

San Diego's North County

JANUARY 1973 / 75c

Living



LIFE BANK™

see story inside centerfold



La Jolla Federal is through kidding around.

What kind of ad is this with a statement like that?

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Our cards. On the table.

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We'll give you absolutely free of charge an honest, no baloney attitude. In a nice way, of course.

We know you appreciate that, because a lot of you tell us so.

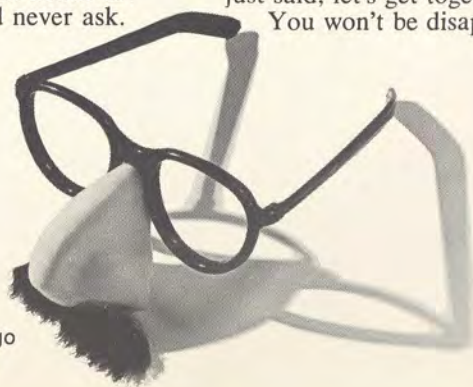
Better still, you become our customers. So many of you, we've grown from one office to three in less than a year.

And, too, we'll give you all the regular Savings and Loan things we discussed earlier.

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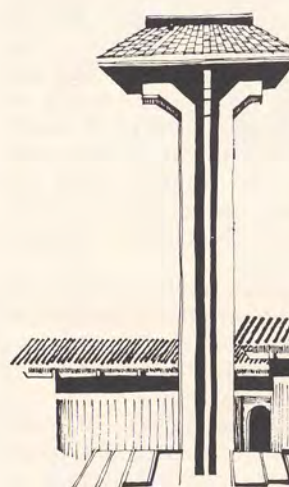


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THIS IS LIVING
by Don Deder

SOLDIERS WORTH MORE DEAD THAN ALIVE

That I'm not fabulously rich can be laid to any number of hereditary and environmental flaws, among them:

—A consistent program of investing in real estate, stocks and merchandise, all based on an axiom perfected by generations of forebears: "Buy high; sell low."

—A long-standing tendency to draw to inside straights, despite 11-to-1 odds.

—A fervent belief that bottles are worth more full than empty.

My error in this last item was revealed the other day in the brush covered dump of a little ghost town in the back country behind Rancho. The sun was brilliant, the air was crystalline, and I was wildly shooting up \$30 worth of Kodachrome for a \$10 story, when I chanced upon a little old lady half hidden in what seemed to be a fresh grave.

"Howdy, Ma'am," said I, by way of bridging the awkward moment. "You goin' to China, or diggin' for gold?"

"Not gold," she said dourly. "Better than gold." She pointed her shovel to a dozen dark and dirty objects at the edge of her pit. "There's a Lash's Bitters, worth about \$14, and a Golden Wedding Whiskey miniature, maybe \$25, and a three-sided poison I haven't classified yet, but can't be less than \$10."

Now, I wasn't unaware of the growing hobby of bottle collecting. Every household these days seems to have its shelf or tree of amber and purple glass. But those prices! They were enough to stir the spirits of the burro prospectors who roamed these hills during the last century.

Stifling an urge to run the elderly woman off her rich vein of silicon, I returned to civilization and checked out some bottle dealers. What the woman told me was true, as far as it went. There may be more jug hunters than bird shooters in California. Prices on some choice relics are out of sight. Up in San Bernardino recently a rare whiskey sold for \$1,800. In bottledom, \$3,000 transactions are on record. A cobalt Bleu canning jar, like your grandma had, sells for \$500. An early Coke, vintage 1917, commands \$80.

Meantime (what my ghost town excavator did not mention) with thousands of diggers in the

field, the more common bottles have glutted the market, and prices for them have dropped in half in the last five years. So rife is bottle fever, there are clubs, magazines, stores, shows and books devoted to the hobby. In just one month, 32 new books were published on bottles.

A complicated traffic has evolved. People who've never been west of Cleveland can collect San Francisco bitters flasks. Widows on the West Coast may fill up their bay windows with the dead soldiers long ago discarded from Arizona saloons. It's a pastime fraught with irony. Some serious Californians, having thoroughly picked over their state, make treks to Arizona with its old mining camps and public domain and sparse vegetation.

Thoughtless digging can get one crosswise with the antiquities laws. A safer system is scouting the flanks of pioneer trails and rails, about a whiskey-bottle-throw off the right of way. Old-time glass was stout, so a high percentage survived that first flight. The bottle dealers tell me that just about any undamaged pre-1900 bottle is a treasure—especially the liquors, medicines, condiments and poisons. An original soda pop bottle with attached stopper, dating to the 1800s, can bring \$100 and more. Miniature whiskeys are priced like gems.

The temptation, of course, is to ridicule the unthinking frontiersman who emptied a bottle and threw away a month's wage. But that patronizing thought evaporated from my mind while browsing through the shelves of a bottle shop.

A familiar object stimulated a flash of memory . . . mid-1950s. A bunch of us callow young fellows were gathered at a watering hole near campus, discussing ways to get rich. We were drinking Schlitz beer, for that brew was a novelty in that the containers were those first ruby-red, no-deposit, no-return glass cans. The bartender, a physical lout, was so enthralled with the throw-away gimmick, he had installed a big steel trash can behind his bar, and as we drained our bottles, he would smartly pitch them into the can where with a merry tinkle they shattered into shards.

All this came back to me the other day when I saw the price tag on the dealer's ruby-red Schlitz: \$5.

"Is that the going rate?" I sobbed.

"If you're lucky enough to find one," he said.




We do more than just care about San Diego's future.

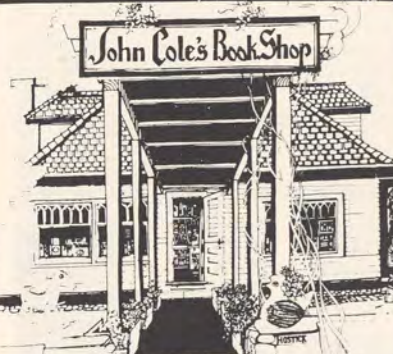
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ABOUT BOOKS

by Dede Godwin

LET'S FACE IT by Wendell Wheelock (Vantage \$5.95) is a thoughtful definitive resume of the American economy during the past fifty years, and the events leading to its deterioration.

From the time of Theodore Roosevelt, and the now almost forgotten days when young people thought it wicked to play hooky, sneak a cigarette, had short hair, and took baths, to the present permissiveness of drugs, sex and violence; the time when individual free enterprise and competition was unhampered by government intervention, and the mistakes and misrepresentation of the presidents, the Supreme Court, whether in sincere effort or misguided advice, this book is in essence, a knowledgeable presentation of facts.

Thru the years, and F.D.R.'s New Deal, promises of non-military involvement, and during and following the war, his secret pacts, and prior knowledge of impending war, to Truman's ineffectual administration, Eisenhower's, from whom great things were expected and who failed to deliver, to Kennedy's fiasco of the Bay of Pigs and the destruction of the Monroe Doctrine, Johnson, politician first, statesman somewhere along the line, and his power plays, his mockery of jurisprudence and above all, probably, the appointment of Earl Warren to the Supreme Court to abuse its authority and further the permissiveness already begun.

However, unlike most books upon this subject, it is alive in its presentation, articulate in delineation, and above all, it skims along like a novel, giving the reader a factual understated and above all a very vital portrait of America. A great book for adults, and certainly students could find

here an excellent reconstruction of what has happened in America, and why. Mr. Wheelock lives in Rancho Santa Fe.

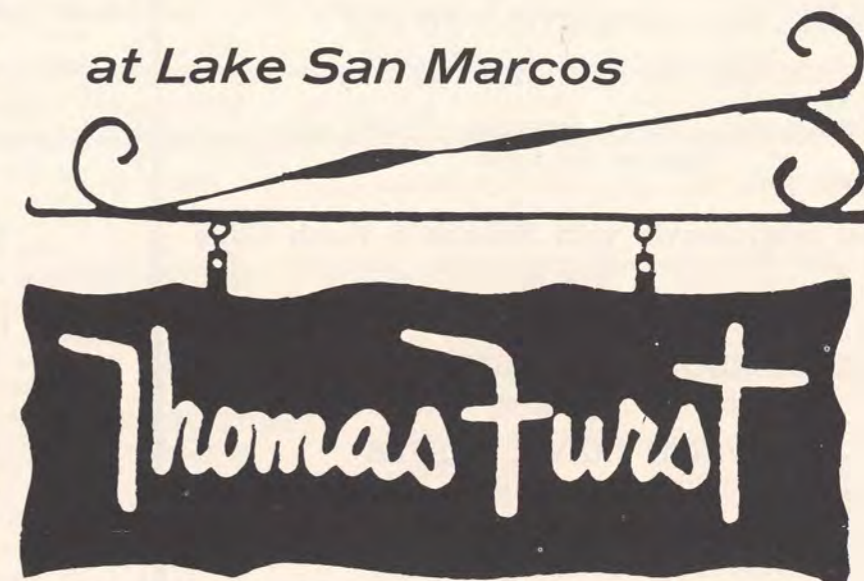
32 years ago, Stephen Longstreet wrote a book about a family called the Pedlocks, which was eventually expanded into a saga of 3 volumes. Now **THE PEDLOCK INHERITANCE** (McKay \$7.95) brings the family to the present time and is even more diverting than the previous books.

This is the story of Judge Woodrow Wilson Pedlock and his family, primarily his son, Rufus, a young brilliant trial lawyer. Rufus is reluctantly drawn into the defense of one Mike Corey, a soldier, AWOL, who is implicated in a mass murder on a houseboat in San Francisco Bay. This retainer is dangerous, not only in its own implications, but because Rufus father has been nominated for the Supreme Court, and his action can seriously impair the pristine and honest image of the law firm of which Rufus father is founder and senior member, and endanger his father's chances for Senate confirmation of nomination. Rufus is further troubled by his separation from his wife, Crystal, who is 1/16th black, but with whom he is still in love.

More than the story itself, is an underlying belief in the American way of life, the ethical and moral values that still obtain, individual pride, cohesion of family and self-respect against deterioration of law and order, against violence, bigotry and destruction of the basic principles upon which America was built and has survived. Best of all, it is a "good book" and will hold your attention from the first word until the last.

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People, Places and Things

MARCH OF DIMES MOTHERS MARCH

"Children are the flowers of the future and instinct impels us to protect that future, to culture those flowers and to shield them from seen and unseen threats to their healthy development." This was the comment made by Mrs. Percy M. Goodwin of 1465 Liggett Way, San Diego, yesterday after accepting the co-chairmanship of the important Mothers March campaign during the January March of Dimes drive.

Mrs. Goodwin will be joined by Mrs. Robert F. Adelizzi, 3319 Goldsmith St., San Diego, in a San Diego-Imperial fund-raising program that will involve thousands of mothers who will join hands in the fight against birth defects.

"Many mothers ask the question: 'Why did it happen to us?' when disease strikes a newborn child," said Mrs. Goodwin, who is the mother of four healthy children. "What can I do to help? is a question every mother ought to ask herself," she added. "Taking part in the March of Dimes drive against birth defects is a significant way. We need volunteers for the Mothers March on January 31."

Mrs. Adelizzi said there are so many kinds of birth defects, with varying causes, that no single scientific discovery will solve the entire puzzle.

"In its broad range of medical service programs, the March of Dimes includes prenatal care programs and intensive care nurseries," Mrs. Adelizzi said. "These are particularly important for the 'high risk' pregnant woman, who is most likely to face maternal complications and deliver a distressed infant.

"Intensive care nurseries provide the critically ill newborn 24-hour monitoring by highly trained doctors and nurses. Not only can these nurseries substantially reduce infant mortality, they also offer the best chance for normal, healthy development."

Mrs. Adelizzi, who has two daughters, 8 and 5, and a son, 6 months, is an area council liaison of the Junior Women's League, scholarship chairman of the Trojan League of San Diego County and is on the advisory council of the Freedom Foundation of Valley Forge.

Mrs. Goodwin, who has three daughters, 14, 8 and 4, and a boy, 14 months, is a member of the Juniors of Social Service, mothers club board of Francis Parker School, the Cotillionaires and is a member of the National Charity League.

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**People, Places
and Things**

**PRESIDENT OF
BOARD OF DIRECTORS
OF SCRIPPS RE-ELECTED**

Robert M. Boughton, M.D., was re-elected president of the board of directors of Scripps Memorial Hospital. Seven new members of the board and officers were installed at the annual meeting on Thursday, November 30, 1972.

Dr. Boughton is a senior member and past president of the medical staff. He is an active member of the community and has been a board member since 1967. Dr. Boughton is an assistant clinical professor at the UCSD School of Medicine, and has served on the San Diego County Hospital and Health Facilities Planning Commission.

New officers for 1973 are Robert B. Conway, first vice president, who is vice president of the Southern California National Bank of La Jolla. Richard D. Hibbard, second vice president, is a partner of Barnett, Hibbard & Company. Dayton G. Southard, treasurer, is assistant secretary and assistant treasurer of Copley Press Inc. And Mrs. Roy Munger, who has been a board member for 26 years, is secretary. Members at large are Robert R. Jackson and Rev. R. M. Wolterstorff, D.D.

New board members are Mrs. Marie McRae Temple, John S. Woodbridge, L. Thomas Halverstadt, William Ferguson, Roy M. Drew, Miss Ruth Jenkins and Carl Croft.

Roy M. Drew of Mosher, Drew, Watson Associates, Architects, is a 24 year resident of La Jolla. He is a fellow of the American Institute of Architects College of Fellows, received his M.A. in architecture from Yale University and his bachelor of arts from Stanford University. Drew is a director of the Community Planning and Design Center, a member of the American Institute of Architects, San Diegans Inc., La Jollans Inc. and the Town Council, San Diego Chamber of Commerce, and the San Diego Fine Arts Society among many other civic organizations.

L. Thomas Halverstadt is a private investor and the president of the board of directors of the San Diego Symphony Orchestra Association. He attended Northwestern University, School of Business Administration. He is a twelve year resident of La Jolla and a member of the Fine Arts Gallery, San Diego Opera Guild and the Old Globe Theatre among many others.

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ABOUT THE COVER

Kent Staab, vice president ETA Life Bank (left), and Ben F. Warner, president (right) chat with Sheriff John F. Duffy of San Diego (center) regarding the remarkable new program of Emergency Telephone Assistance "Life Bank." See story center fold.

San Diego's *North County*
Living



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IN LA COSTA
La Costa Gift Shop
In The Lobby

REAL VIEWS

I resolve that in 1973

- I shall not have strange gods before Charlton Heston.
- I shall not take the name of Orson Welles my god in vain.
- I shall keep holy Marlon Brando's birthday.
- I shall honor Ozzie and Harriet.
- I shall not kill a Stanley Kramer movie before seeing it.
- I shall not commit adultery with Angie Dickinson.
- I shall not steal Paul Newman's can opener.
- I shall not bear false witness against Jerry Lewis.
- I shall not covet Burt Bacharach's wife.
- I shall not covet Raquel Welch's goods.

THE POSEIDON ADVENTURE belongs to the category of film typified by AIRPORT; a gung ho producer hires a journeyman director, a brilliant special effects specialist, a cast including a minimum of five Oscar winners, a couple of \$5,000 per week screenwriters, and then sells the public a contemporary catastrophe. The results are anti-acting films which usually live or die depending upon the quality of the performances. THE POSEIDON ADVENTURE, a movie of escape (escape from the overturned S. S. Poseidon, and escape from reality), is being sold on the basis of its ninety foot tidal wave (like the chariot sequence in BEN HUR, this scene is a bit more intense than bargained for by producer Irwin Allen, director Ronald Neame, and effects specialist L. B. Abbott), but is saved by the unexpected appearance of respectable performances. Stella Stevens, in high heels, panties, and man's dress shirt, is dressed for disaster. Gene Hack-



by Alan Pesin

man as a gutter preacher is a nice bit of uninspired casting, but it is Ernest Borgnine who play Popeye Doyle. Carol Lynley, Red Buttons, and Eric Shea each have their chances. However the rest of the cast is simply along for the ride. The magic moment of this movie belongs to Shelley Winters, ex real-life playgirl now used up actress. Her dying last seconds in Gene Hackman's arms when she says, "I guess I'm not champion of the Women's Swimming Association anymore," will remain long after The Wave is forgotten.

Jo Heims was a receptionist at Universal Studios when Clint Eastwood was starring in RAWHIDE. Years later Eastwood returned from Italy as the number one box office star and remembered a twelve page Jo Heims treatment he had read years before. That treatment became Eastwood's successful directorial debut, PLAY MISTY FOR ME. Jo Heims second produced script is YOU'LL LIKE MY MOTHER. The only similarities between this film and MISTY are the awkward titles and scissor-thrusting culminations. Director Lamont Johnson and Patty Duke, reteamed after their money-

making MY SWEET CHARLIE (the first movie to have an American release after its TV premiere), have made a film which asks to be seen in your living room. A so-called thriller, the most horrible scene in the movie is childbirth. Sian Barbara Allen in a difficult role shows a flair for imitating Charles Laughton's Quasimodo at just the right times. Patty Duke suffers through the first half of the movie carrying what is suspected to be either quintuplets or a baby elephant in her stomach. The final forty minutes are passable, but barely.

In the recent past twenty-seven new movie openings in the LA-San Diego area have left me breathless. I am most interested in Tuesday Weld in Frank Perry's PLAY IT AS IT LAYS, Paul Newman's direction of wife Joanne Woodward and daughter Nell Potts in THE EFFECT OF GAMMA RAYS ON MAN-IN-THE-MOON MARIGOLDS, Stanley Kubrick's (the mod Cecil B. DeMille) revised R-rated CLOCKWORK ORANGE, Ava Gardner's Lily Langtree in John Huston's THE LIFE AND TIMES OF JUDGE ROY BEAN, Charlie Chaplin's LIMELIGHT, the Steve McQueen version of Sam Peckinpah's THE GETAWAY, and Robert Altman's IMAGES.

A young gentleman in front of The Pussycat Theater in downtown San Diego asked me for a quarter so that he would have enough money to get into the show. Believing that any movie is a worthwhile investment, I took his money and my twenty-five cents, bought him a ticket, and recommended for his future pleasure NIGHT OF THE LIVING DEAD coming Sunday to the Aztec Theater. That Sunday I went to the Aztec. And he only needed 45c this time.

for the sake of a tree...

While land planning the unusual condominium community called Del Mar Woods, located on a bluff overlooking the Pacific Ocean, the real challenge came in positioning the homes in such a way that the healthy, mature eucalyptus trees, for which the area was famous, could be spared by the grader. In many instances, for the sake of a single tree, we revised our original plans, shifting the homesite here or there to gain maximum view of the sea without destroying the natural feeling of the woods.

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DEL MAR
WOODS



Living around town

by Terry Esposito

PHOTOGRAPHY BY BOULEVARD PHOTO AND LOUIS FAIRBANKS



Mr. Robert Collier and Congresswoman-elect Clair Burgener and Mrs. Burgener.



Teresa De Anza and Dr. Merrill Harrington appeared as a new 'twosome' at the 'Circus' party held at La Costa.



La Costa Women's Auxiliary members Mrs. Barbara Murphy and Rosemary Naurt are caught off guard during the Auxiliary Christmas luncheon held at the home of Mrs. Allard Roen.



GEORGE PEPPARD, star of "Banacek," takes a breather after a fast game of tennis at La Costa.

WOW—la costa

Mort and Agatha Winski and Bill and Jerry Randall tossed a party to end all. Invitations read: You are invited to attend The Randum and Wingling Circus . . . and a circus it was!!

A marvelous clown announced each guest's name at the door. The one hundred and seventy guests entered a room that had been transformed into a circus atmosphere. Booths displaying tempting foods and drink were set up in the manner of a mid-way. A three-piece combo and a one-man band plus 20 circus acts among which were jugglers, clowns, dog acts, and trampoline artists kept the guests applauding, laughing and dancing til all hours. This fabulous party placed the Winskis and Randalls in the ranks of outstanding and creative party givers.

Michelob Pro-Celebrity Tennis Classic will be held at La Costa January 22-28. NBC will do a 2 hour telecast of this great tennis event that will find Rod Laver, Stan Smith and thirty other International tennis stars competing for the \$50,000 prize. This event will be the second U.S. stop for the players on the 1973 World Championship Tennis Circuit.

Merv Adelson and Pancho Segura have announced that Vic Braden will



Delightful Santa Bartell seems to be enjoying Marie Gray's story during the La Costa's Women's Auxiliary luncheon.



Mrs. Allard Roen hosted the La Costa Women's Auxiliary Christmas luncheon at her beautiful home at La Costa. Mrs. Roen's menu featured Mexican food which is shown serving to Shirley Godlis.



Like father, like son: Dustin Hoffman and his father, Harry, are caught by our camera as they watch an exciting tennis match at La Costa. The Hoffman seniors have become residents at La Costa.

MAIN ENTRANCE RANDUM & WINGLING CIRCUS



Ruth Roman and the Robert Sommers were among the group enjoying the Winski and Randall's party



Lovely Dorothy Hays in a pensive moment during the La Costa Women's Auxiliary Christmas luncheon.



To start off the holiday season at La Costa, the Mort Winski's and the Bill Randalls joined forces and tossed the party of the year or any year. 150 guests had a ball at their 'Randum and Wingling Circus' party.

be coordinating the six-day tennis spectacular which will also feature Pro-Celebrity matches. Invitations to 16 major celebrities have gone out and in most cases there was an immediate acceptance. Matches will be held day and night with all seats being reserved. Grandstand seats on Monday thru Thursday will be \$4.00 per adult for either afternoon or evening matches. Friday, Saturday and Sunday tickets for adults will be \$5.00. Boxes and season tickets are also on sale at La Costa. As Merv Adelson inked the contract with Mike Davis of World Tennis, he said this tennis classic brings "big time" tennis back to San Diego after a long drought. "San Diego produces a great number of national champions and deserves a major tournament."

Mr. Robert Collier joined Congressman-elect Clair Burgener and his wife at a cocktail reception given by the President's Committee for Mental Retardation. These two gentlemen and 20 other members of the Committee met at La Costa for a series of meetings in which they drew up recommendations to the President of the United States. These recommendations will help further the President's desire to achieve his two main objectives for Mental Retardation: Reduce the occurrence of retardation by 50% by the end of this century, and to return to the community 1/3 of all patients now in institutions by creating group homes and work training programs.

around town

SANTA FE HUNT TO HOLD SECOND ANNUAL BALL



Mrs. Thomas Slattery and Mrs. Arnold C. Kirkeby.

The Santa Fe Hunt will hold its second annual Ball at the elegant Versailles Ballroom, Westgate Plaza Hotel in San Diego. The event is scheduled for February 24th with (No Hosts) cocktails at 7:00 p.m. and dinner following at 8:00 p.m. followed with entertainment and dancing.

The Santa Fe Hunt was organized three years ago and now has a membership of about 70 families. The hunt season officially opens on December 3 with twice weekly rides continuing from then until spring.

The Santa Fe Hunt has a growing membership from all over San Diego

County as well as several members from Los Angeles. The local ranch owners in the county have been exceedingly generous and cooperative in permitting the Santa Fe Hunt to ride upon their lands.

Among the activities that the Santa Fe Hunt currently supports is the local Pony Club. Pony Club is an international organization that was founded



Hunt Master Hugh Dale and Mrs. Jack T. Coursin.



Mrs. Thomas Edgington, Mrs. Charles Easu and Mrs. James Knox.

for the purpose of teaching children the complete care and training of their mounts.

The Santa Fe Hunt recently dedicated their permanent kennels in November of 1972. This is the first such endeavor undertaken in San Diego County. The pack consists of 12 hounds or more, and properly referred to as 6 couples. The Hunt now has both American and English fox hounds — all of which were contributed by individual members.

The hunt has a very interesting and unique vocabulary and the actual hunt is very colorful in both costume as well as ritual.

This active group plans the Ball to be an evening of splendor, with formal attire for one and all, including the dress coat worn at Hunt Balls.

Localities on the planning Committee include Mrs. James H. Knox, Mrs. Thomas Edgington, Mrs. Jack Manion, Mrs. Jack T. Coursin, Mrs. Arnold C. Kirkeby, Mrs. Marvin Goldberg, Mrs. Thomas Slattery, Miss Kathy Denby and Mrs. August E. Handley.

around town

ACTION AT ACACIA FARMS



"Arbitr," purebred Arabian Stallion and Joe Miller.

Acacia Farms, the beautiful horse facility on Camino del Norte, owned by Mr. and Mrs. E. J. Walz, is now under lease to Col. and Mrs. Lew Miller. Operations will consist, primarily, of boarding and training hunters and jumpers; mostly thoroughbreds, and breeding and showing Arabian Horses. The barn and extensive pastures plus two riding rings are available on a limited basis for the boarding of pleasure horses of local trail riders and, of course, hunters and jumpers and Arabians. The Farm is located on the long-established RSF Tralis System and adjacent to many miles of open country to the north.

In addition to training and instruction appropriate to hunters, jumpers and Arabians, young thoroughbreds destined for race training will receive their initial handling and conditioning at the Farm. Limited lay-up of horses off the track will also be provided.

As most horse-oriented North County residents know, Lew and Lynne Miller and son Joe have raised and shown Arabians for some years in the area. In addition to assisting his mother in showing Arabians, Joe has made his mark most pointedly in the Hunter/Jumper Show Ring, which is his primary interest.

The Millers maintain the Purebred Arabian Stallion ARBITR at stud. His sire, and former champion, the late *ARDAHAN, was bred in Poland and imported by H. H. Reese and Charles Doner of the well-known Elsinore Arabian Stud. His dam and full sister live

in RSF with Mr. and Mrs. Anthony Mahon.

