

san diego NORTH COUNTY living

JUNE 1976 ONE DOLLAR

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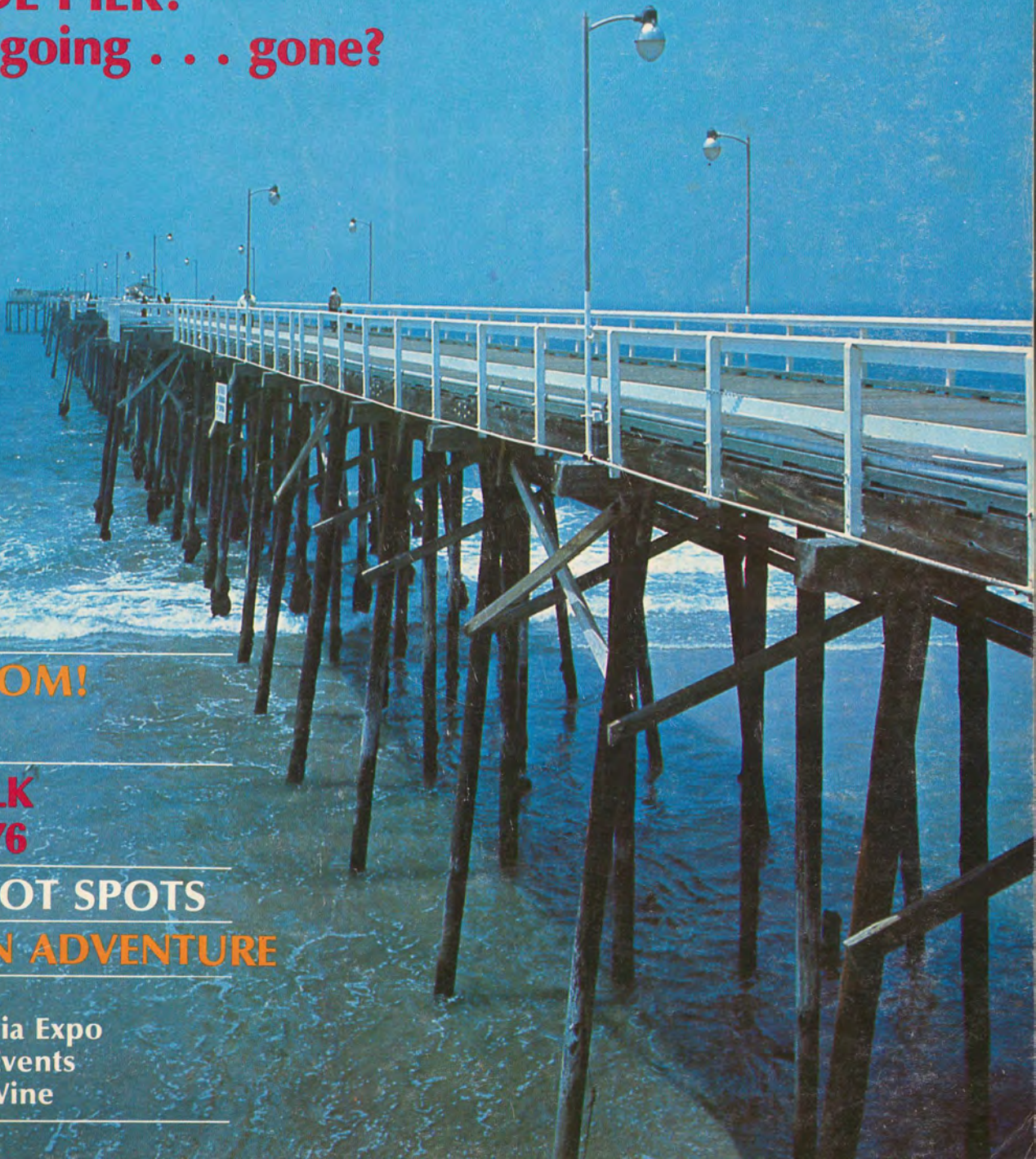
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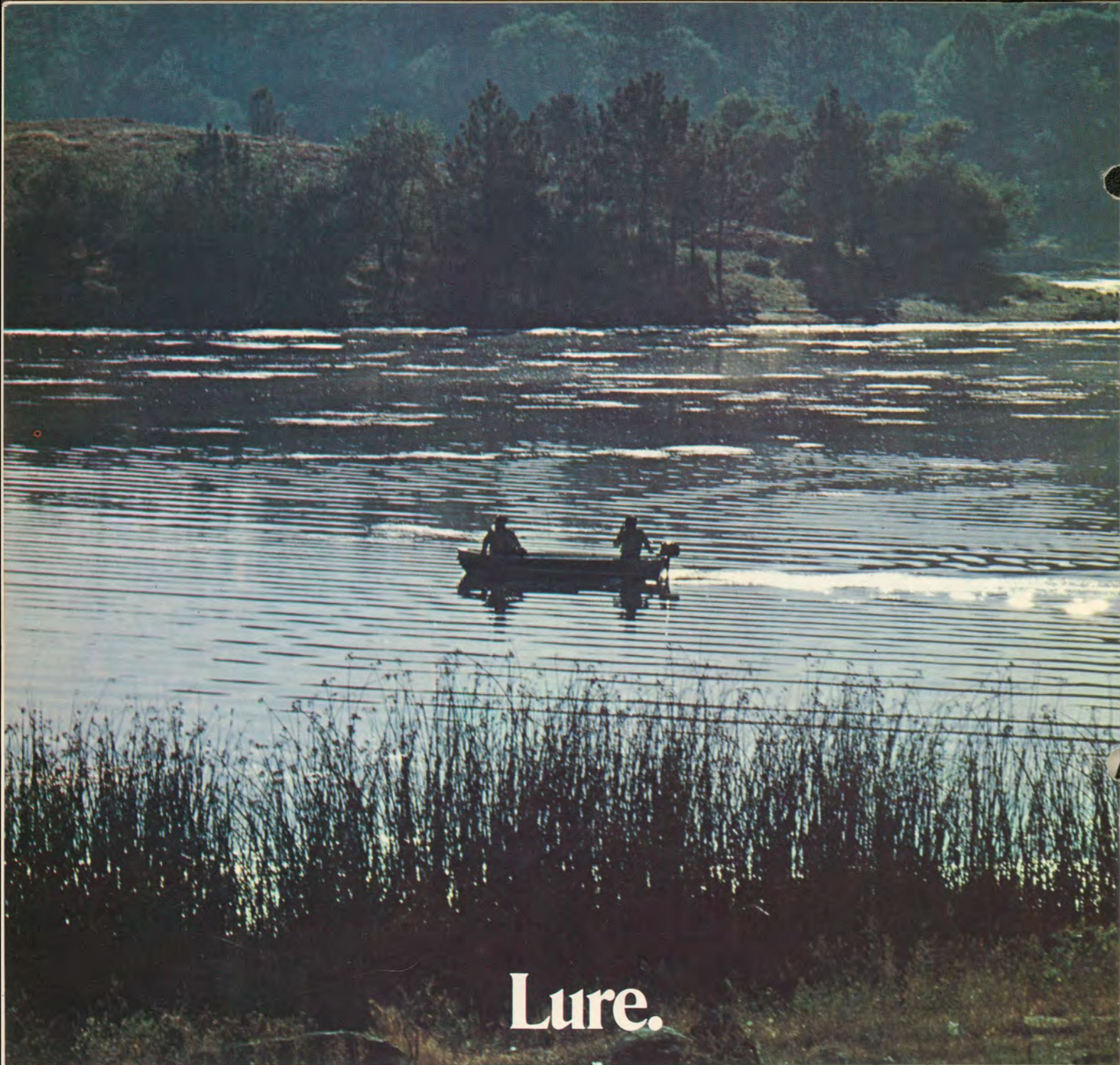
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ABOUT THE COVER:

Oceanside's pier is the longest on the Pacific Coast and one of the oldest. Recent storms have severely damaged the structure and the future looks even shakier for this prominent North County landmark. In this issue Scott Eldredge examines the Oceanside pier — its feeling, its future and its past. Cover photo by George Stahlman.

san diego NORTH COUNTY living

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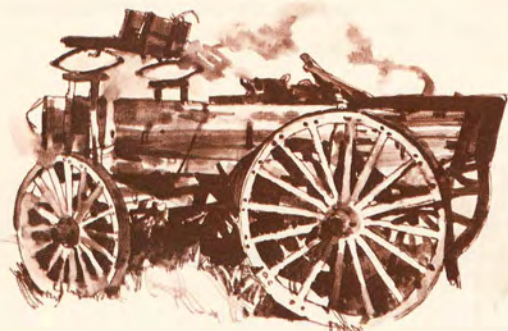
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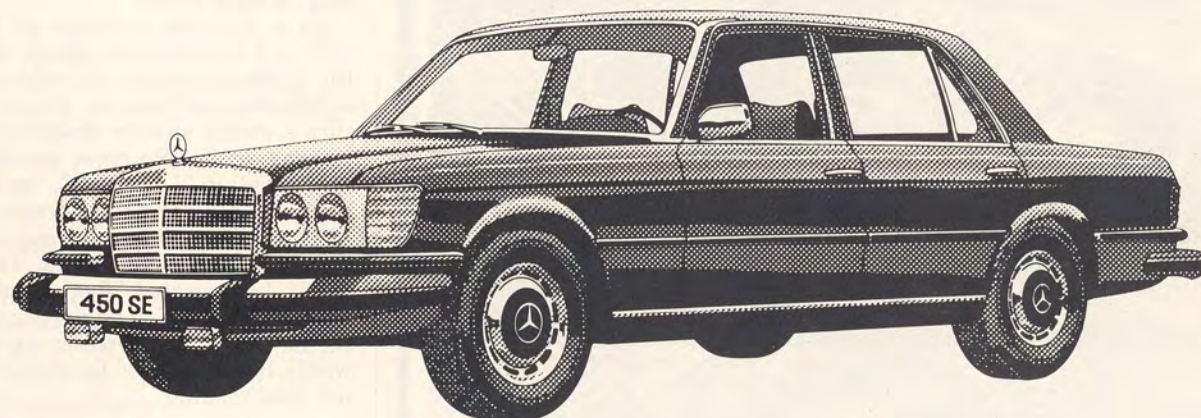
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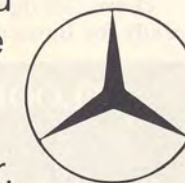
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LETTERS

Solar Energy

Solar energy may be the answer to OPEC, our own dwindling resources, and a nice way to clean up our planet, but it is obvious that we have a long way to go. I was horrified by Marvin Whaley's experience as reported in the article "Sun Solution" in your May issue. Instead of spending so much money for defense — last reported in the billions of dollars — why don't we spend money on making solar energy practical, reliable, and available to all?

P. Schneider
Solana Beach

Rap on Real Estate

As a 20-year resident of North County I am extremely discouraged by the massive amount of building that accelerates each month. Every time I turn a corner another shopping center is popping up! Progress phooey! Regress I call it. "Land rape", "profit motive", and all of the ugly phrases I have read, are like a nightmare coming true from Del Mar to Leucadia. Your recently inaugurated "Real Estate Rap Up" that reports in endless pages all of the new building depresses me beyond words. It may be good business but it is not good reading.

George Frank
Leucadia

Don Dedera

I am a champion of unsung heroes and I want to call attention to one of the finest writers you have on your staff. I am speaking, of course, of our own Don Dedera. How marvelous! How funny! How consistently great! I am enclosing my check for another two-year subscription to Living so that I won't miss any of Don Dedera's comments on the human scene.

G. Plotkin
Del Mar

Local Get-Away Guide

Last weekend, on impulse, my husband and I decided to go camping. We drove from campground to campground with our camper, our children, our food, and our dogs. At Palomar we found the whole mountain filled with campers or sites already reserved. We came home, discouraged, to read the fine article in your last issue on San Diego city and county parks. We didn't realize there was so much available so close. We will file it away for future use. Thanks for the info.

J. Wood
Encinitas

Horse Sense

Congratulations to Kristen Tow on the in-depth story she did covering the giant horse industry here in North County. She effectively informed the readers — via the main source of information, the top trainers — what having a horse meant whether for pleasure or show. The story, complemented with a variety of outstanding and dramatic photos, certainly served as a guidepost to those considering the purchase of a horse or just wonderful reading for those who love horses.

Terry Esposito
San Marcos

Elusive Living

I have seen your magazine in friends' homes and doctors' offices, but can't find it on any newsstands. Where are you, North County Living?

Joan Gordon
San Marcos

□ Hoping that you were able to locate this month's issue we'll make it easier for you next month with a list of our newsstand outlets in North County.

La Jolla: La Jolla Shores Market, Avenida de la Playa; La Jolla Rexall, Prospect and Girard; Village Liquor, 1006 Prospect; Dick's Liquor, 737 Pearl St.

Del Mar: Leo's Chinese Grocery, 1149 Camino del Mar; Big Bear Market, Via de la Valle; Del Mar Drugs, 1436 Camino del Mar; Earth Song Books, Stratford Square.

Del Mar Heights: La Bodega Wines, 2626 Del Mar Heights Rd. and The Drug Store, 2642 Del Mar Heights Rd.

Solana Beach: Here's Cheers Liquor, 149 Lomas Santa Fe Dr.; Beebe Solana Pharmacy, 125 S. Highway 101; La Cantina Liquors, Plaza of the Four Flags.

Cardiff: 7-11, 2001 Newcastle and Cardiff Liquors, 114 Aberdeen.

Encinitas: Spirit of St. Germain's Liquor, 1010 Highway 101; Cork & Keg, 625 Highway 101; 7-11, 588 Santa Fe Drive; Deitrich's Drugs, 505 Highway 101; Rancho Park Pharmacy, 1331 Encinitas Blvd.; Mr. D's Liquor, 1403 Encinitas Blvd.

Carlsbad: Marketplace, Rancho La Costa Plaza; La Costa Gift Shop, La Costa Resort & Spa; Texas Liquor, 945 Elm Ave.; Big Bear Market, 955 Elm Ave.

Rancho Santa Fe: Jonathan's, Via de Santa Fe and Rancho Santa Fe Pharmacy, El Tordo.

Escondido: Texas Too Liquor & Deli, 325 West Felicita; Fiesta Drugs, 249 East Grand; Holiday Wine Cellar, 302 West Mission.

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DINING WITH DUKE

by Duke Marston

As promised last issue, I will this month explore some of the better Seafood "deals" available in San Diego. I have found three in the past month that are worthy of sharing.

In the building which formerly housed the Jolly Ox at Lomas Santa Fe Drive and Interstate 5 now resides **King Albert's**. It is a Frolander restaurant, operated by the group who started the **Paddock** at Encinitas Boulevard and Interstate 5 and who now own and operate the **Quail's Inn** at Lake San Marcos.

King Albert's is, in many ways, a typical steak, seafood and salad bar restaurant. The menu does feature Calves Liver and a few other items not generally found and the waiters are uniformed and generally formal in demeanor. The major difference is that the salad bar contains pickled herring, fresh Chesapeake Bay oysters and cooked and peeled shrimp — all you can eat (although this aspect is obviously not encouraged).

Dinner entrees are priced a bit higher than at comparable restaurants without the succulent sea sampling, but are certainly in line. The remainder of the salad bar is standard fare with good condiments, greens and dressings, excellent fresh mixed fruit and two adequate soups.

The service is very attentive yet on my most recent visit our dinner entrees and potatoes, while seemingly served very promptly, were lukewarm.

The wine list is adequate and not badly priced yet it definitely lacks imagination — as much the fault of the wine salesman who included all his own wines as the owner who might not want to be bothered with buying from more than one wholesaler. Room for improvement here.

Overall though, **King Albert's** is worth a visit — especially for oyster or herring lovers. The **Quail's Inn**, I'm told, offers the same seafood salad bar although the menu features different specialties.

An entirely different type of bargain is available at **The Rodeway Inn** on Nimitz Boulevard near Rosecrans. The cocktail lounge Monday through Friday from 4 to 7 sells steamed clams, steamed shrimp and oysters on the half-shell for fifteen cents each. Cocktails are well made and moderately priced and, at least in the case of the oysters, you can't buy them retail for such a low price (and you would still have to open them yourself).

The restaurant which adjoins the lounge is called **The Lobster Tank** and offers an extensive array of seafood delicacies. Live Maine Lobster is featured and King Crab Legs, Shrimp Scampi, Broiled Lobster Tails and a selection of beef items are also available. Monterey Abalone is also a featured specialty. On my most recent visit I tried the Little Portugal Combination which includes Steamed Clams, Crab Legs, Fried Shrimp and Squid (freshly breaded), Fried Scallops and Oysters (unfortunately pre-breaded) and Octopus Salad. The latter is a superb blend of marinated octopus, onions and seasonings. It alone is worth the trip to **The Lobster Tank** but there are several good dishes. The price range covers all budgets as well.

The new chef appears to have a flair for soups. The minestrone I had recently was superb — and unique.

The only wine available is by the liter. Although this is a weakness in a good restaurant it is a reasonable complement to the sea-oriented menu. Hopefully as time goes on all the seafood will be freshly prepared, but even now there are several fine dishes offered.

Anthony's, a name that needs no introduction to San Diego readers, has opened a new restaurant geared toward the medium priced seafood eater — a person who wants more personalized service than is found at the Grottos, yet doesn't care for the formality or prices of the **Star of the Sea Room**. It is located in the building which housed **Earl's Fish Grotto** in happier times for the Royal Inn chain.

Here we also find a bountiful seafood salad bar termed "Garden of the Sea" which offers several seafood items in addition to the standard salad fixings and a choice of soups.

Entrees range from \$4.25 to \$9.25 (lobster of course) and include something new for **Anthony's** — meat, a wine baked chicken and milk-fed Veal Porterhouse.

All entrees include the above mentioned salad bar and include many of **Anthony's** well-known specialties in addition to certain new delicacies.

I have seen the salad bar and perused both lunch and dinner menus, but have not yet tasted the fare, so I'll hold my review until a later issue. However, I feel that just on this check-out, the potential is worth a mention and a tryout meal. It looks as if **Anthony's** has another winner. □



Left to Right:
Kathy Kennedy, Producer; Susan Mauntel, Moderator; Paula Gregg, Floor Director.

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OCEANSIDE PIER

losing the battle to time and weather

Photography by George Stahlman

“When the Oceanside pier is finally destroyed or removed it will be more than just the passing of an old wood pier. It will be another casualty in a long history of man meeting the sea.”

by Scott Eldredge

The Oceanside pier is a sensual experience. It is also, for most people, an uncommon one. It's a simple place, removed from the things we are used to experiencing day to day. It can be refreshingly different. It offers the chance to reattune the senses by using them in a place that offers more if you can step back and try to see things a little differently.

The Oceanside pier is 1900 feet long; long enough so that, standing on the approach, the end is indistinct in the distance. The first time out you will likely walk directly for the end, to see what's there. Once on the pier itself, over the water, you may realize that things feel different than they did on shore, without knowing how or when the transition took place. If you walk the pier a number of times, or stop and think about it, you'll find part of the answer at the surf line. As you walk onto the pier you walk over the sand, toward the breaking waves; the sound of the crashing water grows louder. They're breaking beneath you and then behind you, the sound fading. The shore is near, but crossing the surf line has made it seem farther away in ways unrelated to distance.

The fish store comes up on the right, closed unless it's a summer weekend. Fishermen relax in lawn chairs or lean against the railing, some alone, others in tight groups. People stop to see who's caught what. It seems to be a slow day.

The Pier Cafe is in front of you, but the end of the pier is beyond so you go around it and walk another fifty feet to the railing. (Until April 15, that is. Now you stand at a cyclone fence and wish you could lean against the railing

at the end.) The waves roll in from the horizon in an orderly, ever-changing sequence. The motion of the water can be hypnotic, making you feel dizzy, as if you're off balance. In actuality, you are. The casual onslaught of the waves is making the whole structure sway back and forth. It's hard to see because everything's moving. There isn't anything to relate the movement to; the shore is too far away. You can feel it, though, especially when leaning against the railing. You might be surprised that you didn't notice it sooner, not realizing that we almost always confirm a sense of motion with our eyes.

Another indication of motion. Sound. Under the sound of the wind there's a rhythmic creaking and groaning; unmistakably the sound of wooden timbers and beams rubbing against each other.

The pier is beginning to seem more like an extension of the sea than of land, subject to the laws of nature and moving to her rhythm.

The weather is also different. It's cooler than the beach, almost brisk. The air carries different smells. The sun, glinting off the ocean, appears sharper, brighter, perhaps smaller, as if farther away. The open expanse of water brings more sky into view than on land. What was brisk is now feeling chilly. You'd thought of bringing a jacket, but on shore you'd been warm.

A CLASSICALLY SHABBY CAFE

The Pier Cafe is classically shabby in a clean, worn way. Comfortable in its own manner, it seems to belong where it is. It has some pinball machines, a temperamental cigarette machine, and

a slightly warped pool table, which doesn't matter because it's moving back and forth anyhow. You're cold and the coffee is hot, the second cup free. The menu is burger typical and you can have a glass with your beer if you want it, or think to ask.

The employees are friendly enough in a slightly "insider" way, as if proud to be regular pier people. If business is slow they'll shoot the breeze with you, which, because of the salt air, is taken with a grain of salt. The customers are varied, indicating the broad appeal of the pier. The Pier Cafe even has a guest book, signed by people from all over the country.

The feeling of the place comes from its location. It's an uncommon place, giving the people there something in common. The mood changes with clientele. It's never quite the same.

A plastic beer can hanging from the ceiling is swaying back and forth. You realize you are swaying also and this brings something to mind. The sun is setting and the bathroom is outside. It's time to leave. The sun sets, dipping large and red, growing oblong as it slides into the sea. The lights are on as you walk back to shore.

If you go out on the pier again you'll notice things you missed before. Some of the people are the same. They're regulars, like the old man who's been fishing there regularly for fifteen years.

A solitary, preoccupied walker might make you wonder if you appear that way when you're pensive.

The seagulls look like they belong. The pigeons act as if they feel out of place.

If you walk barefoot you become very aware of the act of walking. The sur-

OCEANSIDE PIER



"In heavy seas the pier can move as much as three to four feet with a twisting, corkscrew movement that can break pilings, snap electrical, sewer and water lines, raise nails and decking, and loosen cross bracing."

face is wooden and uneven, a threat to your toes if you're not careful. The atmosphere changes again as you leave the pier, catching up with the waves as they break. The point is no

longer a new discovery and you might wonder if it is something that everybody knows, or has known and forgotten. Then, almost hidden in the sound of the breakers, you hear the sound of rocks tumbling over each other as they roll seaward in the backwash.

THE END OF AN ERA

The Oceanside pleasure pier is nearing the end of an era covering approximately 80 years in various forms at its Third Street location.

The average lifespan of a wood pier is only 12 to 18 years. Now past 30, the current pier has given remarkable service. The only pier older is that at Huntington Beach, which has been reinforced with concrete and is subject to less severe conditions. At 1900 feet, the

Oceanside pier is the longest pier on the Pacific coast.

The first pleasure pier dates back to 1896, but the idea originated earlier. In 1888 a wharf company was formed which built a wharf at the foot of Wisconsin Street, then south of town. The water was deep and it was hoped that the wharf would stimulate shipping and fishing business. Rough surf destroyed the wharf in December of 1890. A local businessman salvaged the remains and began making plans for a new one. Other interested men agreed to help pay for a new wharf, which was finally completed in 1896. It was made of iron and wood, was about 400 feet long, and cost about \$2000. It was Oceanside's first pleasure pier.

In 1900, \$5000 was voted to lengthen

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OCEANSIDE PIER

"A wood pier demands constant inspection and maintenance. It has its own peculiar problems. The action of the waves causes the pier to be in continual motion, constantly working against the bracing."



the pier 592 feet. Storm damage complicated the work, but it was completed in 1903, resulting in a pier 1000 feet long. This pier became valuable by drawing people to the town and area beaches. Though this structure was not considered permanent, it was still standing in 1926 when a bond issue of \$100,000 was passed to replace the old pier with a permanent one.

The new pier was dedicated on July 4, 1927. It consisted of a U-shaped, concrete approach 360 feet long, running from Pacific Street at the foot of Third Street, with walkways up from the beach. The approach contained rest rooms and a dining room. The pier itself was 1450 feet long and made of steel I-beams and wood. It had a pier end measuring 100 feet by 90 feet to be used for concessions. The form of this pier was similar to the present one. The approach is the same.

In 1942 one of the worst storms in Oceanside's history destroyed 385 feet of the pier. A two-story submarine spotting tower had been built on the end because of the war. The tower made the pier end top heavy and more vulnerable to wave action, causing the storm damage to be as extensive as it was.

It was rebuilt in 1945 for \$175,000 with the addition of fishing offsets and a lighting system. The new pier was

constructed of wood. Though not as strong as the structure it replaced, it was affordable. Time has shown it to be a bargain. In its present form the pier has a fish store and a tackle/gift store, both seasonal, and a cafe which is open throughout the year. It is used by over a half million people a year, with the heaviest use in the summer.

A wood pier demands constant inspection and maintenance. It has its own peculiar problems.

Wood is flexible. The action of waves causes the pier to be in continual motion, constantly working against the bracing which gives it rigidity. In heavy seas the pier can move as much as three to four feet with a twisting, corkscrew movement that can break pilings, snap electrical, sewer, and water lines, raise nails and decking, and loosen cross bracing. Mussels attach themselves to the pilings, eventually forming a large clump. This increases the surface area of the piling where the waves hit, thus increasing the strain.

In 1964 the pier received a major overhaul. Broken and missing pilings were replaced, bracing connectors were added, and heavy tierods were added at the end because of the heavier wave action. Stringers and cross beams were tightened and the mussels were re-

continued on page 68

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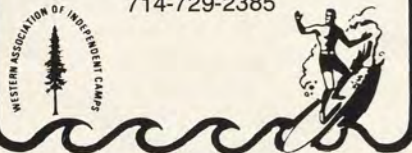
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MOVIES ON SCREEN

by Alan Pesin



Ben Gazzara starring in John Cassavetes' "The Killing of a Chinese Bookie."

In the early fifties a patriotic triumvirate consisting of John Wayne, Richard Nixon and George Putnam asked left-wing-sympathizer director Joseph Losey to leave his country and take his radical movies (*The Boy with Green Hair*) with him. Now an American expatriate living and working in Britain, Losey's filmography (*The Servant*, *Accident*, *The Go-Between* among others) enhances English film history. Losey's latest, *The Romantic Englishwoman*, written by Tom Stoppard from Thomas Wiseman's novel and starring Michael Caine, Glenda Jackson, and Helmut Berger, recently arrived in San Diego.

