

North County  
and Rancho Santa Fe  
*Living*

APRIL 1971 / 75c



**FORECAST: NORTH COUNTY BOOMING  
A New Sears Escondido to Serve You!**



The Frank Huffs have recently completed extensive renovations of their bay-view Point Loma residence. Under the supervision of Walter Broderick & Associates, generous new entertainment areas were added.

This room was planned to take advantage of the tropical gardens. (It was shown during its construction phase in the January 1970 issue, in this same space.)

Mrs. Huff (right) is assisting Mrs. Eric Bass, this year's chairman of the Viennese Ball, with plans for the annual benefit for the San Diego Symphony. The Ball will be held in its traditional setting at the Hotel del Coronado on May 1st.

## Walter Broderick\* & Associates

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- Norman Conrad White, A.I.D.
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- William L. Frank, A.I.D.
- Aihine Millar, A.I.D.
- Richard Jones
- Eloise DeLong
- Sara Martin Chase, A.I.D.
- Beverly Fredrick, A.I.D., Acc.
- Miriam Lipke
- Richard G. Chase, Staff Artist
- Robert Gordon Magruder, A.I.D., Acc.
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- Philip J. Payne, N.I.D.D. (England)
- and 32 craftsmen



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#### San Diego to Orange County

Flight	Leave	Arrive	Frequency
601	6:50a	7:15a	Ex Su
609	9:05a	9:30a	Ex Fr Sa Su
613	9:30a	9:55a	Fr Sa Su
621	12:00n	12:25p	Fr Sa Su
635	2:30p	2:55p	Ex Fr Sa
643	4:20p	4:45p	Ex Fr Su
667	7:30p	7:55p	Daily

#### Orange County to San Diego

Flight	Leave	Arrive	Frequency
602	8:35a	9:00a	Fr Sa
608	10:05a	10:30a	Ex Fr Sa Su
612	11:05a	11:30a	Fr Sa Su
624	1:35p	2:00p	Fr Sa Su
636	3:05p	3:30p	Ex Fr Sa Su
648	6:05p	6:30p	Sa
652	6:35p	7:00p	Ex Fr Sa
668	9:00p	9:25p	Daily

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# galeria de VIC HERMAN opens in the Mercado



March 21st ribbon-cutting ceremonies included (left to right): Wes Mohr, General Manager of Rancho Bernardo; Lynn Ripley; Bill Craven, County Supervisor; Stuart Ripley, Marketing Director of ACDI; Helen Cobb, Councilwoman; Raff Ablgren, Channel 6 TV; Mr. and Mrs. Ignacio A. Pesqueira, Consul General of Mexico in San Diego; Mr. and Mrs. Vic Herman; Tom Pearson, Mayor of Del Mar; Adele and Herbert Moller, U.S. Consul in Tijuana.

Commemorating the birthday of Benito Juarez, on March 21, 1971 Vic Herman, the Mexican-acclaimed American painter offered the public to share a most interesting and exciting adventure. On March 21, at the Mercado, Vic Herman launched a cultural center of the arts of Mexico—THE GALERIA DE VIC HERMAN—"THE MANY ARTS OF MEXICO." In this new gallery he has assembled the most exclusive, original works of Mexico's artists—arts and crafts from all the same regions of the 29 states of Mexico where he has worked all these past years to obtain research for his own paintings. These new works of art of Mexico have been personally selected by Vic Herman and represent the best of Mexico's heritage and culture.

Mr. Herman, who is the only living American painter to have the honor of having his paintings sponsored simultaneously for the last twelve years by agencies of the United States government and by departments of the Republic of Mexico, has spent almost his entire life painting the people of the 29 states of Mexico. Besides having his own studio-gallery in Montecillo-Del Mar, he has a permanent Vic Herman gallery in the Mexican Government Tourism Department building on Wilshire Boulevard in Los Angeles, the Vic Herman gallery at Syracuse University and an additional gallery given him by Columbia University for his life's work.

His paintings hang on the walls of many prominent Mexican and United States statesmen and notables, including General Omar Bradley, Major Reuben Fleet, Virginia Warren, John Cameron Swayze, Mrs. Fiorello LaGuardia, Eugenio V. Pesqueira, Consul-General of Mexico in New York City; Bernard Zients, president of Gimbel's Department Stores in New York City, and scores of others. He has exhibited extensively in all the principal cities of Mexico, United States and Spain. He is the painter and author of 22 picture books on Mexico for children.

Gov. Reagan has said of Vic Herman's paintings "The Many Faces of Mexico:" "At a time when men are searching for a common ground on which to base understanding and fellowship, it is heartening to learn of the manner in which you have used your artistic talents to bring the people of

Mexico and the United States closer together. I extend my best wishes for the Galeria de Vic Herman—"The Many Arts of Mexico," to continue with the same purpose in mind."

The Mexican government and the United States government have arranged with Vic Herman and the Galeria de Vic Herman—"The Many Arts of Mexico," an exchange program whereby monthly exhibitions of artists and artisans of Mexico will be displayed and sold to the public. A continuing program will be set up for the two governments to send to the Galeria de Vic Herman, the best works of Mexico's "Greats" in art. The first exhibition of paintings will be Vic Herman's own travelling exhibition "The Many Faces of Mexico" which has toured every prominent gallery in the United States, Mexico and Spain for the past 12 years and which has just been viewed again in New York City during the last month. His travelling exhibition will be on display at his Galeria de Vic Herman at the Mercado in Rancho Bernardo from March 21 through May 1.

A second artist is already scheduled for a one-man show May 5 in commemoration of Cinco de Mayo. This artist, Ignacio A. Pesqueira, a master in restoration art, is also a great statesman, Consul-general of Mexico in San Diego. Mr. Pesqueira's work will be on display for one month.

The following month, in June, the Galeria de Vic Herman—"The Many Arts of Mexico" will present a one-man show of the works of Jose Maria de

Servin who is considered one of Mexico's greats in acrylic painting. These events will continue permanently on a monthly basis.

The Galeria de Vic Herman—"The Many Arts of Mexico" is a cross section of the famous Museum of Anthropology in Mexico City, and every region of the 29 states of Mexico will be represented and the works will be for sale. Curators trained by Mr. Herman will explain to visitors the details and history of the art for sale. The Galeria de Vic Herman—"The Many Arts of Mexico" will feature exclusively at the Mercado, as well as original paintings, sculpture, mosaics, ceramics, papier mache, ironware, tableware, clothing, sisal, wool, tin, copper, tile, wood, handcarved furniture, handcarved frames, pre-Columbian sculpture and a complete service of Mexican interior decoration.

Also on display will be copies of Vic Herman's latest book "My Days Are Made of Butterflies," published by Holt, Rinehart & Winston, New York City. This book is a picture-textbook to be distributed through the elementary level's third grade in school systems throughout the United States. The paintings of this picture-textbook portray a Mexican-American youngster from the San Diego area, who is the hero.

Mr. Herman's credits fill the page, but he is proudest of being listed in "Who's Who in American Art," "Who's Who in the East," "Who's Who in the West," "International Who's Who" for the past 25 years.



this month  
at the  
Mercado

### The Little People

... intriguing little characters from papier mache ... the specialty of the house made to order for you ... Whimsical figures in many sizes and expressions ... often in a humorous vein ... Also, art supplies and oil paintings.

THE PROP ROOM



Classes in the ancient art of macrame (knot tying) are currently being scheduled along with those in stitchery and weaving ... Supplies for knitting and crocheting ... tapestry and crewel yarns. Kits are big too ... Quik-Point (needle-point) and stitchery. Marvelous, finished handmades also for sale.

ARTE DE ESTAMBRE



... Fine Art by young professional artists ... Original Graphics by Dali, Picasso, Miro, Moti ... Original oils ... Investment Art for the beginner ...

GALLERIES OF THE  
MASTERS OF THE FUTURE



Exotic, tropical birds have invaded the Mercado making it more alive than ever with color and song. Raul promises to bring in some macaws this month also. Don't forget Easter flowers ... lillies in many varieties, corsages and old fashioned Spring bouquets. Potted plants. Dish gardens. Colorful glassware and gift items.

CASA DE FLORES



The "neat things to make shop" ... Continuous classes in decoupage, draped figures, flower making ... For the young set ... models ... planes, cars, ships ... Great selection of craft supplies ... feathers, colored burlap, beads galore, etc., etc. ... Instruction booklets ... Lovely hand-made gift items.

ARTE A MANO



Hand-crafted jewelry. Custom, jewelry redesigning ... a rare specialty. Fine Art. Sculpture. Wood cuts. Water colors. Ink work. Reproductions of Great Masters paintings and drawings ... all fully matted (very reasonably priced). And introducing a brand new service on the Ranch ... Metro Ticket Agency (Ticketron) offered at a very nominal cost.

MIGUEL'S STUDIO



Fun toys to enjoy the great outdoors with ... beach balls, sand toys, kites to go fly. And for Easter ... chicks, bunnies, baskets and special novelties. Not to forget getting all dressed up ... Betty Oden frilly dresses for little girls to show-off in. And for little boys ... the suit look by Young Masters.

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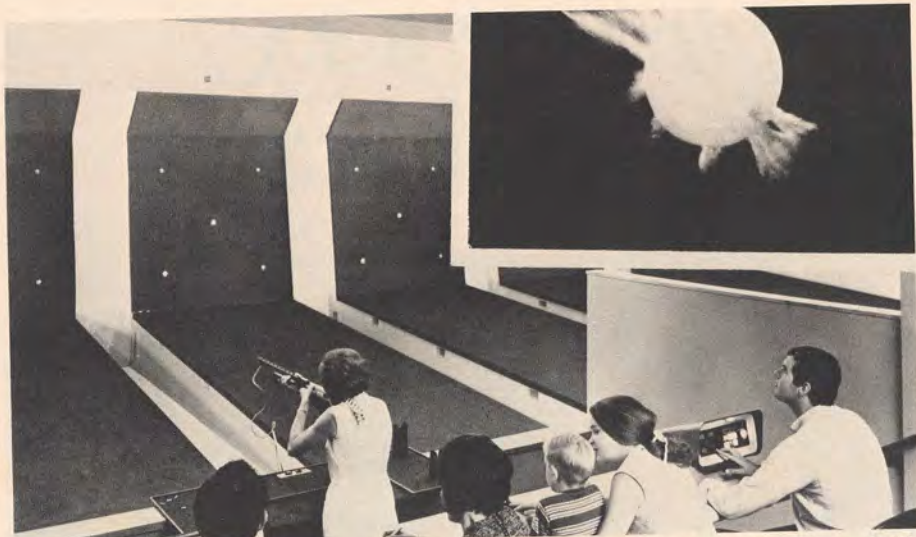
DESIGN DIRECTION



... All the accessories to go with the luxury we all take for granted—WATER ... brought together under one roof ... Simply luscious Hattie Carnegie perfumes, colognes and powders ... Nitrogena soaps. Rain Bath skin smoothing gel ... body oils, lotions, sachets. Victors ... famous men's line. Fieldcrest towels. Regal rugs. And lots, lots more.

TOWEL & TUB





A group of shooters test their skill at the newly-opened WINGO Center in San Diego, Calif. Developed by the Winchester Group-Olin Corporation, WINGO brings the fast action of the outdoor shooting sports into the heart of the city. Stationed at one of 18 shooting fields, the shooter awaits her ice ball target, while teammates and opponents at the control console plan strategy for upcoming shots. A moment later (upper right corner), a direct hit shatters the WINGO target—a one-ounce hollow ice ball.

## WINGO

A totally new form of indoor recreation designed to bring the challenge, fun and fast-action of the outdoor shooting sports into the heart of the city, was announced today by the Winchester Group of Olin Corporation, developers of the new game of WINGO. William L. Wallace, group vice president, simultaneously announced the official public opening of the first WINGO Center in San Diego, Calif.

"The culmination of a four-year research and development program, WINGO combines the basic challenge of trap and skeet—shattering fast-flying targets—with the additional elements of unknown variables controlled electronically by an opposing team of shooters," Mr. Wallace said. "WINGO has enabled us to transform wingshooting, traditionally a sport of the open spaces, into a safe, practical indoor sport potentially available to everyone. We believe that this novel concept can, and will, contribute significantly toward the continuing growth of recreational shooting in an increasingly urbanized society."

WINGO's hollow ice ball targets are projected toward the shooter from one of five launch ports situated 50 feet down range. Launch port selection, timing delay, speed and trajectory of each target are electronically predetermined through a control console operated by an opposing player who seeks to outsmart the shooter. Individual scores are computed electronically by a formula combining target breaks and elapsed time between launch and hits. The quicker the shooter shatters his target, once it

appears, the higher the score. Special 20-caliber scatter shot ammunition, operable only in the WINGO single shot lever action shotgun, is used to break the ice ball targets.

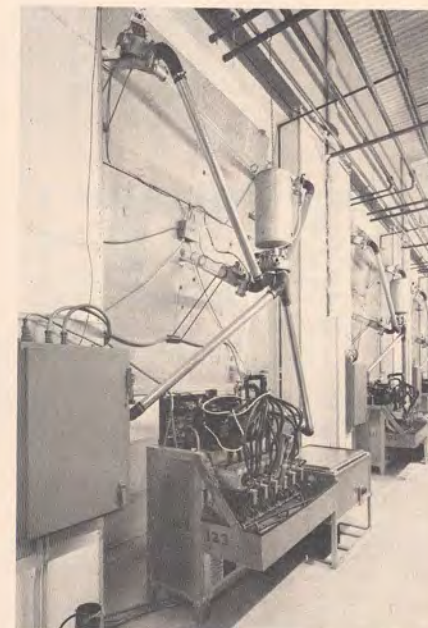
The San Diego WINGO Center, an ultramodern 30,000-square-foot building, houses 18 shooting fields divided by an elevated central concourse. The concourse contains cocktail lounges, cafes, a snack bar and observation areas where participants and spectators can obtain both food and beverages. A maximum of 180 persons can play WINGO at the new Center at one time. Including shooters and spectators, the air-conditioned facility can accommodate more than 400 persons. The unusual interior decor is highlighted by a system of constantly changing audio-visuals depicting fast-action sports. Visitors entering the WINGO Center must pass through a reception area. Here shooters register, receive field assignments and purchase special WINGO ammunition. Each game of WINGO, consisting of ten shots, costs \$1.00. Free instruction is also available for first-time shooters. Average duration of a complete game of WINGO in which more than one shooter participates is 30 minutes. A league session, made up of two five-man teams, competing in three full games, takes 90 minutes. In addition to team competition, an individual can play WINGO by himself. The new WINGO Center in San Diego is now open to the public weekdays from 9:30 a.m. to 11:00 p.m., and on weekends from 9:00 a.m. to midnight.

Mr. F. Morgan Taylor, Jr., vice president & operations manager, Recrea-

tional Products-Winchester Group, said: "San Diego was chosen as the site for the first WINGO Center because of the area's highly recreation-oriented population. Should the San Diego WINGO Center, our first marketing test facility, prove as successful as we anticipate, our plans call for construction of additional WINGO Centers in other metropolitan areas. Supported by our experience in the successful development and operation of Winchester Franchise Public Shooting Centers across the nation, the Winchester Group has not discounted the feasibility of franchising WINGO." Mr. William D. Chase, director for WINGO Operations of the Winchester Group, described the new game as one of the few recreational pastimes in which an entire family can participate together on an equal basis regardless of age. "Our slogan," said Mr. Chase, "is, 'WINGO—part skill, part strategy and all fun!' We're confident that the public reaction to the new WINGO facility here will support our slogan." Mr. Chase, who makes his headquarters in San Diego, continued: "Because of its particularly broad appeal to women and youths in the preteen and young teen categories (10 to 15 years of age), we anticipate that approximately 40 percent of those participating in WINGO will be families, with the other 60 per cent comprising industry, business and community organizations forming league WINGO teams. If successful in San Diego, establishment of all-weather WINGO Centers elsewhere in the country can mean 2,000,000 new people each year will take up the game.



## WINGO comes to san diego



First of its kind in the world is the WINGO automatic ice ball target machine which produces and launches the new game's novel targets. Each of the 18 machines in the new WINGO Center in San Diego, Calif., can manufacture six hollow ice ball targets every 2 minutes, 10 seconds. The target-making machine includes a storage freezer box with a holding capacity of 150 ice balls, maintained at a constant temperature of 22 degrees Fahrenheit. A complex of plastic tubing connects to five launching ports. A compressed air system transports and launches the targets through the electronically selected launch ports. Conceived and designed as the result of a research program initiated by the Winchester Group-Olin Corporation, the WINGO hollow ball ice machines were manufactured by the Detroit Tool Company of Lebanon, Mo.

Even the guns, ammunition and optical sight used in WINGO are unprecedented. A special 20-caliber single shot lever action smoothbore shotgun (top) was developed by the Winchester Group-Olin Corporation for the new indoor recreational shooting game, just opened to the public in San Diego, Calif. The gun is made operable to fire by means of a muzzle tether electronically activated through the control console. The WINGO ammunition (lower left) is a special 20-caliber brass case shotshell containing approximately

119 pellets of No. 12 shot, producing a 30-inch pattern at 50 feet. Ten rounds are used in the game of WINGO. Thirty rounds are used in a league game of WINGO. Mounted on the WINGO gun is the new QWIK-POINT sight (lower right) developed by the W. R. Weaver Company of El Paso, Tex., a subsidiary of Olin Corporation in the Winchester Group. QWIK-POINT's revolutionary sighting technique facilitates tracking moving targets by optically positioning the reticle (or dot) on the target.

## Retired? Will your nest egg last as long as you do?

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\*Based on rates adopted on January 15, 1970, which are subject to change.

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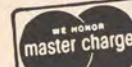
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## Theatre Art Music Theatre

old globe theatre BALBOA PARK

The biggest laugh is always on ourselves. We can joke about our blunders. Nothing amuses us more. The American trait to poke fun at our political system is to be envied. The entanglement of the governmental structure can be turned into a comic onslaught.

With "Sheep On The Runway" as the final main stage production of the current Old Globe Theatre season, columnist and wit Art Buchwald emphasizes the fumbling within the federal bureaucracy in world affairs. American diplomats, civilian aid experts, high-ranking military brass, self-serving civil servants and the secretive C.I.A. all provide Buchwald with ample opportunity for wildly funny capers.

American intervention overseas is the pretext of playwright Buchwald's zany comedy. Localized in the non-existent Asian mini-nation of Nonomura, action occurs in the United States Embassy. The quiet, relaxed neutral nation is ruled by an unassuming Royal Prince. An inquisitive political pundit visits the small country. He discloses that the nation seethes with turmoil from revolutionaries. Despite the apparent calm, he senses a Communist threat in the jungles in the north of Nonomura.

Through National newspaper circulation of his call-to-arms, the United States Government is alerted to the "crisis" in Nonomura. A top American General and his civilian counterpart arrive to offer an abundance of military and economic assistance.

Obtaining the cooperation of the Royal Prince Gow, whose family has ruled Nonomura for 1250 years, proves a delicate diplomatic maneuver. American friendship is on the brink of collapse with the personal intervention of the Ambassador's college-age activist daughter. She denounces the Prince and demonstrates to demand equal rights for the women of Nonomura.

Even the secret conspiracy of the C.I.A. compounds the confusion erupting into additional comic confusion in "Sheep On The Runway."

With the opening date of April 6 at the Old Globe Theatre, performances of "Sheep On The Runway" will continue nightly except Monday through May 2.



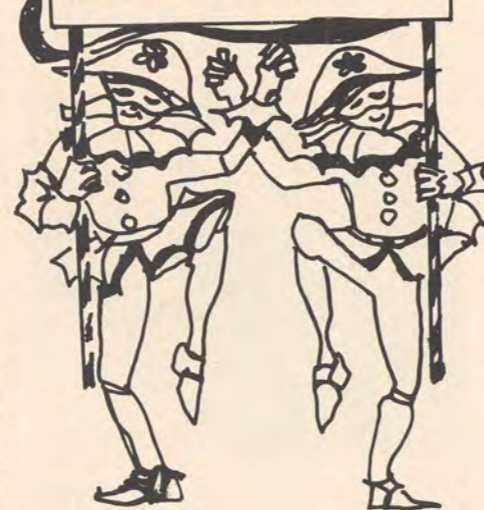
Guest Director Tyler Winn has selected actors with extensive acting experience for the production. Leading roles have been assigned to John Ellsworth, Ellen Drexler, Jonathan Dunn-Rankin, Charles Knowlton, Byron Teegarden, Mable Sheldon, Harris Evans and Alexander J. Alongi. Don Donnelly and Dennis Mehaffey have key supporting roles.

Old Globe Theatre art director Peggy Kellner has designed the oriental splendor of an overseas American Embassy.

Now Thru May 2

### SHEEP ON THE RUNWAY

Funnyman Art Buchwald's zany comedy of American intervention overseas . . . assorted bumbling bureaucrats and a super-patriotic political pundit confront inept revolutionaries.



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old globe theatre

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## Sporting Events



### 'ANYTHING GOES' MARKS BOW OF OFF-BROADWAY THEATRE

"Anything Goes," one of the funniest and most tuneful musical comedies in the history of Broadway will be the premiere attraction for the new Off Broadway Theatre with the star-studded opening.

Starring Dorothy Lamour and Sterling Holloway, "Anything Goes" boasts a book by Guy Bolton and P. G. Wodehouse, revised by Howard Lindsey and Russell Crouse, with music and lyrics by the immortal Cole Porter.

Executive producer Vincent Miranda has assembled a glittering cast including Eric Brotherton, Jess Pearson (he was the star of the movie "Bye Bye Birdie"), Emma Trekman, Linda Michelle, Sheila Reid, Ole Kettleon, Steve Tanner and Michael Biers.

One of the theatre's top directors, Jonathan Lucas, will stage the famed musical.

"Anything Goes" will play for four weeks only. Tickets are available by mail or telephone order, or at the Off Broadway Theatre box-office which is open from 10 a.m. to 10 p.m.

The next attraction will be Dana Andrews starring in Neil Simon's comedy hit "Plaza Suite," which opens April 13.

OFF  
BROADWAY  
THEATRE



The new Off Broadway Theatre in San Diego presents in person

## DANA ANDREWS

starring in Neil (Barefoot in the Park) Simon's hilarious smash hit

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Tues, Wed., Thurs. at 8:30 and Sun. 5:00 Mat. (\$5.50, \$4.75, \$4.00) Fri., 8:30, Sat. 7:00-10:00 (\$6.50, \$5.75, \$5.00)



**CAROUSEL**

Brightly colored peasant dresses . . . some with midriff lacing others with shirring . . . still others with embroidery in a wide variety of sleeve lengths and styles are all the rage this Spring at **Carousel**. Famous names

like Genway and Cinderella in sizes 3 to 6X and 7 to 14 and going all the way to Juniors 3 to 17. Dale is another name you'll recognize in Juniors. Cottons, dacrons, light airy fabrics . . . most machine washable. Cute. Crisp. And ready for Easter.

**Carousel**  
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**Mia Grossman European Skin Care & Cosmetic Institute, 415 Mission Valley Center West, San Diego 291-2864**



Looking for a new pant suit? Just arrived at the **Klothes Kloset**, a shipment of polyesters and acrylics, all washable, yet with that wool look. Only \$21 and some have vests! And for the juniors, capris in a riot of lively colors at only \$8.50. Flares, too, in cords, suede cloth and acrylics. The inflated dollar buys more at this neat little sample and close-out shop where you'll always find "quality fashions for less." Check-out their accessories this trip too.

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We're parting company with an old friend . . . RB Insurance Agency and acquiring a new name. From now on, we'll be known as **AVCO Insurance Agencies, Inc.** We're following the Corporation and expanding to other communities like Laguna Niguel and Village Park. Our local offices will have a new location too in the Pomerado Shopping Village above United California Bank, at 12425 Rancho Bernardo Road. Drop in for a free insurance review and receive the same courteous, reliable service.

**AVCO Insurance Agencies, Inc.**  
12425 Rancho Bernardo Rd. 487-1222



Fran's finds of the month include dainty demi-tasse sets from famous estates . . . each one different. A pair of handsome cranberry glass Victorian decanters . . . a one-of-a-kind German punch bowl from the late 1800's. Some

extremely old oriental plates in the Famille Rose pattern . . . real eye-catchers. An old German clock from the 1820's still working and chiming beautifully. The furniture collection includes a cherry dresser and what-not stand from Civil War days and an 80-year-old organ that plays. Young couples will enjoy her boutique collection from the twenties and thirties. Feel free to browse . . . and if you don't see it, chances are Fran can find it for you.

**Fran's Fireside**  
1628 E. Valley Parkway  
Escondido 746-9670



Did you know there are 126 varieties of cheese to tempt your palate at **Hickory Farms**? And you may sample before you buy . . . Freshly cut cheese is best for it retains moisture for that full, zesty flavor. Notice the Gift Paks

for all occasions which they will wrap, pack and mail. Crackers. Jellies. Imported Candies. Preserves. Dessert cakes. Spices and herbs. Beef sticks. Spreads. And they're open Sundays Noon to 5 so you can shop with out being hurried. Mon. thru Fri. 10-9, Sat. 'till 6.

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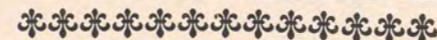
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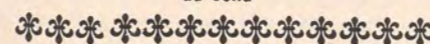


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## Photography By Jaffarian



### VILLAGE PRESS PATIO SHOWING OF PHOTOGRAPHY

The Village Press of Rancho Santa Fe this month has a special display of unusual photographs by E. P. "Jeff" Jaffarian.

Mr. Jaffarian started his photographic career as a hobby while in college. Earning letters in football and basketball and winning the conference tennis championship, he became sports editor for the school paper and won several amateur awards for sports photographs.

For the last 20 years Jaffarian has pursued a career in corporate finance, and only recently returned to his first love, photography. He most recently was president of Multilateral Financial Services in San Diego.

In 1964 Jaffarian was nominated on the Republican ticket for U.S. congressman from Oregon's 4th District. After an unsuccessful political bid, he moved to southern California and now owns the Quiet Hills Farm near Lake Hodges. Jaffarian, now divorced, feels the home built in the '30s by Harold Bell Wright is an ideal setting for a photographer with seven children.