The real purpose of Acacia Farms is to provide a reasonable balance of business and pleasure for the com-

pletely horse-dedicated Millers and to provide an equal measure of these factors to clients, both horses and owners.



View of Acacia Farms

NEWS FROM THE "DIVOT"

Popular Ranchoite, Brock Cowan is now editing the Rancho Santa Fe Golf Club News Letter, the DIVOT. His fast moving writing style and capability in this field are reflected in the media . . . Peg Booth reports on the ladies activities at the Club with equal talent. The following are a few memos on the FAIRSEX from Peg's article.

I really thought when I got my daughter off to college in England I

our second annual offering of selected estate jewels collected throughout the year by purchases & exchanges with our own clientele. Also shown during the week of January 15-20 and January 22-26 precious jewels at far below their replacement value.

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around town

would be organized and have plenty of time to do everything — course it didn't turn out that way at all. I seem to have less time and get less things done — old age is really maddening, at least that is the only excuse I have at this time.

Going back to team — **Lee Costigan** played every game and came out high point winner at least I think she did and then came back to shoot an 89 — best ever on this course. **Maxine Reeder** who thinks team is a ball shot her best game of 86 — now if these figures are wrong it's my fault because old age also dims the memory.

I do remember that **Rosemary Rasmussen** was supposed to call me to tell me what I was to put in the Divot about the Christmas Party. All I can remember is the date has been changed to the 19th and if you don't put your \$4.00 in you can't play. If there are any questions I suggest you ask **Rosemary** as I will be in Cabo San Lucas.

Lil Howard is back but so far I haven't heard of her shooting on the wrong fairway or doing anything funny — maybe she is a changed person.

Nice to see **Freddie Newhafer** is still

around — always thought it was a mistake to lose such nice members.

Maxine Van Evera seemed to have a thing about the 17th hole during the Fall Tournament — believe she won every match on that hole.

Dorothy Stimpson seems very happy although her golf game has suffered a little — her handicap went up, guess she will settle down when the honeymoon is over.

We now have a new Team Captain — **Bobbie Matzinger**. We all have promised to practice and really go out and beat everyone next year. In the meantime team — practice makes perfect.

OLGA LANDIS AND SYDNEY EIGER WED AT LA COSTA

The Vallarta Room was transformed into a bower of flowers for the wedding of **Olga Landis** and **Sydney Eiger** which was held at 4:00 p.m. on a Sunday afternoon. 300 guests attended the wedding and reception which followed. This particular wedding touched the romanticism which lurks in the hearts of

all of us. It was only a few months ago that **Mrs. Landis** arrived from her home in New York for a rather lengthy visit to La Costa. During her stay she met La Costa member, **Sydney Eiger** . . . it was love at first sight! The wedding was the culmination of a six months courtship and joined together two very happy and deserving people, who plan to make their home on the grounds of La Costa.

NOTES FROM THE LA JOLLA BEACH AND TENNIS CLUB



Mr. and Mrs. William Scripps Kellogg are seen in the lounge of the La Jolla Beach and Tennis Club with luncheon guests, renowned symphony conductor **Dr. Alfred F. Wallenstein** and **Mrs. Wallenstein** of La Jolla and Palm Springs.



Mr. and Mrs. Hugh Stewart of Newport Beach are seen entering the Club lounge where a reception was given by the Club president, **Mr. William Scripps Kellogg** and **Mrs. Kellogg** for participants in the 24th annual National Senior H. C. Tennis Championships held in December at the Club.

around town

Sigleilan's Magic by Mohort out of **Wonteza**, Mohort her sire, was Reserve Ch. Green Stock Horse in state of California in Class A open shows before he died. Magic is his only offspring. She is trained by **Jerry Lucas** who has shown her 3 times only, in her first show she was third in Hackamore at Scottsdale 1972, next show at Del Mar she won Hackamore Class A Del Mar and the third time she was second at Santa Maria. She is also being trained as a cutting horse and has been in the ribbons in that field.

She is of pure Polish bloodlines, is over 15 hands in height and extremely athletic. She is also a Double *Witez II mare. *Witez II having been imported from Poland and is shown on one of the Polish stamps honoring great Arabians from Poland.

Professional trainer **Jerry Lucas** is busy relocating and building his new training center in San Marcos on Twin Oaks Valley Road. Plans are for an old fashioned Open House upon completion. The facilities cover fifteen beautiful acres with glorious tree covered areas for visiting mares and boarding horses.



Jerry Lucas and **Sigleilan's Magic**



The proud new owners of the sixteen hand, flashy black saddlebred gelding "**Thunderball**" are **Mr. David Donaldson** and the very popular **Richard L. Cerda**. (so familiar to the horse circle for his cordiality and "know how" in riding attire, **Richard** heads up the **Bob Coffman's** store in downtown San Diego who tailor a vast majority of the riding attire for local equestrians.) **Thunderball** has been placed in the capable hands of **Barbara Beamer** for training.

Enter into old world charm and elegance

Although only three years old, this beautiful Hacienda is imbued with the spirit and tradition of old Mexico.

200-year old wood beams, carved stonework, antique wrought-iron and hand-painted Talavera tile, all imported from Mexico, contribute to the warmth and grace of this unusual home, located on 5.5 acres adjacent to Rancho Santa Fe.

Exposed beam ceilings, corner niches, frescoes, and window grilles are among the many features characteristic of the 18th Century Mexican Colonial period of architecture.

There are five bedrooms, including a large master suite with charming corner fireplace; study-guest room; 4½ baths; living room, dining room and family room, each with a large fireplace; spacious kitchen; pantry room; separate breakfast area; utility room with sewing center; maid's quarters. Also, a covered patio, wine storage room, workshop and oversize three-car garage.

The home has stereo throughout, separate intercom system, security closed circuit TV system, and central air conditioning and heating.

The grounds are beautifully landscaped, and watered by an automatic sprinkler system. There is an orchard and ample space for horses.

A rare opportunity. \$235,000.

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People, Places and Things

J. THOMAS TAYLOR JOINS RSF OFFICE OF SHEARSON, HAMMILL & CO.



Former stockbroker J. Thomas Taylor has returned to the brokerage industry by joining the New York Stock Exchange member firm Shearson, Hammill & Co., Inc., in their Rancho Santa Fe office.

Taylor, 42, first entered the business as an account executive with Merrill,

Lynch, Pierce Fenner & Smith in 1958. Later he became assistant manager for Eastman Dillon in their San Marino, California office. While at Eastman Dillon Mr. Taylor played a major role in the first million dollar financing for International Chemical & Nuclear in 1967. At that time ICN sales, ending November 1966, were approximately \$600,000. Today, the company's listed on the New York Stock Exchange with sales of around 150 million.

In August 1967 together with three other associates, Taylor formed Independent Securities Corp. as President until March 1969 and then as Chairman of the Board. Independent Securities Corp. trained and licensed over 2000 independent insurance agents in 18 states. Independent Securities Corp was in registration for a public offering in 1970 but because of stock market conditions plans were terminated. Subsequently the company was merged into Equity Funding in August 1970.

Moving to La Jolla Taylor then formed Corporate Counselors Inc. with an office also in Los Angeles. In this capacity he and his partner raised \$500,000 for Productron, a young company that had perfected a method of daylight developing X-rays. This year Productron was subsequently merged into Cubic Corporation of San Diego.

Taylor, a graduate of the University of Southern California in marketing, is listed in "Who's Who in American Finance & Industry" and "Who's Who in America." Also a member of the California Thoroughbred Breeders Association he is active in the breeding and racing of horses. Residing in La Jolla with his wife Pat, Mr. Taylor has three children by a former marriage and two stepchildren.

PUBLIC TRANSPORTATION COMING TO RANCHO SANTA FE



Not really. This unique vehicle recently visited in the Village as a traveling display for lighting fixtures manufactured by Prescolite. Architects, designers and builders in the area were invited aboard to examine a very unique and interesting display.



With a family in France, corporate directorships, financial counseling, and real estate interests in Napa, California and Portugal's Algarve—it is small wonder that the Michel E. Puyans are very active travelers!

Redmond TRAVEL

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Photography by Tony Francis



Relah Elgin

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People, Places and Things

PAUL ECKE, JR. HEADS YMCA DRIVE

Mr. Paul Ecke, Jr. has been named as the 1973 YMCA Sustaining Membership Campaign Chairman, according to Fred Pahl, Executive Director of the North Coast Family YMCA.

"More Fun Than A Circus — Join YMCA" is the 1973 Campaign Theme. The Kick-off for the campaign will be held at the YMCA on Thursday evening, January 18 according to Ecke, Jr. and will run through February 15. The 1973 goal is \$24,000 and 600 sustaining members. Some 187 workers will be involved in the campaign, stated Ecke, Jr. Division Chiefs are: Mr. Bob Watrouse of Encinitas; Mr. Jack Jardine of Carlsbad; Mr. Ed Harloff of Encinitas; Mr. Larry Brophy of Oceanside; Mr. Bruce McClellan of Oceanside and Mrs. Tamie Kimura of Encinitas. Ecke, Jr. went on to indicate that the following Captains have been recruited and are in the process of recruiting campaign workers: Bob Sommerville, Jim Watrous, Larry Lauderdale, Tom Bergkamp, Jack Shelver, Bill Whitteker, Bruce Pahl, Harlan Engen, Knox Williams, Brian O'Connell, John Knipe, Tom Lawrence, Jim Bul-

lock, Dr. Phil Collin, Mrs. Cathy Kammerer, Mrs. Donna Schroeder, Mrs. Jinx Ecke, Mrs. Lorna Leedy, Mrs. Nancy Begg, Lou Evangelisto, Henry Salgado, Jerry Heiser, and Dave Mitchell.

Ecke, Jr. went on to comment that a Sustaining Member in the YMCA is a person who believes in the YMCA and in the purpose it is trying to achieve. He desires to advance the work of the YMCA by direct affiliation and support; to stand up and be counted in the activities. He is free to determine his dues at whatever level represents his interest and ability above the minimums set by the Branch. Ecke, Jr. stated that these Sustaining monies help provide services for others, which otherwise could not be provided; they insure that a youth will NEVER be turned away or refused a chance to belong to the Y because of a lack of funds. They also enable many youths and adults to belong to the Y at reasonable cost or, in some cases, no cost at all; they help provide personnel programs, and services for certain areas with emergency needs; and they make possible growth and expansion year by year in the North Coast Family YMCA.

ONE-OF-A-KIND



This 6-foot Poinsettia tree grown by the Ecke Ranch in Encinitas is now on display at Home Federal Saving's office in Encinitas. According to Paul Ecke, the rare tree took 2 years to grow and is the only one of its kind in the world.

IT'S A GIRL!

It's a girl for Jack and Karolyn Dorsee, and she arrived on Nov. 22nd, weighing in at 7 lbs., 12 ounces. Her name is Debra Alice Dorsee, and she's a beauty!

1973 New Year Greetings from Kay Wasser & Associates

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In Rancho Santa Fe, a magnificent, nearly new, custom Mexican Country Home, consisting of 5,500 feet of luxury living. The main house features grand open beam ceilings, sparkling tile counters and floors. A spacious, perfectly appointed living room, grand dining room, complimented by a superb gourmet kitchen and breakfast area. The Master Suite, in its perfection pleases the most discriminating taste. A delightful two bedroom, one bath guest house, with complete kitchen is conveniently located by the custom pool and patio. A perfect combination for entertaining year 'round. Close to the Golf and Tennis Club this gracious home covers 1.7 view acres, carefully landscaped for minimum maintenance and maximum beauty. \$325,000



ONCE IN A LIFETIME . . .

It can be yours, this one of a kind three bedroom, three bath, three fireplace, three car garage home. An unforgettable new home with a spectacular view. Little things count and you'll like the many decorator touches in this Monterey ranch style home. Things like wallpaper, wood paneling, interior mini-gardens, interesting light fixtures. \$125,000 includes swimming pool and terrace, landscaping and sprinkler system, lush carpeting and easy care floors. Available now!



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24/JANUARY 1973

periphery

HOME FEDERAL OPENS EXPANDED NORTH PARK OFFICE

Home Federal Savings and Loan Association officially opens its spacious new North Park office at 3921 30th Street on Monday, December 18, according to Kim Fletcher, president.

Fletcher said the new building expands the office's total floor space to 8,650 square feet.

The new office was designed by Frank L. Hope and Associates, AIA,

and was built by the M. H. Golden Construction Company.

Branch Manager Jack Compton said the lobby features a 10-station teller line, a 6-desk new accounts area, and a large, separate Investor Club Lounge. Other services include a walk-up window, safe deposit facilities and customer parking area.

The lobby features a traditional interior, with oak-paneled walls and royal blue carpeting. The exterior architecture is similar to other Home Federal branches — a red brick Colonial-Monterey style.

Home Federal, the largest San Diego-based savings and loan association, will also be opening new offices in Coronado and Seal Beach, California, after the first of the year.



Home Federal's new North Park office features 10 teller windows to assure speedy customer service. (L. to R.) Christina Dagget, Ann Long, Diane Hazelroth, Diana Young, Kathy Hobson, Patty Landes, Candy Nelson, Diann Leichter, Pat Freepartner, Becky Hook.

SAN LUIS REY DOWNS

They don't have much use for thermometers in this residential-recreational area.

In fact, residents of this 2,500-acre planned community with rolling hills and rich farming land in a semi-secluded valley say San Luis Rey Downs has the "shortest thermometer in the country."

Irving X. Burg, president of Preferred Properties, Inc., exclusive agent for the development, put it this way:

"Mean temperature at San Luis Rey Downs is 61 degrees. With the average high being 73 degrees, you can see why residents don't have much use for thermometers."

Burg also pointed out that residents don't have to keep barometers either.

"With gentle ocean breezes and low relative humidity, residents have more time than anyone anywhere in the country to enjoy the outdoor life.

"Of interest to every Californian is the fact that San Luis Rey Downs is completely smog-free," he said.

"We're only 89 miles south of Los Angeles," Burg said, "but we're far enough away to boast a smog-free atmosphere." The community is also only 51 miles north of San Diego and 12 miles east of Oceanside.

The community boasts having the finest Thoroughbred Training Center in the West.

It also has a heated swimming pool, an 18-hole, 72-par golf course, an artificial lake and a 26-room resort Inn.

"In addition to its other features," Burg said, "San Luis Rey Downs' residential areas have all underground utilities. The roads are all in and paid for, and the natural beauty of a valley setting will be enhanced even more when all the facilities, including an eight-acre Village shopping center, are completed."



Rancho Santa Fe Estate



An outstanding Rancho Santa Fe estate on under four acres, featuring a delightful new Mediterranean home with approximately 7,000 square feet of living area. There is a slumpstone stable and tack room, fenced and crossfenced corrals, a 30' x 50' swimming pool, tennis court, all beautifully landscaped and sprinklered.

Walk through the Spanish arches at the entrance to the superb home, decorated with imported Mexican tile in the ramada, a heavy handcarved entrance door to the foyer. Terrazo-floored halls sweep from the living room and library areas to the spacious bedroom wings at each end of the house.

The 25' x 25' living room and the comfortable library, each with fireplace, are separated by a dining room, adjacent to a beautifully equipped built-in kitchen with every convenience. In the bedroom wings, there are two large master suites in addition to an additional four family bedrooms.

A stairway to the lower level leads to a 25' x 25' playroom with a fireplace and wet bar. On this level there is also a large laundry room and maid's quarters and bath.

This property is offered at \$340,000.

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People, Places and Things

DIRECT LEARNING

"Children's learning in science should be based on their direct experiences with living and nonliving objects, and those experiences should lead to an understanding of some significant conceptual system—as, for example, ecology," Chester A. Lawson, of the Science Curriculum Improvement Study (SCIS), at the University of California, Berkeley, told participants to the Far Western Area Convention of the National Science Teachers Association in San Diego today.

This belief was worked out in the SCIS program through activities in which children from the Berkeley schools built and observed aquaria and terraria and took field trips to observe organisms and environments in areas around their school. The SCIS program is supported by grants from the National Science Foundation and is widely used in schools across the country.

The conceptual part of the program, taken from ecology, includes units on organisms, life cycles, populations, environments, communities,

and ecosystems. In these units the children carry out some activity, such as planting and tending seeds, observe events, raise questions, compare events or discuss their observations, and set up investigations and experiments related to their questions. Thus they gain an understanding of the conceptual system of ecology—the relationship of living things to their environment.

The convention, co-sponsored by the Greater San Diego Science Teachers Association, the Far Western Section of the National Association of Geology Teachers, the Department of Education of San Diego County, and the San Diego Unified School District, is being held at the Town and Country Convention Center in San Diego.

DIRECTOR APPOINTED AT TRI-CITY HOSPITAL

OCEANSIDE—Donald D. Hitt has been appointed Director of Fiscal Services at Tri-City Hospital, the first to fill the newly created position, according to S. Ames Pence, administrator.

Hitt, a native of Texas, came to Tri-City from Phoenix (Ariz.) General Hospital where he was Associate Administrator in Charge of Operations.

Earlier he had been Assistant Administrator and Director of Fiscal Services at Flagstaff Community Hospital in the same state and also held a similar position with Baptist Hospital in Phoenix. Before then he had operated his own public accounting firm.

In his new position, he will be responsible for all financial matters affecting the hospital and will supervise a staff of 39.

Hitt is a Navy combat veteran of World War II, with duty in the West Pacific Theater, Shanghai and mainland China. He completed his education in Abilene, Tex., graduating from college with a Bachelor of Science degree in Accounting.

He also has completed a number of graduate courses and major seminars in California, Missouri, Arizona, Ohio and New Mexico.

In addition to work within the hospitals he has served, Hitt has been active assisting state agencies in Arizona in matters affecting health care delivery. He lectured at Northern Arizona University and has written on hospital matters for the Arizona Republic, a daily newspaper.



With longer nights on hand and cold weather approaching, it costs more to heat and light homes.

If you are seeking a means to ease the effect, don't overlook the little things, like fixing that leaky faucet that's been keeping you awake nights.

The drip, drip, drip is not only a drain on nerves, but on natural resources and the pocketbook as well.

As an example of how every little drip counts, a faucet leaking at the rate of 90 drops per minute wastes about 310 gallons of water a month—a sizeable loss, particularly in an area where water is none too plentiful.

If the leaky faucet is on the hot water line, there are additional losses. San Diego Gas & Electric Company engineers calculate, for instance, that 279 cubic feet of gas would be wasted on heating the water that drips away. The residential customer uses about 8,700 cubic feet of gas per month. The 279 cubic feet of wasted gas represents a three percent increase or about 33 cents a month.

For electric water heaters, the energy wasted would amount to approximately 68 kilowatt hours or about \$1.76 per month.

Obviously, fixing the leaky faucet will result in worthwhile savings. Here are other ways to conserve water, energy and money:

When washing dishes by hand, use a dishpan or put a stopper in your drain so that you won't have to run hot water continuously. If you use a dishwasher, use it only for full loads.

San Diego Gas & Electric Company's 1971 annual report has been selected by Financial World for a second major honor, according to word received by the utility.

The newest honor is Financial World's Silver Oscar-Of-Industry Award for the best report in the utility service category.

"This award makes your report one of the 12 best annuals of the 5,000 entries in the 1972 contest," Financial World said in notifying the company of the honor.

Earlier this month, SDG&E was selected winner of Financial World's Bronze Oscar-Of-Industry award as best among public utilities with annual revenues ranging from \$75 million to \$200 million.

The Oscar-Of-Industry Awards competition is conducted by Financial World to stimulate voluntary improvement by management in its communication with shareholders and the financial community through the medium of the annual report.

WE PRAISE YOU, ARTURO RUBENSTEIN

by KESS (Mrs. A. D. Kessler)

Arturo, you're wonderful!
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You've given yourself to all
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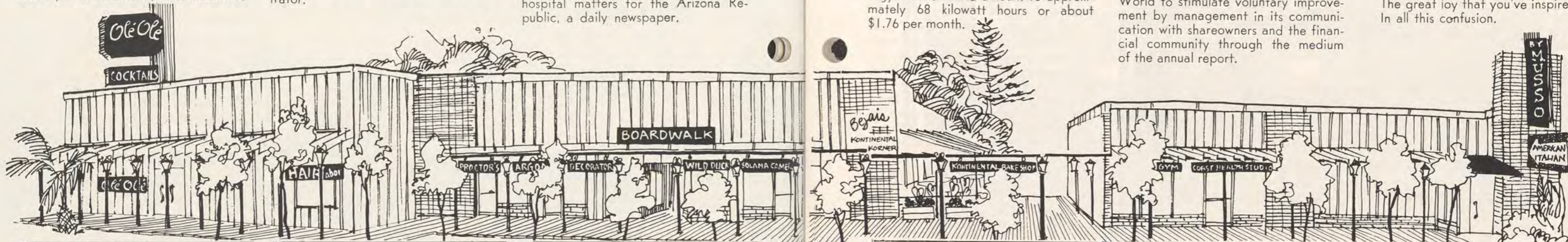
Your feelings, your moods, your love
Transposed to your hands
Is truly from Him above;
Your hands He commands.

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People, Places and Things

SINARA STULL CANDIDATE

Sinara Stull, daughter of Assemblyman and Mrs. John O. Stull of Leucadia, will be sponsored by the De Anza Chapter, National Society Daughters of the American Revolution, as a candidate in the "Outstanding Junior Member of the Year" Statewide Contest. Candidates from 18 through 35 years of age must have made contributions to DAR programs in addition to Community activities within their area. The National winner is announced and presented at the opening session of Continental Congress in Washington, D.C. during April.



Sinara Stull

RANCHO SANTA FE OFFICE OF SURFSIDE REALTY TO BE MANAGED BY DAVID VAN EVERA AND CLIFF SUHM



David Van Evera and Cliff Suhm

The Rancho Santa Fe office of Surfside Realty is the fourth in the ever-growing group of Surfside Realty offices owned by Edwina Moran. The others are located in Solana Beach, La Jolla and Fallbrook. The Rancho Santa Fe office has a temporary location at the corner of La Granada and El Tordo (above the pharmacy) and specialize in Rancho Santa Fe Properties.

Mr. David Van Evera is a popular Rancho Santa Fe resident, having been with the Rancho Santa Fe Association since July 1964. He is a graduate of the University of California at Berkeley with graduate work in Public Administration at San Diego State College. Mr. Van Evera's military career was with the Marine Corp. from 1941 thru 1961, retiring as a Lt. Col. He is a recent graduate of the Anthony School of Real Estate.

Mr. Cliff Suhm has an extensive Air Force career in his background, including the Royal Canadian Air Force, the Royal Air Force, and the United States Air Force. He was recalled for the Korean war as a pilot in the State Department Service. Following this he went to Boise, Idaho as a Real Estate Broker for four years. In 1956 he entered the investment business in Encinitas with Investors Diversified Services under the late Paul Dobson. He managed the Encinitas office for Dempsey Tegeler and Company; and was a registered Representative with Shearson Hammill and Co. in Rancho Santa Fe.



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**People, Places
and Things**
ENVIRONMENT FORUM
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ON GROWTH

Stopping the growth of San Diego County is unrealistic because the people don't want it stopped and because it would create severe economic hardships. These themes were sounded by Dr. Warren Johnson and Richard L. Weiser at a major forum on the environment last weekend in San Diego. Johnson, professor of geography at California State University, San Diego, and Weiser, executive vice president of Avco Community Developers, Inc. (ACD), were among 13 speakers at the forum sponsored by the First United Methodist Church in Mission Valley.

Weiser, whose firm developed the "new town" communities of Rancho Bernardo, Village Park and Laguna Niguel, said there is "no gap between thinking environmentalists and the highly professional builders who create a harmony between people and land." Weiser attacked builders "whose only motivation is money, who do not consider the human needs such as schools and services when they develop land."

Johnson told an audience of more than 200 that tremendous economic blows would hit the San Diego area if growth and development were curtailed.

Johnson urged a "return to the city" movement as a cure for suburban sprawl in rural areas. He said such high-density cities as London and San Francisco "are charming" and added that crime, smog and traffic congestion are reduced by adding to urban density.

The forum at the Methodist Church was held Friday through Sunday. Other principal speakers included Harvard University theologian Dr. Harvey Cox, author of "The Secular City"; John Merrell of the U. S. Environmental Protection Agency, San Francisco; San Diego County Supervisor Jack Walsh, and national committeeman Mike Walsh of the citizens' lobby, Common Cause.

Jack Walsh said that "developers overreact to anyone who can spell 'environment' but environmentalists overreact too. I think a better balance of understanding is coming."

"Environmentalists take themselves too seriously," Walsh added. "To be effective, they should orate less and start getting involved in the political process."

The sessions concluded Sunday with Dr. Cox speaking in both morning worship services.

**BUSINESS AND
ESTATE TOPICS**

Larry G. Showley, CLU

**Section 303 Allows
Income Tax-Free
Cash Withdrawals**

Not every business owner wants his business sold at his death. Most successful owners, in fact, want their families to retain the business, either as a source of income to the family or as a business opportunity for a son or other family member. But there is a very vexing problem of finding the cash to pay taxes and other estate settlement costs.

Actually, the Government has provided a way, through Section 303 of the Internal Revenue Code, by which an estate may use corporate dollars to pay these bills.

Under current law, if one of two tests is met, a corporation may redeem as much of a decedent's stock as is necessary to provide his estate with sufficient funds to meet all federal and state death taxes and funeral and administrative expenses, without the distribution being taxable as a dividend. The two tests, either one of which will make the redemption privilege available, depend on the size of the corporate stock interest in the decedent's estate: the stock which is included in the decedent's estate must be valued at more than 35 per cent of the gross estate or more than 50 per cent of the taxable estate.

