 37 1/2. Kay Dutton 18 holes.

Class "B" — front nine Fran Brindle, 35. Back, Bea Pruiett, 37. Ev Robinson, 18 holes.

"C" class — front nine tied by Agnes Brence and Ruth Sternberg, 40. Back, Tensie Wyatt, 35 and 18 holes Jean Crandall, 74.

Front nine was won by Marie Ross and Corinne Beveridge, 40. Back nine was tied by Helen Burr and Fritzie Rydgren, 35 1/2. The 18 holes was also tied by Vernon Brockett and Dorothy Newcom, 77.

A three-way tie of 45 was shared by Penny Penegor, Helen Autrey and Hazel Murphy for the front nine. Ruth Ey won the back with 37 and the 18 holes by Helen Renn, 82.

Here and Over Yonder

by T. Nooncaster

It has often been said, "There are no friends like the Country Friends." Numerous charities throughout San Diego County will attest to that fact. In the sixteen years of its existence the Country Friends have distributed almost a half-million dollars to these charities.

The major source of these funds is the two shops run by the Country Friends and staffed entirely by volunteers. The shops, in the Village of Rancho Santa Fe are open the year 'round from 10 to 4.

Have you always yearned for an old Irish breakfast table, Circa 1810, or old Dresden in a complete service for twelve? Are you looking for just the right serving piece in silver for a wedding gift or a dear little French Commode, a signed original? You just might find one of these things in the shops when you drop in.

If you have out-grown your present quarters or moved to smaller ones and need to dispose of some things, the Country Friends gladly take donations or goods on consignment. They will help you to price them, just give them a call at 756-1166.

How long has it been since you have seen a truly beautiful Point De Venice dinner cloth with napkins to match? There are three in the shops now. Have you been looking all over for a really good Oriental rug? They have those too.

You never know who you will run into when you visit the shops. Among our many customers is a well-known Movie Star. It seems she has a shop of her own and buys things from us for re-sale in her shop. Dealers say the prices are about 30% below the average.

Are you a collector? Collectable items are always found in the shops. Perhaps an old English Marrow Spoon, Circa 1761?

Do come in to see us, you never know what you will find.

Country Friends

Last year alone the Country Friends distributed almost \$53,000 to various agencies in San Diego County, many of them youth-oriented.



introducing Karyl Shenton, whose sketch of the distinctive home of the Alfred Gregorays of Rancho Santa Fe is reproduced on their Christmas card for 1970

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what's all this about saunas?

It seems you can't pick up a magazine or read the newspaper without seeing the word **sauna**. Ten years ago you had to be a Finlander, or at least a Swede, if you were the owner of a home sauna . . . Not so anymore! Today the sauna, by Viking, has cropped up in all sorts of places and in just about every ethnic group.

The YMCA in Encinitas . . . the Police Facilities in Chula Vista and El Cajon . . . the Catholic Bishop of San Diego . . . the Mayor of Coronado . . . Hospitals . . . offices . . . health clubs . . . just about everywhere . . . but WHY?

Just about everyone knows the Finns have been using saunas for over 1,000 years but if you ever took an old-fashioned 'smoke sauna' you would understand why the idea never caught on too well over here. Green sappy logs were the walls and ceiling and a huge firebox filled with burning wood was the fuel . . . it used to take half a day to heat the sauna and you had to be a very hardy soul to partake of its pleasures.

About 10 years ago **Viking Sauna** in Northern California got underway after the Americans at the Winter Olympics in Squaw Valley first used

and raved about the Swedish sauna heaters in use at Olympic Village. **Viking Sauna** imports a very efficient electric sauna heater that takes the mess and bother out of sauna bathing. A flick of the switch and in a few minutes, the room is heated to sauna temperatures . . . no green sappy walls . . . handsome California Kiln Dried Redwood instead . . . a very compact Stainless Steel Sauna heater instead of the usual four hour delay waiting for the wood fire to heat the sauna stones. This modern version of the ancient custom "did the trick" . . . everyone likes the benefits of regular sauna bathing . . . for a truly clean skin and clear complexion you can't touch the sauna . . . just ask the beauty queens of the world . . . from Ingrid Bergman to Natalie Wood. Just about all the professional teams in football, hockey, basketball provide sauna facilities for the players because the sauna works like a massage on tired aching muscles . . . it stimulates the circulation and relaxes you like nothing you ever experienced. It's often called the "drugless tranquilizer" and its con-

please turn to next page

about saunas?

continued from previous page

sidered the best way in the world to shrug off daily pressures.

Viking Sauna, the world's leading sauna company, does about 75% of all the saunas in this country and they range in size from a Solo 3 x 3, to 6 x 12 and larger. No plumbing, no flues, no fuss, no muss . . . all you need is the space and the wiring . . . they even have two models that plug into regular house current like a TV set! . . . However the larger models, so called 'lie-down type' need 220v current but any electrician can hook up these marvelous devices.

Where do you put a home sauna? Out by the pool if you want to use your pool year 'round . . . winter swimmers will tell you the sauna kills the chill and many people with both pool and sauna use both all year. If you want it inside, think about a corner of the garage . . . at the end of a hall, under the stairs, under the eaves . . . in the patio. Viking has built several adjacent to the bedroom, with the sauna door leading to an outside sauna that butts up against the side of the house.

And sauna parties are fun too . . . there's nothing like a sauna, a swim and a beverage to make your guests relax.

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If you have any questions about the upcoming election drop in at our Republican Headquarters on Via Santa Fe, opposite Ashley's store.