Mr. Jaffarian prefers photographing with natural light in a casual atmosphere. The above photo taken at a luncheon at La Costa is an example of his candid work. The showing in the patio of the Village Press includes blow-ups of people, animals and close-ups of plant life. You are cordially invited to drop by.

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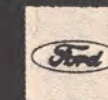
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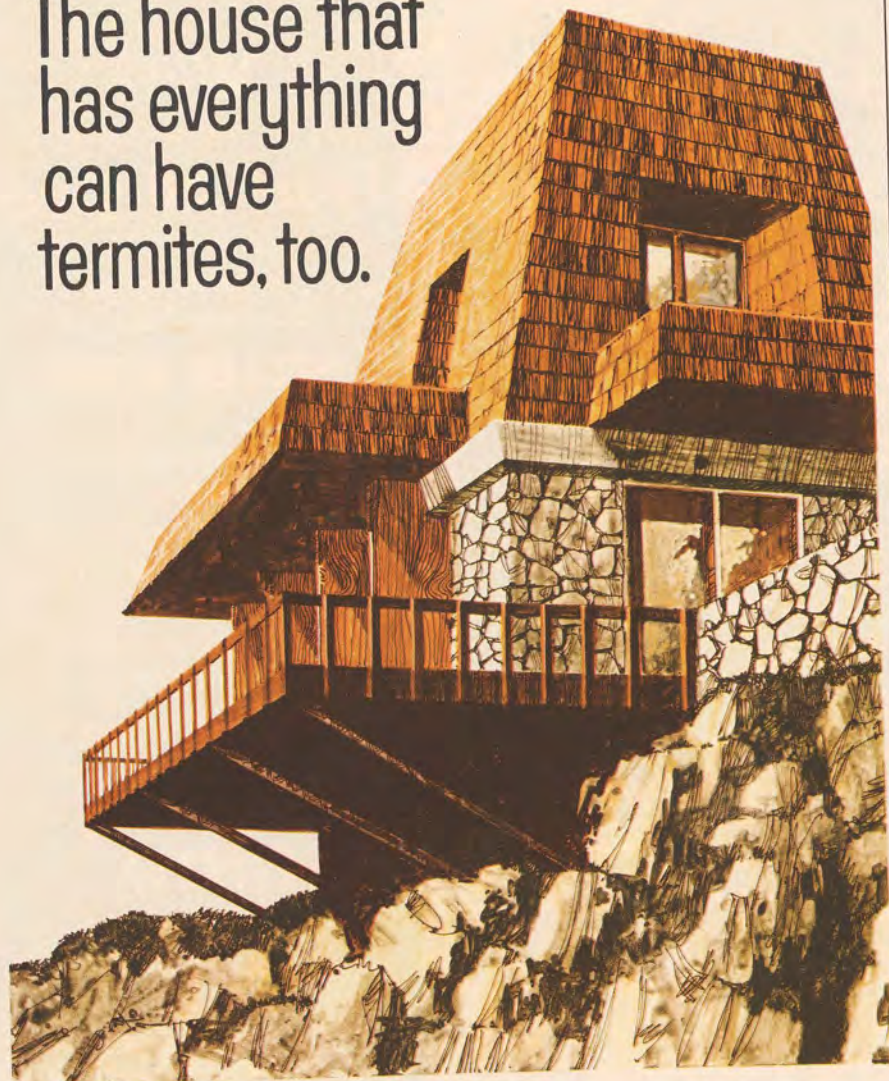


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Normally, the Subterranean Termite stays out of sight; their nest is deep underground and the workers of the colony come to the surface to feed on any available wood they can find. If there is no wood touching the soil, they will build a mud tunnel across concrete foundations until they reach the wood above. They then work along the grain of the wood being careful not to penetrate the outer layer, until they have reduced the wood to a thin-walled, hollow shell. In houses with concrete slab floors, they will obtain access to the wood above by using the holes where the plumbing drains go through the slab or via cracks in the slab itself, or the joints where two sections of concrete meet. Once above the concrete, they will range extensively through the wood framing of the walls and through the floor and substructure, and it is not uncommon to find them working in the attic area, even in two-story buildings.

At certain times of the year, the colony will produce hundreds of winged males and females, known as "SWARMERS," "REPRODUCTIVES" or "ALATES." These will pack into tunnels or tubes, close to the surface and when conditions are right, that is, on a warm sunny day after some rain, they will swarm out into the air, fly a short distance and then land. They then discard their wings, pair off, burrow into the soil and each pair will start a new colony. Sometimes this swarming place will bring them inside the building and this is when the homeowner starts calling for help. Control of these destructive pests, requires a barrier between the house and the soil, either by physical (concrete), or chemical means, or a combination of both. This is an expert's job, as a partial barrier is about as good as no barrier at all.

For further information, call or write me, TOM WALSALL, c/o BRUCE-TERMINIX, 3645 India Street, San Diego, Calif. 92103. Phone 291-7117.

ROBERT MOORE



**JAPAN**  
**highroads**  
**& byroads**



The Golden Pavilion or Kinkakuji Temple was first built in 1394 and beautifully reflects the classic culture of the ancient capital of Kyoto, Japan. Although its gardens have remained the same for five centuries, the treasured Golden Pavilion was destroyed by arson in 1950. A new building, an exact reproduction, was erected in October 1955. In the garden is a fine grove of maples with a brook running through it and a small lake.

There is in every country of the world a well-worn path traversed forth and back by a multitude of tourists. So it is in Japan. Japan, though, has been able to preserve the heritage and tradition of favored institutions, to keep those charms that are most outstanding and desired by more and more people every day.

The Japanese themselves are inveterate travelers. It is a tradition from the time of school to see and revere their national parks and shrines. The facilities for all travelers are then available in all areas of Japan. It is a grand sight to see shiny-faced, bright youngsters, dressed in their school uniforms, traveling in groups of sometimes one hundred, all behind their brightly-colored flags that mark and separate the tour groups. The children follow wide-eyed at seeing for the first time the shrines and temples that they have heard of so much.

So it is with the American traveler in Japan. Those places that are familiar, either from pictures or from visits of friends, are those that must be seen for the first time traveler to this fascinating land. Let us follow, if you will, a typical tour group through those familiar areas that are still so strange to the Western eye.

First, to put our group into perspective. We have suffered for some time with the delusion that group travel is being pushed from place to place, restaurant to restaurant, off and on a bus twenty times a day and coming back to our hotel thoroughly exhausted and ready to go home. This is what is known as the "This is Tuesday, this must be Belgium" syndrome. In Japan travel must be at a slower pace, more leisurely to enjoy the quiet environment of the Japanese. To live at their easier pace.

Hotels in Japan are rated differently from Europe. Japanese Western-style hotels are either first class or deluxe. Our first class tour will stay in hotels that by American standards are the same as the U.S., while deluxe are some of the most magnificent anywhere in the world.

Let's take our representative tour from the departure from the West Coast of the United States. As you check in for your Japan Air Lines Garden Jet 747 flight you are met by

a kimono-clad stewardess with a cheery Ohayo (Good Morning). She leaves you with a sense of anticipation of what is to come.

Departing the West Coast on Saturday morning your arrival is Sunday evening at Tokyo. You have elapsed only fourteen hours, stopped at Honolulu for a short time, but crossed the International Date Line and lost one whole day of your life (to be gained again later).

After clearing the usual formalities of customs, immigration and public health at Tokyo Airport's new International Arrivals Building you board a private chartered coach to Tokyo's new Imperial Hotel (one year old and sixty million dollars worth of opulence).

This town laid out before you has been called outrageous, teeming, impious, imprudent, but call it what you will, it is still Tokyo. In any way, shape or form the most impressive city in the world. Statistically speaking, it is the largest city, boast the tallest man-made structure and has, to its own amazement and chagrin, the densest population of any city on earth.

Tokyo is and has a little for everyone. I say is because Tokyo really is a happening of this and many other centuries. Typical of nothing, different from any, but always Tokyo.

It was in Tokyo with gay abandon that I hopped into the nearest taxi at the airport and found quickly that I was in one of the 26,000 taxis that dominate the streets of the city. When one rides in a Tokyo cab the only way with hands over eyes and heart in mouth. Taxi drivers are fond of calling themselves the new Kamikaze of Japan. Many taxis carry a small vase of flowers which is traditional and has its roots in the Shinto religion's principle of love of nature. I could not help but let the thought cross my mind that they were possibly there instead to accommodate my quick funeral.



JAL stewardesses will be adorning the Boeing 747 "Garden Jet" in newly designed uniforms by Hanae Mori, Japan's leading fashion designer. Pictured is the winter costume. The uniform is a navy one piece knit in the attractive mini-length. Special silk scarves in red, navy and white have been designed to accessorize the dress.

Tokyo has the rush of the taxis, the gaudy neon signs, the mod mini-skirted girls but also seas of greenery surrounding such famous landmarks as the Imperial Palace in downtown and the Meiji Shrine near Shinjuku.

The ancient foods of the feudal lords of Japan are available, sukiyaki, tempura, sushi and sashimi to tempt the most jaded and cosmopolitan tastes. Would you like French, try Maxims of Paris; Russian, the Balilaika; Spanish, the El Flamenco. You haven't seen the contrast of Tokyo until you have visited Ketel's German Restaurant and Beer Hall to dance to the music of a lederhosen-clad Japanese band that plays the best Oompah-pah music this side of Munich... and yodels in high Alpine style.

It was in Tokyo that I met the classic cliché of all. On entering a Japanese restaurant you do well to pick out your order from the realistic plastic representations in a case near the door. We found a hamburger plate in a window that looked good and through sign language relayed to the waiter that we wished two orders. He went to the kitchen order window and in perfect English said "Two Hamburgers for the Americans." After much laughter on his part and ours we found him to be Yukio Koga, U.S.C., 1967. He was delighted at putting us on and we laughed about how funny we must have looked with our sign language and we turned out to be the best of friends.

Yes, many an incident has happened in this city called the Eastern Capital. This is the city of power, of money and industry. Industry and commerce that is going places and doing new and inventive things for and in the market places of the World. The power and prestige that has erased the stigma of shoddy workmanship that at one time characterized the tag "Made in Japan."

One can only scratch the surface of this city. Tokyo must be seen in all of its details in order to understand what is to come in the serene, delicate part of Japan.

Next time let's follow our tour group into the mountains of Nikko and Hakone for relaxation in this setting of splendor and antiquity.

## UNIVERSITY OF CALIFORNIA EXTENSION

More than 240 courses, lecture series, seminars and conferences will be offered by University of California Extension for the spring quarter beginning March 29.

Subjects ranging from anthropology to zoology will be taught at various locations throughout San Diego County.

Although the majority of courses are scheduled for the UCSD campus and Roosevelt Junior High School in San Diego, classes will also be taught in Del Mar, El Cajon, Escondido, La Mesa, National City, Poway, San Ysidro and Spring Valley.

Among one-day seminars for spring society will be "The New Feminism: What Do Women Really Want?" on April 24; "The Menopause and Its Treatment" on May 15 and "Another Way of Being? The Alpha Rhythm of Our Brain Waves" on June 5.

A quartet of specialized time management seminars have been scheduled for June 8-11. They deal with the systems analysis technique as it affects management, nurses, secretaries and sales personnel.

University Extension programs are self-supporting through enrollment fees. For information or a copy of the quarterly catalog EXPLORE, call 453-2000, extension 2061.

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# HAPPINESS IS HAWAII



By Florence Eerebout, Coordinator  
The Investor Club  
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of San Diego

ALOHA . . . the most eloquent expression in any tongue . . . derived from an alphabet of simply 12 letters . . . whose Hawaiian traditional interpretation is . . . "Greetings . . . I Love You . . . Farewell" . . . in soothing resonance vivifying melodical song and dance.

Many of you are repeated pleasure and/or business visitors to Mark Twain's . . . loveliest fleet of Isles anchored in any ocean" . . . many of you dream, think and hope to traverse and explore this Bali Ha'i, Shangri-La . . . or whatever nomenclature personally associates a paradise in your mental recesses . . . AND . . . SO YOU SHALL!

Who are the Hawaiians? Nothing more fluently expresses and pictorially answers this than the recent publication . . . "The Hawaiians" by Robert B. Goodman, Gavan Daws, and Ed Sheehan, two superb writers and one of the world's finest photographers who dedicated their masterpiece to . . . those who would be children of the land" and on the flyleaf cover state, "Perhaps most accurately of all . . . the true Hawaiian is someone who always knew the Islands existed, came to them, and will never by choice, leave. In the end being Hawaiian may be a state of mind, rather than a fact of migration or birth."

The Hawaiians call those of us who truly love and appreciate their land and culture . . . a Kamaaina. Persons can be locally born yet are never truly Kamaaina, and there are those of us who are Kamaaina the moment we first view these Islands from the plane's window or watching them rise out of the ocean with beauty at dawn from the deck of a ship . . . the sun rising behind the

mountains and the sky softening to a rosy glow . . . the clean rain smell of the clearest air you'll ever experience . . . the sparkling of stars still in evidence . . . "a pure peace over the land" and strains of achingly beautiful music.

Deplaning or ashore, the first breath of the warm, clean, moist air exhilarates the Kamaaina and the trade winds whisper sounds never to be forgotten with eternal yearning to return . . . a captive of Hawaii Nei.

Regardless of the number of previous visits to Hawaii, the Kamaaina anticipates each cherished departure day . . . so eager this Kamaaina is at Western Airlines San Diego check-in an hour in advance . . . barely able to await the envelopment into the carrier's Aloha atmosphere. It is a joy to sit in the departure area witnessing the festive-exciting atmosphere of the newlyweds . . . the oldyweds with hopeful thoughts of rekindled romance, the native sons and daughters in Hawaiian or semi-Hawaiian attire whose anticipation of return home is reflecting in their eyes, the properly attired (sometimes bored) businessman with his eternal mobile-office briefcase . . . the restlessness of parents, wives, children or sweethearts traveling from near and afar for that precious, prayed-for, saved-for five-day poignant R & R reunion. In reality, each departure passenger is a fascinating story.

Experiencing all this as a solitary traveler has merit giving one the privilege and opportunity to witness and hear people and situations otherwise unobserved.

For however many days is allowed, our travel to Hawaii is one of total release . . . forget the clocks and watch,

depart in ease of pantsuit or muumuu or holoku attire . . . hair without pins for the precious days . . . scarfed back and delicious sensation of trade winds blowing it asunder without a care as to propriety. Ladies, forget your coiffure ("Taint no big thing) and privilege yourselves with naturality.

The true Aloha welcome of the WAL shapely, smiling, mini-muumued stewardesses begins your journey. Buckle down aboard . . . your first exhaling of relaxation is under way as your "Magic Carpet" is soon aloft. Personally, when reaching this plateau, I could fly under my own steam just to get there; however, this technologically perfect 'bucket of bolts' expends maximum in comfort with long-legged seat capacity regardless of class expenditure . . . the movie . . . the beautiful earphoned Hawaiian music or that of your choice . . . the champagne punch . . . complete relaxation and meeting new people or simply enjoy needed solitary dreams and thoughts.

Suddenly, we are approaching Honolulu and the inner excitement of the Kamaaina is unequalled. The first breath is a clean, rain-washed aroma . . . the soft, warm tradewinds a sensual embrace.

With swift air transfer the allotted days are fulfilled with neighbor Isles, Hawaiiana locales, villages and their residents, their ancient lore, their customs that teach us so much in tranquility, the uninhabited-uninhabited beaches, unparalleled mountain scenery, waterfalls of undescrivable beauty that one can barely stand to tear away from, pastoral scenes interspersed with sugar cane and pineapple fields, rice paddys, taro patches, wild papaya and avocado, colorful flowers in abundance along with verdent, cool greenery of ferns in sun filtered forests with the ever soul-cleansing intermittent warm rain and accompanying aroma, and ALWAYS . . . the music . . . resulting in a sensation of a true balance with nature.

Back to Honolulu . . . and ever-fascinating city and few days visit with valued friends . . . but the neighbor isles ever tugging at the true Kamaaina heart.

Again . . . the monster-maker, the clock—the watch, time to check in at friendly Western Airlines . . . the Aloha beautiful departure leis friends bestow with traditional ceremony. Again, aboard . . . belted in but purposely abstaining from the tearful final Diamond Head view. "Aloha Oi" . . . "one last embrace before we now depart, until we meet again."

Kamaaina — reside in the Sandwich Isles . . . perhaps someday . . . but, in the interim our personal Bali Ha'i or Shangri-La is always there . . . so near!

Hawaii calls . . . permanent abode . . . Who Knows?

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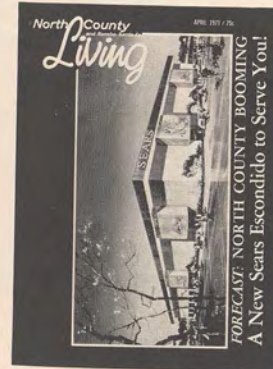


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North County  
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*Living*

VOLUME 8 NUMBER 4  
APRIL 1971



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# Living around town

by Terry Esposito



Mr. and Mrs. Ralph Tremblay, left, and Mr. and Mrs. John B. Coman of Los Angeles. Coman is head umpire of the Southern Calif. Tennis Association and a vice-president of that organization.



Mr. and Mrs. Louis Sheid, left, and Mr. and Mrs. A. W. Valentin. Mrs. Valentin was tournament ticket reservations chairman for the two-day event.

## PARTY OF THE MONTH . . . Bishop's School Second Annual Tennis Ball

The Second Annual Tennis Ball, sponsored by the Bishop's School Alumnae and benefiting the school's building fund, proved to be a smashing success. The black-tie dinner dance was held at the La Jolla Beach and Tennis Club, with the guests enjoying cocktails in the Walnut Lounge, followed by dinner and dancing in the beautiful Marine Room of the Beach Club.

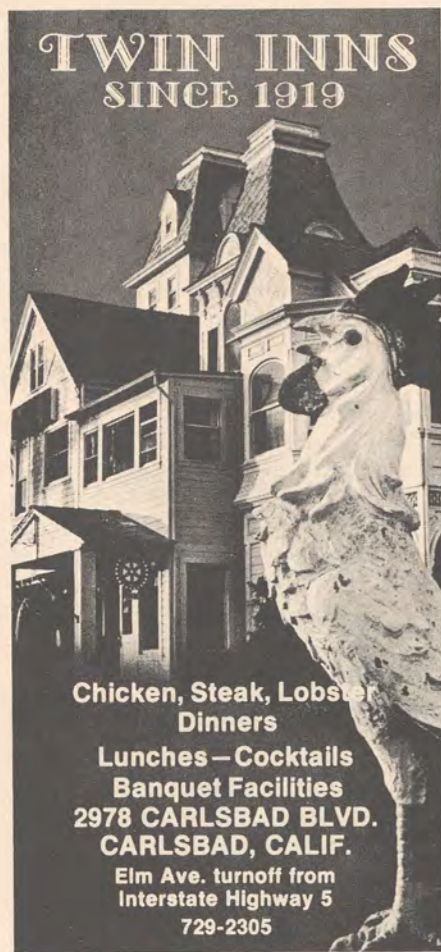


Mr. and Mrs. William Hillyer and Mr. and Mrs. Robert Swisher were among guests enjoying the festivities at the Ball.

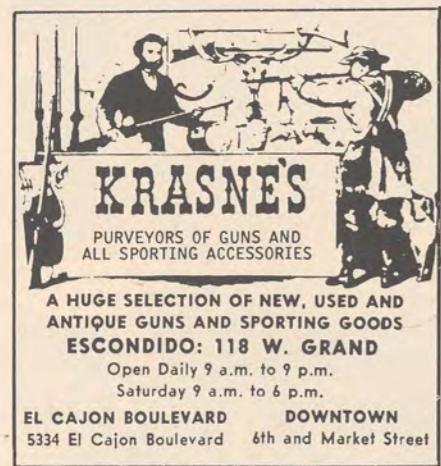


Mrs. Martin P. Ward, general Chairman of the Ball, Mr. Ward, Mrs. Perkins, Mr. Philip P. Perkins, headmaster of the Bishop's School, Mrs. William S. Kellogg and Mr. Kellogg, Pres. of the La Jolla Beach & Tennis Club.

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## around town

### Bishop's School Second Annual Tennis Ball

Photo coverage by Alice Dutton



Enjoying the evening at the Marine Room, Mr. and Mrs. Tyler K. Norton.



A lovely threesome enter the Marine Room to join their partners, Mrs. Donald Bugar, Mrs. Cary Wiles and Alice Dutton.

## LA COSTA

Frank Beard will be returning to La Costa to defend his title . . . King of the 1970 Tournament of Champions at La Costa. Allard Roen, Chairman of the event, has announced the 19th Tournament of Champions will be held April 22nd through the 25th.

There was much excitement at La Costa when Arnold Palmer won the

Hope Classic in Palm Desert. For a while it looked like touch and go as to whether the popular Arnie would be eligible for the tournament. And it would hardly seem like the T of C without the Palmer gallery. Another colorful golfer, Lee Trevino, is in there fighting to win a tournament title before the closing date. At this writing . . . there are five more PGA tournaments before the big date at La Costa. In the meantime, Trevino came to La Costa



Irwin Molasky and Allard Roen chat with Arnold Palmer, three-time winner of the Tournament of Champions.

## around town

to star in a pilot film called "Celebrity Golf." Joining him in the first episode of this golf series were Phil Harris and Tim Conway.

Ticket sales for the Tournament of Champions will begin on Tuesday, April 20th, at the Main Entrance to the Club—known as Gate No. 2—starting at 9:00 a.m. until 2:00 p.m. The time schedule for the rest of the week will be: Wednesday: 8:00 a.m. 'til 2:00 p.m.; Thursday and Friday: 8:00 a.m. 'til 3:00 p.m.; and Saturday and Sunday: 7:30 a.m. 'til 1:30 p.m. One may purchase either daily or season tickets during these hours.

A sad note to this year's tournament for members and guests of La Costa is that it will be the last tournament that the popular and very creative Eddie Susalla will be involved. Associated with La Costa from its very inception, he has contributed heavily to the success of the famed resort. Now Eddie goes on to conquer new fields at Pinehurst in North Carolina. It's a sensa-

tional deal for him and everyone wishes him well . . . but he and his lovely family will be deeply missed.

On a literary note: The very young and attractive novelist, Gwen Davis, her husband, Don Mitchell, and their adorable children, came to La Costa for a visit. So it seemed apropos to have a literary gathering where La Costa guests had the opportunity to meet the authoress of the bestseller "The Pretenders," and "Touching." Accompanying the Mitchell's were the Joey Formans.

Quietly slipping into the La Costa Spa for a few days of relaxation was Joanne Woodward. The popular star quite often checks in for several days of total rest. And I mean rest . . . as she does all the things she does not have time to do during her busy life as "Mrs. Paul Newman" and super-star: Reading, catching up on personal correspondence, and watching TV combined with hours in the La Costa Spa.



Lee Trevino informs Eddie Susalla that he is determined to win one or more of the remaining PGA tournaments in order to be eligible for the 1971 Tournament of Champions at La Costa.

## LA JOLLA MUSEUM OF ART

**EXHIBITIONS CONTINUING**  
**Body Movements.** A presentation of works requiring the physical participation of the museum visitor by Mowry Baden, Chris Burden and Bruce Nauman. Through April 25.

**Sky Calendar.** 365 paintings, constituting a visual documentation of the year 1970, by Salvatore Pecoraro. Through April 25.

**Paintings by Roland Peterson.** Under the auspices of the Art Rental Gallery. Through April 25.

### EVENTS

**Thursday, April 15**  
Films of Bruce Nauman and Salvatore Pecoraro. Sherwood Hall, 8 p.m. Museum members free; students 50 cents; general admission \$1.

**Saturday, April 17**  
Free, Public Children's Program related to the exhibition, **Body Movements.** Main Galleries. 2 p.m.

**Thursday, April 22**  
**Lecture.** William Agee, Director of Exhibitions and Collection at the Pasadena Art Museum, will speak on "Art and Life: Thoughts on a Modern Dilemma." Sherwood Hall, 10:30 a.m., followed by aperitifs.

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## GOOD NEWS FOR ART LOVERS

A new painting and drawing class is planned for Rancho Santa Fe! The teacher will be Eleanor Blangsted who is coming to us directly from Hollywood Community Adult School, and Beautiful Downtown Burbank Adult Center. She has been given the go-ahead by Dr. Jennings Newman, Principal of the San Dieguito Adult School.

In looking over Mrs. Blangsted's Resume we find she is a member of Women Painters Of The West, and has exhibited extensively in such places as Los Angeles County Art Museum, The Downey Museum, The John Brown Museum in New York, The galleries of University of Southern California, Mt. St. Mary's, in Los Angeles, Private Galleries such as Emmerson in Encino, Ceeje in Hollywood and in the Garden of actor Anthony Francisco, and many other group exhibitions as well as one woman shows, and is also the winner of many art awards.

Mrs. Blangsted received most of her art training at the Otis Art Institute in Los Angeles. Five years of life drawing under the critical and encouraging Joe Muganini. Design and painting from Guy McCoy, Robert Frame, Robert Chuey and Bentley Schaad.

The class is open to men and women, and will consist of drawing painting also design with a Contemporary approach. Everyone will work at his own rate of speed, beginners as well as advanced students will be welcome. The emphasis will be on the original creative approach.

There will be basic color mixing for those who need it, and new approaches to painting and mixed media, discussions on the meaning of good composition, the elements of design rhythm, luminosity, tension and technique.

Mrs. Blangsted will come to teach us if we indicate our interest by writing to her at 540 N. Highway 101 in care of Dr. Newman or telephone 714-753-3816 and leave your name and number and Mrs. Blangsted will contact you. Dr. Newman indicated that the class would likely meet in one of the rooms at the local school.

## around town

### LA JOLLA MUSEUM OF CONTEMPORARY ART Calendar Events For April, 1971

Friday, April 23

Lecture (on archaeological topic). Co-sponsored by the museum and the San Diego Archaeology Society. Sherwood Hall, 8 p.m. Free, public admission.