A redemption under Section 303 works as follows: Assume a gross estate of \$400,000. To qualify under the 35

per cent test, the estate value of the decedent's stock interest would have to exceed \$140,000.

To qualify under the 50 per cent test, further assumptions are necessary. Beginning again with a \$400,000 gross estate, assume \$18,000 in administration expenses and \$2,000 funeral expenses, leaving \$380,000. Assume further a full marital deduction of \$190,000 and deduct the \$60,000 exemption, resulting in a taxable estate of \$130,000. The decedent's stock interest then must have a value of more than \$65,000 to qualify under the 50 per cent rule.

If either test is met, none of the proceeds of the stock redemption will be taxed to the estate as a dividend so long as they do not exceed the total of the funeral and administration costs, plus all estate and inheritance taxes. Furthermore, if the stock is redeemed by the corporation at the same price at which it is valued in the decedent's estate, there will be no capital gains tax to pay.

To assure the availability of this benefit, it is important that the corporation be in a reasonably sound cash position at the time of the proposed redemption. In other words, the withdrawal of the cash should not endanger the continued successful operation of the business. Insurance owned by the corporation on the life of the stockholder offers a practical solution to this problem. It provides a source of tax-free funds to the corporation when they are most needed — at the death of the stockholder.

FAIRWAY ESTATES SOLD OUT

The 90-lot Fairway Estates portion of San Luis Rey Downs has been completely sold out for a total land sale value of \$1,080,000, according to Irving X. Burg, president of Preferred Properties, Inc., exclusive agent for the 2,500-acre residential-recreational development.

Burg said that four duplexes already have been built on the property, with many of the new lot owners planning to build single-family dwellings within the next few months.

"While the Fairway Estates section of San Luis Rey Downs has been completely sold out," Burg said, "building sites in other areas of this 2500-acre planned residential-recreational community are still available."

"While we have plenty of open space which should look enticing to

the city dweller, we intend not to let this development become overcrowded," Burg stated.

"This beautiful development becomes even more pleasing to the eye as it is being built," Burg said. "It will contain a fully developed population of only 4,500 persons, or a little more than one-half acre per person."

The development combines a rural setting with modern facilities in a secluded valley. Recreational facilities include a golf resort and country club with an 18-hole, par 72 golf course, tennis courts, swimming pools, plus a thoroughbred training center.

San Luis Rey Downs is located 89 miles south of Los Angeles, 51 miles north of San Diego and 12 miles east of Oceanside.

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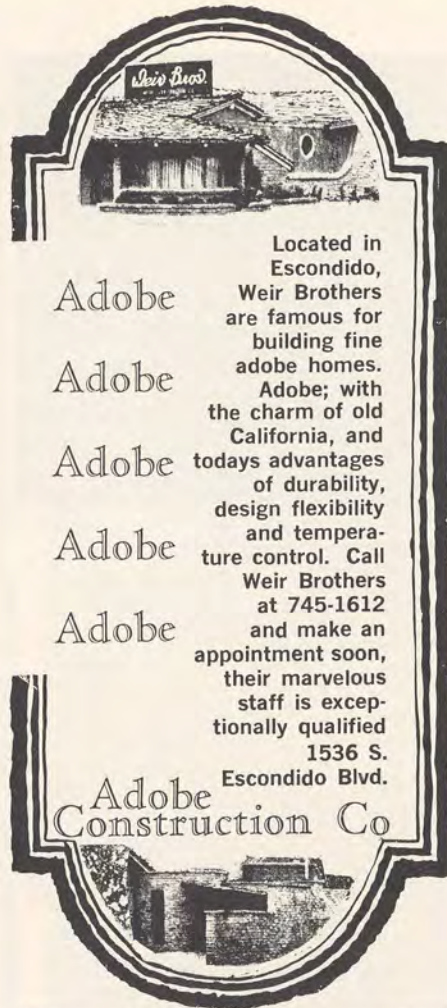


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Seems, O'side

by KITTY A. PEELING

Happy New Year! and brighten the corner where you are!

My Grandfather used to sing that. The exact words escape me, but the gist is: if you want happiness—start spreading it around yourself, right in that little private corner that holds only you!

There is no one group of women who constantly do more for their right to live than Los Ampadoras.

To get new members and acquaint the community with their Children's Home Society of San Diego, they held a real humdinger fashion show and tea at the massive ballroom of Rancho Carlsbad for about 70 enthralled women. 'T'wasn't the usual run of the mill fashion display. This was wedding gowns only. From 1972 back to around 1790.



Thelma Nooncaster, June José and Lois Moring.

Can you imagine this 1790 fragile but still wearable treasure (modeled by June José) of Peau de Soie with pleats, bustle, ribbons, all very soignée—probably met Martha Washington and Benjamin Franklin who once, at a poker party quipped, "All cats are grey at night." (Oh yes, Benjie was quite a gay blade and not only at poker parties!).

According to Lois Moring, San Diego, who is director and coordinator of the 22 auxiliaries of Los Ampadoras, babies are not as plentiful as before (for adoption that is). More illegitimate babies are being born but 84% of these unwed mothers are now keeping their children and are helped and counseled by such groups as the Children's Home Society.

Los Ampadoras have only thirty active members (but there are a number of affiliated members who fill in as soon as there is a vacancy) despite their small number, their terrific energy furnishes 35% of the money for the HOME.

This year's President is Thelma Nooncaster, a talented go-getting gal who makes a success at whatever she does.

The same goes for Tari Wood (so serious and dedicated) who worked long and hard digging up old wedding gowns in Carlsbad and Oceanside. And too much credit cannot go to The Music Hall that sent an organ and organist, Lois Segur, to the affair. Nothing causes more tears, next to the bride and groom, than those block-busting chords of "Here Comes The Bride!"

Eating is a very serious pastime for most Americans and we're always ready to shell out money for charity when it comes wrapped in the guise of good food. In this case it was "pancakes For Breakfast," prepared by the men of Kiwanis. Chairman Guido Portante did an efficient job at the Oceanside Mission Elementary School along with Robert Walwick in charge of food preparation; and Dave Balzar did a good publicity job with Stanley Smith really pushing the sale of tickets. Prez Joe Shipley said a "goodly" sum had been collected and some of it would be used to send some lucky young O'side-Carlsbad athlete to the Fellowship of Christian athletes for one week. Here, coaches and athletes from all over the country get together for a mutual exchange of ideas and true Christian Fellowship.

Probably nobody has done more for true Christian love and fellowship than Brother Benno of St. Charles Priory. He doesn't care if you're pink, green or white; or if you're Moslem or Methodist; if you need help Brother Benno is the man who will cast bread upon your troubled waters!

Far and wide, spreads the saintly reputation of this priest who swaps his bread to get supplies and services for those in dire need.

Right now his oven has gone kaput. So Mr. "Oceanside," John Frenzel, brought this sad state of affairs to the attention of the Inter-Community Organization Council, that has been dying to sink its new grown teeth into a worthwhile project — and nothing can be more worthwhile than Father Benno. Soooo with the Council setting up a special commission to organize a Fund Drive the new, bigger and better oven will be showing up with the New Year.

Dynamic Hal Buckman, a representative of the Loyal Order of the Moose on the Council is chairman of this hard-working group including Wally Hagen, La Jolla, executive secretary of Industrial Chaplaincy Research, Helen Ratjen, executive sec'y of O'side Convention and Visitors Bureau, councilman Frenzel and Vivian Boultinghouse of the Blade-Tribune (when Viv heard of the drive, she called immediately to offer her services "for that dear little man who is always doing things for other people!")

Wouldn't you just love to have someone say that about you?



Vivian Boultinghouse, Wally Hagen, John Frenzel, Hal Buckman and Helen Ratjen.

They'll soon be saying something like that about a new very dedicated group of American women. The Woman Marine Association, chartered by National President Ruth Broe has landed in O'side.

This new southern Californian chapter No. 31 will be called Edith Macias Vann after O'side's only Marinette from WW I.

Marie Proulx, chief accounting supervisor at Camp Pendleton's U.S. Naval Hospital (who has just been re-elected national treasurer) is the charter president. She joined the Women's Marine Corps Reserve in 1943 (there were no women officers then) and did her recruit training at Camp Lejeune, N.C.

Serving with Marie are Doris M. L. Brun, V.P.; Rosa V. Harrington, Sect'y; Martha J. Clark, treasurer; Anna C. Hopkins, historian and Anabel V. Lewis, public relations.

They were all installed by past National President Olga Bullock at a spirited luncheon in Oceanside's Elk's Club. Their number one project will be to assist families of returning Vietnam War Prisoners and help in what ever form they can! Feeling we wanted to do something for our community Phyllis McTaggart, bushy-tailed reactor with Bob Nelson and Bob Schmid, likewise with Hale French, and Larri Carter,

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Photography by Tony Francis



Mrs. Edith Riggs, congenial manager of Draper's, La Jolla, is ready for a busy New Year in a 100% polyester suit by Robert Leonard. The print is red and black on a white background, and the three unpressed pleats in the skirt all face in the same direction — creating a very flattering effect. Lined throughout. Misses sizes only, \$135.



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happy housewife for broker George Carter, and I (think I'd like to be catalogued "woman-about-town." Sounds sorta spicy don't you think?) all volunteered to handle the voting of precinct 40471 at the Bay 'N Beach Apartments. None of us had ever had any part of running the mechanics of voting before. By some ill-luck I ended up as Inspector!

Lost five pounds worrying and for good cause. Guess we (or I) made more mistakes than any other precinct — and we were all college graduates! (Even though I was up at four a.m., to read all instructions again and signed a trillion, triplicated affidavits!)

Tain't funny. If your registered voting name is Kerry P. Dailey, you can't decide you don't like that and change it to Kerry Potts Dailey; neither can you decide you really live at 2222½ Grand Avenue, if you're registered at 2222. All we did all day long was challenge people (that's what it's called). What we called it, is quite different — after having to make our ten million affidavits and all having to sign each one and notarize each other's signatures! Was a lot of fun knowing most of the voters. The Villa Marina had a terrific turn-out of their voters and it was a pleasant surprise to greet old acquaintances the Marshall Dobretts, the William Roricks, Evelita Randall and Harriett and Art Rockhold.

At 8:00 p.m., when voting was over and we tackled more affidavits and witnessing of each other's signatures (Man! I'm getting nauseated all over again) we were too tired to attend Clair Burgener's well earned victory celebration in San Diego.

For five days we lived in smug complacency. We were first-class responsible citizens — we'd never do it again, but by Gad! we'd seen our duty and we'd done it! Then Ann Acosta, our long suffering voting mentor (I called her at least ten times THAT Tuesday) in San Diego called to say we'd made a mess of those trillion signatures and — witnessing the wrong things!

Believe it or not, we all had to go down to S.D., and do those damned affidavits all over again!

Sooo, now it's mutual. I don't think the State of California will ever ask us to help in voting again!

Leaving the County building, very deflated, we saw a sign saying: Sands Motel, Food & Grog. Although it was only 11:30 we barely had enough strength to crawl up on a bar stool and imbibe a Bloody Mary.

There, in a big, white glittering sign, was the announcing of the celebrated pianist Jerrald Linden and his duo, the Chadons, to appear the coming Saturday nite! Jerry is an old friend, who only two months ago, gave me his latest recording that includes my favorite, Clair du Lune.

From Bach to Beatle-dom, Jerry can play them all, in any key.



Top, Bob Schmid "The Chadons" Jerrald Linden.

Sooo you see everything comes out all right when you give — even if you "gow" it up. We'd never have known Jerry was in S.D., and couldn't have gone down to listen to his marvelous music (by the way, Roberta Lynn will replace him, when he has to move on).

That same night luck was sorta with me, Southern California Filipinos (did you know there were over seven thousand islands?) were having a huge gathering and selecting their Queen.

Unlike Americans, they invited me, a stranger, into their party and treated me royally.

Miss Filipina was a beautiful young girl, but here luck was not with me. When I went to take her picture, there were no more flash bulbs.

Thus, there is no picture of a pretty, young girl to put in this column to sorta pep you up for the trials and tribulations of this coming tremendous year. But LIVE IT to the hilt. Remember you'll be giving a whole year of your life in exchange for each precious unrepeatable moment!

Every New Year should start out with Love. Sooo let's talk about the LOVE PARTY. Every now and then you are allowed to be "in" at the beginning of something sensational and it's very thrilling.

One week-end the Palm Springs Crest Club featured the unknown "Love Party" group.

Watching them practice and sweat with that intense anticipation of fear and excitement that comes before a first professional appearance, was to relive a portion of my life all over again.

To be 18, young, beautiful, (that I never was any part of), talented (?), and full of dreams. The wonder of it all — and the sadness.

Those eager faces and arms reaching out for life. What will they find? What did YOU find?

The dark, little beauty, who so poignantly sang the lead of the "Impossible Dream" was once 6 years old. Patti Crawford was homely, freckles and all legs and bony skinned up knees. I taught her to swim in between business bouts with her Dad. (Art once made a loan to a nudist camp. When I raised Cain, he said, "Well, Kitty, if we have to foreclose at least we won't have to take the shirts off their back!")



Clockwise from Patti at center, Jocke Moak, Laura Gerry, Marcea Costa, Kathy Worthington, Linda Hatfield.

Now Patti has been through the rat-race of Hollywood and managed with ten other aspiring TV and movie starlets to form a musical-dance group that is definitely going places. Right now they are negotiating on a contract with Hugh Hefner to play all his top Play Boy Clubs the beginning of the new year. Sooo when you see the LOVE PARTY on Johnny Carson's show or Merv Griffins show remember you heard about them first in NORTH COUNTRY LIVING. (A number of the lovelies spent some time this past fall at the Bay 'N Beach with me. They decorated our swimming pool with their svelte bakinis and gave a lot of our jaded bachelors a shot in the adrenin glands! Needless to say I was the most popular matron in town!)

These girls are so sure of themselves — they know all the answers! When I was their age I knew all the answers too — only now I realize I didn't even know half the questions! □



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*THE SECRET OF SUCCESS:
INSIDE INFORMATION*

Seen Super Sleuth lately? Even Super Dog would be a welcome asset for investors.

Sound desperate? Perhaps. But of increasing importance these days is the public's need to know more "inside information" about potential investments. The door to that information recently cracked open a tad, but the best inside scoops still belong to the institutional investor. And this has a direct bearing on your chances for good investing.

HAVE A CLOUT HANDY?

What's a key tool in successful investing? Communication about investments—and access to it. Due to their financial clout and size, institutional investors have developed sophisticated communication networks which enable them to obtain information not available to the individual investor. Sometimes that communication is too intimate, as we shall see in a moment.

The public, though, seems to be the last to know.

Whoever said "nice guys finish last" may very well have been the hapless investor who watched one of his favorite stocks take a nose dive for no explainable reason. After the great fall, a terse announcement, "Depressed earnings due to an unexpected turn of events" is offered in the *Wall Street Journal*.

A placating remark? Hardly. Who, he wonders, were all the people who knew this was going to happen? Chances are, an elite few.

NICE GUYS, ARISE!

Eventually moral indignation is stirred about an obvious inequity. As a result, action is taken and someone is made a scapegoat. Such was the case recently when the Securities

and Exchange Commission slapped the hands of Investors Diversified Services for profitable use of inside information.

The SEC suit against the nation's largest mutual fund organization stemmed from a situation in which IDS dumped 33,000 shares of Lum's, Inc., soon after Lehman Brothers advised them of an expected earnings decline. By selling the Lum's shares before the news was announced publicly, IDS avoided substantial losses.

*GOOD NEWS FROM THE
RUBBLE*

The exciting—and encouraging—result from the IDS affair is not necessarily that the organization was caught. Rather, it has set a new precedent. IDS now has to implement a sweeping new policy on its treatment of inside information.

To wit:

- * IDS must determine whether information is public before using it as a basis for trading in the stock market.
- * IDS cannot act on any information that is not generally known to the public.
- * IDS cannot reward with brokerage commissions those who "dig up" special information.

A big boon, too, of the SEC ruling is that a clear definition of "material inside information" at last has come.

The results of this big case? Brokerage houses and international investors seeking adequate information will find themselves pressing for more public disclosure. Corporate officials, fearful of abuse of inside information, may now assume reasonable disclosure responsibility to all their shareholders.

The information door for investors has opened a crack. But hang in there, Super Sleuth, this should be just the beginning!

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We manufacture a full line of pool equipment and accessories—thus eliminating the middleman's profit. Again, these big savings are passed on to you.

But the advantage of an all-Anthony equipped pool doesn't stop here. You are also sure your pool will be built quickly—without delay for parts or accessories.

Should anything go wrong someday on any part of your pool you need only call Anthony and we'll be there to correct your problem quickly and courteously.

Don't settle for second best when you can have an Anthony pool for less money. And skip the headaches.

DON'T MISS THIS CHANCE! Get your pool now! Our big fall discounts will save you money!

**WINTER
DISCOUNTS
AVAILABLE
NOW!**



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AVOID PLANNING ERRORS. Learn everything about pools. Send for Anthony's big, 36-page full-color Guide. FREE. No obligation.

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FALCONMOOR KENNELS

HENRY & HELLA HERWIG

BOARDING

DOGS & CATS

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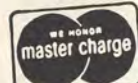
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People, Places and Things

IT'S RAINING CATS AND DOGS

It's raining cats and dogs in San Diego County, with the animal population explosion reaching critical proportions, according to Dr. Hubert Johnstone, County Veterinarian.

"The problem has to be realized by the pet owner. He is really the only one who can stop this explosion," he said.

It's not that the County is against pets, it's just that too many unwanted puppies and kittens are keeping the Humane Society and County shelters busy putting them to sleep, he continued. He said there are an estimated 375,000 dogs in the County and that experts can only guess that there are at least as many cats.

As an alternative to destroying them, the County and local veterinarians are cooperating with several neighborhood spay and neuter clinics. According to Dr. Johnstone, appointments are available without delay and fees have been reduced to near or at cost.

The County Veterinarian said private veterinarians are doing this both as a service to the community and the animals. This will keep the County from having to enter the veterinary business with the resultant cost to the taxpayers.

Emphasis is on the spaying of female pets to achieve the greatest impact on the birth rate, but males may be neutered, too. To encourage owners to have their female pets spayed, a free two-year County license worth \$9.50 is issued to every female dog at the time of spaying.

"Pet owners who cooperate in this program will help curb the population explosion," Dr. Johnstone said.

Information and referral to a low cost neighborhood spay and neuter clinic may be obtained by calling 278-9200 weekdays between 8 a.m. and 5 p.m.



Unwanted puppies and kittens can be avoided through one of the new low cost, neighborhood spay clinics according to Dr. Hubert Johnstone, County Veterinarian. Participating veterinarians are listed at 278-9200, extension 715.

FREE LICENSE FOR DOGS

A certificate good for a \$9.50 two-year San Diego County dog license will be issued free to every female dog spayed at one of the several low-cost, neighborhood spay and neuter clinics, according to Dr. Johnstone, County Veterinarian.

The surgery, done at or near cost by private veterinarians, is a cooperative effort with the County.

"The free license makes this a very attractive deal," according to Dr. Johnstone. In comparison to a successful animal population control program in Los Angeles, he said San Diego County's combination of spaying and licensing is even less expensive.

The spay and neuter clinics are located throughout the entire County with all prices being comparable.

Dr. Johnstone said that excess animal population is becoming a severe problem in the region.

"An average of 33,000 dogs and cats are 'put to sleep' each year at County facilities and another 41,000 unwanted animals are handled similarly by other San Diego County humane agencies," he said.

The low-cost clinics recommend certain shots for the pets' protection following surgery, but they are not mandatory.

Information and referrals to a nearby clinic may be obtained by calling 278-9200 weekdays from 8 a.m. to 5 p.m.

old globe

BALBOA PARK

OLD GLOBE THEATRE

Opening January 4 (Thursday) and continuing through February 4. "The Tavern" by George M. Cohan. Crime and comedy—romance and roguery—on a storm swept night at an isolated country tavern as a charming but mysterious vagabond is the central figure in suspicious activities.

Ticket Reservations: (714) 239-2255, noon to 8:30 p.m.

CARTER CENTRE STAGE

Opening January 23 (Tuesday) and continuing through February 11. "One Flew Over the Cuckoo's Nest" from Ken Kesey's novel by Dale Wasserman. A hearty, amiable con man and convicted gambler is committed to serve part of his prison term in a mental institution. His confrontation with an iron-willed nurse is frequently bawdy and hilarious, yet ultimately shocking in its revelation of uncontrolled power.

The Art of Living

BETTY HUTTON RETURNS TO STAGE IN "HERE TODAY"



Following a seven-year retirement, the beautiful and talented Betty Hutton resumes her acting career in the starring role of the George Oppenheimer comedy, "Here Today" which opens Tuesday, January 30 at Vince Miranda's Off Broadway Theatre

The "Blonde Bombshell"—Betty Hutton—is returning to the stage after a seven year absence at Vince Miranda's Off Broadway Theatre in the starring role of "Here Today," opening Tuesday, January 30 for a four-week engagement.

Once recognized as America's No. 1 jitterbug star, the beautiful blonde actress is best known for her deft handling of comedy. Her upcoming role in the George Oppenheimer classic at San Diego's only professional legitimate theatre is an anticipated delight.

An extremely talented and popular singer, actress and dancer, Miss Hutton's last performance was in "Here Today" at Chicago's Pheasant Run Playhouse in 1966. Enacting the role of a kookie playwright and the ex-wife of an attractive man who is about to marry a young socialite, Betty Hutton's staging was described as being "explosive," "dynamic" and performed with a "warm glow of devotion" for her profession.

Miss Hutton began her career at the age of three singing on the street corners of her home town of Detroit, Michigan. She starred on Broadway

at the age of 15 and was placed under contract by Paramount Pictures before her 20th birthday. In 1961, Time Magazine described her as a dedicated artist whose zest for perfection has earned her a fiery reputation. However, Miss Hutton is a warm and loving person—a gifted actress equally skillful in drama and comedy.

Betty Hutton's film credits include "Dream Girl" and her personal favorites and most famous screen roles, "Annie Get Your Gun" and Cecil B. DeMille's Academy award winning classic "The Greatest Show on Earth."

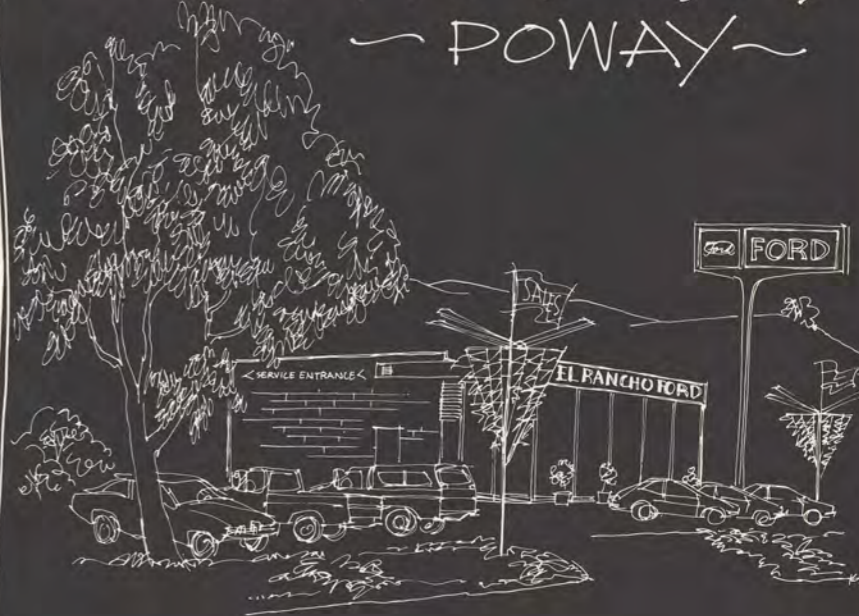
Critics in 1966 stated Miss Hutton looked the same as she did nearly two decades before and she performed with all the dynamite she must have stored up in the several years she had been away from the spotlight.

Today, the elegant showgirl legs, the comedic gusto, and perfect sense of timing and foresight are still unique to Betty Hutton. There's no doubt that she now has seven years of dynamite stored up for San Diego audiences which will explode at the Off Broadway Theatre as she romps, clowns, mugs, and keeps the laughter in "Here Today" rolling constantly.

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— POWAY —



EL RANCHO FORD

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Evening Service for Your Convenience

COUNTRY KITCHEN

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



DAVEY JONES MEAT LOCKER

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



THE FOGCUTTER

The "In" place to eat and drink nobly — that's the delightfully cozy FOGCUTTER in the heart of Carlsbad. It's mellow dining in a softly lit setting . . . perhaps with someone who shares your own appreciation for excellent cuisine. Satisfy your discriminating taste with dishes that have been lovingly prepared. Enjoy a relaxing midday lunch and the opportunity to preview an evening of regal dining and winning. The FOGCUTTER . . . at Carlsbad Boulevard and Grand Avenue . . . Open daily until 2 a.m. The FOGCUTTER . . . for lovers of good food . . . and for lovers. In the heart of Carlsbad at Carlsbad Boulevard and Grand Avenue.



MARTY'S VALLEY INN

In a beautiful garden setting. Featuring succulent prime rib, steaks and seafood. Dining room open from 11:00 a.m. until 11:00 p.m. Cocktails served from 10:00 a.m. until 2:00 a.m. Dancing nightly. Banquet rooms for private parties. You may also book garden weddings. Located 1½ miles east of Int. No. 5 on Mission Ave. in Ocean-side. Restaurant — 3232 Mission. Phone 757-7711. Best Western Motel — 3240 Mission. Phone (714) 757-7700.