In *The Romantic Englishwoman*, novelist and screenwriter Lewis Fielding (Michael Caine) discusses with a movie-mogul friend the scenario for a co-production: a wife, leaving husband and children behind, goes off alone "to find herself." "Boring idea," states Fielding derisively, but sets about anyway writing it while his own wife (Glenda Jackson), alone, is "finding herself" at the baths in Baden Baden. She also finds a handsome gigolo-poet drug-runner (Helmut Berger) and experiences his allures in the hotel elevator. Pursued by her husband's jealous, suspicious, incessant phone calls however, she returns home.

Weeks later, on the run from double-crossed drug dealers, and posing as an admirer of Lewis Fielding whom he knowingly confuses with Henry Fielding, the eighteenth century author of *Tom Jones*, Helmut Berger becomes a guest in the Fielding home. After serving Berger an excellent dinner amid op-art decor and the plush surroundings of their baronial home, Caine offers the free-loader an expensive cigar. "The bourgeois life

does have its compensations," says Caine condescendingly. "What," asks his poor guest contemptuously, "would it be without them?"

Like a child worrying a loose tooth, Caine forces his wife to play hostess to this man with whom he suspects her of having had a brief affair. Yet he becomes hysterical and abusive when a gossip-columnist friend dropping by the house to visit with Jackson suggests his wife might have done just that during her short stay in Baden Baden. Plagued by the need to know whether she was unfaithful, Caine keeps Berger around as his "secretary."

Squirring under this testing, smothering, possessive love, Jackson nevertheless is as over-protective of her child as Caine is of her. And just as she is tempted by the forbidden, so the child does the one thing that most worries his mother; he climbs out on a window ledge and endangers his life.

As Fielding continues his screenplay, his fictional story and his reality become intertwined. At times the fantasy becomes reality as the screenplay foreshadows the action.

Conversely, his real life ends up as fiction. "Are you discontent?" he asks his wife. "I would be," she answers, "but I don't feel I have the right," words that become a part of the dialogue in his movie script (scenes shot in soft-focus, over-played as if in a Grade Z film, and inter-cut into the narrative with perverse precision). The fantasy/reality duality finds a visual counterpart through myriad reflections in mirrors and windowpanes, and the recurring half-fantasized, half-realized love-making scene in the Baden Baden hotel elevator.

Like an acid eating away at the bourgeois facade of his hosts, the disingenuous, reality-oriented visitor exposes their neuroses, their ineptitude in coping with their lives and social institutions, and their guilt; then brings about their psychic, and for a time physical, dissolution.

Losey is exploring once again the idea that underneath the external comforts (Rolls Royces, Havana cigars, Treacher's Scotch, stereophonic typewriters) of the financially successful family is the terror of possible loss of these accoutrements of success as well as the spiritual loss of morality and understanding. *The Romantic Englishwoman* is a stirring example of archetypes and artifacts mixed into a soup of ambiguity.

CURRENTLY SHOWING

All the President's Men — (Grossmont Cinema) — Director Alan Pakula (phones and tapes in *Klute*), cinematographer Gordon Willis (dark and undercover in the *Godfathers*), screenwriter William Goldman (strained rapport in *Butch Cassidy and the Sundance Kid*), Robert Redford, Dustin Hoffman, Jason Robards, et.al., reprise Watergate, *The Washington Post*, Bob Woodward, Carl Bernstein, Ben Bradlee, and the troubled, well-meaning Washington, D.C. of late 1972.

Baby Blue Marine — A John Hancock (*Bang the Drum Slowly*) — Herman Rauscher (*Summer of '42*) nostalgia-ridden, 1940's, love story inspired by Preston Sturges' *Hail the Conquering Hero* and starring Jan-Michael Vincent.

Lacombe Lucien — (Unicorn Cinema, June 16-22) — The 1975 Academy Award nominee from France directed by Louis Kalle about a French peasant boy in 1944 hunting down and torturing people for the Gestapo. With Malle's *Murmur of the Heart*; mother love with all its potential ramifications.

Midway — (Cinerama Theater) — Another Sensurround spectacular from Universal studios explodes in your lap. World War II veterans and their skeptic children will enjoy this one.

Missouri Breaks — A high-powered producer (Elliott Kastner), director (Arthur Penn), writer (Thomas McGuane), and actors (Jack Nicholson and Marlon Brando) have created a laid-back, mellow western overflowing with tongue-in-cheek cliches, but reeking of magnificence nonetheless.

Omen — Lee Remick and Gregory Peck in a couth version of *The Exorcist*.

Robin and Marian — Audrey Hepburn's return to the movies as Marian fits quite nicely here in Richard Lester's Middle Ages romance of unrequited love and growing old. Sean Connery, Nicol Williamson and Richard Harris join together as Robin's Merry Over-the-Hill Band. A cross between *Monty Python and the Holy Grail* and Bresson's *Lancelot of the Lake*.

Stay Hungry — Up-and-coming Jeff Bridges overwhelms Mr. Universe in this unconventional, uncommercial allegory about pumping iron. Directed improvisationally by Bob Rafelson (*Head*, *Five Easy Pieces*, *King of Marvin Gardens*).

That's Entertainment, Part II — Gene Kelly and Fred Astaire host these travels through the dancing, singing wonderland of MGM's musicals.

The Killing of a Chinese Bookie — John Cassavetes' (*Woman Under the Influence*, *Husbands*) newest film about a small-time mobster over his head falls short of Cassavetes' previous brilliance. Stars Ben Gazzara.

Family Plot — Director Alfred Hitchcock and scriptwriter Ernest Lehman (*North by Northwest*) have reduced Hitchcock's previous fifty or so films into this shaggy dog kidnapping film starring Bruce Dern, Karen Black, Barbara Harris, and William Devane. Every scene in the film reminds one of Hitchcock past, not an unpleasant experience.

W. C. Fields and Me — (Loma Theater) — Arthur Hiller (*Love Story*) directs another Universal biography, this one about the Thirties romance between Fields and Carlotta Monti. Rod Steiger and Valerie Perrine as the love duo are the consummate mismatch.

Gator — Burt Reynolds stars and directs this pseudo-action-farce about corruption in a Southern town. Lauren Hutton's liberationist reporter falls head over heels for Burt, but their affair is stymied by a beckoning Walter Cronkite.

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and others

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Joe De Young
Alice Hooker Fay
Bill Freeman Galla
Pamela Harr
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INVESTMENTS

by Jon Schmauss

INVESTIGATE OPTIONS!

In the late sixties and early seventies investors and brokers alike wondered if investing in the stock market was all it was cracked up to be. The "returns" on invested dollars just weren't there.

The securities market was experiencing one of the most perplexing periods in its entire history. Brokers went broke! Investors left the market in droves! Comparisons were being made with the bear markets of the early thirties. The stock market, that almighty inflation hedge, was turning out to be a dismal failure. Something was needed to revitalize confidence in our entire financial system.

After four years of careful study and planning, a "baby" was born on April 26, 1973 which soon proved to be just what the investment community needed to put it back on its feet. The official name was the Chicago Board Options Exchange. It soon became affectionately known as the CBOE and its originators, even in their wildest dreams, never realized the impact that their enterprise would have on the securities markets.

Options were not a new form of investment. Their history can be traced back, some historians say, to the 1600's. In the United States, stock options have been available for at least 100 years in the over-the-counter market. All kinds of contractual options involving such things as real estate, professional services and commodities had always been commonplace.

But those options connected with securities had always been considered a high risk game for the most venturesome investor. The over-the-counter system was cumbersome. Very few investors (or brokers) understood how it worked and few were daring enough to try.

Suddenly, however, with the emergence of the CBOE, the reputation of this curious investment medium was changed. It gained immediate respectability. Suddenly options were fashionable. And it is now common knowledge that this new "game" is having the biggest impact in decades on the Securities markets.

The CBOE brought two new major dimensions to options which removed them from the obscure and vaguely disreputable corner of the securities industry. First, a market was created wherein options could be easily "traded" in much the same manner as stocks. Their value at any given point in time could easily be obtained and

daily quotes were soon to appear in the financial pages. Secondly, the options selected for trading represented high quality stocks which included many "blue chips" which heretofore had not been widely used in an investment program utilizing options.

Spurred by the CBOE's success, the American Stock Exchange and the Philadelphia Baltimore Exchange has begun trading in call options. The Pacific Stock Exchange followed suit last month. The CBOE now trades options on 84 stocks and the AMEX lists calls in 57 stocks. As an indication of how much the investment community has become intrigued by this medium the trading volume on the CBOE in the first three months of this year soared to more than a third of total New York Stock Exchange volume.

It would be presumptuous and fruitless for this column to try now to teach its readers the finer points of option trading. For, if the truth be known, four out of five readers are probably well-acquainted with the subject by now. Every self-respecting financial periodical has expanded a wealth of copy trying to enlighten its readers on the wonders of options. This message is really for those few who either haven't "gotten the word" or continue to suffer from preconceived notions as to what options are all about. These same people should heed the following:

1. Options are being widely used by both aggressive speculators and ultra-conservative investors.
2. It is *not enough* to read one of the many articles offered by Newsweek, Wall Street Journal, Forbes, Business Week, etc., on the subject of options. You must sit down with a broker or adviser who is able to explain and illustrate their uses in language you can understand.
3. The place to start your education is with a prospectus of the Options Clearing Corporation. It will quickly confirm the legitimacy of options for the skeptic (and is also required reading for all option traders!).

Finally, for those who feel that they have finally "mastered" the subject and need no further study... get ready... for the Clearing Corporation will soon introduce PUT options. Indeed, the "baby" born in April of 1973 is still growing and nobody yet knows how big he'll get!

Jon Schmauss is an Investment Executive, having been associated with the Shearson Hayden Stone office in Rancho Santa Fe for the past seven years.

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FRONTERAS 1976: BUILDING BRIDGES INSTEAD OF WALLS

"With its 9.2 percent annual growth rate, Tijuana will — by 1980 — have more people than San Diego. A total estimated regional population of 5 million will make this one of the largest metropolitan areas in the world."

"The International boundary here is a living border with more community interplay than any other place in the world."

by
Igor Lobanov

Dr. Ramon E. Ruiz and Ernest E. Maes, Rancho Santa Fe residents, are key participants in FRONTERAS 1976, a binational interaction effort between the San Diego area and Baja California.

This year-long bicentennial project is dedicated to developing knowledge and understanding between two peoples who live in close — often daily — association, but who are separated by cultural and political walls.

Dr. Ruiz, chairman of the History Department of the University of California San Diego, and Maes, retired Creole Petroleum Foundation executive, serve on the FRONTERAS Executive Committee. Ruiz, with a long history of interest in binational affairs, was heavily involved recently in coordinating a two-day symposium at UCSD and San Diego State University which explored similarities between the Mexican and United States independence movements.

In early May he helped to organize and served as moderator for one of the panel discussions at the FRONTERAS First Plenary Session — a two-day general assembly type of meeting which focused on border development as viewed from the Mexican side.

Maes participated in the opening ceremonies of the event as Acting Chairman of the Executive Committee.

Top Mexican officials in border development served as speakers and panel leaders, while selected faculty members from UCSD and SDSU completed the forum.

Why is the FRONTERAS concept so important?

Dr. Miguel Leon Portilla, internationally known Mexican historian and anthropologist, stated in San Diego recently that, "The international boundary here is a living border with more community interplay than any other place in the world."

A GROWING REGIONALISM

History dealt a rude blow to this area in the mid 19th century. With the Treaty of Guadalupe Hidalgo in 1848 the natural homogeneity of the region was split by a boundary which today slices the landscape a few miles south of San Diego Bay. Fortunately, while people can constitute a culture, they can also alter it. Witness the growing regionalism between San Diego County and Baja California. Within the past three decades San Diego has blossomed into a major metropolitan area, and Tijuana is now emerging as one of the fastest growing cities in the world. The tie to date between them has largely been de facto, but hopefully will become more formalized as a result of FRONTERAS.

The focus of FRONTERAS spans the physical/environmental, social/cultural/economic, artistic and government regional planning operations. Participants in the recent Plenary Session represented such a cross-cultural span. Ramon Ruiz, whose parents left Mexico during the 1911 revolution, was born and raised in San Diego. In opening remarks which set the course for the first panel discussion, he pointed out that the population of Mexico has more than doubled in 35 years — from 19.6 million in 1940 to 56 million today, and Tijuana has grown in the same period from 22,000 population to the present 700,000 people. With its 9.2 percent annual growth rate, Tijuana will — by 1980 — have more people than San Diego. And, a total estimated regional population at that time of 5 million will make this one of the largest metropolitan areas in the world.

BORDER DEVELOPMENT

The keynote speaker at the Plenary Session, Eliseo Mendoza Berrueto, until recently Under Secretary of Commerce for border development, described his government's increasing emphasis on developing their border

areas. In May 1971 President Echeverria launched a comprehensive economic and social development program aimed at the 2.3 million Mexicans in 34 cities and towns along the 2,600 kilometer Mexico-U.S. frontier. Specific objectives at that time were to increase the employment rate, encourage the Mexican consumer to purchase his or her needs in their own territory, substitute Mexican products for imported goods and increase the already favorable border area import-export trade balance. (The trade balance between Mexico as a whole and the U.S. is still on the negative side.) To achieve these goals, the Mexican government has encouraged entrepreneurs to get into the border market with their products; has helped to increase the number of border area assembly plants, and sought to improve the local quality of life through increased federal funding for cities and towns along the frontier.

In 1970, according to Mendoza Berrueto, there were 129 assembly plants employing 18,700 workers. By the end of 1975 there were 557 plants representing an investment of \$57 million and employing some 56,000 workers. Also included in the border development program are 25 new trade centers designed to compete directly with shopping areas north of the border. Five more such centers are now being built.

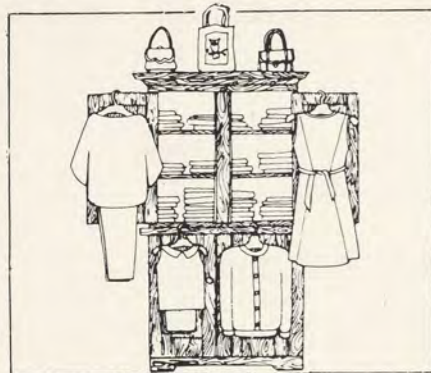
At least four major local area developments have dramatically changed the pace of Mexican border progress within the past few years.

— The Mexicali Valley irrigation and drainage system

— The Mexicali-Tijuana aqueduct, to bring badly needed water to Tijuana

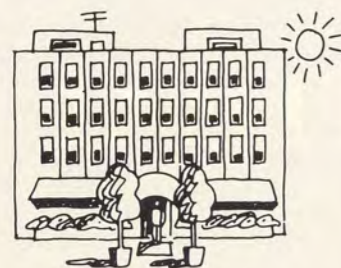
— The flood control canal system in Tijuana, a massive federal project which is changing the entire character of the city

— The recently opened transpeninsula highway



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FRONTERAS 1976:

"Included in the border development are 25 new trade centers designed to compete directly with shopping areas north of the border."

THE SILENT INVASION

The results of all these efforts, say Mexican officials, is that many workers who started out to migrate to the U.S. found work along the border in their own country. Despite this fact, the highly emotional subject of illegal aliens entering the U.S. permeated the whole conference. Dr. Jorge Bustamante, a sociologist and border populations specialist from the eminent Colegio de Mexico in Mexico City, presented a paper on "The Silent Invasion Issue." In this work he is concerned with the way the illegal situation is defined by high (U.S.) government officials, and the resulting detrimental effects on efforts to solve the problem.

The U.S. Commissioner of Immigration and Naturalization Service (Leonard F. Chapman Jr.), says Bustamante, has been quoted as saying the situation of illegal aliens is "completely out of control... a national dilemma that threatens to worsen rapidly. We're facing a vast army that is carrying out a silent invasion of the U.S."

While acknowledging that the illegal immigration is a serious problem, Bustamante blunted the charges somewhat by pointing out that three recent reports in the U.S. have been critical of the scientific validity of the figures being used by the INS. He also noted that, contrary to general belief, Mexican illegal aliens receive wages that average slightly above the U.S. minimum wage, that the majority of such aliens pay taxes and social security but do not usually benefit to anywhere near their contribution. In fact, he said, over half of those apprehended are caught before they find a job. He further noted that such aliens are not flocking to the U.S. to get on welfare. Specifically, he cited an evaluation of 9,132 welfare cases in San Diego over a seven month period in 1975 which turned up only 10 illegal aliens.

"Any realistic solution to the problem," Bustamante declared, "can only come from a binational approach to it."

"We need to increase the job chances in Mexico for workers to the point where they will find it more expensive to come to the United States than to work in their own country."

And maintaining "... unfounded definitions of the situation will not help to prepare a public atmosphere in which international negotiations can achieve more than mutual accusations."

He concluded his talk on a positive note, however, by mentioning a joint study now being conducted by the Colegio de Mexico and the University of Notre Dame covering the socio-economic problems on both sides of the border. This study, he said, seeks to develop a rational approach to a solution instead of relying upon police (enforcement) action. Such an approach, in the long run, he believes, could be far less costly than the price of law enforcement. In Mexico, he continued, "We need to increase the job chances for workers to the point where they will find it more expensive to come to the United States than to work in their own country."

Other conference speakers, from both Mexican and U.S. institutions, discussed areas of common interest and problems peculiar to only one side of the border. (Examples: air pollution on the U.S. side; lack of water on the Mexico side.)

During the remaining months of our bicentennial year, FRONTERAS 1976 will produce other Baja California-San Diego, California programs — including a second Plenary Session in late fall where the emphasis will be upon the United States view of the border. Ramon Ruiz, Ernie Maes and others who are deeply concerned with the FRONTERAS concept are hopeful that the most important product of the year's efforts will be functioning, ongoing lines of communication — bridges across the frontier — between government agencies, educational institutions and individuals. □

Igor Lobanov is a free-lance writer and photographer whose work has appeared in *Arizona Highways*, *Sunset*, *Oceans* and *San Diego Business Forum Magazine* which he edited for four years.

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LA JOLLA SOCIAL SCENE

by Alice Dutton

Although the social scene was varied as to settings, La Jolla spring time events shared a common purpose; enjoyment of pleasant happenings for worthwhile purposes. Groundbreaking took on new glamor at the cocktail

buffet-dance at the Darlington House Mansion when almost 200 La Jollans and their guests watched as Mrs. Gordon Sears shoveled the first spadeful of earth for the new addition to League House. □



Mrs. Norton S. Walbridge of La Jolla, left, was chairman of Hosts and Hostesses for the groundbreaking ceremonies and party at Darlington House. Mr. and Mrs. Douglas Anderson were among many host and hostess couples welcoming guests in the drawing room and in the gardens the evening of the April event, sponsored by the Social Service League of La Jolla.



The lovely home of Mr. and Mrs. Eric Bass of La Jolla was the locale of the annual Country Friends membership coffee attended by scores of area residents. Before she presided at the coffee table, Mrs. James D. Brown, organization president, took a minute to pose for a picture.



While over at La Jolla Beach and Tennis Club, these Junior club members, from left, Kim and Jack Kruger, Worth Bagley and Jackie Geller, were among the younger set signing up for the first annual Bishop's Schools Mixed Doubles Tournament, held May 15 and 16.

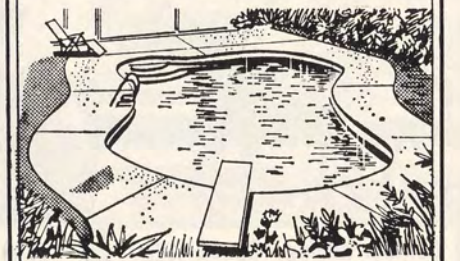


The spacious home of Mr. and Mrs. Robert Letts Jones was the setting for one of several coffees held for Bill Mitchell, a candidate for county supervisor. With Mitchell and Mrs. Jones, is Mrs. Betty Riis, sister of Mitchell and the artist who painted the portrait of Mr. Jones, seen in the photo. ▲

Art Exhibitions are seen in many areas of La Jolla, with one of the most outstanding, the large group of portraits and still lifes, painted by artist Fritz Werner and held at Central Federal Savings and Loan Association, La Jolla. Mr. Werner is seen below three of his portraits, from left, Mrs. Reuben H. Fleet, Major Reuben H. Fleet and Mrs. Murray MacLeod Jr., of La Jolla. Werner's studio and home are at La Jolla Seville Apts. ▼



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SUNDAY



Del Mar Racing Opens 7/28

MONDAY



Sand Castle Contest July 18

TUESDAY



Mitch Miller On the Green 7/24

WEDNESDAY

JULY CALENDAR

THURSDAY

1

Hiroshi Miyazaki
One-man show
Fine Arts Gallery
Balboa Park
Through Sunday
Padres vs. Dodgers
San Diego Stadium
7 p.m. — 7/1 & 2
Breakers Volleyball
Sports Arena

FRIDAY

2

"Othello"
Old Globe Theatre
Balboa Park
2:30 p.m.
Henry Mancini
Civic Theatre
8 p.m.

SATURDAY

3

**Spirit of the Fourth
Celebration**
Rancho Bernardo
**Oceanside Bicentennial
Parade**
10 a.m.
Breakers Volleyball
Sports Arena

4

Ship ahoy . . . !
"Star of India"
sets sail
from Broadway Pier
8 a.m.
The Rockets' Red Glare . . .
Fireworks in
Del Mar
Rancho Bernardo
San Diego Stadium

5

Southern California Exposition
Final day

6

Friars vs. Cleveland
World Team Tennis
Sports Arena
7:30 p.m.

"As You Like It"
Old Globe Theatre
Balboa Park
8:30 p.m.

7

Spaceship Earth
Planetarium Program
Palomar College
Wednesdays through 7/28
7:15 & 8:30 p.m.

Opera Under the Stars
"Carmen"
by Georges Bizet
Organ Pavilion
Balboa Park
8 p.m. — 7/7, 9 & 11

8

"My Fair Lady"
Starlight Opera
Balboa Park Bowl
Thurs.-Sat. thru 7/18
8:30 p.m.
Breakers Volleyball
Sports Arena

9

Good Grief!
Peanuts 25th Anniversary
"You're a Good Man,
Charlie Brown!"
Patio Playhouse — Escondido
8 p.m. Thurs.-Sat.
Thru August 7

10

Symphony on the Green
with Benny Goodman
Rancho Bernardo Golf Club
8 p.m.
Trek to the Cross
Recreates Padre Junipero
Serra's journey
Old Town State Park
Breakers Volleyball
Sports Arena

11

American Art Since 1945
Fine Arts Gallery
Final day of 6-week run
Istomin-Stern-Rose Trio
Civic Theatre
7 p.m.

12

Monday blahs?
Visit a North County
beach or park

13

Ringling Bros.
Barnum & Bailey Circus
Sports Arena
Thru 7/18
"Othello"
Old Globe Theatre
Balboa Park
8:30 p.m.
"Artes de la Tierra"
Fronteras 1976 Ceramics Exhibit
Fine Arts Gallery
Thru Oct. 11

14

"As You Like It"
2 p.m.
"Troilus & Cressida"
8:30 p.m.
Old Globe Theatre
Balboa Park

15

Padres vs. St. Louis
San Diego Stadium
7 p.m. — 7/15 & 16
1 p.m. — 7/17
Jesse Colin Young
&
Emmy Lou Harris
Civic Theatre
7:30 p.m.

16

**Festival of Arts
&
Pageant of the Masters**
Irvine Bowl
Laguna Beach
Thru 8/29
Festival of the Bells
Mission San Diego de Alcala
Thru Sunday
Kris Kristofferson & Rita Coolidge
Civic Theatre
8 p.m.

17

Mission San Luis Rey
Fiesta & Barbecue
Thru Sunday
"Othello"
2 p.m.
Over-the-Line
Softball Tournament
Fiesta Island
Mission Bay Park
Finals all weekend
8 a.m. — dusk

18

Sand Castle Contest
Crown Point Shores
Mission Bay Park
Padres vs. Chicago
San Diego Stadium
1 p.m. today
7 p.m. tomorrow
Mac Davis
Civic Theatre
7:30 p.m.

19

**Nostalgic Look at American
Holidays & the Bicentennial**
Willard Hall Francis
Del Mar artist
UCSD library
Thru June & July

20

Padres vs. Philadelphia
San Diego Stadium
7 p.m. today
1 p.m. tomorrow

21

"As You Like It"
8:30 p.m.
Old Globe Theatre
Balboa Park
Breakers Volleyball
Sports Arena

22

Friars vs. Boston
World Team Tennis
Sports Arena
7:30 p.m.
Seals & Crofts
Civic Theatre
7:30 & 10 p.m.

23

Friars vs. Indiana
World Team Tennis
Sports Arena
7:30 p.m.
"As You Like It"
Old Globe Theatre
Balboa Park
8:30 p.m.

24

Symphony on the Green
with Mitch Miller
Rancho Bernardo Golf Club
8 p.m.
Olaf Wieghorst
Art of the American West
Fine Arts Gallery
Balboa Park
Through Aug. 29
Breakers Volleyball
Sports Arena

25

Friars vs. Los Angeles
World Team Tennis
Sports Arena
7:30 p.m.
Padres vs. Dodgers
San Diego Stadium
7 p.m. yesterday
1 p.m. today
Conway Twitty & Loretta Lynn
Civic Theatre
3 & 7:30 p.m.

26

Friars vs. New York
World Team Tennis
Sports Arena
7:30 p.m.

27

"As You Like It"
Old Globe Theatre
Balboa Park
8:30 p.m.

28

And they're off . . .
**Del Mar Thoroughbred Racing
Season Opens**
Runs thru Sept. 15
First post — 2 p.m.
Wed. thru Mon.
Breakers Volleyball
Sports Arena

29

"Troilus & Cressida"
Old Globe Theatre
Balboa Park
8:30 p.m.

30

Dan Fogelberg
Civic Theatre
8 p.m.
Breakers Volleyball
Sports Arena

31

C.T.I. Jazz Festival
Civic Theatre
8 p.m.



Two beautiful ladies, Mrs. Lori Adelson and Mrs. Harry Gelt, enjoy cocktails prior to the Hadassah luncheon.

If you don't own oil wells, one's next best route to overwhelming riches is to be numbered among the rock superstars. Only someone in that echelon can casually invite 26 friends for a weekend at La Costa. Barry White can and did just that. The way he wined and dined his friends left those at La Costa, who are used to big spending, in somewhat of a daze.