Gallery Hours:

Tuesday through Thursday, 11 a.m. to 5 p.m.  
Saturday and Sunday, 12:30 to 5 p.m.  
Wednesday evenings, 7 to 10.  
CLOSED MONDAYS

### WOMEN'S ASSOCIATION FOR THE SALK INSTITUTE

present their first annual  
formal dinner-dance,  
April 17, 1971

Mrs. Henry R. Branstetter has been appointed Chairman for "An Evening for the Salk Institute," it is announced by Mrs. James H. Knox, president for the Women's Association for the Salk Institute.

The event on April 17th will be the first annual formal dinner-dance, conceived by the Women's Association for the Salk Institute to honor the anniversary of the introduction of the Salk Vaccine.

This year a theme of "The New Renaissance" has been chosen.

The evening is planned to help develop a closer relationship between the friends of the Salk Institute and the people who are involved in the vitally important work being conducted at the Institute.

Serving on Mrs. Branstetter's committees are Mmes: Harry E. Farb, Host and Hostesses; David Garfield, Invitations; John Athaide, Reservations; John N. Politis, Seating; Jack Lewis Powell, Menu; David A. Block, Music; Erling O. Hilmen, Press Chairman; Clair Weeks, Printing; Abraham Ratner, Favors; Frank A. Rose, Telephone; and Jack Hayes, Mailing.

The elegant Versailles Room at the Westgate Plaza Hotel will be the setting for the affair.



Dennis James (right) boards the Coronado Cays Yacht, "The Shepard," to cruise the bay with Bayne Sparks (center) and director of construction at the Cays, Jim Cardin (left).

### CORONADO CAYS

Old-time favorite of both Radio and TV, Dennis James, took time off from the recent Andy Williams San Diego Open, to visit the Cays . . . finding that San Diegans have taken to it like a duck to water . . . Jamaica Village is quickly selling out to very, very happy new dwellers, enjoying their home by the sea and bay . . . The Green Turtle Cay is beginning to shoulder an astonishing collection of luxurious estates, each with its own elaborate yacht quay . . . a private isle of sparkling water and sun-drenched luxury . . . An architectural committee assures consistently high standards of design and harmony in Green Turtle Cay homes, as well as maintenance. Interesting to note, if construction of a purchased lot is not started within a year, the Coronado Cay Company will landscape it free of charge, and the Association will assume its maintenance at cost, assuring and preserving the aesthetic beauty of this elegant area.

### BISHOP'S SCHOOL PLANS FASHION SHOW

Bishop's School will present its annual Spring Fashion Show on April 23, 1971. Tickets may be obtained by phoning Ticket Chairman, Mrs. James M. Whisenand at 454-1741. The Luncheon and show will be held at the Ellen Browning Scripps Hall and Terrace. Mrs. Kenneth H. Golden is Chairman for this popular event.

## around town



SHOW TIME! . . . We all admire those excellent photos of Gloria and George Art, showing both horse and rider doing a "good thing," but it seems that they see a few other "things" going on now and then in the Show Ring . . . how about this for a bit of fast camera action and "swinging" rider!!

### 38th SILVERGATE RIDING CLUB NATIONAL SHOW

This outstanding event will be held April 16, 17 and 18 at the Silvergate Riding Club (Bradley's Bonita Valley Farm, Bonita, Calif.). It is rated a "B" Point Open Show and "B" Junior Exhibitor with the Pacific Coast Hunter, Jumper and Stock Horse Association and an "A" Point Show with the Calif. Professional Horsemen's Association. Heading up the Silvergate Riding Club

are the Officers for 1971: Pres., Mr. Robert Hanlon; 1st Vice Pres., Mr. Charles Robinson; 2nd Vice President, Miss Dee Hartman; 3rd Vice Pres., Mr. Sam Stone; Treasurer, Mrs. Nora Scott Walker; Sec., Miss Charlene Smith; Parliamentarian, Mrs. Don Shubert; Horse Show Chairman, Miss Dee Hartman.

## the divot editor reveals...

### "Top Secret Committee" at Rancho Santa Fe Golf Club

For our readers who do not belong to the Golf Club and miss the opportunity to bask in the literary skills of their monthly newspaper, "The DIVOT," edited by Club member as well as professional writer, Mr. Richard Newhafer, we'll pass on this recent bit of information from the Divot . . . for those interested in the operation of our beautiful Club, and outstanding players! Mr. Newhafer does a "close-up" on the Golf Committee . . . titled **The Top Secret Committee.**

Most people really don't understand how the important decisions are made around here. Everyone seems to think it is the Association Board of Directors or the Golf Committee or the Board of Governors who make these monumental decisions which so deeply affect the lives of all of us.

These people are terribly wrong.

The real decisions are made by a highly secret group of men who wear trench coats and slouch

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## around town

### "Divot" Editor Reveals

hats and look like Humphrey Bogart. They meet almost every day in the cardroom of the clubhouse. They meet there because the room isn't bugged and they can conduct their clandestine operations. These men spend long tedious hours talking over the decisions they have to make and often it becomes necessary to call Joe the Bartender on the intercom and order water and things because their throats get very dry with all the debating of the pros and cons. They are called the Manic Association for Interesting Action (MAFIA) and their names are legend wherever secret committees gather. Laddy (The Iceman) Willoughby, Hal (The Hammer) Detrick, Phil (Beta-Million) Crippen, Henry (Hank the Schemer) Isaacs, Tony (Bad Anthony) Mahon, Fritz (The Mus-

tache) Wrenn, Maury (Golfbag Willy) Strom, Doug (Doug the Decimator) Campbell. It isn't only endemic problems they discuss but problems which affect the entire world. Just the other day, the intercom cut in and Laddy the Iceman's voice came over, "Hey, Joe. What about the Scotch?" Obviously they were conducting an intelligence resume of the state of things in Scotland. This is fitting and proper. So Joe spoke into the intercom and said he'd be there shortly and then Bet-a-Million said, "Well, don't take a fortnight." So Hank the Schemer wanted to know what a fortnight was and Hal the Hammer told him it was the night everybody stayed home in the fort. Hank didn't understand that so shortly after that the meeting adjourned and everyone put on his trench coat and slouch hat and walked out into the mist and the rain.

### TOM HAM'S LIGHTHOUSE



Popular Ramsey Lewis takes a minute out to visit with Mr. and Mrs. Guy Hatfield from Rancho Santa Fe, who attended his opening at the LIGHTHOUSE.

TOM HAM'S LIGHTHOUSE, a fabulous showplace jutting out on the silvery, shimmering San Diego bay. A touch of perfection in every area of this new dining spot is noted, from the Eddystone Light candelabra, measuring 25 feet in circumference, gracing the upstairs foyer, to maritime artifacts that would make a collector turn green with envy. Reminiscent of the 1880s in San Diego, the entire building reflects the warmth of Early California architecture and the bouquet of continental Spanish dishes, Mexican and New England cuisine gently fills the air. The splendor of this is owed to Mr. Tom Ham. Not designed to be

just another restaurant, one can instantly feel the devotion to authenticity demanded by owner Tom Ham... the museum-like collection of appointments gather from around the world, the warmth of decor, and knowing, that like a good home, a good restaurant must not merely look beautiful, but must offer fine food and hospitality, the LIGHTHOUSE is hosting the finest entertainers available in the U. S. A., heading up the opening with top Jazz man, Ramsey Lewis and his group, and a cuisine that is outstanding... put it all together "Amigos" and it is a "good" place to go... good food, hospitality and comfort!



## ABOUT BOOKS

by DeDe Godwin

Ross Macdonald has a new novel: THE UNDERGROUND MAN (Knopf 5.95). This is his best, which says a great deal, for he is one of today's fine and perceptive writers. This concerns the story of a small boy who disappears, believed kidnapped by two teen agers who have witnessed the murder of his father, and spirals backward 15 years to another murder which becomes the solution to a complex puzzle. Lew Archer, the detective that Mr. Macdonald has made famous, becomes involved in the case, and stays, for personal reasons, and because the people caught up in this intricate riddle, matter to him... particularly the small boy. This is why we believe in Lew Archer... because he makes us see and understand the motives, the self-deception, the masks that people wear. All sorts of people, for woven into the fabric of the story is the awareness of the time we live in, and the changes, the gaps between the generations. The New York Times, in a review of his previous book, The Goodbye Look, calls this series the "finest series of detective novels ever written by an American."

But it is more than a story of crime. It is a superb novel written by a gifted, sensitive writer who interprets human values in today's living. His manner is terse, but each sentence evokes an immediate brilliant picture, each phrase a portrait in a remarkable economy. His characterizations are impressive, the plot intricate and spell-binding; step follows smooth step until the whole is revealed in a startling climax.

It would be a serious mistake to classify this book as simply crime fiction. It is a serious novel written with honesty and empathy, by a master.

What is the charm that books by John Braine have for so many people? With his first book, Room at the Top, he became instantly famous... the book became a film, the reviews were flattering, people are even beginning to "collect" him.

Well, he has a new book, THE VIEW FROM TOWER HILL (Coward McCann \$6.95) that you can take or leave, as you like. Clive and Robin Lendrick are fortunates who have everything... money, position, comfort, a seemingly perfect marriage, three normal, unrebelling children and a protected life in the tradition of the Establishment. This continues for twenty years, then each have an affair, Robin with a TV producer who intrigued her before her marriage, Clive with a neurotic neighbor. All, however, ends well, and all seems forgiven and understood. The reason for the affairs is not quite clear... is it boredom, middle age, defiance of the pattern? Whatever, it doesn't matter very much. But Braine's about-face is curious. Room at the Top is the arraignment of the class system in England. The View from Tower Hill IS the class system, and it's usage and culture. But in the final analysis, it is just a book, like many other books of the same genre. However, he does write easily, and rather compellingly; holding your interest with the gift of bringing his characters and situations to life. If you are a Braine "collector" you must have it.



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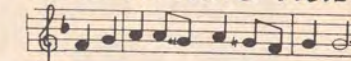
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# POINT OF VIEW

## THE ACQUISITION OF AN EDUCATION IS ON A SELF-SERVE BASIS

By John M. Wilson\*



Every time I pass the new library enroute to the post office or to the village business section, I wonder whether our young men and women fully appreciate the great opportunity it presents. The statement "Knowledge is power" may be somewhat shopworn. I prefer the quotation, "Books hold the wisdom of the past and the keys to the future." When a surveyor uses his instrument of accuracy, he first uses the "back-sight" and then the "fore-sight." This procedure is applicable to all of the experiences in life.

But, here again, I find myself in the role of ignoring a firm resolution. Several years ago, I told the former Chairman of the Board of our company, "Chick, since I have retired, I have learned that almost no one welcomes advice of any kind unless he is so eager for it that he is willing to pay to receive it." He reflected a few seconds and replied, "Jack, you are absolutely right."

Never before my retirement, did I realize the great diversity of opinion that exists on almost every subject. The explanation can probably be found in the statement that nothing can add so much to the humor of a story as when told by the boss.

Nevertheless, there are basic principles that do not change. Shakespeare depicted human nature 500 years ago as it exists today. An observation expressed by Schopenhauer changed my entire concept of proper selling procedure and contributed much to the advancement in my career.

I will agree with the statement that no two situations are exactly alike because of circumstances. There are no two grains of sand alike—no two leaves—no two fingerprints—no two

\*Formerly Vice President, Sales, National Cash Register Company.

persons—no two presidential campaigns—no two stock exchange markets, exactly alike. Nevertheless, an appraisal of the past, better enables one to foresee the future and determine the course he should take.

The development of the machine age, climaxed with electronic computers has eliminated many jobs for unskilled labor. Consequently, one must have a better education than ever before.

This point is so obvious that it is not surprising there are more applicants for a college education than ever before in the history of our country. Also, it is obvious that the professors cannot reach into the brain of each student and wind up his self-motivation, nor give him an inquiring mind.

The student must be actuated by the desire for knowledge. The acquisition of knowledge is on a self-serve basis, when the young person of today starts out on his chosen career, he will meet the most formidable competition of any generation in the history of the world.

Educators are coming to the realization that a child can learn at an earlier age than they formerly thought possible. We live in a climate that encourages outdoor physical activities. But, everyone is given only 24 hours a day. A student must be actuated by a real desire to study. If I remember my Latin terminology correctly, the word education stems from educere, which means, "to lead out." Just as it is necessary to put into an electronic computer considerable information so is it necessary to stock one's brain. Really, the main purpose of an education is to prime the emergence of the inherent ability of the individual. When this is effected, no individual can emulate him because there are no two persons exactly alike.

I agree with those who say the world is full of unrest, especially those of college age. They are putting the question mark on all old concepts and are seeking new ideas. Also, I agree we may be approaching a second Renaissance. If so, revolution at least from an ideological standpoint will bring new reforms.

In any event, the best hedge a young person can have against what the future may bring is a good education. The library is a storehouse of knowledge offered on a self-service basis.

One cannot postpone a decision. Either he makes one by design or by default. If you default on this opportunity, you will never be the person you might have been and will miss much satisfaction that could have been yours!



# SAN DIEGO padres



NATE COLBERT INFIELDER

YUMA—Nate Colbert, a mild man whose face seems always washed with a smile, has "home run" written all over his bats.

In two seasons he has hit 62 homers. Last season he walloped 38 and only four players in his league hit any more.

Colbert believes that he will accelerate his home run pace this season provided he doesn't think about it.

"I never hit a homer last year when I tried to hit one," Nate said. "What I tried to do is to make a good swing."

Colbert believes that complete concentration by a batter produces a good swing. And he also has decided that slight alteration to his batting stance is required in order for him to improve his over-all performance.

"I'm going to experiment with a few things this spring," he said. "I want to improve my batting average and, consequently, boost my runs-batted-in."

"But the most important thing for me as a hitter is concentration. I have to have that or I have nothing."

Colbert is well aware of his 150 strikeouts of last season. He also knows that at least half of his homers were hit on two-strike pitches.

"When I had two strikes against me, I seemed to concentrate more," he said. "I watched the ball longer and waited longer on my swing. That helped."

"But I have to cut down on my strikeouts. That's important. I have to get a piece of the ball, hit it someplace especially with men on base."

"Above all, however, I never want to be a defensive hitter. In other words, I can't sacrifice making a good swing for fewer strikeouts. That wouldn't accomplish anything."

"Sure, there were times last season when I became discouraged because of the strikeouts. I'd start to get defensive as a hitter and that took away from my natural ability. I'm not going to let that happen this year."

He has worked hard this spring, as have all the Padres, and appears trim and fit. You ask him what might be his goals and the question sits well because any man who has hit 38 homers in the National League is permitted to dream wonderful dreams.

"I'm going to have some goals, but they won't be for myself," he answers. "They are going to be goals for the team."

He smiles and continues without prompting.

"This club is better than last year, much better. You can see that. I'm going to be better. I know that."

"It all comes down to winning more games. And my role is to make a significant contribution. I may do that by hitting home runs or by driving in a run with a sacrifice fly."

"But we're going to win more this year. And I hope to do more to make that possible."

PADRES' APRIL SCHEDULE

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
4	5	6 7:30 S.F.	7 7:30 S.F.	8 7:30 S.F.	9 8:00 L.A.	10 7:00 L.A.
11 1:00 L.A.	12 1:00 S.F.	13 8:00 S.F.	14 7:30 Chi.	15 7:30 Chi.	16 7:30 St. L.	17 7:30 St. L.
18 1:00 St. L.	19 7:30 L.A.	20 7:30 L.A.	21 7:30 L.A.	22	23 5:05 Atla.	24 3:00 Atla.
25 10:35 Atla. (2)	26	27 5:05 Cinn.	28 5:05 Cinn.	29 9:30 Cing.	30 5:05 Pitt.	
HOME		AWAY		All Times Pacific Time		

PADRES' MAY SCHEDULE

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
						1 11:15 Pitt.
2 10:35 Pitt.	3	4 7:30 Atla.	5 6:00 Atla. (2)	6	7 7:30 Cinn.	8 7:30 Cinn.
9 1:00 Cinn.	10	11 7:30 Pitt.	12 7:30 Pitt.	13	14 11:30 Chi.	15 11:15 Chi.
16 10:30 Chi. (2)	17 5:30 Hous.	18 5:30 Hous.	19 5:30 Hous.	20 5:30 Hous.	21 6:00 St. L.	22 5:00 St. L.
23 11:15 St. L.	24 6:00 St. L.	25 7:30 Hous.	26 6:00 Hous. (2)	27	28 7:30 N. Y.	29 7:30 N. Y.
30 1:00 N. Y.	31 1:00 Phila. (2)					
HOME		AWAY		All Times Pacific Time		

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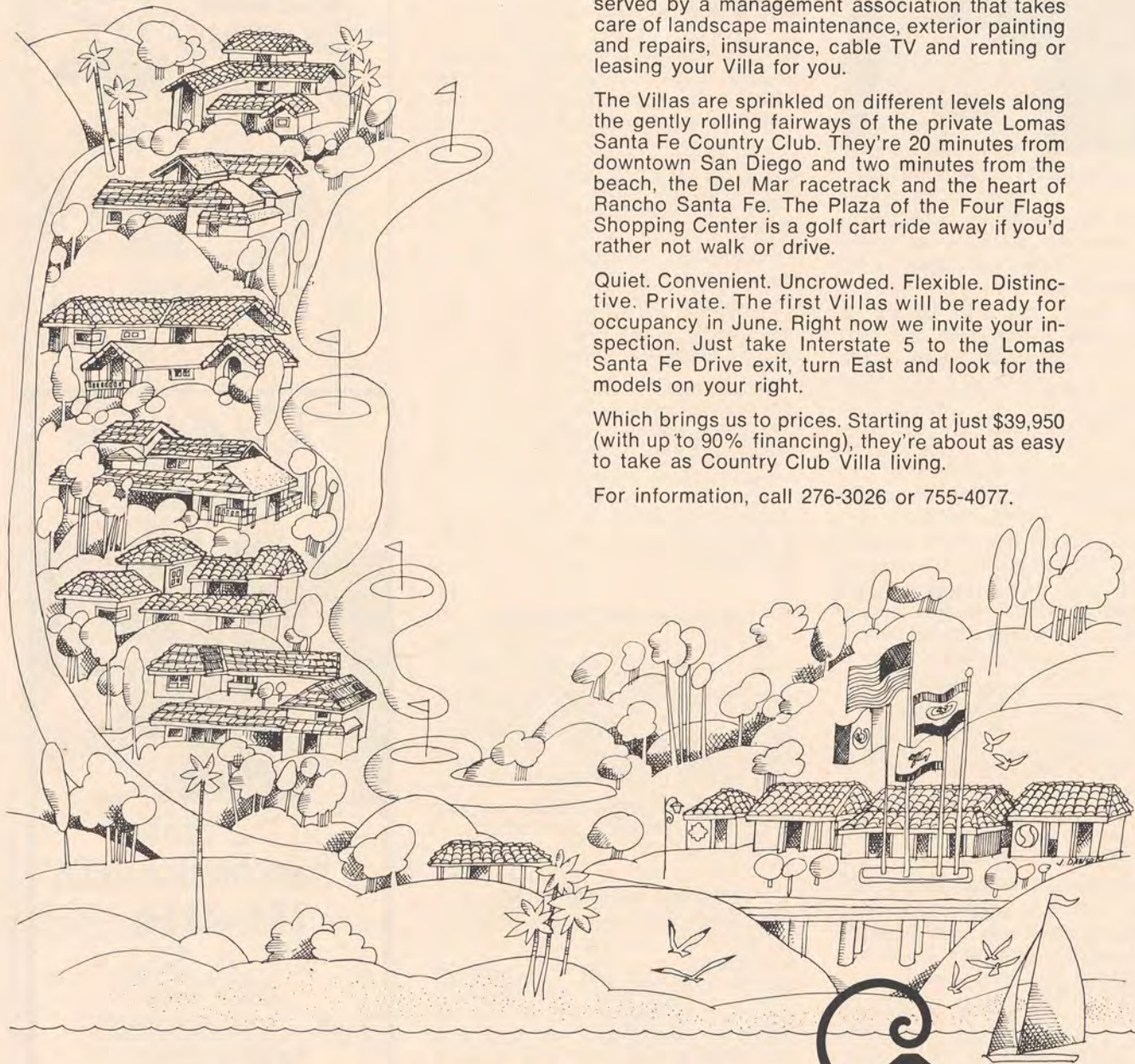
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For people who want to own a house that doesn't own them, that doesn't demand all sorts of time and money to maintain. For people who don't want a high-rise, who feel "town house" is a fancy name for row house, who want a view of something more than dozens of buildings just like theirs.



Country Club Villas are two and three bedroom individual homes built around courtyard gardens. They're arranged in groups of four to six homes, and designed without a common wall.

Individual as they are with different interiors and exteriors, all the Villas have things like a private patio, a large fireplace, a dining room, your own laundry area, a wet bar, and a two car garage (except for some with three car garages). All utilities are underground. And Villa owners are served by a management association that takes care of landscape maintenance, exterior painting and repairs, insurance, cable TV and renting or leasing your Villa for you.

The Villas are sprinkled on different levels along the gently rolling fairways of the private Lomas Santa Fe Country Club. They're 20 minutes from downtown San Diego and two minutes from the beach, the Del Mar racetrack and the heart of Rancho Santa Fe. The Plaza of the Four Flags Shopping Center is a golf cart ride away if you'd rather not walk or drive.

Quiet. Convenient. Uncrowded. Flexible. Distinctive. Private. The first Villas will be ready for occupancy in June. Right now we invite your inspection. Just take Interstate 5 to the Lomas Santa Fe Drive exit, turn East and look for the models on your right.

Which brings us to prices. Starting at just \$39,950 (with up to 90% financing), they're about as easy to take as Country Club Villa living.

For information, call 276-3026 or 755-4077.

Country Club Villas at Lomas



Lomas  Santa Fe

### GROUND-BREAKING FOR NEW CLUBHOUSE

Ground breaking ceremonies for a new \$1 million clubhouse addition to the private Lomas Santa Fe Country Club took place here Saturday, March 6 at 11:00 a.m.

Participating in the ceremonies were: Senator Clair Burgener (R-38th State Senatorial District); Supervisor Bill Craven (5th District); Ted Gildred, president of the Lomas Santa Fe Development Company; and Robert E. Lee, clubhouse architect.

Construction of the new 21,000-square-foot clubhouse is to begin immediately with completion expected in the fall.

Located within the new clubhouse will be: private card rooms, ladies activities lounge, spacious locker rooms, a large dining room, a split level cocktail lounge, and a new golf pro shop.

An existing 10,000-square-foot clubhouse will become the center of the Club's swimming and youth activities. The existing golf pro shop will be converted into the tennis pro shop.

The addition of the new clubhouse will bring the total investment in the

Lomas Santa Fe Country Club to \$3.5 million.

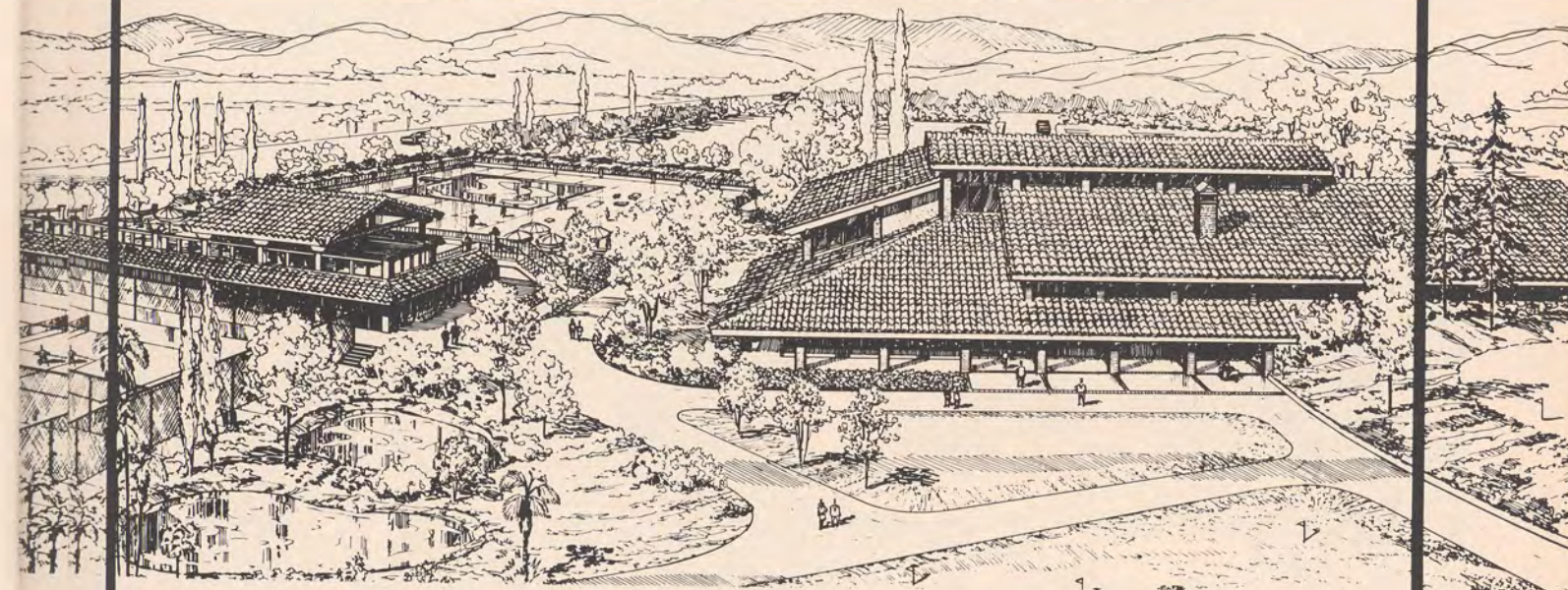
The Mexican Colonial theme of architecture, presently employed throughout the Lomas Santa Fe community, will be followed in the construction of the new clubhouse.

Builder of the new facilities is the Don Koll Company of San Diego. Architects are Lee and Klages, A.I.A., of Newport Beach.

The Lomas Santa Fe Country Club is the site for the qualifying rounds of the U.S. Open in Southern California. The qualifying rounds are scheduled for play May 24, on the championship golf course.