This is capably staffed by Betty Gillies and her committee and they are there to answer all questions.

On Monday, October 19, there will be a meeting of the Rancho Santa Fe Republican Women Federated. It will be held at the home of Mr. & Mrs. Don Augustine on El Secreto.

Mr. James Schmidt, Executive Vice-President of the San Diego Trust and Savings Bank, and a former member of Governor Reagan's staff will speak on, "The Accomplishments of the Reagan Administration."

This meeting is open to all interested citizens. Mrs. Steve Toth, Jr. is chairman of hospitality.

Vote a straight Republican ticket!

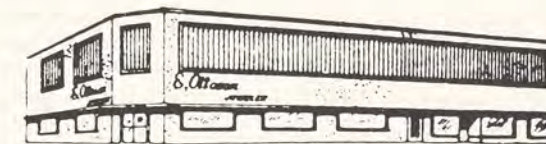
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MEET RANCHOITE Jack Stires among other things, the inventor and manufacturer of *Jack Stires Bag*



And that's the story of how the Jack Stires Garment Bag evolved from lettuce and cantaloupes!

Let's tell it like it is. In Jack's own words. And our question, to a former El Centro broker in the fresh fruit and vegetable business, was short and to the point:

"Jack, how in the world do you connect lettuce and cantaloupes with a posh line of leather garment bags aimed at a selected audience?"

His answer was very interesting! It follows forthwith:

And that's the story of how the Jack Stires Garment Bag evolved from apples and string beans!

EDITOR'S NOTE

We have personally seen the Jack Stires Garment Bags. They're terrific!

The leather garment bag was truly a product that was dictated and developed from necessity.

I was a produce broker in El Centro and had branch offices in Phoenix, Arizona and Fresno, California, and seasonal offices in several other producing areas of California, Arizona and New Mexico. It was necessary to travel to and from these offices at least twice a week and I used up plastic garment bags by the dozen. I tried unsuccessfully to buy a leather garment bag but to my surprise there was no such thing available.

I bought some leather, designed a bag and had a lady in Phoenix sew them for me. The first bag was rather crude. (As a matter of fact, the first several bags were crude.) Since I knew absolutely nothing about luggage or leather, everything was by trial and error. I finally arrived at a weight and thickness of leather that was suitable, and found a steady source of supply from a tanner in Chicago that supplied leather for clothing. I made several of the bags for my produce customers and friends, one of whom owned a men's shop in El Centro. He wanted to try them in his store. I left a few bags with him on a consignment basis; with the promise that if they didn't sell I would pick them up. A sportswear salesman from Los Angeles saw them in this store and liked them so well he wanted to handle them along with other items. He took a sample to Las Vegas and the orders came in faster than we could produce the bags.

Well, in a nutshell that was the start of the Jack Stires leather garment bag. I originally called the bag the PANTHER BAG but due to the unpopularity that was later associated with this beautiful beast, the salesman began to call it simply the "Jack Stires Bag."

It wasn't long before I began getting calls from all over the United States, even a letter from London wanting to purchase a bag. Some of the most famous names in this country have called or written to buy these bags. One famous St. Louis brewer has purchased over one hundred bags for his friends. This sale was started by a couple of nice gentlemen who live in Rancho Santa Fe that have also purchased quite a few bags. Friends have bought for other friends and by word of mouth we sold all the bags we could make. They make excellent gifts because they are something you can be almost one hundred percent sure a person doesn't already have. Leather has a "feel" and a beauty with which no other material can compete. Of course, every hide of leather is from an individual animal, so they are all different. The markings on the leather are still there . . . everything from bossy's battle scars and bramble nicks to barbed wire gouges. They represent the life history of the animal. They give the leather character and personality, and help to distinguish it from all the other materials. The fact that our bag is *genuine* leather makes the difference. The more you use leather the softer and more beautiful it becomes. Other materials just wear out.

We originally made a black bag with red satin lining just for men. Because of demand we added a slightly longer bag for the ladies. We also added another color, tan with olive green satin lining.

The tote bags are made from the same leather but are pieces that are too small to use in garment bags. There has always been a "demand exceeds supply" situation for these tote bags.

Last year I retired from the produce business and moved to Rancho Santa Fe. Developing this bag and watching it grow in popularity and acceptance has been a lot of fun.



From left: Robert R. Hield, Executive Vice President, Miss Agnes Blomquist, Director, P. A. Palmer, Chairman of the Board of Directors, and Redvers W. Kingery, President of Imperial Savings and Loan Association of Newport-Pasadena.

Newport Balboa Savings and Loan Association, Newport Beach, has been consolidated with Investors Savings and Loan Association.

Both associations are wholly-owned subsidiaries of Imperial Corporation of America, the nation's third-largest publicly-owned savings and loan holding company.

The name of the consolidated unit has been changed to Imperial Savings and Loan Association of Newport-Pasadena, Kingery said. He explained that the name "Imperial Savings" was

selected to establish more firmly the close relationship between the association and its parent company, Imperial Corporation of America, which owns four other associations in California, six in Texas, two in Kansas and one in Colorado, has assets aggregating more than \$1.4 billion. It is headquartered in San Diego.

The consolidated association has assets in excess of almost \$220 million and operates a total of six offices. The office in Newport Beach has been designated the association's executive of-

fice, and Investors' Pasadena office is the main office. Branch offices are in Corona del Mar, East Pasadena, Glendora and Woodland Hills.

Kingery pointed out that the consolidation will not affect the tradition of local management and participation in community affairs that has characterized the association since its founding in 1937, nor will there be a significant change in association policies or its personnel.