MEXICAN VILLAGE

In Coronado. With loads of atmosphere rivaling anything South of the Border. A gathering place of celebrities and the swinging Navy set for years. 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, cinemascope 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.



O'BRYAN'S

For your dining pleasure in the heart of Escondido. Gourmet food tastefully prepared by expert Chef, Tony Vasquez. Chateau Briand and Champagne for two at \$7.95. Offering the finest Banquet and Meeting Room Facilities from 10 to 100. Mon.-Thurs. 11 a.m. to 10:30 p.m., Fri. & Sat. 11 a.m. to 11:30 p.m. Dancing nightly with the "Quicksand" 8:30-1:30 a.m. Cocktails 11 a.m.-2 a.m. For Reservations call 746-8850. 201 E. Grand Ave., Escondido.



REUBEN'S PLANKHOUSE

The newest in the Reuben group of exceptionally good restaurants, easy to reach via the new highway 805 (just take the Balboa Avenue turnoff). Open for lunch from 11:30 to 4 Monday thru Friday; dinner starts at 4. On Saturdays and Sundays, open at 5. Dinner includes soup, salad and bread—and the steaks, lobster, and scampi are excellent. The cocktail bar has a pleasant surprise between 4 and 7 p.m.—there's complimentary hot hors d'oeuvres, cold relish trays, and a big tasty wheel of cheese. 7637 Balboa Avenue, San Diego. Sorry, no reservations 278-7373.



VALLEY FORT STEAK HOUSE

Nestled under giant trees near beautiful Fallbrook, the Fort is a startling re-creation of the Old West. Their famous cowboy steaks are cooked over a real wood fire and the beans, hot biscuits and honey cause even the sophisticated diner to develop boarding house manners. Lunch is served daily. A great new Champagne Brunch is served each Sunday from 9:30 to 4:00. Closed Monday and Tuesday. Phone 728-1998. 3757 S. Mission Rd., Fallbrook.



Dining around Town

KELLY'S PRIME STEAKS

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



Emergency Assistance Systems, the Western Representatives for Emergency Telephone Assistance, "Life Bank," is a division of Warner-McBride Enterprises, Inc., a California Corporation.

Emergency Assistance Systems was set up to provide the residents of Western States with the ETA "Life Bank" system, which is a new modern service designed to supply vital information instantly for any emergency situation.

Emergency Assistance Systems headquarters in San Diego, California a County that has been singled out by Presidential Advisor Dr. James Cavanaugh as a model for effective delivery of emergency medical services.

Emergency Assistance Systems, representing ETA "Life Bank" was one of the host participants in the health conference held in San Diego at the request of the President of the United States for members of the North Atlantic Treaty Organization (NATO) and Washington VIP's.

Emergency Assistance System company services offer the residents of the Western States complete peace of mind through security for one's family and the pride of family protection. Emergency Assistance Systems is located at 6130 El Cajon Boulevard, San Diego, California 92115. Telephone (714) 287-1230.

Officers are Ben F. Warner, President; Kent N. Staab, Vice President.

DURING ANY EMERGENCY, THREE THINGS MUST HAPPEN:

1. Vital information must be obtained by the persons attempting to render aid or assistance.
2. The person involved in the emergency must be positively identified.
3. Persons important to the person that has become involved in the emergency must be notified.



LIFE BANK PROVIDES THE FOLLOWING:

1. Positive identification information for "LIFE BANK" members during personal emergencies.
2. Relaying of any special medical condition or allergy reaction, if the situation warrants the dissemination of this data.
3. Availability of such emergency information as insurance policy numbers, Medicare or Medicaid numbers, etc.
4. Notification of persons that have been designated by the "LIFE BANK" member to be informed of the emergency, such as next-of-kin, physician, lawyer, minister, etc.

NOTE: All incoming or outgoing calls are accomplished at no cost or extra charge to the "LIFE BANK" member. Update cards are provided to each member should he find it necessary to update or change any of the information previously submitted to "LIFE BANK." Information changes are done free of additional charge or fees.

"LIFE BANK" EXTENSION OF SERVICES:

Through market research, it has been established that "Life Bank" is just as important for those peo-

ple with no medical condition or allergy, as it is to those who warrant dissemination of critical medical data.

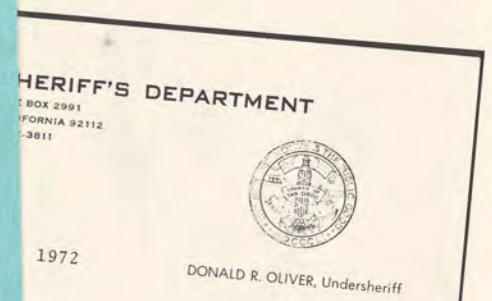
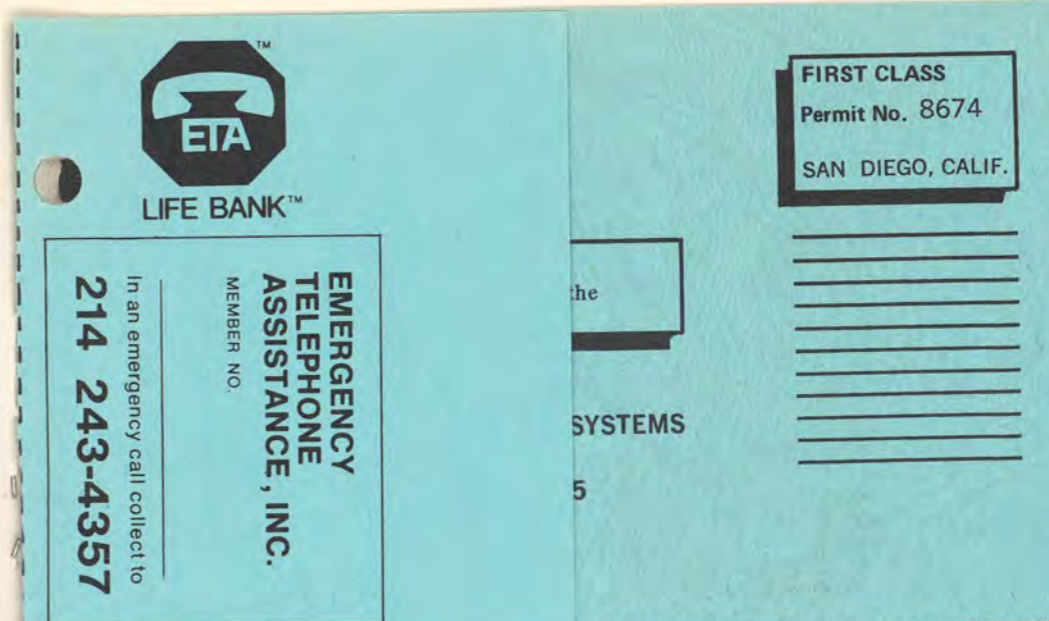
The subsection of *Important Items* extends beyond listing the Emergency Papers, such as insurance coverage, medicare or medicaid numbers, which assist in speeding admittance to hospitals and clinics.

Important Items should include the listing of all credit cards and credit card numbers. In the event of lost identification, "Life Bank" will provide to the caller the information on file. However, "Life Bank" does not notify companies and banks of lost credit cards. That is still the individual's responsibility. "Life Bank" instead acts as a memory bank for the individual.

The "Items" mentioned on the form may also include the descriptions and serial numbers of such valuables as guns, cameras, antiques, or any important object that could become lost or stolen. By marking your "Life Bank" membership number on the "Item," your valuable may be returned or identified by a call from the person who has found the "Item"; or who may have been solicited by a thief to purchase the item.

Another important area under this subsection is that of one's glasses or contact lens prescription. Many times during travel, the need for this information is unattainable from your own doctor or clinic. Any person, attempting to aid the member, can receive the prescription by a call to "Life Bank" control center.

The last "Item" that should be included on a member's registration form is that of listing the member's employer. Many times it is important that a member's employer be made aware of an accident or emergency situation. "Life Bank" performs this notifi-



... support and recommend ETA, "Life Bank", to San Diego everyone, as it offers a new modern service which supplies vital information immediately on members in any emergency situation.

This program would greatly assist this Department in providing the best possible services to our citizens.

Sincerely,

John F. Duffy
John F. Duffy, Sheriff

East County Station
1347 Broadway
El Cajon, CA 92021
232-3811

North County Station
325 South Melrose
Vista, CA 92083
724-2104

Lemon Grove Station
7859 Broadway
Lemon Grove, CA 92045
232-3811

Encinitas Station
143 D' Street
Encinitas, CA 92024
753-5591

The telephone equipment is a Series 300 PBX transistorized system with 20 incoming/outgoing connections. Nine of the lines are ETA LIFE BANK emergency control numbers and have been designated as "Essential" telephones by Southwestern Bell Telephone Co. All ETA LIFE BANK emergency calls are monitored and recorded to insure that proper and accurate information is disseminated rapidly.

The data retrieval systems used are microfilm viewers and complete information is available within 30 seconds. Microfilm retrieval was selected for two reasons. First, there is less chance of error in dissemination of information as the ETA LIFE BANK operator is viewing the exact information supplied by the member. Secondly, the microfilm system is less subject to failure and can be operated manually.

Security of personnel and information is of paramount concern. Each ETA LIFE BANK member can be assured that personal information provided us is secure. To accomplish this mission, we have installed alarm systems, intrusion devices and close circuit television monitor. The control room can be viewed by visitors through a bullet-proof window.

ETA LIFE BANK maintains a working master copy of applications and two copies are maintained for back-up. One is kept in a vault and the second is secured but available to the operator.

The staff on duty in the control room has complete facilities to operate without leaving the center. This provides our customers with 24 hour service, 365 days a year.

The staff of ETA LIFE BANK Emergency Control Room has a background in public relations and communications. They receive further training with ETA and Southwestern Bell Telephone Co. in the fields of security and communications.

As you can see, the ETA LIFE BANK Emergency Control Center is equipped, secured and staffed to provide emergency service so that . . . WHEN MINUTES MATTER . . . ETA LIFE BANK is here.

MEMBERSHIP COST
COST PER MEMBERSHIP IS \$3.00 PER YEAR. In addition to

the \$3.00 annual membership fee, there is a *one-time* charge of \$9.00 for the processing of the membership application, the imprinting of the member's identification card and medallion emblem for the neck chain.

Thus, the total membership cost for the first year is \$12.00 per person and \$3.00 per year thereafter. A reduced family rate is available for three family members, or more, registering at one time.

Members never pay for any emergency telephone calls to or from "LIFE BANK" headquarters, or for any change or updating of their registration data at any time.

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- Please send additional information on the ETA "Life Bank" service.
- Please send me _____ Registration forms. I am interested in becoming a member and registering my family as members.

Name _____

Address _____

City _____

State _____ Zip Code _____

LIFE BANK™

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cation for the member.

There is *no charge or telephone cost* for "Life Bank" members requesting "Items" information; or for any person calling to render aid or assistance to a "Life Bank" member.

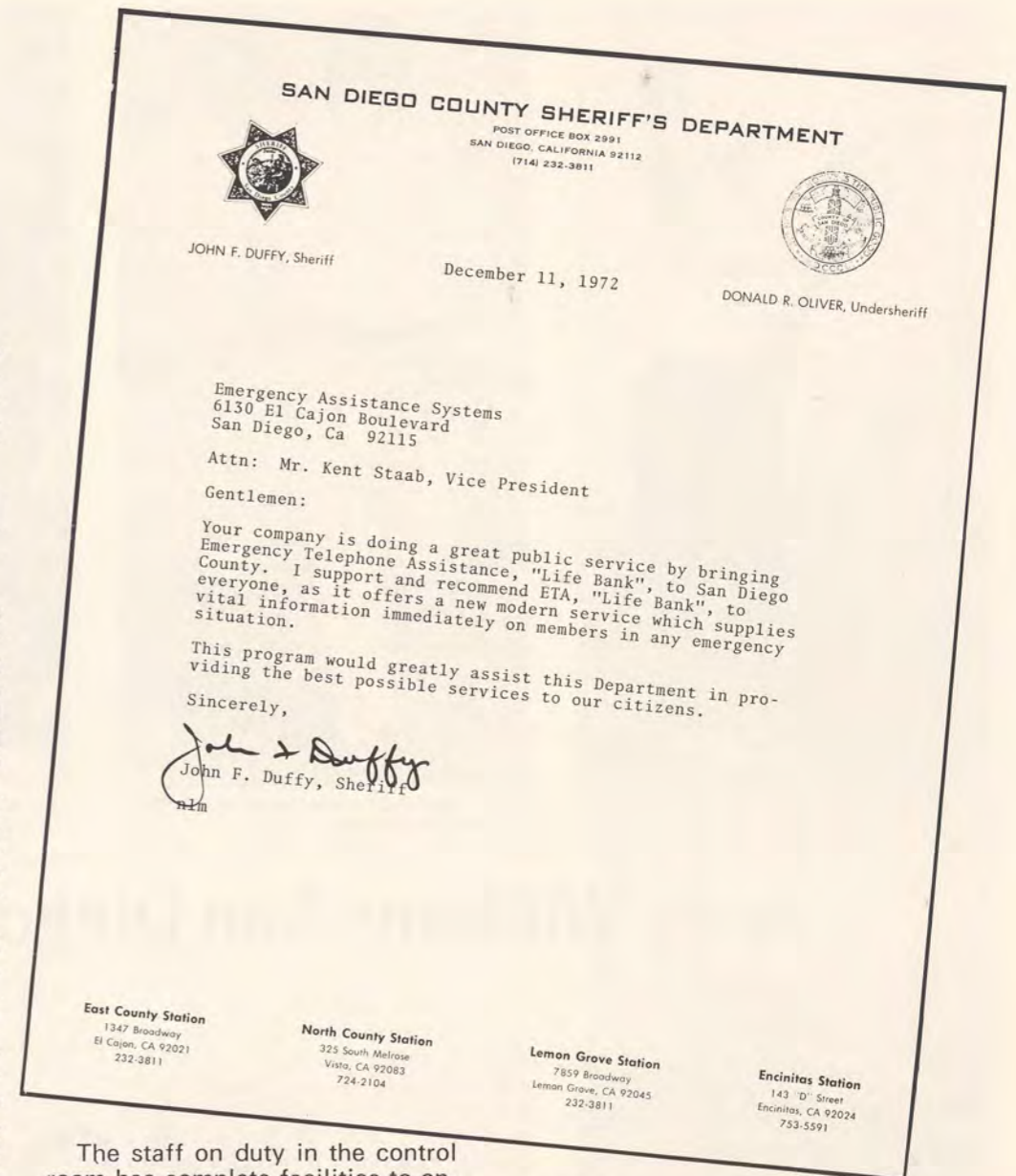
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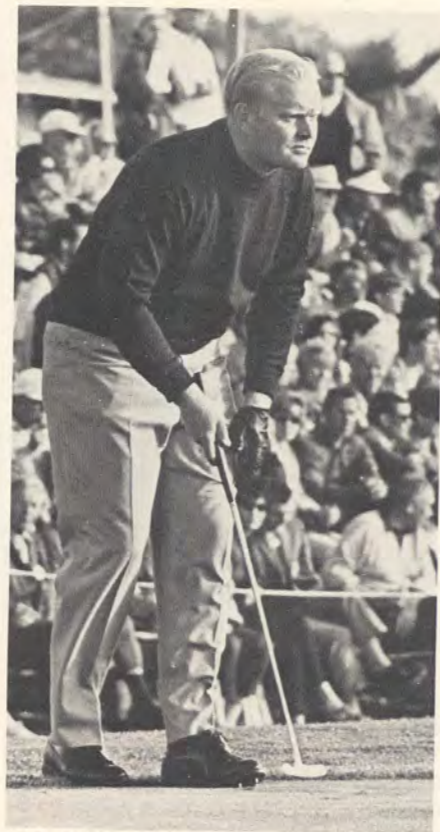
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Always a crowd pleaser, Lee Trevino, 2nd leading money winner for 1972 is an expected entry.



Glenn Campbell plays in Andy's Tournament and vice versa



Jack Nicklaus

Andy Williams San Diego Open



Gene Littler



Paul Harney gets 1972 AWSDO check from Andy Williams

What impending event offers \$190,000 in prizes, lures scads of celebrities to the North County and shows off our verdant greens, unique Torrey Pines trees and sparkling blue skies to a nation watching on television?

That would, of course, be the sixth annual Andy Williams San Diego Open scheduled for Feb. 13-18 with half of the first day's Pro-Am at La Costa Country Club and all the rest at Torrey Pines.

This year's Open on the final four days will be played entirely on the South course at Torrey in contrast to the combination (first three holes of North, all but 11, 12 and 13 of South) used the past five years. With two holes lengthened, four greens rebuilt and the shift to 100 per cent South course, the Open layout should play some four strokes tougher.

North County players who have struggled through this already demanding course will think it only appropriate that the pro's purse has been raised by \$20,000. Expected to compete for the \$170,000 Open bonanza are such illustrious names from the sports pages as Jack Nicklaus, Lee Trevino, George Archer, Bill Casper, Tom Weiskopf, Jerry Heard, Grier Jones, Gene Littler, Bruce Devlin, Tommy Aaron, Bruce Crampton, and Chi Chi Rodriguez.

Not to mention—but we're going to—defending champion Paul Harney, last year's runner-up Hale Irwin, and third-place finisher Gardner Dickinson. Obviously, tournament executive director Norrie West and 1973 AWSDO general chairman Hal Tebbets will be neither sorry nor surprised to see such no-longer-front-running but still famous entries as Arnold Palmer, Gay Brewer, Tony Jacklin, Miller Barber, Frank Beard and Dave Hill.

The North County should be represented by La Jolla's Phil Rodgers and Chuck Courtney in addition to Littler.

Another \$20,000 will be divided equally between winners of the Celebrity Pro-Am at both courses both days, the first day involving La Costa and North Torrey and the second both Torrey Pines courses.

For this event, Andy Williams, who co-sponsors the whole shebang with the Century Club of San Diego, has invited some of Hollywood's most glittering names as well as many notables from the sports world.

Among contestants last year were Bob Hope, Dean Martin, Jack Lemmon, Glen Campbell, Lawrence Welk, Chuck Connors, Don Adams, Danny Thomas, Fred MacMurray, Dick Martin, Robert Goulet, and Robert Stack. Buddy Hackett and Buck Owens are promised additions this year, as is the immortal heavyweight champion Joe Louis. Another probable entry from sports is Charger quarterback John Hadl.

As always, the recipients of profits from the AWSDO will be the North County's Salk Institution and the San Diego County Junior Golf Association, a group numbering in its ranks many youngsters from this sector of the county.

Those who contribute through their entry fees in the Celebrity Pro-Am—most of whom fly here from all parts of the nation—will get a bonus day of play on February 15 in the form of the annual "Am Plus" divided between La Costa and Lomas Santa Fe Country Club in Solana Beach.

Major impact on the North County, however, is the Open which brings out crowds up to 25,000, especially on that final day when, every year without fail, a whole group starts play in contention for first place and the battle continues right down to the 18th hole.

Last year Harney overcame a four-stroke lead by Irwin when he canned a four-foot birdie putt on the 18th. The year before, Archer began the final round in a five-way tie, dropped behind Nicklaus at one point, then shot five birdies on the back nine to win with a course record of 272. In 1970, Pete Brown won in a sudden death playoff with Jacklin after he and Nicklaus missed four-foot putts on the final hole that could have given Brown the title outright or ended in a three-way playoff. Nicklaus charged from two strokes behind Littler to triumph in 1969.

But the first year, 1968, provided suspense that might have been considered too unreal for one of Andy's more imaginative script writers. Tom Weiskopf holed a 25-foot putt on the 72nd to win by a stroke over Al Geiberger, who himself rolled in a 15 footer.

This is the kind of action watched every year by millions of Easterners huddled around their TV sets with the snow piled up around their windows. As with those of us who watch the tournament "live," North County living looks pretty good to them.



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*As seen in January Vogue.

People, Places and Things

COMMITTEE DIRECTORS, ASSISTANTS NAMED FOR ANDY WILLIAMS SAN DIEGO OPEN

Headed by new general chairman Hal Tebbetts, committee directors and staff for the sixth annual Andy Williams San Diego Open golf tournament here February 13-18 have been announced.

The tourney will be held at Torrey Pines course with half of the first day's Celebrity Pro-Am action at La Costa Country Club.

Norrie West will serve for the fourth consecutive year as executive director. Steve Horrell, last year's general chairman, will be tournament coordinator. Both men have been associated with the AWSDO during all six years of its existence.

Other chairmen and their committees, listed alphabetically, are John Bell, Sponsors' Activities; Joe Brucia, Communications; Arnold Campbell, Sponsor Relations; Mrs. Shirley Casper, Wives Activities; Bob Clark, Pro-

gram Coordination; Mrs. Virginia Clayton, Social Activities; Glenn Dowdy, Pro-Am Registration; Herbert Engert, House Operations; B. F. Ferguson, PGA Liaison; George H. Foster, Sponsors' Activities; Jim Fox, Ticket Sales; and Robert Fulton, Starters.

Also: Art Harris, Amateur Activities; Les Herling, Photography; Bill Houser, Transportation; Jordan Lansky, Tournament Program; Lt. Alfred Lawson, Police Dept. Liaison; Art Lynch, Pro-Am Registration; Mrs. Lucy McAfee, Cashier; Don Makie, Course and Grounds; Sgt. George Malloy, Police Dept.; John Manion, Press Operations; Darby Nelson, Administrative Assistant; Dr. Don Oderkirk, Medical Aid; Harry Shannon, Century Club; Mrs. Lou Smith, Scoring; and Mrs. Dot Spencer, Bookkeeper.

Also: Bob Stephenson, Operations; Mrs. Ideal Stotsky, Steno-Clerk; Mike Styles, City Liaison; Ralph Trembley, Publicity; Mrs. Adah Usrey, Executive Secretary; Vince Vinson, Promotion; Claude Waymire, Player Liaison; and A. E. Wright, Marshals.

ENCINITAS ROTARY TO RAISE \$600.00 FOR FOUNDATIONS

Rollie Ayers, Chairman of the Rotary Foundation Committee of the Encinitas Rotary Club announced plans to raise \$600.00 from its members to support the foundation during its 55th year of service.

Bob Watrous, President of the Club, pointed out that their club joins with more than 15,000 other Rotary Clubs in 149 countries to support this program, which will award more than \$2 million to approximately 700 young people.

"Last year we raised some \$1,835.00 of which the late Herman Shirley donated \$1,000.00 to become the club's first Paul Harris Fellow," said Ayers, "so I'm confident we'll raise at least \$600.00 by the end of December."

"The Rotary Foundation was created by Rotary International to provide educational and vocational study programs for qualified young people in countries other than their own," said Watrous, President of the Encinitas club. "Award recipients are expected to strive for academic excellence while serving as ambassadors of good will

through people-to-people contacts in the host country."

Supported by contributions from individual Rotarians and Rotary clubs, the Foundation has enabled more than 5,400 young men and women to pursue studies in a different cultural environment at a cost of more than \$14 million since the first Fellowships were awarded in 1947.

In addition to Graduate Fellowships and Undergraduate Scholarships, special programs are available to young craftsmen through Technical Training awards, there also are awards for teachers of the physically and mentally handicapped and for young business and professional men through Group Study Exchange.

NEW ACCOUNT EXEC AT BARNES-CHASE

Holland Smith has been named account executive for new industrial accounts at Barnes-Chase Advertising, according to Gladstone E. (Vince) Vinson, president of the company.

Smith, 30, will handle the acquisition and coordination of new business accounts on the industrial side. In addition, he will assist Dick Ruud, new account supervisor for Westgate Foods, on Breast O'Chicken Tuna.

A San Diegan for the past five years, Smith comes to Barnes-Chase from Tetrahedron Associates, Inc., an electronics instrumentation firm here. Prior to that position, Smith served with the U.S. Navy. He received his master's degree in marketing at San Diego State and taught marketing research laboratory classes there while completing course work.

He is a member of the American Marketing Association and the Association of Industrial Advertisers.

ADOPTION SERVICES TO NEW HOME

Adoption Services of San Diego County has relocated its North County Office to 516 Cassidy Street, Suite B, Oceanside. The new telephone number is 722-1229.

The office, formerly located in Vista, offers a full adoption service. Plans have been made to increase the office space after the first of the year.

Pregnancy counseling and service to families wishing to adopt is offered. Women with a problem pregnancy have the choice of abortion, adoption, or keeping their baby. Parents can receive counseling to help them decide between adoption and providing a home for their child.

Adoption Services of San Diego County is actively seeking parents for older children and family groups of two to four children. The largest number of children waiting for adoptive parents is between seven and 12 years of age. Most of them are Caucasian boys. A telephone call starts the adoption process.