Lomas Santa Fe is a planned prestige community located north of Del Mar on Interstate 5. The community borders Rancho Santa Fe on the east and Solana Beach to the west.

Lomas Santa Fe includes: the Plaza of the Four Flags Shopping Center, Isla Verde custom homes, Santa Fe Hills medium priced homes, Country Club Villas condominiums, and the private Lomas Santa Fe Country Club.



Architects' rendering of the \$1 million, 21,000-square-foot clubhouse addition to the Lomas Santa Fe Country Club.



*Las Duenas Auxiliary of  
Children's Home Society  
& The San Dieguito Boys' Club*  
will hold their annual

*Mariposa Ball May 15th at Lomas Santa Fe*

**"THE BRIDGE"**  
will play and sing for cocktails  
**DICK BRAUN**  
& His Orchestra  
**HUGH PARKER**  
and His Rock Group



*Co-Chairmen of the Mariposa Ball:  
Mrs. R. Hastings Garland, Jr., Los  
Duenas; Mr. T. E. Gildred, San  
Dieguito Boys' Club.*



*Mrs. David B. Pratt, arrangements;  
Mr. Douglas O. Allred, door prizes;  
Mrs. William A. White, co-chair-  
man.*

**Chairmen Announced**

**CHAIRMEN FOR THE DANCE:** Mrs. R. Hastings Garland, Jr. and Mr. Ted Gildred.

**CO-CHAIRMAN:** Mrs. William A. White.

**INVITATIONS:** Mesdames Lewis Tyler, Russell Holcomb, Winston Bovee, M. Haraden, Louis Perry, Robert Shockney, and Neil Randol. Mr. Gordon Bartow will assist.

**DECORATIONS:** Mrs. Peter Fletcher and Mr. Steven Fletcher, Jr.

**DOOR PRIZES**  
to be raffled at the ball!

Ford "Pinto"—from El Rancho Ford in Poway.

25-inch Magnavox Color TV—from Walker Scott

Trip to Acapulco, Mexico & one week hotel accommodations for two at a local hotel.

Two Round-Trip Tickets to San Francisco—from PSA.

Cottage for Weekend at Idyllwild Inn Motel  
(Includes dinner for 2 at "Chart House" in Idyllwild.)

\$25.00 Merchandise Certificate from "The Two Goats,"  
Rancho Santa Fe.

Travelodge at Harbor Island, San Diego accommodations for two nights.

Dinner for Ten—"Straw Hat Pizza Palace," San Diego.

Tires—1 set Michelin—from Claton Tire Co.; 1 set from Automotion.

One Pair Snow Skis—from Stanley Andrews.

Surfboard—from Surf Systems.

Gift Package—Donated by Lomas Santa Fe Plaza Merchants, will include:

\$10.00 Free Dry Cleaning—Lomas Santa Fe Cleaners.

Lobster Dinner for 2—"Oceans Unlimited."

Cascade Hair Piece—Alexander's.

Decorator Picture Frame from Country Squire Stationery.

An Original Painting from Constantine.

One year use of facilities—Lomas Santa Fe Country Club  
—from Lomas Santa Fe, Inc.

6 Dozen Premium Roses donated by Casa de Las Flores—  
Del Mar.

2 Cases Wine from Village Spirit Shop.

4 Tickets for 1 Night S. D. Padres from Southern California  
First National Bank.

Benefit of Children's Home Society  
& San Dieguito Boys' Clubs

Attendance is not required to win

Winners will be notified following drawing

**DOOR PRIZES:** Mesdames James Iverson, William Wood, Gordon Bartow, Donn Maurer, and Neil Randol. Mr. Douglas Allred and Dr. Russell Holcomb will assist.

**RESERVATIONS:** Mrs. Anthony Armino.

**MUSIC ARRANGEMENTS:** Mrs. David Pratt.

**PUBLICITY:** Mrs. Ernest Thabet.

**HOSTS:** Mrs. James Russell.

**FAVORS:** Mrs. Terry Lingenfelder.

*As always, this promises to be the "gala event of the season."  
Reservations are in the mail at this writing, and reservations  
will be limited to one hundred and fifty couples.*

— \$50 per couple —



**think**  
**Sears**  
**Escondido**

everything you want  
to furnish a more  
beautiful home

Now . . . convenient and FREE decorating advice is as near as your phone. Sears soon-to-open new Escondido store can help you redecorate your home completely. Start with the floor and fantastic foot-soothing shag carpets . . . or, a new piece of furniture in casual, comfy and sophisticated styles. A new lamp can work wonders . . . new draperies make rooms look larger or smaller. See how you can work magic in your home and visit the new Sears Escondido store . . . your center for home fashions.

**Sears**

SEARS, ROEBUCK AND CO.

**SOON TO OPEN AT . . .**  
1475 East Valley Parkway  
Escondido Village Mall





**think**  
**Sears**  
**Escondido**

—the fashion stop  
 for wigs 'n things  
 you love  
 at first sight

You'll discover seasonless fashion at Sears . . . a woman's world from head to toe. Create your 'look' . . . chic wigs that radiate, pant suits or dresses, wispy scarves and swinging accent jewelry, shoes and bags, for a total fashion look. Just think apparel fashion and you'll think Sears Escondido.



**Sears**

SEARS, ROEBUCK AND CO.

**SOON TO OPEN AT . . .**  
 1475 East Valley Parkway  
 Escondido Village Mall



**think**  
**Sears**  
**Escondido**

for winnie-the-  
 pooh children's  
 fashions

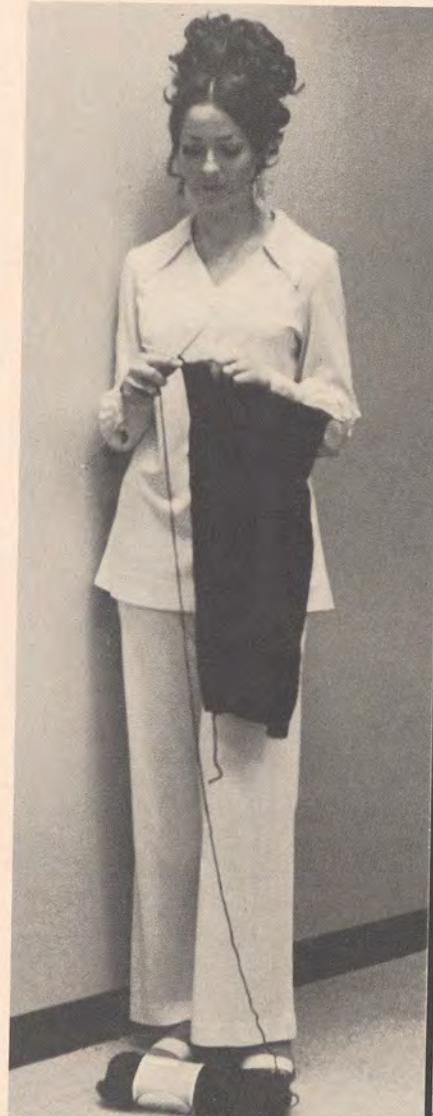
Pooh, tigger, kanga, owl . . . and all the friendly folk in the 100-aker wood provide inspiration for this charming line of Winnie-the-Pooh fashions for moppets sizes 3 to 6x. Practical, yet adorable styles for dress-up, casual or dream-time . . . designed with mother in mind. Think Sears Escondido, soon-to-open, for timely clothes for children.

**Sears**

SEARS, ROEBUCK AND CO.

**SOON TO OPEN AT . . .**  
 1475 East Valley Parkway  
 Escondido Village Mall





**think**

**Sears**

**Escondido**

the store that  
does a little extra  
... a lot better

Sears . . . the store with extra-important extra services for you, your family, your home, your automobile, your vacation. Come to Sears Escondido for these extra services:

- Gift Wrapping
- Knitting Classes
- Sewing School
- Charm School
- Interior Design
- Home Planning
- Ticketron
- Theater
- Box Office
- In-Home Cleaning
- Drapery Cleaning
- Photo Supplies
- Sears Home Appliance Service
- Floral Service
- Add-A-Room
- Remodeling
- Rent-a-Car

**Sears**

SEARS, ROEBUCK AND CO.

**SOON TO OPEN AT . . .**  
1475 East Valley Parkway  
Escondido Village Mall



**think**

**Sears**

**Escondido**

. . . Men's Fashions  
to step out in style—  
to look your best

Why look older than you are? Come out of the dark ages into the world of bright Men's Fashions as they are today. Exciting, colorful, cut to flatter and fit. Everything from the sophisticated casual look of a blazer to the more avant garde look of a knit suit. Think Sears Escondido and don the look of success today in superbly tailored men's fashions.

**Sears**

SEARS, ROEBUCK AND CO.

**SOON TO OPEN AT . . .**  
1475 East Valley Parkway  
Escondido Village Mall





**think**  
**Sears**  
**Escondido**

for home  
 improvements . . .  
 complete from  
 blueprints to reality

Sears home planning experts are at your service. Their professional guidance, decorating tips and practical suggestions take the guesswork out of your home remodeling plans. Sears experts can turn a garage into a family room, re-do your kitchen or bath. Maybe you need roofing, siding or fencing; or a dishwasher or a hot water heater . . . just call Sears. Free estimates on costs, materials and installation.

**Sears**

SEARS, ROEBUCK AND CO.

**SOON TO OPEN AT . . .**  
 1475 East Valley Parkway  
 Escondido Village Mall



**FOR YOUR DREAM KITCHEN**



**think**  
**Sears**  
**Escondido**

appliances  
 designed for  
 beauty *and* efficiency

Appliances designed and built to make homemaking a pleasure. Whatever your needs, Sears has it . . . stoves that clean themselves, refrigerators that make their own ice cubes, freezers that never defrost, dryers that "feel" clothes to avoid overdrying. Enjoy the best . . . from Sears famous family of totally efficient large and small appliances. And you can use Sears Convenient Credit Terms. Visit Sears new Soon-to-Open Escondido Store.

**Sears**

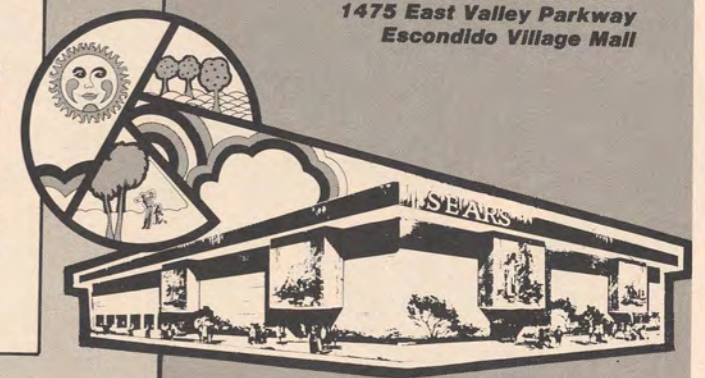
SEARS, ROEBUCK AND CO.

**SOON TO OPEN AT . . .**  
 1475 East Valley Parkway  
 Escondido Village Mall



**Sears Services What Sears  
 Sells—Anywhere You Live  
 or Move in the U.S.A.**

Sears care service maintenance agreements help protect your appliances. Sears services what Sears sells with trained technicians who care.





think

Sears

Escondido

new auto center now open

Now at your service . . . Sears all-new Escondido Auto Service Center. For all your automotive needs Sears experienced mechanics are trained to assure you "Satisfaction Guaranteed or Your Money Back." Whether it's only a new spark plug or a complete new engine, Sears can do it. And you'll enjoy the convenience of having your car serviced while you shop at Sears big new soon-to-open Escondido store.

Sears

SEARS, ROEBUCK AND CO.

**AUTO CENTER NOW OPEN**  
1475 East Valley Parkway  
Escondido Village Mall



# NOSTALGIA

The days pass so quickly, and suddenly have vanished down the years into our memories, and our children are grown and gone to their own adulthood. What will their childhood memories be? How do we, as parents, make those memories for them that they will remember in later years with nostalgia?

My treasured memories are the experiences and events and traditions I had growing up with my family.

I remember Christmas. This was a season for the family to do things together. The preparation in the kitchen, with my mother and brother, making our favorite cookies and candy, that we seemed to make only at this time of the year; going to the woods with father, trudging through the deep snow to find just the right size and shape tree to be cut down and hauled on our sled to the house where it was put up and decorated, always the angel at the very top; singing Christmas carols in the cold crisp air, the golden notes hanging with the white of our breath; arising early Christmas morning to open the colorful packages in all their exciting shapes and

sizes; and Christmas dinner at our grandparents where there was a tiny clay pot at each place with a small tree in it on which hung a tiny present, such a nice surprise when we had thought that presents were over for another year.

I remember birthdays. The surprise parties my mother gave for me, each year a new theme, starting with a circus and going on to more sophisticated ideas as I grew up.

And I remember vacations we took as a family. Especially I remember vacations.

Summer vacations spent together are a way of building warm wonderful memories, but different ages find pleasure doing different things and pleasure for parents may be sheer boredom for the children, also, what Calle at five likes will not please Roselle at 15 nor Gordon at 20.

But there is an answer, a vacation that the entire family will look back on with nostalgia in later years. In these days, when we as parents are trying so desperately to bridge the generation gap, and attempting to get close to our chil-

dren so they will turn to us for help and strength in facing the problems of their generation, a rewarding summer vacation, a memory building vacation, can be had at the Tobacco Root Guest Ranch in Sheridan, Montana.

Here there is fun for all, games to be played (badminton, croquet, volley ball, ping pong, billiards, archery), creeks to be waded in, a pond for children to fish in, lakes where there is some of the best fishing in the country, hills to climb, woods to explore, horses to ride, a working ranch to investigate, pack trips to take, camp outs to go on, and nearby history to be glimpsed, delicious meals to be eaten by the fireplace in the huge dining room, and after dinner songs and dancing, and visiting with people from many places with friendships to be made for perhaps a lifetime. And then, off to bed in a new modern cabin with its own fireplace, a cabin set off by itself among the trees beside a singing stream that will lull you all to sleep.

At Tobacco Root, you can have a wonderful vacation as a family, one you and your children will remember with nostalgia for the rest of your lives.

10 40 60

5 20

all ages have fun at the  
TOBACCO ROOT GUEST RANCH

Here you can have a vacation that bridges the generation gap . . . where you can bring all your children, knowing that you will have a happy vacation together that will always be remembered with nostalgia.

SEND THIS COUPON FOR MORE INFORMATION  
Tobacco Root Guest Ranch  
Sheridan, Montana 59749

name.....  
address.....

Please send me complete information for my family of . . . persons. We would like to come about . . . date.

Days of fun-packed fishing, hunting, riding, pack trips and sight seeing.

Brown-Jordan  
Patio Furniture



REG.  
\$274.00

TAMIAMI  
GROUP

SALE . . . \$222.00

SAVE \$52



922 EAST VALLEY PARKWAY  
(Next to Kinney Shoes) ESCONDIDO

## People, Places and Things



Mr. Richard W. Moon, of Oceanside; Mrs. William J. Kappes of Vista; and Mr. Frank W. Allen, also of Vista, are trying to persuade one of the world-famous dolphins to blow a trumpet for the 1971 Cancer Crusade Kickoff.

### NORTH COUNTY TO HOLD SPECIAL OLYMPICS

The North County Special Olympics will be held May 1, 1971, at Palomar College. This event is especially designed for mentally and physically handicapped youngsters, ages 8 through high school. Children will be able to compete in track and field as well as swimming in 4 age groups, and each group will be divided into 4 categories according to ability.

This outstanding program began in 1969 in Balboa Stadium with 200 participants. Last year 500 were in the program, 120 went to a State Meet at Long Beach State College, and 9 from the San Diego area were on the California team which competed in the International Special Olympics in Chicago. Over 700 young people are expected to participate this year, and we hope that among this group will be a great number from the North County area. A parade will precede the trials with Senator Burgener, Bonnie Cook, Poster Child and others on hand.

The purpose of this program is to provide handicapped children with a basis for building a positive self-image,

whereby they will gain confidence and self-mastery as well as physical development. This improvement on the playing field will also improve their performance in the classroom, at home, and eventually in a job in the community.

Funds are needed to continue the program. The work force is made up entirely of volunteers. However, the cost of transportation, equipment, and awards will come to \$4000 or more.

We are asking your support to help cover the operating costs and the purchase of medals. Your help will assure that all physically and mentally handicapped children from the North County will have an opportunity to participate in these competitive sports.

Jim Crush, North County Area Coordinator, will be happy to answer any questions you might have about the Special Olympics, and also to show a film of youngsters in training and the actual events that have taken place. Please contact Mr. Crush at his home: 1651 Mission, Escondido, telephone 746-6624.

All contributions are tax deductible.

where beauty begins

# Pepper Tree Nursery



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1019 WEST ENCINITAS ROAD  
SAN MARCOS, CALIFORNIA  
(714) 744-3822

Don't "Get Stuck" with a high priced disappointment!  
Get the Best Value...MERCURY MARQUIS BROUGHAM



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MERCURY MARQUIS BROUGHAM offers dramatic styling, luxury ride and appointments, 124" wheelbase, concealed headlamps, and many other luxurious features at a medium price.

Come in for an "eye opening" test drive soon.

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SAN DIEGO COUNTY'S OLDEST LINCOLN-MERCURY DEALER  
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## Quality home furnishings



Visit H. Johnson in Escondido and discover for yourself the importance of truly fine home furnishings. You'll find everything from elegant room groups to a wide array of distinctive accessories and decorator pieces. A complete selection — all styles, all colors, to bring a fresh, exciting new look to every room in your home. You'll appreciate H. Johnson's convenient location, prompt, courteous service and sensible prices, too. If you want beautiful things to happen in your home — come to H. Johnson's soon.

135 W. Grand Avenue, Escondido 746-8844  
Monday & Friday 9 A.M. to 9 P.M. Weekdays 9 A.M. to 5:30 P.M.

**H. Johnson**  
FURNITURE

# The Viennese "May-Faire" Ball 1971



The Viennese Ball—"Mayfaire"—May 1, 1971 at the Hotel del Coronado benefits the San Diego Symphony Orchestra. Committee members pictured (left to right): Mrs. Eric Bass of La Jolla, Ball Chairman; Mrs. Jack Lewis Powell of Rancho Santa Fe, Music Chairman and Mrs. Walter Zable of Rancho Santa Fe, Flower Girl Chairman.



The Viennese Ball—"Mayfaire"—May 1, 1971 at the Hotel del Coronado benefiting the San Diego Symphony Orchestra. Committee members pictured (left to right): Mrs. Rembrandt Land, Mrs. Theodore S. Cope, Mrs. Worlton Cosel, Mrs. Dudley Muth (all of La Jolla) and Mrs. John Porter McGregor of Rancho Bernardo.



The Viennese Ball—"Mayfaire"—May 1, 1971 at the Hotel del Coronado benefits the San Diego Symphony Orchestra. Committee members pictured (left to right): Mrs. Jack Lewis Powell of Rancho Santa Fe, Mrs. Charles C. Hartman, a co-chairman of the Ball; Mrs. Evan Jones, President of the Women's Committee for the San Diego Symphony; Mrs. Gordon Luce, a co-chairman of the Ball and Mrs. Eric Bass, Chairman.

## THE VIENNESE "MAY-FAIRE" BALL 1971

presented by  
The Women's Committee of the  
San Diego Symphony

**Date:** May 1, 1971  
**Place:** Hotel del Coronado  
**Time:** 6:30 Social Hour in the Casino  
Lounge and Ocean View Room  
7:30 Dinner in the Crown Room  
9:00 until 1:15 Dancing in the  
Ballroom  
**Dancing:** Paul Ravino and his Orchestra,  
continuous music

**Theme:** Since the ball is to be on May 1st  
this year, our theme is that of a  
"May Faire" or Renaissance May  
Festival featuring Spring flowers,  
Maypoles and May baskets. This,  
of course, ties in well with our an-  
nual Flower Girl presentation, a  
traditional part of the Viennese Ball.

**Aims:** This is the annual Women's Com-  
mittee for the San Diego Symphony  
Orchestra ball. It is primarily for  
fund raising and it is the major  
social benefit event for the Sym-  
phony.

### COMMITTEE CHAIRMEN — 1971 SYMPHONY VIENNESE BALL MAY 1, 1971

**General Chairman**  
Mrs. Eric Bass (Betty), P.O. Box 2064,  
La Jolla 92037 .....454-0855

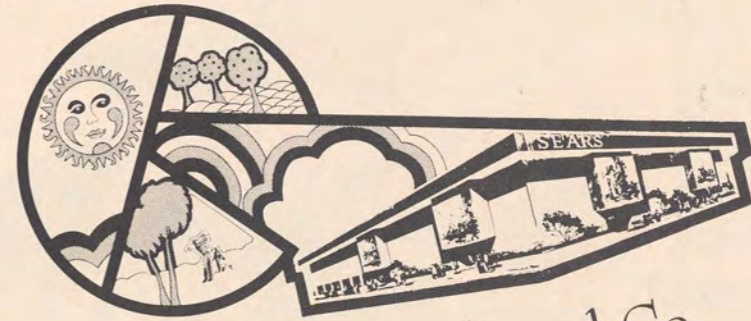
**Co-Chairman**  
Mrs. Gordon Luce (Karon), 3558 Via  
Flores, S.D. 92106 .....224-6965

**Co-Chairman**  
Mrs. Charles C. Hartman (Florence),  
3533 Lowell St., S.D. 92106 .....222-5234

**Recording Secretary**  
Mrs. Jack Galen Whitney (Helen),  
5802 Sagebrush Road, La Jolla  
92037 .....459-1060

**Corresponding Secretary**  
Mrs. Lawrence Cox (Lee), 3603 Gar-  
rison St., S.D. 92106 .....224-4704

**Treasurer**  
Mrs. Robert D. Lynch (Gloria), 307  
Sea Lane, La Jolla 92037 .....459-1060



Sears Roebuck and Co.  
1475 East Valley Parkway, Escondido, California 92025

April 1971

TO: North County Residents

North County has grown a lot lately; so has Sears. You were asking more and more of Sears, and we were finding it harder and harder to keep up with you in our small Escondido store. So, we grew too.

With our new store in the Escondido Village Mall, we'll have more than four times the selection to offer you that we had in our other location. We'll have a 12-stall Automotive Center, a Charm School for teenagers and a complete Home Fashions Department with decorator consulting, in addition to many other services to offer you.

Thank you for bearing with us while we grew. Our Automotive Center opens April 7, and our store opens May 5. Stop by and say "hello" to your grown-up North County neighbor!

Sincerely,

*James T. McCaffrey*  
James T. McCaffrey  
Manager



*This unpretentious railroad station in North Redwood, Minnesota, was the first home of a mail-order business which later spread throughout the United States. Here, in 1886, Richard W. Sears launched the business which was to make his name famous.*

## SEARS, ROEBUCK AND CO.—MERCHANT TO THE MILLIONS

The year was 1886.

The United States—all 38 of them—had a population of only 58 million, and two-thirds of the people lived in rural areas. Only a dozen or so cities had 20,000 or more residents.

That was the scene when a shipment of gold-filled watches arrived in early Spring at the railroad station in the small Minnesota community of North Redwood.

Addressed to a local jeweler who didn't want them, the watches went unclaimed until the town's 23-year-old railroad station agent, Richard W. Sears, received permission to sell them.

In doing so, Richard Sears started a new career which led to the birth of the world's largest merchandising organization.

By the Fall of 1886, Sears was in business for himself, selling watches full time. The next year he moved to Chicago and hired a watchmaker named Alvah C. Roebuck, and Sears, Roebuck and Co. was born.

Shortly before the turn of the century, Roebuck resigned from Sears due to ill health, and Julius Rosenwald, a Chicago clothing manufacturer, purchased an interest in the firm.

His business intellect, combined with

Sears promotional genius, started their firm on the road to greatness.

By the time Richard Sears retired in 1908, the company which bore his name was doing \$50 million in business annually and had a branch catalog order plant in Dallas, Texas.

Sears, Roebuck and Co. grew and prospered with the United States. By 1925, U.S. population was 115 million—and the face of the nation was changing.

The automobile had come into its own. Americans, with greater mobility, were moving from farm to city. Less than half remained in rural areas.

Viewing this scene, a new Sears vice president, General Robert E. Wood, argued that Sears should open retail stores—to capitalize on the growing mobility of the people and the expanding urban population which traditionally shopped in stores.

As an experiment in 1925, the company opened its first retail store in a corner of its Chicago catalog order plant. Its success was so great that the company soon launched a full-scale retail expansion program which saw Sears retail sales volume exceed catalog order volume by 1931.

Today, Sears stores, numbering more than 800, account for more than three-quarters of Sears annual sales volume.

Another important step was taken in 1942 when General Wood, then Sears board chairman, opened a store in Havana, Cuba, the company's first permanent outlet in a foreign land.

With World War II, shortages of refrigerators, stoves and the like, 1942 was not an ideal time to open stores. But the store prospered on its clothing and other "soft goods."

In 1947, with war shortages disappearing, Sears opened a store in Mexico City. "Six years later," according to one report, "Sears was . . . one of the largest private corporations in the country—in gross business, net profit taxes paid."

Today Sears has about 100 stores or sales offices in 12 foreign countries.

Sears expansion overseas was matched in 1953 by expansion into Canada. In that year, Sears joined a pioneer Canadian merchandising company, Simpsons Limited, to form Simpsons-Sears Limited. This firm operates four catalog order plants, nearly 30 retail stores and more than 340 catalog sales offices in the Dominion.

While General Wood was guiding the Latin American and Canadian expansion programs, he also led Sears into a tremendous expansion in the United States. From 1945 until he retired as chairman in 1954, the company spent more than \$350 million on new retail and mail order facilities. Since World War II, Sears has spent nearly \$2 billion improving its facilities.

Sears has begun expansion into Europe, with the opening of a store in Barcelona, Spain, in 1967. Future plans call for opening a store in Madrid.

The company's expansion program was continued under General Wood's successors—Theodore V. Houser, Fowler B. McConnell, Charles H. Kellstadt and Austin T. Cushman. And it continues today under Sears chairman and chief executive officer, Gordon M. Metcalf.

Sears newest store is a shining example.