Mr. and Mrs. Bernard Meade of La Costa have been named chairmen of the world premiere showing of *Run For Blue*, a film about the horse show world, a benefit for the Salk Institute. This premiere will be held in conjunction with the grand opening of the Flower Hill Cinemas in Del Mar on June 15. The film documents a year in the horse show worlds of three young Southern California horsewomen, Melinda Robb of Rancho Santa Fe, 13-year-old Gina Park of Encinitas, and Escondido's Barbara Bingham, 21.

Attracting attention around La Costa: Everyone's favorite Carol Burnett. This busy superstar is never too busy to say 'hello' to anyone that is lucky enough to cross her path. She is

absolutely adored by the personnel at La Costa.

Another lovely looking gal enjoying the Spa, Sally Gries. Her husband Tom is one of television's top producer-directors. *Helter Skelter*, a recent television drama of the Charles Manson case is one of his latest credits. Presently he is working on the story of Muhammad Ali. And on the subject of television, that was Peter Strauss, the star of *Rich Man - Poor Man* visiting La Costa. He and his lovely wife were accompanied by Bob and Margaret Krause who won the fabulous "La Mananitas" in Cuernavaca, Mexico.

The mint juleps were flowing and the crowd was roaring at the annual Kentucky Derby party held by Toni and George Cullen. Over 150 of the Cullen's friends gathered poolside for lunch prior to hovering over the television set for the 'big race.' The Art HARRISES, Bert STALFORDS, Milton KRASNES and Burt KRAMERS were among those pulling for their horse to win. But even for the losers it was a winning day, for the party, as always, was great fun. □



Mr. and Mrs. Bernard Meade, chairmen of the WASI sponsored world premiere RUN FOR BLUE.



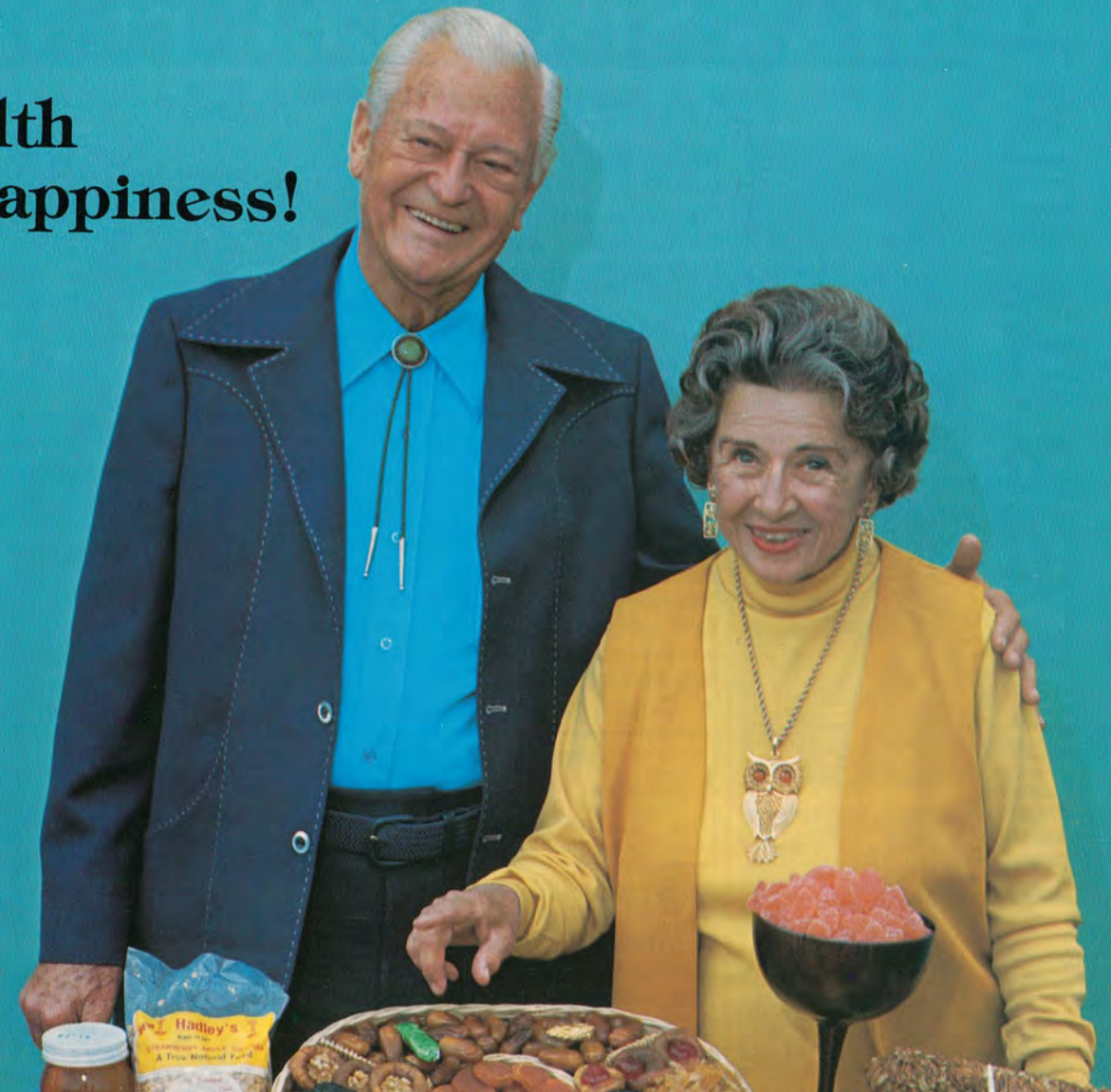
Good friends enjoying the Hadassah luncheon: Mrs. Fran Simon and Mrs. Marty Glick.



Muriel Roston, chairman of the Hadassah luncheon, finally has a moment to relax and join her guests for lunch. The annual Hadassah luncheon, an outstanding annual event at La Costa, was once again an overwhelming success. The theme of the party was the Bicentennial and entertainment was provided by the Grand Land Singers, a group of beautiful young Americans singing songs of our land.

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put him in a league called "The Vultures."

Finally, he hit the big time with his ninth grade softball squad and was assigned to play third base. On his first chance, he threw the ball over the first baseman, over the fence behind the first baseman and into a lake. It was the team's only ball and Brumfield's only game.

Transgressions of such consequence are not easily forgotten. When Charlie won the San Diego handball championship as an 11th grader, his high school teacher promptly awarded him a "C" in physical education. And when as a student at San Diego State he won the national paddleball title, his phys ed teacher there handed him another "C" grade.

"Ever since then, I've been playing with hate," Charlie says. "Every opponent to me is those phys ed teachers or the kids who kicked me off that ninth grade team. When I win at racquetball, it's my way of getting even."

Oh, he's hardly that fierce. His words come at you with a swift but shrill cadence. He is pleasant company, alert, manicured, with-it, frenetic but controlled. And furthermore, anyone who studied to be a lawyer, passed the California bar and then chucked it all for racquetball can't be all bad.

"I practiced law a little," he said, "but I felt I was on a level with a secretary. Every client I drew was guilty. So I spent all my time trying to negotiate his sentence. It was a losing arrangement."

Life is kind to Charlie these days. From racquetball tournaments he earns about \$20,000 and takes in another \$40,000 on endorsements, clinics and personal appearances. He is a member of the Leach playing staff and is active in that company's marketing programs.

But life has changed, too. No longer does he frequent Tug's Tavern or the Tu View Drive In Lounge where during his college days he parlayed a 3.95 grade average and a competitive spirit into the San Diego power beer drinking championship.

"In my prime, I handled two dozen beers daily without strain," Charlie says.

Now the intake is a case a week, 10 hours sleep daily instead of the two or three.

"Playing professional racquetball is a serious and demanding business," he says. "I can't afford to throw away my body. I want to play for another 10 years."

Charlie has much going for him. Not only is he a good player, but he is both analytical and vocal on the court and without rival.

"I can talk a good game," he says. "And that should keep me around for a long time." □

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

LAURA'S ITALIAN RESTAURANT — offers you the very best in authentic Italian cuisine. Owned and operated by the Scardino family since 1941, the menu offers a delightful mouth watering array from Veal Scaloppini, Veal Parmigiana, Cannelloni al forno, Manicotti al forno to raviolis, baked lasagna and the very best pizza in north county. Italian lunches and dinners with beer or wine, of course. Food to go. Banquet room and private dining room. Modest prices. Laura says to you, "Come join our family, to serve you is our pleasure." BankAmericard & Master Charge accepted. Open Wed. thru Mon. 11:30 a.m. to 10 p.m. 915 S. Escondido Blvd., Escondido, 745-5261.

OAK TREE — offers especially good foods in an atmosphere of great charm. Indoor and outdoor dining, impeccable service and delightful house specialties — fragrant, crisp Bouncing Baby Popovers; Roast New York Strip, an aged, premium roast loin of beef sliced English style; Veal Cordon Bleu using Canadian Bacon and tangy Swiss cheese sauce, and their Breast of Chicken with a subtle cheese sauce is to write about! A variety of premium quality, aged steaks is offered, Sear-Charbroiled to your direction. Cocktails, of course, and the wine list is excellent and surprisingly varied. Modest prices, dinner reservations recommended. Open 11:30 a.m.-2 p.m., Mon. thru Fri. only, and 5:30-9 p.m. weekdays, 5:30-10 p.m. Fri. & Sat. Closed Sundays. 7811 Herschel Ave., La Jolla. 454-1315.

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

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

NEMO'S COVE — Located in the Gazebo Courtyard of The Mercado in Rancho Bernardo, is dedicated to excellent food at reasonable prices. Our specialty, Seafood Supreme, heads a menu featuring the freshest fish filets, shrimp, scallops and chicken Kiev for those who desire a change of pace. Our luncheon menu features fish and chips using fresh filets and New England clam chowder. Open weekdays 11 a.m. to 8 p.m. and Friday thru Sunday 11 a.m. to 8:30 p.m.

GOURMET FOOD

by Jeanne Coberly

Peaches, nectarines, cherries and frosty plums will appear in our local markets soon, signaling the beginning of summer. By the calendar, spring has long passed. So, in this transition period (with mornings and evenings still cool) all of us need inspiration in our cooking. The spareribs and baked beans dish make a satisfying evening meal but are tasty enough for company fare. Also much recommended is the corn and mushroom casserole . . . a luncheon delight!

SENEGALESE CELERY SOUP

3 tbsps. butter
 1/2 cup finely chopped celery
 1/2 cup finely chopped onion
 1/2 tsp. curry powder
 2 tbsps. flour
 3/4 cup sweetened applesauce
 2 cups chicken broth
 2 cups half-and-half
 1/2 tsp. salt
 3/4 cup whipping cream
 1/8 tsp. ground coriander

In a large heavy saucepan melt the butter. Add the celery and onion and cook slowly until soft. Blend in the curry powder and flour. Stir constantly as the mixture thickens. Gradually add applesauce, broth and half-and-half; then add salt. Heat to simmering and cook for about five minutes, stirring all that time. Pour into heatproof bowls. Top with spoonfuls of whipped cream, seasoned with the coriander. Put bowls under broiler until cream browns. Some may prefer more curry powder in this soup.

BAKED PINTO BEANS WITH SPARERIBS

3 lbs. spareribs
 Salt and pepper
 2 cups pinto beans
 2 medium onions, coarsely chopped
 3 tbsps. butter
 1/2 tsp. thyme

Cut spareribs in serving-size pieces and sprinkle with salt and pepper. Broil under brisk flame about 20 minutes so they brown lightly and some fat is cooked out, or you may bake the spareribs in a hot oven until the same result has been attained. Wash and cook beans until just tender. Saute onions in butter until delicately browned. Combine spareribs, beans, and onion with thyme and salt and pepper to taste in a 2-quart casserole. Cover with bean liquid and bake in a 350 oven for about an hour — or until spareribs are tender. Add additional liquid if needed.

CORN AND MUSHROOM CASSEROLE

2 tbsps. butter
 2 tps. lemon juice
 1 tbsps. finely minced onion
 2 cups sliced mushrooms
 2 cups raw corn
 2 eggs, lightly beaten

1 tsp. salt
 1/4 tsp. pepper
 1/2 tsp. poultry seasoning
 1/2 cup grated sharp Cheddar cheese

Melt butter in a skillet and add the lemon juice. Stir in the onion and mushrooms and saute until the mushrooms are barely tender. Then combine this mixture with the corn, eggs, salt, pepper and poultry seasoning. Turn into a well buttered 1-quart casserole. Place in a pan of hot water and bake in a 350 oven for an hour. Sprinkle the top of the casserole with the cheese about 15 minutes before baking time is finished.

ALA RING

1 cup Ala
 2 cups chicken broth
 1 cup parsley, finely chopped
 1/2 tsp. salt
 1 cup grated sharp Cheddar cheese
 1/4 cup butter
 2 tbsps. grated onion
 1/4 tsp. pepper
 2 eggs, lightly beaten
 1 cup milk

Combine Ala with the broth and 1/2 tsp. salt. Cover and bring to a boil; reduce heat and simmer for 15 minutes. Add cheese and butter to the hot Ala and then all the other ingredients, first combining the milk and eggs. Pour into buttered ring mold. Bake in a 325 oven for about 30 minutes. Serve with creamed chicken in the center.

ALMOND RING

Beat 3 whole eggs and 3 yolks with 1 cup granulated sugar until very light. To this add 4 large soda crackers, finely crushed. Grind 1/2 pound almonds, including the brown skin, and add to the mixture. Stir in a dash of salt, 1/2 teaspoon nutmeg, and the grated rind of one lemon. Fold in 3 egg whites, beaten stiff, and pour batter in a well-buttered ring mold. Bake in a 275 oven for 40 minutes. Invert the mold and allow to cool. When ready to serve, dust the ring with powdered sugar, and fill the center with 2 cups sweetened whipped cream, flavored with vanilla, and mixed with 1 1/2 cups crushed raspberries.

THE WINE DRINKER

By Tom Gable

One of the more interesting endeavors in California viticulture in recent years is taking place about one hour from Rancho Santa Fe on the road to Palm Springs.

The *appellation* is Temecula, a flat, lightly inhabited spot just off the two-lane road once known as U.S. 395. Stretched across the once-barren hillsides to the east of Temecula are thousands of acres of new wine grapes.

Some of the plantings were aligned by laser sighting devices and the rows of grapes form exact parallel lines, with enough room in the middle for passage of the mechanical harvesters and crushers.

It is on these large, industrialized acres that Brookside and other mass bottlers obtain yields of up to ten tons an acre. And since their acreage costs were lower than what could be found in established areas, they are able to be competitive in their pricing despite increased costs in other categories.

At the other end of the Temecula spectrum is Ely (e-lee) Callaway, the former president of Burlington Industries of New York. This same man who once brought pantyhose into the world was the first to make Temecula a household word in viticultural circles. He released a selection of high-quality wines made from grapes grown there on the rolling hills of Rancho California.

Callaway, a shrewd man with the dollar, bought 134 acres in Temecula in 1968 because he felt there was a better quality-to-cost ratio than could be found elsewhere in California. He planted the acreage in 1969, poured in massive doses of capital to make things grow right and started releasing his first bottlings late last year. They were 1974 vintage Chenin Blanc, Sauvignon Blanc and White Riesling and a 1973 late harvest Chenin Blanc called Sweet Nancy, after his wife.

Despite the preconception that wines made from grapes grown in Temecula, just over the mountains from Palm Springs, should have the typically chemical, hot valley aroma that is characteristic of other arid parts of California, the Callaway wines have shown well in professional tastings. More recent issues of a 1974 Zinfandel and a 1974 Sauvignon Blanc "White

Mist" have also been well received. A Cabernet Sauvignon and Petite Sirah from the 1974 vintage will be next into the supply channels.

Callaway has been almost computer-like in the development of his vineyards and winery. He planted with the assistance of experts from the University of California at Davis. He retained Karl Werner, formerly associated with Robert Mondavi, as his winemaker. He hired Ed Russell, veteran wine merchant, as his sales manager. He stirred the whole mix with more money and some great promotion and, thus far, appears to be enjoying a tremendous commercial success.

Although the area around his vineyards appears to be the victim of constant heat and lack of rainfall, Callaway is quick to point out that his winery is just 23 miles from the Pacific Ocean at San Juan Capistrano, as the crow flies. A breeze shoots in from the ocean through a series of natural gaps and valleys in late afternoon and early evening, he says. This breeze and occasional fog helps give the grapes the cooling off period necessary to foster healthy growth and better quality. In addition, Callaway prunes back his vines so the yield drops to two tons an acre, compared to the ten tons realized by some of his neighbors.

All Callaway wines are aged in German white oak barrels that have been doused in a steam spray for at least one day to leach out all tannins and flavors. Werner, the German-born winemaker, believes the oak should be the servant of the wine, not the other way around.

The Callaway wines are typically very fruity, soft and low in acids. This combination leads some wine drinkers to classify his wines as "flabby". Because of this difference in style, a few professional wine tasters are able to pick out Callaway wines from 30 wines of the same variety in blind tastings. Some believe the steam leaching of the new barrels resulted in wines without complexity. Others say this highlights the fruit.

But the wines appeal to most wine drinkers, as can be evidenced by their quick sales at retail stores all over San Diego County. □

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ASTROLOGY FORECAST

by Jean Farman

GEMINI (May 22-June 21)

As June jumps in to spread its joy, the fun-loving children of Gemini wiggle their toes in sheer delight! Some of those frustrating financial woes that have cramped your style are now becoming a thing of the past. You are in the mood to party and strut your stuff. Go ahead and have a ball! Seek out those who are fun and stimulating. Avoid any obvious bumps on the log. Active friends who tantalize your brain waves with intellectual discussions are soul food for Gemini. Just be sure you don't arouse jealousy in your mate. Gemini celebs: Elroy Hirsch, Lee Meriweather, Nelson Riddle.

CANCER (June 22-July 22)

Lazy days of summer are peeking through the window yet it's not too late to indulge in some spring cleaning. Closets of your mind and body need more attention than those in your home! Reorganize with improvement as your goal. You're at your creative best but don't ask for a raise or jeopardize your job. Moon child: Ingmar Bergman.

LEO (July 23-August 22)

Roaring like a lion will get you absolutely nowhere Leo, so stifle the urge to throw your weight around. Major responsibilities enter your life. Friends will be an enormous asset as long as you don't trample toes with your ego. If you can recognize and overcome personal failings, you're on the yellow brick road to success. Leo star: Jean Parker.

VIRGO (August 23-September 23)

Put on a mysterious veil Virgo and wear a secretive Mona Lisa smile when people pry into your profession or personal affairs. By keeping a low profile, you may beat others to the cookie jar. Money could be made by putting your creative intellect to work. Don't let competition know what you are up to! Virgo celeb: Greta Garbo.

LIBRA (September 24-October 23)

If you've ever had trouble making up your mind (and what Libra hasn't?) June is apt to take the cake by boggling your brain with confusion. Indecision can depress you so when in doubt — don't! End of the month could bring a windfall. But don't pay the price in personal freedom by giving up independence. Libra VIP: Tom Poston.

SCORPIO (October 24-November 22)

It could be time for Scorpio to shine! If you've feathered your nest by taking advantage of opportunities; if you've worked hard and prepared for ambition, then success and reward knocks at your door. But if you've been coasting, not using talents to the full, then this time of achievement and prosperity passes you by! Scorpio star: Leif Erickson

SAGITTARIUS (November 23-December 20)

If confusion runs rampant in your frantic search for serenity, turn to partners for comfort and solace. They are your key to happiness throughout the month. Shun the shadows cast by jealous friends as they may want what you already have. Stay cool and calm if adversity arises at the office. Be solidly self-confident. Sagittarian celeb: Garrison Kanin.

CAPRICORN (December 21-January 20)

Climbing to the top can be a lonely and depressing trip. Ambition stirs you on and with sheer determination you keep on truckin'. Partners or key associates can be helpful if effort is made to keep relationships harmonious. Romantic temptations are hard to resist but if not free, you're asking for an avalanche of trouble. Capricorn songbird: Caterina Valente.

AQUARIUS (January 21-February 19)

The balmy days ahead are just what cupid ordered to arouse romantic butterflies in your heart. You may find that perfect someone on a business or pleasure trip. If married, the life you share finds new excitement and stimulation on a well-planned vacation for two. Creative talents put you on stage to accept recognition. Aquarian talent: Tammy Grimes.

PISCES (February 19-March 20)

Pack your bags and fly away to exotic places. Let the sights and sounds of the sea soothe your savage soul. If you decide home is your haven, make it comfortable and lovely for those who share it. Keep track of important papers, cash and things of value so they're not lost in the shuffle. Pisces VIP: Irving Wallace.

ARIES (March 21-April 20)

In the mood for fun and games? Go ahead and enjoy yourself but be sure you don't overdo and cause some aches and pains in muscles you never even knew were there! As a burden of sorts is lifted from your domestic scene, it's better to stick around home than travel to far off lands. Aries star: Julie Christie.

TAURUS (April 21-May 21)

Be careful, mighty Taurus, the urge to gorge yourself could be simply overwhelming. Know your physical limitations and when to stop or you'll be adding unwanted pounds to your body beautiful. Stay away from risky financial deals including gambling. Secure the latches of your home by making sure everyone in it is OK and happy. Taurus talent: Sandy Dennis.

Vive!





President Gerald Ford is greeted by hotel owner Earl Holding (center) and General Manager Lawrence Boyle (right). The hotel was headquarters for Mr. Ford and his staff during the White House Regional Conference in San Diego.

President Gerald Ford headquartered at the Little America Westgate during his recent visit to San Diego.

The President and White House motorcade were greeted by hotel owner Earl Holding and General Manager Lawrence Boyle. During the day President Ford hosted a breakfast for regional news directors in the hotel's elegant Versailles Ballroom, and an afternoon reception for California political leaders.

Mr. Ford occupied the Presidential Suite, as did former President Lyndon Johnson. The nineteenth floor Presidential Suite, with its commanding view of downtown Coronado, is richly appointed with antiques from Europe and custom designed furnishings. President Ford found the spacious accommodations included a large living room with fireplace and bar, a full kitchen and dining area, and two bedrooms, each with its own bath. The suite is decorated in Louis XIV and Georgian furniture and Italian marble.



A delighted Lady Westgate meets President Ford.



Margaret Court (right), husband Barry, and son Danny, having a super Runaway Holiday, chat with another top woman tennis player, Kristy Pigeon. A Runaway Holiday at Little America Westgate—European elegance and the California life style.

Margaret Court & Family On A Runaway Holiday

Tennis courts are everywhere, sports fans, but there's only one world's finest luxury hotel. So when champion tennis player Margaret Court, husband Barry and son Danny come to San Diego, they naturally stay at Little America Westgate.

A Super Runaway Holiday

The Courts found our Runaway Holiday package is a super vacation: a study room with panorama of San Diego Bay, gourmet dining in the Fontainebleau Room, breakfast in bed, wine and cheese tray, admission to world famous San Diego Zoo and Sea World. Margaret, who was playing in San Diego's World Team Tennis tournament, found the hotel centrally located and close to tennis courts. Husband Barry, a handsome and athletic Australian, had his choice of private golf club, south-of-the-border bullfights, California Race Track, jai alai games, or browsing in Old Mexico's outdoor crafts bazaars. (Lady Westgate made all arrangements.) After the day matches, the Courts relaxed over a nightcap and entertainment in the popular Plaza Lounge.

San Diego's Famed Attractions

San Diego harbor, a short walk from the hotel, to explore a clipper ship, sample fresh sea food at new Fisherman's Wharf. Balboa Park, minutes away, for art galleries, a Moorish garden and a replica of Shakespeare's Old Globe Theatre. Miles of beaches, sparkling La Jolla Village, the Wild Animal Park, historic Old Town, silver jewelry, pottery, crafts to buy at Bazaar del Mundo.

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10,000 square feet of the most up-to-date design, soon to be completed, will provide additional meeting room space for four additional meeting rooms, each of which will accommodate up to 350 persons, plus 10 breakout rooms for groups of 20 to 40 each. Our new center has been designed to function compatibly with the 12 existing meeting and banquet rooms . . . great flexibility in accommodating multiple meetings simultaneously.

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Chef Roger, wizard of French cuisine, shows San Diego TV viewers the fine points of an omelette.



A lyricist Chief Warder Whitney Girard reported to Beefeater members, "White-gloved waiters in tails quietly serving beneath crystal chandeliers. A Viennese sommelier holding aloft a long-stemmed glass to check the color of fine red Burgundy." An evening of "perfection," said Girard.

Premier Gourmet Societies at Little America Westgate.

The Ancient Order of the Beefeater joins La Chaine des Rôtisseurs, La Tasse de Vin, Wine and Food and other of the world's preeminent gourmet groups which have dined at the hotel.

The Beefeaters Club's dinner, held semi-annually at the world's leading restaurants, is replete with costumes and tradition drawn from the ritual securing of the Queen's Jewels at the Tower of London.

Dinner for the Beefeaters Club, the product of Toque Noir chef Roger Jones' rich imagination, was a distinguished seven-course meal. Served under chef Roger's watchful eye, all was dubbed "outstanding." Members reported, "Everything was perfection and the chef was the most relaxed magician you ever will behold."

In a closing ritual of challenge and response, the Chief Warder asked if the dinner had honored the tradition of the club.

"TOUT VA BIEN!," all shouted in reply.

And on to next year's dinner—to be held in the Tower of London!



Ask Lady Westgate!

What a week for Lady Westgate! Dun and Bradstreet executives, seeking a breather from meetings scheduled in the hotel, asked Lady Westgate to book a starting time at Torrey Pines golf course. Then it was tennis at nearby private courts for the Spreckels Sugar people who were holding a reception and dinner at the hotel.

The bevy of models, here to show the new Jantzen fashion line, asked Lady Westgate to arrange a day's shopping in Tijuana's colorful crafts markets. And theatre tickets for wives of Schlitz Brewing Co.'s marketing department, premiering a new beer on the west coast over dinner at the hotel.

All this plus the Lady's usual personal attention, warm greetings and help in planning a super visit for the hotel's vacationers, families enjoying a Runaway Holiday, and Executive Club members.

Lady Westgate, who is lovely and exotic Salima Din, inherited a tradition of hospitality from her Persian mother and Indian father, the owners of Kenya's famous "Treetops" Secret Valley game reserve hotel outside of Nairobi. Salima is found in her role as hotel hostess behind a magnificent desk.