"The consolidation of these two strong associations will result in our being able to offer our customers the convenience of six offices at which they may transact business," Kingery said. "It will also make it possible to provide more and better services and to expedite the handling of matters pertaining to both savings and loan accounts."

Kingery, who has been president of Investors Savings for a number of years, is president of the consolidated association, and Robert R. Hield, who joined Newport Balboa 18 years ago, will serve as executive vice president.

Directors, in addition to Kingery and Hield, are Paul A. Palmer, chairman of the board, and Agnes Blomquist, founders of Newport Balboa; Jack H. McDonald, president of Imperial Corporation of America, and Ralph P. Maskey and Walter S. Spicer, Newport Beach businessmen.



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People, Places and Things

WASTE NOT, WANT NOT

by Gemma Parks

Everyone knows pollution is a problem. We all know how the car, farm and factory pollute, but do we know how we pollute? On reflection we conclude that pollution is a habit. We make waste in all the trivial things we do, turning on a light, going to the market, having guests to our home, attending club meetings, giving parties, washing and drying clothes and dishes, gardening, in our personal habits, corresponding, etc.

Ideally, however, there would be no such thing as waste. There are simply areas where we have not yet discovered how to eliminate waste, and also areas where we make waste unnecessarily. It is the latter area that I want to talk about. More specifically, I list below some of the things that we, as individuals, can do to reduce significantly the waste that we make.

1. Save trees! (1 ton of recycled newspaper saves 17 trees). Bundle and tie newspapers. The City of Del Mar has placed boxes around town. The Solana Beach and Cardiff Fire Stations are drops. The Oceanside Boys Club picks up papers. Kiwanis has boxes in La Jolla. Take advantage of the local papers drives. To permit recycling of phone books and catalogs, remove the stiff outer cover and staples, tear in to 1 inch thick segments and place them between layers of newspaper that you bundle and tie. To recycle clean cardboard boxes and brown shopping bags, mash and tie them, then leave at the rear of the Encinitas Safeway. (Talk to your supermarket about this service.)

Stop using paper napkins (make or buy drip dry), towels and diapers. Don't use styrofoam, paper cups (place individually marked plastic cups in the bathroom), or paper plates (save and wash meat trays to use instead).

Reuse paper bags. Take them back to the store for your own use and carry a permanent plastic shopping bag. Reuse or don't use gift wrap paper.

Use the backs of letters, ads, business letters, etc., as scratch paper or drawing paper. Don't accept "junk" mail. Send it back.

Buy a live and or reusable Christmas tree.

3. Save the birds and wildlife. Put a bird feeder and bath in your yard.

The money saved on paper products can be used for wild bird seed. Don't spray (see No. 5). Join conservation groups and subscribe to their magazines.

3. To avoid polluting the water (even the ocean has its limits), use biodegradable cleaning compounds with low phosphate content. Generally detergents are high, soaps low in phosphates. Dishwasher detergents are especially high, but liquid detergents and dish soaps are low. Overnight cold water soaks are as effective as phosphate-high enzymes. The amounts of phosphate (trisodium phosphate) in sink and tub cleaners are listed on the side of the can (notice that you have a choice of paper or plastic cans). As the amounts vary widely from brand to brand, choose conscientiously. Want a surprise? Try a plain hot water wash—no soap or detergent! (Marquette University made a study of this. You make one too.)

Compost and bury garbage. Better to let it decompose in your yard or at the dump than pollute the ocean. Coffee grounds can be spread over the top of the ground and under shrubs as mulch. In the same spirit, reduce the use of the garbage disposal.

Use holding tanks on pleasure boats and never dump any waste into the ocean or bay.

Use all white paper products. The colored chemical dye lingers on and settles into plant and marine life.

4. Conserve water. Plant trees and vegetables that are native to your area and need less water. Water early in the morning or late in the evening to reduce evaporation. Don't leave water running. Wash only full loads. Cut down the time of your shower and the depth of your bathwater.

5. Avoid residual pesticides such as DDT, DDD, Alkrin, Chlordane, Dieldrin, Endrin, Heptachlor, Lindane, Oxex, Thiodan, Toxaphene and all others containing arsenic or mercury. (The County of San Diego has one site designated for the dumping of old poisons. For information call 755-2066.)

For insect control use natural enemies. (contact California Bug Company, Box 2397, Rt. 2, Auburn, Calif. 95603), buy pest-resistant plants, pick pests off by hand, spray with soapy water or light oil. As a last resort you may use the non-residual and natural poisons Pyrethrin and Rotenone.

next page please

WASTE NOT, WANT NOT

continued from previous page

Check around—they are getting easier to find. Avoid "no-pest" strips.

6. Reduce power consumption by your dishwasher, dryer, electric toothbrush, razor, lights, T.V., etc. Refrain from giving electric items as gifts. Larger power requirements mean more pollution.

7. Stop your own littering and pick up after others. Sponsor a neighborhood clean up. Make your home a neighborhood collection center in the war on waste.

(Information — 755-2066).

Use plastic bags sparingly. Wax paper bags are still available and unlike most plastics do decompose. Cut open plastic bags that contain articles you have purchased, wash and reuse. Another money saver.

When you can choose between cardboard, glass or plastic containers, choose cardboard. (Unless, of course, you can and will recycle the glass or plastic.) A glass recycling system is to be opened in San Diego in November. For information, write or call 7-Up Bottling Co., 4405 Vandever Ave., San Diego, Calif. 92120. Phone 283-3177.

Flatten all cans and paper containers to conserve garbage space.

Reuse jars for canning, storing or freezing.