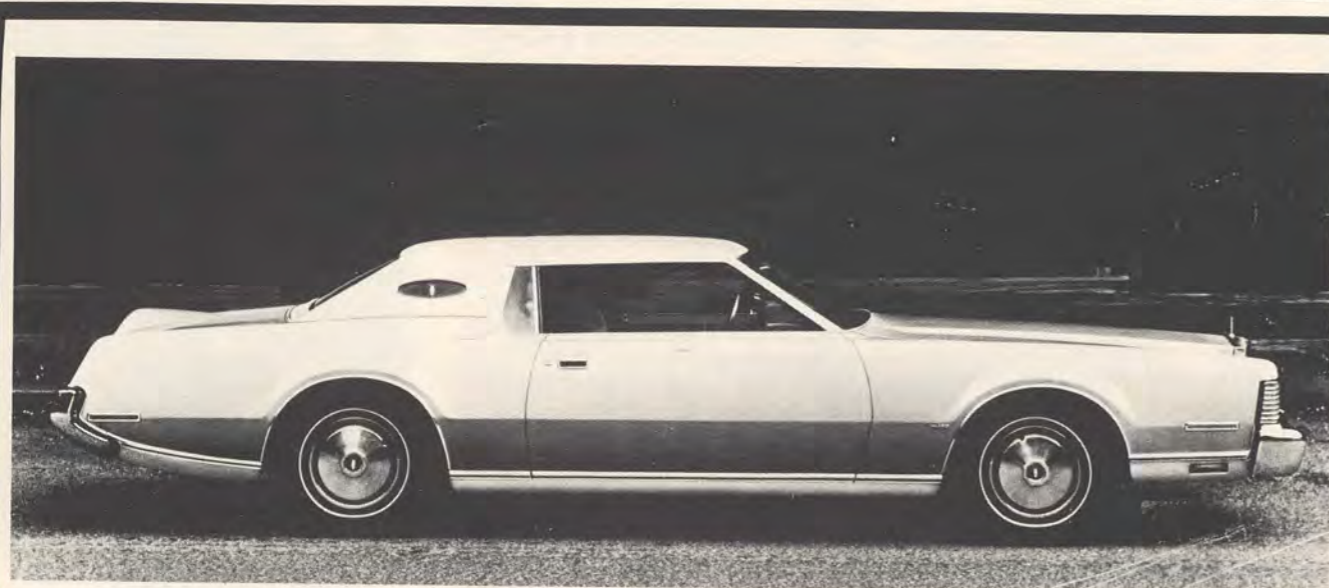
NEW FACILITIES MANAGER

Miss Jan Roberts will manage the 400-plus member Rancho Bernardo Golf Club, according to J. L. Rogers, general manager of Rancho Bernardo.

Miss Roberts will have total management responsibilities for the facilities which include the private club's dining room and bar. She will also coordinate social function scheduling and private party planning.

Prior to her appointment Miss Roberts was a personnel counselor with IJ Employment Agency of Escondido. She has also been affiliated with Sunny Girls Temporary Employment of Escondido as manager.

An art major in college, the private club manager has a background in professional modeling, fashion coordination and fashion show commentation.



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People, Places and Things

NEW MARKETING AGENCY

Marilyn Hughes, formerly Public Relations Manager for Sea World, Inc., has established her own full-service marketing agency in San Diego to handle public relations, publicity, advertising, special events and promotions in both the San Diego and Los Angeles market.

Ms. Hughes was previously associated with the Houston Astro-Astro-

dome, Ice Capades and Magic Mountain in public relations and promotion capacities. She most recently completed an extensive public relations project for the ground-breaking and announcement ceremonies for a third Sea World marine park in Orlando, Fla.

Initial client for the Marilyn Hughes firm is Vincent Miranda's Off Broadway Theatre in San Diego, handling various phases of publicity, promotion and advertising in Los Angeles and San Diego. Following the development of a strong publicity campaign for "Send Me No Flowers" and "Barefoot In the Park," she launched an expanded

advertising - promotion - publicity program to include television and radio schedules for the theatre's current production, "Norman Is That You?" starring Hans Conreid and Jay North.

The Off Broadway account was formerly handled by Mann Scharf Public Relations agency in Beverly Hills.

Ms. Hughes also has been retained by Celtec Company, an electronics manufacturer's representative firm in San Diego, to plan and coordinate its third annual Christmas Open House. With a "Shipwreck Island" Christmas theme, the special event will feature a seven-foot high metal and wood lighted Christmas tree, an original design for the company.

Marilyn Hughes' offices are located at 6039 Rancho Mission Road, Suite 5-203, San Diego. Telephone (714) 281-5197. She is a member of the Public Relations Club of San Diego and the San Diego Advertising and Sales Club.

SAN DIEGO FEDERAL ELECTS DISTAFF OFFICERS

For the first time in its 87 year history, San Diego Federal has listed more women than men as new officers of the savings and loan association.

Mrs. Dorothy M. Carlson was named by the board of directors as a vice president of the Association. Five women and four men were named assistant vice presidents and there were six women among the 11 assistant secretaries named.

"San Diego Federal has responded with affirmative action to a shifting business climate in which the abilities of women are more consistently being recognized," said Gordon C. Luce, president and chief executive officer.

He noted that Mrs. Carlson is the second woman named an Association vice president. Mrs. Anita Downs, selected last year, was the first.

New assistant vice presidents are Ralston Ayers, Olive Chivers, Lou Knierim, Beverly Lamb, Ruthe Metroulas, Betty Morrow, Mary Page, Steven Prough and Michael Rombold.

Named as assistant secretaries are Ronald Barnes, Charles Carter, Robert Cronk, Louise Deason, Robert Glenn, Joan Glenn, Helga Hegard, Wayne Kabance, Karen Miller, Marie Walrath and Louise Wyllie.

Mrs. Carlson was recently named senior loan processor for San Diego Federal. She joined the Association ten years ago as a loan processor and was promoted to assistant vice president in 1971.

She worked six years in the title and trust departments of Union Title Company, prior to entering the savings and loan business. She is a member of the San Diego County Escrow Association.



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People, Places and Things

SAND LOTS FOR FUTURE SCIENTISTS

If our professional baseball players come off sand lots and little league fields, future scientists may well come from children's labs according to Thomas Watts, a member of the board of the Elementary Institute of Science in San Diego. Mr. Watts, speaking at the Far Western Area Convention of the National Science Teachers Association in San Diego today, called the Elementary Institute of Science a "little league" of science, complete with lab coats, nine laboratories, microscopes, telescopes, test tubes, wire, batteries, and conference rooms. The idea is to find and recruit future scientific talent among children in the third, fourth, fifth, and sixth grades — the "golden age" of science — and give them the intensive experience they need to develop the knack and appetite for research.

The Institute began almost nine years ago in the back of an elementary school classroom but now has a permanent home at 608 - 51st Street, San Diego. Here children are sur-

rounded by many of the tools of science and the instructions to use them at an age when they are naturally curious and have the time and energy to pursue their interests. They spend nine hours a week outside of school as miniscientists.

"Almost all persons who take up careers in science become interested sometime before the age of 12," Mr. Watts explained. "Beyond that age, it is almost impossible to instill the enthusiasm for science, or if it can be created, introduce the necessary background to produce a first-rate scientist." The Institute provides laboratory space and field trips after school and on Saturdays, plus a camping trip each year.

The Institute is one of very few similar programs. Others that Mr. Watts knows of are in St. Petersburg, Florida; Bordeaux, France; London, England; and Tunis, Tunisia. All are private and grew up independent of each other.

Cooperating with the national association in the convention are the Greater San Diego Science Teachers Association, the Far Western Section

of the National Association of Geology Teachers, the Department of Education of San Diego County, and the San Diego Unified School District.

Serafino L. Giuliani, Specialist in Science Education, San Diego Unified School District, is the general chairman of the convention, assisted by a sizable group of local committees to handle special aspects of the convention.

The National Science Teachers Association is an associated organization of the National Education Association and an affiliate of the American Association for the Advancement of Science. It is the world's largest organization dedicated to the improvement of all areas of science education at all grade levels. Members and subscribers include classroom science teachers, college professors, science supervisors, and others interested in the advancement of science teaching.

The San Diego convention is one of three area conventions held this fall by the NSTA. The others were in St. Louis and New Orleans. The Association's annual national convention will be held in Detroit, Michigan, March 30 - April 3.

"We are at the end of one era of education and at the faltering start of another," Paul DeHart Hurd of the Stanford University School of Education, told the Far Western Area Convention of the National Science Teachers Association in San Diego this afternoon. The critical shortage of scientific manpower of the 1960s no longer exists, and "the problems and crises of the 1970s are those associated with great social tensions and cultural turbulence."

Consequently, the science educator continues, "The natural, social, and behavioral sciences need to be brought into a relationship and presented with a consideration for man's welfare. The problems that concern man most—disease, malnutrition, pollution, urban blight, death with dignity, social disintegration, excess population, economic insecurity, inequality and others—are not those that can be solved within the limits of isolated disciplines.

This suggests that we need a new synthesis of science and technology and an approach to curriculum design that is more comprehensive, going beyond subjects, to consider the whole of education and its meaning for the individual."

"Our present mode of science teaching," Dr. Hurd said, "is on a collision course with the future because the student is permitted little opportunity to free himself of the present and to consider ways in which a more satisfying future for mankind might be planned. Today's educational problem is how best to teach and learn the future, how to reach from the here and now to the there and then. In planning a school program with a future orientation we do much to shape the future and minimize the possibility that man himself may become a victim of his own neglect. A science program which neglects man's future is an essay on history."

"A greater interpenetration of subject matter between sciences and between the sciences and other fields of learning is needed. This is especially important if we expect the student to become a better citizen in the sense of being more informed, more concerned, more competent to reach science-social decisions and to cope with his own troubles."

Cooperating with the national association in the three-day convention are the Greater San Diego Science Teachers Association, the Far Western

Section of the National Association of Geology Teachers, the Department of Education of San Diego County, and the San Diego Unified School District.

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People, Places and Things

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**JERRY LUCAS TO OPEN
ARABIAN STABLE IN
SAN MARCOS**

Arabian enthusiast will be happy to learn that Jerry Lucas, who has headed up the Pauma Valley Country Club Stables, as well as a string of his own clients Arabians in training, will open his own stable located in the beautiful upper Twin Oaks Valley in San Marcos, easily reached from San Diego or the North county. (Just around the corner from the famous Golden Door) His operation will include a full show training program (from halter to performance), a special consulting service for those desiring professional guidance in procuring quality Arabians, representing horses that are available not only here in San Diego, but across the U.S.A. Among the horses in training with Jerry are many top name Arabians, including "Jur-Meadow," Reserve Champion Jr. stallion at the Canadian Nationals. All phases of training are available from Park horse to Western, each horse being carefully screened to be shown at its best ability. Currently Mr. Lucas is President of the Desert Arabian Horse Association and actively involved across the nation with the top Arabian trainers in the many shows and activities sponsored by the Arabian Association.

**NATURAL HISTORY
MUSEUM**

The San Diego Natural History Museum is again offering its series of week-long whale-watching trips down to Scammon's Lagoon beginning January 21, 1973 and continuing for a minimum of at least four trips on January 28, February 4, and February 11th. The permission for taking the trips into the Lagoon was received from the Mexican government after it had restricted travel into the California Gray Whale's breeding grounds last year.

The museum's whale-watching voyages begin on Sunday mornings, stopping off at the San Benitos islands for a day to observe and photograph elephant seal herds, then proceed into the Lagoon where there are some 4,000 Gray Whales courting, nursing their calves, spying out, fluking, and breaching clear out of the water. While small parties are observing the whales from skiffs, the others are ashore with museum leaders studying the wildlife of the area — the birds, mammals, reptiles, invertebrates, and plant life.

People interested in going on one of these whaling expeditions can find out more about them by calling the museum at 232-9146 Ext. 28 or write for a Whale Watcher's Guide.

Scientists from the various departments of the museum will act as guides for the trips and illustrated lectures are given aboard every night for the passengers. There is also a scientific ship's library for those who wish to learn more about marine mammals, birds, and plants while the ship is under way.

**NEW STAFF AT NORTH
COAST FAMILY YMCA**

The North Coast Family YMCA announced today the addition of two new professional staff members. According to Fred Pahl, Executive Director, "this is a great step forward for the YMCA as it meets the needs of the people in the YMCA service area from Del Mar to Oceanside—Vista."

The new Program Director is David Higgins, age 24, who comes from Sherman Oaks, California. Dave is a 1971 graduate from the Ohio State University in Columbus, Ohio where he was a member of Phi Delta Theta Fraternity.

Also new to the "Y" staff as Physical Director is Barbara Turner, age 21, who comes from Garden City, New York. Barbara is a 1969 graduate of Garden City High School and attended college at C. W. Post College

**People, Places
and Things
ALMA AWARD**

Mrs. Mary Means, consumer affairs counselor for San Diego Gas & Electric Company, has been selected national winner of the Association of Home Appliance Manufacturers' ALMA Award, the company learned today.

The prestigious award was for SDG&E's consumer communications program to help customers use their home appliances more efficiently and thereby conserve energy and save on their gas and electric bills.

"It is through effective communication such as yours that the consumer can become knowledgeable of the appliances he owns and, therefore, benefit more from their use," the Association of Home Appliance Manufacturers said.

Mrs. Means, who directed the company's program, will accept the award at the association's national home appliance conference at the Sheraton-Boston Hotel in Boston, November 30 to December 1. More than 1,000 delegates from cities throughout the nation are expected at the event.

The Association of Home Appliance Manufacturers' ALMA Awards are presented annually to journalists and professional home economists who have developed the most imaginative consumer communications about the purchase, use, care, maintenance and servicing of major home appliances.

SDG&E's entry was tops for utility companies—one of five categories in the competition. The company's customer communications program, which still is in progress, is built around four basic booklets containing 82 suggestions for more efficient use of appliances.

The message of each is clear in the titles: "Stop Throwing Money Down Your Dishwasher/Disposer Drain," "Don't Let Your Washer And Dryer Take You To The Cleaners," "Cook Up Some Savings With Your Range," "The Cold Facts On Refrigerator And Freezer Savings."

"All four booklets have been translated into Spanish, and both the English and Spanish versions have had tremendous acceptance," says Mrs. Means. "Although, we have distributed more than 115,000 of them."

The booklets have been offered to customers through advertisements and through LITE LINES, a publication mailed out each month with bills. They are available at the counters of the company's various district offices and are distributed at home economics programs, school home economics classes, home shows and so on.



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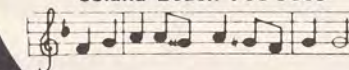
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LA FONDITA SUPPER CLUB ANNOUNCES EXTENDED APPEARANCE OF BOB RINARD



La Fondita, intimate supper club in the Inn at Rancho Bernardo, announces the extended appearance of Bob Rinard, featured guitarist and vocalist.

Rinard appears nightly at the romantic steak and lobster specialty house located on the golf course level of the Inn. His musical repertoire encompasses everything from ballads to bossa nova. Rinard's delivery of contemporary and rock numbers is meeting with much success with the partons of the North County resort complex.

Rinard is known from Alaska to San Diego from his appearances in west coast night spots. He has also worked the resort circuit including Tahoe, Las Vegas and Palm Springs.

The soft, melodic rhythms and skilled guitar playing add to an evening at La Fondita.

RALSTON AYERS NAMED ASSISTANT VICE PRESIDENT

Ralston E. Ayers of Encinitas has been named an assistant vice president by the board of directors of San Diego Federal Savings and Loan Association.

The announcement was made by Gordon C. Luce, president and chief executive officer.

Ayers, 40, joined San Diego Federal last Spring after 10 years as executive director of the North Coast Family Y. M. C. A., serving the Tri-City and San Dieguito communities.

A native of Los Angeles, he is a graduate of Los Angeles State College with a bachelor of science degree in recreation education.

He is the immediate past president of Encinitas Rotary Club and is on the board of directors of San Dieguito Little Theatre. He also serves as membership chairman of the latter group.

Ayers is serving on the Y. M. C. A. Roof Raiser Committee for the annual fund-raising event to be held at La Costa Country Club on February 13. He served as a consultant for the San Dieguito Boy's Club on their recent "Bucks for Boys" dinner at Lomas Santa Fe Country Club.

He and his wife, Tanya, have three sons.



Ralston Ayers named Assistant Vice President of San Diego Federal Savings and Loan Association.

COMMUNITY AFFAIRS DIRECTOR

Robert R. Lopez, 1410 Aries Court in Chula Vista, has been chosen to fill the newly created post of Community Affairs Director for the County of San Diego.

Human Resources Agency Administrator Frank Panarisi, in making the announcement, said that the 37-year-old Lopez will be bringing an excellent background of both education and experience to the highly essential and sensitive position.

As Community Affairs Director, he will supervise the Affirmative Action Office, the activities of the Minority Community Affairs Officers, and head the Manpower Program, which includes the Public Employment Program (PEP).

Lopez has served with the State of California Department of Human Resources Development in various assignments since 1966 and was serving as manager of the San Diego HRD Service Center at the time of his appointment.

People, Places and Things

SAN DIEGO FEDERAL NEW FASHION VALLEY OFFICE



A. W. Van Velkinburgh, from left, checks construction progress on new Fashion Valley office of San Diego Federal Savings and Loan Association with James B. McInnis and Daniel W. Dierdorff. Van Velkinburgh is project administrator for Ernest W. Hahn, Inc., of Hawthorne, general contractor on the project. McInnis is a senior vice president of the savings and loan association. Dierdorff is vice president and manager of the Fashion Valley office, which is presenting occupying space in the Fashion Valley East complex and will move in early March to the new building.

Construction on San Diego Federal's new Fashion Valley office is progressing on schedule, with the roof now being shaped.

The sloping hip roof, an architectural feature on all of the savings and loan association's new offices, will be covered with blue ceramic tile — an Association trademark.

An early March opening is set for the new facility, located at 1350 Fashion Valley Road, according to Gordon C. Luce, Association president and chief executive officer. Presently, San Diego Federal has an office in Fashion Valley East, which opened in June, 1970. The new building will be the largest of the Association's 17 offices, with three floors and a full basement. It will hold that distinction less than a year, Luce noted. The Association's high-rise Financial Square headquarters in downtown San Diego is scheduled for completion in late 1973. It will total 24 stories, with San Diego Federal occupying five floors.

Luce explained that the Fashion Valley office will be headquarters for three important Association operations.

The accounting division will occupy a portion of the second floor and the computer center will be located on the third floor. General services department will operate out of the large basement area.

San Diego Federal's architectural theme, which combines the distinctive blue tile roof with white brick columns and dark redwood facade, has been interpreted on a larger scale by Moshier, Drew, Watson and Associates,

Raff Affleck. Interior design will be by Brenda Mason Design Associates. Ernest W. Hahn, Inc. of Hawthorne, is general contractor.

Founded in San Diego County in 1885, San Diego Federal is the oldest savings and loan association in Southern California with a federal charter. Assets passed \$500 million in 1971, with San Diego Federal ranked as the 31st largest savings and loan association in the U.S.

The Association's La Jolla office will open in December and a spring opening is anticipated for an office in Monterey.

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58/JANUARY 1973

SDG&E NEWS

A public policy question was raised by San Diego Gas & Electric Company today about whether it should be required to spend nearly \$7 million in an effort to further reduce emissions of oxides of nitrogen (NO_x) from its power plants when the costs probably greatly exceed expected public benefits.

The company raised the cost-benefit question in the current issue of its monthly publication LITE LINES, which is being mailed with utility bills to more than a half million customers at a rate of 25,000 per day.

Included with the LITE LINES article is a "straw vote" asking for a public expression regarding the company's planned multimillion dollar expenditure for further reductions of oxides of nitrogen (NO_x).

The article said the company is required by law to make its power plant boilers meet the Air Pollution Control District's second phase NO_x emission standards, which will go into effect January 1, 1974, and will have to spend approximately \$7 million in the effort to comply.

The 1974 regulations are far more stringent than the already strict ones now in effect.

After two years of testing and development, the company added that it questions whether such stringent rules are practical and in the public interest since, even with the expenditure of nearly \$7 million, the prospect of achieving additional meaningful public benefits is questionable.

"For one thing," the company said, "our engineers and consultants, who now are recognized as industry pace setters in the development of this technology, report that reducing the emissions from all boilers down to the new limits may not be technically possible, regardless of the costs."

The company has spent more than a quarter of a million dollars in equipment, testing and modifications in the past two years to reduce emissions of oxides of nitrogen from its power plants.

Today, all of the boilers can be operated to meet the current APCD standards for NO_x emissions. These standards are either 325 parts per million when operating on oil fuel or 225 ppm when operating on natural gas. The APCD standards for 1974 limit NO_x emissions to 225 ppm when the boilers are burning oil or 125 ppm when burning natural gas.

Even if it were able to meet these new standards, the company said the effect on the local air quality would

be insignificant. The standards would have the effect of limiting peak emissions, which occur only during the short periods when the generating units are running at full capacity to meet high customer demands.

Also, the new emission standards would apply to all boilers, including the older, smaller and less efficient ones such as those at the Station B and Silver Gate Power Plants, even though they are not used as often as the larger units at the Encina and South Bay Power Plants.

San Diego Gas & Electric Company has received notice that it has won Financial World's Bronze Oscar-of-Industry award for its 1971 annual report.

Financial World said SDG&E's annual report was judged best among public utilities with annual revenues ranging from \$75 million to \$200 million.

Judging was based on information contained primarily of interest to shareholders to whom the report is addressed; for detail of special interest to the security analyst and institutional investors; and for design, typography, paper and printing.

San Diego Gas & Electric Company will receive the Bronze Oscar-of-Industry award at the Financial World's 28th annual report awards banquet October 25 at the New York Hilton.

Certificates are presented for second and third place winners in each category.

The competition is conducted by Financial World to stimulate voluntary improvement by management in its communication with shareowners and the financial community through the medium of the annual report.

San Diego Gas & Electric Company today asked the California Public Utilities Commission for authorization to raise gas and electric rates to offset pending increases in the cost of natural gas from its supplier, Southern California Gas Company.

The proposed rate change for gas service would increase revenues by \$267,000. It would increase the bill of the average residential gas customer by two cents per month. The proposed change for electric service—to offset higher charges for gas to generate electricity—would increase electric revenues by \$100,600. It would increase the bill of the average residential electric customer by about one cent per month.

SDG&E also asked the commission for authorization to modify rates during 1973 as is necessary to offset price increases from Southern California Gas Company resulting from general increases imposed by its out-of-state suppliers.

People, Places and Things



Jolly Roger Restaurant
and Shops
Lomas Santa Fe

First Jolly Roger Restaurant in the county will be located at Plaza of the Four Flags Shopping Center at Lomas Santa Fe. It will consist of a coffee shop, dining room and cocktail lounge. There also will be four other shops.

JOLLY ROGER GROUND BREAKING

Ground has been broken for a 10,000 square foot commercial building at Lomas Santa Fe's Plaza of the Four Flags Shopping Center, Theodore E. Gildred, President of Lomas Santa Fe, Inc. announced this week.

Gildred said the building which will be constructed at a cost of \$400,000, is designed to accommodate a Jolly Roger Restaurant plus four retail shops.

The Jolly Roger Restaurant will occupy 6,000 square feet. Included will be a coffee shop, dining room and cocktail lounge.

Sizes of the four shops will range from 540 to 1900 square feet. Tenants will include a health food store, ice cream store and travel agency.

Design of the building will complement the Mexican Colonial architecture of the Plaza of the Four Flags Shopping Center and other major structures in the community of Lomas Santa Fe. The exterior will be finished in white stucco and brick, with a red tile roof, said Gildred.

Two of the shops and the Jolly Roger Restaurant will open onto a center

courtyard with fountain. There will be a second entrance to the restaurant as well as entrances to the other two shops at the front of the building.

Site of the building is the northwest corner of the Shopping Center.

Additional landscaping is planned to blend the building into its surroundings. There will be brick planters with flowers across the front of the building, and plantings in the courtyard.

Gildred estimated that the structure will be ready for occupancy in Spring, 1973.

Architect is Lee/Klages & Associates, A.I.A. of Newport Beach.

First section of the Plaza of the Four Flags Shopping Center was opened in 1969. Major tenants include Walker Scott, Safeway, United California Bank, and Oceanside Federal Savings & Loan Association.

The Center is located just east of Interstate 5 at Lomas Santa Fe Drive.

In addition to the Plaza of the Four Flags, the Community of Lomas Santa Fe includes Country Club Villa garden condominiums, the Isla Verde section of custom homes and homesites, the Santa Fe Hills residential area, and the private Lomas Santa Fe Country Club.

OLD TIME MOVIES

Central Federal Savings and Loan Association again has played host to the North County Press Club with another evening of old-time movies at the institution's Carlsbad branch in the Plaza Camino Real Shopping Center.

Del Mar resident Gerald G. O'Brien, Central Federal vice president-marketing, welcomed Press Club members to the affair, which also included peanuts and pretzels along with the silent flicks.

The Carlsbad office, one of seven branches operated by Central Federal countywide, is managed by John D. Pyle.

SALK INSTITUTE ELECTS WALTER HICKEL TRUSTEE

The Honorable Walter J. Hickel, former Governor of Alaska and Secretary of Interior, has been elected to the Board of Trustees of The Salk Institute, a biological research institute in La Jolla, Calif.

The Salk Institute is a center for basic biological research with a staff of nearly 300, 85 of whom are scientists conducting investigations in such fields as immunology, virology, cancer, reproductive biology and neurobiology.

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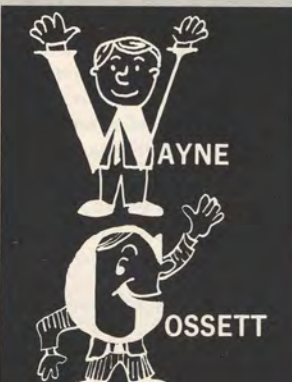
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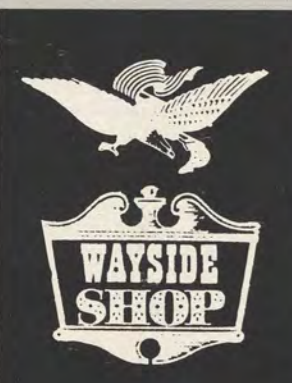
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People, Places and Things

UNIVERSITY OF CALIFORNIA EXTENSION RECORDS NEW HIGH

The number of people taking adult education classes is on the rise in San Diego County.