Oh, about that lovely desk. Well, Napoleon might have sat there. It is a French Regency desk by Henry Dasson, dated 1889. It has a brace of golden cherubs above bronze encrusted pigeon holes. One bronze cherub cradles a clock, the other a barometer. The value—a cool \$30,000.



San Diego's Mayor Pete Wilson (left) and Sales Director Georg Hochfilzer over a convivial dinner which the hotel hosted for 50 of the community's business and civic leaders to press the need for participation in the Aztec Club, the community support organization of San Diego State University's athletic department.



San Diego Mexican Tourism Department Director Jose Sales (top, third from left) hosts a gay party for Mauro Chavez (top, third from left), new president of Tijuana's Convention and Visitors Bureau. The Folkloric Ballet de Baja California performed "Genesis."



(From left) Sales Director Georg Hochfilzer, Jane Smollar, Kentucky's Governor Julian Carroll and hotel General Manager Larry Boyle.

THE PEOPLE . . .

President Gerald Ford's San Diego schedule moved with split second precision. The only crisis: "Quick, where can we find some oversized ashtrays for the Presidential pipe?" (Resourceful housekeeping saved the day!)

Wyoming Senators and wives . . . Clifford and Martha Hansen were simply enjoying an evening of fine dining at the Fontainebleau Room; later Gale and Lorraine McGee were mini-vacationing at the Little America Westgate.

Joan Sutherland, is that you? Head stylist Ray Gordon of the hotel's La Vedette beauty salon thought there was something familiar about the head he was coiffuring. He found, "yes," the lady was a hotel guest, and "yes," she was in San Diego on business. Not until the final comb-out did the diva reveal her identity as the San Diego Opera's Lucia di Lammermoor.

But there was no mistaking the identity of this hotel guest! Signing in at the registration desk was a wide-eyed Don Knotts.

That ebullient arbiter of punctuation and pianissimo, Victor Borge, made one of his frequent stays at the hotel and treated many a surprised guest to personalized key rings.

Sports fans have been mixing it up at the Westgate in recent months. First it was a spirited delegation from Kentucky here to view the NCAA basketball play-off, led by Governor Julian Carroll and Senator Wendell Ford. Then some enthusiastic Padres backers, led by none other than Padres owner and McDonald's president, Ray Kroc. And for the final word, the thinking man's sports star, George Plimpton, checked in and delighted just about everyone in sight.

Larry Boyle brings many years of experience to the Little America Westgate as General Manager, having held the same position at the Arizona Biltmore in Phoenix, and previously was Managing Director of Chicago's Hotel Ambassador, and General Manager, Caribe Hilton, San Juan, Puerto Rico.



Vicki Carr on the way to a concert at the Civic Theatre.



Everybody's favorite senator, the venerable Sam Ervin turned up the other day and signed in as a hotel guest.



Jean Dixon, our clairvoyant lady, and Terry Sanford, President of Duke University.





President Gerald Ford is greeted by hotel owner Earl Holding (center) and General Manager Lawrence Boyle (right). The hotel was headquarters for Mr. Ford and his staff during the White House Regional Conference in San Diego.

President Gerald Ford headquartered at the Little America Westgate during his recent visit to San Diego. The President and White House motorcade were greeted by hotel owner Earl Holding and General Manager Lawrence Boyle. During the day President Ford hosted a breakfast for regional news directors in the hotel's elegant Versailles Ballroom, and an afternoon reception for California political leaders.

Mr. Ford occupied the Presidential Suite, as did former President Lyndon Johnson. The nineteenth floor Presidential Suite, with its commanding view of downtown to Coronado, is richly appointed with antiques from Europe and custom designed furnishings. President Ford found the spacious accommodations included a large living room with fireplace and bar, a full kitchen and dining area, and two bedrooms, each with its own bath. The suite is decorated in Louis XIV and Georgian furniture and Italian marble.



A delighted Lady Westgate meets President Ford.



Margaret Court (right), husband Barry, and son Danny, having a super Runaway Holiday, chat with another top woman tennis player, Kristy Pigeon. A Runaway Holiday at Little America Westgate—European elegance and the California life style.

Margaret Court & Family On A Runaway Holiday

Tennis courts are everywhere, sports fans, but there's only one world's finest luxury hotel. So when champion tennis player Margaret Court, husband Barry and son Danny come to San Diego, they naturally stay at Little America Westgate.

A Super Runaway Holiday

The Courts found our Runaway Holiday package is a super vacation: a luxury room with panorama of San Diego Bay, gourmet dining in the Fontainebleau Room, breakfast in bed, wine and cheese tray, admission to world famous San Diego Zoo and Sea World. Margaret, who was playing in San Diego's World Team Tennis tournament, found the hotel centrally-located and close to tennis courts. Husband Barry, a handsome and athletic Australian, had his choice of private golf club, south-of-the-border bullfights, Caliente Race Track, jai alai games, or browsing in Old Mexico's outdoor crafts bazaars. (Lady Westgate made all arrangements.) After the day matches, the Courts relaxed over a nightcap and entertainment in the popular Plaza Lounge.

San Diego's Famed Attractions

San Diego harbor, a short walk from the hotel, to explore a clipper ship, sample fresh sea food at new Fisherman's Wharf. Balboa Park, minutes away, for art galleries, a Moorish garden and a replica of Shakespeare's Old Globe Theatre.

Miles of beaches, sparkling La Jolla Village, the Wild Animal Park, historic Old Town, silver jewelry, pottery, crafts to buy at Bazaar del Mundo



Oooh! Newk, you knock me out! Champion tennis player John Newcombe giving the camera a "\$300,000" smile. Newcombe joins his World Tennis Team, the Hawaiian Leis, as Little America Westgate guests.



Greeting Joseph Alioto upon arrival at the Little America Westgate Hotel was a delighted Lady Westgate—a long-time fan of the jovial San Francisco mayor.



Mrs. Gerald Ford gets a personal greeting from hotel owner Earl Holding and General Manager Larry Boyle.



That looks a lot like Bill Buckley having fun at the Little America Westgate Hotel... and in fact it was the columnist who was in town to debate San Francisco's Mayor Joseph Alioto.

Discover the Little America Westgate Hotel



A Vacation Destination

A deluxe hotel with a resort ambiance overlooking San Diego Bay. Combine chandeliers and tapestries with attire for golf, tennis, the ocean. All activities are nearby, and we'll take you there. A sun terrace with tropical drinks. French and continental cuisine. Sophisticated entertainment.

A Meeting Center

We're at our best when handling your meeting and banquet needs, from an elegant dinner for ten to a meeting for 300 in our exquisite Versailles Ballroom—ivory brocade walls, French filigree mirrors, Baccarat chandeliers, parquet a la Versailles.

A Downtown High-Rise Hotel

New, sophisticated, the most luxurious hotel to be built in the 70's. A travertine entrance graced with heroic fan palms in black marble planters. The lobby, after an anteroom at Versailles. Kerman carpets on an oak and marble parquet floor. Objets d'art and period furnishings. Baccarat chandeliers and rich tapestries. Paintings by Velazquez, Bouche, Fragonard. A panoramic view from every room to La Jolla, Coronado, or the blue Pacific.

A Magnificent Hotel fulfilling its promise

Accolades: "One of the world's three greatest hotels" says **Esquire**. "Outstanding," **American Automobile Association**. Both "Five-Star" **Mobil Travel Guide's** prestigious award, and **Holiday's** Fine Dining Award, perhaps the world's only recipient of this double crown!

News about Little America Westgate's EXECUTIVE CLUB

A Story About a Business Traveler Who Wanted Special Attention...

"I'm jealous," Mr. Jones of Peoria told us. "When my wife Margaret goes to the beauty salon, she's pampered. I'm not playing second fiddle any more. I want to be fussed over too."

Well, Mr. Jones, we've got it all together. **Little America Westgate's Executive Club** has all the snap and efficiency you high-powered tycoons need: a 24-hour hotline for instant, guaranteed reservations, special member's rates and privileges. You're pre-registered, so no checking in or out, no waiting in lines.

And now we pamper you too. Our own Lady Westgate is here to serve as hostess during your stay—to book a private golf or tennis club, help with air travel arrangements or car rental. A morning paper delivered to your door. Airport chauffeur. Real VIP treatment. 'Cause you are a VIP.

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DEDERA ON LIVING

FIERCE DISEASE, FIERCE CURE

We live in a time when kidney transplants are considered almost routine, the scourge of polio is all but banished, and a potential flu epidemic is predicted and prepared for a half year in advance.

Yet a pandemic of nostalgia infects America. The young especially yearn for the good old days. Simple life. Natural ways. Folk medicine.

Probably it will seem elderly of me to research the past, and confirm what a chap has stated in a book. The good old days. They were terrible.

Pneumonia and tuberculosis stalked the population in winter; malaria and typhoid in summer; diphtheria, scarlet fever and sometimes cholera and smallpox in all seasons. Quality of life? Life possesses quality only for survivors.

A thousand movie scripts to the contrary notwithstanding, the great threats to great-grandpa's health on the Western frontier were not the Indians, the weather or the outlaws. Rather, he was endangered more by his wife's liniment bottle. As likely as not, he was hooked on the stuff if it contained opium, and a lot of it did. Granie was a junkie.

In her defense, she knew no better. Doctors didn't either, and anyway, they were miles away. So most households kept a pharmacy. Standard compounds were calomel, turpentine, castor oil, Seidlitz powders, paregoric, laudanum (tincture of opium), and herbs.

"A fierce disease called for a fierce treatment," says a historian. Examples:

Asthma — Five drops of rattlesnake grease (adult dose).

Rope burns — Cowboy urine.

Snakebite — Internally, all the whiskey the victim could hold. Externally, cover bite with gunpowder, and ignite.

Dysentery — Pulp of roasted prickly pear leaves.

Toothache — Pack with a piece of a horse's hoof.

Fever blister — Apply a scraped turnip every four hours.

Baldness — Rub on onion juice, followed by honey.

Rheumatism — Wear a brass belt, rub joints with tincture of black cat, and drink a tea of cockleburrs.

Nosebleed — Hang a cold butcher knife down back.

Leg cramps — Turn shoes upside down under bed.

Malaria — Whiff tobacco smoke.

Sprain — Apply a poultice of toad oil (see appendix for recipe).

Cold — Wear worn-out sock, containing live spider, around neck.

Corns — Rub with salt and lemon solution ten nights.

Difficult labor — Drink tea made by boiling wedding ring in water.

Burns — Apply equal parts of turpentine, sweet oil and beeswax.

Cholera — Drink brandy laced with cinnamon.

Croup — Wear a sack of onions around neck.

Indigestion — Drink coffee containing soot from chimney.

Anemia — Push nails into an apple, leave overnight, pull out nails, eat apple.

Preventive medicine was equally imaginative and ineffective. Smallpox could be held off by a string of rattles from snakes. Influenza could not invade a room where there was an open dish of onions, or where sulphur was burning on the stove. Lockjaw serum was made from cockroaches.

In time, bright, young doctors began to wash up before as well as after surgery. They introduced to the frontier the first major disinfectant, carbolic acid, and the first common anesthetic, ether.

But as late as 1893 a rancher, bitten by a polecat, went on a five-day train trip in search of a madstone, a concretion found in the stomachs of ruminating animals. It was thought that a madstone would draw out the poison of rabies.

In El Paso, the cowman finally found a madstone, the temporary use of which was available for a \$50 fee.

As things turned out, he never did get rabies, which in hindsight is evidence that the varmint probably wasn't rabid after all.

An entire medical specialty concerned itself with warts. A historian catalogued no less than 125 different procedures. From Tom Sawyer's spunk water to poultices of fresh peas, perhaps the most fascinating cure was to rub a wart with an old dishrag, then bury the rag at a crossroads.

And lest we moderns feel totally superior, that wart cure works about as well today as it did a hundred years ago. □

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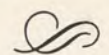


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GREEN SCENE

By Bob Clay

FOREGROUND PLANTS

In our quest for low-maintenance gardens I am convinced that careful in-depth planning in the beginning will take most of the physical work out of the garden later. Landscapes which develop in nature are the result of decades of gradual transition of plant communities. They develop with natural conditions. It's no wonder they look so harmonious. Often when we garden we include plants native to ten different parts of the world and expect immediate harmony in raw soil and with erratic watering. I can't think of anything with more complex variables than soil, climate and plants. Put them all together and the problems boggle the mind. With simple observation of what does best in the area and with careful planning you can work around these complexities and have great success. Raw soil and the garden plant community require time to adjust, mature and mellow.

Careful thinking often ties together most clearly if done on paper, drawn,

ideally, to scale. Once structures are in place, planning begins with the background planting which defines garden spaces. Background plants should be very reliable, dense, of medium texture and a dark green. They should be neutral in character so as not to compete with foreground plants.

Foreground plants should be grouped into five types as to their function: focal points, accents, supporting, negative space and visual plane.

FOCAL POINTS

The plants that are used as a focal point should be very strong visually, contrasting sharply with all other plants in the garden. They should be solitary plants standing free and clear of other plants. This is one of the few times a plant would be used in the garden by itself and not massed or grouped.

The focal point is used as the apex or axis as a visual stopping point or resting point in the garden. It is the

strongest element that indicates the garden was planted and didn't just happen. Often a clear, flat area or lawn or groundcover will function as a focal point.

ACCENTS

Foreground plants used as accents act like focal point plants, but they are most often grouped in drifts. (The iris and lily are typical accent plants.) They are usually bold in character contrasting with the neutral background and groundcover.

SUPPORT PLANTS

Support plants are used in the foreground as an intermediate height backdrop for accent plants. These often give seasonal color, but most important they are of intermediate height or of low masses of green that should strongly overlap and merge on each other. Plants selected as support plants should never be used as a single plant.

NEGATIVE SPACE

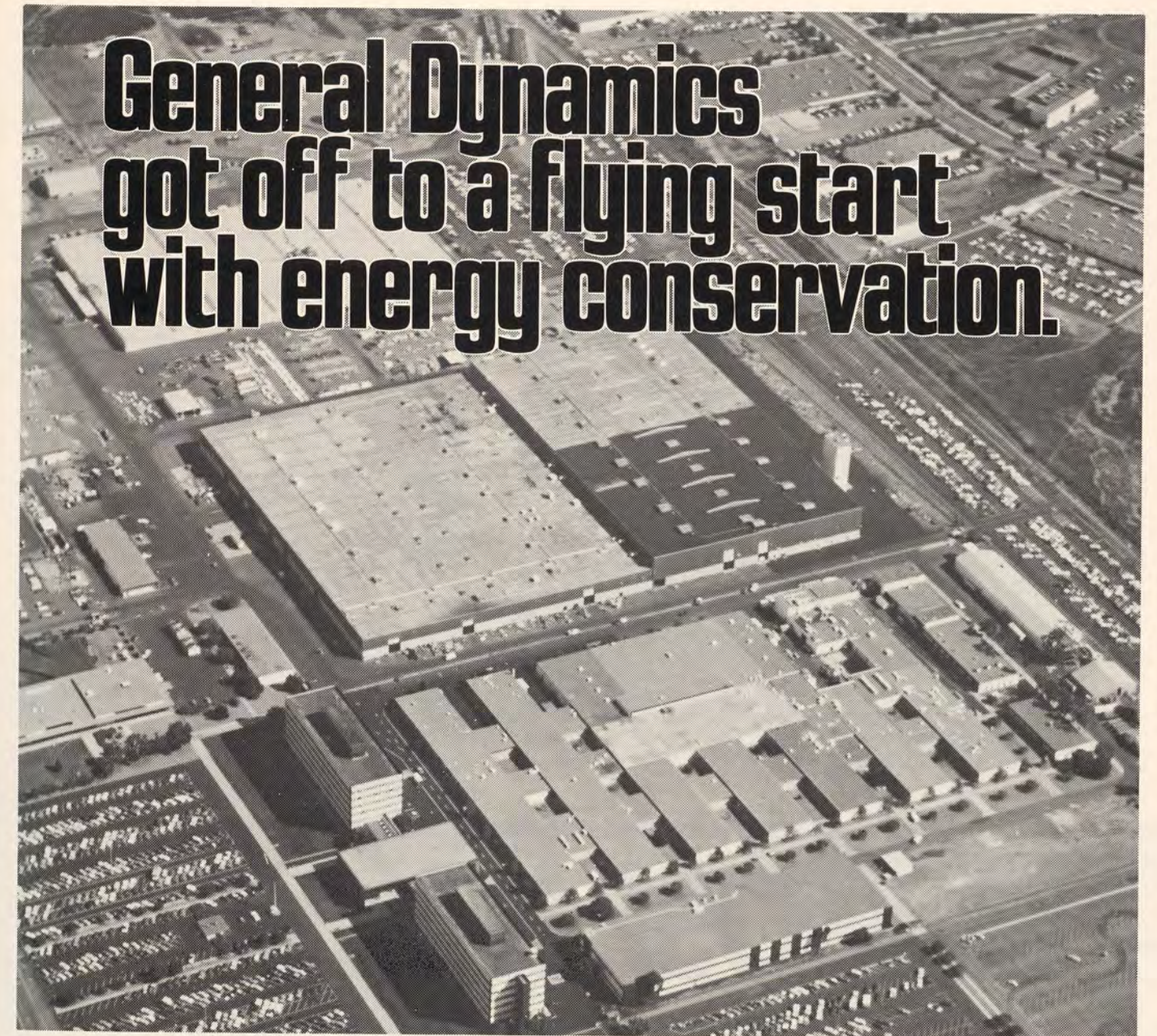
The negative space in a garden is the character that gives visual depth and spaciousness, even to a small garden. Negative space can be created by one flat, clear space or by a series of two or more. This allows the eye to move from one clearing to another. To emphasize this negative space, contrast the low, flat, open space with an abrupt change in height to higher-massed planting at its periphery. Contrasting shades of green should be used.

VISUAL PLANES

Visual depth and the illusion of a small space seeming larger can be achieved by establishing a series of visual planes separated by negative space using open-growing plants to frame the negative space. A mini-forest or grouping of open-growing plants with strong vertical lines of many sizes will create this peek-a-boo effect.

Next month the one dollar plant in the ten dollar hole. □

Editor's note: Bob Clay is a graduate of Cal Poly at San Luis Obispo. He majored in ornamental horticulture and also has a degree in fruit production. Mr. Clay is a licensed Landscape Architect and teaches nursery landscape technology at Mesa Evening College. Any questions from readers will be answered in this column as space permits.




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larger and fewer loads for heat treat furnaces. Insulating processing tanks and pipes. Consolidating work areas to save on heat, light and maintenance. Removed 40,000 lamps. Keeping doors closed. Cleaning light fixtures. And reinforcing all these practices with an on-going employee reminder program.


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CLASSICS ON RECORD

by Troy Reynolds

Bach Organ Favorites (Columbia Masterworks D3M 33724) performed by E. Power Biggs. If ever there was a *menage a trois* made in heaven, it would be Biggs, Bach and the Flentrop Organ. This master organist lends his name to the opening piece, the furious "Tocatta and Fugue in D Minor," giving it all the power and punch it asks for. The album is worth buying just to have its opening theme handy to throw on the turntable next time your mate oversleeps. Ah, sweet reveille. Biggs' aptitude at both the keyboard and pedals is displayed throughout, no less so in the less ornate Schubler Chorale Preludes that make up the sixth side of this three-record set.


Recorder Concertos (Das Alte Werk SAWT 9533-B) by Vivaldi, Sammartini, Telemann and Naudot, performed by Frans Bruggen and the Concentus Musicus, Nikolaus Harnoncourt conducting. Winner of the Edison Award as the finest classical recording of the year, this disc is clearly not without merit. Bruggen's performance is vir-

tuoso, and he pays particular attention to textural and dynamic details. The entire orchestra, in fact, plays with the kind of meticulous precision that distinguishes this superior recording from the ordinary. The Sammartini Concerto, written by Giovanni's less-noted brother Guiseppi is especially tasty for its lavish abundance of winsome, flightly solos.

1812 Overture, Bolero (Deutsche Grammophon 2584 003) music by Peter Tchaikovsky and Maurice Ravel, performed by the Boston Pops Orchestra, Arthur Fiedler conducting. Two of classical music's most listened to pieces are schlockered over in a way only Arthur Fiedler can do it. There are a lot of memorable themes in the "1812 Overture," and they are all punched out at you so gracelessly, it makes you wish you could forget. Even the masterful touch of overdubbing a burst of shotgun fire to simulate the cannon shots wasn't enough to pull this one out. As for "Bolero," it's "Bolero," and a Salvation Army band could play it.

The Well-Tempered Clavier, Book 1 by Johann S. Bach (Melodiya SRC 4119) performed by Sviatoslav Richter. Richter shows himself once again to be probably the finest piano technician on the planet on this Russian import which, unfortunately, sounds as though it was recorded in a gymnasium. It can happen that way when you go too far in trying to duplicate the full concert hall sound that can be more appreciated in a concert hall than in your living room. The performance is clean and flawless, music that has been lifted straight from the score into the air. Well-tempered Bach played the way you wish your child could play him, in a three-disc package.

Konzerte Fur 3 Cembali und Cembalokonzert Nr. 8 by Johann S. Bach (Das Alte Werk SAWT 9458-A) performed by Gustav Leonhardt, Anneke Uittenbosch, Alan Curtis and Das Leonhardt-Consort. The harpsichord, a basically limited instrument without much tonal or dynamic versatility, is made to come to life on this provocative, well-recorded disc. The scores become finely-tuned, gleeful excursions into the flittering arpeggios, scales and trills that make Bach both so easy to listen to and difficult to play. The accompanying coloration is at times too colorful, becoming overshadowing rather than supplemental.

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NORTH COUNTY CYCLING: TIPS & TOURS

"Bicycling is like life. There are a lot of ways to reach a destination, and some of them are a lot easier than others."

by Richard Donnelly

A couple of times a week, when the business of life fills me with too much nervous energy, I hop on my bicycle, check the tires, and make the first of the many random decisions which will take me on another adventure: right or left? I don't usually plan where I'll go; that way I always wind up someplace interesting.

The North County is crisscrossed with winding, scenic highways that will take you anywhere or nowhere, depending on where you want to go. Riding roads hilly or level, through a city or out in the sticks, beside salt water or fresh, past the ruins of history or progress, it's all there. And always, there will be some new wonder, something you've never seen before: an animal, perhaps, or an old decrepit barn, or a lilac bush blooming where you never knew there were lilacs. Whatever your discovery, it's probably been there longer than you have. Without neon lights or billboards, it's waiting for you to find it from your bicycle. You can take pictures with your mind if you don't have a camera, then go home to tell your friends or keep it as your own special secret. It's your choice.

Bicycling is wonderful exercise, and the best way to get in shape for it is to do it. The rides can get a little longer each time out, and the hill that is steep and tortuous one day will soon be gentle and scenic. Never be afraid of hills. So what if you have to walk them once in awhile? It's probably a nice day for a walk, too, or you wouldn't be out riding.

The relaxation of the sport is embodied in the rule followed by every biker who knows what he's doing and why he's doing it:

*Eat before you're hungry.
Drink before you're thirsty.
Rest before you're tired.*

Bicycling is like life. There are a lot of ways to reach a destination, and some of them are a lot easier than others. The happy bicyclist is one who paces himself and pays attention to the game itself — riding — rather than to its conclusion — getting there. Unlike tennis or football, sports which don't take on their full meaning until the game is over, bicycling is defined by its simple performance. Its only conclusion is up to the rider. There is no score to be kept, and there is no strategy. Once a route is selected, the mind is free to think of other things — to watch the scenery going by, to feel the body doing some work that really feels good.

Bicycle touring is another way to travel. It is surprising how much ground is covered on a bike trip. Some adventurous people ride across the United States in a matter of a few weeks. That's a lot quicker than the wagon trains made the journey.

The San Diego chapter of American Youth Hostels sponsors many — day and overnight rides, and a few of longer duration. Rides are either self-contained — where the rider carries all his own equipment — or supported by a van which carries riders' sleeping bags and cooking gear. For further information on these group rides, call AYH at 239-2644.

THE BICYCLE SPACE RACE

The bicycle has recently become widely recognized and respected as a means of efficient, pollution-free transportation. Many cities now have

systems of bike paths where cyclists once fought automobiles for a little room to move — and lost.

In Del Mar, a bike route study was recently done by the Deleuw, Cather Company of San Francisco to determine how best to spend \$122,000 in state funding for bikeways. Officials say the project is "moving along," but they can't yet predict when the routes will become reality.

Perhaps the most spectacular bike route of all runs along the western edge of San Diego County — the Coast Highway. Wide and straight, it provides dozens of fine stopping points for picnicking, exploring or just resting. Try biking a section of the highway late in the day for the breezes have usually died down by then. Stop to watch the sunset from the beach or a good cliff, and you'll still have time to pedal home in the light that's left after the sun has disappeared.

The Coast Highway now has a separate lane for bicycles. The North County Pacific Coast Bike Route runs from Del Mar's northern city limits to Carlsbad. The North County route is part of a 900-mile bicentennial bike trail from Mexico to the Oregon border. (Maps of the county route and of San Diego city bike routes are available free from the County Department of Transportation, 5555 Overland, San Diego, 92123. For the state bicentennial map, send \$1 to Caltrans, 6002 Folsom Blvd., Sacramento, Ca. 95819.)

TWO NORTH COUNTY TOURS

Below are two sample North County bike tours, one for the rider who seeks a little challenge, the other for the true fanatic.