### STORE SERVICES

From the 12-car automotive service center to the customer package center, Sears services are as varied as customers' needs.

Telephone shopping is expected to become one of the new Sears store's most popular services. The store has prepared for this development with a trained staff to aid shoppers in placing telephone orders from the company's catalogs.

Services to homemakers also include planning advice on room arrangement, colors, fabrics and furniture.

Items of interior decor can be tailored to customer requirements, and decorating consultants will bring drapery, slipcover, upholstery fabric or carpeting samples to the home.

Kitchen planners, trained in giving modern beauty and functional design to old kitchens, will provide sketches and estimates without charge. Other home improvement consultants can provide building, plumbing and heating plans. Preventive maintenance of Sears appliances, provided by the store's staff of service technicians, is part of a nationwide service program of special benefit to people who move from one city to another.

For do-it-yourselfers, Sears has a complete stock of parts for items it sells. A system at the customer service desk enables customers to locate parts from diagrams shown on microfilm, then order the parts they need.

And at a special customer convenience center, shoppers can obtain Travelers' Checks, Gift Certificates, Ticker Theater Tickets and Money Orders.

Other services at the new store include: Custom Decorating, House Carpet & Drapery Cleaning, Rent-A-Car, Add-A-Room, Film Processing, Flowers by Sears and Charm School.



*Richard W. Sears was a youthful station agent in North Redwood, Minnesota, in 1886 when he accepted a shipment of watches refused by a local jeweler. Sears sold the watches to other agents, thus launching a business which was to lead to Sears, Roebuck and Co.*

### SEARS IS STYLED WITH THE WOMAN IN MIND

The new Sears, Roebuck and Co. store at Escondido Village Mall has been styled with the woman in mind, according to Fred Buckler, chief store planner and styling director for Sears Pacific Coast Territory.

Because four out of five Sears customers are women, Buckler noted, the store's layout, color schemes and merchandise are designed to appeal especially to women of the Escondido area. He pointed out that the new building incorporates the area's modified contemporary architectural theme.

Describing the new store, Buckler said colors used throughout were chosen to enhance the merchandise of each department. Muted tones of warm gold have been used in many women's departments, while colors of greater intensity are used in other areas. A subtle Spanish theme seems to flow throughout the interior. Spanish graphics are used as highlights; Spanish tile is employed in the Home Fashion section and in the Coffee House, which also features a textured brick floor.

An unusual architectural feature on the second level will be a coffered ceiling with five large panels from which three wrought-iron chandeliers will be suspended.

The most remarkable feature about the exterior of the store focuses upon seven 16 x 20' ceramic murals, created

by artist Frank Matranga, depicting scenes of early Escondido and the San Diego area.

Buckler and a staff of 25 specialists at Sears Los Angeles headquarters began working on the store design project about three years ago, following selection of the site.

"We are particularly proud of the design and architectural features of the Escondido store. Construction of this store has been executed as smoothly as any store we have worked on in recent history."

### STORE DESIGN

Retail merchandising has come a long way since the old-fashioned dry goods store; just how far, you realize when you see the interior of Sears new Escondido store.

"The concept of displaying merchandise has undergone a dramatic change for the better," McCaffrey, Sears store manager, said.

"In the good old days," items were tucked away in glass-enclosed counters, safely out of reach."

"In our Sears store," he explained, "most merchandise is displayed in the open, so that the customer can see, touch, inspect or operate the items they wish to buy. And the modern store displays more merchandise. The new Escondido store offers more than 50,000 different items. The store's merchandise arrangement aids self-selection—a key to convenient shopping."

Today's shopper spends an average of 30 minutes in a department store on each visit, McCaffrey said, and Sears self-selection, with the help from courteous salespeople, speeds her shopping duties.

Most of the new Sears store's fixtures have been designed without surplus-stock drawers traditionally found in merchandise tables.

Another convenience feature of Sears new store is the location of stock areas adjacent to the selling floor(s). This saves shopping time by making available all merchandise that can't be found on the sales floor.

An additional time-saver is the strategic location of cash registers throughout the store.

As another aid to self-selection, Sears now pre-packages more merchandise, including items such as nuts, bolts and screws, which formerly were kept in open bins.

The new Escondido Sears store actually is comprised of several "shops" or "centers" for related merchandise lines.

Grouping related departments and related lines of merchandise makes it easier for customers to find and select the merchandise they want, McCaffrey said.

**PALOMAR MEMORIAL  
HOSPITAL AUXILIARY**

presents

**The Magic of Spring**  
at

**Bandy Canyon Ranch**

Fashions by  
"The Mercantile" and  
"The Wardrobe"

2:30 p.m. Sunday,  
April 25th, 1971

Donation \$5.00

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THE WARDROBE



## PALOMAR HOSPITAL

Provides Outstanding Service to the Communities it Serves

In February of 1950, just 21 years ago, Palomar Hospital opened its doors with a bed capacity of 32 beds. Over the years much progress has been made! A three-story wing was dedicated on August 23, 1959; an administration wing with a new entrance, lobby and Gift Shop opened in October, 1960. In September of 1964, a remodeling program which include a cobalt therapy room and the expansion of the emergency and recovery rooms was completed and October, 1965, saw the opening of the new Pediatrics wing. The nine-story tower was finished and dedicated on October 31, 1970—bringing the hospital's capacity to 306 beds at the present time.

Palomar Hospital serves an area of 758 square miles. While the hospital is located in Escondido, it includes Rancho Bernardo and Poway to the south; Ramona and Julian to the East; San Marcos to the West; Valley Center, Pauma Valley, Palomar Mountain and area to the Riverside County line to the North.

### Palomar Hospital Auxiliary Organizes in October of 1957

In the early part of October, 1957, at the request of the Board of Directors of Palomar Memorial Hospital, a

steering committee was formed to plan the organization of an auxiliary. Members of the committee were Mesdames: Bernhard A. Johnson, Chairman; Wesley Dahl, John Flaiz, Benjamin Handwerker and William Kennedy. A meeting was held February 27, 1958 with approximately one hundred women present to organize. In March, a meeting followed to adopt bylaws and elect officers. Mrs. Bernhard A. Johnson became the Auxiliary's first President. The Library Service which preceded the Auxiliary was absorbed and added to the many services activated.

### Highlights of the following years are:

1962-63: Gifts for the Hospital were equipment for Heart care and additional furniture for the Family Room. A Five Year Birthday Party was held at the February meeting.

1963-64: Provisional program was initiated; hosted the Pre-Showing of Walker Scott Store. Gift Cart Service activated.

1964-65: Hostessed the Open House of the remodelled Surgery Wing and Cobalt Treatment Unit; Family Room Service inaugurated. A Silver Tea Service was presented to the Auxiliary by Mr. George Scott of Walker Scott Company.

1965-66: Decorated and partially furnished the Pediatrics Department; acted as hostesses at its opening. Pediatrics Service activated. A rummage sale was sponsored by Ways and Means committee.

1966-67: A successful Christmas Bazaar was held. Gifts to the Hospital totaled \$9,123.00.

1967-68: Emergency Room Entrance Service initiated; Central Supply and Pediatrics Service expanded.

1968-69: Supplies and new equipment provided.

1969-70: A kidney machine became a part of the hospital's life-saving equipment.

1970-71: Purchase of a heart-monitoring machine is contemplated.

Membership in 1958 totaled 288 members; there are 391 in 1971.

Gifts to the hospital have totaled approximately \$35,000. This has purchased special gifts not included in the hospital budget.

There are twenty different services functioning in the hospital with additional out-of-hospital activities.

1970-71 President is Mrs. William Byrom; President for 1971-72 will be Mrs. Jack Bussell.

You are cordially invited to attend  
*The Magic of Spring*

**PALOMAR HOSPITAL AUXILIARY  
FASHION SHOW**

AT BANDY CANYON RANCH, SUNDAY, APRIL 25th

presented by

*The Mercantile*  
FASHIONS FOR WOMEN, ESCONDIDO

and

*The Wardrobe*  
FASHIONS FOR MEN, ESCONDIDO



**P**ictured above is Mrs. Henry G. Fenton, beautifully gowned in a long floral garden print by Mr. Dino. Mrs. Fenton graciously offered her 500-acre Bandy Canyon Ranch to Palomar Hospital Auxiliary as the spectacular setting for their first annual Fashion Show.

The very newest in fashions for men and women....



Mr. Wes Thornton is wearing a cream double-knit sport coat, double-knit flare pants by *Levi* and a *Decton* perma-iron shirt by *Arrow*. Mrs. William Byrom models a *Barney Max* plaid silk coat dress. Mrs. Jack Bussell's dress is a *Goldworm* of 100% polyester print, imported from Italy with its own dyed-to-match silk scarf.



Mr. Robert Parks, co-owner of the Mercado's Bavarian Beer Garden is attired in a gold double-knit sport coat by *Michaels Stern*, accented with gold polyester knit sport shirt, black scarf and two-tone shoes. Mrs. Gerald Nash has chosen a *Francesca for Damon*, made in Italy. This lightweight summer knit has a window-pane skirt accented in Aqua.



Mrs. Jack Milne is charming in her *Malibini of Hawaii*—part of the designer's collection. Fashioned from 100% cotton, it is as easy to care for as it is pretty to see! Mrs. Byrom and Mrs. Bussell join her on the woodland bridge.

shown by the Mercantile and the Wardrobe ....  
amidst the quiet pastoral beauty of Bandy Canyon Ranch!



Mr. Thornton's casual white *Harris* twill flare pants combine handsomely with the *Polyester/Arnel* shirt by *Spire*. Mrs. Roland Fisher's pant suit is by *Pierre Luceé*, and is tailored from a polyester and wool blend. Mrs. Dahl joins them in the wooded glen at Bandy canyon.



Mr. Vic Herman, owner of Galeria de Vic Herman, The Many Arts of Mexico, at the Mercado, is wearing a brown, double-knit *Jack Nicklaus* suit by *Hart, Shaffner & Marx*; His tan Arrow perma-iron *Decton* dress shirt is accompanied by a *Don Loper* tie. Mrs. Syl Diaz is lovely in her choice—100% acrylic pleated culotte which is a Polynesian fashion by *Alice*.



Mrs. B. A. Johnson is most attractive in her *St. John Knit*, tailored by one of our own California designers. This style is *Moonglow*, fashioned of 84% acrylic and 16% nylon.



Mr. Thornton escorts Mrs. Wesley Dahl toward the main house at the Ranch. Mrs. Dahl is especially attractive in her *Francesca for Damon* featherweight wool tunic. As you will note, the plaid sash jauntily matches the plaid pants.



A dyed-to-match shirt and sweater in fine mauve wool knit by *Pendleton* is being shown here by Ed Edwards owner of the soon-to-be-opened Mercado boutique, "What's Happening Now." White perma press trousers by *Harris* and side zipper half boot by *Florsheim* complete the outfit.



Ready for a swim, J. R. Jordan, Manager of Galleries of the Masters of the Future in the Mercado, sports a floral print Jam swim trunk by *Surf Line of Hawaii* with nylon, wind-proof surf jacket with concealed hood. Terry scuffs and Italian sun glasses complete this outfit from the *Wardrobe*.

the *mercantile* since 1905  
grand at Broadway Escondido

the *Wardrobe* since 1905  
Grand at Kalmia, Escondido

# How to retire to a millionaire's retreat for less than \$18 a week.

La Costa, Quails Inn, Lake San Marcos, Rancho Santa Fe—this is the country where many of California's wealthiest and wisest citizens go to play golf, swim, fish and just relax. Why? Because of its climate, its beautiful rolling countryside and its outstanding resort facilities. At the heart of it all lies the new Valle Verde Mobile Estates—a complete resort of its own with recreation facilities of every description. Yet believe it or not, you can live here for less than \$18 a week space rental fee.

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## Golfdom's Unsung Miracle Workers



Golf is a way of life in Palm Springs, Southern California's desert resort. 24 courses, ranging from pitch and putt to championship, challenge the abilities of the golf enthusiast.

"Growing grass on the desert sand, and keeping it green where it never even existed before, is something like growing hair on a billiard ball," says Harry Serota. "But it's our way of performing miracles."

To many, Harry Serota is indeed a miracle worker. As Greens Superintendent of the Canyon Country Club, he is in charge of the care and feeding of two 18-hole golf courses that are, collectively, the favorite playground of the city's most illustrious visiting golfer: Spiro Agnew. Thanks to Harry Serota, the Canyon courses are also two of the very best in a city that must live up to the title, "Winter Golf Capital of the World."

The soubriquet is well earned. Despite its modest size (22,000 permanent residents), Palm Springs sports nine golf courses while 16 more undulate over the desert dunes and mountain crannies of the adjacent Coachella Valley. And more are a-building.

Moreover—and this is the true test of the successful Greens Superintendent—the courses are playable the entire year. In the desert, the year represents two climatic extremes: the modest warmth of mid-winter (which approximates the spring-summer-fall weather of the North) and the more intense heat of the Southwestern summer.

Although its doubtful that the average player is aware of what goes into a course's maintenance, the techniques involved in caring for Palm Springs courses are obviously different than those used in the East. At the Canyon courses the maintenance effort takes on heroic—as well as professional—proportions.

"Feeding" includes 100 tons of seed yearly, spread in three applications. Common rye grass is used for winter play on the greens. During the summer a variety of seaside "bent grass" covers the greens—while a tough Bermuda grass, which doesn't require reseeding, is the mainstay of the fairways.

In addition to this massive quantity of seed, many tons of fertilizers are used each year, also in three separate applications.

Watering the fairways and greens is still another round-the-clock job and requires the full-time attention of two watermen. In winter, each course absorbs half-a-million gallons weekly; in summer they soak up three times that much. These quantities are provided from three wells, sunk to a depth of 650 feet, with a water-pumping level at 350 feet. To assure the availability of water at all times, a storage lake on

please turn to page

## Palm Springs CALIFORNIA

### Miracle Workers

club property holds seven million gallons.

Precise mowing of fairways and greens is no less vital a maintenance function. Greens and teeing areas are minutely clipped to 5-16ths of an inch from the ground; fairways, green approaches and collars are trimmed to between one-half and three-quarters of an inch, while roughs are leveled at a height of one-and-one-half to two inches.

Putting cups are changed daily, to keep the soil from becoming "compacted." When the cup is removed, the eight-inch hole is filled again with the same 'plug.'

Once a year, the soil on the fairways and greens is aerified by an intricately-structured machine that loosens the soil around the root area of the grass, and also gives the water a chance to penetrate the ground surface.

In summer, the presence of the sod web worm and cut worm may pose threats to grass growth. When this happens, the greens and fairways are sprayed with insecticides to check the spread of possible blight. Fungus growth, even more insidious because it can destroy the greens overnight, is also controlled by insecticide spray.

The work involved in caring for these magnificent courses the year round, in two distinct climatic extremes, is an enormous undertaking and expensive.

"I spend money," he freely admits, "but you can't maintain the standards of quality that we have at these courses without doing so." He estimates that seeding and fertilizer for the Canyon courses costs nearly \$50,000, while maintenance, equipment and administrative expenses, including salaries, run many thousands of dollars more.

The effort and expenditures are obviously worth it. The Canyon clubs host nearly 100 players daily, averaged out for the entire year and exclusive of competitions. And aside from their popularity with the nation's Vice President, these courses are consistently popular for top rank tournaments as are many of the city and Valley's other courses. Small wonder then that Harry Serota—and all of the area's greens superintendents—are among the most revered of desert heroes. Or, if you will, miracle workers.



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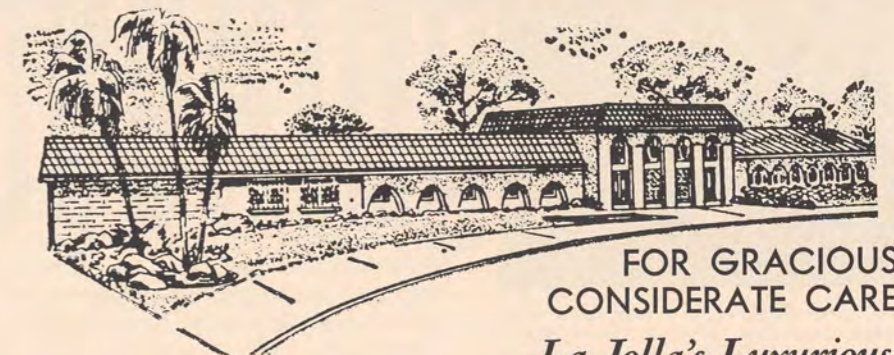
Very solidly built—check the construction—no work needed here. Main Floor; lovely entry and high beamed living room, fireplace; dining room; small but functional kitchen, center island range; large beamed family room with wet bar and built in refrigerator. Beamed master bedroom, plus 3 smaller B.R. (one a den); or use 2 smaller B.R.s, with bath between, as master suite, and still have 2 more bedrooms on same level, 2 baths main level. Also large deck (could be enclosed) also with ocean view. High elevation.

Lower Level: Not below grade but at backyard ground level—now huge recreation room, new bathroom, hobby room and utility room. Could easily be separate apartment, and has own entry. Storage galore. Presently non-covenant and O.K. for several horses and pool. Lovely old trees and landscaping in fine area. 300' frontage with circular drive. Priced under market!

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Authentic  
Early California Theme  
Highlights  
StoneRidge Development



One of the unique architectural features in this two-story floor plan at StoneRidge is a second story "bridge" connecting two bedrooms. High-vaulted cathedral ceilings are used in most models. The new community being developed by Medalist Corporation spans the widely praised 18-hole StoneRidge golf course.

Heavy stonework, rough timbers, and rolling green hills combine with creative contemporary architecture to give unique residential distinction to the new StoneRidge community in North San Diego County.

StoneRidge is being developed by Medalist Corporation, headed by several homebuilders with extensive experience throughout Southern California. Principals are Jack Davis, president; Don Fischer, vice president; and Henry Greminger, secretary-treasurer.

Design for the ultimate 400-acre, 300-residence development has been handled by Paul Thoryk & Associates, environmental consultants. Thoryk has designed residential communities throughout the West, as well as on the Hawaiian island of Maui.

Thoryk says StoneRidge will reflect "the best of the Good Old Days" after the Spanish era in California. "What we have strived for is traditional early California architecture with a fresh contemporary flair and fully compatible with the surrounding pastoral environment," Thoryk says.

With roofing of mission tile or wood shakes, exteriors will be marked by "earthy tones of transparent stains and zaps of accent colors," according to Thoryk.

"We think we have imparted a genuine woody, country flavor, with the benefit of the most advanced architectural amenities for the life style of the 1970s," he says.

Five floor plans each allow a choice of three elevations. Because each home will be constructed to follow carefully the rolling terrain of StoneRidge, virtually no two homes will be alike, Thoryk pointed out. Plans range from a 1600-square-foot unit with two bedrooms and den to a 2800-square-foot model with five bedrooms and den.

Bathroom and kitchen features are strictly up-to-date, with extensive use

of ceramic tile in showers and counter tops. The kitchens have built-in ranges with self-cleaning ovens, dishwashers and disposals. Kitchen cabinets are of ash and luminous ceilings provide even, non-glare lighting. Cold-water service is provided for refrigerator ice-makers.

Lots are 12,000 square feet and up. Prices range from \$38,900 to \$48,900.

Developer Davis said a major attraction will be the 136 homes on lots fronting the widely praised StoneRidge links.

"Fairway frontage in golf-oriented subdivisions ordinarily is minimal," Davis noted. "A 90-foot frontage on a golf course, such as StoneRidge is offering, is a real rarity."

Construction is underway on the new StoneRidge Country Club clubhouse and the second nine holes of the now-nine-hole course, with completion expected this fall. The new course contemplates a slight realignment of the present nine holes but the second nine will be situated chiefly in the area north of the present temporary clubhouse and pro shop. The new links will play to a par 72 over approximately 6500 yards, according to long-time resident pro Ben Stewart. Architect for the course is Theodore G. Robinson, who designed the private course at Rancho Bernardo.

The new StoneRidge CC clubhouse will be a complete country-club facility, including a dining room, cocktail lounge, men's and women's locker rooms, lounge, card, and game rooms, kitchen, and corporate offices. A large putting green will be located adjacent to the clubhouse.

Representatives of Medalist Corporation are on hand at the StoneRidge sales office in the model complex at Val Verde and Espola roads from 11 a.m. to sunset seven days a week. The development is two miles east of Interstate 15 (395) on Rancho Bernardo Road.

## Unique Country Living



# StoneRidge

A return to the good old days. Old fashioned elegance with a contemporary flair. Rough-hewn cedar and stucco exteriors, a rambling greenbelt winding through the rolling hills with 18 holes strategically placed by golfdom's renowned Ted Robinson. Plenty of elbow room, too. (Whoever heard of 90-foot fairway lots in this day and age?) Master planned by award-winning Paul Thoryk, StoneRidge offers a private country club with tennis courts and the works. Plus five spacious floor plans from two bedrooms and den to as many as six bedrooms. Prices range from \$38,900 to \$48,900. Why not pack a picnic and take a short Sunday drive out to see us?



Challenging golf.  
Elegant country homes.

## StoneRidge

A development of Medalist Corporation  
Sales office, 2 miles east of State 163  
(395) on Rancho Bernardo Road  
Open 10 a.m. to sunset seven days a week  
Telephone 487-4535

(Photo from Historical Collection, Title Insurance and Trust Company, San Diego, California)

# SERENDIPITY

by Sharon Mackey

del mar solana beach



The walls of the Del Mar Turf Club echoed with the chatter and gaiety of the annual fund-raising party for the Del Mar Unit of Children's Health Center Auxiliary. It was the evening of March 4, 1971, and many familiar faces were seen from the eyes of this writer. Beautiful grape vines and paper flowers engulfed the props set up in the entrance to the Club. Greeting guests with their usual graciousness were: Ed and Anne Douglas and Virgil and Harriet Watters.

It was very obvious that much preparation had gone into the event, as the "Festival of Best Cellars," was indeed well supported. The beautiful cheeses of the Marin French Cheese Co., labeled "Rouge et Noir" graced the center tables, to be enjoyed by all.

Saw Mr. and Mrs. David Thompson, sporting smiles of satisfaction due to David's election to the San Dieguito School Board, the previous Tuesday. Russ and Sarah Silverthorne of Del Mar were in a festive mood, and Sarah as usual, looked elegant in a beautiful fur coat. Mr. and Mrs. Richard Kenyon were there, and Lisa, happy that the event was such a success was indeed radiant. Her efforts as publicity chairman had proven worthwhile, along with the other members of the Auxiliary: Mrs. Jack McKim, Chairman; Mrs. Joseph Dietz, tickets.

## EPSILON EPSILON CHAPTER OF EPSILON SIGMA ALPHA

Some people have the fabulous fortune of living down on the beach of Del Mar, and such people are the Richard Witherows. Sharon Witherow opened her house for meeting of the Epsilon Epsilon chapter of Epsilon Sigma Alpha on

the evening of March 10. Some twelve people were there to finalize plans for a "Las Vegas Party" to be held April 17, 1971, to raise money for the Vista Home for Retarded. The theme for the international charity is Mental Health, thus the decision to support this worthwhile home.

Those present at the meeting to help plan the party were: Mrs. Tom Schoch, (way and means); Mrs. Jack Williams (president); Mrs. Ray Simpson (vice-president); Mrs. Andrew Wotkyns (secretary); Mrs. Art Sepin (treasurer); Mrs. Joseph Gerlach, Mrs. Ed. Reynolds, Mrs. Donald Dickerson, Mrs. Jack Giacomini, Mrs. Richard Tibbetts, and Mrs. Ronald Simpson.

Some one-hundred people are expected to attend the party, which will be supplied with authentic gambling tables supplied by San Diego's "Fund Ways Inc." At the end of the evening, prizes will be awarded to those people holding the most chips, with the Grand Prize of a weekend for two at the famed Stardust Hotel, Las Vegas, Nevada, topping the list. Other organizations providing prizes are: Mickey Finns', Harbor Cruise, San Diego Zoo, Town and Country Hotel, El Cortez Hotel, Sea World, Master Host Inns, Vacation Village, and May Co.



Preparations being made for "Las Vegas Party" — fund raising event for Vista Home for Retarded.

Mrs. Don Dickerson, Mrs. Andrew Wotkyns, Mrs. Ray Simpson, Mrs. Richard Witherow and (seated) Mrs. Jack Williams.

The William Doughertys of Del Mar have been extremely busy people the last month or so. Bill's brother, Patrick, of Pasadena, is going to marry Kim Royce who is the granddaughter of the Stephen Royces of Rancho Santa Fe. It would be virtually impossible to describe the engagement party in February held in the Palatial Italian Pasadena home of the Howard William Doughertys. Some three hundred people congratulated the young couple with elegant finger foods and drink being served to all. The terrace on the west side of the house was covered with white canopies and hung with black chandeliers with crystal drops and baskets of flowers to carry out the valentine theme. A Jet Set Combo played for the young set in the Marble Hall, and in the drawing room two violinists and a pianist entertained the parent's friends.

Bill and Bea hosted a fun weekend on March 13, 14 for Patrick and Kim, who are completely ecstatic about their forthcoming marriage on March 27, 1971, in Palos Verdes. An extended honeymoon in Mexico will follow, and then they will be living in the Los Angeles area.



Sue Clark, Bea Dougherty—sewing for "Van-Dougher-Line"—Tennis outfits.

Along with the excitement of the wedding, Bea Dougherty and a friend from La Jolla, Sue Clark, have set up a business of making original tennis outfits. The company, Van-Dougher-Line, has been progressing extremely well, and keeping the two originators very busy. The styles are very unique, and have interesting accessories to go with them. Bea, who is an avid tennis player herself, felt the need for some variety in tennis fashion. Maurice Smith, the tennis pro at Lomas Santa Fe Country Club, has hung some of the samples in the tennis shop, and is getting many favorable results.

# SERENDIPITY



Jane Schmauss, Jo Worthington, Maurice Smith—(winner, loser, teacher).