This fall, schools belonging to the San Diego Regional Committee on Continuing Education report a new high of 93,000 adults enrolled. The figure is 16 per cent higher than the fall 1971 total of 80,000.

Individual totals are reported below for 14 member schools.

Each count reflects the number of adults taking classes for extension credit or non-credit, or continuing education courses in particular fields. The figures also include some "extended day" college students, adults completing high school, and adults taking special classes for the handicapped.

—The total for the Division of Adult Education, San Diego Community Colleges, is up 13 per cent, from 22,313 enrollees in fall of 1971 to 25,181 this term.

—University of California Extension, San Diego is up 46 per cent, from approximately 5,000 to 7,300 students.

—San Diego Union High School District skyrocketed 60 per cent, from 1,545 to 2,474 students.

—Sweetwater Union High School District is up 16 per cent, from 9,006 to 10,409 students.

—Grossmont Adult School is up 23 per cent, from 10,543 to 12,934 students.

—Poway Union High School District figures rose 6 per cent, from 1,250 to 1,329 students.

—San Diego Evening College reported a gain of 13 per cent, 12,479 to 14,119 students.

—The evening program at Mira Costa College, Oceanside, is up 25 per cent, from 1,680 to 2,100 students.

—Southwestern College's evening and extension divisions report a 2 per cent gain, from 3,259 to 3,337 students.

—Taking a similar measure, Palomar College noted a 22 per cent gain, from 3,609 students to 4,404.

—Escondido Adult School enrollment is up 25 per cent, from 1,724 to 2,158.

—Extension at California State University, San Diego reported a major drop. At this point in the semester the number of students enrolled was down 52 per cent, from approximately 1,700 to 800. School teachers who will participate in 140 continuing education courses, which begin this month, are expected to lessen the drop to 40 per cent.

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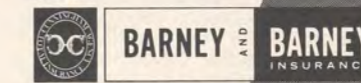
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THE ACAPULCO: This colorful restaurant is a unique blend of everything that makes dining a delight. The atmosphere created by JERRY STAPP reveals the splendor and culture of the centuries-old Mexico blended with the beauty of an awakening modern Mexico.

Handmade copies of Aztec and Mayan artifacts give the Acapulco an exquisite background for the fine Mexican cuisine, seafood and steaks skillfully prepared by Chef Michael.

Adding to this relaxing mixture of atmosphere and tasteful foods, the Acapulco Duo strolls from table to table in the dining area and cocktail lounge, entertaining with their soft guitar music and haunting melodies.

Famous for their "Margarita Grande," the Acapulco also serves cocktails and Mexico's celebrated Santo Thomas wines, to further enhance your luncheon or dinner.

Think of all this the next time you want a soothing cocktail, a delicious luncheon or an intimate dinner party especially catered — the Acapulco, 1733 South Hill Street, Oceanside. 729-4454

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

BIG STONE LODGE—with a fireplace that lends to a very warm atmosphere. Excellent steak dinners. Sunday brunch at \$1.75 served 9 a.m. to 2 p.m. Great cocktails. Dancing every Friday night. Open 11 a.m. to 11 p.m. daily. Banquet facilities. Pomerado Rd. 1 mile so. of Poway Rd. intersection in Poway. 748-0371

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

CHART HOUSE — Three locations locally, all serving superb steaks, lobster and a great salad. Menu presented on a breadboard. Shelter Island: 222-2216; Coronado: 435-0155; La Jolla: 459-8201.

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

ROW RESTAURANT

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

THE FLYING BRIDGE ROOM—If you haven't been to the Flying Bridge Room in Oceanside recently, prepare yourself for a pleasant surprise. The superb service and expanded menu are the result of some spectacular changes introduced by owners Dr. and Mrs. Frank Satten. Mrs. Lois Myerson, whom many will remember from the Fireside in Escondido, has joined the Sattens along with one of the finest chefs in the West, Clyde Davenport, formerly of the Kona Kai Club. For lunch and dinner, the main dining room is open from 11 a.m. until 1 a.m., and in Oceanside's only nightclub, "Under the Bridge," open until 2 a.m. Exit Highway 5 at Hill Street where you'll see the sign of good living, the Bridge Motor Inn, 1103 North Hill Street, Oceanside. 722-1904.

HUNGRY HUNTER—There's a brand new restaurant where Highway 5 meets Vista Way in Oceanside—and it's simply great! You'll be impressed by the feeling of camaraderie as you open the door—the decor is unusual and reminiscent of an Old New England Inn, in a Merrie Old England setting! It's unusually provocative, warm with welcome, and very distinctive. Pecky wood walls, lots of antiques, brisk fires glowing in great big mammoth fireplaces with iron pots over the flames. It's a dining spot that spells "welcome" with every sip of liquid refreshment (there's an exceptional bar) . . . and with every bite of the good beef, prime rib, steak, lobster or trout. Open every day, seven days a week. Luncheon Mondays thru Fridays. 1221 Vista Way Oceanside. 729-9271.

THE MIRA MAR—Oliver Morris's Landmark, Mira Mar restaurant with its famed Rocking Ship in Oceanside is celebrating its 30th anniversary! Its "People-Loving" staff, plus good food and worlds of charm have made it one of Southern California's outstanding restaurants.

Always under the ownership of the Oliver Morris (who are also connected with the exclusive Bel-Air Hotel in Los Angeles), the Mira Mar has grown from an original old two-story house with a widow's walk atop its roof (which is still there), to include the famous ship room, with its popular piano bar (dancing every night) flanked by two quieter dining areas: the Captain's Cabin and First Cabin with real fireplaces and authentic nautical antiques.

Even its table lanterns are unique with hidden flashlights for closer menu study.

Its Anchor Room is the scene of many private parties and club meetings. Adjoining the popular restaurant is the Morris Mira Mar Motor Inn with its 62 rooms that have just been completely refurbished. Drop anchor at the Mira Mar for a drink, dinner, dancing or lodging in happy surroundings. 815 N. Hill. Telephone for reservations: 722-3343

KELLY'S PRIME STEAKS—is called "the Happy Place" for good reason, we think. Any night of the week that you may wish to take the short drive down to Hotel Circle you'll find music and fun in full swing — and, of course, some very fine Chateaubriand-style steaks (which is their "thing") or New Yorks, or Steak & Lobster, or Lobster, or Prime Rib. Both the food and the excellent drinks (they "pour", for instance, Early Times bourbon, Peter Dawson Scotch, and Seagram's Extra Dry Gin) are modestly priced, making Kelly's a great place to take visiting friends. After dinner, a pleasant moment or two or three in the Piano Lounge with Margie "01" Don Libbey playing your favorite selection will cap a pleasant evening. A refined, pleasant atmosphere, excellent service, and a warm welcome await you. Try it! Hours: 11:00 a.m.-2:00 a.m. daily except Sat., Sun. and Holidays we open at 4:00 p.m. 248 Hotel Circle No. (Near Le Baron Hotel) San Diego, CA. Ph. 296-2131.

MEXICAN VILLAGE—In Coronado. With loads of atmosphere rivaling anything South of the Border. A gathering place of celebrities and the swinging Navy set for years. 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, cinemascope 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.

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

MARTY'S VALLEY INN—in a beautiful garden setting. Featuring succulent prime rib, steaks and seafood. Dining room open from 11:00 a.m. until 11:00 p.m. Cocktails served from 10:00 until 2:00 a.m. Dancing nightly. Banquet facilities for private parties. You may also book garden weddings. Located 1½ miles east of Int. No. 5 on Mission Ave. in Oceanside. Restaurant — 3232 Mission. Phone 757-7711. Best Western Motel — 3240 Mission. Phone (714) 757-7700.

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. Lunches, 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.; weekdays noon to midnight. The Cocktail Lounge (where the action is) swings until 2 a.m. Banquet facilities are available for 30 to 100. Seafood, 291-1880 Sternwheeler, 291-1974

REUBEN'S PLANKHOUSE . . . the newest in the Reuben group of exceptionally good restaurants, easy to reach via the new highway 805 (just take the Balboa Avenue turnoff). Open for lunch from 11:30 to 4 Monday thru Friday; dinner starts at 4. On Saturdays and Sundays, open at 5. Dinner includes soup, salad and bread—and the steaks, lobster, and scampi are excellent. The cocktail bar has a pleasant surprise between 4 and 7 p.m.—there's complimentary hot hors d'oeuvres, cold relish trays, and a big tasty wheel of cheese. 7637 Balboa Avenue, San Diego. Sorry, no reservations 278-7373.

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.

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People, Places and Things

FROM THE OFFICE OF ASSEMBLYMAN JOHN STULL



OVERWORK

A dangerous disorder affecting high public functionaries who want to go fishing (Ambrose Bierce).

"The enemy of humor is fear," Malcolm Muggeridge has written, "Fear requires conformism. It draws people together into a herd, whereas laughter separates them as individuals." This theory has been advanced as part of the reason for the decline of American political humor in the last thirty years. With wars and rumors of wars, living as James Thurber expressed it "on the Brink of War," people have seemed to resent humor directed at them and their institutions. On top of this have come the dire predictions of

1/4 MILLION GIFT AWARDED THE SALK INSTITUTE

The Salk Institute, La Jolla, Calif., today announced that it had received the first major gift toward its new endowment and operating fund. Mr. and Mrs. Sam Davis of Denver, Colorado, have made a gift of 1/4 million dollars to the Institute for this purpose.

Mr. Davis is a member of the National Council of The Salk Institute and is an attorney and private investor in Denver, Colorado.

In making the gift, Mr. Davis commented, "I believe that the opportunities for major discoveries of great benefit to mankind are unlimited at the Salk Institute. We sincerely hope that others will join in with us to establish a meaningful endowment fund."

The Trustees of The Salk Institute at their meeting on Friday, October 20, expressed their hope that an endowment fund of \$5 to \$10 million could be built up in the near future.

overpopulation and the doomsday approach to ecology. Thus, in a world and time — when laughter of a certain type is most needed, it has virtually disappeared.

Granted that cosmic uncertainties are staggering, I still feel that there's much perspective to be gained by laughing "with" the human condition in general and politics in particular. What we need is a Will Rogers raising cain on the sidelines or an Ambrose Bierce updating his irreverent dictionary of political terms. (For instance, "nepotism": Appointing your grandmother to office for the good of the party). Perhaps it doesn't need updating — just redistribution. At any rate, Art Buchwald, on a national scale, and Tom Horton in Sacramento, deserve a vote of thanks for trying to keep a lost art alive.

The expression that "the only thing to fear is fear itself" doesn't seem valid to me as there are real and present threats on all hands. Nevertheless, I don't believe we will meet them better in a conformist society, afraid to laugh, or as a nation of sobersides, afraid to live. We may be on the brink of "Was" but WE ARE now and that's what counts. Further, that fearful "Was" whether from war, environmental threats, whatever, depends on us as individuals.

Mark Twain said, "Against the assault of laughter, nothing can stand." Let's find out in 1973!

STAFFING DIRECTOR NAMED AT TRI-CITY HOSPITAL

C. William Schneider has been appointed Director of Staffing Services at Tri-City Hospital, according to S. Ames Pence, administrator.

Schneider, 28, formerly held a similar position in St. Joseph, Mo. and is experienced in personnel management on a national as well as a local level.

His duties at Tri-City will include that of a personnel generalist, methods analyst and industrial engineer.

A native of St. Joseph, he holds a bachelor degree in economics from Missouri Western College, where he graduated in the upper 15 per cent of his class.

While in college, he was President of Veblen Politico-Economic Society and was a member of Lambda Business Fraternity.

Schneider and his wife, Diana, reside in Oceanside with their 18-month-old daughter, Andrea.



These birds won't survive without a few stool pigeons.

Until recently owls, crows, hawks, and forty other species of migratory birds were subject to indiscriminate killing by anyone at any time.

On March 10, 1972 a law was passed. Now, any person who kills protected birds by shooting, setting traps, poisons or other means is subject to a penalty of \$500 and/or six months in jail. Any person robbing a nest and offering any of these birds for sale is subject to a fine of \$2,000 and/or two years in jail.

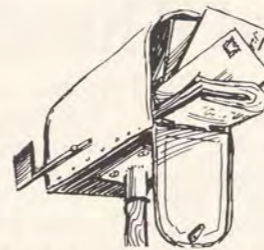
But this law is meaningless unless

you see to it that it's enforced. So when you observe pole traps or other devices capable of snaring or harming birds report it immediately to the local agent of your State's Fish and Game Commission. With your cooperation many thousands of migratory birds will be saved... some from extinction.

This however is but one victory in our battle against the inhumane treatment of animals everywhere. There's much more work to be done.

And Friends of Animals will not rest until all animals, are protected.

Friends of Animals Inc.
11 West 60th Street, New York, N.Y. 10023



RANCHO SANTA FE LIBRARY GUILD

Dear Library Guild Members:

Thanks to the combined efforts of our loyal membership and our many good friends, we are pleased to report that our 9th Annual Book Fair was a success. Over 8,000 contributed books were sold, netting \$4,082. Every cent of this money will be spent to buy books for the Ranch library; one-third for the children's library, one-third for young adults and one-third for the adult collection.

The Sealed Bids and Rare Books, under the knowledgeable chairmanship of Mrs. B. H. White, proved especially profitable, realizing almost \$1,000. The winning bid for that fabulous Hummingbird book was \$186.

Our Book Fair is the major source of enrichment for our library, as hundreds of choice volumes are retained for the Guild's permanent collection. Many of these volumes are out of print and could not have been acquired in any other way. After these books have been processed (prepared for library use by Guild volunteers), they will be in our library for you to enjoy.

Our Annual Book Fair has proved to be a wholesome civic project in which all age levels of our community participate as well as benefit. Two-thirds of our 708 Guild members assisted in this Book Fair. Every committee gave a dedicated performance. Our Junior Guilders provided invaluable help. Great credit is due to many people, including our gracious Book Fair chairman, Mrs. John Whiteside and her able co-chairman, Mrs. Paul Warnshuis.

Next year's Book Fair is already underway. The Guild workroom is receiving books and the sorting and pricing committees are again at work.

Please remember, if someone is moving or just clearing their shelves, urge them to send us their books. All donations to the Guild are tax deductible. Let's have another great Book Fair in 1973.

We hope everyone both enjoyed and found satisfaction in this rewarding effort. Our wholehearted thanks to all of you.

Gratefully,

Mrs. William L. Weddell
President



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"GOLD BOOK TIME APPROACHING"

Compilation has begun on the listings for the new 1973 *Rancho Santa Fe Telephone Directory*. If you are listed correctly in the present Gold Book you will be listed the same way again. If you are not listed or listed incorrectly in the present Gold Book you should notify the Village Press as soon as possible — **IN WRITING.**

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People, Places and Things

DOUGLAS K. McKNIGHT
APPOINTED TO
SALES FORCE



Douglas Knox McKnight has been appointed to a position on the sales team of Rancho Bernardo's Greens East community, according to H. B. "Pete" Fisher, general sales manager. McKnight was formerly the Industrial Relations Coordinator for the 5800-acre new town. In his new position he will handle sales with the Greens, Gatewood, Villas and the new 500-acre Trails area at the Ranch.

Prior to joining Rancho Bernardo McKnight served 26 years with the United States Air Force. He retired with the rank of Lieutenant Colonel. During his service years he served as Director of Personnel Services, Director of Base Administrative Services as a pilot and flying instructor and in various other positions which involved extensive counseling, direction of orientation and education programs, coordination of personnel housing and transfer programs, and interpretation of base regulations to individuals and groups.

CRIMMINS DIRECTOR
OF FINANCE

The promotion of Kenneth J. Crimmins to director of finance and administration for Rancho San Diego was announced recently by vice president and general manager Leonard Grayson.

Crimmins, who formerly was controller for the locally-based land development organization, is responsible for financial planning, historical accounting and staff services.

Grayson said Rancho San Diego is now in the overall concept development stage for the Rancho San Diego

"new town" located 12 miles east of downtown San Diego. Sweetwater Village, the first of several planned villages which will comprise the new town, is now under development and single-family homes and townhouses will soon be open to the public, he said.

Crimmins has 12 years' experience in the accounting and financial management profession covering a broad range of business activities including general contractors, retail organizations, marine construction and repair company, automotive companies, professional service firms and non-profit organizations.



A certified public accountant since November 1967, Mr. Crimmins came to Rancho San Diego from the major certified public accounting firm of Peat, Marwick, Mitchell and Company, San Diego.

PENASQUITOS APPOINTS
MARKETING DIRECTOR

Mr. Bud LaZare has joined Penasquitos, Inc., as Director of Marketing, it was announced recently by Penasquitos Vice President Morgan G. Gilman.

In his new position, LaZare will be responsible for all marketing functions of the corporation, including original product design, model complexes, research, advertising, sales and escrows, Gilman said.

Before joining Penasquitos, Inc., LaZare was Executive Vice President for Ray Harvey and Company, Inc., a Los Angeles-based, international investment and development corporation. He has also held executive positions with such development firms as the Firestone Group of Beverly Hills, where he served as Vice President and Manager.

Prior to this he was Director of Marketing and Sales for Levitt & Sons and Kaufman and Broad, Inc.

People, Places and Things

JACK CARLISTO
INSURANCE AGENCY

"One Stop Financial Planning" is the one main ingredient which has made the Jack Carlisto Insurance Agency a stand out over others in the North County area.



Carlisto, who has been offering personalized service to his customers for over 15 years, was a pioneer in the use of computers in the area insurance industry. Through the use of computers, Carlisto maintains, "Our agency has more time to give programs the personal attention that assures success."

The agency, one of the leaders in field, offers not only a complete line of insurance packages such as auto, home, boat, life and disability, group insurance, workman's compensation and commercial packages, but also deals with mutual funds through Channing Company, Inc. and offers realty service through affiliation with Hale French Realtors.

Jack Carlisto has not only spent the years building his North County insurance business, but also devoting his time to civic and community service.

He served six years on the Oceanside Planning Commission, the last 2 1/2 years as chairman of the group. He is a director of the Oceanside Boys Club.

Carlisto is past president of the Oceanside Kiwanis and the Independent Agents Association of North San Diego County; past vice chairman of the U.S.O. (now Armed Services Y.M.C.A.); a charter member of the Life Underwriters Association of North San Diego County and served as division chairman of the United Community Service.

The 41-year-old Marine veteran (1951-1955) has been an area homeowner for the past 17 years. A member of St. Mary's parish in Oceanside, he resides at 1319 Crestridge Drive, Oceanside, with his wife, Thelma, and his children.



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People, Places and Things

NEW CLAIREMONT BOYS' CLUB



Ribbon made of 100 one dollar bills to be donated to Clairemont Boys' Club is cut by Kim Fletcher, President of Home Federal Savings and Loan Association. The December 4 ribbon-cutting celebrated the opening of Home Federal's modern new Clairemont branch. Looking on are (L. to R.): Chris Osteen, branch manager, John Andrews, president, Clairemont Town Council; "Miss Liberty," Kimberly Sue Johnson; Miss Clairemont, Ann Marie Halstead; Kim Fletcher, president, Home Federal; Gilbert Johnson, City Councilman; and Claude Waymire, Chairman, Clairemont Boys' Club.



HOME FEDERAL OPENS NEW CLAIREMONT OFFICE


Home Federal Savings and Loan Association opened its modern new Clairemont office at 5825 Balboa Avenue, December 4, according to Kim Fletcher, President with a special ribbon-cutting. Fletcher was assisted by Miss Clairemont, Ann Marie Halstead, and Little Miss Liberty, Kimberly Sue Johnson (4 years old). The ribbon will consist of 100 \$1.00 bills and will be donated to the Clairemont Boys' Club. Fletcher said the \$600,000 facility covers over 10,000 square feet of floor

space, making it Home Federal's largest office in San Diego County.

"The office is designed to offer a full range of savings services to meet the needs of the growing Clairemont area," he said.

Branch Manager Chris Osteen stated that the lobby features a 6-station teller line, a 4-desk new accounts area, and a large Investor Club Lounge.

Other services include a walk-up window, safe deposit facilities and a large customer parking area. The office will process loan applications, appraisals and also open escrow accounts. Osteen will head a savings staff of five people.

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People, Places and Things

FIRST FEDERAL ANNOUNCES THREE NEW APPOINTMENTS

Harold B. Starkey, Jr., president of First Federal Savings & Loan Association of San Diego, has announced the appointment of Walter (Buck) Hanner as vice president, savings division; Samuel Galasso, manager of First Federal's new Santee branch; and Willard Matott, Jr., new manager of the Chula Vista branch office.



Walter Hanner



Samuel Galasso

Mr. Hanner, a veteran aviator of 24 years in the Marine Corps, will direct saving activities for all six branches of the Association. Mr. Hanner comes to First Federal from Gibraltar Savings in Los Angeles where he held the position of vice president and savings division head. Raised in Seattle, Washington, Mr. Hanner holds both a B.S. in business administration and a Masters degree in economics from UCLA, graduating Phi Beta Kappa. Married

and father of two, Mr. Hanner will move to San Diego permanently after the first of the year.

Mr. Galasso, assistant vice president, has been named manager of the Santee branch of First Federal which is currently under construction and is scheduled to open in February of 1973. A 4 year employee of First Federal and native of San Diego, Mr. Galasso was graduated from the University of San Diego. He is married and has six children.

Willard Matott, assistant vice president and new manager of the Chula Vista branch, has over 20 years experience in the savings and loan industry. Active in many South Bay civic organizations, he is past president of The Savings and Loan Clearing Association, and member of the Board of Governors of The American Savings and Loan Institute. Mr. Matott is a resident of Chula Vista, married, and has one child.



Willard Matott, Jr.

PROSPECTOR'S DAY SET AT KNOTT'S BERRY FARM

Just as in the days of Murphy's Creek, Weaverville, Downville, Susanville and Bodie, gold will be discovered once more when Knott's Berry Farm celebrates its annual Prospector's Day, Saturday, January 27, 1973.

With a flair for adventure, Knott's has scheduled an entire day of special events highlighted by an exciting noon-time parade through Ghost Town.

The Great Gold Rush of 1848 is the point of celebration, of course, but at Knott's the festivities are not short on civilizing influences as was so often the case in the colorful and stormy gold mining camps.

THE ASSOCIATION

Bulletin and News

MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, NOVEMBER 2, 1972, 9:00 A.M., BOARD ROOM

PRESENT: President Bellman, Vice President Nix, Directors Brown, Chubbuck, Coberly, Weindling, and Whitehead

ALSO PRESENT: Manager Grahl, Recording Secretary Butts; Legal Counsel Stanley; Association members; Press

PUBLIC HEARING

President Bellman declared open the Public Hearing to consider the petition of Mrs. Florence B. Trepte, Lot 102, Tract 2129, to modify the restriction on the number of building sites from a maximum of not to exceed one, to a maximum of not more than two building sites.

It was determined that the requirement for written approval of the owners of record of 2/3 in area of the property subject to said modification and for the 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.

The President asked if any person in attendance wished to speak either in favor of or in opposition to the proposal. There was no one. On motion duly made and seconded, approval was unanimous. The President declared the hearing closed at 9:05 a.m.

NON AGENDA ITEM PERSONAL APPEARANCE

Mr. D. F. Sammis, representing Rancho Santa Fe Youth, Inc. appeared to present preliminary plans of the proposed youth facility which the Art Jury had seen and declared architecturally acceptable. A motion was duly made, seconded and passed unanimously to put on the agenda of this meeting, the viewing and discussion of the plans. Mr. Sammis proceeded to explain the design and the layout of the facility. Following questions of the Directors and the audience, Mr. Sammis requested the waiving of the plan check fee of \$100. After discussion, the motion was made, seconded and unanimously passed to waive the plan check fee for Rancho Santa Fe Youth, Inc. facility.

MINUTES OF PRECEDING MEETING

The minutes of October 19, 1972 meeting were unanimously approved as corrected.

NEW BUSINESS

Subdivision, Parcel 1/2, Block 15, (Jenkins) consisting of 27.9± acres into sites of 2.9, 3.2, 3.0, 2.9, 3.8, 2.9, 2.9, 2.9, and 3.3± acres. After discussion, the motion was made and seconded to refer the application to the Park & Recreation Board for study and report to Board.

Beautification of new roads, primarily turn-around areas, created by divisions of land, was discussed. A motion was made, seconded and passed unanimously to refer any application for division of land to the Park & Recreation Board to study the beautification possibilities of any proposed access road and to make appropriate recommendations to the Art Jury and the Board thereon. The prin-

ciple is to be placed on the check list in connection with such applications.

Keeping of 2 Horses, Parcel 6/1, Block 7. (Krueger) On motion duly made and seconded, approval was unanimous.

Keeping of 2 Horses, Parcel 11/10, Block 32. (Bernier) On motion made and seconded, approval was unanimous.

OLD BUSINESS

Bylaws Review. Attorney Stanley presented the proposed revisions to the Bylaws. After discussion, a motion was made that the Bylaws, as reviewed on August 3 and further amended this date, be approved by the Board of Directors. The motion was seconded and passed unanimously.

REPORTS

Planning Commission Chairman Nix stated the Sub-Committee on Sanitation had met on November 1, but due to the vast amount of material to be obtained and reviewed, the analysis and study on the North Interceptor Sewer Project are continuing, and, therefore, the Commis-

sion is not yet ready to make a report on its review of the proposed North Interceptor Sewer.

Golf Activities Committee Chairman Chubbuck requested a decision on USIU Golf Team request which was deferred on October 19 pending a legal opinion relative to Association liability. After discussion and based on Counsel's opinion of no increased liability, a motion was made and seconded to approve the Team's use of the Golf Course for 5 days playing privilege during the period January through June, 1973, after 1:00 p.m. on weekdays, subject to approval of the Golf Pro; playing periods to be once a month up to all in one month at the option of the USIU Golf Team. Approval was unanimous.