Rancho Santa Fe Loop (about 10
LIVING / 53





COUNTY CYCLING

“Never be afraid of hills. So what if you have to walk them once in a while? It’s probably a nice day for a walk too, or you wouldn’t be out riding.”

miles) — Starting from the center of Rancho Santa Fe, the green at Paseo Delicias and Avenida de Acacias, head north on Avenida de Acacias. The Rancho Santa Fe golf course abuts on both sides. Turn right on Lago Lindo. Following Lago Lindo to its end, there is a relaxing flat stretch along the shore of the San Dieguito Reservoir. Turn left on El Camino del Norte, then left again on Via de Fortuna. Right on San Elijo just before the stop sign at La Granada. Proceed straight across La Granada to Rambla de las Flores, past the little league field and the horse showgrounds, then right on La Orilla. Take a left on El Camino Real past San Dieguito County Park (a good place to cool your heels if you’re tired; there’s a

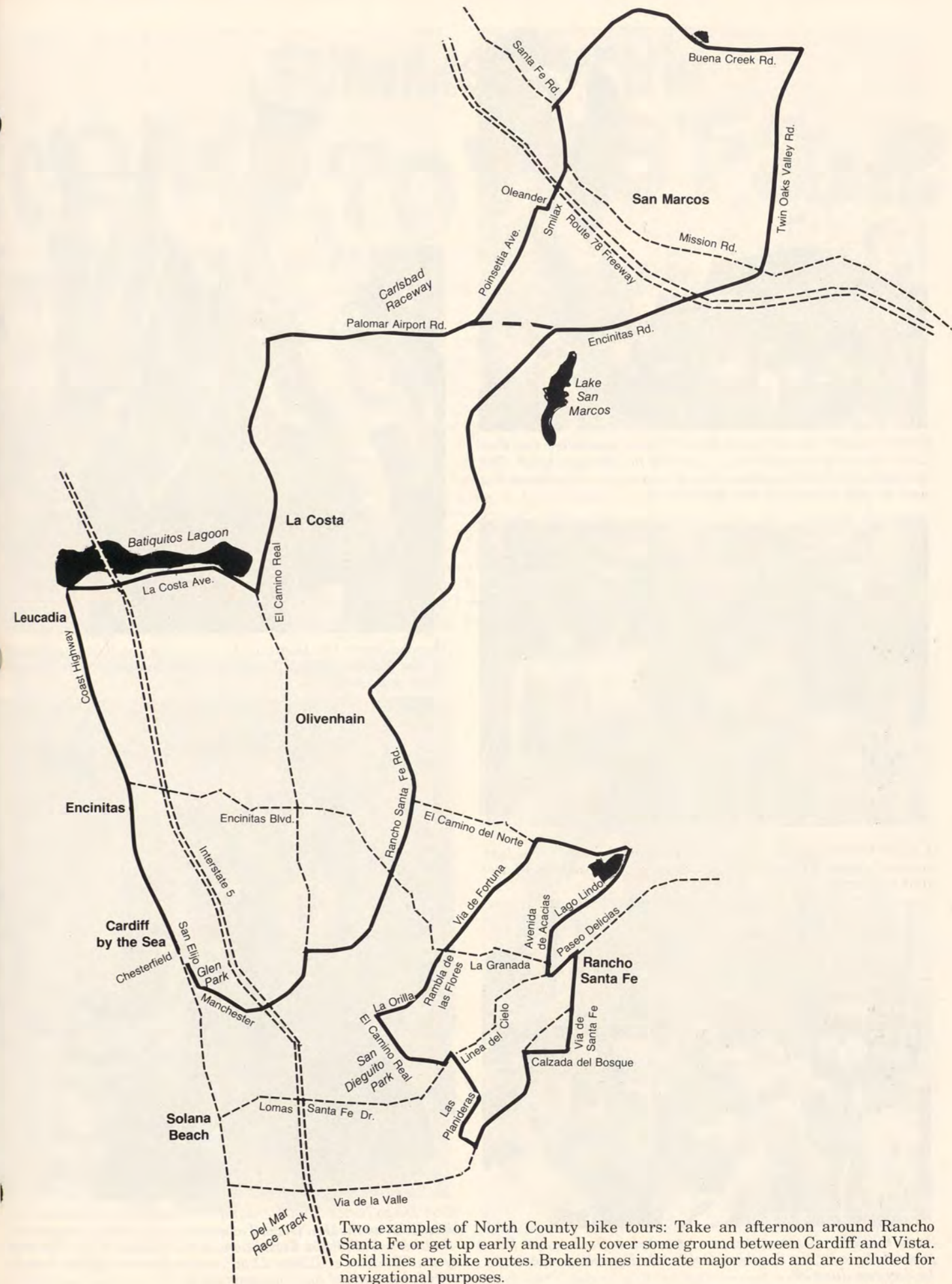
hill coming up). At Linea del Cielo, turn left, then take the first right on Las Planideras, a pleasant, shady break ending in a sweeping downhill to Via de la Valle. Left on Via de la Valle, turning right on Calzada del Bosque, just past the fruit stand sign. This little detour saves you from a wicked uphill. At the fruit stand itself, turn left on Via de Santa Fe. Pause at the stop sign. You may either continue straight across — a steeper, more direct route back into town — or turn right on Via de la Valle for a more gradual uphill. The latter is no trouble if you pace yourself. A left at the top will take you back to your starting point.

(Note: The last uphill on the route is a joy in the other direction, but should be

avoided if there are big sand trucks screaming past, unless you like real adventure.)

To Vista and back (50 miles) — Glen Park in Cardiff is the jumping-off point for this adventurous jaunt. Turn south on San Elijo. Soon you are coasting down Manchester Ave. along the tidelands. Just past the Interstate 5 overpass, wave to the people at the recycling center (we’re in this together, you know). Continue along Manchester, cross Encinitas Blvd., and you’re on Rancho Santa Fe Road, county route S 10. Soon the historic Olivenhain Meeting House is on your right. In another six miles or so, just past Lake San Marcos at the four-way stop, you have a chance to cut ten miles off the trip if your route so far has dulled your enthusiasm. Turn left onto Palomar Airport Road if you want to cut it short. If it’s full speed ahead, turn right onto Encinitas Road, left on Mission at the end, then a quick right onto Twin Oaks Valley Road, county route S 12. In two miles, a left on Buena Creek Road leads you past Pechstein Reservoir, then left on Santa Fe Ave. Proceed a

continued on page 69



Two examples of North County bike tours: Take an afternoon around Rancho Santa Fe or get up early and really cover some ground between Cardiff and Vista. Solid lines are bike routes. Broken lines indicate major roads and are included for navigational purposes.

SUMMER FUN COME TO THE FAIR



Ferris wheels and carnival booth prizes symbolize the Fun Zone, always a mecca for the young and the young at heart. The Southern California Exposition's midway is located at the western end of the 313-acre fairgrounds.



Cactus holds its place among all the colorful flowers and lush tropical growth at the Southern California Exposition's Flower and Cactus Show.



Some 600,000 visitors are again expected to flock to the fairgrounds here for the Southern California Exposition opening a 14-day run June 22.

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Rancho Santa Fe's Domini, 10, shown here on Kiwa, will again be the favorite to win junior division competition in over-all stock seat events.



Don Diego (actor Tom Hernandez) duplicates the likeness behind him on the Don Diego Tower as he welcomes visitors to the Southern California Exposition, June 22-July 5, for the 29th year. The Fair's "Living Logo" began here as official host in 1947, has missed only one year since.

Del Mar's Southern California Exposition opens June 22 at the Del Mar Fairgrounds for its 87th run and the 36th at the Del Mar site. The horse show begins on June 20 to accommodate the immense entry list and runs to the fair's closing date, July 5.

Two of the most popular fair attractions, the horse show and the flower and garden show, attract many North County entrants as well as state, national and worldwide exhibitors.

Horses and riders from Rancho Santa Fe, Rancho Bernardo, La Costa, La Jolla and points in between converge on the Del Mar show in great numbers as do the growers, florists, landscape architects and flower arrangers from Encinitas, Vista, Leucadia, Carlsbad and Olivenhain.

Other North County talent can be viewed in the other popular fair exhibitions. These include livestock, gems

and minerals, home arts, art and photo shows, industrial education, hobby show, dairy products and exhibit hall feature displays.

This year's fair also features nationally prominent grandstand entertainment, free to fair-goers.

Freddy Fender, currently one of the hottest names in Country Western music, adds his Tex-Mex touch to the fair on the nights of June 22-24 to be followed on June 25-26 by the internationally celebrated Jose Feliciano and on June 27 by Andy Russell's Mexico Day show. The popular Lynn Rodeo, featured here for several years, will appear in front of the grandstand the first six afternoons.

Senior Citizens Days on June 28 and 29 will spotlight Helen O'Connell and The Sons of the Pioneers in that order, each performing in one afternoon and evening show.

Also doing two-a-days will be the Johnny Mann "Stand Up and Cheer" Singers on June 30 through July 2; Anson Williams, Singer and "Potsie" on the popular TV program "Happy Days", on July 3-4; and the team of Glenn Ash with Molly Bee on July 5.

The Bob Baker Marionettes are back this year for several performances a day and there will be a Grandfather's Farm with oodles of baby animals to pet.

Special events at the Expo include Junior Livestock Auction July 3; City of San Diego Bicentennial Program June 30; Fireworks June 3-4 and 5; Photo Shoot Day June 26; Square Dance Jubilee July 4; Don Diego Baton Twirling Spectacular June 27-28; Fiesta Mexicana June 27; Pie Day June 30, and Bicentennial costume judging June 25. □



Livestock exhibiting is a major part of any fair. A Grand Champion Charolais bull from Minute Man Farms in New Cuyama, CA, is cuddled by pretty Pam Wilson at the Southern California Exposition here last year.



Jumpers are always a major attraction at the Southern California Exposition's Horse Show. Cece Durante, daughter of the famed comedian, guides her mount over the barricade during last year's staging of the world's largest performing horse show.

LIVING | 57

REAL ESTATE RAP-UP

READ JOINS COLDWELL BANKER OFFICE

Veteran real estate industry broker Ruth Read has joined the La Jolla office of Coldwell Banker Residential Brokerage Co., according to Robert R. Jackson, vice president and resident manager.

Jackson said that Read comes to the national firm from another La Jolla real estate organization. Earlier she was active in home sales in Westfield, N.J., where she held a real estate broker's license and was a member of the New Jersey Million Dollar Round Table. Jackson also noted that Read participated in home sales totaling more than \$1 million in her first year of home sales activity in La Jolla.

The new Coldwell Banker company associate attended Columbia College and University of Missouri, both of which are located in Columbia, Mo.

Active in local civic and social organizations, Mrs. Read and her husband are chairmen of Combo for the Museum of Contemporary Art and are



Ruth Read

also active in the La Jolla Newcomers Club, and members of the Navy League and Klee Wyk Society of the Museum of Man, both San Diego.

Mrs. Read is also a director of the Arthritis Foundation of San Diego. □

CARLSBAD COLDWELL BANKER OFFICE REPORTS SALES

The North County office of Coldwell Banker Commercial Brokerage Co. produced sales and leasing volume totaling \$1.78 million in the first quarter of 1976 according to Carlsbad resident manager Wally Chenoweth.

Opened a year ago at 3088 Pio Pico Dr., the Carlsbad office recorded leases in the first three months of this year amounting to more than \$541,000, while sales totaled \$1,228 million.

Chenoweth said Coldwell Banker Commercial Brokerage Co. has established its position in the North County's economy and predicts a continued gain in sales and leases for the remainder of the year.

In addition to listing the total dollar volume of business, Chenoweth also named the Carlsbad office's top five salesmen as Phil Brabyn, Jim Hicks, Dave Hutchinson, Chuck McNary and Phil Reinheimer. □

FIRST FLOWER HILL RETAILERS OPEN

Development is currently under way at Flower Hill, a high fashion center located at the northeast corner of Interstate 5 and Via de la Valle, with the first tenants Nurseryland and Jacob Taylor's, already open for business, according to Pete Fletcher, president of the Charles K. Fletcher Company.

Nurseryland is part of the first phase at Flower Hill, which also encompasses a three-screen, 1000-seat Century Cinema movie theater, and Victorian-style restaurant, Jacob Taylor's 1880 Bar and Grill.

When completed, the Flower Hill center will total approximately 145,000 square feet of space, containing retail stores, financial institutions, restaurants and theaters.

The second phase of Flower Hill, which is also under way, will be a two-story fashion-oriented mall, constructed almost entirely of wood. The mall will appeal mainly to high-fashion and specialty shops, according to Dennis Dolan of Grubb and Ellis Commercial Brokerage Company, exclusive marketing agent for Flower Hill.

"We feel that the atmosphere being

created at Flower Hill will be a brand new and exciting experience for San Diegans," said Fletcher. "Flower Hill is situated in the very center of San Diego's most rapidly developing area and is also convenient to all of San Diego County by virtue of its enviable central county freeway exposure.

"When you add this to the large seasonal influx of tourists to the Del Mar area, you have a very exciting marketing opportunity for the competent retailer.

The retail mall is now being leased and is scheduled for completion in late summer.

Architects for the project are Innis-Tennebaum of San Diego. M. H. Golden Construction Company is the general contractor. □

PSA, INC. ANNOUNCES SALE OF HOTEL

PSA, Inc. today announced that its subsidiary, PSA Hotels, Inc., has entered into an agreement to sell the Islandia Hyatt House Hotel, located in San Diego's Mission Bay, to a group of private investors who intend to continue management of the hotel by California Hyatt Corporation. Completion of the sale requires the consent of the City of San Diego which is the lessor of

the land upon which the Islandia is situated.

The sale of the Islandia is in accordance with PSA's program for the disposition of its hotel operations which was adopted in 1975 and is the second of PSA's four hotels to be disposed of. PSA stated that the losses on disposition of these first two hotels are fully provided for by a loss provision established in 1975. Purchasers are being sought for the remaining two hotels, the Queen Mary Hyatt House in Long Beach and the PSA Hotel San Franciscan in San Francisco. □

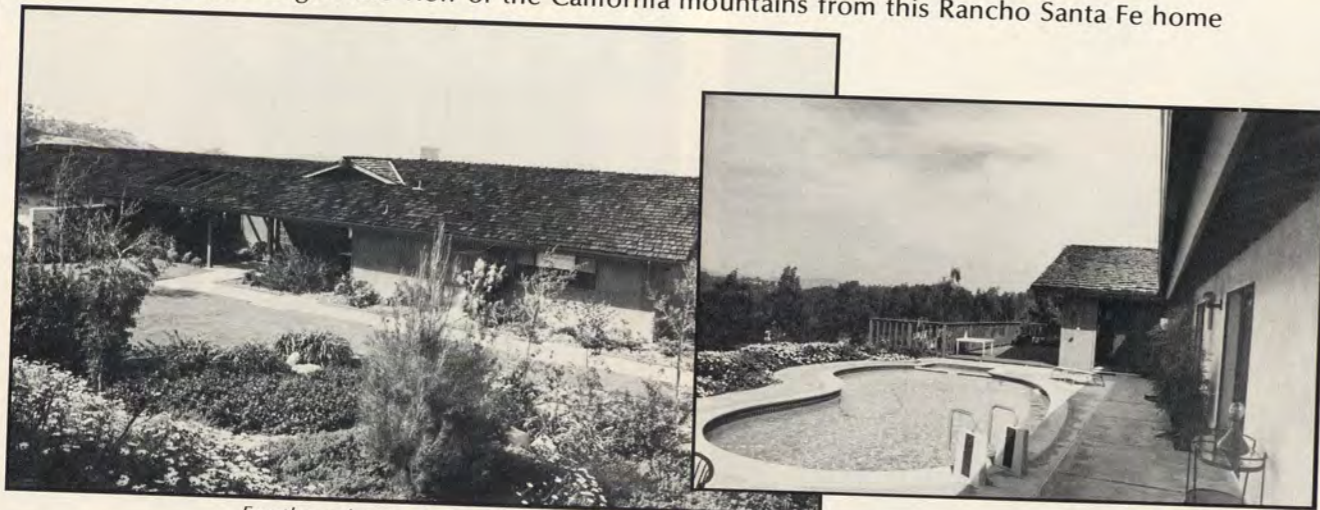
CORONADO CAYS OFFERS WATERFRONT TOWNHOMES

Shimmering waters reflect the bulkhead lights on the patios of waterfront townhouses in the Trinidad Village section of Coronado Cays. Spacious single-family homes with three to five bedrooms, starting at \$89,950, are also available here, and boat slips may be rented on an optional basis.

Model homes are open daily from 10 to 6 at Coronado Cays, located four miles south of Hotel Del Coronado on Highway 75 (Silver Strand Highway). □

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REAL ESTATE

REAL ESTATE FINANCING FIRM OPENS



Art L. Flaming

Tierra Corporation, a real estate financing firm, has been formed in San Diego as a subsidiary of the Bowen Company, it was announced this week by Art L. Flaming, Tierra president.

The new corporation is part of The Bowen Company's plan to expand its services in Southern California, said Flaming. Offices are at 111 Elm Street, in San Diego, as well as in Del Mar and Mission Valley.

Flaming, like Don Bowen, president of the Bowen Company, was formerly with The John Burnham Company in San Diego. Bowen was a vice president with responsibility for real estate sales and Flaming was a vice president in charge of the mortgage department.

The Bowen Company, established three years ago, is a commercial and industrial real estate brokerage firm.

"Tierra Corporation will provide complete financial services," said Flaming, "from appraisals through complete development of the mortgage program."

Flaming was graduated from San Diego State University with a B.A. degree in Business. He is a past president of the San Diego Mortgage Bankers Association, and is a past member of the California Mortgage Bankers Association, Industry Director of the San Diego Building Contractors Association and on the board of the Apartment Owners Association. □

MEADOW VILLAS OFFER COUNTRY LIVING

Meadow Villas, a vacation-type village located in Rancho La Costa, offers residents an opportunity for country living with country club amenities.

Situated on high ground overlooking the Pacific, the view-oriented homes are uniquely designed in four levels, separating living areas from sleeping quarters. Each residence includes two bedrooms, three full baths, spacious living and dining area and unusually large recreation room with wet bar, refrigerator and wood burning fireplace.

High beamed cathedral ceiling and two view balconies add to the spaciousness of the entertaining areas. A private enclosed garden patio leads from the master bedroom.

Developed around the world famous La Costa Country Club and Hotel Spa, Meadow Villa residents are eligible for club membership providing access to the 27-hole golf course, racquet ball and tennis courts, horseback riding, nightly entertainment and shopping and dining facilities. The community also includes a pool and private recreation facilities for residents. □



Meadow Villas, a Gold Coast Homes community located in Rancho La Costa, offers residents 2000 square feet of living area including two bedrooms, three full baths, recreation rooms with wood burning fireplaces, two view balconies and a private garden patio leading from the master bedroom. The homes are priced from \$62,950 to \$66,950.

GOODWIN COMPANY MOVES

Percy H. Goodwin Company, a general insurance and real estate company founded in San Diego in 1875, has a new home. Headquarters for the company is now located at 770 B Street, Suite 300, the Fox Building. Pete Mitrovich, president of the company, planned the move which is effective immediately. □



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REAL ESTATE

VIEW LOTS OFFERED AT SAN ELIJO HILLS

Eighteen homes on outstanding ocean and backcountry view lots are being offered in Phase VI of San Elijo Hills in Lomas Santa Fe.

Five floor plans and a variety of exterior designs are available. Prices of these two, three and four-bedroom homes range from \$68,900 to \$98,900.

Plan 1 is a single-story home with two bedrooms, two baths, country kitchen and living room with beamed, vaulted ceiling in 1,262 square feet of living area.

In Plan 2, there is a den or optional third bedroom and two baths plus formal dining room in 1,594 square feet.

Plan 3 has four bedrooms and two baths on one floor, and includes a formal dining room and kitchen-family room in 2,002 square feet.

Plan 4 is a two-story home with four bedrooms, 2-1/2 baths, large kitchen-family room, formal dining area and living room in 2,171 square feet.

The largest of the homes, the two-story Plan 5, has four bedrooms and three full baths in 2,444 square feet. It includes a formal dining room, separate family room, and breakfast nook adjacent to the kitchen.

Woodburning fireplaces, ceramic tile entries, vaulted, beamed ceilings, sliding glass doors to patio areas, gas forced air heating, fully insulated exterior walls and ceilings and shake or tile roofs are featured.

Kitchens have hardwood cabinets, ceramic tile countertops, pantries, luminous ceilings and built-in electric appliances including dishwasher, waste disposer and combination range and double oven with self-cleaning lower unit.

Bathrooms have cultured marble pullman tops and ceramic tile in showers and over tubs.

A total of 305 homes are planned for the San Elijo Hills development. 162 homes have been constructed in the first four phases. Eleven homes in Phase V were completed early last month.

The 1200-acre community of Lomas Santa Fe includes a private country club, public executive golf course, shopping center complex with over 30 retail shops and services, and office facilities in addition to detached and attached single-family residences.

Lomas Santa Fe, Inc. is the developer. □

CONDOMINIUMS NEARING COMPLETION

Sales are now underway on the final 54 units in San Vicente Country Villas II, a \$6,600,000, 110-unit condominium complex scheduled for completion in July at San Diego Country Estates.

Bill Watt, president of San Vicente Development Company, said the new condominium villas nearing completion are the last to be built in the 12-acre condominium complex adjacent to the San Vicente Country Club golf course. Future condominiums at San Diego Country Estates will be located in the tennis ranch area.

One and two-story units ranging in size from 990 to nearly 2,000 square feet are offered in six floor plans, priced from \$46,500 to \$73,750. Floor plans provide from one bedroom and convertible den to three bedrooms, with two and three full baths. All units are air-conditioned and carpeted throughout living areas.

Designed by Daniel L. Salerno, A.I.A. of San Diego, the villas feature two-story high living rooms with balconies overlooking the living rooms, ground floor fenced patios and kitchens complete with built-in appliances, including trash compactor, dishwasher and self-cleaning ovens. Wood-burning fireplaces are standard in four of the plans.

Five furnished models, decorated by John Barraclough of Los Angeles, are open for inspection.

Country Villas II has its own recreation center with swimming pool, two saunas and a health-conditioning room. In addition, condominium buyers



The final 54 units in San Vicente Country Villas II, a \$6,600,000, 110-unit condominium complex, are scheduled for completion in July. The complex is adjacent to the San Vicente Country Club golf course at San Diego Country Estates, a 3,200-acre resort community located 44 miles northeast of San Diego.

enjoy all rights and privileges of SDCE Association members, including use of the San Vicente Country Club golf course and tennis courts, the International Equestrian Center, and the Western Equestrian Center.

All utility lines, including cable TV, are underground.

California residents who buy units in Country Villas II are given the opportunity to participate in a resort rental program with on-site management provided by San Vicente Country Club.

"Complete management service, provided at a percentage of the rental fee, makes it easy and attractive for

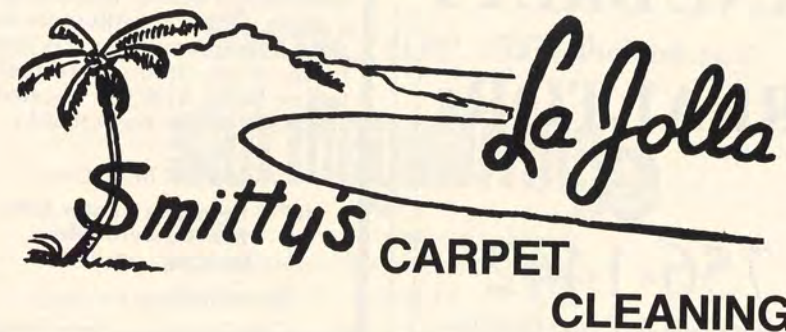
owners to rent their villas on a daily, weekly or monthly basis when they are unable to be in residence," Watt said.

A separate rental program is available to out-of-state owners.

Seven of the new units are sold and 44 of the original units in Country Villas II have been purchased. All 54 units in Country Villas I, the first condominium complex at the community, are sold.

San Diego Country Estates is a 3,200-acre resort community located in the San Vicente Valley 44 miles northeast of San Diego and four miles east of Ramona. □

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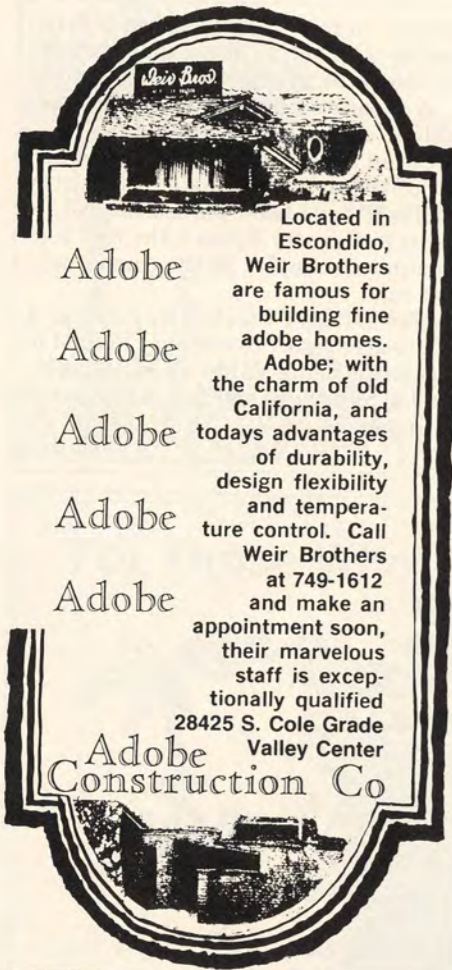
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REAL ESTATE

COUNTY RECEIVES PARK FUNDS

The County of San Diego has been awarded a grant of \$126,000 for acquisition of key parcels of land for a proposed County regional park at Lake Calavera near Carlsbad and Oceanside.

The grant will come from Federal Bureau of Outdoor Recreation's Land and Water Conservation funds administered by the State Department of Parks and Recreation. A condition of the grant is that the County provide matching funds. Those funds are included in the current County budget. Final approval for the project rests with the San Diego County Board of Supervisors. Supervisors accepted the final draft of the Lake Calavera Regional Park Master Plan and Report April 7, 1976. The park plan, prepared by the consulting firm of Cornell, Bridgers, Troller and Hazlett of Los Angeles, proposes a 715 acre park. The central feature is the existing 35 acre Lake Calavera located in a 252 acre holding of the City of Carlsbad.

With its acceptance of the park plan, Supervisors directed County staff to meet with representatives of Carlsbad to work out the details of a possible joint venture for acquisition of the land for the park.