## LOMAS SANTA FE

The Country Club held its first annual fixed doubles contest on the weekends of March 6-7, 13-14. A heavy turnout in all segments of the tournament brought players and spectators to the tennis courts. The club is feeling more and more the compactness of its growth, and the need for the new club house to be completed. When the members walk by the once paved parking lot and now see the busy workers beginning the foundation for the new club house, smiles of anticipation creep to their faces. All of them know only too well, how crowded the facilities are getting and what fun it will be to be able to enjoy a more extensive club house.

The weekend of March 13, 14 ended with an awards dinner for the tennis matches. The club house was filled with many members and their children, who enjoyed a beautiful buffet served by Mr. Lozano and his staff. Dale and Terry Lingfelder, Lois and Ed Eichler, Linda and Jim Bullock, Jo and Dean Worthington, Afton and Leonard Morris, Janet and Lloyd Lederer, and Sharon and Don Hansen were just a few of the couples enjoying the festivities. Cheers of excitement filled the dining room as the awards and trophies were presented. Perhaps one of the most enthusiastic responses was toward the award for Jane and Jon Schmauss, who won their gruelling match against Jo Worthington and Leonard Morris. As Jane said "We kept our cool, and we did it," which is somewhat hard for husband and wife when competition is involved. Even some of those who were defeated, such as Peggy and John Whitley, Bill Dougherty and Dick Miller, and Sally Miller and Jo Worthington, agreed that fun was had by all. And that folks, is the name of the game!

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Just minutes prior to the attractive cheese buffet table being "open to the multitude," Irene Russell and Nancy Harris pause to sample the wares.

## Village Spirit Shop & Las Duenas hold Wine-Tasting at the Garden Club

### Featuring The Napa Valley Wines of the Robert Mondavi Winery



Enthusiastic greeting at the door! Bob Harris beams at Marilyn Pratt (back to camera) while David Pratt looks mighty pleased at his reception by Nancy Harris (left) and Irene Russell, chairman of the event.



A quartet of tasters! Brock Cowan, Mr. and Mrs. Fritz Wrenn, and Lola Wood.



By the time everyone reached the third group of "tasting wines" there were smiles all around . . . like Mary Novak, Patti and Pete Demos.



Tom and Leith Clotfelter try out the cheese table.



The Holzauers (Tony and Sue) listen intently as the merits of the Robert Mondavi wine are reviewed by Gary Ramona.



Winnie Canning and Pat Todd, the Ranch's most attractive mother-daughter duo, enjoyed a bit of the bubbly while husband Dick Todd was pounding the pavements in New York.



Steve and Carole Wilmans debate the next choice.



Mrs. Ramona points out her favorite wine to Sue and Dick Colbourne — husband Gary isn't quite sure he completely agrees!



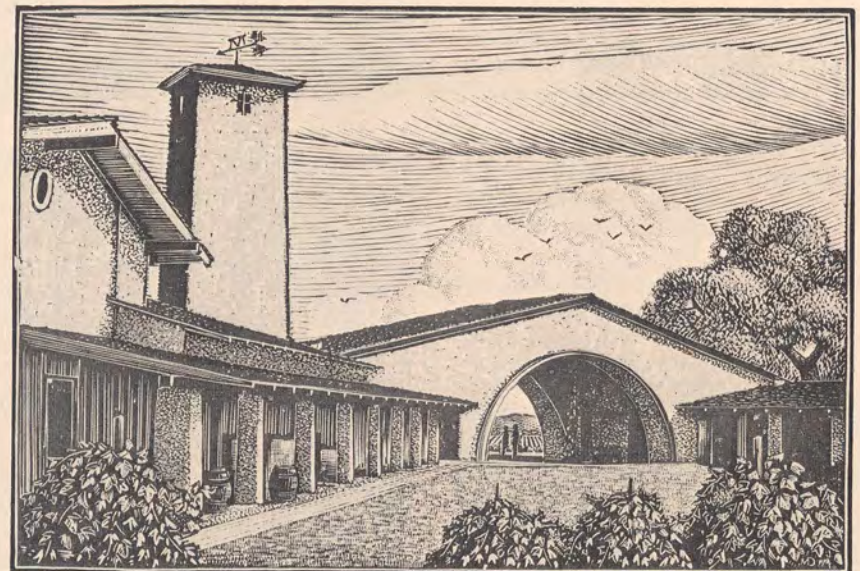
Bob Harris and Davis Pratt await the onslaught!



Another wine-tasting quartet includes Susanne Gildred, Paul Thomas, Ted Gildred and Jim Russell.



Gary Ramona, Southern California Sales Manager for the Robert Mondavi Vineyards, discusses the merits of Gamay Rose with Dr. Jack Novak (left) and Bud White (right).



## ROBERT MONDAVI NAPA VALLEY WINES

**TRAMINER**—A dry and well rounded wine, pleasantly tart with fine bouquet and flavor.

**RIESLING** — Medium-to-full-bodied white wine with a fresh fruity flavor and soft fragrance.

**JOHANNISBERG RIESLING** — A light, fragrant softness, with a fine flowery bouquet, distinguish this wine. Outstanding among the Rieslings.

**FUME BLANC** — An unusual dry white wine made from the Sauvignon Blanc grape. Its light golden hue, rich fruity aroma and full-bodied roundness are characteristic of the Sauvignon Blanc.

**CHARDONNAY** — The Chardonnay is universally acclaimed one of the greatest white grapes. The characteristic fullness, roundness and distinctive aroma of the Chardonnay grape are reflected in this wine.

**GAMAY ROSE**—Sprightly and gay, this rose-hued wine is youthful, flavorful and highly aromatic.

**GAMAY**—A smooth, medium-bodied, well balanced wine which is at its best within three years of the vintage, when the outstanding aroma and flavor of the Gamay grape is at its peak.

**PINOT NOIR** — Rich in body, yet delicate in flavor, this superb wine has the character that has made the Pinot Noir one of the world's greatest wines.

**CABERNET SAUVIGNON** — The finest variety grown in the Napa Valley has produced here a rich, complex, distinctive wine with a full varietal character.

**CHENIN BLANC**—Moderately light with a touch of sweetness, this Chenin Blanc is delightfully aromatic. Its freshness and delicacy are outstanding.

**SAUVIGNON BLANC**—A delicately sweet white wine made from the natural sweetness of the Sauvignon Blanc grape; light bodied and fruity.

The world's best wines are made by the best craftsmen. The Robert Mondavi Winery at Oakville, California produces truly exceptional wines. Besides an adequate supply of choice grapes and winemaking skills, another factor is required—a proper, well-equipped facility. The wine-making equipment, constructed of the finest quality of stainless steel, is the most modern and efficient obtainable. While stainless steel has been universally acknowledged to be the most effective material for most wine-making processes, there is no substitute for wood as the ideal way to store and mature fine wines. The Robert Mondavi cooperage is all of oak, selected to impart the desired characteristics to each of the wines. The barrels are small, thus allowing a maximum contact between wine and wood. In this manner, the Robert Mondavi Winery has developed complexities of bouquet and flavor which have proved so successful for the greatest wines over hundreds of years. Despite the advantages of modern equipment and techniques, the human element is the deciding factor in producing fine wine. The great wine-makers of the past were masters of their art, those of the future should follow their precepts. The Robert Mondavi Winery aim is to be true to this creed, while making wines which have their own distinctive characteristics.

# Appealing Scenes, O'side

by KITTY A. PEELING

Airplanes give and airplanes take away and in these winter months they are busy delivering hundreds of Canadians to North County.

Appreciative of this contingent to Oceanside and Carlsbad, the O'side Chamber of Commerce gave a coffee where over a hundred north of the border friends assembled. Edith Rhodes and Frieda Dunn poured coffee and distributed doe-nuts 'till there wasn't even a hole left.

John Steiger deputy mayor and most attractive councilman, presided. He introduced me to J. Gordon Ross of Moose Jaw, Saskatchewan whom he has known for thirty years!

Mr. Ross, for many years a member of the Canadian parliament, is most partial to Carlsbad and has been coming here for forty years!

At one time Ross had over 375,000 acres planted in rapeseed—don't laugh, I thought I'd misunderstood too—but it's a yellow flower like mustard and produces oil for margarine.

One of the most handsome men in O'side to leave us permanently is Joseph V. Staiano. His curly black hair is a constant challenge to all feminine hands, but alas, only wife Sandra has the privilege—along with one-year-old son, Anthony. Joe was head of Social Security here and now he and his family leave for Maryland.

A most distinguished "arriver" and "leaver" was Maestro Pietro Aria. This American has been given too many honors to be recorded here. Suffice to say he is the only American to have written an opera that will be given in Italy this fall! The day before the Maestro flew home to Larchmont, New York, he received a letter from Walter Herber conductor of the San Diego Symphony, saying, "I find your opera JERICHO ROAD interesting and beautiful throughout." Soooo with the Rockefeller grant and the Opera Association's award of \$1,000 to Pietro, we might hear his opera performed here!

Someone who is going places is Carole Jones. She has been promoted to the managerial post of Supervisor in the San Diego office of the Telephone Company—however she'll continue to live with her husband Robert in their Carlsbad home.

To celebrate the event the Gary Lawson's chairmanned a get-together of all friends at the Bay 'n Beach Cabana Club where a cocktail-buffet-swimming party was held. Gary can guarantee to build beautiful swimming pools, but he can't guarantee beautiful weather. Sooo

everybody wore their woolens and had just as much fun—with their clothes on!

Very stationary (I hope forever) in the Oceanside Harbor is the Coast Guard Cutter Point Hobart where Chef Winston Marchman—Cookie, to the crew—proceeded to put on a real gourmet luncheon for me: Roast beef Bernaise, asparagus with Hollandaise sauce, Dutch apple pie. Yum!

As I drank my third cup of regular bo'swain's mate coffee, a call for help came from the fishing vessel Pierpoint about two miles out. She had a damaged rudder. My host Sam Wilson, officer-in-charge (acting)—Commander Chief Petty Officer Joseph Burgess was in San Diego attending career counseling classes—courteously but firmly escorted me ashore.

Still in a festive mood I went on to the Yacht Club and was saddened to hear that Yacht Club manager Chuck Calvert and his wife are each now paddling their own canoe. They are both attractive people. Marian will be an asset to the clique of gay divorcees and Chuck will once more enter the realm of bachelors like Yachtsmen Captain Joe Martin, Col. Roy Graves, Dr. Dan Peterson and Lawyer Douglas Barr—these fellows want no part of the Sea of Matrimony!



Gay Bachelors Barr, Graves, Petersen and Halbert.

Not leaving town, but really going along the path of life for one more year, Ellie Hillam was given a huge surprise party for her birthday. George, her husband took over the Oceana Club House, filled it with over two hundred well-wishers, a swinging band and catered a superb midnight supper! This reporter nearly blew the whole surprise, by being balled up as usual, and showing up a whole week ahead of time!



You can't see in this little pix, but Ellie is wearing her scintillating birthday gift—diamond earrings from husband George!

At the late reception given by the Herbert Schulze's for concert pianist Lorin Hollander, Pietro charmed his hostess by conversing with her in her native German. Mary Jeanne, besides being a terrific Carlsbad civic worker, is a gourmet—even to the growing of her own herbs. Furthermore, she is a most professional in her exquisite china paintings. I am grateful to the Mitchells—Carol and Randy for taking me to meet Mary Jeanne and also the talented Bill and Charlotte Atkinson, Dr. Keith and Carol Broman and the newly appointed Judge Stuart and Marilyn Wilson.

Another comer and goer was Don Maskell who represents Duke Phillip, Queen Elizabeth's husband at Canada's yearly Hobby Awards.

Don stayed two months in Oceanside, running up and down the beach every morning. When he left for Vancouver, British Columbia, Eve Folts hostessed a climbing party for him at a nearby orange grove where, for the first time, he picked tangerines off a tree. He intended to come back as soon as possible and buy a grove, then lo and behold the University of Florida made him such a terrific offer, he couldn't resist.



## MEET KITTY PEELING ... North County Living's Oceanside-Carlsbad Correspondent!

Kitty Peeling is no stranger to the printed media. A former newspaper correspondent, her travels took her all over the world—not once, but many times. When she tried her hand at writing a book, she did all the laborious "thinking" aboard her boat in Oceanside Harbor. Thus, she fell in love with the area, and decided to make her permanent home the Beach'n Bay apartments where she resides with the company of her rare Apso dog. Kitty's college credits include a degree from the University of Washington, and graduate work at Columbia, University of California, and University of Redlands. For the record, among other credits she also holds the title of Honorary Deputy Sheriff of Tombstone, Arizona!

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The Basic-Chords



The Californians

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## People, Places and Things

OCEANSIDE SOCIAL EVENT OF THE SEASON:  
"Bal des Fleurs," May 1st



Mrs. Stuart Wilson, left and Mrs. Gerald Belt.

Elegance, elegance, elegance in decor, direction and dress will highlight the eleventh annual Bal des Fleurs according to the recently-named co-chairmen Mrs. Stuart Wilson and Mrs. Gerald Belt.

The ball is one of spring's most anticipated social events for North County residents. The ball is sponsored by the Auxiliary of the North County Concert Association and funds derived from the affair are given to the association in support of the concert season.

On the evening of May 1 Bal des Fleurs ticket holders will be guided by a red carpet and graceful canopy to the entrance of the Oceanside Convention Center, site of the ball.

Dinner, dancing and a cabaret show directed by Dr. Keith Broman will create a lively atmosphere for the evening.

The interior of the Convention Center, located on the beach, will be lavishly banked with stately plants, fresh flowers and greenery around the large dance floor. A more intimate mood will be created by the round dinner tables designed for just four couples. Silver candle holders and baskets of fresh flowers will grace the tables.

"The mood today seems to be returning to romance, sentiment and elegance," says Mrs. Wilson, "so we are

calling this year's ball A Return to Elegance." Mrs. Belt agrees by stating, "the auxiliary members welcome the opportunity to return to elegant, formal evening clothes, even for men."

The two young chairmen are close personal friends, sharing many interests including hours of volunteer work for organizations in Carlsbad and Oceanside.

Both are mothers, Mrs. Wilson with three boys and Mrs. Belt has a boy and a girl. Mrs. Wilson recently retired from managing her husband's legal office when he was appointed a Municipal Court Judge. Prior to his appointment he had served as Carlsbad's city attorney.

Mrs. Wilson is a graduate of the University of Michigan and received her masters degree in political science from Berkeley. She and Mrs. Belt are always to be found giving hours of work and support to political candidates of their choice.

Mrs. Belt is a graduate of Marymount College in Los Angeles and is still active in the alumni association. She is also a million-dollar-a-year real estate saleswoman for John Steiger and Associates in Oceanside. Her husband is a real estate consultant with Oxford Research of San Diego.

Leisure time finds the Wilsons and Belts either making a foursome for bridge or doubles on the tennis court.

"We are straining budget and the time of our assisting chairmen to make this the most successful ball of 1971," promises Mrs. Wilson. "We want the Bal des Fleurs to enter its second decade on the upbeat with continued growing success."

Chairmen for the Bal des Fleurs include, Mmes. Nick Banche, reservations; Connie Jones, treasurer; Jerry Rombotis and Lyle Richardson, assisted by Darrell Dixon, Roy Martin, decorations; John Steiger and Ralph Jennings, publicity; Robert Rombotis and Lynn Fabrizio, champagne hour; Donna Reed and Jack Daybell, invitations and programs; Oakley Parker, theme design; Randall Mitchell and John McDonald, arrangements; Tom Crenshaw, Circle of Honor and Richard McDowell, telephone chairman.

Workers for the cabaret are: Mrs. Mary Hickethier, costumes; Jim O'Neal, props; Don Phelps, sets; Mike Straub, lighting and sound effects; Mrs. Bud Sheldon, choreography and Mrs. Evelyn Gunther Reekie will assist director Dr. Keith Broman.

## People, Places and Things



Chamber of Commerce President, Howard Gladstone, left, with Tom Garity, Director Property Management, Caster Mobilhomes Corporation, right, reviewing plans for Oceanside Estates.

### NEW MOBILHOME ESTATES TO BE BUILT IN OCEANSIDE

Caster Mobilhomes Corporation, home office San Diego, announced today the building of another quality mobilhome park in San Diego County—Oceanside Estates located at Mission Road and El Camino Real in Oceanside. This mobilhome community is unique in that it will be constructed as two separate parks—the first park consisting of 145 spaces for adults without children. It will include total recreational facilities of over 40,000 sq. ft.—the second park consisting of 288 spaces, with spacious clubhouse and total recreational facilities of over 46,000 sq. ft. is directed to family living.

A total new concept in mobilhome living is Caster Mobilhomes Corporation spacious clubhouse, multi-tennis courts, firepit, heated pool, wading pool for the children, playgrounds, separate teenage annex to the clubhouse, and an enclosed jacuzzi adjacent to the clubhouse. This park is open to all dealers.

Oceanside Estates is planned for completion by September 1, 1971, although advanced reservations and further information can be acquired at the home office located at 6150 Mission Gorge Road, Suite 119, San Diego, California 92120.

Other Caster developments in San Diego are Rancho Escondido, Rancho Encinitas, Rancho San Marcos directed to the adult community and Rancho Chula Vista and Rancho Mesa.

In line with the opening of Oceanside Estates, Caster Mobilhomes Corporation announced the openings of an additional sales location at 3780 Mission Blvd., Oceanside. Many of the coaches planned to be carried are considered the top of the line.

### CASTING ANNOUNCED BY SAN DIEGUITO LITTLE THEATRE

Casting has been announced by the San Dieguito Little Theatre for Lorraine Hansberry's adult drama, "The Sign in Sidney Brustein's Window," opening May 7 directed by Nell Rankin. The lead role of Sidney will be played by Jeff Brosbe, teacher of Semantics and Philosophy at San Dieguito High School. Flora Richards of La Jolla, whose recent credits include the lead in "Mary, Mary" at the Old Globe, is cast as Sidney's wife, Iris. Other castings include: Ted Dyck of Del Mar as Alton, Sidney's friend; Bob Garrison of Del Mar, as David, Jacqueline Covington of La Jolla as Mavis, Iris' sister; Julie Fovargue of Del Mar as Gloria, Iris' younger sister.

Production help will be provided by Co-producers Julie Fovargue and Terry McKernan. Richard Edwards of Encinitas will act as head of set construction as well as performing a role in the play. Set design will be done by Evelyn Cunningham of Del Mar, and Paul Downham will man the sound.

Art design for publicity and programs will be provided by Del Mar newcomer Marian Eller, a former illustrator for Time, Inc. and assistant art director at Reuben H. Donnelly Advertising Agency. Photography by Lubrano.

Director Nell Rankin suggests that a story could be built around any one of the six characters in the controversial drama—the characters are so finely drawn by author Hansberry of "Raisin in the Sun" fame. The work explores contemporary themes of race, drugs, and political involvement by the individual. Nell Rankin, as director of the work, is a name to be conjured with in San Diego drama circles. Recent San Dieguito Little Theatre productions under Nell's direction include "Becket," "Three Men on a Horse," "Star-Spangled Girl." As a professional director, Nell is remembered for her 1969 production of "Rattle of a Simple Man." Her production of "Teahouse of the August Moon" for the North Shores Adult School cast Nell Rankin in the role of Professional director-teacher with a "cast" of 50 pupils to be worked into a production-learning experience. Nell has also taught at the USIU Conservatory; and as head of the Drama Department at The Bishop's School in La Jolla.



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## JOHN STULL

History has a habit of repeating itself, we're told. I believe it. We are witnessing today the beginning of the end of the second age of dinosaurs. Just as the mammoth prehistoric reptiles became too ponderous and cumbersome to adapt to a changing environment, so also are large institutions, both public and private, finding that sheer size often prevents or interferes with their ability to accomplish the purpose(s) for which they were created.

The dangers of gigantism in industry are familiar to all of us. Lockheed, Boeing, the Penn Central and Rolls Royce are only a few of the companies whose decline or demise has shaken the economy of the entire country. In another vein, we have seen large manufacturers—such as the auto industry—criticized by the President's Consumer Advisor as being less and less able to respond to the needs and concerns of the public.

While inefficiency in industry can be countered by buying from a more efficient competitor, inefficiency in government is harder to counteract. As long as we must pay for it through our taxes, we will be unable to escape through "nonparticipation."

Some recent statistics indicate our stake in reforming government financing. The federal government currently allocates \$30 billion to states and localities in 1,019 different categories. The procedures governing these programs have grown to unbelievable complexity. City planners in Cambridge, Massachusetts, for example, would be required to make separate applications to 134 federal and 17 state programs under 153 different sets of regulations in order to gather all the funds available for their use. And with 400-500 special purpose grants available to local governments, the federal governments must publish catalogues just to explain the catalogues which state and local officials must follow in applying for federal funds.

The grossly impractical nature of our present method of apportioning funds is visible in the appearance of HUD Secretary George Romney before a recent conference. He carried a two and one-half foot stack of papers which, he said, was one application for one urban renewal grant.

We cannot long endure this waste and duplication. Fortunately, the pressure for reform is gathering momentum. There is increased public demand for an end to the Alice-in-Wonderland logic behind this incomprehensible profusion of paperwork. We may hopefully look forward to the burial of the catalogues of catalogues and the two and one-half foot stacks of paper.

## the NEWS from LAKE SAN MARCOS



## FLORENCE CHADWICK SPEAKS



## LAKE SAN MARCOS KIWANIS CLUB

The Lake San Marcos Kiwanis Club had as their guest speaker on March 2 one of San Diego's most famous women, Florence Chadwick, the world renowned swimmer. Miss Chadwick told of her conquest of the English Channel in 1950 in record time, repeating three more times from England to France, considered by all to be the hard way. She also told of swimming the Catalina Channel, the Straits of Gibraltar, the Bosphorus Straits, the Dardanelles and the Bristol Channel from England to Wales.

How she trained for each event, the crew and judges who accompanied her, the water temperature and the tides she battled and what nourishment she was able to take were all most interesting subjects of her talk. She mentioned that her urge to swim channels is partly because she gets seasick in a boat.

Miss Chadwick is presently employed as a stock broker in San Diego, associated with F. I. Dupont Company.

## WOMEN'S CLUB

By Elberta Beum

March the 15th marked the date of the regular meeting of the Lake San Marcos Womens Club held at our recreation lodge. Mrs. Ben Johnson, our president presided.

A vote of thanks was given to Mrs. Edward Grossman for her dedicated services, which brought about one of the most successful and smoothest managed parties we have had. It was one of our events to raise the financing for our charities, and we called it our "Spring Luncheon and Card Party."

Mrs. Hilton Curtis, program chairman, announced that Mrs. George Cherry would speak to us upon the subject of "Graphoanalysis" at our next meeting on April the 19th. Mrs. Cherry is a certified master graphoanalyst, and we are very proud that she and her husband, George, reside here at Lake San Marcos. Since her subject is interpretive of the characteristics and study of handwriting, the ladies are looking forward with great interest and anticipation, to hear Mrs. Cherry.

Two other events at our meeting occurred. The first was a report of the nominating committee, who submitted the names of candidates for the offices of the year ahead. Members of the nominating committee were: Mrs. John Beum, Chairman; Mrs. Leonard Colt, Mrs. Albert Varenhorst, Mrs. Harold Smead, Mrs. Neils Webber, and Miss Louise Dalrymple.

The afternoon was then devoted to a delightful flower arrangement program, conducted by Onoe Ito, who studied for four years at the Ikeba School in Japan. She is from Fukuak, Japan, and now resides in Leucadia. "Simple Form" of Japanese flower arrangement is her teaching specialty.

Mrs. Raymond Lutz was hostess for the day, and her committee consisted of Mrs. Elmo Johnson, Mrs. John Beum and Mrs. Leonard Colt. The St. Patrick's Day theme was used, with green net tablecloth, matching centerpiece flower arrangement, cake, and napkins selected to blend for the occasion. Serving at the tea table were Mrs. Lin Colby and Mrs. Laurance Sweeney.

Members of the amenities committee with their chairman, Mrs. William Frickle, assisted.

Earlier in the month, on March the 2nd a board meeting was held at the home of Mrs. James Hodges. Plans were made, and several interesting events were scheduled.

We welcome our new members joining in March. They are Mrs. Howard Gitchell, Mrs. W. J. Little and Mrs. Bernard Ogas.

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**FISHING AND  
CASTING CLUB**

By John Demaree

On March 9th meeting was held in the lodge hall, where all future meetings will be held. A fine turn out of 48 members and guests were present and enjoyed the hot dogs and other refreshments supplied by Chet and Verna Shaw.

New members welcomed: Warren and Kathryn Ford, Morton and Bernice Harvey, Alvin and Mildred Jensen, William and Mary Lockie, Marvin Ryan and William Wilson. Visitors were Mr. and Mrs. Bud Mosely from Oregon.

Door prize winners were Mr. Jensen, Mr. Mosely and Mrs. Gumaer. The rod and reel was won by Paul Cheney who generously passed for another drawing. Neils Webber then won it and since he had one, he, also, passed. Ed Wiggins, who had none, then won it for keeps.

A Yellowtail fishing trip to the Coronado Islands, out of San Diego is being planned for next summer. The boat has to be reserved now. Sixteen fishermen and their wives have signed up. We need about eight more, so if you are interested, call Paul Cheney, and sign up. This will be a real fun trip and exciting, too, especially if you hook a yellowtail or bonita, you will come back happy but with sore muscles.

**BUENA VISTA  
AUDUBON SOCIETY**

By Mrs. Lowell Moore

The Buena Vista Audubon Society will meet at the Vista Women's Club, 1375 Oak Drive on Thursday, April 22 at 7:30 p.m.

The program will be presented by the Rev. Roy D. Brokenshire of Carlsbad, pastor of the Meadowlark Community Church. He will be showing a color film of the Monument Valley region in Arizona, including much about the lives of the Navajo Indians.

A large group of members and friends participated in the field trip on Saturday, March 6, to the Katrina gem mine near Pala, owned by Karl Morin of Vista, a member of the society. The next field trip will be to the Silverwood Nature Conservancy area, the date to be announced later.