Mr. Chubbuck presented proposed reply to Mr. H. Otten's letter to the Board which had been referred to the Golf Activities Committee for answer.

During the discussion of the letter, the

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THE ASSOCIATION Bulletin and News

question of appropriateness of the prevailing policies governing use of the golf and tennis facilities was introduced. It was the consensus of the Board that the Tennis Activities Committee and the Golf Activities Committee should participate in one or more joint meetings to review these policies, submitting appropriate recommendations to the Board upon completion thereof.

On a Roll Call, Directors Bellman, Brown, Chubbuck, and Nix voted that the letter be sent; Directors Coberly, Weindling, and Whitehead abstained.

Legal Counsel Stanley stated the matters he had to report to the Board would be brought up while the Board is in Executive Session.

Manager Grahl reported on a discussion with Mr. James Meyer, of DeLeuw, Cather Company, in connection with the Environmental Impact Statement on the extension of the Coast Sand operation. The estimated cost of this statement is \$1,500, and it should be available on November 15, 1972.

He reported a request from Supervisor W. A. Craven for a resolution expressing opinion on the matter of the County of Orange attempt to obtain federal funding for a feasibility study relating to the imposition of an airport at Camp Pendleton. After discussion, the motion was made, seconded and passed unanimously to send a letter to Supervisor Craven voicing Board objection to this.

Mr. Grahl read a request from Mr. M. Smith for a hearing before the Board of Directors to present his plan for the operation of Coast Sand, Inc. The Board agreed to his appearance on November 16.

Mr. Grahl reported a hearing before County Planning Commission on the request of Avco Development for a reclassification in zoning to R-1 and R-2 of property located in the Encinitas-Olivenhain area. After discussion, the Manager was requested to attend should he find that the hearing would not be continued to a later date.

EXECUTIVE SESSION AND ADJOURNMENT

The Board went into Executive Session at 11:00 a.m. to discuss legal matters pending before the Association.

The Board adjourned at 12:55 p.m.
V. A. Bellman, President
Gwendolyn P. Whitehead, Secretary

MINUTES OF THE REGULAR MEETING OF THE RANCHO SANTA FE ART JURY HELD NOVEMBER 7, 1972 AT 9:00 A.M. IN THE BOARD ROOM.

Present: Vice President Wingert, Architect Livingstone (representing Architect Frank L. Hope) Member Frobes and Alternates Duncan and Larson.

ALSO PRESENT: Building Commissioner Mowery, Secretary Grahl and Recording Secretary Duffield. The minutes of the last meeting were approved.

NEW CONSTRUCTION

Krueger, C. W. Residence — Parcel 6/1, Block 7, Avenida Alondra. Approved.
Fox, N. Residence — Parcel 9/5, Block

7, El Mirlo. Approved. Paint sample for residence to be submitted for approval. Site visited.

ADDITIONS & ALTERATIONS

Kama Farms Addition to existing residence — barns & breaking ring — Parcels 3/1, 3/2, 3/3 & 3/4, Block 23, El Camino/La Noria. Approved.

Stevenson, A. R. Tractor/Tool Shed — Parcel 6/1, Block 33, La Glorieta. Deferred suggestions made by Art Jury. Site visited.

SUBDIVISIONS

Bellman, V. A. Parcel 1/7, Block 30, Via de la Valle, consisting of .86± acres into sites of .57 and .30± acres. Unanimously passed to advise approval to Board of Directors. Site visited.

Curtis, C. et al (in attendance) Parcel 4/1, Block 12, Paseo Delicias, consisting of 17± acres into sites of 3.2, 4.8, 4.0 and 5.0± acres. Unanimously passed to advise approval. Site visited.

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KEEPING OF ANIMALS

Laughlin, R. L. (escrow Johnson) Parcel 1/6, Block 2, El Camino del Norte — seven horses on 7.65± acres. Unanimously passed to advise approval, with stipulation that animals be kept only as adjunct to private residence. Site visited.

Furbush, R. A. Parcel 4/3, Block 6, La Crescenta. Five horses on 5.22± acres. Unanimously passed to advise approval to the Board of Directors. Site visited.
Attix, S. Parcel 6/5, Block 33, La Glorieta — three horses on 3.53± acres. Unanimously passed to advise tentative approval for a period of ninety days, during which time it is anticipated there will be substantial clean-up of the corral and stable and areas immediately adjacent thereto. The Art Jury will visit the premises at the end of the ninety day period and make a final recommendation at that time. Site visited.

MISCELLANEOUS

Letter — Rancho Santa Fe Fire Department. Read and answered.
Sign — Cunningham/Barney & Barney — Approved.
Sign — Wildflower Shop — Approved.

SIGNS:

Some discussion occurred concerning appropriate business signs in the village. Manager Grahl was asked to review the background and discuss with the Board of Directors. The objective here is to adopt a consistent policy concerning the use of business signs in the village.

Lowell F. Wingert
Vice President

R. B. Grahl
Secretary

ASSOCIATION Bulletin and News

MINUTES OF REGULAR MEETING OF BOARD OF DIRECTORS OF RANCHO SANTA FE ASSOCIATION HELD THURSDAY, NOVEMBER 16, 1972, 9:00 A.M., BOARD ROOM.

PRESENT: President Bellman, Vice President Nix, Directors Brown, Chubbuck, Coberly, Weindling and Whitehead.

ALSO PRESENT: Manager Grahl, Recording Secretary Butts; Legal Counsel Stanley; Association members; Press.

PERSONAL APPEARANCE

Mr. Milton A. Smith, Mr. John F. Cerveny and Mr. J. Harry Price, representatives of Coast Sand Co., Inc., in turn, addressed the Board in connection with its application to San Diego County Planning Commission to expand its operations in the San Dieguito River bed, which is scheduled to be heard on December 8, 1972. Mr. Ray Griset also spoke in behalf of the expansion of the operations. Questions of persons in the audience and of the Directors were answered.

MINUTES OF PRECEDING MEETING

The minutes of November 2, 1972 meeting were unanimously approved.

NEW BUSINESS

Subdivision, Parcel 1/7, Block 30 (Bellman) consisting of .86± acres into sites of .57 and .30± acres. President Bellman excused himself and turned the meeting over to Vice President Nix before leaving the Board Room. On motion duly made and seconded, approval was granted. Vice President Nix abstained. President Bellman was called back into the meeting when this item was concluded.

Subdivision, Parcel 4/1, Block 12, (Curtis) consisting of 17.0± acres into sites of 3.2, 4.8, 5.0 and 4.0± acres. On motion made and seconded, approval was unanimous.

Keeping of 7 Horses, Parcel 1/6, Block 2, (Laughlin) 7.65 acres. On motion made and seconded, approval was unanimous.

Keeping of 5 Horses, Parcel 4/3, Block 6, (Furbush) 5.22 acres. On motion made and seconded, approval was unanimous.

Keeping of 3 Horses, Parcel 6/5, Block 33, (Attix) 3.53 acres. After discussion, matter continued for ninety days or until the Art Jury has determined substantial cleanup has been completed to its satisfaction.

OLD BUSINESS

Subdivision, Parcel 1/2, Block 15, (Jenkins) consisting of 27.9± acres into sites of 2.9, 3.2, 3.0, 2.9, 3.8, 2.9, 2.9, 2.9, and 3.3± acres. (Ref'd to Park & Recreation Board, November 2, 1972.) Park & Recreation Board Chairman Whitehead reported that the Park & Recreation Board had studied the beautification possibilities of such proposed divisions of land and had concluded that the potential for increased maintenance assumable by the Association over a period of time was much too large and undertaking. Mrs. Whitehead, as Chairman of the Park & Recreation Board, thereupon moved

approval of the subdivision as submitted. The motion was seconded and, after discussion, was passed, with Directors Brown and Coberly voting "no".

REPORTS

Park and Recreation Board Chairman Whitehead presented a diagram of a proposed plan to tree plant and light the Village Mall area. In addition to improving the beautification of the Mall, the plan provides permanent power for the Christmas tree lights and provision for power for automatic sprinklers for the two Village greens. Considerable discussion ensued, after which the motion was made, seconded and unanimously passed to approve an amount not to exceed \$1825 for the work necessary to accomplish this project.

Golf Activities Committee Chairman Chubbuck reported the Arthur Young survey of Restaurant, Bar and Golf facilities is continuing; it should be ready before the end of the year.

Planning Commission Chairman Nix reported the study of the North Interceptor Sewer Project is continuing.

Tennis Activities Committee Chairman Brown stated the Committee had good Sub-Committees and good Sub-Committee chairmen who are spending lots of hours.

Manager Grahl reported that the hearing before the County Planning Commission in the case of AVCO Development for reclassification of land in Olivenhain-Encinitas area had been continued until December 8.

That he had been approached by two members of Rancho Santa Fe Riding Club to inquire about the possibilities of the Riding Club becoming part of the Association, similar to that of Tennis and Golf Activities. In reply, he suggested that the Riding Club present a proposal to the Board of Directors in writing and in detail.

That he had met with Mr. Case Houson, Director of the County Department of Sanitation and Flood Control, and members of his staff, and with Mr. Howard Taylor, County Engineer and members of his staff, on November 11, to develop contacts within the County organization and familiarization with County procedures.

RECESS AND EXECUTIVE SESSION

The Board recessed at 10:40 a.m.

The Board went into Executive Session at 10:50 a.m. The following members of the Art Jury joined the Board for this session: Messrs. L. Wingert, C. D. Frobes, H. G. Larson and R. G. Duncan.

ADJOURNMENT

The Board adjourned at 12:05 p.m.
Vernon A. Bellman
Gwendolyn P. Whitehead, Secretary



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ASSOCIATION

Bulletin and News

MINUTES OF THE REGULAR MEETING
OF THE RANCHO SANTA FE ART JURY
HELD NOVEMBER 21, 1972 AT 9:00 A.M.
IN THE BOARD ROOM.

Present: Member Frobes, Architect Hope
and Alternates Duncan & Larson.

Also Present: Building Commissioner
Mowery, Secretary Grahl and Recording
Secretary Duffield.

The minutes of the last meeting were
approved.

NEW CONSTRUCTION

Lerner, R. A. Residence—Parcel 5/1,
Block 35, El Camino Real. Deferred for
restudy of roofline.

Franklin, P. F. Residence—Parcel 3/2,
Block 35, El Camino Real. Approved.

Turner, S. Residence—Lot 106, Map
2129, Avenida Maravillas. Approved.

Brue, S. Residence—Parcel 5/4, Block
43, Puerta del Sol. Approved.

PRELIMINARY STYLE CHECK

Neel, E. J. Residence—Por Lot 57, 60
and 61, Map 2089, Mimulus. Architec-
tural design acceptable.

Harris, L. B. Residence—Lot 96, Map
2129, Avenida Maravillas. Architectural
design acceptable.

ADDITIONS & ALTERATIONS

Fleet, P. M. Tennis Court—Lot 149,
Map 2129, Linea del Cielo. Approved.
Does not include approval for any ex-
terior lighting.

Giordano, W. S. Carport—Parcel 11/2,
Block 48, Las Palos. Deferred for restudy
of roofing material.

Iverson, J. R. Bedroom addition—Parcel
2/5, Block 33, El Secreto. Approved.

Eddy, R. P. Tennis Court—Parcel 4/9,
Block 24, Reposo Alto. Site visited. De-
ferred pending submission of landscape
plan for the bank and tennis court.

Myers, N. H. (escrow Siegel) Tennis
Court—Parcel 6/8, Block 33, El Cielito.
Site visited. Approved. Does not include
approval for any exterior lighting.

The Inn Two Tennis Courts—Lots 19 &
20, Map 2089, Linea del Cielo. Approved
subject to satisfactory arrangements be-
ing made for rerouting of existing riding
trail. No exterior lighting approved.

Jacobs, T. Stable—Parcel 3/4, Block 5,
El Camino del Norte. Approved.

SUBDIVISIONS

Security Pacific National Bank (Mitchell)
Parcel 8/3, Block 9, La Bajada/Los Mor-
ros—12.1± acres into sites of 3.1, 3.1,
3.1 and 2.86± acres. Art Jury advised
approval subject to limitation of one
access road off La Bajada. Site visited.

Talbot, D. Parcels 1/6 and 2/2, Block
1, El Camino del Norte—20.8± acres
into sites of 5.8, 5.0, 5.0 & 5.0± acres.
Deferred pending legal opinion on exist-
ing guesthouse. Site visited.

REALIGNMENT

Naase, W. P. Parcels 21/2 and 22/4,
Block 36, Linea del Cielo El Camino Real.
Present acreage: 2.69 and 3.69±. Pro-

posed acreage: 2.10 and 4.28±. Art
Jury advise disapproval. They are of the
opinion that there is not an adequate
house site on the 2.10± acre parcel.

VARIANCE REQUESTS

Iverson, J. R. Parcel 2/5, Block 33, El
Secreto. Association require 20 foot
sideyard setback. Applicant requests 12
foot sideyard setback. Approved.

Harris, L. B. Lot 96, Map 2129, Avenida
Maravillas. Association require 20 foot
sideyard setback. Applicant requests 15
foot sideyard setback. Approved.

KEEPING OF HORSES

Attix, S. Parcel 6/5, Block 33, La Glori-
eta. Three horses on 3.53± acres. After
revisiting the site, Art Jury is of the
opinion that property has been satisfac-
torily cleaned and now advise approval.

COVENANT MODIFICATION

Larson, H. Deferred to special meeting
of Art Jury called for Monday, November
27, 1972 at 9:00 a.m.

MISCELLANEOUS

Art Jury requested that all letters giving
approval for tennis courts contain the
statement "Does not include approval
for any exterior lighting".

C. David Frobes, Member
R. B. Grahl, Secretary

THE DAR STORY —
DE ANZA CHAPTER

The regular monthly meeting of De
Anza Chapter NSDAR was held at the
home of Mrs. John R. McKinney in
Rancho Santa Fe on Saturday, January
6, 1972.

Co-hostesses serving with Mrs. Mc-
Kinney were Miss Tina Grimm, Mrs.
Edwin Zipse, Mrs. Gregory Watts,
Mrs. Harrison Browning and Mrs.
Glenn I. Epperson.

Mrs. Morris A. Fitzpatrick, State
Vice Chairman of the Girl Homemak-
ers Committee and the De Anza Chap-
ter Chairman of Girl Homemakers,
presented a Style Show featuring stu-
dents from the schools in the San
Dieguito School District. The students
modeled the garments they had made.
Various types of garments were dis-
played by the young women in three
divisions; Junior, Intermediate and
Senior High School. Each division fea-
tured sports clothing, daytime wear,
party clothes and knits. Each garment
is judged for suitability of pattern and
material, suitability and difficulty of
design, workmanship and the finished
appearance.

The winning garments will be spon-
sored by De Anza Chapter in the State
Wide Contest during the State Con-
ference at San Jose in March.

Mrs. Fitzpatrick was assisted by Miss
Nancy Douglas, Home Making Direc-
tor for the San Dieguito District.

A special workshop for De Anza
Chapter Chairman was held at the
home of the Regent, Mrs. F. J. Ford in
Cardiff by the Sea on Thursday, Janu-
ary 18th.

THE ASSOCIATION

Bulletin
and News

MINUTES OF REGULAR MEETING OF
BOARD OF DIRECTORS OF RANCHO
SANTA FE ASSOCIATION HELD THURS-
DAY, DECEMBER 7, 1972, 9:00 A.M.,
THE BOARD ROOM.

PRESENT: President Bellman, Vice Presi-
dent Nix, Directors Coberly and White-
head.

ABSENT: Directors Brown, Chubbuck and
Weindling.

ALSO PRESENT: Association Counsel
Donnelley, Manager Grahl, Recording
Secretary Butts, Association members,
Press.

MINUTES OF PRECEDING MEETING

The minutes of November 16, 1972
meeting were unanimously approved.

OLD BUSINESS

Keeping of 3 Horses, Parcel 6/5, Block
33, (Attix) 3.53 acres. Upon the advice
of the Art Jury that the property had
been cleaned satisfactorily, the motion
for approval was made, seconded and
unanimously passed.

NEW BUSINESS

Status of Guesthouse, Parcel 37, Block
16. Consideration deferred to Decem-
ber 21 at request of the applicant.

Subdivision, Parcel 8/3, Block 9. (Attor-
ney Hayt in attendance). After discus-
sion, decision deferred pending report
from Counsel regarding easements and
advice of Sub-committee on Roads.

Realignment, Parcels 21/2 and 22/4,
Block 36. Consideration deferred to De-
cember 21 at request of the applicant.

Discussion of Proposed Covenant Modi-
fications. After review and discussion,
the motion was made and seconded to
formally adopt the changes, primarily
relating to the Art Jury, for recommenda-
tion to Association members; approval
was unanimous.

The President appointed the following
persons as the nucleus of an "ad hoc"
committee to be charged with developing
the format in which the proposed Coven-
ant Modifications should be presented
to the Association members: Director
Weindling, Chairman; Director Coberly;
Director Whitehead; Art Jury Vice Presi-
dent Wingert.

The resignation of Alternate Member
H. G. Larson, effective immediately, was
read and reluctantly accepted by the
President of the Board.

REPORTS

Finance Committee Chairman Weindling
being absent, Manager Grahl presented
the following Committee recommendations
requiring action of the Board:

1. Approval of payment of approxi-
mately \$4600 to Arthur Young & Com-
pany for the annual audit.

2. Approval of payment of approxi-
mately \$1300 to employees for Christ-
mas bonus.

3. Approval of payment of \$350 for
improving communications equipment of
Country Deputy Sheriff.

4. Approval of \$500 for purchase of
replacement Spreader for Golf Course
(difference between depreciated amount
and purchase price) Spreader, worn be-
yond economical repair.

5. Approval of up to \$5000 for repairs
to Tennis Courts Nos. 5 and 6, includ-

ing an amount not to exceed \$1000 for
the construction of a retaining wall and
access road for the Tennis Clubhouse.

In amplification of the planning for
repairs to the Tennis Courts, Manager
Grahl reported on efforts to obtain bids
on the work, that two had been received,
informally on December 6, in the
amounts of \$5500 and \$8000 - \$10,000,
to be confirmed in writing within the
next few days. He further reported that
an independent engineering appraisal had
been requested from Rancho Santa Fe
Engineering, and their report supported
the proposed method of repair. That he
had referred the original contract docu-
ments to Counsel for an opinion on con-
tractor liability on the basic job. Further,
that he had queried Associated General
Contractors and others concerning the
reputation of the contractor, and that he
had received favorable reports.

In view of the magnitude of the in-
formal bids received for the work, a mo-
tion was made, seconded and passed
unanimously which authorized the Man-
ager and Director Coberly to determine
and expend such funds as may be neces-
sary to correct the Tennis Courts and
bring them to desired standards.

The motion was made, seconded and
passed unanimously to approve the ex-
penditures for items 1 through 4 above,
with the proviso that the Christmas
bonus be paid in the future only if a
comprehensive review of the Associa-
tion employees personnel plan so dic-
tates.

Manager Grahl reported mailing of a
letter to San Diego County Planning Com-
mission confirming the opposition of the
Board to the granting of a Special Use
Permit to Coast Sand Co. to expand its
operation in the San Dieguito River bed.
A public hearing on this matter is sched-
uled for December, with Mr. Grahl plan-
ing to attend.

Mr. Grahl reported the request of
AVCO Development for zoning reclassifi-
cation is in line with the General Plan
developed by the County. (See 11/2/72
minutes.)

A progress report on the program to-
ward obtaining an additional County
Deputy Sheriff was made.

Director Coberly stated Captain W.
B. (Wes) Terry, Commander, Oceanside
Area, California Highway Patrol, is to be
transferred to a new duty station in Vic-
torville. A motion was made, seconded
and passed unanimously to write a letter
of commendation to him, with a copy to
his superior in Sacramento.

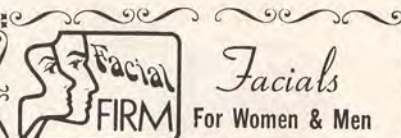
Building Commissioner's Report indicated
1 home completed; 4 permits issued;
and 36 homes under construction in the
month of November.

Kudos. Director Whitehead moved recog-
nition of the ability of the Manager to
grasp a situation readily as well as his
willingness to help. The Board was unan-
imous. Manager Grahl responded with
recognition of the efforts of the mem-
bers of the Board and the Office Staff
for all the help and cooperation given to
him.

ADJOURNMENT

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

Veeron A. Bellman, President
Gwendolyn P. Whitehead, Secretary



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For Women & Men

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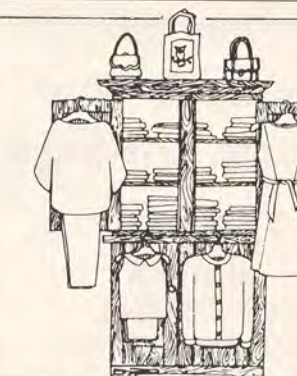
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People, Places and Things

BUREAU OF REVENUE & RECOVERY

Millions of dollars come to the County of San Diego from one of its little known units, the Bureau of Revenue and Recovery.

A part of the County's Law and Justice Agency, the bureau has been directed by Morris R. Pion since its founding in 1956.

Pion, in recounting the history of this organization, said that during its first year with only five employees, \$200,000 was brought back into the County's coffers. Today, with 115 employees and branch offices in National City, Vista, and one soon to open in El Cajon, the bureau produces about \$15 million in recovered revenue.

"The overhead — the cost to the taxpayer — averages only ten cents on the dollar. If the collections were turned over to private collection agencies, the cost would run fifty cents on the dollar which is the standard rate," Pion said.

The money is owed to or collected by County for many reasons.

"For instance, parents are liable for and must pay costs for the maintenance of delinquent children who are confined to a juvenile custodial institution. If we didn't insist on payment, the costs would have to be borne by the County treasury," Pion said.

California state law requires the County to provide medical and psychiatric care to residents who are unable to pay. Instead of having to write off this cost, however, the Bureau last year collected more than \$2 1/2 million in reimbursement from State Medi-Cal, State Disability Insurance, several Federal subsidized medical care programs, health insurance companies, third party court-ordered claims, and negotiated repayment from patients or responsible relatives.

The Bureau's Support Unit covers three major fields that are mandated by State laws as well as local County Code. These include the Uniform Reciprocal Enforcement of Support Act (URES), under which all 50 states participate in an agreement for the collection and enforcement of child support. The County must cooperate in the collections and enforcement of URES. Although the money collected does not necessarily reach the County treasury, going instead for the support of the child, the County benefits by not having that child on the welfare rolls.

"A good example of URES," Pion explained, "would be that of a divorcee and her children who moved

to our area from Ohio. The father stopped support payments. Under URES, the county where he resides collected his money, sent it to us, and we disbursed it to the mother."

The Support Unit also enforces the Family Law Act of 1970. This act allows the civil prosecution of local child support offenders instead of the former criminal prosecution, resulting in more efficient collections.

The newest of the supportive collections concerns the Old Age Security Responsible Relative Program which became operational in October, 1971. Adult children with parents receiving Old Age Security may be liable to reimburse the government for their parents' support.

CONVENTION AND VISITORS BUREAU WINS HIGHEST AWARD FOR TRAVEL PROMOTION

The nation's highest award for excellence in travel promotion was awarded Oct. 25 to the San Diego Convention and Visitors Bureau.

Discover America Travel Organization, Inc., the private nonprofit organization representing all elements of travel and transportation in the United States, announced the award to the San Diego Bureau at the close of its fourth annual U.S. Travel Conference in Houston, Texas.

Robert N. Gadbois, president, accepted the Discover America Award on behalf of the San Diego Convention and Visitors Bureau from the Awards Committee chairman, W. H. Burnap, executive vice president of Continental Oil Co., at DATO's annual awards banquet in the Houston Oaks Hotel.

Burnap said the Bureau won the award on the basis of its five-year program to attract off-season visitors in a high income category who would come from a greater distance and spend a longer time than the average visitor.

Elements of the program included development of "package" tours to San Diego, cooperative advertising with trunk airlines, a preprinted newspaper supplement, sales blitzes in major cities, and an extensive program for attracting travel writers to the San Diego County-Baja California area.

The Bureau's program was adjudged the best in the category of regional, metropolitan, and local travel promotion organizations with operating budgets of more than \$200,000 Burnap said.



HELLO, MY NAME IS STEVE LEFEVRE. Not many of you will recognize my name, or my picture above, because I'm new in town. Even though I'm new here, I don't like being a stranger, so I'm going to do my best to meet as many of you folks as I can, as fast as I can.

IN THIS SPACE EACH MONTH I'll be talking to you about cars. That's my specialty, I've worked in and around and under cars all of my life. My family and I recently came here from Brookings, South Dakota, and now I'm the owner of Tide Chrysler-Plymouth in Oceanside.

IT'S PART OF my plan to do this column each month and devote it to you and your car. I'll pass along some of the interesting facts and figures I discover in my work with cars. There will include many ways that you can get more pleasure, more economy and more miles from your present car.

I'LL TALK about what's coming up in cars next year and in the future; about what is going on in Detroit and European auto capitals, as well as how you and your family can drive with more safety to help protect your car and your lives.

ANYTHING THAT HAS TO DO WITH PERSONAL TRANSPORTATION is my field, and if it's big government that I feel is overstepping its bounds in the auto industry, I'll say so.