Donate what you no longer need to charity. Before you throw something away think! Give empty cans, egg and milk cartons, Christmas cards, meat trays, etc. to schools, Scouts, pre-schools, hospitals, etc. for crafts and hobbies.

Pass on old magazines to friends, hospitals or convalescent homes.

Save aluminum beer and pop cans.

Flatten them for drives. Flattened they can be sold at 10c per lb. to Shoreland Distributors, 623 N. Cleveland, Oceanside. Mon. 10-2, Sat. 9-11. There is an aluminum drop box at the YMCA site at 200 Saxony Rd., Encinitas. Money goes to the "Y" building fund.


Decrease the use of disposable containers and materials that do not decompose rapidly such as plastics, styrofoam and nonreturnable glass. If you must use, think "reuse" or "new use." (Golden Arrow Dairy takes back their clean plastic milk cartons and any other plastic of the same type. It is made into irrigation hosts. Just give the plastic to your milkman.)

8. Write letters. If you see something wrong write to the newspaper, call the T.V. stations, write your representatives, etc. Publicity hurts polluters. If you own stock in a company write and ask what they are doing about this serious national problem.

9. Cut down on air pollution. Walk, bicycle, take the train or bus, form car pools. Buy a car with a small engine. Keep your engine in good condition. Consider converting your car's fuel system to propane or butane gas (the zoo has done so with their buses). Follow the studies being made on low lead gas. Use it if proven beneficial. Don't burn garbage or plastics in your fireplace.

10. Educate your children by your example.

"The solution to the environmental crisis begins with each individual doing small things in his everyday life to lessen his impact on the life support system." (Quote Ecology Action Davis, Davis, Calif.) Include a few of the above suggestions into your life each day. Try them. They are small, but when you neglect them by the millions you have "pollution."



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Pausing a moment on the beautiful Straza terrace, prior to a busy planning meeting regarding the upcoming Opera Tea are, left to right, Mr. Kenneth A. Stixrud, chairman; Mrs. J. Edmund Kowalski, hospitality chairman; Mrs. Charles A. Chapin and Mrs. George T. Straza, hostess.

SAN DIEGO OPERA GUILD

Officers and committees of the Rancho Santa Fe Opera Associates group met in several sessions recently to prepare for a busy schedule of fall activities. Mr. Kenneth A. Stixrud is chairman and Mrs. Arleigh W. Anderson co-chairman.

The first event will be the annual Musicales and Tea at the home of Mr. and Mrs. George T. Straza on October 23rd. This spacious home on La Jacaranda lends itself beautifully for this purpose with its large and gracious rooms opening onto the formal terrace with pool and fountains. The program will be presented by young members of the San Diego Opera Company

and will include music from Verdi's LA TRAVIATA, the first opera to be presented in the 1970-71 series. Mrs. J. Edmond Kowalski and Mrs. Arthur F. Meyerhoff, hospitality co-chairmen, will be in charge of the tea, assisted by many members of the associates group.

On November 11th, the first performance of LA TRAVIATA will be presented in the Civic Theater and will be preceded by a gala "Black Tie" dinner in the Palm Room of the U. S. Grant Hotel. A bus will transport those from the Ranch who wish to participate in the dinner followed by a later bus for those who do not. Many residents will avail themselves of this easy transportation.

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People, Places and Things

NEW MAGAZINE INTRODUCED IN SAN DIEGO

ON STAGE, a slick new magazine about the theater and the arts in San Diego, will be introduced to theater audiences in October.

Designed to support the arts in San Diego, the centerfold of ON STAGE will contain individual programs of the Old Globe Theatre, San Diego Opera and the International Artists Series, as well as individual concerts of note. The magazine, published monthly, will be given free to theater and concert goers. The first issue will have a circulation of 24,000.

The inaugural 40-page issue features an exclusive interview with Dame Judith Anderson and a two page photo feature on Lou Rawls. There are other stories on Van Cliburn, Kenny Rogers and the First Edition, San Diego Symphony Maestro Zoltan Rozsnyai and the Old Globe Theatre. The cover for October is a photo montage of the featured artists. Photographs for the Rawls spread are by Ken Kerr, one of the principal owners of the Daisy Studio which is also responsible for the overall graphic design of ON STAGE.

ON STAGE will also contain guest articles, a restaurant guide and a calendar of events and coming attractions covering sports and entertainment throughout the County.

"Our initial purpose is to support the arts by providing a high quality magazine, similar to those given to New York and Los Angeles audiences,"

SYMPHONY ORCHESTRA

John A. Willett, business manager of "Musicals at the ZOO" during the past two seasons, has been named general manager of the San Diego Symphony.

Willett will succeed William J. (Bill) Phillips, who will become a principal in Public Relations International, Ltd., in Tulsa, Okla.

The appointment, effective Sept. 1, was announced by Robert J. Sullivan, president of the San Diego Symphony Orchestra Assn.

A former Navy officer, Willett was box office and booking manager for the Department of Arts and Lectures at UCSD during the 1969-70 school year. He designed the school's new central



Pat Doering is the youthful publisher of ON STAGE, a slick new theater arts magazine making its debut to San Diego theater and concert goers in October.

said ON STAGE publisher Pat Doering. "Eventually, as we cover the entire entertainment spectrum of the County, we will introduce articles that are international in scope. For example, glimpses of New York and London theater activities are scheduled for November and December with special interviews arranged for Sammy Davis and Glenn Yarbrough."

ON STAGE has received the endorsement of the San Diego Opera, International Artists Series, the Old Globe Theatre and COMBO.