**WOMEN'S FELLOWSHIP**

By Mabel Hunt

Those attending the meeting of The Women's Fellowship of The United Church of Lake San Marcos at 10 o'clock on April 13th will hear a representative from one of the several sponsored philanthropic programs. Miss Diano Galyan will give to the group first-hand information about The United Church's efforts with retarded children in their Peppermint Ridge facility at Norco, California. Peppermint Ridge accommodates seventeen retarded boys on a ranch supervised by a round-the-clock staff. It is said that staff member's greatest virtue is patience — the patience to allow a child to go-slo. "All the tugging and pulling becomes a joy when a child stands clothed in victory. You clap your hands and he claps his and his smile shows that for sure you are his friend."

Mrs. William (Emily) Williams who with her husband are winter residents from Grand Rapids, Michigan, is doing a yeoman's job of calling on shut-ins in our area. At times she has done some chauffeuring; in this capacity she would enlist the help of others. At her request, the friendly service department is making more of a much needed item, warm knee coverlets for patients in rest homes. Since there is a need for bibs for some of the patients, a gift of discarded terry cloth bath robes or bath towels to be used in making the bibs will be appreciated.

Mrs. Clara Colt, hospitality chairman, has announced the following hostesses for luncheon at the April 13th meeting; they are Mrs. Peggy Curtis, Mrs. Helen Tupper, Mrs. Edith Wofford, and Mrs. Gertrude Sinz. Quick to discover special talents, Clara has found a new member, Mrs. Adolph (Doris) Weberg, to provide the decorations for the luncheon tables.

**REPUBLICAN  
WOMEN'S CLUB**

Dorothy L. Ohde

The San Marcos Republican Women's Club Federated being interested in education have invited all of the Republican Candidates for the Palomar College Board of Trustees, running for election on April 20th, to speak at the regular meeting on April 5th held in the Lake San Marcos Recreation Clubhouse. In accordance with the clubs By-laws only Republican candidates may be invited.

There will be no business meeting but a salad luncheon will be served.

President Mrs. Ed Bulen, Mrs. Arthur Taylor, Mrs. Brint Edwards and Mrs. Kenneth Nichols are attending the State Conference of the Republican Women's Club Federated in Sacramento on March 24th.

**SAN MARCOS**

continued from previous page

**MEN'S GOLF CLUB**

By Elly Fredricks

Hey there, you with that smooth, smooth groovy swing, look to the month of May. Presidents Cup Matches start then, play being assigned to Wednesdays of that month, with starting times to be set by the Trn. Committee. Always a great affair replete with golf miracles to be considered normal for such a prestigious affair. Of more immediate notice, a General Meeting April 14th at 7:30 p.m. Our Pro John Jurus promises some film relative golf with discussion pro and con. Then we will welcome back Asst. Pro Doug Donover who will have completed his stint at P.G.A. school and we will be interested in his remarks. We wish Doug all that's good. Ah yes 'twas a wearin' of the green on the 13th at the St. Patricks Day Dinner Dance. The place was rockin the revelry was revin, a good time by all. Entertainment Chr. Dutton deserves kudos. But then again there is always a great turnout at the club for all and any affairs; social, charitable, or mixed foursomes with the distaff side playing up a storm; as witness our most recent with 104 players. And do these handicap ratings do it? Which brings me to state that for all time to recount, the bazaars of the far East such spots as Hong Kong, Singapore, Tokyo, have long been noted for their merchants who wangle a deal. They pale by standards set on our 1st tee any day. Recently a recent participant in a friendly game was helped from the locker room where he was found muttering inaudibles, in a dazed fashion; he had just figured out that when all was settled that on some holes it appeared he was playing against himself. He is coming along alright now and soon can play again.

Adios!

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

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

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

**Gourmet Patio Restaurant**—a famous Rancho Santa Fe luncheon spot in the charming Country Squire Courtyard of Shops on Paseo Delicias (that's the main street!) of Rancho Santa Fe. Featuring such delights as "petti di pollo," homemade soups, sandwiches, fantastic salads, hot popovers, and "Country Squire Pie." Open for luncheon every day from 11:30 to 3:30. Special Sunday Brunch Buffet from 11:30 to 2:30. Specializing in gourmet catering for parties large or small; and delightful wedding buffets. Elizabeth Cunningham and Robert Townsend, owners. Marilyn Townsend is your hostess. 756-1788.

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

# ROW RESTAURANT

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

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

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

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

**The Reuben E. Lee Riverboat Restaurant** — Permanently moored at Harbor Island, San Diego, the Reuben E. Lee nevertheless transports the hungry adventurer back to exciting riverboat days. From a charming authentic interior (circa 1850), one enjoys a breathtaking, dramatic view of San Diego Harbor and the City skyline. Two dining saloons stand ready to please any appetite. The Sternwheeler Room, on "A" deck, features entrees such as Tournedos of Beef, Lobster Newburg, Prime Rib or a great "Plank Steak for Two." On "B" deck, the Seafood Restaurant offers a tempting variety of sandwiches, salads and seafood delights for lunch. Here, the evening dinner menu is a bountiful expansion of the seafood theme. The Reuben E. Lee is open from 11:30 a.m. to 11 p.m.; weekends, noon to midnight. The Cocktail Lounge (where the action is), swings until 2 a.m. Banquet facilities are available for 30 to 100. Seafood, 291-1880, 1870 Sternwheeler, 291-1974

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

**Farrell's Ice Cream Parlour**—Escape through Farrell's door to the world of yesteryear, into a gay 1890's atmosphere. Enjoy the world's most delicious sandwiches, so large they're a meal in themselves. Savor ice cream so rich and smooth and flavorful you can visualize the handcranking and fresh fruit that makes it so special. As special as your birthday at Farrell's when waiters gather to sing Happy Birthday and present your Free Sundae! Farrell's . . . West Point Loma Boulevard, two blocks west of Sports Arena in the beautiful French Quarter . . . and across from Grossmont Center on Jackson Drive. Another in Fashion Valley and the very newest of all in Chula Vista! Enjoy . . . at Farrell's! 4230 West Point Loma Boulevard—224-1893; 136 Fashion Valley, San Diego—291-1887; 5304 Jackson Drive, La Mesa—460-0033; 481 5th Street, Chula Vista—426-1850.

## People, Places and Things



Dinah Shore—winner of more TV Emmys than any songstress in history—is planning a spectacular show with San Diego's own Symphony Orchestra on May 8, 8:30 p.m., at Civic Theatre. Its "A Million for Music"—the benefit production designed to raise funds towards the \$1 million Ford Foundation Endowment Grant for the Symphony. The \$5 to \$25 tickets are available now through mail orders sent to Civic Theatre. Box Office sales begin April 12.

### "A MILLION FOR MUSIC" AT CIVIC THEATRE ON MAY 8th

Songstress Dinah Shore and the San Diego Symphony Orchestra will combine their talents for a sparkling contemporary symphonic show titled "A Million for Music," in a benefit performance booked into Civic Theatre May 8, 8:30 p.m. curtain.

The show title headlines the Symphony's drive to raise half the funds for a \$1 million Ford Foundation Endowment Grant before the June 30 deadline. The Orchestra is now within \$100,000 of its goal. Community support and the evening's entertainment are expected to clinch the campaign.

"We're counting on the show being a sellout," said Lee Adams, a Symphony staff member and the show's producer. "Seats have already been requested even though tickets are not officially on sale."

### DAR MEETING

The regular monthly meeting of the De Anza Chapter, Daughters of the American Revolution, was held on Saturday, April 3, at 2:00 p.m., at the Santa Fe Hills home of Mrs. C. Arnold Welles, in Solana Beach.

Assisting Mrs. Welles as hostesses were Mrs. Charles Pell, Mrs. Wade H. Heath and Mrs. Andrew J. Schrade.

A program on Lineage Research was given by Mrs. Robert L. Sperry of

Tickets at \$5 to \$25, a goodly percentage of the price tax-deductible, are now available through mail order from Civic Theatre box office. The box office will begin over the counter ticket sales to "A Million for Music" on April 12.

Dinah Shore, an all-time favorite of the Theater and television, will stage a musical production to rival network television spectaculars, to the accompaniment of the entire Symphony Orchestra, plus her own professional staff and a battery of special effects. The performer won the first Emmy Award of television ever bestowed on a woman songstress. She recaptured the Emmy for the next three years, and then the following season was awarded two of the coveted statuses. The star of 140 hour-long television shows is currently filming another special.

The star also hopes to bring along a contingent of her celebrity friends to attend a reception after the show. Holders of the \$25 seats are invited to the reception.

The Symphony Orchestra members and musical director and conductor Zoltan Rozsnyai initiated the entire benefit production by volunteering their rehearsal time and performance to the campaign to raise "A Million for Music" in San Diego.

Similar Ford Foundation grants have been offered to 59 symphony orchestras across the country. Several cities smaller than San Diego have already provided the matching funds for this once-in-a-lifetime opportunity to insure the survival of their orchestras in financially shaky times, Adams reports.

"Support for the campaign is certainly not limited to buying a ticket to the show," Adams hastened to add. "If it doesn't fit into your time schedule, you can still buy a ticket and let us send a Vietnam serviceman recuperating in the area to the evening's entertainment, or mail a totally tax-deductible contribution in any amount to the Ford Foundation Endowment Grant, care of the Symphony Orchestra, at P. O. Box 3175, San Diego 92103."

Rancho Santa Fe. Mrs. Sperry has spent many years doing Lineage Research in the United States as well as in Germany in recent years, where she has traced her ancestral line back for many generations. In addition to being a Charter Member of De Anza Chapter, now serving on the Board, she also is the Recording Secretary for the State Society.

Following the program, tea was served.



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## People, Places and Things

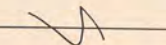


### MRS. DAVID PRATT APPOINTED CHAIRMAN FOR COUNTRY FRIENDS' 1971 FASHION SHOW

Mrs. Walter C. Young, President of The Country Friends, announced the appointment of Mrs. David B. Pratt as this year's fashion show Chairman. "The Annual Appearance of Autumn" is in its 17th year and will be presented on Sept. 21 at The Inn, Rancho Santa Fe.

Mrs. Pratt has served on the fashion show committee for the past two years and is a member of Las Duenas Auxiliary, Vice Pres. of the P.T.A. and has been involved in the Backyard Swim program for the children in Rancho Santa Fe.

The Pratts and their three daughters are residents of the Ranch.



### NOTICE

Due to his recent serious injury, Michael B. Cintas of Acacia Farms has moved to his ranch in Bonita (GREEN VALLEY ACRES) where he will continue his horse training program after recovery.

## HERE and over yonder

The Country Friend's Shops in the Village of Rancho Santa Fe are open each day from 10 to 4, Monday through Saturday.

There are some unusual "Finds" in the Shops this month—among which are—An Easter egg, made of Cobalt blue Enamel—A Miniature of a dear little girl, painted of Ivory—Another miniature, a very old procelin, the portrait of a grand lady.

This month Low Boys.

The word "lowboy," like the word "high boy" previously mentioned, is purely an American term.

In Murray's English Dictionary, the word "lowboy" is first defined as "one who supports the low party, in opposition to the high fliers or high-boys." The second definition is: "U.S., a low chest of drawers."

Whatever your preference in terminology, the low chest or lowboy was and is a very useful piece of furniture. The most popular period being 1690-1790 in the United States.

There were three styles more in demand in Colonial America than some others, the first being the style of William and Mary, signified by having six legs and a top that could be used as a table.

The second style, Queen Anne, marked the Dutch influence in furniture and can be recognized by the cabriole legs and club or Dutch feet. The stretchers between the legs provided a resting place for many generations of feet. The third, and possibly most sought after in America, was the Philadelphia style. Most had four legs and ball and claw feet.

There were many variations in styles and some gave way to others. We find today Chippendale with its rich brass fittings, which was English in origin. Another one is Hepplewhite, very popular in England and Sheraton, much in demand.

Happy Easter.

The Country Friends have in their shops Memorial Envelopes for your convenience for either a sad or a happy occasion. Tax deductible, of course.

## THE OFFICIAL PUBLICATION OF THE ASSOCIATION BULLETIN and News

### MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD ON FEBRUARY 18, 1971, 9:00 A.M., IN THE BOARD ROOM.

**Present:** President Lee, Vice President Maas, Directors Bellman, Nix, and Wheelock.

**Absent:** Directors Coberly and Truesdale.

**Also Present:** Secretary Van Evera and Recording Secretary Butts; Mesdames Florence Day and Gwendolyn Whitehead; Messrs. H. G. Larson and B. Teagle.

### MINUTES OF PRECEDING MEETING

The minutes of the February 4 meeting, on motion of Mr. Wheelock, seconded by Mr. Maas, were unanimously approved as amended.

### ART JURY RECOMMENDATIONS

**L. Fitzhugh Subdivision Parcel 7/2, Block 7, consisting of 7.4 ± acres into 3.91 and 3.18 ± acres.** On motion of Director Nix, seconded by Director Wheelock, approved unanimously.

**L. Price Realignment Parcels 6/4 & 6/5, Block 43; Present, 4.04 and 4.13 acres; Proposed, 4.4 & 3.7 acres.** On motion of Mr. Wheelock, seconded by Mr. Maas, unanimously approved.

**A. Holzauer Keeping of One Pony on 3.53 acres at Parcel 2/2, Block 12.** On motion of Mr. Maas, seconded by Mr. Bellman, unanimously approved.

**R. Curry Keeping of Two Horses on 2.19 acres at Parcel 6/10, Block 22.** Deferred to March 4, 1971 at request of applicant.

**D. Moon keeping of One Horse on 1.78 acres at Parcel 4/9, Block 29.** On motion of Mr. Wheelock, seconded by Mr. Maas, approved unanimously.

### COMMITTEE REPORTS

**House Committee** Chairman Bellman reported the last two meetings had been held at the Clubhouse so that the Committee members could see the things about which they were talking. He stated the Restaurant operates from 8:30 a.m. to 3:00 p.m. on Sundays; he requested Board approval to extend its operation an additional hour with the proviso that, if the Committee

finds the extra hour to be undesirable, it may resume the present schedule without Board approval to do so. On motion of Director Nix, seconded by Director Wheelock, the Sunday hours of 8:30 a.m. to 4:00 p.m. were unanimously approved.

He stated that, after considerable discussion, the Committee had determined to have professionally printed menus replace the current typewritten menu.

Director Bellman read the list prepared by the 'task force' of needed maintenance at the Clubhouse and indicated those items which had been completed and those which had been held in abeyance, pending further developments, in spite of Board approval having been previously given. He reported two representatives of R. W. Smith & Co., specialists in serving the needs of food service establishments, had attended the last Committee meeting and had proposed to do an analytical study of the entire facility and develop plans with drawings and specifications for a fee, a percentage of which would be applicable against purchases, if purchases are made.

Director Bellman made the motion, seconded by Director Nix, that the Board approve an expenditure of up to \$1200 for this type of study provided that a letter of agreement which is satisfactory to the Committee, the President of the Board of Directors,

and to the Chairman of the Finance Committee, can be worked out, which was approved unanimously.

**Golf Activities Committee** Chairman Wheelock reported total membership, 396; Regular, 299; Associate, 97.

### MEETING OF FEBRUARY 18, 1971

Mr. Wheelock reported the Committee recommended that presiding clergy of churches adjacent to or near by Rancho Santa Fe who have a substantial number, 50 or more families, as members of the church, may hold a golf playing privilege, which would be valid only while the clergyman is the presiding clergy in the nearby church. After discussion, Director Nix moved that this recommendation be accepted; Director Bellman seconded this motion. On roll call, Directors Nix and Bellman voted 'yes'; Directors Maas and Wheelock abstained; President Lee voted 'no'; motion failed for lack of majority vote. President Lee directed that the matter be referred back to the Committee to determine if there could be some manner in which the clergy could be honored without a special membership category.

Mr. Wheelock stated the Committee recommended that payment of the full Annual Golf Playing Privilege and Annual Cart Lease or Registration Fee be due and payable on or before June 1 for the following fiscal year with the privilege to be rescinded if fee is not paid by July 1, and that semiannual

*please turn to page*

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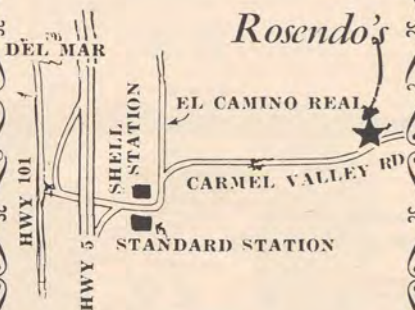
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## THE OFFICIAL PUBLICATION OF THE ASSOCIATION BULLETIN and News

made by Director Wheelock, seconded by Director Nix, was passed unanimously to approve this recommendation for payment of these golf and cart fees. After discussion, President Lee stated this policy should be incorporated in the 1971-72 Schedule of Fees. The Secretary was requested to draft a special letter to be enclosed in the statement for these fees so that the member would understand the policy and the accounting procedures which necessitated it.

Mr. Wheelock presented the following recapitulation of golf regulations which, on motion of Director Wheelock, seconded by Director Nix, were unanimously approved;

### Conditions Governing Refunds of Fees

#### 1. Unusual Circumstances

Refunds may be made in unusual circumstances beyond the control of the individual such as death, permanent disability, long illness (6 months or more) and job transfer, which, in the judgment of the Board of Directors, warrant special consideration.

#### 2. Withdrawal at the End of the Half Year

Should the member wish to withdraw at the end of the first half year, the request for the half year refund must be made before December 20.

### Other Provisions Regarding Golf Playing Members

#### Inactive Status

Inactive status is applicable to individuals entitled to an annual pre-paid playing privilege temporarily suspending annual payment and privilege without penalty. The Golf Activities Committee may grant such inactive status in unusual situations such as disability and long illness (6 months or more) which are beyond the control of the individual and, in the judgment of the Committee, warrant special consideration.\*

\*The initial enrollment fee is not refundable under all circumstances. In the event that a member is placed on an inactive status and then reinstated, he will not be obliged to pay any additional enrollment fee.

Mr. Wheelock reported on a letter received from Jonathan Manor, Inc. relative to golf playing privileges for the owners of condominium apartments in Jordana Villas, Via de Santa Fe. The Board confirmed that the policy stated in its letter to Jonathan Manor of June 5, 1970, that multiple residential property is entitled to one golf playing privilege, was still applicable and directed the Secretary to so inform Jonathan Manor, Inc.

### PERSONAL APPEARANCES

Mr. H. G. Larson appeared before the Board relative to the undergrounding of utilities along certain portions of Rancho Santa Fe. He stated that, in the course of his activities in this connection, he had been advised that a request from the Board of Directors for undergrounding along Paseo Delicias from La Flecha to El Montevideo or beyond to the north boundary (portions of S-6 and S-8) would be of benefit. On motion of Director Nix, seconded by Director Maas, the vote was unanimous which authorized the Secretary to send such a letter to the County Engineer.

Mr. A. C. Ridland spoke to Board members in connection with a revision of Section 4.(c) of the By-Laws in order to conserve the supply of qualified candidates for the Board of Directors.

After discussion the consensus was that, before reaching a decision on the matter, it should be brought before the entire Association membership. A committee composed of Mr. Ridland, Chairman, and Director Maas, and Secretary Van Evera was appointed to draft a letter which would explain the proposal to be mailed to Association members so that they could reply and express their opinions before March 18 regular meeting of the Board.

### SECRETARY'S REPORT

The Secretary reported on a recommendation of the Art Jury for modification of current regulations pertaining to submission of building plans for Art Jury approval. On motion of Mr. Bellman, seconded by Mr. Maas, the following regulation was unanimously passed:

payments be discontinued. The motion All building plans and specifications for residences, additions to residences, or major structures submitted to the Art Jury for examination, correction, approval, or rejection shall be prepared by a licensed architect or licensed building designer. Said plans and specifications shall include sufficient detail to illustrate clearly all four side elevations, floor plan, plot plan indicating location on the lot, grading plan if over 2% difference in elevation at the building site, all planned accessory buildings, walls, fences, and underground utilities.

Association Counsel's draft in connection with extension of subdivision approval for an additional year, as requested at the meeting on February 4, was read. After discussion, a motion was made by Mr. Wheelock, seconded by Mr. Bellman, to incorporate the following policy in the Association regulations adopted January 22, 1965, was unanimously passed:

In the event of Board approval of a request for an extension of the subdivision approval after one year, the applicant shall be required to pay a fee for the extension which shall be the same amount as the original subdivision fee. Upon Board approval, the Association shall notify the applicant that the requested extension is granted provided the extension fee be paid within twenty (20) days after the date of notice and if payment is not so made, then the subdivision approval will automatically become invalid.

A letter from Mrs. William L. Weddell, President, Rancho Santa Fe Library Guild, relative to the Association granting parking space to the library in the event of future expansion, was read. After discussion, the Board directed that the letter be forwarded to the Planning Commission for inclusion in its study of parking space in the Village.

### ADJOURNMENT

The meeting was adjourned at 11:45 a.m.

J. E. Lee, President  
David D. Van Evera, Secretary

## THE OFFICIAL PUBLICATION OF THE ASSOCIATION BULLETIN and News

### MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD FEBRUARY 22, 1971, AT 9:00 A.M. IN THE BOARD ROOM.

**Present:** President Blackman, Vice President Wingert, Architect Hope and Alternates Frobes, Larson and Teetzel.

**Also Present:** Building Commissioner Mowery, Secretary Van Evera and Recording Secretary Duffield.

### NEW CONSTRUCTION

**Murphy, G.** Residence—Parcel 4/7, Block 17, Paseo Delicias. Approved with suggestions.

**Murphy, G.** Residence—Parcel 4/8, Block 17, Paseo Delicias. Approved with suggestions.

**Root, C.** Residence—Parcel 4/17, Block 30, Camino Selva. Approved with suggestions.

**Kroger, Wm., Jr.** Residence—Lot 67, Map 2089, Mimulus. Approved.

### ADDITIONS & ALTERATIONS

**Wilson, M. D.** Children's Playhouse—Parcel 1/3, Block 44, Linea del Cielo. Disapproved.

**Mobil Oil Corp.** Fence for Trash Enclosure—Parcel 3/1, Block 30, La Granada. Approved.

**Dorgan, L. T.** Fence—Parcel 3/2, Block 1, El Camino del Norte. Approved.

### SUBDIVISIONS (All sites visited)

**Bayly, B. de F.** (in attendance) Parcel 8/4, Block 29, Via de la Valle. 2.8 gross acres. Sites of 1.3 and 1.3 net acres. Deferred.

**Freck, H. W.** (in attendance) Parcel 5/1, Block 30, Via de Santa Fe. 1.48 gross acres. Sites of .98 and .58 net acres. The Art Jury advises approval to the Board of Directors.

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## THE ASSOCIATION BULLETIN and News

### KEEPING OF HORSES

**Budlong, D. H.** Total of five horses at Parcel 1/2, Block 3, Lago Lindo, 4.15 acres. Permission for two horses granted on July 2, 1970. The Art Jury advises disapproval of five. It is of the opinion that the property in question would support four horses.

### MISCELLANEOUS

**Culver, L. B.** (in attendance) Plan for property improvement on El Tordo. New plot plan requested.

**Richardson, C.** Patio cover for pool deck. Deferred.

**Ford, E. H.** Relocation of corral fence. Parcel 6/3, Block 14, El Vuelo. Disapproved.

Subdivision application requiring Covenant Amendment. Art Jury advice forwarded to Board of Directors.

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

### MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, MARCH 4, 1971, 9:00 A.M., THE BOARD ROOM

**Present:** President Lee, Vice President Maas, Directors Bellman, Coberly, Nix, and Wheelock.

**Absent:** Director Truesdale.

**Also Present:** Secretary Van Evera, Recording Secretary Butts, Legal Counsel Stanley; Association members Messrs. C. Johns, A. L. Leonard, J. J. Hedrick, R. Laughlin, L. B. Culver, E. R. Harrington, W. S. Teetzel, H. G. Larson, D. M. Bakewell; Mesdames Mary S. Port, Gwendolyn P. Whitehead, Beverly Welsh, Florence Day.

### PUBLIC HEARING

President Lee declared the Public Hearing open at 9:00 a.m. to consider a petition for modification made by Murphy Bros. Ltd. to modify the restrictions in Parcel 2/1, Block 7, on the number of building sites from not to exceed 6, no site to be less than 4 acres in area, to a maximum of 9, no site to be less than 3 acres in area.

The Secretary stated that the requirement for written consent of the owners of record of 2/3 in area of all of said property held in private ownership within 500' in any direction from the property concerning which a change or modification is sought to be made had been satisfied at one time, but that, since the notice of Public Hearing had been mailed and published, one signatory had withdrawn his signature of consent to the modification. A written statement of withdrawal, including reasons for the action and duly notarized, signed by Allan L. Leonard, Jr., was read. The Secretary recommended the Public Hearing be continued and the petition be returned to the applicant.

On motion of Director Nix, seconded by Director Maas, the Public Hearing was continued pending further action by the applicant.

### MINUTES OF PRECEDING MEETING

On motion of Mr. Maas, seconded by Mr. Wheelock, the minutes of the February 18, 1971 meeting were approved unanimously.

### ART JURY RECOMMENDATIONS

**H. Freck Subdivision** (in attendance) Parcel 5/1, Block 30, consisting of 1.48± acres into .98 and .58± acres. On motion of Mr. Coberly, seconded by Mr. Maas, approval was unanimous.

**H. Kleist Subdivision** Parcel 2/1, Block 12, consisting of 8.1± acres into 2.6, 2.6, 2.6± acres. Action deferred pending visit to site.

**Murphy Bros. Ltd. Subdivision** Parcel 2/1, Block 7. Action deferred Pending completion of Public Hearing on required Covenant Modification of subject property.

**D. Budlong Keeping of 5 Horses** (in attendance) Parcel 1/2, Block 3, 4.15 acres. Action deferred pending visit to site.

**R. Foster Subdivision Application Requiring Covenant Amendment** Parcel 19/1, Block 36.

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It was the consensus of the Board that the property does not lend itself to the creation of an additional building site in a manner that would insure a uniform and reasonably high standard of artistic result and attractiveness in the physical appearance of the property, and the Secretary was directed to so inform the applicant.

### COMMITTEE REPORTS

**Planning Commission** Chairman Coberly reviewed several items under the consideration of the Commission and requested approval to include Mr. John J. Irwin on the Commission. Approval was given.