I HAVE SEVERAL PURPOSES in writing this column. I want to get acquainted with you, and you with me. I want to remind you that TIDE CHRYSLER-PLYMOUTH in OCEANSIDE is your 'homebase' CHRYSLER CORPORATION dealer. When you're in Oceanside, or when you need anything automotive, stop by and see us, for sure!

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San Diego County's Newest
Horse Center

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for Horse and Rider
Owned and Operated by
People Who Show and Know
The Beautiful Store for the
Beautiful Horses
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At The Mercado



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of the 70's.*

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in our treasury of imports and
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dlelit atmosphere . . . home of
the quesadilla . . . open daily
at 11 a.m. . . . Sundays from
Noon. Si, we have cocktails!
East Plaza. 487-3232.

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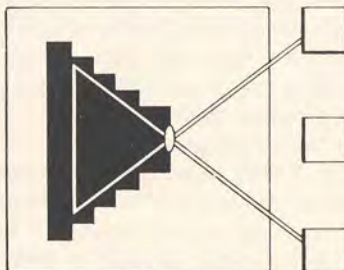
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The Art of Living

The San Diego Opera is inviting
romantics of all ages to the Civic
Theatre for its production of Charles
Gounod's "Romeo and Juliet" in Feb-
ruary.

Although operatic treatments of
Shakespeare's timeless masterpiece are
numerous, Gounod's work has been the
most enduring and practical to pre-
sent, primarily because it most closely
resembles Shakespeare's original. It
is a condensation, to be sure: several
minor characters are omitted and a
new character appears. Stephano,
page to Romeo, is a young boy, sung
and acted by a mezzo-soprano, and is
a delightful addition both musically
and dramatically to the story. With
these variations, the opera follows the
familiar tale of "star-cross'd lovers" as
we all know it.



San Diegan Raymond Gibbs appears as
Romeo in the San Diego Opera Production
"Romeo & Juliet," February 7, 9, 11.

The company is presenting this opera
with the assistance of the Corbett
Foundation, the organization that as-
sembled the original production for the
Cincinnati Opera. Since it opened in
Cincinnati, the production has played
in many U. S. cities to great critical
and box office response. Walter Her-
bert, General Director of The San
Diego Opera will conduct members of
the San Diego Symphony Orchestra

through the lyrical Gounod score.
Eileen Shelle, the exciting young Amer-
ican soprano, plays Juliet to Raymond
Gibbs' Romeo. Mr. Gibbs, a native San
Diegan who is now singing featured roles
at the Metropolitan Opera, will have an
excellent opportunity to demonstrate
his singing and acting ability to the
San Diego friends who have been fol-
lowing his career. Others in the cast
include John Fiorito as Mercutio, Sam-
ual Van Dusen as Capulet and Michael
Devlin as Friar Laurence. Local artists
in featured roles are Joyce Jones as
the Nurse, Chuck Curtis as the Duke
of Verona and Howard Fried as Tybalt.
Barbara Park, Julia Shelley-Claxton and
Catherine Hindrelet will alternate per-
formances in the role of Stephano.
Stage Director is James DeBlasis. Per-
formances will be given in the Civic
Theatre on February 7, 9, 11, 1973.



Kimo, star of Bali Hai's internationally ac-
claimed Polynesian Floor Show, has returned
from a 6-week tour of the Islands, to again
head up the nightly show. From Pago Pago,
Bora Bora, Raiatea and Tahiti, he has brought
back new instruments and dances to delight
Bali Hai audiences. The repertoire also in-
cludes such all-time favorites as the hula, huki
lau and Samoan fire dance.



Kimo (left) and Pineapple, both a part of the
Polynesian floor show featured nightly (except
Monday) at Shelter Island's Bali Hai, clown
around between acts. The Polynesian floor
show includes traditional dances from Hawaii
and the South Seas. The Aikanes, a trio with
vocalist, play for dancing nightly.

THE SAN DIEGO OPERA

presents

"ROMEO & JULIET"

The greatest love story of all
time, as set to the unforget-
table music of Charles Gou-
nod.



Featuring Eileen Shelle
as Juliet
Raymond Gibbs as Romeo
CIVIC THEATRE
February 7, 8 p.m.
February 9, 8 p.m.
February 11, 2:30 p.m.
Call 236-6510
for ticket information

PALM TREES AND BEACHES



A secluded island in
the heart of San Diego's
Mission Bay—with more fun
and festivities than you'd enjoy on
a holiday cruise.

Charming guest rooms and suites—
all with aquatic or garden views, many
with complete kitchens. 3 pools, golf,
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Village Hotel**

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AT RANCHO BERNARDO . . . 20 MINUTES NORTH OF SAN DIEGO ON 395 (163)
See these, and 33 other exciting shops! Just 5 minutes south of Escondido on 395



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On Harbor Island
ORAL CUNNINGHAM
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The Nostalgic Sounds of the 40's

ELEGANT DINING
Overlooking San Diego Bay

BECAUSE YOU SLEPT
in an
ADJUST-A-BED®



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

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

TRY IT FOR YOURSELF



ADJUST-A-BED®

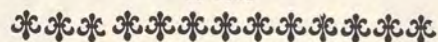
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The first and finest electrically adjustable bed for the home

In San Diego County Only at

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Exclusive does something special for man's suit

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



Exclusive Cleaners Call Collect
295-3156



3740 Park Boulevard, San Diego, California

People, Places and Things



SAN DIEGO PADRES

The Padres open their 1973 season April 6, Friday night, against the Los Angeles Dodgers at San Diego Stadium.

The opening weekend series with the Dodgers also will include a Saturday night game and a Sunday afternoon contest.

Six doubleheaders are sprinkled throughout the attractive 81-game home schedule that will be played on 75 dates.

There will be 36 weekend dates for the Padres at the Stadium next season, equally divided among Friday and Saturday nights and Sunday afternoons.

A pair of two-night doubleheaders have been arranged with the customary 6 o'clock start. And the Padres once again have scheduled a Businessmen's Special on Thursday June 21 against Houston with a 1 o'clock start.

Night games will begin at the regular 7:30 time next season, except for three Saturday starts at 6 p.m. Day games and day doubleheaders commence at 1 p.m.

The Padres, who will be home for holiday games on Memorial Day and Labor Day, once again will face Western Division teams nine times and play Eastern Division clubs six times.

The National League champion Cincinnati Reds, whom the Padres defeated 10 of 18 meetings in 1972, will make their first San Diego appearance next year April 16-17-18. And the Eastern Division champion Pittsburgh Pirates arrive in San Diego for a three-game weekend series May 4-5-6.

The Padres close their home schedule on Sept. 29 also against the Dodgers.

Renewal applications have been sent to Padre season ticket subscribers, who will have priority on selecting seat locations for the 1973 season. Persons who wish to purchase season tickets

for the first time may do so immediately either by calling the Padre ticket office at 283-4494 or by visiting the Padre offices at the Stadium.

Padre full season ticket prices are \$280 for field seats, \$250 for plaza seats and \$175 for loge level seats. A limited number of press level season tickets at \$350 also are available. The 1973 home schedule:

SAN DIEGO PADRES 1973 HOME SCHEDULE

April 6, 7, 8* Los Angeles Dodgers; 11, 12 Atlanta Braves; 13, 14, 15-15* Houston Astros; 16, 17, 18 Cincinnati Reds.

May 1, 2, 3 St. Louis Cardinals; 4, 5, 6* Pittsburgh Pirates; 7, 8, 9 Chicago Cubs; 14, 15, 16 San Francisco Giants; 25, 26, 27-27* Philadelphia Phillies; 28, 30-30 Montreal Expos.

June 1, 2, 3* New York Mets; 19, 20, 21* Houston Astros; 22-23-23-24* Atlanta Braves; 25, 26 Los Angeles Dodgers.

July 6, 7, 8* Chicago Cubs; 10, 11, 12 Pittsburgh Pirates; 13, 14, 15 St. Louis Cardinals; 28, 29-29* Cincinnati Reds; 31 San Francisco Giants.

August 1 San Francisco Giants; 6, 7 Los Angeles Dodgers; 8, 9 Philadelphia Phillies; 10, 12-12* Montreal Expos; 13, 14, 15 New York Mets; 31 Cincinnati Reds.

September 1, 2* Cincinnati Reds; 3, 4, 5 Atlanta Braves; 10, 11 Houston Astros; 13, 14, 15, 16* San Francisco Giants; 28, 29 Los Angeles Dodgers. * Day Games

The Padres once again are assisting schools, civic clubs, women's and fraternal organizations in arranging for special baseball programs during the winter.

The Padres' Speakers Bureau provides speakers for such meetings and draws primarily upon Padre front office staff and on occasion Padre players to appear.

The Padres also have available at no charge several baseball films, including World Series films of games played from 1946 through 1971.

The 1972 World Series film is expected to be available late next month.

Requests for speakers and films should be directed either by letter or by phone to Bob Chandler. Write Speakers Bureau, San Diego Padres, San Diego Stadium, Box 2000 or call 283-4494.

GOURMET GUIDE

by DeDe Godwin

We're introducing two guest columnists today: Zana Wuetrich "best cook in Wisconsin" and Gloria Morton, one of our own librarians. Zana's are quick meals, after all that time in the kitchen in December. Gloria's is a recipe for delicious tart Lemon Marmalade . . . just in time for the lemon crop. From Zana:

SPINACH CASSEROLE

2 packages frozen spinach cooked and drained
1 C sour cream
1½ to 2 packages onion soup mix.
Bread crumbs and butter
Mix first 3 ingredients gently, place in casserole and top with bread crumbs and butter. Bake 350 for 30 minutes. Yum!

CHICKEN DIVAN

2 cans condensed cream of chicken soup
2 10 oz. packages frozen broccoli spears, cooked.
8 cooked chicken breasts
1 C mayonnaise
1 T lemon juice
¼ t curry powder
½ C shredded cheddar cheese
½ C soft bread crumbs
salt, pepper, accent, to taste
Put broccoli in 8x12 inch pan. Cover with chicken breasts. Combine soup, mayonnaise, lemon juice and curry powder. Pour over chicken. Sprinkle with cheese, top with buttered crumbs. Bake about 30 minutes at 350.

FROM GLORIA

BEAUTIFUL LEMON MARMALADE

4 Large Lemons
5 C water
4 C sugar
1. Wash lemons. Halve lengthwise, place cut side down on cutting board and slice *very thin*. Remove seeds, measure fruit. (should be about 2 cups.)
2. Combine lemon slices and water in large kettle, cover, bring to boil and boil rapidly 25 minutes.
3. Remove from heat, add sugar, stir till dissolved, return to heat. Boil

rapidly uncovered, or over medium heat stirring occasionally, 30 to 35 minutes, or until marmalade slides off in 2 thick drops that run together. (Color should be amber-golden. Be careful that syrup does not stick to bottom of pan and brown.)
4. Remove from heat at once, skim top. Ladle into hot sterilized jelly glasses. Cool about 5 minutes. Top with thick layer of melted paraffin. Keep in a cool place.

Thank you, Zana and Gloria . . . come again!



Storewide clearance of Junior fashions & things
¼ to ½ off

487-1707

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**ESCONDIDO
VILLAGE
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EAST VALLEY PARKWAY
AT ASH

An Enclosed
Air-Conditioned
Shopping Center

EVENTS

January 15-20
Y.M.C.A. Exhibit
January 26-28
Antique Show & Sale
February 1-4
Recreational Vehicle Show
February 8-10
Phoenix Art Exhibit
Artistic Glass Blower

**People, Places
and Things**

**GUAJOME REGIONAL
PARK**

The frogs, for which Rancho Guajome was named, will not have to worry about developers taking over their natural habitat.

An original Mexican land grant, Rancho Guajome has played a significant role in the history of San Diego County. The Board of Supervisors has assured that its significance will remain intact for future generations by approving the master plan for Guajome Regional Park.

"Guajome is a 'regional park,'" said Edwin J. Moses, director of the Park Development Division of the San Diego County Public Works Agency, "because it is designed for the use of all the people of the County, rather than just one community."

Rancho Guajome was created in 1845 out of Mission San Luis Rey lands by the interim governor of Mexican California, Pio Pico. He granted the land to two former mission Indians, Andrés and José Manuel, who promptly sold the 2219 acres to Abel Stearns for \$550. Stearns kept the land until 1851 when he deeded it to his sister-in-law and her husband, Colonel Cave J. Coutts, as a wedding gift. Much diminished over the years, the new County park measures only 566 acres in size.

Moses said that in what is believed to be a first-of-its-kind, the County of San Diego and the cities of Oceanside and Vista are cooperating in making a large buffer zone surrounding the park that will be compatible with the spirit of the park. Development of the buffer zone will be controlled through zoning and public hearings which will prevent harsh contrasts.

"The focal point of the park is the Nature Center," Moses said, "planned to accommodate an estimated 78,000 persons a year."

"The Center will have a lovely view of the lake and will contain a nature study trail, an educational exhibit area, and wildlife viewing platforms."

"We anticipate 16,000 fishermen and 15,000 boaters will use Guajome Lake annually."

The original Guajome Adobe, home of the Coutts family, will be restored, according to Moses, and eventually be surrounded by a working ten-acre farm tilled by antique implements. The home itself will be a community center.

Guajome Regional Park will feature equestrian trails, bike paths, and hiking trails for its users. Family, caravan, and youth group camping will be offered, as well as day-use picnicking.

**ELECTRONIC SHOPPER
NEWS SERVICE**

The busy shopper scurrying between stores in the large Fashion Valley Shopping Center here will now be able to keep tabs on the national news, while getting a bonus of advertising messages telling of the best merchandise buys, through a new service just being introduced.

The new advertising system—the first of its kind in the country—is unique in that it offers merchants an opportunity to key messages to special sale items or introductory offers as well as the full scope of general products available right in the marketplace where the shopper is at the moment.

A major feature of the service, and one which provides the audience appeal, is the continuous, national news briefs which are part of the total system and which provide an important element in this complete viewed communication-advertising package.

Called Shoppers News Service, it is an all-electronic system which utilizes oversized screens — each with 8.4 square feet of display area—strategically located within shopping centers. It is now being introduced for the first time in the huge mall of the 80-acre Fashion Valley Center in San Diego, one of the nation's largest and most modern regional shopping-entertainment-dining complexes. It will operate every day during the hours Fashion Valley is open.

It was inaugurated for the Christmas season when the screens and supporting electronic components were put "on stream" with the national news service and advertisers.

Shoppers News Service is the brainchild of James Firmin, Michael Graziano and other businessmen who formed Capsule Communications, Inc. (CAP/COM) headquartered in the little community of San Marcos, California, only 30 miles north of San Diego.

"We envisioned and brought to reality this total communication concept which provides the advantage of up-to-the-minute news coverage coupled with the service of timely advertising copy at the point where and when the buyer is in the most receptive mood," said Michael Graziano, board chairman of Capsule Communications.

The installation, which contains much proprietary electronic circuitry, consists of three units with back-to-back screens with the units spaced along Fashion Valley's 1200-foot mall. Two units are in operation with the third to be activated shortly. The Fashion Valley mall is lined on both sides with large prestigious stores as well as smaller specialty shops and boutiques.

The top of each unit is seven and one-half feet above the ground for crowd and distance visibility. Mounted on either side of each pair of screens are Fashion Valley store directories.

The upper portion of the 54-inch by 36-inch screens carries the continuous 10-minute national news segments, fed into the system by United Press International wire service, with the lines of copy rolling up from the bottom and off the top in a continuous motion.

Each 10-minute newscast is divided into four segments that are continu-



Continuous national news segments, with advertising messages flashed on lower portion of screen, is the new medium just introduced at San Diego's prestigious Fashion Valley shopping center. The ad system allows merchandisers to reach buyer right at point-of-purchase at the time and place the shopper is in buying mood. Discussing one of the Shoppers News Service installations is Bill Boyle, left, Fashion Valley center manager, and Michael Graziano, Board Chairman of Capsule Communications, system's developer.

ally updated by United Press wire and include five or six top headlines, business and financial reports, sports information and the general news roundup which expands on the previously run headlines. Additionally, the Dow-Jones averages and selected stock quotations will be shown hourly.

The news is presented with white letters on a black background with each letter measuring about two inches wide by about two and one-half inches high. The screens are easily read in bright sunlight up to a distance of 50 feet away. Each screen has 6,500 tiny light bulbs which are energized by the character generator contained in each unit to form the letters and numerals in the news and advertising copy.

Advertising messages are produced on the lower portion of the screen, and feature white letters on ever-changing color backgrounds. Each advertiser is guaranteed a minimum of 90 ad messages a day, and each piece of ad copy comes on for eight seconds.

The entire electronic news and advertising copy input to the screens is governed by an automatic control center located in Fashion Valley Shopping Center. The ad copy is fed into the system by punched cards through the control center to the character generators in each set of screens. The newscasts come via landline direct from United Press in New York, using their CATV line, into the control unit. There the copy is edited electronically to provide proper spacing and to eliminate hyphenated words and then sent to the screens. The reading speed is set at 100 words per minute.

Graziano said that Capsule Communications will own and operate the Shoppers News Service installations wherever they may be utilized throughout the country. The company will also sell the advertising time, he said, with rate schedules to be specifically established for each locality. For example, in the Fashion Valley shopping center, rates are set for \$40 per day for a minimum of 90 exposures per day. At this rate, there is a \$.90 effective cost-per-thousand considering an average of 45,000 shoppers per day at Fashion Valley.

Graziano pointed out that there is a discount saving on the Fashion Valley rate card ranging from 5 percent for the three-day rate to 50 percent for the 52-week rate.

Fashion Valley, he said, attracts 16 million buyers who spend \$90 million dollars. Graziano said Capsule Communications, Inc. is ready to go into production on the systems for other shopping centers or high foot-traffic areas where advertisers can reach a large volume of buyers. □

**FISCHER APPOINTED
COIN COLLECTOR
CHAIRMAN**

"We all love the jingle of coins. "When we know they will be spent on behalf of the nation's children—those alive and others unborn—how much more welcome they sound."

This was the comment made by Wilson Fischer of 8141 Vista Drive, La Mesa, upon accepting the post of San Diego-Imperial March of Dimes Coin Collector Chairman.

Sheriff John F. Duffy is the March of Dimes chairman in the area.

To help the annual appeal on behalf of prevention and treatment of birth defects, Fischer and fellow volunteers will be distributing coin collectors throughout the two counties.

Fischer suggests that when you see a canister on the counter at your favorite coffee shop, drug store, cleaner, department store or discount center to drop in that extra change.



**Thackeray
GALLERY**

Home of Victor Doyle

Where Custom Framing
has been an art since
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WORLD PREMIER
AT OFF-BROADWAY



Veteran actor Sam Jaffe, whose role as "Dr. Zorba" in the Ben Casey TV Series made him a household name, will star in the world premier of Rod Serling's first stage play, "Storm in Summer," opening Wednesday, December 27 at Vince Miranda's Off Broadway Theatre in San Diego. The light comedy, which will continue through Sunday, January 21, also stars Edd Byrnes of "77 Sunset Strip" fame.

The world premier of Rod Serling's first stage play, "Storm in Summer" will be presented at Vince Miranda's Off Broadway Theatre in San Diego with Sam Jaffe and Edd Byrnes in the starring roles. The Serling play, scheduled as a pre-Broadway try-out, will open a four-week engagement on Wednesday, December 27 and will continue through Sunday, January 21.

International actor Sam Jaffe is most widely known for his portrayal of the brusque, but kindly Dr. Zorba in the "Ben Casey" TV series, but also has a long list of distinguished theatrical credits.

For many years prior to Ben Casey, Jaffe enacted the role of the High Lama in "Lost Horizons" and "Gunga Din." He recently appeared as Father Joseph in "Guns for San Sebastian" and will be seen in the to-be-released feature film, "Night Gallery" by Rod Serling.

His first major Broadway credit was "The Jazz Singer" with George Jessel. In 1950, for the role of Mastermind in "Asphalt Jungle," he won the Venice International Award for "best male performance of the year," an Edgar Award and an Oscar nomination.

Edd Byrnes, known to television viewers as "Kookie" on the popular series "77 Sunset Strip," is returning from London to co-star with Mr. Jaffe.

"Storm in Summer" was originally slated as a musical in collaboration with Steve Allen, but major script changes by Serling resulted in a straight light comedy production. Directed by Jim Burrows, the play is adapted from a "Hallmark Hall of Fame" television show which featured Peter Ustinov.

According to the Off Broadway Theatre's managing director Floyd Ackerman, the Serling play represents the first time the Miranda Theatre has optioned a new property with plans to take it to Broadway.

Mr. Serling, a Peabody Award Winner and frequent lecturer at colleges in San Diego and throughout the country, is best known for his writing of television dramatic productions, including Night Gallery, Twilight Zone, Planet of the Apes, Requiem for a Heavyweight and many Playhouse 90 productions. Adding a new dimension to his writing with a touch of comedy in "Storm in Summer," Serling will work closely with Director Burrows on the production.

The Off Broadway Theatre has now established a new ticket policy for Military personnel which allows for a 50% discount on single seats purchased an hour or less prior to the scheduled performance time of the show. Military personnel normally receive a \$1.00 discount for any ticket purchased.

The "single-seat" discount, which is applicable to all regular box office ticket prices, will be given to Military personnel, with proper identification, on a "first-come, first-serve" basis.

GALLERY RECEIVES GIFT OF \$175,000.00

An unsolicited gift of \$175,000 was presented to the Fine Arts Gallery of San Diego, it was announced today by Philip L. Gildred, President of the Fine Arts Society, at the regular monthly meeting of the Board of Trustees.

The gift was made by Mr. and Mrs. Rea A. Axline who just recently became members of the Society through the generosity of RAdm. and Mrs. M. E. Dornin. Mr. and Mrs. Axline, who visited the Gallery several years ago, were impressed by it and the community and are considering relocating in San Diego from their present home on Long Island.

The Society is pleased to welcome them into their membership, and because of the magnitude of their gift, Mr. and Mrs. Axline have been recognized as Patrons of the Arts.

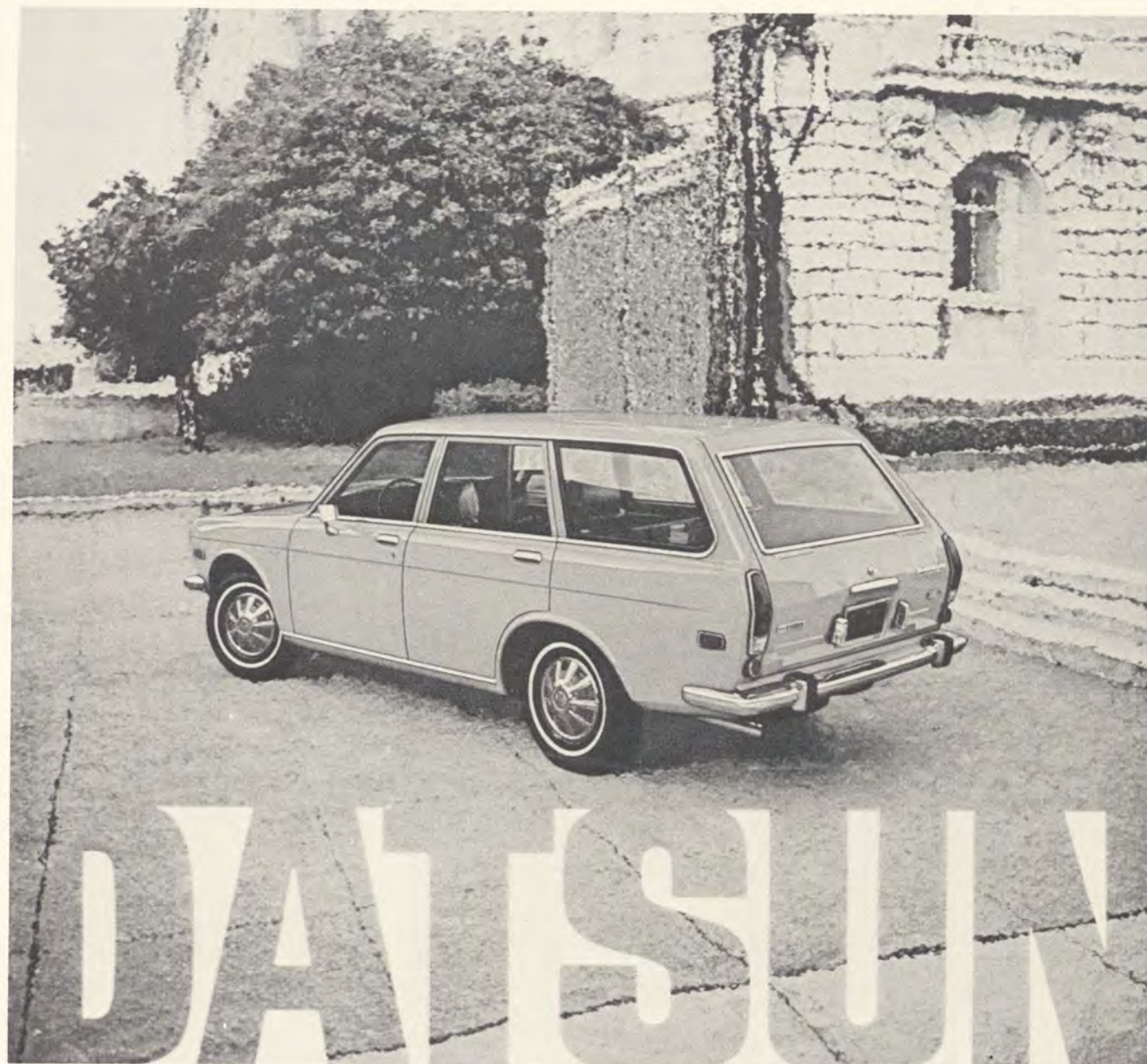
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