Publisher Pat Doering is well known to the San Diego advertising community as representative for several area publications including PSA FLIGHTIME and PALM SPRINGS LIFE. She was affiliated with SAN DIEGO MAGAZINE and has been a consultant to NORTH COUNTY LIVING and BERNARDO BRANDINGS.

box office system and established UCSD as an independent ticket agency for events throughout the community.

"His experience in all aspects of artistic business administration and 10 years of personnel management with the Navy have had a great deal to do with our decision. We hope to experience a renewed ticket interest through his efforts," he added.

Sullivan said Phillips, who has managed the symphony for the past 18 months, had been particularly effective in public relations and coordination of symphony activities with COMBO.

Willett, 38, is a graduate of Bridgewater College in Bridgewater, Va., with majors in English, general science and music.

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**DE ANZA CHAPTER
OFFICERS ATTEND DAR
TEA IN CORONADO**

A Tea and Fashion Show in support of the campaign of Mrs. Donald Spicer for President General, NSDAR, was held on Sept. 2nd, at the home of Mr. and Mrs. Leo E. Hansen of Coronado. The Oliver Wetherbee Chapter of San Diego was the hostess chapter and members from all San Diego County chapters attended, as well as many State Officers and State Chairmen, members and friends from Orange County and other areas of Southern California. More than 200 were in attendance.

AUDUBON SOCIETY

The Buena Vista Audubon Society will hold its regular monthly meeting on Thursday, October 22, at 7:30 at the Woman's Club House, 1375 Oak Drive, Vista.

The program will be given by Larry Tuttle, of La Jolla, who will show two films: "Let's Go Birding" and "Wild Flowers of the Southwest." President Judge L. Dixon will preside over the business session.

For further information call Mrs. Lowell Moore, 757-2829, Oceanside, or George Cramer, 724-5847, Vista.

72/OCTOBER 1970

**POPULAR "NORM"
DURKIN TO HEAD NORTH
COAST ASSOCIATES OF
SAN DIEGO OPERA
GUILD 1970-71**

Officials of the San Diego Opera Guild today announced the appointment of J. Norman Durkin, Solana Beach civic leader, to Chairman of the North Coast Association of the San Diego Opera Guild for the 1970-71 season. M. Monroe Myers, Chairman last year will fill in as co-chairman.

In accepting his appointment Durkin said "The people of the North Coast area of the County have always enthusiastically participated in cultural activities of the area. Grand opera is a particular favorite, and to properly celebrate the opening of the 1970-71 season in November we are planning an outstanding social event for this area which will be announced later."

Local residents appointed by Mr. Durkin to serve with him are: Del Mar, Mmes. Lenore C. Bates and Alfred Habush; Solana Beach and Encinitas, Miss Janice Taylor who will also direct the youth program; Cardiff-by-the-Sea, Mrs. Edwin Jeffries; Carlsbad, Mrs. Jack Jardine; Oceanside, Mrs. Donald Tooker; Posters, M. Monroe Myers; Publicity, James A. Dean.

**PRINCESS CRUISES
SEEKS SECOND SHIP**

New Owner Predicts
Sharp Increase In West
Coast Cruise Business

Based on the rapidly growing number of year-round cruise passengers to the popular ports of call along the Mexican West Coast, and the summer sailings to Alaska/Canada, Princess Cruises is seeking a second luxury liner to join its Princess Italia, it was announced by Stanley B. McDonald, who has purchased the Los Angeles-based line, effective in December.

"We expect our business to increase sharply because a vast number of travelers are now discovering that ports on the Mexican Riviera—Acapulco, Puerto Vallarta, Mazatlan and Manzanillo—offer excellent shopping, fun and sightseeing and because many vacationers who previously took long sailings to Europe and the Orient now prefer to take two-week cruises to Mexico and Alaska," McDonald said.

"The new ship that we're planning to obtain will match the Princess Italia in terms of advance styling, luxury of appointments and overall performance," McDonald added. "Travelers are very sophisticated today and want the very best in cruise service, and that's exactly what we offer aboard the Princess Italia."

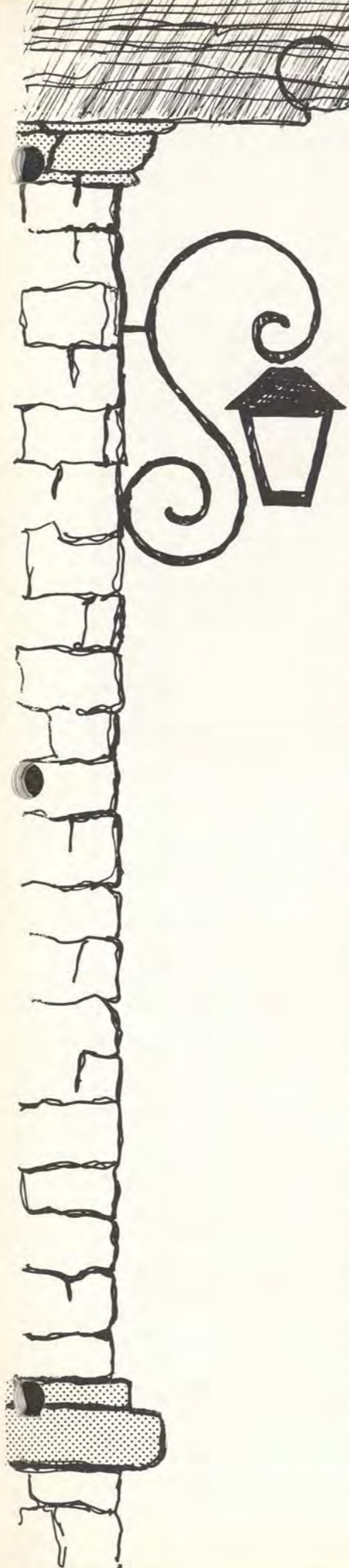
The second ship, McDonald stated, will have a capacity similar to the Italia, which carries 420 passengers.