### PERSONAL APPEARANCES

**Mr. W. S. Teetzel** addressed the Board regarding a project of the Garden Club Beautification Committee involving the planting of trees. He explained trees to be used in civic improvement projects, such as the Committee has in mind, may be purchased from the State at a very reduced rate. He briefly outlined the proposed plans and answered questions. He received enthusiastic response. President Lee commended the Garden Club for its efforts in behalf of the community.

**Mr. L. B. Culver** addressed the Board regarding a proposed parking design for a store and office building being planned by himself and Mr. R. L. Laughlin on Lot 132, El Tordo. After discussion, Mr. Bellman made a motion, seconded by Mr. Maas, to refer the proposal to the Art Jury for recommendation. Approval was unanimous.

**Mr. J. J. Hedrick** addressed the Board to bring up to date cost estimates for the construction of a proposed Lawn Bowling Green. After discussion, Mr. Hedrick was requested to furnish proposed rules and regulations and operation of the group. It was suggested he be appointed a member of the Park & Recreation Board to formulate a specific proposal for the Board to consider.

**Mrs. R. J. Welsh** addressed the Board relative to her objection to a road easement across Parcel 11/2, Block

47, which could provide access from Las Planideras to a private subdivision development to the southwest adjacent to, but not within, the Rancho Santa Fe Covenant. The Secretary stated that he had a letter from this same developer requesting Association support of a request to the County to waive street lighting requirements on this same development. The Board deferred comment pending a visit to the site.

### LEGAL COUNSEL'S REPORT

Association Counsel Stanley offered the following resolution for Board endorsement:

**RESOLVED:** That Article IV of the Articles of Incorporation of this corporation which now reads:

"The term for which said corporation is to exist is fifty (50) years from the date of its incorporation," is hereby amended to read:

"This Corporation shall have perpetual existence."

On motion made by Director Nix, seconded by Director Coberly, the Board was unanimous in its adoption of this resolution and the President and Secretary authorized to sign the Certificate of Amendment of Articles of Incorporation to be forwarded by Association Counsel to the California Secretary of State.

### SECRETARY'S REPORT

**Building Commissioner's Report** showed 5 residences completed and 14 under construction during the month of February, 1971. (No new permits issued.)

The Secretary reported the Santa Fe Irrigation District Manager had inquired about Association interest in Block 5 property. After discussion, Mr. Coberly was requested to bring a Planning Commission recommendation on this matter to the next meeting of the Board.

### UNFINISHED BUSINESS

**R. Curry Keeping of 2 Horses** (in attendance) Parcel 6/10, Block 22, 2.19 acres (def'd 2/18/71). Action deferred pending a visit to the site.

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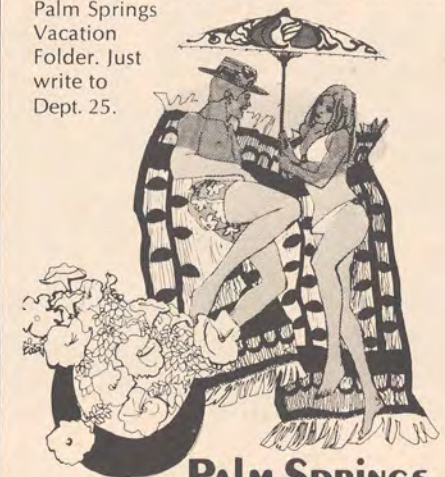
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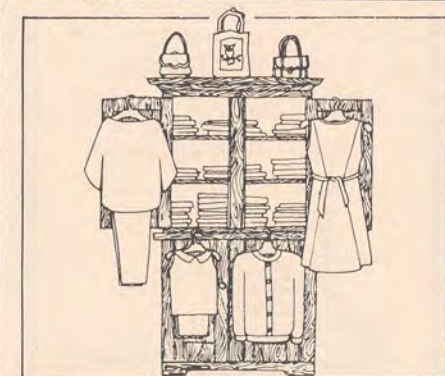
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**H. Kleist Subdivision** Parcel 2/1, Block 12, consisting of 8.1± acres into 2.6, 2.6, 2.6± acres. On motion of Director Nix, seconded by Director Maas, denial was unanimous at the site.

**D. Budlong Keeping of 5 horses** Parcel 1/2, Block 3, 4.15 acres. At the site, Director Maas made the motion to approve the keeping of 4 horses, which was seconded by Director Nix, and passed unanimously.

**Mrs. R. J. Welsh protest against road easement** across Parcel 11/2, Block 47, and proposed street lighting for Rancho Real subdivision development adjacent to the Rancho Santa Fe southwesterly boundary. At the site, on motion by Mr. Bellman, seconded by Mr. Coberly, it was passed unanimously that the Association General Counsel be instructed and authorized to take such measures as necessary to maintain the integrity of covenanted property as it now exists. On motion of Director Maas, seconded by Director Nix, it was unanimously agreed to support the efforts of the developer and residents of nearby Sun Valley to obtain a waiver of the County street lighting ordinance as it applies to the "Rancho Real" subdivision.

**R. Curry Keeping of 2 Horses** Parcel 6/10, Block 22, 2.19 acres. At the site, a motion for disapproval was made by Mr. Maas, seconded by Mr. Coberly; approval denied by majority vote. (Director Nix abstained.)

**ADJOURNMENT**

The meeting was adjourned at 12:30 p.m. J. E. Lee, President David A. Van Evera, Secretary

**MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD MARCH 9, 1970, IN THE BOARD ROOM.**

**Present:** President Blackman, Vice President Wingert, Architect Hope and Alternates Frobes and Larson.  
**Also Present:** Building Commissioner Mowery, Secretary Van Evera and Recording Secretary Duffield.

**Excused:** Alternate Teetzel. The minutes of the previous meeting were approved.

**NEW CONSTRUCTION**

**Rosen, A.** Residence—Parcel 7/1, Block 7, Avenida Alondra. Approved.

**Hayt, J.** Residence—Parcel 2/3, Block 45, El Camino Real. Approved.

**PRELIMINARY STYLE CHECK**

**Laughlin & Culver.** Professional Building—Lot 132, Map 2089, El Tordo. Architectural design acceptable.

**ADDITIONS AND ALTERATIONS**

**Heid, H. W.** Double Garage & Master bath additions—Parcel 15/2, Block 36, Rambla de las Flores. Approved.

**Bonzi, H. F.** Tool House—Parcel 5/9, Block 29, El Zorro Vista. Approved.

**Budlong, D.** Fencing—Parcel 1/2, Block 3, Lago Lindo. Approved.

**Simmons, V.** Barn & Corral—Lot 105, Map 2129, Cantaranas. Approved.

**Richardson, C.** Patio Cover—Parcel 4/4, Block 29, Avenida Luis. Approved with the stipulation that facia of patio cover be constructed of wood.

**SUBDIVISION**

**Bayly, B de F** (in attendance). Parcel 8/4, Block 29, Via de la Valle—2.7 gross acres—Sites of 1.3 and 1.3 ± net acres. Deferred.

**REALIGNMENTS**

**White, J. D., Sage, H.** Parcels 7/2 and 7/5, Block 9, El Mirlo. Present acres: 3.92 and 12:57. Proposed acres, 4.29 and 12.20. Area exchange .37 acres. The Art Jury advised approval to the Board of Directors.

**Wingert, L. F.** Lots 81 and 82, Map 2129, Avenida Maravillas. Present acres: .90 and .50. Proposed acres: .50 and .90. Area exchange .40 acres. Deferred.

**KEEPING OF HORSES**

**Steinberg, L. S.** Request for continuance to keep three horses. Parcel 8/8, Block 29, Las Colinas. Previous approval granted May 21, 1965 to R. L. Grove for three horses. The Art Jury advised approval to the Board of Directors.

**MISCELLANEOUS**

Request by John C. Rule for extension of one year of subdivision and realignment approval, granted on April 16, 1970. The Art Jury advised a one-year extension to the Board of Directors.

**Rancho Riding Club.** Corrals—Parcel 1/2, Block 24, Los Morros. Approved. Perimeter fences to be painted white and the interior fences dark brown.

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

**People, Places and Things**

**NEW CLASSES AT NORTH COAST Y.M.C.A.**

**Y.M.C.A. WOMEN'S FITNESS AND AQUA GYM**

A new class in Fitness for Women, and Aqua Gym will be conducted by the North Coast Family Y.M.C.A. starting Monday, March 29th. The classes will be held Monday and Wednesday at 10:00 a.m. for the Fitness Class, and at the same time on Friday for the Aqua Gym Class.

The fitness class will be slimming and trimming through exercise and movement. The Aqua Gym will be exercise in the water at the New Y.M.C.A. Community Swimming Pool in Encinitas. The Y.M.C.A. Sauna Bath will also be available for the ladies after each class.

Mrs. Donna Schroeder will again be the instructor for the classes. Both classes are free to North Coast Family Y.M.C.A. members, with non-members paying \$11.00 for the eight weeks of activities in Women's Fitness. The Aqua Gym is an additional \$3.00.

**YOGA AND KARATE AT THE Y.M.C.A.**

Yoga and Karate for adults, two of the continuing classes at the North Coast Family Y.M.C.A. are open for new members.

Yoga meets each Monday afternoon from 5:45 to 7:15 p.m., at the Y.M.C.A. Program Annex in Encinitas. Mrs. Sherry Munoz is the instructor for the class. Ladies may bring their daughters for half price when they also attend. The fee for each eight week period is \$11.00 for North Coast Family Y.M.C.A. members, and only \$13.00 for non-members.

Karate for men and women meets each Wednesday evening from 7 to 9 p.m., at the Y.M.C.A. Annex. Under the instruction of Mr. Mike L'Esperance, the class runs continuously throughout the year. Members fees are \$4.00 per month, while non-members pay just \$7.00 per month. Special fee for non-member husband and wife participants of \$10 per month.

**LEARN TO SWIM AT THE Y.M.C.A.**

The North Coast Family Y.M.C.A. will be offering a new series of swimming lessons for all members of the

family, at the new Y.M.C.A. Community Swimming Pool in Encinitas, starting April 12th.

Classes for the beginning thru advanced swimming and Life Saving, for the 6 month old on thru grandma, will be given. Classes are scheduled in the mornings, afternoons and on Saturdays for the convenience of all interested students.

All instructors in the beginning and above levels are fully qualified Red Cross Water Safety Instructors or Y.M.C.A. Leader Examiner Instructors. The Y.M.C.A. Community Pool is heated to a constant 84 degrees. All classes are run on a six students to one instructor basis.

Recreational swimming for the total community will be available every Saturday and Sunday from 2:00 to 4:00 p.m., and on Tuesday, Thursday and Saturday evenings from 6:30 to 8:00 p.m. An adults only swim will be held each Monday thru Friday from 12:00 to 1:00 p.m.

Special Skin Diving, Life Saving, Adult classes, and Aqua Gym fitness swimming, will also be featured starting April 12th.

You do not need to be a Y.M.C.A. member to take the classes or use the pool during recreation swimming. All are welcome. Call the North Coast Family Y.M.C.A. for more information at 753-6536.

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**People, Places and Things**



Orchids to Dick Smith on the opening of the newest NURSERYLAND!

**NEW NURSERYLAND NOW OPEN IN OCEANSIDE**

March 5th, on a beautiful spring day, a new NURSERYLAND opened. Oceanside Mayor Howard T. Richardson, Lyle Swigert, manager of the C. of C., and Howard Gladstone, president, were on hand with many members, to welcome the new business situated at 1831 Oceanside Blvd.

Promptly at 9:30, Miss Oceanside, Kim Kirkpatrick—(crown and all)—wielded the huge pruning shears that severed the green satin ribbon and officially dedicated NURSERYLAND to North County people.

There are now nine such plant nurseries in Southern California . . . six in San Diego county and three in Orange county.

Mr. Wieland Collins, President of the Corporation, personally introduced the branch manager, Dick Smith. Dick has been with the company three years. He originally came from Portland, Oregon with his wife and five children to establish a nursery of his own in Encinitas.



**People, Places and Things**



**LA JOLLA CIVIC ORCHESTRA AND CHORUS ASSOCIATION**

By Mary Ellen Long

Rancho Santa Fe artist, Mary Ellen Long, will be one of the artists exhibiting at the Art and Music Festival, April 25, 1 until 5 p.m., in Salk Institute. She will exhibit printmaking, woodblock and serigraphy. Mrs. Long is well-known on the Ranch as a teacher of art at Rancho Santa Fe Elementary School and the Children's Creative Workshops in Del Mar which she helped organize. She has illustrated many books for children among them Little Line; Today, I Was Alone; and Poetry Book for Children. Last year she exhibited at Norman Kraus Interiors and won first place in Prints at the San Diego County Fair. She is at present Artist-in-Residence, Hoover High, a federally-funded project. Her husband is Wendell O. Long, a teacher and coach at San Dieguito High School. They designed and built their home on the ranch in 1970. They have two sons—Mark and Mitchell.

"Arts 'a Poppin'" is the captive title of a music festival and art show to be staged at Salk Institute, April 25, from 1 until 5 p.m., by the La Jolla Civic Orchestra and Chorus Association and the University of California, San Diego.

Artists from Southern California will exhibit and demonstrate their art in varied forms of painting, sculptures, graphics, ceramics, weaving, batiks, jewelry, violin making, macrame, and sandal making. Musicians will entertain as soloists and groups. The La Jolla Civic Orchestra will give a Pops Concert and the Civic Chorus will perform in Latin American Pops. They will be joined by barbershop quartets, string orchestras, jazz combo bands, a brass quintet, name groups such as The Graduates, Aztec Ambassadors, Cardinal Sins, and Sam Hinton, folk singer and Roberto Torres, Mexican guitarist. Tickets will be available at the gate.

**BOYS' CLUB INVITATIONAL GOLF SCHEDULED FOR MAY 22**

The 4th Annual San Dieguito Boys Club Invitational Golf Tournament will be held again this year at Lomas Santa Fe Country Club on Saturday, May 22nd. There will be a shotgun start on all tees at 10:00 a.m. with 144 golfers participating.

The committee is working very hard to make this the best tournament yet held. Play will be in four flights according to handicap with first, second and third places in each flight receiving trophies and valuable prizes. There will also be two low gross prizes and one low net prize in addition to outstanding tee prizes for each player.

The entrance fee of \$75.00 will include a practice round with cart, and on tournament day lunch at booths on the course, and cocktails and buffet for players and their wives following the tournament.

Invitations are now in the mail to previous participants and others known to have an interest in Boys Club activities. Any one not receiving an invitation but desiring to play, please call the Boys Club office 755-9371 or the Pro Shop at Lomas Santa Fe Country Club 755-1547.

**ENCINITAS ROTARY ELECTS OFFICERS**

Dr. Peter Fitzpatrick, President of the Encinitas Rotary Club, announced the results of their club's election with the following men to take office July 1st.

Rollie Ayers, local Y.M.C.A. Executive Director, as President, Bob Watrous, Manager of the Encinitas Bank of America, as Vice President, Jim Ainley, Building Designer, as Secretary, and Van Becht I of Cal West Escrow as treasurer.

Elected to serve on the Board of Directors were Ed Cory of Cory Brothers Clothing, Wes Goodwin, Administrator in the High School District office, Dave Ruble of Encinitas Mortuary, and Dr. Fred Exner, Osteopathic Physician and Surgeon.

"I am extremely pleased with the slate of men who were elected to serve with me," said Ayers, "as I am hopeful of initiating some new ideas for service to the communities represented by our members."

The local club is laying plans to send their new president, Rollie Ayers, to the International Rotary Convention in Sydney, Australia, in May.

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## Rancho Riding Club News

by Lew Miller



New president, Mr. Jack Stires (left) with Mrs. Charles Smith and Club manager Lew Miller at recent Bar-B-Q.



Mrs. Jack Stires checking appetizers with houseman at recent party for board members and new members.

On Thursday, February 11th, the Casa de Stires saw a fine gathering of the Board of Directors and new Club members at a party in honor of the latter. None overshadowed Jack and Judy Stires, as new President and First Lady, unless it was "Shu" their new houseman. Perfection in preparation and service are a definite understatement. He's from the "old school" in its finest sense; having served in China as houseman for Generals Marshall and Weidemeyer. His pleasant dignity and detailed consideration of each guest's needs blended most naturally with the deep warmth and beauty of the Stires' exquisite home.

Our monthly party schedule included a "Beef and Bottle" party at the RRC Clubhouse on February 19th coupled with the appearance of an excellent speaker, Dr. Alice De Groot of Rex Ellsworth's Ranch at Chino. Dr. De Groot spoke on matters of horse interest, of course, and provided a unique film of definite educational value to those concerned with breeding and the mare and foal process. Her presence resulted from Mary Nelson's friendship with Dr. Alice and their mutual interest in both horse breeding and the breeding and showing of Irish Wolfhounds. Mary, by the way, was our most generous Hostess and arranged for the whole evening. We were a bit crowded in the Clubhouse, since it was touch brisk outside and our bar and braziers were on the porch, but the weather deterred no one.

Our monthly parties will be held on the third Friday from now on and will be one of the following: Bring Your Own Beef and Bottle BBQ, a Potluck Dinner, an occasional sitdown dinner or a catered Buffet. Each event will be announced by card and call so all



Mr. George Kuhrts, III, visits with Mrs. Lew Miller.



Popular rider, Joe Miller with his mount, "By Request."

members, prospective members, guests and all new Ranchoites are most cordially invited.

In addition to the Third Friday affairs the first week of each month will see a Trail Ride scheduled for the same group followed by a Potluck Luncheon at the Clubhouse or a visit to some local spot. These will be held on a Tuesday, Wednesday or Thursday, so as to permit a choice by those routinely involved in some other endeavor on one of those days the first week of each month. These, too, will be announced by card and call. Each

## RIDING



Rancho Riding trainer Janet Stratton showing "Lady Legs," owned by Mr. and Mrs. Dixon Chubbuck of Rancho Santa Fe.

Thursday, however, will still see a Trail Ride at 10:00 a.m. followed by a "spur of the moment" luncheon.

Now, to the Horse Show world for a moment. The "Season" has begun and the fever has set-in so much nervous preparation in both lessons and grooming is taking place. The first big Show of the season at the Indio Date Festival saw our trainer, Janet Stratton, present with Kyra Kuhrts and Joe Miller in tow and both followed a hectic schedule in the ring with Joe ringing up a high point total for the top award in his age group.

From now on its more horses and people away to the field—to Santa Barbara, Diamond Bar, Pomona, Whittier, Fullerton, Scottsdale, etc., etc. At home we'll continue with the monthly Gymkhanas, Playdays and one day Schooling Shows. The Juniors, headed by Marion Hadden and Leslie Champ have been doing a tremendous job with the Gymkhanas and are eager to move on with more detailed events which will enhance the capabilities of both horse and rider toward showing, safety in riding and just plain fun.

Our Annual June Horse Show will be conducted on the 5th and 6th of that month and will again be on behalf of charity in support of the Children's Hospital and Health Center. The ladies are busy gaining support via the sale of box seats, class sponsorships and ads so pass the word—it's both very enjoyable and deductible. Clara Lee Smith,

RRC Show Chairman, Judy Stires, Bev Kuhrts, Virginia Reniers, Catherine Burns—to name a few—will be delighted to accept your donations and tell you about the fascinating party at the Stires' hacienda the week prior to the show. Call the Club at 756-2923 for details or phone numbers of the aforementioned ladies and other volunteer workers not mentioned from both the Hospital Auxiliary and RRC.

Continuing on the Horse Show bent for a moment; the Chrysler-Plymouth Corporation has indicated an interest in having us conduct a one-day show for them, as sponsors, in late April here at the Club. Top people and big prizes will be present should it become firm on the schedule, so watch for further word.

To enlighten both horse people and those currently inclined regarding riding as a means of exercise, recreation and as a competitive sport an article recently provided to RRC members is repeated below. The old bromide, "the outside of a horse is good for the inside of a man," is as true now as it has been for centuries and the equestrian effort couples well with other sports; as many of the Rancho Riding Club members will verify. Further, participation in multiple sports develops tolerance for those in pursuit of relaxation and enjoyment via whatever wholesome means and a true appreciation of all the things going for us in this particular segment of Southern California.

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## People, Places and Things



TRAVELODGE INTERNATIONAL'S double champs in the recent tourney held at Lomas Santa Fe were Lloyd Mallory, left, and Greg Mattinson, right. Presenting trophies was TraveLodge president, Kenneth E. Cocks.

### TRAVELODGE INTERNATIONAL TENNIS VICTORS

Emerging victorious in the recent TraveLodge International Tennis Tournament held on the courts of the Lomas Santa Fe Country Club were Lloyd Mallory and Greg Mattinson.

Mallory is Supervisor, Accounting Department, Balboa Supply Company, El Cajon. His partner, Greg Mattinson, is the son of TraveLodge's treasurer, Bill Mattinson, and baseball coach at Grossmont College. Runners-up in

the tourney were Greg's father, Bill, and his partner, Rick Strauss, an attorney in the Legal Department of TraveLodge, the world's second largest accommodations chain.

Rancho Santa Fe resident Kenneth E. Cocks, president of TraveLodge, was host at a luncheon held at the Country Club directly following the tournament. Trophies were presented the winners by Cocks at that time.

### STACEY SULLIVAN TO HEAD 1971 SAN DIEGO DU COMMITTEE

J. Stacey Sullivan, Jr., well-known La Jolla sportsman, has been named 1971 chairman of the 60-man San Diego County Ducks Unlimited steering committee, succeeding Lewis H. Dowdy, also of La Jolla. The local conservation group is responsible for planning the 28th annual San Diego DU fund-raising dinner party to be held early next fall.

Assisting Sullivan will be Norman C. Roberts, vice chairman. Other incoming officers include Ed Waldman, treasurer; Richard Tuthill, assistant treasurer; William Simmons, secretary; and Roelif Randerson, assistant secretary.

One of the most active DU chapters in the country, the San Diego organization last year broke all party attendance and money-raising records by forwarding \$26,000 to national headquarters in Chicago to be spent on creating new "duck factories" and restoring waterfowl breeding areas on the Canadian prairies, where the bulk of North American ducks raise their young.

### Ladies of the Grand Army Will Meet

Members of the U. S. Grant Circle of the Ladies of the Grand Army of the Republic held their regular monthly meeting on Thursday, April 8, at 1:00 p.m., at the War Memorial Building in Balboa Park.

Preceding the meeting, coffee and cake was served to celebrate members' birthdays.

A social hour followed the meeting. Any ladies in the area who are interested in this group may contact Mrs. Andrew Schrade of Solana Beach.

### U. S. Daughters of 1812

The Surgeon Thomas Chiles Davis Chapter of the United States Daughters of 1812 met at 10:30 a.m. on Thursday, April 8, at Hospitality House in Balboa Park. Following the business meeting, a biographical program entitled: "Andrew Johnson, 17th President of the United States," was given by Mrs. Andrew Schrade of Solana Beach. Luncheon in the Fiesta Room followed.

Any ladies in the area who are interested and feel they may qualify are asked to contact Mrs. Schrade at 755-4722.

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## Y.M.C.A. FATHER & SON ROGUE RIVER TRIP

The North Coast Family Y.M.C.A., which serves the Tri-City and San Dieguito communities, announced plans today for its fifth Father and Son trip down the rugged Rogue River in Oregon.

Rollie Ayers, the local Y.M.C.A. Executive Director, said "the dates have just been set for July 10-18 and already we have several father and sons signed up."

"We planned the trip so that dad need only to take one week off from work" said Ayers, who will personally direct this trip.

The trip is designed for boys ages ten years old and up and in some cases men have sponsored boys on the trip that did not have fathers.

On the way up the campers will stay at the Sacramento Y.M.C.A. and campout the second night at Whiskey Town Lake. The trip home usually stops at San Francisco for dinner and sightseeing.

"The sixty mile trip down the Rogue in special rubber life rafts is an experience that father and son will never forget" said Ayers, "and this rugged outing builds a relationship between the two that we feel is a positive factor."

The trip is limited to only twenty-four people, so interested fathers are encouraged to call the North Coast Family Y.M.C.A. at 753-6536 for further information.

## THREE LAYMEN AWARDS

Jack Shelver, Board Chairman of the local North Coast Family Y.M.C.A. announced today that Irv Roston of Carlsbad, Tom Minamide of Cardiff, and Esao Sumida of Solana Beach were recipients of the county-wide Y.M.C.A. Red Triangle Awards for their exceptional volunteer service to their Y.M.C.A.

Tom Minamide and Esao Sumida received the Program Leadership Award for their volunteer efforts over the past year and a half with the Y's Judo program for girls and boys.

Irv Roston's General Service Award came for his many years of help to the local Y.M.C.A., especially at the Aquatic Park in Carlsbad, and for chairing the recent Y Roof Raiser dinner which raised funds for the building program.

This county recognition for all eight Y.M.C.A. Branches in the county started in 1965, and recipients from the local North Coast Family Y.M.C.A., which serves the Tri-City and San Dieguito Communities have been: Paul Ecke, Jr., Don Hubbard, Roger Miyashiro and Gloria Davis of Encinitas, Phil Damon, Dale Blust and Bob Hutchings of Vista, Mr. & Mrs. Frank Kazmar of Carlsbad.



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The Institute provides treatment and instruction in the natural care and beautification of the skin, particularly of the face.

Mrs. Grossman is a licensed nurse and cosmetologist who studied skin care in Paris and at the Christine Valmy School for Aestheticians in New York.

An aesthetician, according to Mrs. Grossman, is a skilled professional who has researched skin conditions and treatment approaches to seek new ways to cleanse and beautify the skin of both men and women.

"Because of San Diego's water-oriented way of life, men and women here are exposed to sun and wind conditions which dry and age the skin prematurely," said Mrs. Grossman.

"There are skin care techniques and biological procedures available which can help people who live here restore and retain a pliant and youthful skin without drastically changing that life style, and it takes only a few minutes a day," she added.



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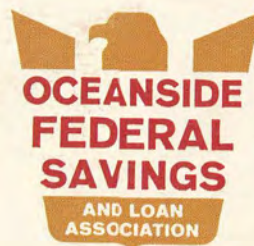
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