A spokesman for the County Parks and Recreation Department describes the park project as a "long term one" designed to meet 1990 recreation needs through phased development. Development is not expected to occur until the County has acquired rights to most of the park area. □



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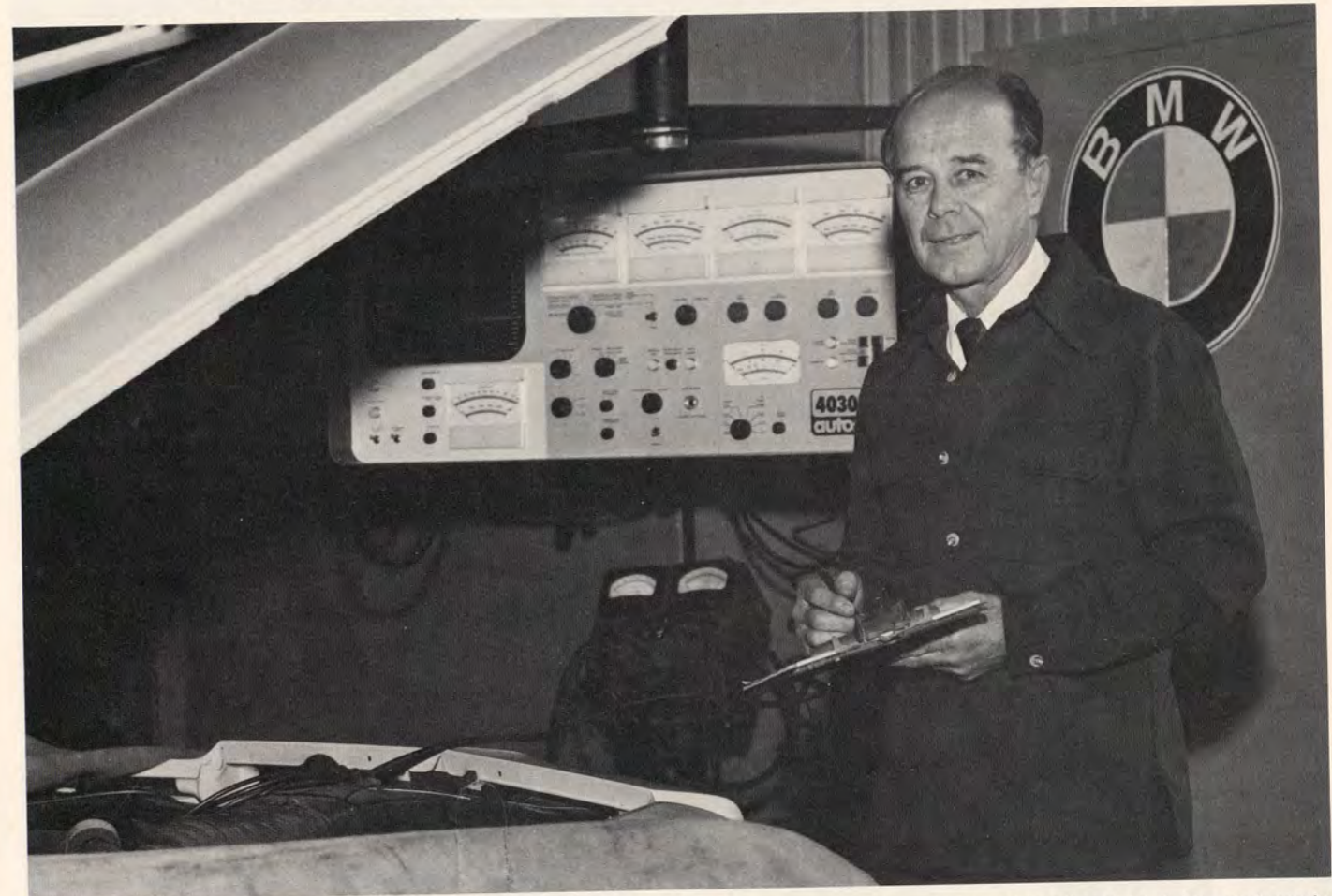
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THE TENNIS RACKET

by Dave Martin

TECHNIQUES AND TACTICS

Some players actually prefer to hit their shots on the run while stretching the racket out to full reach. Although common sense tells us that an off-balance return should not be as easy to control, this player loves to race to the ball and belt it while still on the dead run.

Often "Rhonda Reacher" has practiced this flying forehand or backhand so much that she becomes amazingly effective with it. If the truth were known, however, the technique often grows out of a basic lack of mobility and a reaction to the ball which is consistently late. Rhonda must hit the ball late because she is rarely in position in time.

A related problem, since it takes a while for Rhonda to get moving, is the inability to get out of the way of a ball hit directly at her.

If you are losing points frequently on your shots hit wide to your opponent, try hitting solidly right to the center and deep on occasion.

The result will be a return with less angle on it and an error will often re-

sult when the opponent, expecting to have to run wide, is caught in her tracks.

RULES AND RHUBARBS

Sam Staller, behind in a tough match, fell to the ground during a heated rally. Rising slowly, he hobbled to the sideline and, claiming accidental injury to his ankle, requested a delay in the match.

Decision: Under Rule 30, play shall be continuous after the first serve. If an umpire is presiding, it is his task to determine if accidental "loss of condition" or injury has occurred. In such case, the umpire may allow a reasonable time for the player to determine whether he can continue. No specific time allowance is indicated, however, and not even a momentary rest, other than the normal toweling off at the change of court sides, is allowed for recovery from natural loss of condition such as fatigue or muscle cramps.

PROBLEM SOLVING

The half-volley is one shot to be stu-

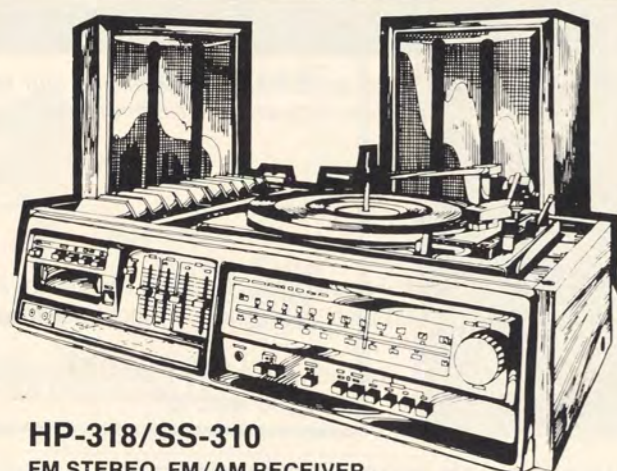
diously avoided when possible. If forced to hit this type of return it usually means you have failed to position yourself correctly in the court for the opponent's return. Most half-volleys must be delivered from the vicinity of mid-court or slightly behind the service line.

Although it is preferable to move forward and meet the ball in the air, sometimes it is too late to do so.

In executing the half-volley, bend the knees, shorten the backswing and move the hand and racket head forward together. Try to meet the ball just as it leaves the court surface, keep the racket head perpendicular (on edge) and make a short sweep forward. Allow the ball as it bounces upward from the court to deflect upward from the racket face.

The trajectory should remain fairly low over the net and you should try to prepare immediately for another return, hopefully nearer the net.

The half-volley is essentially a defensive shot and emphasis should be upon consistency and depth, if possible, to avoid losing the point.



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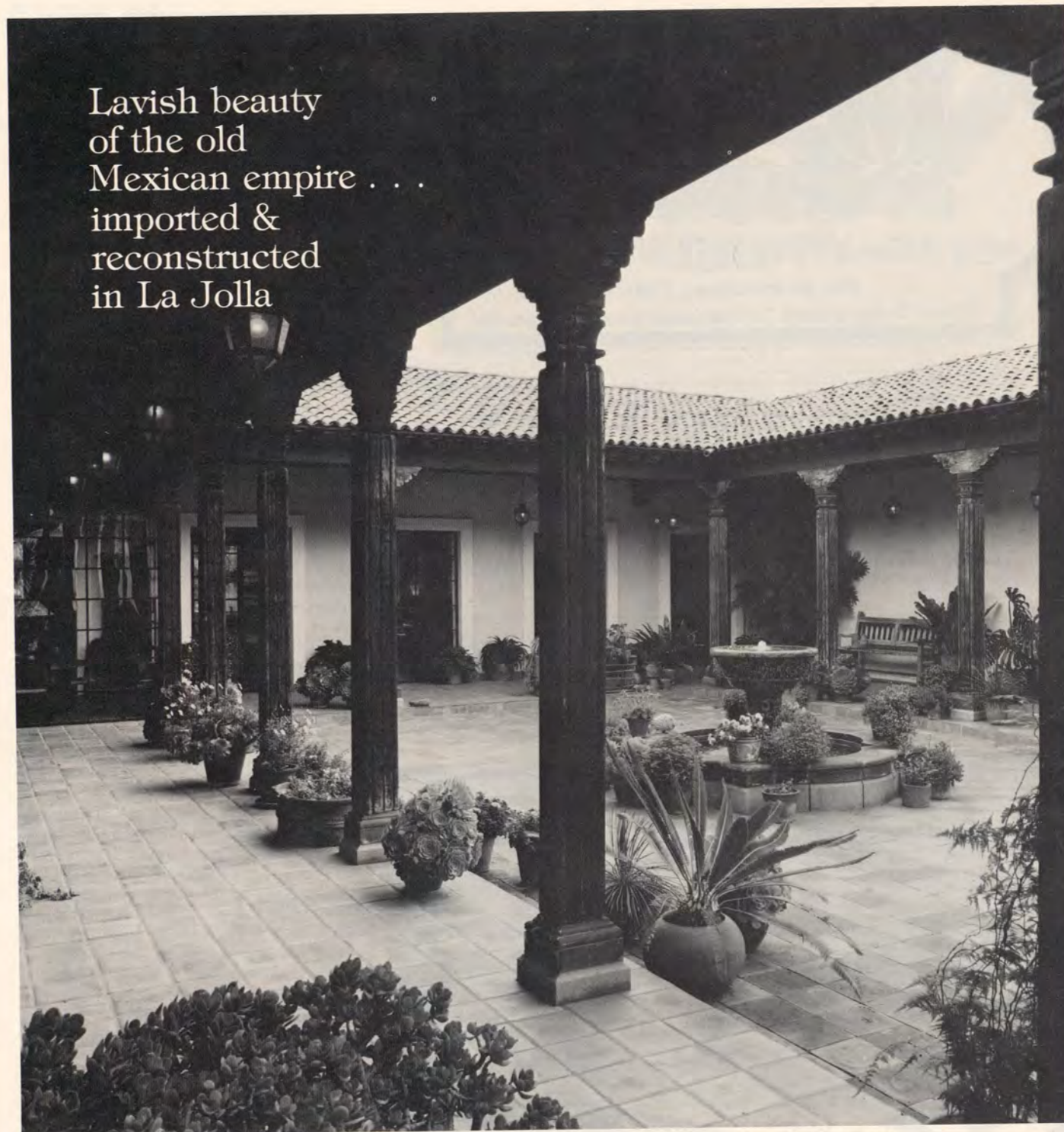
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PIER

"At 1900 feet, the Ocean-side pleasure pier is the longest pier on the Pacific coast."

moved from the pilings. It was predicted that these repairs would add twelve years to the life of the pier.

In 1966 timber and decking were replaced and the pier resurfaced. In 1971 the asphalt surface was removed when it was found to be the cause of another problem. The asphalt held a lot of heat, drawing moisture from the wood below and leading to massive dry rot.

The prediction of 1964 has proven quite accurate. Until recently the pier was missing 15 to 20 pilings. It has had to be closed during bad weather because of its weakened condition, though it is safe during good weather. A storm on April 15 of this year resulted in the loss of 19 pilings at the pier end and the collapse of a 20 x 30 foot section behind the cafe. Three light poles were lost and power and water lines broken. The sagging section was cut off and the area behind the cafe fenced off. The missing section cannot be rebuilt.

The prevailing attitude concerning the pier is that it could go in any major storm. That is beginning to happen.

When the Oceanside pier is finally destroyed or removed it will be more than just the passing of an old wood pier. It will be another casualty in a long history of man meeting the sea with wooden ships, wharfs and piers. Wood piers are replaced with concrete ones, if they are replaced. When the Oceanside pier passes, an opportunity to experience things in certain ways will pass too; ways peculiar to these old wood structures.

On June 8 the people of Oceanside voted on a 1.96 million dollar bond issue to finance 50 percent of a new pier. If passed it is hoped that government sources will provide matching funds.

The proposed new pier would be constructed of prestressed concrete. In many ways it would be much better than the old one. It would also lack some of the things that give the old one some of its character and charm. It would be stone, not wood. It would be rigid and silent. It would have no concessions.

The old pier is part of Oceanside's history. It is also part of the history of man and the sea. As such it may be worth experiencing while it still exists.

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CYCLING

"Plan trips in the best direction for hills. If there is a long steep hill, make sure your route takes you down it."

quarter mile on Santa Fe, then turn right on Smilax. A right on Oleander, then a quick left on Poinsettia takes you into Palomar Airport Road, where the tour rejoins the shortcut from Lake San Marcos. Past Carlsbad Raceway, turn left on El Camino Real. You then pass La Costa Country Club, and turn right on La Costa Ave. for the scenic stretch along Batiquitos Lagoon. Left on the Coast Highway, through Leucadia, Encinitas, and Cardiff. Left on Chesterfield, right on San Elijo, and there's good old Glen Park where you can collapse.

Of course there are as many bike tours as there are roads in San Diego County. If you want to plan a destination or a place to stop for lunch, try the Oceanside Pier, Mission San Luis Rey, Wildwood Park in Vista, Lake Hodges or stop to feed the ducks at the lagoons along the coast.

Thinking ahead to the Del Dios Highway (S6) between Escondido and Rancho Santa Fe from trips by car, it seems a long and treacherous bike trip. It winds through hilly, rocky, dry countryside in which the dark expanse of Lake Hodges looks forbidding and somehow out of place. At 50 miles per hour, the highway seems to flash by in a tedious, uninteresting blur. And yet from a bike the road comes alive. There is much more in this area than is visible from a car. Closer up, the countryside abounds with fascinating geology and plant and animal life. The rider would be well-advised not to stop to investigate mysterious rattles from the bushes. Also, dead rattlesnakes on the highway are something which should be dismissed by the cyclist as not worth his consideration.

As I puffed up one of the hills on the route in low gear — more a matter of patience than endurance — my mind patiently recorded the things flashing slowly by. A Falling Rocks sign. Hope those rocks don't fall on me! How did all those rocks get here, anyway? As the hill gets longer, the mind slows

continued page 74

Saturday!

To things that improve with age.

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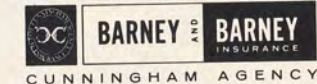
A thing that was good to begin with can only get better with age. It just stands to reason. The wrinkles get ironed out. The grooves wear together perfectly. It mellows—it becomes smooth and rich and rare.

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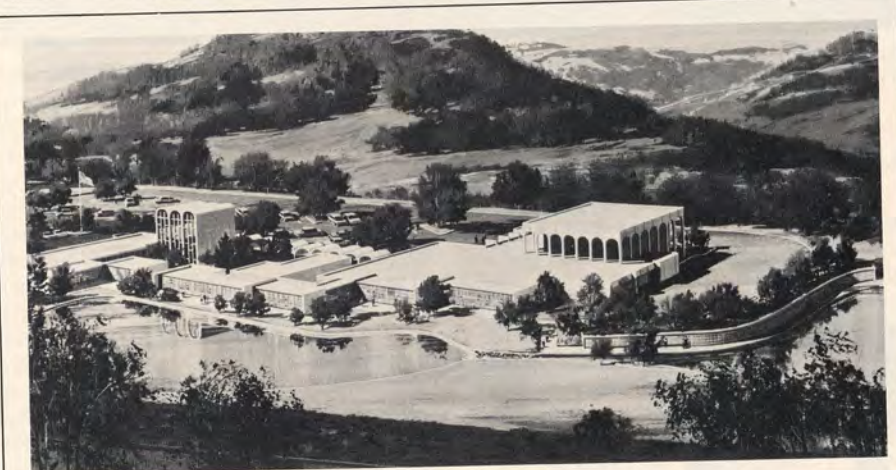
The merger was a good one. And it's improving with age.

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RUTH M. GIFFIN
TRAVEL EDITOR



Amazon Safari Camp is reached via this grass-roofed boat-bus. The camp lies on a tributary of the Amazon about two hours via boat from Iquitos, Peru.

TRAVELS WITH CHORAL PEPPER

On Safari on the Amazon

Come with me on a jungle safari on a dark, stormy night.

Rain pounds a Bolero beat on the grass roof of my tiny room. Below, thrashing against stilts that hold up the floor, water gurgles through root-laced furrows down to the river.

I finish brushing my teeth in a tin basin and then sweep the floor with my flashlight. A startled beetle scurries out from under the bed. He looks two-feet long in the shadowy light — the world's healthiest beetles live in this Amazon jungle. I stand poised with shoe, then something stops me. Why kill a harmless bug? We make a deal. He stays out of my bed; the floor is his.

Wind plugs into the mosquito netting that covers the high window. The flame in my oil lamp twirls like a ballerina, then stretches out horizontally away from the wind. A palm frond flaps anxiously against the frame siding. Abruptly, the Bolero beat changes to a Wagnerian crescendo. I snuff out the light and crawl under the cotton sheet of my safari camp cot. In darkness, the orchestration becomes overpowering.

By sound, I can distinguish refrains of the vegetation that cascades skyward in dizzying heights. Fan palms beat a typani against a din of bamboo flutes. Then comes the brass section, led by wind through towering ficus and kapok trees. Instead of clustering in stands all of a kind, trees in this jungle spring forth in a jumble of species whipped together by festoons of ropy vines. When accompanied by wind,



Amazon Safari Camp is rustic in every sense — no electricity or telephones — making for a truly unique and different vacation only four days from most major U.S. airports. See your travel agent for details on Wright Way's Amazon River Adventures.

rain, lightening and thunder, their music is the most exciting cacophony I ever have heard.

Then, suddenly as it began, the din reverts to patter. Soon all is still and I fall asleep.

With morning, sunlight filters innocently through lacy openings of leaves and the storm is forgotten. But it will resume. Sudden, daily downpours support this vast, green lung of the world.

Wearing tennis shoes with jeans tucked into knee-high socks, I hurry along a stilt-supported walkway to the safari camp lounge. Paul Wright of Wrightway Tours, the handsome young American entrepreneur who founded this Amazonian retreat, has promised his guests a walking trip through the jungle to visit a native tribe.

I arrive in the open, grass-roofed lobby just as Paul begins his indoctrination talk. We are warned of the cutting edges of deceitful plants that appear soft as down; of ropy liana that may or may not actually be a snake; of the dangers of wandering off alone and remaining lost forever.

One worry we no longer have to cope with, though, is the former homicidal tendencies of the native Javaros. Wandering in small bands, they are more "gatherer" than "hunter," managing to live off the land so long as they keep moving. In spite of the jungle's greenness, the spongy earth that supports it is too water-logged for fertility. Pineapples, tapioca and other crops the Indians manage to raise are healthy for only one season. Then minerals are leached from the soil and nothing will grow until decaying vegetation restores it again.

Soon we were on our way, slipping single file along a jungle path crisscrossed with wet logs that bridged veritable rivers deposited by the storm.

As we moved deeper and deeper into a world made up of shiny green elephant ears, hanging orchids, Oriels nests, rubber trees and strangely twisted pods, the civilized world of Iquitos where our safari had begun grew even more remote. When we finally approached the Javaros camp and saw grass-skirted men shooting birds with elongated blow-guns, this

life seemed more real than the one we had left behind.

Paul had advised us in advance to bring articles for trade, as the Javaros have no use for money. With a carton of cigarettes I had purchased duty-free aboard Aero Peru before we landed in Lima, I acquired a fine collection of beads made of seeds and strange, spotted fish scales. One man traded a Timex wrist watch for a blow gun. Others bartered with clothing and cosmetics. The Javaros are extraordinarily astute traders. After examining each article proffered, they decide which they want and then present its approximate value from their tribal store of handicrafts.

Amazon Safari Camp lies on a tributary of the Amazon about two-hours by a grass-roofed boat-bus from Iquitos, Peru. The camp is superbly designed to catch cool breezes, even in summer. Although there is no electricity or telephone and plumbing is the kind you find on small cruisers, no one had any complaints. Cuisine was particularly outstanding, with tropical fruits, fresh fish and interesting native vegetables



Safari Camp visitors relax on the porch of the jungle lodge.

arriving daily by boat-bus from Iquitos. Most rewarding, though, is that within only a four-day period from most major U.S. airports, you can have a vacation so different from anything else you've ever known that afterwards you feel as if you had been away for a month. Wrightway Tours makes arrangements from most major U.S. airports to Lima, where you overnight before flying on to Iquitos on the Amazon. From there, safari-bound adventurers are launched aboard the safari boat that carries them to camp. □



◀ ABOUT THE AUTHOR

Ms. Choral Pepper, former owner-editor of *Desert Magazine* in *Palm Desert*, is a syndicated travel columnist. She has written eight books; travels extensively; calls *Century City, Los Angeles* home. Ms. Pepper has her Ph.D. in Cultural Anthropology; and two children, Ming and Trent Lowe. As an associate Travel Editor with *LIVING Magazine*, we consider ourselves very fortunate. Her writing sparkles. You will be enjoying it often.



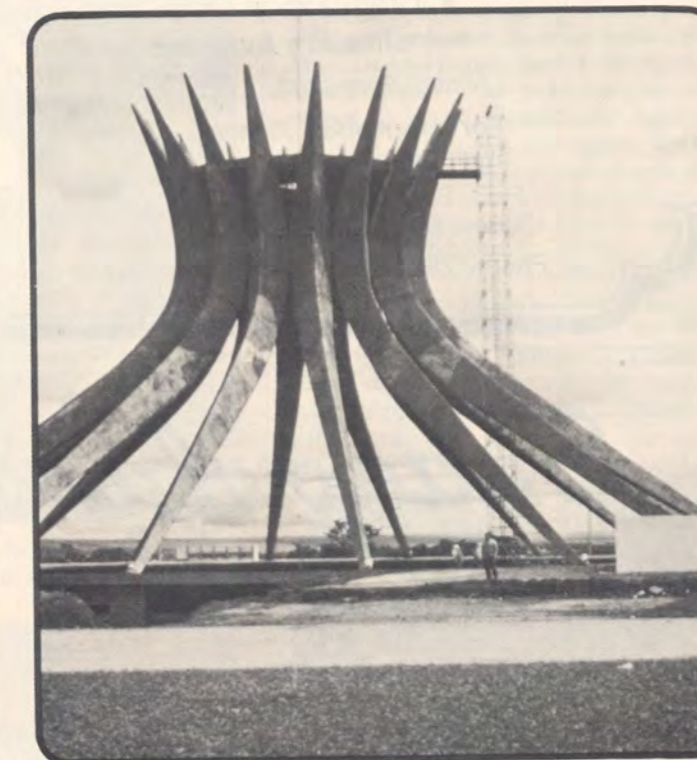
Map of South America.



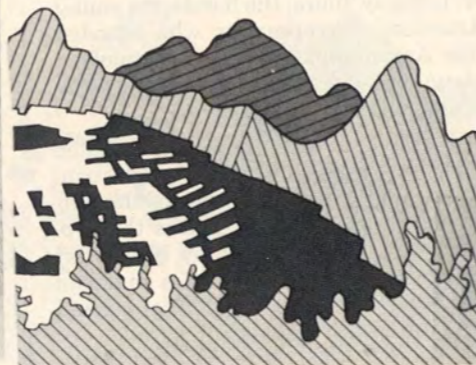
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The ruins of Machu Picchu, Peru.



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continued from page 69

down to concentrate on the matter at hand: Just how long is this hill, anyway? And occasionally: Who said *this* was any fun? They're all forgotten in the next downhill. Soaring, swooping, feeling the gears and the bearings and all those obscure little parts meshing together with the wind in your face, the sun at your back, a song in your heart, with the barest hint of fear just for seasoning. It's a free feeling, and a very inexpensive hobby once you're past the bike.

SOME PRACTICAL TIPS

There are a few things worth keeping in mind, a little less obvious than keeping your bike in good working order and checking your tires for air.

— Plan trips in the best direction for hills. If there is a long steep hill, make sure your route takes you *down* it.

— Carry water, particularly on hot days. Or at least take your trip past lots of watering holes and oases.

— Take a map if you don't know where you're going.

— Try not to worry about the occasional charging dog. You can move faster than he can.

A bike route in the North County is likely to be an intriguing ride, giving you a chance to pick up on your local history. Did you know that Olivenhain was founded by German settlers? That Carlsbad's Agua Hedionda Lagoon ("Stinking Water") was named for a sulfur spring there? Or that Rancho Santa Fe's eucalyptus trees were planted by the Santa Fe Railroad in an ill-conceived project to provide wood for railroad ties?

On a bike ride, the history whispers to you; the scenery calls to you in more audible tones. From a bike you can respond to them both in a way a car will never let you. Typical bikers aren't all brawny Olympic types with crash helmets and bugs in their teeth. They're people with concern for their surroundings, people with some energy, people with families. Once in a while they'll come home tired from a long ride, their legs feeling filled with scrap metal, looking pretty beat. The next day, though, they'll be talking about what a wonderful ride they had yesterday. Quite likely, you'll be one of them. I already am. □

"Try not to worry about the occasional charging dog. You can move faster than he can."

RANCHO SANTA FE GAZETTE

EDITED BY LOUELLA LIVERWURST

SHANNON/ CINTAS WED

On the 24th of April, Mrs. Carol Smith Shannon became the bride of Mr. Michael D. Cintas, both of Rancho Santa Fe. The private family service was held at the Via de la Valle home of the bride followed by a garden reception on the grounds for several hundred invited guests of the popular young couple. □



Mr. and Mrs. Michael Cintas cut the cake.



Mr. C. Arnholt Smith, father of the bride with his new son-in-law, Michael D. Cintas.



Front row, left to right: Nathan and Joshua Cintas. Second row: Denise Cintas Parish, Natalie Cintas, Carol Smith Shannon, Michael D. Cintas, Michele Cintas Vistola. Third row: Michael Parish, Claudia Cintas, Dennis Cintas, Scott Shannon, Steve Shannon and Joseph L. Vastola III.

SHEARSON HAYDEN STONE OPEN HOUSE

It was a bright sunny afternoon when the handsome new offices of Shearson Hayden Stone were opened to the public for the first time. The new building is located at the corner of Avenida de Acacias and El Tordo in the Village Center of Rancho Santa Fe. The "Open House" had a three-way function as far as personalities involved. It was a farewell for popular Rancho Santa Fe manager, Boyd Sharp, Jr. who has just been given the challenging assignment of manager of the Seattle office. It was welcome to Van Dyne Ridgeway, incoming manager of the Rancho Santa Fe office, and a friend of long standing with Ranchoites who remember Van from his previous Ranch days. And last, but decidedly not least, guests were invited to meet Alger Chapman, co-chairman of the board. □



Alger B. Chapman, co-chairman of the board and Leonard Wessels, former manager of the San Diego office of SHS.



Van Dyne Ridgeway, left, incoming manager of the Rancho Santa Fe office and Boyd Sharp, Jr. who is now in charge of the Seattle office.

HUNT BALL FEATURES OLD WORLD THEME

The word from the "ball circuit group" all expressed their opinion that the Santa Fe Hunt Ball was the best they had ever attended.

Roger Jones, chef of the Little America Westgate Hotel, prepared a gourmet meal that delighted the palates of all that attended.