The fully stabilized and air-conditioned Italia is an all-first-class \$20 million liner with private facilities in each cabin as well as closed circuit television, telephone, individual temperature controls and multi-channel music system. Public amenities include two nightclubs, four cocktail lounges, theatre, library, card room, swimming pool and gymnasium.

"The Italia also has particularly beautiful and spacious outside deck areas that offer her passengers the ultimate in games and activities, as well as just plain relaxation," McDonald said.

McDonald also stated that the Italia, which will sail on 35 cruises throughout 1971 to Mexico and Alaska/Canada, will carry approximately 12,500 passengers next year, with an occupancy rate of 90% or over.

"Bookings on the Mexican cruises, including this year's Christmas and New Year's sailings, are running very heavily though there is excellent space available on most sailings. We also expect our 1971 Alaska cruises to sail close to capacity as they have both this year and in 1969."



The Beat Goes On

The beat goes on at Lomas Santa Fe . . . as summer comes to a close, but our pace never slows.

Our new Club Manager, Frank Lozano, will write a column starting next month. This month, as we went to press, he was in Los Angeles touring other clubs for ideas to improve ours.

Mr. Lozano has already been waving his magic wand, and the happy results are here for us all to see . . . and taste. He wants our club to be one of the finest in California. Every detail must be right; every morsel must be tasty and, above all, our members must be happy. His office door is always open, except for a few days in October when he will be moving into his new Santa Fe Hills home with wife Sylvia and children Jennifer, Patricia Ann, and Frank Luis.

Notice, also, that the centerfold of the new LANTERN format is your monthly club calendar. Take it out, tack it on the family bulletin board and make it work for you. Here's to getting the most pleasure out of your club — the year 'round!

PARTY POTPOURRI

Sunday, Labor day weekend, was like the Fourth of July with members and guests everywhere. Even unhappy golfers, after a bad round, were smiling. With all that good food, what else could they do. The young performed in grand style. Ken Leone with his bull horn ran those pool relays like the proverbial Fourth of July sack and potato races. When one young man had trouble moving his kick board down his lane, Ken dived into the water and encouraged him on. It is no wonder our children love and respect their coach.

Winners were: Kick-board relay: Betsy Di Maria, Chuck Swanson, Chris Hansen, Scott Sanborn, Stephanie Appel, Bobbie Small, and Heidi Hansen. Pull Buoy: Betsy Di Maria, Julie Garland, Ann Garland, Susan

Shaeffer, T. J. Bruyere, David Swanson, and Mary Mackey. Push-the-tennis-ball relay: Jannie Ridges, Dianne Mackey, Peter Nolan, Jim Buxton, Betsy Di Maria and Mimmi Swanson. One-meter-board broad jump: Ann Garland; and Three-meter-board broad jump: Bobby Small. The pictures tell the story of our Fun for the Family Day with games and barbecue. Thank you, Linda Bullock and Sylvia Lozano, for your help in reporting the winners.

The golfers had their share of fun too. Winning the first place in mixed foursomes, playing the best ball of the foursome were Dr. Rod and Georgie Phillips playing with John and Elaine Beckett with a score of 56. Second place with a three-way tie were Jay and Mary Vinson playing with Horton and Rose Bain, Don and Joan Armstrong playing with Rick and Jackie Sanborn, and Mel and Louise Ryan playing with Dr. Walter Newburn and G. W. Weatherby all turned in a score of 57. It was close but the Phillips and the Becketts went home with the clock radios.

You will receive this after the LUAU but pictures of our big event will fill these pages next month. I know you all had a wonderful time.

WOMEN'S GOLF ASSOCIATION

by Marian Wood

Our W.G.A. held their second annual INVITATIONAL August 25, called "Torneo de las Cuatro Banderas". All the women are to be congratulated on a beautiful day in every respect. Olivette Griffin worked so hard as tournament chairman, that we have not seen her since. (Hope you and Jim had a fine vacation in Colorado.) However, all that work was not in vain, every detail had been covered. We all thank you.

Evelyn King, prize chairman, had such a beautiful selection of goodies on that prize table that everyone wished they had played better golf. (I'm speaking for the non-winners; don't give up, our day will come.)



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GOLF *continued*

Gold bracelets were presented to our own Lorraine Kratzer for low net over the field with net 71, and to Margaret Muench of Rancho Santa Fe Country Club for low gross over the field with a score of 81. Exquisite gold chain necklaces were won by low gross winners in each flight: Spanish Flight, Maxine Van Evera of Rancho Santa Fe with 83; Mexican Flight, Kay Dutton of Lake San Marcos with 93; California Flight, Marie Bosomworth of Yorba Linda with 95; and Hostess Flight, Donna Streed, our Club Champion, with an 83. Low net winners in each flight were: Spanish Flight, Mary Erwin of Rancho Santa Fe with net 74; Mexican Flight, Aileen Schuhmann of El Niguel with net 74; California Flight, Dorothy Swanson of Shorecliffs with net 74; and Hostess Flight, Elaine Beckett of Lomas Santa Fe with 75. Top nine winners in our Hostess Flight were: Louise Miller, second; Gerry Martin, third; Elsie Stanley, fourth; Joe Worthington, fifth; Barbara Neel, sixth; Jackie Sanborn, seventh; Edna Faulkner, eighth; Jackie Hunt, ninth.

Betty Burks, who made all that good lemonade, and Ruby Harrower won the booby prizes. Incidentally, and I'm not trying to make our friend Ruby feel badly, it was her sister Lorraine Kratzer that won low net over the field.

Janet Carruthers, decorations chairman, and the fine members of her committee made the upper deck look beautiful with the bright colored paper flowers and the handsomely decorated prize table with flags of the four countries.

Our friend Mitzie Preiss has been in the hospital. We have missed you and hope you recover soon.



What a day for, from left, Elsie Stanley, Olivette Griffin, happy Ruby Harrower holding her booby prize, and Evelyn King.



After the Women's Invitational "Torneo de Las Cuatro Banderas," from left, are Margaret Muench, low gross over the field winner, our own Lorraine Kratzer, low net over the field, and tournament chairman, Olivette Griffin.


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Our new operations officer, George R. Rath was born in New Jersey and has lived in the San Diego area since 1951. He joined our Operations Staff in 1968 and recently completed their extensive training program. He and his wife, Marjorie, are planning on moving into this area.


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THE BIG SPLASH
by Ken Leone

Sunday the 6th of September, for all practical purposes, brought our second summer to an end. And a very successful and happy summer it was.

Swimmers for the three summer months in 1969 totalled 5,410 compared to 7,340 for the same period of 1970.

We had a much larger Learn to Swim Program in 1970, compared to 1969. We taught 153 youngsters to swim or to improve their swimming mechanics, and one Junior and Senior Life Saving class of 14 was conducted in 1969. This year, we taught or improved swimming mechanics for 340 youngsters, and conducted two Junior and Senior Life Saving classes of 20 persons each.


Your own Lomas Santa Fe Swimming Team has established a fine reputation in its fourteen months of operation. I can remember when other swimmers laughed seeing our green suits with the black and white panels step on the starting blocks. Well, they no longer laugh. In those 14 months we have progressed from 23rd (the bottom) to eighth in team standings within the Pacific Southwest Association. Our 11 and 12 year-old boys medley and freestyle relays rank third preceded only by San Diego County's two power houses the mighty Coronado and splendid Chula Vista teams. Coronado is coached by Mike Troy, an Olympic Gold Medal winner, and Chula Vista by Rick Evans, an All-American swimmer.

Our team has progressed beyond my expectations. I just cannot fully convey my pride in the young swimmers.

However, our swimmers keep harassing me to stop smoking. And I told them that, if they won the North County Championship to be conducted October 2 and 3 at Camp Pendleton, I would quit on the spot. So, for all of you good members who are also trying to stop smoking, and who believe in the old adage "misery loves company", please stop by and talk to me so we can be miserable together. However, you will have to wait until October 7, since the pool will be closed October 4, 5, and 6 for repairs.



Juniors included, at back, Marie Fogassey, Dana Phillips and Geoff Leone. Standing is Tracy Phillips, with a guest.

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Mrs. Adolph A. Bigge is president of Klee Wyk women's auxiliary for the Museum of Man. Klee Wyk will hold its annual fund raising party 'Cartoon Capers' Oct. 24 at 'The Rock', the administration building on Pacific Highway.



Shopping Around

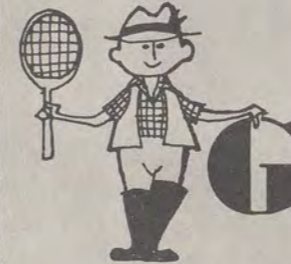
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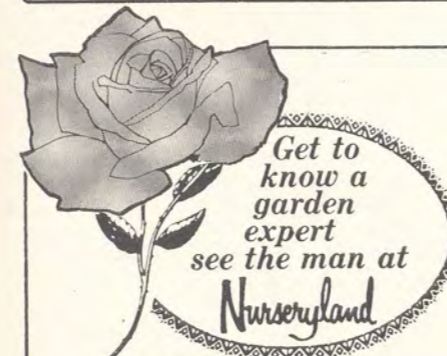
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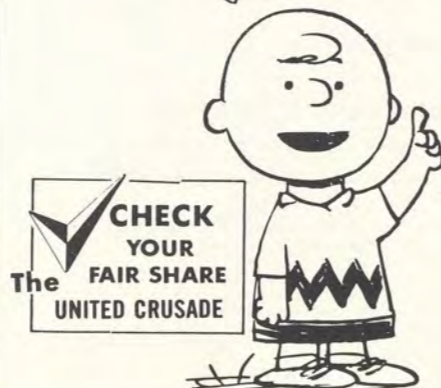
**LOCAL WOMEN
HONORED**

The San Fernando Valley Chapter, DAR, has invited Mrs. Robert L. Sperry, State Recording Secretary, and Mrs. Morris Fitzpatrick, State Chairman History Books, to attend a Luncheon honoring Mrs. LeRoy Conrad Kaump, State Regent, at the Queen's Arms Restaurant in Encino. Officials and members throughout the State will be in attendance.

IN OAKLAND

Mrs. Robert L. Sperry, Rancho Santa Fe, has just returned from a State Board meeting of DAR in Oakland, where she served on the platform as Recording Secretary.

I'm going to
give my Fair Share
to the United Crusade
this year.



Doesn't everybody?