The toastmaster had the Leetate Smiths and Sol Rosenthals assist him in the Loving Cup tradition, which goes back to the time of the Saxons.

Mr. and Mrs. Harold Ramser Sr. of Bel Air said they felt they were in another era, except for the occasional hustle and bump music of Murray Korda who also gave them a variety of waltz, foxtrots, etc.

The Hunt Ball committee included: Mrs. Leetate Smith, chairwoman; Mrs. Arnold C. Kirkeby, advisor; Mrs. Thomas G. Slattery, reservations; Mrs. Adrian Mikulicich, seating; Mrs. Sol Roy Rosenthal, invitation and program; Mrs. Donald Martindill, door prizes; Mrs. Fielding Hedges, publicity; Mrs. Hugh Dale, decorations, and Mrs. William Smith, treasurer and board representative. □



Mr. and Mrs. Arnold Kirkeby entering for dinner, accompanied by the bagpipes.



Mrs. Leetate Smith socializing with Mr. and Mrs. Hugh Dale. Mr. Dale is Master of the Hounds.



Mr. Leetate Smith greets Mr. and Mrs. William Bray.



by Louise Warren

Over Yonder, the Country Friends' Shop on El Tordo, is, as always, filled with treasures which stimulate my covetous nature. A small English desk is probably going to prove my downfall. It is a magnificent museum piece, dated 1820. It is a brass-inlaid rosewood cabinet. The shelved super-structure is enclosed by a pair of brass grille doors, the underbody having a green leather-lined writing drawer, supported by S-scrolled brass pieces, flanking a double cupboard. It is mounted with brass molding and inlaid with lovely floral ornaments. Its height is 50½ inches and width 33. As the old saying goes — the best things come in small packages. This is one of the very best.

A very good day to feast your eyes on this treasure and others is June 19 when from 1 - 4 some extra dividends are going to be provided. In the patio of Over Yonder wine and cheese will be served to all comers in celebration of the publication of the new Country Friends cookbook.

There will also be twelve beautifully arranged tables in the patio, each with a special decor theme.

Incidentally, for someone who may live in the past and wants not just a superb new cookbook, but an historically significant one in addition, Over Yonder has it. It is a rare copy of "The White House Cookbook", published in 1904. The pages are a bit brittle and yellow with age, but the material is fascinating and reflects the cooking habits and social niceties of the period. You can even learn how to make your own yeast for your home-baked bread! This is a collector's coup.

A most interesting and decorative example of the Napoleonic period is currently available. Two beautiful, hand-crafted and decorated brass urns with custom-made stands would enhance any setting.

A very choice custom-made dining table is available. It is accompanied by 6 chairs and a buffet. These are hand painted French modern pieces, designed and constructed by two distinguished creative designers and cabinet-makers, Schmiege and Katzean of New York. All the pieces are signed on silver plates attached to furniture.

There's more More More! So head Over Yonder! □

HORSE SHOW FUNDS EXERCISE CLASS

by Sue Colbourne

Proceeds from the Rancho Santa Fe Youth Horse Show are being used to fund a physical fitness class at the Rancho Santa Fe Youth Center.

Rancho Santa Fe Youth and Maureen McClyment put this unique physical fitness program together for the women in North County. The 45-minute class involves the total body from head to toe, working on all muscle groups together and separately for muscle tone as well as cardio-vascular improvement.

Connie Williams, the lithe instructor for the class, says, "exercise is fun," and her exercise program choreographed to music bears this statement out.



The physical fitness class in action.

She became very aware of exercise while studying dance. She has a masters degree in art with a minor in dance. She studies dance with Bill Heiden and has taught for Victor Morene ballet. She was with The Golden Door and now teaches a jazz exercise class at the Encinitas and La Jolla YMCA and The Cuyamaca Club.

We hope you will support the Rancho Santa Fe Youth Horse Show by being an exhibitor or coming to the Old California Barbecue or just coming to watch and partake of the fine food during the show. The annual show is scheduled for Aug. 20-22 at the Rancho Riding Club. □



The Rancho Riding Club, scene of the 3rd Annual Rancho Santa Fe Youth Horse Show to be held in August.

JUNIOR TWILIGHT GOLF LEAGUE

Jack Dempsey tells us that plans for a Junior Twilight Golf League are progressing nicely with San Diego C. C., La Jolla C. C., Lomas Santa Fe C. C. and juniors from Rancho Santa Fe. The first match is scheduled for June 21 at RSF. We shall be represented, with others, by Mark Picking, recent Air Force Academy appointee. The other teams will have a World Junior Champ, an SCGA Junior Champ, a quarter finalist and a number of Torrey Pines Falcons championship team. You'll be able to identify our team easily because of Jack Matzinger's contribution of monogrammed team sweaters to our players. Qualifying rounds for our team have been scheduled in early June in order not to conflict with school. Be sure your juniors find out about the matches and call Jack Dempsey (756-3615) or Jim Boyle (756-1836) for dates.

'RUN FOR BLUE' BENEFITS WASI

Mrs. Amos Sommers of Rancho Santa Fe, recently installed as president of the Women's Association for the Salk Institute, announce that Mr. and Mrs. Barnard Meade of La Costa were very successful chairmen of the WASI-sponsored world premiere showing of "Run For Blue." The June 15 event, a benefit for the Salk Institute, was held at the grand opening of the Flower Hill Cinemas in Del Mar, across the highway from the fairgrounds.

The film documents a year in the horse show world of three young, Southern California horsewomen, Melinda Robb, 17, of Rancho Santa Fe, 13-year-old Gina Park of Encinitas, and Escondido's Barbara Bingham, 21. Arthur L. Annecharico of Poway produced and directed the film, much of which was shot in San Diego County.



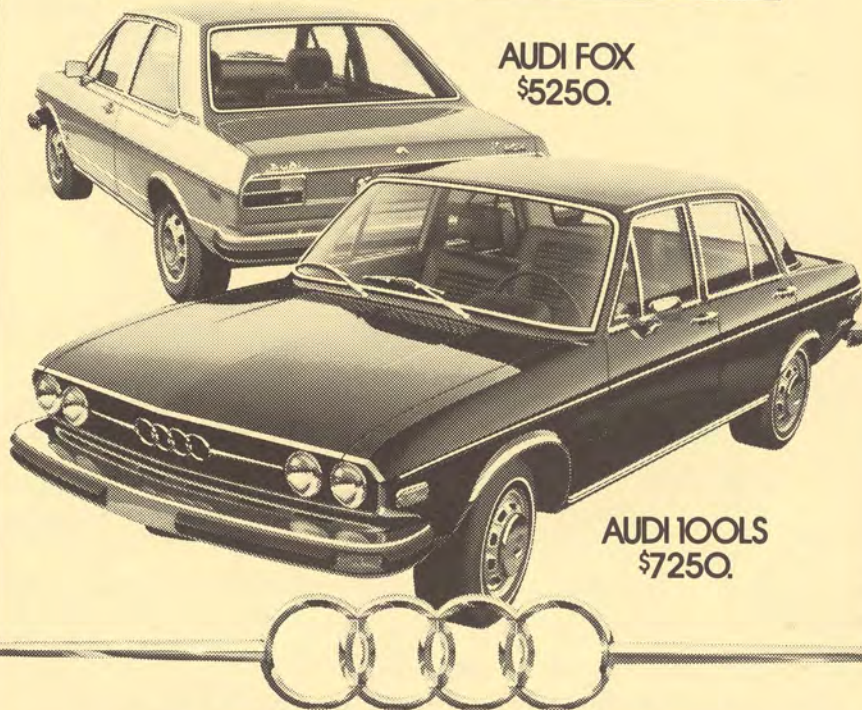
Claire M. Weeks, invitations chairman, Mrs. Delbert Glanz, dinner co-chairman, and Mrs. Charles Werner, dinner chairman.

NEW OWNERS AT RANCHO SANTA FE TRAVEL SERVICE

Mr. and Mrs. Berle Crisp of La Jolla have recently purchased Rancho Santa Fe Travel Service on Paseo Delicias, Rancho Santa Fe. Mr. Crisp is a Real Estate Developer; Mrs. Crisp a former interior decorator. The Crisps have two children: Desiree, 17, who attends La Jolla High School; and Kevin, 16, a student at Bishop's. The new owners are retaining the entire staff of Rancho Santa Fe Travel in their new business venture.



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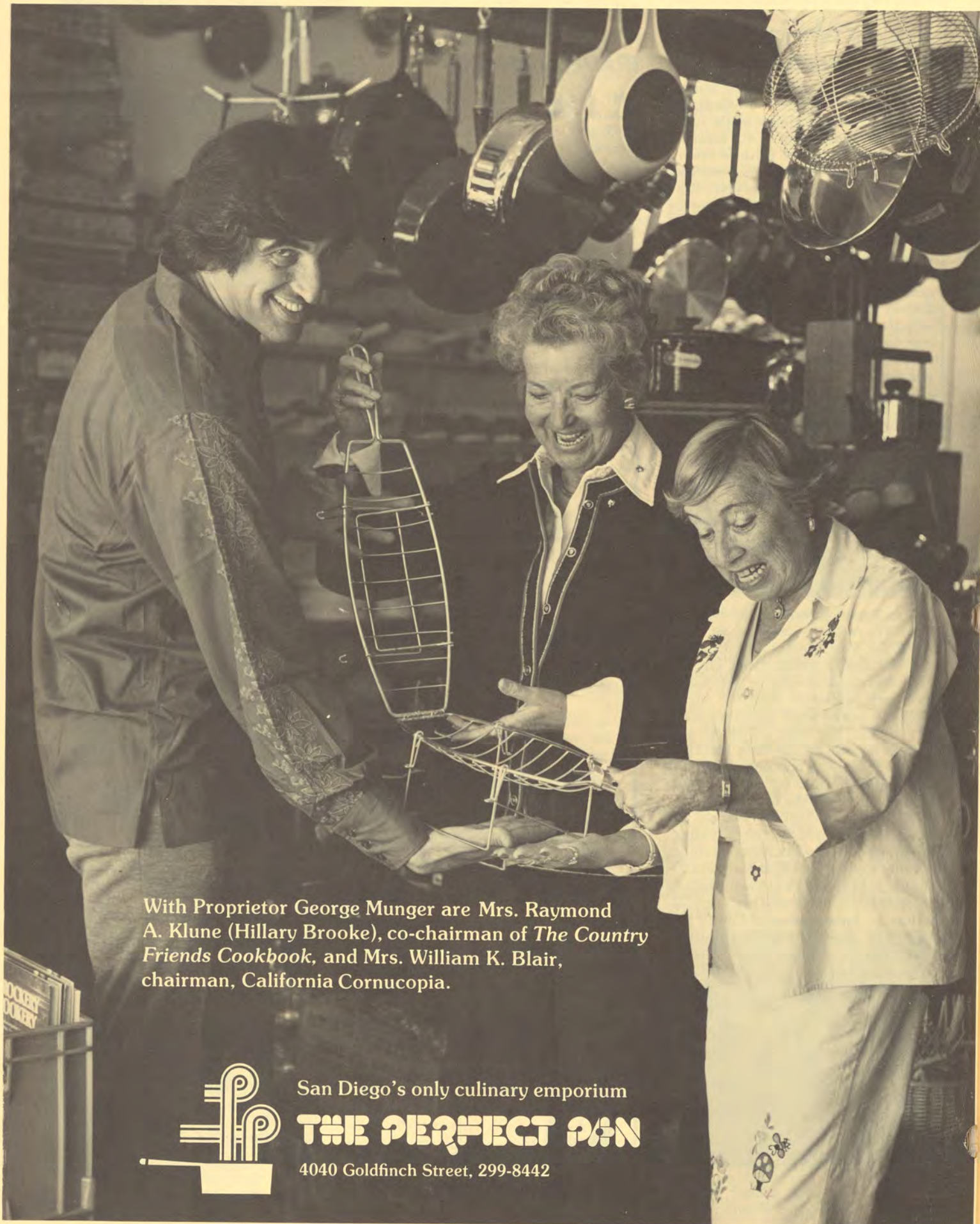
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With Proprietor George Munger are Mrs. Raymond A. Klune (Hillary Brooke), co-chairman of *The Country Friends Cookbook*, and Mrs. William K. Blair, chairman, California Cornucopia.



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Country Friends Cookbook Premieres June 19

By Alma Spicer



Marie G. Kelley

Members of The Country Friends have published their second cookbook.

The well appointed 180 page book entitled *The Country Friends' Cookbook* has over 325 select recipes, menu suggestions and ideas for table decor, all enveloped in a beautifully designed binding suggesting a bountiful cornucopia of culinary potpourri to tease the palate and please the eye.

After more than one year in careful planning and preparation, The Country Friends' Cookbook will be presented at a festive wine and cheese gala, "California Cornucopia" on Saturday, June 19, from 1 to 4 p.m. in the patio of the Country Friends' Over Yonder Shop, on El Tordo, Rancho Santa Fe.

Mrs. William K. Blair, of Solana Beach, chairman of this premiere has announced the event is complementary and is the first opportunity to purchase the cookbook.

In addition, guests are invited to enjoy an adventure in table d'hôte. Twelve table displays, one of which will be set as suggested in the table decor section of the book, will be elegantly dressed to inspire gracious dining and to assure immediate confidence to the most simple menu or the grandest gastronomic holiday.

The twelve table displays will be situated in the sunwashed garden room and patio area of the Country Friends' recently acquired second antique shop. Guests will find more than just a touch of culinary distinction and pleasure guaranteed to excite the most bored appetite as the hostesses encourage them to feast upon the Over Yonder Shop's stunningly decorated collection of antiques and objects d'art.



The hard-working Country Friends Cookbook Committee, left to right, Eleanor Bartlett, Hillary Klune, Bea Meyer, Mary Jane Brown, Joanne Warren, Jo Kay Highstrete, Bea Blair, Tari Wood, Jerrie Strom and Pat Driver.

All table displays will be created and assembled individually by the nine Country Friends' areas and three supporting organizations. Prizes will be engraved award plaques with award ribbons attached to give recognition to the winning tables.

The nine Country Friends' areas are: Carlsbad area: "Spanish Legacy," Mrs. Robert Piehl, arranger; Escondido area: "Tete-a-Tete for two," Mrs. W. S. Wexler; Fallbrook area: "Early Thrift Shop," Mrs. Robert Ingold; La Jolla area: "Rhapsody in Blue," Mrs. Lynde McCormick and Mrs. Arthur Alexander Smith; Poway-Rancho Bernardo area: "American Indian Heritage," Genevive Golsh; San Diego area: "Giant Step for Mankind," Mrs. William E. Spicer; San Dieguito area: "Day at Del Mar Races," Mrs. Marlin H. Skiles; Vista area: "Home of the Ranchos," Mrs. Frank L. Meyer, and Rancho Santa Fe, "Table of Elegance," Mrs. Robert Maxwell.

Supporting organizations include: Assistance League of San Diego: "Christmas," Lorna Palmer; Las Patronas of La Jolla: "Jewel Ball," Mrs. Brooks Noah, and Las Primeras of Chula Vista: "Anniversary Buffet," Elsie Johnson.

Cookbook chairman, Mrs. William T. Bartlett and cochairman, Mrs. Raymond A. Klune (Hillary Brooke), regard this cookbook as extraordinary, as well over 1,000 recipes were generously submitted by members, friends and celebrities for taste-testing accuracy in the kitchens of the committee members to assure that the book holds the finest selections of inherited excellence from simple lunches to haute cuisine suppers.

Mrs. Maury E. Strom is responsible for the menu planning and helpful serving suggestions. Says Mrs. Strom, "With these menus and recipes we share with you our culinary secrets to demonstrate that we care about helping you to experience one of life's gifts, to cook and to eat well, and to share this common joy, for sharing, caring and helping others to help themselves is what The Country Friends is all about."

Assisting in compiling the cookbook are Mmes. Vernon H. Gaston, adviser; Gary Driver, projects chairman, and Maury E. Strom, Bob Crosby, Bruce Highstrete, Robert Lewis Maw, Frank Meyer, James E. Mullins, William E. Spicer, Frank R. Warren, Harry E. Wenz, Charles M. Wood and Mrs. Blair.

The artfully designed cover was arranged exclusively by Marie G. Kelley of Del Mar, creative food consultant and photographic stylist.

Mrs. Blair will be assisted by Mmes. Maw, Wenz and Mullins, as co-chairmen of the premiere event introducing the cookbook to the public.

The Country Friends' president is Mrs. James D. Brown of Rancho Santa Fe, and she extends a personal invitation to the public on behalf of the membership to join the premiere festivities and wish for "bon appetit."

For further information about the Country Friends and their newest cookbook, write to The Country Friends' Cookbook, P.O. Box 142, Rancho Santa Fe, California 92067. A mailing service and personal gift service with gift card enclosure has been arranged for your convenience. □

THE ART OF LIVING

HADLEY'S PRESENTS THE BOUNTY OF CALIFORNIA'S FARMLANDS TO NORTH COUNTY

by Mary W. Ruhmland

Rarely is the abundance of California's agriculture more graphically displayed than in the colorful, sweet-smelling Hadley Orchards markets. Even a state fair does not offer the infinite variety, although the festive mood is similar. Row after row of succulent fruits, luscious dates, homemade breads, fresh cheeses, rich nuts, fruit nectars, floral honey from many states and every healthful grain from California's vast fields and orchards overflow the two Hadley Orchards markets. On Interstate 5, south of Carlsbad, Hadleys have chosen to open a second mecca of deliciousness, the same as their famous store in Cabazon, 16 miles west of Palm Springs, on Interstate 10.

All Hadley's fruits are sun-dried — all carefully chosen for top quality, plumpness, size, sweetness and cleanliness. It takes 5 lbs. of fresh apricots to make 1 lb. of dried apricots, 8 to 9 lbs. of apples to make 1 lb. of dried apples, etc., making the buying and processing of dozens of varieties of fruits a very critical and exacting career.

The "natural foods" are also carefully inspected — raw nuts and seeds of every edible variety, "Trail-mix", granola, natural cereals, honey, fresh juices and dairy products. Groves and fields from every part of California and Hawaii are the Hadley story.

There is a wall lined with family-recipe jams and jellies; date, apple, peanut and cashew butters, as well as pickles, olives, oils, vinegars and other delicacies known to culinary artists. Then there are the candies of all kinds, all made especially for the Hadleys, from the finest ingredients, and the gift-packs, richly beautiful and palate tempting, packed fresh daily.

Around the corner is the wine-tasting room, cool and dark, where a delicate California bouquet pervades the atmosphere. Most are select Hadley wines of exquisite "nose."

In addition, the Hadleys sell their own complete line of natural vitamins. Mr. Joe Bishop, former owner of the House of Nutrition in San Diego and pioneer in the "people nutrition" field, can be found in Hadleys several afternoons a week to consult with customers. Joe speaks from a background

of 50 years of expertise in the subject and was one of Paul Hadley's first wholesale customers before retailing became Paul's pursuit.

The astounding complexities of retail marketing of naturally dried produce at wholesale prices, direct to the public, have been perfected over a period of 25 years by two expert business partners, Paul and Peggy Hadley. They also happen to be man and wife!

In 1952, they were enjoying success in wholesale packing and sales when a fire completely destroyed their packing plant and inventory. They had to draw upon their inventiveness, their courage, their energy to turn adversity into opportunity. With inadequate insurance funds, but lots of ingenuity, they were able to open a small store in Cabazon on Highway 10 to Indio and Palm Springs. They bought an army barracks building, cut it in half and had it hauled to their three rented lots where it was reassembled, cleaned and painted. Paul erected several of his now famous red and yellow signs along 10 miles of highway. Then he added a windmill of the same color in the parking lot, put up a sign — "Fresh, ice cold lemonade — all you can drink for 25c" — and they drew thousands of customers off the hot, dusty highway.

They bought dates and other fruit from the nearby orchards and he and Peggy packed them in the back room of the store and sold them right out the front. They held assiduously to one principle — everything they bought was absolutely the finest available. Their success was phenomenal, hardly keeping up with the demand. Upon this basis of hard work and quality they built their immense fruit and nut business of today, and thousands of people still return to that Hadley oasis, with its windmill standing like a lighthouse in the desert.

Having the best sources of supply is the secret of Hadley's business. The Hadley family has been growing fruit in California since 1889 and they still grow much of their own stock. The other farmers who supply the Hadleys today are often the same with whom they started and Paul pays a premium for the finest fruits and nuts. In these ways Hadleys keep their sources year after year, and the arrangement is profitable to all concerned. A case in point are Hadley's prunes — California's finest and one of the best selling items in the store.

Honey is one of Hadley's most popular sellers. To put the honey on the Hadley shelves, bees had to fly so many millions of miles that the modest price is almost embarrassing for the amount



of effort involved!

Beekeeping is a testy business, a scientific world of its own, and although bees are naturally gentle — bred for gentleness, in fact — a bee man requires rare talents, including courage. They often "re-queen" their hives yearly, provide hives with a wax foundation imprinted with hexagons which the bees follow as accurately as a blueprint; try to avoid collecting too many drones (the breeding males who do no work and require constant care and feeding by worker bees); add new swarms with all their extra care and feeding; and build, paint, clean, harvest, extract and remove floating bits of wax. Every duty is delicate, critically exact and requires the special "bee personality" to fulfill the tremendous workload of a professional apiarist. The Hadleys name beekeepers across the nation as their good friends because of their respect for this unique profession.

With the advent of ever-increasing success and labor, Peggy and Paul decided to add a partner to their business, their nephew, Mr. Walter Alf. Walter is the general manager of the Cabazon store, does some of the buying, runs the huge packing plants and oversees the Hadley date ranches.

Dates are truly nature's candy! Owning their own magnificently beautiful date gardens assures a constant supply of the finest, plumpest dates available. There are seven different varieties sold in the big Hadley stores — Zahidi, Barhi, Medjool, Golden Princess, Deglet Noor, Thoory (bread date) and Tabarzol. "We produce approximately 1½ million pounds of dates per year and keep the best for our own stores," Paul admits. "We like to offer unusual varieties to our customers, and they are all grown right here in our own desert. We grow most of them ourselves." Paul believes in giving sam-



ples — tasting is a pleasure — and these dates, the juices, even the cheese, nuts, cereals and honey are given to customers to try for flavor.

The sumptuous, gift-wrapped packages that sell by the thousands for holiday gifts, mail orders and everyday presents, are packed fresh daily. This is another department that has increased by giant steps in recent years. The genuine pleasure derived from a gift of healthgiving and exotic fruits and nuts, is warm and sincere and the cost is minimal.

In addition to all of the above — could there be more? the Hadleys plan to increase their sales of fresh, local produce. They now sell oranges, lemons and grapefruit and will add avocados, strawberries, tomatoes, etc., as they come in season.

Also, the Hadleys want you to be sure to stop by the Snack Bar for a delicious, homemade sandwich and a date shake.

Of course, the point of all this highly organized, detailed, physically exacting, selective and bone-hard labor is to bring the joy and inspiration which impelled the farmers all around California to plant and grow these bounteous crops to the tables and lunch boxes of southern California, without having to pay the tariff of the many middlemen who are a part of the usual marketing system. Peggy and Paul Hadley struck a sensitive nerve in the public marketplace when they offered fine value for fair prices. The acceptance of their homespun style of "excellent quality in a plain box" was something the world was waiting for and all needs, in every field of endeavor.

Surely by now, you feel welcome to come in and sample Hadley's products and visit with Paul and Peggy who, after all, are themselves a part of the bounty of God's green earth! □



GOODBYE



Left to right, Rev. and Mrs. Don Caughy with Jim and Beverly Freda.

The Village Church congregation in Rancho Santa Fe bid a reluctant goodbye to Jim and Beverly Freda as they left the area to take up new duties as full-fledged pastor of the First Presbyterian Church of Lebanon, Oregon. Jim and Bev were a very popular and much loved young couple and will be very much missed. The Fredas' new address will be 169 West Vine, Lebanon, Oregon 97355.

WHO DAT?



DAT IS DE BEEG MAN at RSF School (just to give you a hint) caught behind a BEEG FISH. Dr. Rowe, along with Dr. Randol, and Dr. Colby (Del doctors plants) comprised the terrific trio who came home with a trunkload of fish. All of this playing Tom Sawyer took place during Easter week. The group arrived home in time to sing the Hallelujah chorus right on schedule. □

FLAGPOLE DEDICATED



The Brereton Teagle family were honored guests.

A handsome flagpole, proudly flying "Old Glory" for all to see, was recently dedicated at the new Rancho Santa Fe Garden Club in loving memory of Brereton W. Teagle. Mr. Teagle, long an outstanding and beloved member of the community, passed away last year.

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DEMPSEY PRESENTED AT DEBUTANTE BALL



Presenting Miss Susan Dempsey, daughter of Mr. and Mrs. Jack Dempsey of Rancho Santa Fe, who was one of the many beautiful debutantes presented to society at the 15th Annual Debutante Ball, held Saturday, May 8 at the Hotel del Coronado. This elegant black tie affair is held annually by Las Damas de los Ninos, La Jolla Auxiliary of the Children's Home Society of California. □

IS MY FACE RED!



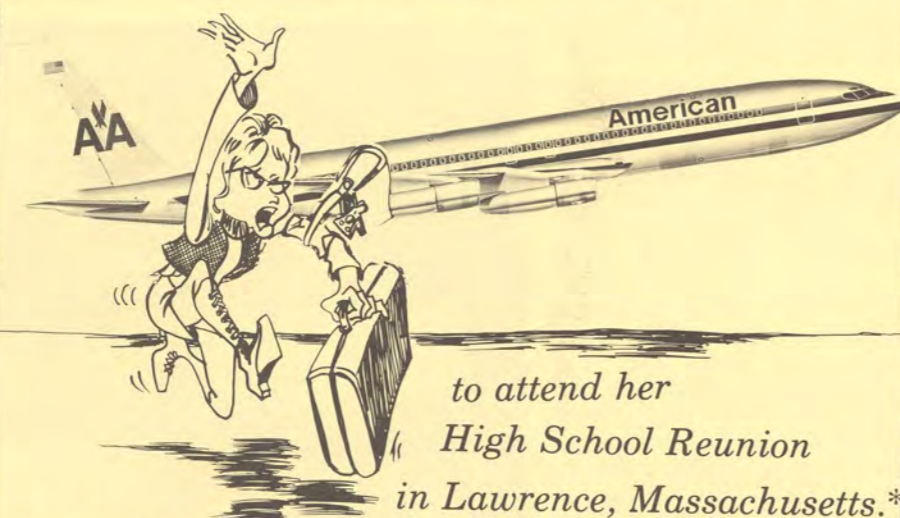
Last month I mistakenly gave Kim Fletcher (far right) the wrong wife! Therefore, reading from left to right this happy group includes: June Crosby, Bob Crosby, Marilyn Fletcher, Mystery Man and Kim Fletcher.

If the mystery man will make himself known, he will receive a lifetime subscription (his life or mine) to North County Living Magazine! Editor's note: Mystery man is very good-looking. If he is unattached, I can furnish him with a list of 163½ handsome widows who enjoy meeting equally handsome men. The ½ widow (grass) hasn't made up her mind for keeps as yet.

And, in closing, our "letters to the editor" last month included one on the above subject by June Crosby, which we proceeded to put into type as Jane Crosby. I'm sure the entire Crosby Clan thinks we're somewhat addled here at the Village Press, and, you know - they could be right!

Louella Liverwurst

Louella is in Boston



to attend her High School Reunion

in Lawrence, Massachusetts.*

Read all about the Bicentennial Binge next month!

*Planes don't land in Lawrence!

THE BUSINESS CIRCUIT

JACOB TAYLOR'S NEWEST DEL MAR RESTAURANT

Jacob Taylor's 1880 Bar and Grill, a two-story restaurant built in the style of an elegant Victorian home, opened April 23 in the Flower Hills Shopping Center, on Via de La Valle just east of Interstate 5.

The 7,500 square foot restaurant was named after Colonel Jacob Shell Taylor, the father of Del Mar, and is a development of William O. Walker & Co., Inc., San Diego-based hotel and restaurant management specialist. Features of the restaurant include dining rooms with fireplaces, stained glass windows, an outdoor cocktail terrace, a towering cupola and extensive use of antiques and reproductions throughout the interior.

"We wanted to recreate the comfortable atmosphere of a Victorian-style home," said William O. Walker, company president. "The theme is carried out in the architecture, the furnishings and in the dress styles of everyone working at Jacob Taylor's."

Jacob Taylor's was designed by Donald Innis, of Innis-Tennebaum. M. H. Golden Construction Co. was the builder. Bob Jones, of R. W. Smith & Co., and Don Goertz, designed the interior.

The restaurant's namesake came to San Diego County from Texas and purchased the 9,000-acre Los Penasquitos Rancho, which he subdivided. He built Casa Del Mar, a 30-room hotel, in 1886. He also built boarded sidewalks in the area, cabanas, a dance pavilion and a home on Tenth Street. The hotel burned down in 1890 and Taylor, hit with lawsuits from occupants, moved back to Texas.

Walker said Jacob Taylor's 1880 bar and grill will be open for lunches on Mondays through Fridays and for dinner seven nights a week. The new restaurant will also have entertainment nightly except Mondays. The continental menu will feature seafood, veal, lamb and beef entrees. Lunch prices will be from \$2.25 to \$3.75. Dinner entrees will be from \$6.50 to \$9.50, he said.

The Walker Co. also developed The Copper Skillet family restaurants in Mission Valley and Pacific Beach and is a management consultant to restaurants and motels in Southern California. Its offices are at 881 Camino del Rio South. □

SCHAFER IS TOP COLDWELL BANKER SALESMAN

Del Mar resident Robb Schafer has earned the title of one of the top five salespersons for the first quarter of 1976 in the San Diego office of Coldwell Banker Commercial Brokerage Co., according to vice president-manager Robert L. Faucett.

He said Schafer and Frances Wight, another of the "top five", recently negotiated the \$5.67 million sale of the Park Center Apartments in Santa Ana.

Schafer is a 10-year veteran of Coldwell Banker Company, the nation's largest diversified real estate firm.

Faucett's announcement coincided with the disclosure that the San Diego office of Coldwell Banker Commercial Brokerage Co. showed an \$18 million increase in sales and leasing activity in the first quarter of 1976 compared to the same period of 1975, when the total was \$11.275 million. Leases in the first three months of this year amounted to more than \$11 million, while sales were \$18 million plus, for a total of \$29,296 million. □

SADDLE HORSE BREEDERS SELECT DIRECTORS

Michele MacFarlane, Rancho Santa Fe, and Mrs. Kenneth Elmes, Santa Barbara, were invited to become directors of the California Horse Breeders Association at the first meeting of the year.

Linda Briggs Smith, Los Altos Hills, was elected vice-president of the association for the 1976-78 term.

The other officers who continue to serve the statewide association are Dr. Daniel Felix Smith, DVM, Pomona, president; Susan Clark of La Habra, secretary; Mrs. Rufus W. Clark, Jr., La Habra, treasurer; and Margaret Regnery of Pomona, Nominations secretary.

The 32nd annual Futurity Horse Show sponsored by the California Saddle Horse Breeders Association will be held at the Los Angeles County Fairgrounds in Pomona on Friday, Saturday and Sunday, September 17, 18 and 19, 1976.

Chat Nichols of St. Charles, Illinois, will judge this three-day horse show and futurity. □

SAVINGS & LOAN PAYS DIVIDENDS

A balance sheet that would be the envy of most businesses was presented to the shareholders of Rancho Santa Fe Savings & Loan Association at their annual meeting held recently at the Rancho Santa Fe Inn.

The Association also declared its first dividend of 20c per share payable on June 1 to shareholders of record on May 15. Book value of the stock is now \$14.78 based on 216,000 outstanding shares.

Richard K. Coulbourne, president of Rancho Santa Fe Savings & Loan, presided over the meeting and stated the three offices had increased their savings of 168% during 1975 from \$4 million to \$11.8 million at the end of the year.

Total assets increased 117% from \$7.3 million to \$15.8 million at the close of the year.

The momentum of 1975 has carried into 1976 as Colbourne relayed the Association's 56% growth in savings during the first quarter.

This growth propelled the Association's total assets as of March 31, to \$23.6 million.

Application for a fourth office was approved by the California Department of Savings & Loan. The office will be located in the Town and Country Shopping Center on Encinitas Boulevard just east of Interstate 5.

Present plans call for Rancho Santa Fe Savings to occupy 2,000 square feet of a 6,000 square-foot free-standing building now under construction.

The shareholders also re-elected to another term the Board of Directors. □

SALK INSTITUTE APPOINTS DIRECTOR

The Salk Institute recently announced the appointment of Mrs. Dianne D. Day as director of development.

Mrs. Day joined the Institute in 1973 and has been concerned with a broad range of development and community activities for The Salk Institute.

As director of development Mrs. Day will lead the Institute's efforts devoted to attracting funding for such activities as new research programs and facilities, and for the support of existing research.

A native of Vancouver, B.C., Mrs. Day worked with IBM Corporation prior to coming to The Salk Institute. □

RSF PROPERTY SOLD



Al Ziskin

Eighty acres within the covenant of Rancho Santa Fe, owned by the Carleton Browne & Co. of Newport Beach was sold to the Moreland Investment Company. Al Ziskin, Rancho Santa Fe real estate broker, represented all parties in this transaction. The 80 acres are located on El Camino Real, north of Paseo Delicias. A tentative map has been approved for 22 lots ranging in size from 3.1 acres to 5.2 acres. There will be three cul-de-sac streets plus the existing El Nido Road located within the development. The final map is being processed through the county and plans are that reservations for these lots can be taken by approximately the end of June. All of the lots are situated so that they have excellent views and building sites with abundance of eucalyptus trees. Al Ziskin will be the exclusive broker for the sale of the 22 lots. □

BUNNELL PROMOTED TO LOAN OFFICER

Sandra Bunnell has been promoted to loan officer in the FHA/VA Department at the main office of Home Federal Savings and Loan Association of San Diego.

Ms. Bunnell, who has been with Home Federal for one year, was previously with American Home Financial, Southern California Mortgage and California Mortgage Service.

She majored in Business Administration at Central Michigan University.

A member of both the San Diego Mission Bay and Scripps Ranch Boat and Ski Clubs, Ms. Bunnell enjoys water skiing as well as snow skiing and camping.

Ms. Bunnell, her husband Robert and four daughters live in Scripps Ranch. □

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A & G CONCEPTS WINS LOCAL EMMYS

For the second straight year, A & G Concepts has swept top honors in excellence in commercial production at the annual EMMY awards banquet here.

A & G, one of the west's leading television production companies, was selected for two awards by the San Diego chapter of the National Academy of Television Arts and Sciences. They were the only awards in commercial production at this year's banquet, held May 1 at the Cortez Hotel.

At the 1976 ceremonies, A & G was honored for two 30-second commercials, one for a statewide bank and the other for a regional utility. The spot for California First Bank dramatized its late banking hours by showing that it was the only bank in town open at "7:17 on a Friday night." Advertising agency was Chapman-Michetti. The other spot, for San Diego Gas & Electric Co., was on conservation and asked homeowners to save money by turning off lights in their home when not needed. Agency was Phillips-Ramsey. □

WOMEN'S BANK REPORTS \$1 MILLION DEPOSITS

The Women's Bank in San Diego, the first women's bank in the West, supported its prime objectives as a profit-producing financial institution with announcement of \$1 million in deposits during its first month.

The bank opened March 31 with nationwide attention, since the only other women's bank which opened Oct. 1975, is in New York City.

President Rita Mills McCoy confirmed the first month's deposits as a "good beginning" and "on target" with the bank's goals, despite the tax season, generally considered a questionable deposit time. The bank has yet to do any advertising, she said, but the \$1 million mark was achieved through the active participation of the bank's 1130 shareholders and "deposits from both men and women supporting the demand for equal and personalized financial attention."

New accounts are coming from all points of the state, she said, with the average amount in each checking or savings account at nearly \$1,000 which is "higher than the national average."

Average daily deposits are nearing \$65,000, which is "cer-

tainly respectable and promising for the San Diego area," said McCoy, a Texas banker, new to San Diego, with 18 years experience.

Although the bank is not exclusively for women, nearly three quarters of the stockholders are women, as are 11 of its 13 directors and 9 of its 11-member staff.

To date 60 per cent of personal accounts opened are for women, but nearly two thirds of the commercial accounts are from men or couples. Vice President and Cashier Victor Diazgranados, said business from men is promoted and expected.

The rally of bank support throughout California has lauded the small group of dedicated men and women backers who worked two years getting it off the ground. They raised \$1.5 million in working capital through the sale of 150,000 shares of stock. Officers and directors own some 26,400 shares.

The bank is state chartered, FDIC insured and centrally located in the Mission Valley area of San Diego.

In addition to full banking services, The Women's Bank expands on the concept of personalized service. "Education is involved here," McCoy said, who encourages a first-name basis and makes herself accessible to customers.

Emphasizing the bank's sound business procedures, she said not all persons applying for a loan will automatically receive one, but instead of being turned down flat they will receive advice on how to make themselves more credit-worthy for future applications.

Educational programs on managing a small business, analyzing a financial statement or investing in real estate are continuously sponsored by the bank, with top speakers from the San Diego area. Other seminars are created specifically for women customers on credit laws or tax planning for the homemaker. A series of free "Brown Bag" sessions are held during lunch.

Another special Women's Bank service is called S.O.S., Special Organizational Services. The Women's Bank has an exclusive in its marketing area on this service, which provides assistance in straightening out financial affairs to persons in times of stress following divorce or the death of a spouse. The service is free to bank customers.

The bank also features a 6"x6" "playpit", designed by nation-

ally-renowned children's designer, Jain Malkin. The play area of rolling carpet stocked with books and toys frees customers with small children so bank business can be leisurely transacted or discussed. □

SHEARSON HAYDEN STONE REPORTS RECORD EARNINGS

Shearson Hayden Stone announced record earnings for the third quarter of \$4,447,000 compared with \$1,892,000 of its June fiscal year. For the quarter ending March 31, 1976 revenues were \$50,570,000 compared with \$36,421,000 in the same period last year. Earnings were up 135 percent and revenues advanced 39 percent.

Primary earnings per share moved to \$1.30 from \$.60. For the nine months the firm's revenues increased 40 percent to \$122,056,000 from \$87,244,000. Earnings were up 200 percent to \$7,406,000 or \$2.26 per share on a primary basis from \$2,434,000 or \$.76 a share last year. The earnings reported in the quarter and nine months do not reflect amounts paid in settlements of litigation. This litigation arose out of events which occurred in 1971.

Commenting on the quarter, Sanford I. Weill, Shearson chairman and chief executive officer said, "The results of our third fiscal quarter represent a continuation of a good year of expanded business. It is gratifying to us that the improvement has been broad and consistent. Our security commission revenues were up 36 percent when New York Stock Exchange volume increased 31 percent, a figure that does not reflect the effect of negotiated commission rates, which according to the SEC cost the industry 13 percent of its revenues in December.

"In addition we experienced an 86 percent increase in option activity. Our commodity business, which some believe runs counter-cyclical to securities, actually increased 85 percent over last year to a new record. Our municipal business grew 44 percent for the period. Our foreign operations experienced a 132 percent increase in revenues. Last month we opened our first far eastern office in Hong Kong. We think that this area of the world holds great potential for us and expect to be increasingly active in it. Finally, fixed expenses, despite inflation and the dramatic rise in our revenues, advanced only 7.6 percent for the quarter over the same period last year," Weill concluded. □

SKIMBOARD DEVELOPED BY COMPASS ENTERPRISES

Compass Enterprises in Encinitas, manufacturers of Compass Skateboards, has announced the release of an all-new, hand-laminated skimboard developed by Ralph Giffin, owner.

Designed for use at the water's edge, this new fiberglass skimboard will do the same for skimboarding as the urethane wheel did for skateboarding, according to Giffin. One of the major features of this new item is its high density foam construction. It weighs only 5½ pounds, yet its construction makes it nearly impossible to break. The bottom is slick and the deck is textured so that it can be used with or without wax.



"To the best of my knowledge, nobody has ever created a skimboard made entirely of fiberglass and foam," said Giffin. "It is definitely not a toy. It's the newest type of safe, healthful exercise that develops balance, coordination and muscle tone while you're having fun. And it doesn't matter whether you're five or 55!"

The Compass Skimboard retails for \$29.95 and is available in six colors. Dealer inquiries are invited.

Compass Enterprises is located at 209 Melrose St. in Encinitas, Calif. 714/753-0574. □

BENNETT JOINS SOUTHWEST BANK AS AUDITOR

Donald L. Bennett has joined Southwest Bank's Administrative Office as auditor for the North County institution. A native of Seattle, he has worked for Rainier National Bank as Assistant Auditor and for California First Bank as Loan Examiner.

An active participant in community affairs, Bennett was previously Charter President of the Greenwood Jaycees in Seattle. He is married and has three children. □

SEARS TO LOCATE IN LA JOLLA

Sears, Roebuck and Co. has officially announced their intention of constructing a major "A" model store in University Towne Center (Genesee Avenue and La Jolla Drive, San Diego), according to Frank Horner, general manager for Sears San Diego district.

Sears will be situated as an anchor store within the 95 acre complex that will include Broadway and 105 specialty shops. In addition to these retail facilities, 150,000 square feet has been set aside to provide recreation and cultural accommodations including an ice skating rink, a variety of restaurants and a theatre. Other community and university related conveniences, such as a day-care center, a small market, craft shops, a library reading room, a multi-purpose community room and various university branch offices catering to student and faculty needs will also be provided.

A residential element linked by walk-ways to the retail area will include approximately 300 units overlooking the natural canyon that is part of the site. Planned are detached dwellings, townhouses and apartment rental units to best meet the demands of the University community.

The Sears store will be approximately 170,000 square feet with a detached auto center. The firm Robert Clements and Associates has been appointed as architect, and the scheduled opening date is late Fall 1977. □



J. Floyd Andrews

PSA BOARD CHAIRMAN RETIRES

J. Floyd Andrews retired as Chairman of the Board and as a director of PSA, Inc., on May 15.

Andrews resigned as Chief Executive Officer of the company earlier this year.

Under a consulting agreement, Andrews will provide consulting and general advisory services, initially in PSA's proceedings to obtain federal route certification. □

NEW MANAGEMENT AT SOUTHWEST BANK- ESCONDIDO

William H. Howar has been named manager of Southwest Bank's Escondido office. Howar was previously assistant manager of the Fallbrook office.

Before joining Southwest Bank in March of 1975, Howar managed the Harbor-Palm branch of Bank of America in Garden Grove, California. He has also been active in many community and service organizations, including Rotary, Exchange Club, the Artificial Kidney Foundation and the Chamber of Commerce of Garden Grove. He and his wife Gayle live in Carlsbad.

Alfred E. "Fred" Sanders has been appointed assistant manager of the Escondido office. Sanders has nearly 25 years of financial experience with East Coast financial institutions. Before joining Southwest Bank, Sanders was vice president of Fidelity Union Bancorporation in Newark, New Jersey.

Active in many community organizations, Sanders has been a member of government committees, Exchange Club, American Red Cross, Jaycees, the YMCA, 4-H Clubs and many professional groups. □

O'ROURKE NAMED VICE PRESIDENT AT DIATEK



Robert C. O'Rourke

Robert C. O'Rourke has been appointed corporate vice president for Diatek, Inc. according to Zel De Priest, president of the Sorrento Valley firm.

O'Rourke joined Diatek in 1972 as sales manager. A year later he was promoted to marketing director. For the past three years, he has been instrumental in developing national distribution for the company's primary product, electronic thermometers, which are used primarily by hospitals.

Prior to joining Diatek, O'Rourke spent 12 years in sales and management positions in the hospital industry.



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CONVENTION, VISITORS BUREAU SUPPORT HIGH

Membership investment pledged to the San Diego Convention and Visitors Bureau passed the \$310,000 mark in April to rank the organization among the biggest of its kind in the nation for private support.

This was announced by R.C.A. Lubach, chairman of the Bureau's Membership Committee.

Lubach said, an informal telephone survey of the largest bureaus in the United States indicated that the San Diego Bureau enjoys strong financial support from the private sector.

"We checked New York, San Francisco, Chicago, Los Angeles, and Denver," Lubach said, "and found that only Chicago's membership income — at \$413,000 this year — was higher."

The others: San Francisco, \$264,000; Denver, \$210,000; Los Angeles, \$114,000; Philadelphia, \$200,000; Cincinnati, \$150,000.

"This is significant because it shows a consensus in our community in support of its third largest industry, tourism.

"It also shows that our Convention and Visitors Bureau relies less on government funding than most other organizations of its kind," said Lubach.

Lubach, owner of Lubach's restaurant and a past president of the Bureau, has been involved in San Diego tourism since the Bureau was reorganized in its present structure in 1953. He has served several terms as membership committee chairman. He also has served as convention committee chairman and has served on numerous ad hoc committees.

His position as consul for the Netherlands in San Diego has enabled Lubach to promote travel from Europe to San Diego, he said, at the same time showing him the need for a strong convention and visitors bureau to serve as the marketing and public relations umbrella for the tourism industry and the business community. □

STARLIGHT TICKET SALES BRISK

Advance season ticket sales for Starlight's 1976 show season have been brisk. Sales reached an unprecedented one-third mark by mid-April, J. Howard Stein, executive producer announced at a recent board meeting of the San Diego Civic Light Opera Association.

Starlight has billed a trio of shows for presentation in Balboa Park Bowl this summer.

PSA, INC. REPORTS FIRST QUARTER RESULTS

William R. Shimp, president and chief executive officer of PSA, Inc., today reported that PSA earned \$1,051,000 (\$.32 per share) on revenues of \$37,902,000 for the first quarter of 1976 as compared with losses of \$2,594,000 (\$.82 per share) on revenues of \$34,060,000 for the first quarter of 1975. Earnings for the first quarter of 1976 include net of tax gains of \$851,000 (\$.26 per share) on the disposition of flight equipment.

The increase of revenues resulted primarily from increases in fares and a 4% increase in passenger traffic. During the first quarter of 1976, PSA carried 1,491,461 passengers 468,271,000 revenue passenger miles at a load factor of 57% and a yield per passenger mile of 6.91 cents. During the first quarter of 1975, PSA carried 1,433,785 passengers 451,646,000 revenue passenger miles at a load factor of 57.3% and a yield per passenger mile of 5.9 cents. Approximately one-half of the increase in passenger traffic was attributable to service to Lake Tahoe which began in April 1975. First quarter passenger results for 1976 were also aided by the additional day in February. These favorable effects were offset by the shift of peak Easter holiday traffic from March in 1975 to April in 1976. Passenger traffic for 1976 through April 15 was 5.9% above the comparable period in 1975.

QUEEN'S AWARD TO CHARTERED BANK

Conferring of the Queen's Award to the Standard Chartered Bank Group was announced recently by Norman G. Eckersley, chairman of The Chartered Bank of London, the California subsidiary of the worldwide banking group which has over 1,500 branches in some 60 countries.

The Queen's Award, highly prized in British commerce and industrial circles, is traditionally granted annually for outstanding success in furthering trade. The award was granted this year to the Standard Chartered Bank Group in recognition of its achievements in the export field, the expansion of business world-wide and the growth in business development activities.

The Chartered Bank of London, headquartered in San Francisco, now has 20 branches throughout the State of California.

MEXICANA AIRLINES ANNOUNCES RECORD PROFITS

Net profits of \$6,720,000 on a revenue of \$152,000,000 were set by Mexicana Airlines in 1975 — the highest ever in the company's 51 year history.

In 1974, also a record year, the airline had net profits of \$6,350,000 on a revenue of \$124,200,000. Total passengers carried in 1975 was also a record 3,113,318 as compared to 2,663,000 in 1974.

The oldest airline in North America, Mexicana currently serves eight international gateway cities in the U.S., three in the Caribbean, 19 resort and commercial centers in Mexico and Guatemala City, Guatemala. □

COMPTON ASSIGNED TO SPECIAL PROJECTS

Jack A. Compton of Poway has been assigned to the Special Projects Department at Home Federal Savings and Loan Association of San Diego, N. Park Rider, senior vice president announced recently.

Compton, a vice president, has been manager of Home Federal's Poway branch since 1971.

ZOOLOGICAL SOCIETY ELECTS NEW BOARD MEMBER

Lucy L. Killea, an instructor of history at Southwestern College and the Executive Director of Fronteras 1976, has been elected to the board of trustees of the Zoological Society of San Diego, board president Ivor de Kirby announced today. The appointment is effective immediately.

The 12-member board of trustees meets monthly to determine policy and oversee the development of the Zoological Society's two installations, the San Diego Zoo in Balboa Park and the San Diego Wild Animal Park in the San Pasqual Valley.

Mrs. Killea was elected to fill a vacancy created by the resignation of Robert F. Smith from the board of trustees. Smith, chairman of the board of advertising and public relations agency Phillips-Ramsey, Inc., resigned recently citing increased commitments to Phillips-Ramsey, its associate division Nuffer-Smith and to the American Management Assn. Smith will continue to act as chairman of the Zoo's Research Committee and as the Society's representative in his travels.

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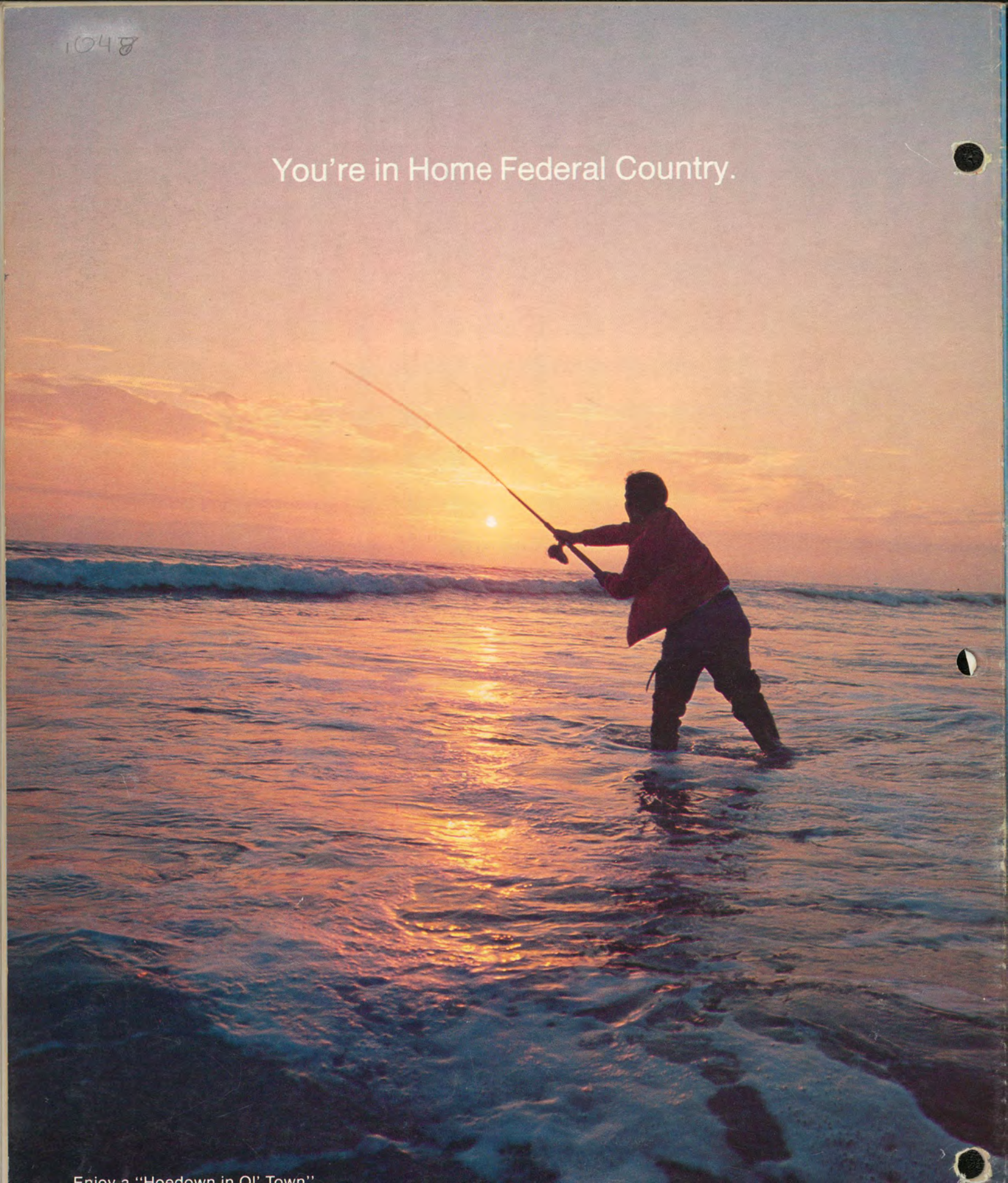
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