**People, Places
and Things**

ASSEMBLYMAN STULL

This past week, it was necessary for me to go to Tucson, Arizona, on family business. Admittedly, it was with a degree of reluctance that we left the pleasant climate of the Great 80th for the heat of the desert. Much to our surprise, it rained the proverbial cats and dogs for several days in Tucson, and we also went through Arizona's primary election the day after Labor Day. Having the primary just about two months before the general election must save a lot of wear and tear. Nevertheless, the concept has been rejected by the California legislature several times and we continue to have the knock-down, dragged-out five month campaigning period.

It was interesting to observe rather than participate in the political goings-on in our sister state but the high spot of the trip came when we went to the Tia Elena Mexican restaurant. The food was delicious, but the thing that really interested me was a "Foreword" written at the top of the menu. This said, "Tia Elena Restaurant is one of many small enterprises established by the Corral family since the year 1919. By the spiritual efforts of Tomas Corral and the insistence of Cecelia, his wife, that economic security should be established for her children, this family syndicate of small business enterprises now employs many people not related to the name. We invite you to enjoy with us the task of making jobs for the ever increasing number of wage earners in our country." It was signed "Your hosts, Jesus and Lois Corral."

I don't know the Corral family, but I do thank them for this unabashed tribute to the free enterprise system and thankfulness for the opportunities offered by our country. The phrases "spiritual efforts," "economic security" through work, and to enjoy the "task of making jobs," are very refreshing in this time of demands that government largesse be made a substitute for personal responsibility, endeavor and challenge.

The Corrals have succeeded in making enchiladas as American as apple pie and have lost none of the flavor in so doing. The same thing is being done every day all over the 80th, all over the whole USA, but I'm glad the Corrals of Tucson told it like it is for all of us and reminded us of what we've got.



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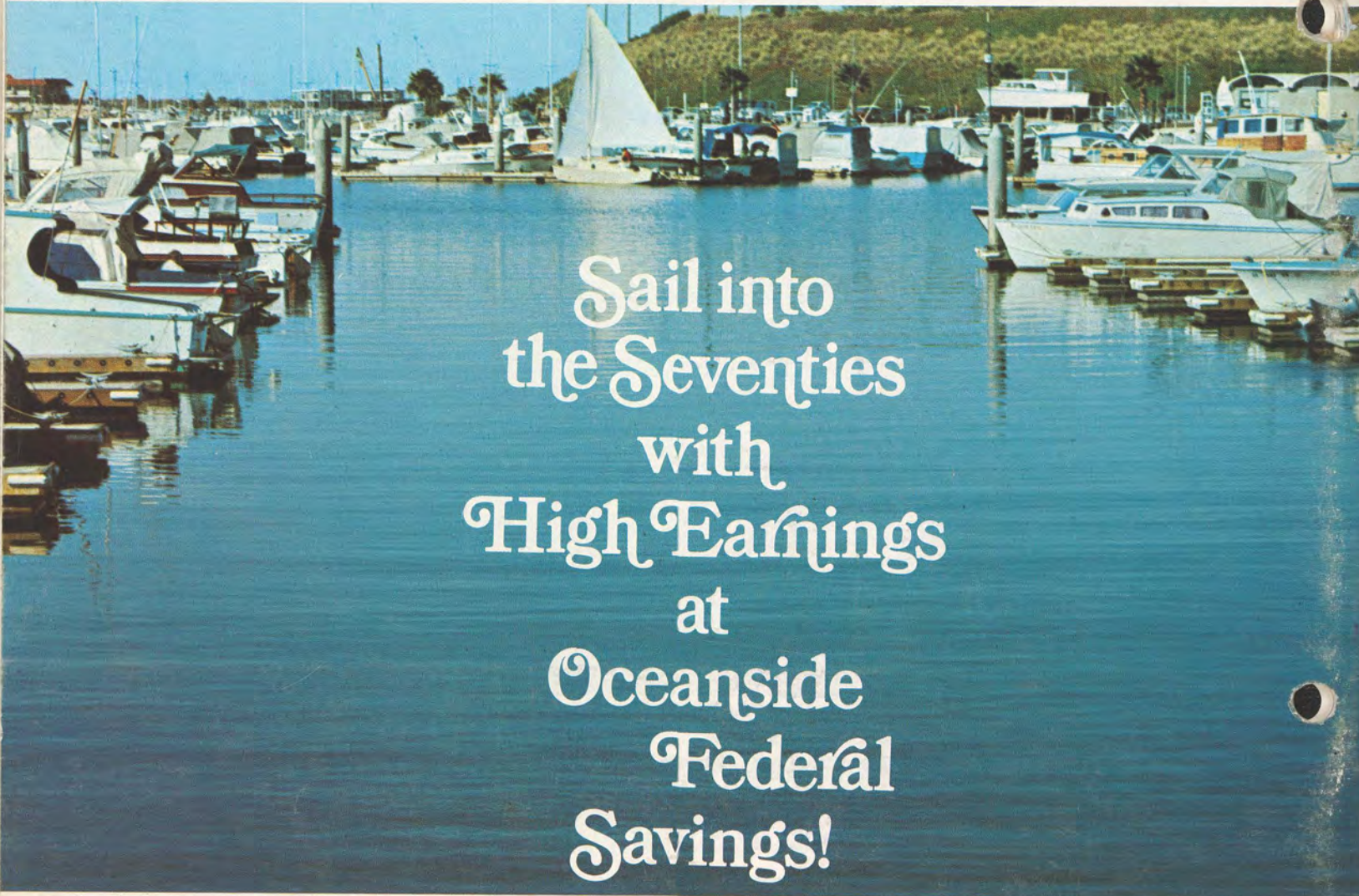
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